



Norwich Western Link

Statement of Community Involvement

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Glossary of Abbreviations and Defined Terms

Term	Definition
the Applicant	Norfolk County Council as the promoter of the Proposed Scheme
Norfolk County Council as the County Planning Authority	Norfolk County Council is the County Planning Authority who will consider the Planning Application and decide whether or not to grant planning permission. Use term when referring to the CPA instead of the Applicant
The Proposed Scheme	The proposed Norwich Western Link scheme
DCO	Development Consent Order
DfT	Department for Transport
NMU	Non-motorised User
NWL	Norwich Western Link
OBC	Outline Business Case
PRoW	Public Right of Way, being a highway over which the public have a right of access along the route
SAC	Special Area of Conservation, being a protected site designated under the European Union Council Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora (the EC Habitats Directive)
SOBC	Strategic Outline Business Case
SSSI	Site of Special Scientific Interest



1 Introduction

1.1.1 This Statement of Community Involvement (SoCI) has been prepared by WSP on behalf of Norfolk County Council (NCC) Highways (the 'Applicant') in support of an application for planning permission for the construction and operation of the Norwich Western Link (NWL).

1.2 Overview of the Norwich Western Link Proposals

1.2.1 The Planning Application proposes the construction, operation and maintenance of an approximately 6 Kilometre (km) long dual carriageway road connecting the A1067 Fakenham Road and the A47, with a dualled section of the A1067 to the existing A1270 roundabout (the 'Proposed Scheme'). As part of the Proposed Scheme, the following structures are proposed:

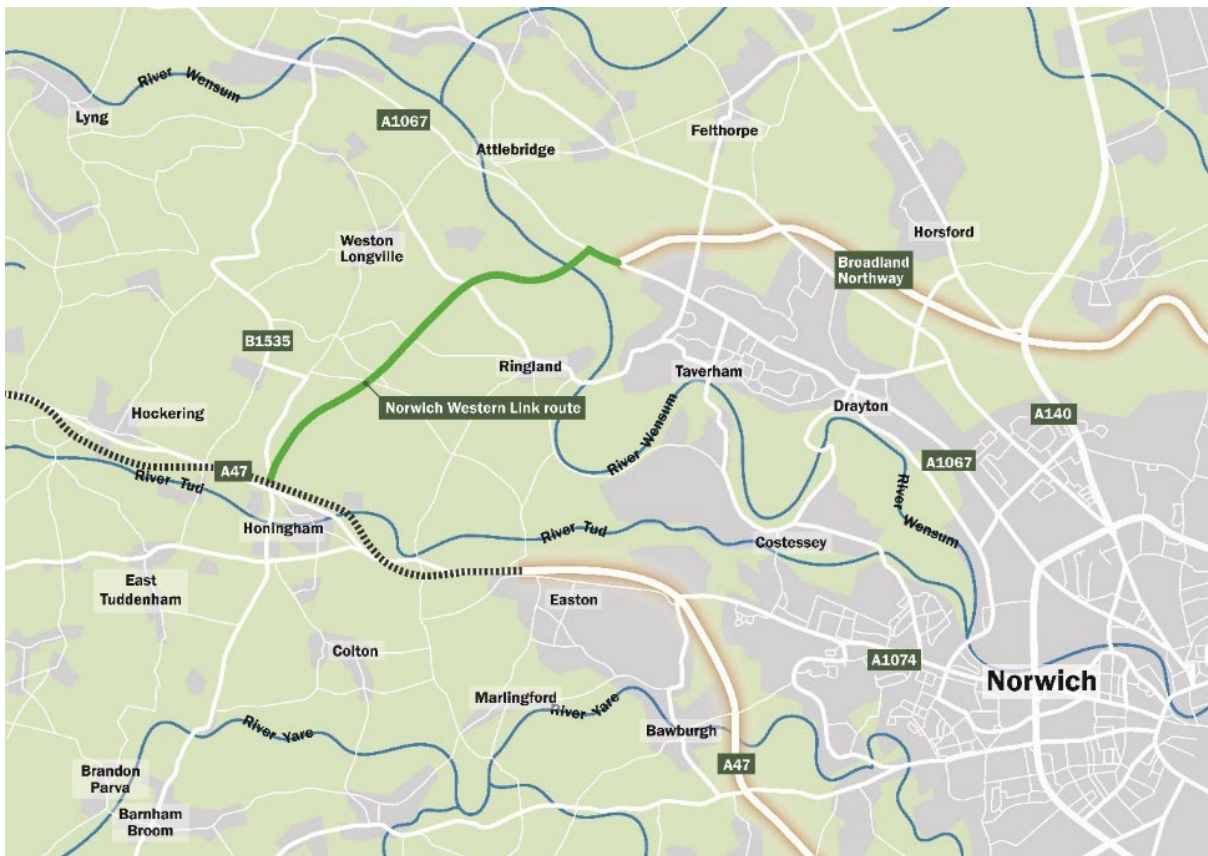
- Viaduct crossing the River Wensum and floodplain (approximately 490m long). The ten-span bridge design includes piled piers within the floodplain;
- A culvert crossing of a minor watercourse in the floodplain for maintenance access;
- Wildlife crossings, including underpasses and greenbridges;
- Overbridges where required to maintain routes across the scheme for vehicles, non-motorised users (pedestrians, cyclists and horse riders) and/or wildlife;
- Culvert structure for a tributary of the River Tud; and
- The Proposed Scheme's design includes sloped earth embankments and cuttings to manage the topography, earth bunds, landscape planting, drainage basins, and maintenance access tracks.



1.2.2 The Proposed Scheme, a full description of which is contained in Chapter 3: Description of the Scheme of the Environmental Statement (ES) submitted with the planning application, is a response to the lack of a strategic link road between the A1067 and the A47 on the western side of Norwich. This has resulted in high volumes of traffic utilising rural, single carriage rural roads and through residential areas and villages.

1.2.3 The Proposed Scheme is located approximately 10.4 kilometres to the north-west of the city of Norwich. The nearest settlements are Weston Longville (approximately 0.19 kilometres west), Ringland (approximately 0.68 kilometres east), Weston Green (0.28 kilometres west), Honingham (0.34 kilometres west) and Eaton (3.4 kilometres east). The proposed route is shown in Figure 1-1, below.

Figure 1.1 – Proposed route





1.3 Purpose of this document

- 1.3.1 This SoCI provides an overview of the public consultations that have been undertaken prior to the submission of the Application, sets out the feedback that has been received from these consultations, and identifies how the Applicant has considered the comments received in preparation of the Application.

2 Relevant local and national policy and guidance

2.1 Introduction

Pre-application public consultation is an important part of the planning process that can be used to explore design principles and gauge the extent of public support or opposition for a proposal. Consultation also provides the local community with the opportunity to consider the principle and detail of the proposals in the context of the site-specific characteristics. This helps the applicant to develop an understanding of potential effects on local communities and make reasonable adjustments prior to submission.

2.2 National Guidance

- 2.2.1 Achieving successful and inclusive public consultation in development proposals is a well-established feature of national planning policy.

National Planning Policy Framework 2023

- 2.2.2 Paragraph 39 '**Pre-application engagement and front-loading**' of the National Planning Policy Framework (NPPF) published in December 2023 states that "early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community."



Planning and Compulsory Purchase Act 2004

2.2.3 The Planning and Compulsory Purchase Act 2004 (PCPA) includes requirements for public consultation and participation.

2.2.4 The Act requires that effective consultation should:

- Enable communities to put forward ideas and suggestions, and participate in development proposals and options;
- Allow engagement through consultation on formal proposals;
- Ensure that consultation is undertaken in locations that are accessible; and
- Provide and seek feedback.

2.3 Local Guidance

Norfolk County Council

2.3.1 In October 2022 Norfolk County Council, as the Local Planning Authority, adopted the Norfolk County Council Statement of Community Involvement.

This overarching document is intended to set out how they, as the Local Planning Authority, will consult with local communities when making planning policy and determining planning applications.

2.3.2 Part 2.1.5.2 of the document (*'Notification and Consultation'*) confirms that pre-application engagement with the Council is strongly recommended, and that once a planning application has been validated the Council will engage in the following ways with different groups and individuals:

- **'Statutory consultees** - These are the bodies or persons set out in planning legislation which we must directly consult and who are obliged to respond. Consultation takes place via email notification and responses can range from a detailed written response to standing advice.



- **General Consultees** - These are the bodies set out in planning legislation which we must directly consult but who are not obliged to respond, this includes parish and town councils. Consultation takes place via email notification in the case of a parish council, this is sent to the clerk.
- **Other appropriate groups** - These are the bodies and organisations which represent the interests of various groups and residents in the county. This type of consultee includes local businesses, industry representatives, local community and action groups etc. The Council will consult those which we consider to be appropriate to the particular planning application under consideration. We recommend that groups who want to engage in the planning system pro-actively contact us to agree the type of development and the locations on which they are interested, so we can ensure that they are consulted.
- **Direct neighbour notification** – We will write directly to all postal addresses where known (dwellings and commercial properties) that immediately abut the application boundary (shown with a red line in the planning application site plan).

3 Consultation and engagement activities

- 3.1.1 There have been a number of public engagement activities over the years relating to the transport issues in the area, and possible solutions, which are relevant to the Proposed Scheme.
- 3.1.2 It is recorded in the Option Assessment Report for the Proposed Scheme that a public consultation on the revised Norwich Area Transport Strategy (NATS) prepared in 2003 showed '*strong*' support for transport improvements to the north and west area of Norwich.
- 3.1.3 More recently there have been four rounds of consultation and engagement in relation to the Proposed Scheme. These are set out in this document as follows:



- **Chapter 4:** A first round of non-statutory consultation and engagement was undertaken between 8 May 2018 and 3 July 2018. The consultation sought to understand people's experience of living in, and travelling through, the area to the west of Norwich;
- **Chapter 5:** The second round of non-statutory public consultation occurred between 26 November 2018 and 18 January 2019. The purpose of the second consultation was to provide information on the proposed options for addressing the highway issues to the west of Norwich and to seek the public's views on them to help identify a preferred option;
- **Chapter 6:** A third round of public consultation and engagement, the Local Access Consultation, occurred between 27 July 2020 and 20 September 2020. This consultation was carried out after the Applicant's Preferred Route Announcement in July 2019, and was to ask people's views on how the Council could best support people to walk, cycle and use public transport in the area to the west of Norwich, and for opinions on proposals for local roads that cross the Proposed Scheme, as well as for Public Rights of Way in the vicinity of the new road; and
- **Chapter 7:** The fourth round of public consultation occurred between 15 August 2022 and 9 October 2022 to understand local views on the proposals and to take these into account in the final scheme design.

4 First round of non-statutory public consultations

4.1 Introduction

- 4.1.1 The first round of public consultation was carried out by the Applicant between Tuesday 8 May 2018 and Tuesday 3 July 2018. The site study area encompassed the area of Norwich, known as the Norwich Western Quadrant (NWQ), as illustrated in Figure 4-1.

Figure 4.1 – NWQ study area



4.1.2 The study area encompasses the western fringe of Norwich and settlements, including; Bawburgh, Marlingford, Honingham, Hellesdon, Drayton, Taverham, Costessey, New Costessey, Ringland, Hockering, Weston Green, Weston Longville, North Tuddenham, Primrose Green, Lenwade, Alderford, Marton, Ugate, Felthorpe, Thorpe Marriot, Horsford, Elsing and Lyng.

4.1.3 It also includes the key radial routes of the A47 trunk road, the A1074 (Dereham Road), and the A1067 (Drayton High Road / Fakenham Road).

4.1.4 In this consultation, the public were asked for their views, via a questionnaire and interactive virtual map, on any transport issues which exist to the west of Norwich. Feedback from local residents and businesses was gathered using two web-based portals supplied by the online citizen engagement platform 'Commonplace'. An internet web-link to the online portal supplied for the Proposed Scheme now contains the results of the consultation and can be accessed via the following URL link: [Commonplace](#).



4.2 Who Norfolk County Council consulted

4.2.1 Ahead of the official consultation, letters were posted, and emails were sent to key stakeholders before the launch of the consultation and advertisement was carried out. Public engagement events were held during May and June 2018 at various locations within the study area at village halls, the Norfolk and Norwich University Hospital and Norwich Research Park, as set out in Table 4.1 below:

Table 4.1 – Public consultation and engagement venues

Location	Date	Time
Ringland Village Hall	Thursday 10 May 2018	10.30am – 8pm
Hockering Village Hall	Thursday 17 May 2018	10.30am – 8pm
Hall for All, Weston Longville	Tuesday 22 May 2018	10.30am – 8pm
Easton Village Hall	Thursday 31 May 2018	10.30am – 8pm
Taverham Village Hall	Tuesday 5 June 2018	10.30am – 7pm
The Forum, Norwich	Wednesday 13 June 2018	10.30am – 8pm
The Forum, Norwich	Thursday 14 June 2018	10.30am – 8pm
Costessey Community Centre	Monday 18 June 2018	10.30am – 8pm
Hellesdon Parish Office	Tuesday 26 June 2018	10.30am – 8pm



4.3 How Norfolk County Council consulted

- 4.3.1 The consultation used two online portals created using the 'Commonplace' online engagement platform to collect public information. The purpose of this consultation was to understand people's experience of living in, and travelling through, the area to the west of Norwich. The first portal was designed to collect people's views on general transport issues and the second was used to pinpoint transport issues on a virtual 'heatmap'.
- 4.3.2 The general public were asked how they were referred to the Commonplace consultation portals, with user responses showing that the website had been accessed through multiple mediums including email, Twitter (now called 'X'), Facebook and the Norfolk County Council website.

4.4 Methods of responding

- 4.4.1 Users were first asked for their views regarding transport issues to the west of Norwich in general, asking them to answer a text-based questionnaire that considered the potential options for transport development that Norfolk City Council should consider. Second, the public were asked to highlight any specific local transport issues and solutions by identifying them on an interactive map.
- 4.4.2 Responses from the public were collected through visits to the websites and comments received on the platforms. Every respondent was directed using the system user '*flow*' from the first Norwich Western Link Initial Views portal to the second stage, the Norwich Western Link 'heat map'.
- 4.4.3 A high-level summary of the data gathered through their platform was supplied by Commonplace who analysed and distilled the data into key issues and points raised with reference to popular responses and commonly stated geographic locations from the respondents. The report identified headline issues that were raised by people from the multiple-choice questionnaire.



4.5 Number of responses

4.5.1 A total of 4,226 website visitors were recorded and 2,327 comments were received across the two stages of the consultation. There were 1,146 total visitors to the second part of the consultation with 531 contributions made to the interactive map. The Initial View consulted 3,280 members of the public and received 1,380 total contributions to the questionnaire. A full break down of the public response is provided below.

4.5.2 The results demonstrate that respondents perceive the existing roads in the area to be unsuitable for the current levels of traffic and subsequently slow journey times were also a frequently mentioned issue. In association with this rat-running was the second most perceived issue. The top 10 most frequently identified transport issues within the area, are outlined in Table 4-2.

Table 4.2 – Most frequently identified transport issues as identified by respondents to the consultation

Rank	Issue	Frequency
1	Roads not suitable for the level of traffic	1,395
2	Rat-running	1,103
3	Slow journey time	1,001
4	Rural Congestion	776
5	Inappropriate use by heavy goods vehicles (HGVs)	737
6	Road safety	711
7	Poor journey reliability	585
8	Poor cycling network	423
8	City centre congestion	423
9	Poor walking routes	322
10	Public transport options	318



4.5.3 The results demonstrated that respondents perceive the roads in the area to be unsuitable for the current levels and type of traffic (1,395 respondents), with rat-running (1,103 respondents) and slow journey times (1,001 respondents) also frequently mentioned as issues.

4.5.4 As part of the consultation people were provided with 10 options to be explored to address the existing transport issues to the west of Norwich. Responses to this question are set out in Table 4-3, below.

Table 4.3 – Public consultations responses on options for resolving traffic issues

Rank	Option	Frequency
1	New road linking the A1270 Broadland Northway (Norwich Northern Distributor Road – ‘NDR’) to the A47	1,492
2	Improving existing roads	473
3	Improving public transport	312
4	Improving cycling routes	299
5	New cycling route linking the NDR to the A47	276
6	Traffic calming on existing routes	206
7	Better walking routes	177
8	New walking route linking the NDR to the A47	136
9	Other	30
10	Do nothing	27



4.5.5 There was a clear preference for developing a new road between the A1270 and A47 in order to tackle the transport issues highlighted in the area (1,492 respondents). This option was selected more than three times as much as the next most popular option of improving the existing roads (473 respondents).

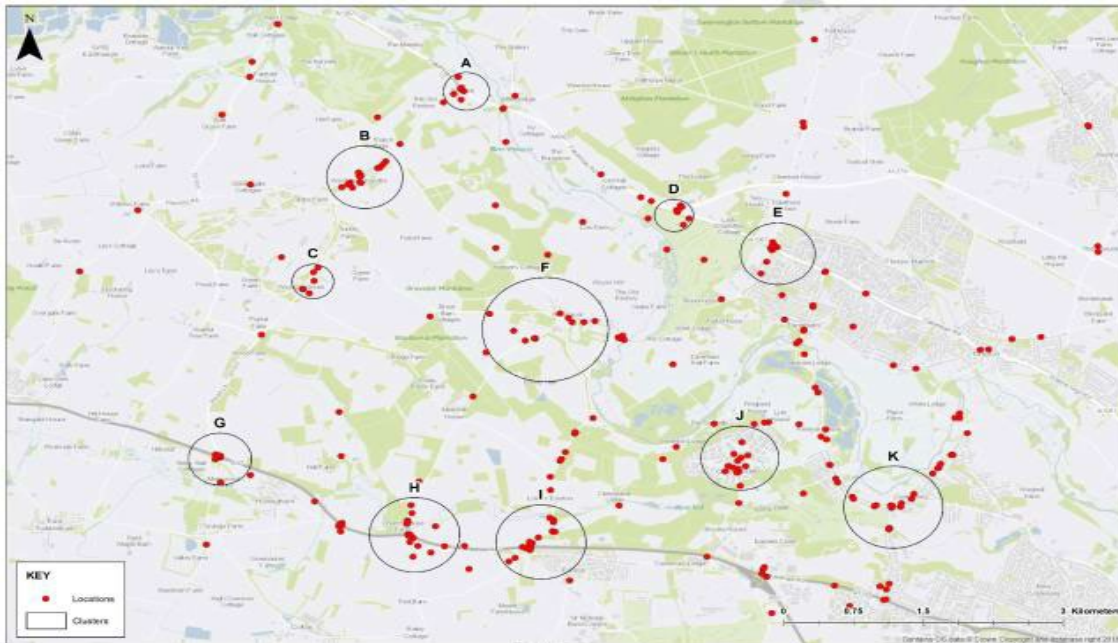
4.5.6 This question was supported by the transport issues 'heat map', which indicates areas of concern on the existing road network, especially congestion and perceived inappropriate road use patterns for the type of roads available. Figure 4-2, below, demonstrates where comments were 'pinned', and have subsequently been clustered into groups. The following indicates the range of comments within each cluster:

- **Cluster A** (8 comments): respondents stated that the roads were narrow and that rat-running was an issue. Concerns regarding safety were also raised with respondents feeling that a NWL should not connect to the A1067 at this location;
- **Cluster B** (17 comments): respondents reported that the traffic calming measures in Weston Longville are dangerous, and the lower speed limit is not obeyed. Rat-running, congestion and the road being unsuitable for the level of traffic were perceived as a major issue. Respondents also commented on the lack of pedestrian facilities;
- **Cluster C** (8 comments): traffic and speeding issues were raised in relation to Weston Green, along with a lack of access to public transport;
- **Cluster D** (7 comments): HGVs and tractors were noted to cause congestion at the A1067 / A1270 junction. Many believe that this location is where a NWL should tie-in, however, one comment indicated that creating a road south from this location would cause irreparable damage to River Wensum;



- **Cluster E** (12 comments): respondents indicated that the A1067 / Fir Covert Road junction is not suitable for the level of traffic. Respondent's solutions included a roundabout or to have traffic signals;
- **Cluster F** (26 comments): Rat-running and traffic were raised as an issue at Ringland. The road is also considered narrow and dangerous due to speeding. Respondents requested more provision for NMUs;
- **Cluster G** (15 comments): comments here related to the dangerous nature of turning movements, however, there were numerous comments regarding the Highways England RIS scheme;
- **Cluster H** (19 comments): This area (A47 / Taverham Lane junction) is perceived unsuitable for current traffic levels, particularly HGVs. Subsequently respondents felt a NWL should not connect at this junction, with some respondents suggesting the closure of this junction;
- **Cluster I** (18 comments): comments indicated that Ringland Road is not suitable for usage by HGVs and that rat-running is an issue. The junction is also perceived as dangerous and there is a need for signage to stop HGVs turning into Ringland Hills;
- **Cluster J** (13 comments): respondents indicated that the road (Sir Alfred Munnings Road) is not suitable for the level of traffic, and the single carriageway is not suitable to support the housing developments (Queen's Hill). An additional exit from the developments was suggested; and
- **Cluster K** (19 comments): pollution was noted as an issue, with specific reference to the proximity of St Augustine's Catholic Primary School. Congestion and inappropriate HGV movements were also noted.

Figure 4.2 – Public consultation transport issues heat map



4.5.7 The geographic feedback annotated by respondents within the Commonplace portal also informed a suggested improvement 'heat map'. This indicates where respondents felt improvements were required and gave them the opportunity to provide suggestions and alternative measures to address their perceived transport issues. Figure 4-3 demonstrates where comments were 'pinned' and have subsequently been clustered into groups. The following indicates the range of comments within each cluster:

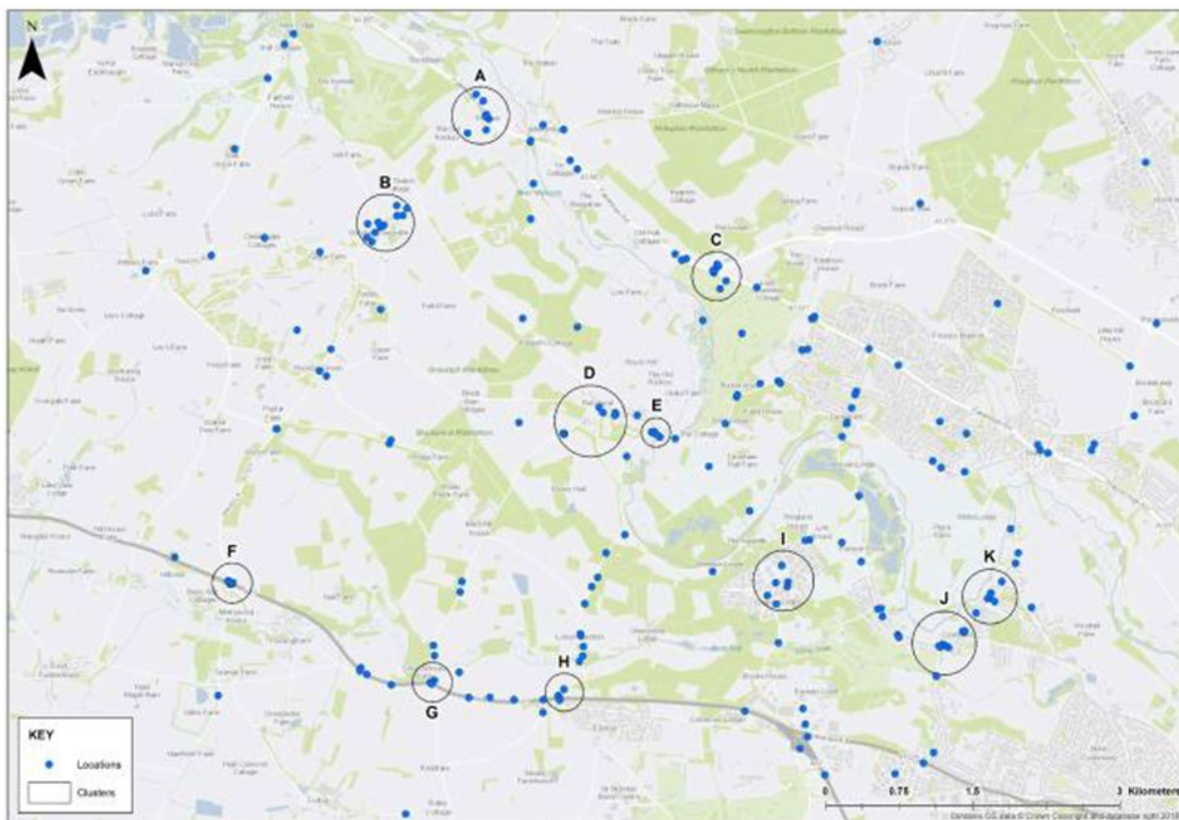
- **Cluster A (9 comments):** within the Morton on the Hill area there was a contrast of opinion. One respondent felt that a NWL should connect with the A1067 at this location, whereas other respondents were of the opinion that this was too far west to solve the identified issues (particularly rat-running);
- **Cluster B (12 comments):** issues such as rat-running and congestion were noted at Weston Longville, and as such, many comments were supportive of a link road to bypass the parish;



- **Cluster C (8 comments):** respondents commented that the A1067 / A1270 junction is where a new link road should start, however, comments were received in relation to the potential environmental impact on the River Wensum;
- **Cluster D (28 comments):** comments within this cluster support the construction of a link road to reduce traffic and congestion. Suggestions included greater public transport, pedestrian and cycling options within the Ringland area;
- **Cluster E (5 comments):** comments included within this cluster demonstrated that HGVs are an issue on Ringland Road between Ringland and Taverham;
- **Cluster F (9 comments):** supportive comments for a link road starting at the A47 / B1353 junction, with particular emphasis on the requirement for the new link to be a dual carriageway;
- **Cluster G (3 comments):** comments within this cluster indicated that the A47 / Taverham Road junction should be closed, except for local access;
- **Cluster H (5 comments):** congestion and rat-running during peak hours was noted as an issue at Easton, subsequently support for the construction of a new link road was evident to alleviate these issues;
- **Cluster I (6 comments):** issues at Queen's Hill are related to the volume and flow of traffic. Comments suggested the introduction of traffic signals or upgrading to a roundabout, creating an additional layby for buses, to avoid queueing at the bus stops;
- **Cluster J (9 comments):** comments highlighted that West End / Longwater Lane is too narrow and not suitable for the levels of traffic in this location, subsequently support for a new link road connecting to Costessey was suggested; and

- **Cluster K (7 comments):** issues noted at The Street, Costessey, included rat-running and the dangerous environment created from traffic calming measures and parked cars. Support for a new link road to reduce traffic and resulting congestion in residential areas was noted, with concern being raised that the impact of a new link road would be less if it was situated further west.

Figure 4.3 – Public consultation location improvements heat map



4.6 Key Stakeholder Consultation: Support and opposition

4.6.1 Further to the responses received via the Round 1 consultation, key stakeholders were actively engaged in the project throughout 2017 and 2018 via a series of Local Liaison Group (LLG) workshops, occurring bi-monthly with Parish Council representatives from within the study area. A group of elected Council Members provided guidance to the project via bi-monthly meetings. The meetings with both the LLG and often included other relevant stakeholders as necessary, for example Highways England and their



consultants attended and provided updates on their A47 Road Investment Strategy ('RIS') schemes and modelling work.

- 4.6.2 Key stakeholders were invited to respond to the public consultation in a formal capacity, in order to understand their position and views on the necessity of an NWL. A total of 15 written responses were received from public bodies or organisations in direct response to the consultation. A summary of their responses, including their overall position, is detailed in Table 4-4.

Table 4.4 – Key stakeholder written consultation responses

Organisation	Position	Summary
Breckland District Council	Support	The Council believe an NWL is of key importance, as traffic congestion is having a negative impact on local industry. Furthermore, the Council mentioned how an NWL will remove HGVs from local roads, providing a positive impact to local residents.
Broadland District Council	Support	The Council strongly recognises the benefits an NWL would have for the local community and people visiting the area. The Council also believe an NWL will reduce rat-running through smaller villages, and result in an overall positive outcome
Easton & Ringland Estates	Oppose	Easton & Ringland Estates expressed concerns in relation to the impact of an NWL on the River Wensum SAC, affecting landscape, ecological and habitat characteristics that passes through Easton and Ringland estates. The organisation suggests that the NWL is built further west to avoid this.
Cringleford Parish Council	Support	The Council have stated an NWL will have a positive impact on the parish and wish to see a new road connecting with the A47 west of Easton, easing traffic congestion for local residents. However, the Council is concerned about the River Wensum SAC, as a conservation site, stating that the protection of wildlife habitats is of utmost importance.
East Winch Parish Council	Support	The Council supports the principle of an NWL, however, they have outlined some concerns, such as the proximity to the city of Norwich. The Council also noted that additional local road improvements are needed, for example improvements to the crossroads at Necton.
Great Yarmouth Borough Council	Support	The Council believe an NWL will have a positive impact on the local economy and wider county, bringing further investment to the city of Norwich. The Council acknowledges the environmentally sensitive area of the project, but it believes with careful planning and consideration an NWL can be successfully implemented.
Green Party	Oppose	The Green Party expressed opposition due to the location of the scheme and the presence of the River Wensum SAC, believing an NWL would cause adverse harm. The Green Party also believe an NWL would increase carbon emissions surrounding the route and, with the financial cost of such a project, the public should be focussed on more sustainable modes of transport.
New Anglia Local Enterprise Partnership (LEP)	Support	The LEP outlined that the new link will help deliver the economic strategy for Norfolk and Suffolk, will improve connectivity to centres of excellence and will enhance the quality of life for residents in the area.
Norfolk & Norwich University Hospital (NNUH)	Support	NNUH state that the improved infrastructure will make the hospital more accessible, in particular to residents living in North Norfolk.

Organisation	Position	Summary
Norwich Friends of the Earth	Oppose	Friends of the Earth outlined a number of concerns, including; the location (in regard to the presence of the River Wensum SAC), the reasoning, cost, air quality and the impact on climate change.
Road Haulage Association Ltd (RHA)	Support	The RHA encourages the project as it would reduce journey times, improve air quality and assist in the economic growth of Greater Norwich. Ideally, the RHA would like a dual carriageway solution linking the A47 and A1067. The RHA also requested purpose-built overnight parking facilities for lorries along the proposed link road.
South Norfolk Council	Support	The Council believe the infrastructure initiative supports the growing local economy.
The Friends of North Norfolk	Oppose	The Friends of North Norfolk opposed the principle of a NWL due to the perceived harm that will be caused to the River Wensum and the overall financial cost of the project.
THQ Hunter	Support	THQ Hunter support the principle of a NWL, however, they required more information, particularly; a map of the proposed route, whether the Great Yarmouth Third River Crossing is on schedule and information on the public consultation.
Wensum Valley Alliance	Oppose	The Wensum Valley Alliance outlined a number of concerns, including; the location (in regard to the presence of the River Wensum SAC), the reasoning, cost, air quality and the impact on climate change.



4.7 Conclusion

- 4.7.1 Following the conclusion of the first round of non-statutory consultations, the Applicant commissioned an Option Appraisal Report (OAR) to provide further evidence of the issues and challenges facing the local area to the west of Norwich.
- 4.7.2 The OAR considered the need for the scheme, described the outputs from initial traffic modelling to identify the challenges and likely economic benefits associated with an NWL, and explored the potential engineering solutions to identify a number of possible options. As a result of the OAR a number of potential route options were identified.

5 Round two public consultation on shortlisted options

5.1 Introduction

- 5.1.1 Following the first round of public consultations, a second consultation was undertaken between 26 November 2018 and 18 January 2019 to provide information on the proposed options for addressing the highway issues to the west of Norwich that were identified in the OAR and to seek the public's views on these options. As set out below, the conclusion of this public consultation exercise was a preference for Route Option D, followed by Route Option C.
- 5.1.2 As shown in Figure 5.1 below there were four option routes (Options A, B, C and D) presented for consultation, with Route Option B having an East and a West variation to allow different impacts on the River Wensum (from a new viaduct and the use of the existing road where it passes over the River Wensum) to be consulted upon.

Figure 5.1 – Options presented for public consultation (November 2018)



5.2 Purpose and objectives of the consultation

5.2.1 The purpose of the consultation was to provide information on the options proposals, asking for views on them to help identify a preferred option. The objectives for the consultation were as follows:

- Understand the degree of public support for each of the four options;
- Understand how each option may rank against one another;
- Gauge support for each option from statutory and non-statutory organisations;
- Gain knowledge of potential scheme risks and local effects of each of the proposed options which may influence design or cost;



- Inform the development of the Strategic Outline Business Case, in particular seeking to identify additional potential social and economic scheme benefits and opportunities which may arise as a result of each option and any aspects requiring mitigation which may influence the Proposed Scheme cost; and
- Identify other potential complementary measures which could be delivered as part of the Proposed Scheme.

5.3 Who Norfolk County Council consulted

5.3.1 The consultation sought views from the public and stakeholders, including previous respondents to the initial consultation, local communities and businesses. Key stakeholders that were consulted, included:

- Local authorities, businesses and organisations within the Norwich Western Link local area;
- Relevant public-sector bodies;
- Environmental groups;
- Walking and cycling groups; and
- Organisations who have previously expressed an interest in the project.

5.3.2 Work to identify any landowners affected by any of the proposed options was undertaken. As such, those identified were sent a letter containing tailored information prior to the start of the consultation period informing them of the latest proposals and the opportunity to provide comment.



5.4 What Norfolk County Council consulted on

- 5.4.1 Consultees were asked to provide their views on the options, and to advise any options they preferred based on the information provided and the potential benefits and impacts of each option. Respondents could also state a preference for '*none of them – do nothing*' or '*none of them but something should be done*'.
- 5.4.2 Respondents were asked to highlight any particular issues, interests or concerns in relation to each of the options put forward, as well as comparative views on the different options.
- 5.4.3 The questionnaire also asked respondents what other transport improvements they felt could complement the Norwich Western Link proposals.

5.5 Methods of responding

- 5.5.1 Consultees were invited to respond to the consultation by completing an online questionnaire, available via a consultation page on the Applicant's official website: [Norfolk Norwich Western Link](#).
- 5.5.2 Written responses were also accepted in writing to: Norwich Western Link, Infrastructure Delivery Team, Norfolk County Council, County Hall, Floor 2, Martineau Lane, Norwich, NR1 2DH, or emailing norwichwesternlink@norfolk.gov.uk. Individuals, groups and organisations responding in a professional capacity were encouraged to respond in this way.

5.6 Consultations

- 5.6.1 The consultation was promoted using a range of different methods to encourage as many views as possible. The methods used are listed below.
- Website
- 5.6.2 The online questionnaire was available via the County Council's website: [Norfolk Norwich Western Link](#)



5.6.3 As part of the consultation questionnaire, people were asked where they had seen information about the consultation - the website was cited in nearly 400 responses.

Consultation brochure

5.6.4 A consultation brochure provided information on the background for the proposals and details of the proposed options. The brochure also included the consultation questionnaire, which could be completed and left at an exhibition, or posted to the Applicant.

5.6.5 As part of the consultation questionnaire, people were asked where they had seen information about the consultation - the brochure was cited in more than 300 responses.

Public consultation events

5.6.6 Public Consultation events were held in locations which were informed by experience from the initial consultation and feedback and suggestions from members of the public, Local Liaison Group and councillors. The Applicant's project team were available to answer questions and to talk to visitors about the proposals.

5.6.7 Consultation events were held as set out in Table 5.1, below.

Table 5.1 – Public consultation and engagement venues

Location	Date
Ringland Village Hall	Wednesday 28 November 2018
Drayton Village Hall	Monday 3 December 2018
The Forum, Norwich	Tuesday 4 December 2018
Hockering Village Hall	Wednesday 5 December 2018
Easton Village Hall	Monday 10 December 2018
Taverham Village Hall	Tuesday 11 December 2018



Location	Date
Hall for All, Weston Longville	Wednesday 12 December 2018
Salvation Army Church, Fakenham	Friday 14 December 2018
Aylsham Town Hall	Tuesday 8 January 2019
Diamond Jubilee Lodge, Hellesdon	Thursday 10 January 2019
Great Witchingham Village Hall	Friday 11 January 2019
The Costessey Centre	Monday 14 January 2019
Dereham Memorial Hall	Tuesday 15 January 2019
Honingham Village Hall	Wednesday 16 January 2019 (this session was also attended by Highways England staff)

5.6.8 Additional consultation events were also held at the Norfolk and Norwich University Hospital on 27 November 2018 and at Norwich Research Park on 9 January 2019 which were promoted to staff in advance. Staff from the project team also attended a public consultation event organised by Barnham Broom Parish Council on 5 January 2019.

5.6.9 Exhibition boards provided information on the need for the NWL, the project objectives, information on each of the proposed options, environmental considerations, traffic impacts for each of the options, and how people could respond to the consultation.

5.6.10 As part of the consultation questionnaire, people were asked where they had seen information about the consultation – attending a consultation event was cited in more than 250 responses.

5.7 Promotion and Publicity

5.7.1 Channels used for promoting the consultation included:



- Social Media – Publicity on Facebook & Twitter;
- Media and Community Newsletters;
- Promotional Materials;
- Targeted Promotion to Key Stakeholders;
- Emails and letters were sent in November to more than 2,000 stakeholders including MPs;
- Email updates were also sent regularly to 900 people who had subscribed to news about the Proposed Scheme– this number increased as the consultation continued;
- The Norwich Western Link Local Liaison Group, made up of representatives from 29 local parish councils, was kept informed about the consultation via a meeting before the consultation began on 6 November 2018 and during the consultation on 19 December 2018. In addition, briefings were offered prior to each consultation event to each local parish council.

5.8 Number of responses

- 5.8.1 A total of 1,931 respondents provided feedback to the second round of consultation. Responses were received either via the online questionnaire, or through letters and emails. Many responses included several different comments (for example, commenting on several aspects or concerns regarding the Proposed Scheme). Through the analysis of the 1,931 responses, over 12,000 comments regarding the proposals were identified.
- 5.8.2 The majority of responses were received via the online questionnaire, with 1,825 people providing a response via this medium. Some respondents only provided responses to the closed/quantitative questions, and therefore did not provide any written (qualitative) comments.
- 5.8.3 The options comparison section of the website also included a question asking respondents which statement best described the information they had



seen about the Proposed Scheme. The NWL consultation website was cited in nearly 400 responses and the brochure was identified in more than 300 responses. More than 250 respondents stated that they had attended a consultation event, whilst a smaller number of respondents (150) had read the information on social media.

5.8.4 In addition to the online questionnaires, 74 stakeholder organisations, (including 13 with land interests) and 32 members of the public provided responses by letter or email. Table 5.2, below, sets out the qualitative responses received to consultation.

Questionnaire Responses

5.8.5 The questionnaire consisted of:

- 14 closed questions (quantitative questions) whereby respondents were asked to select answers based on a selection of pre-determined responses;
- 8 open free-text questions (qualitative questions) whereby respondents could elaborate or provide further comment; and
- A series of demographic questions to help understand who has responded to the consultation.

Qualitative Responses

5.8.6 Table 5. 2, below, sets out the qualitative responses received to consultation.

Table 5.2 – Qualitative responses received to consultation

Response type	Number of qualitative responses
Questionnaire responses	1,711
Letters/emails from public	32
Letters/emails from stakeholder organisations This category includes those with land interests	74
Total	1817



5.9 Quantitative Analysis Across All Options

5.9.1 Quantitative analysis regarding the Norwich Western Link options was also produced by Commonplace for Norfolk County Council. This analysis focuses on the quantitative data gathered through the consultation responses to the Norwich Western Link Options website. In total, data was recorded from 1,825 respondents.

5.9.2 With regards to the options analysis, respondents were asked to provide feedback on each of the four options (including the two sub-options for Option B), and then to select which options they would support for a NWL. For each option, respondents were asked how effective they thought the option would be as a Norwich Western Link, as well as to highlight which of the top ten transport issues raised in the previous phase of consultation, they thought the option would help to tackle. The issues to consider were:

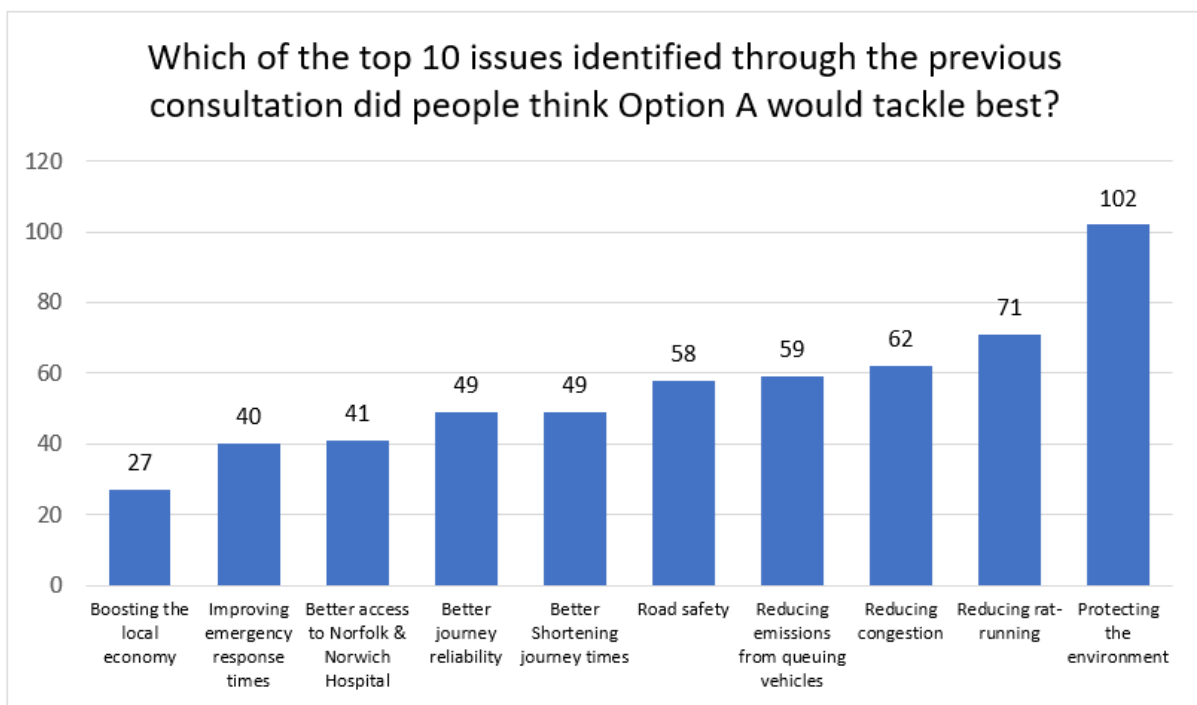
- boosting the local economy;
- improving emergency response times;
- better access to Norfolk and Norwich Hospital;
- better journey reliability;
- shortening journey times;
- road safety;
- reducing emissions from queuing vehicles;
- reducing congestion;
- reducing rat-running; and
- protecting the environment.

5.9.3 Regarding Option A, only 11.9% of respondents thought that it would provide a very effective or fairly effective NWL, whereas 82.9% of respondents thought that it would be fairly ineffective or not very effective. The remaining



5.2% of respondents were neutral about the effectiveness of Option A. Respondents identified ‘*protecting the environment*’ as the top issue Option A would tackle best. Reducing rat running and reducing congestion were also in the top three, whilst the responses indicate that people saw Option A as less effective for boosting the local economy, improving emergency response times and improving access to NNUH. The responses are summarised in Figure 5.2 below.

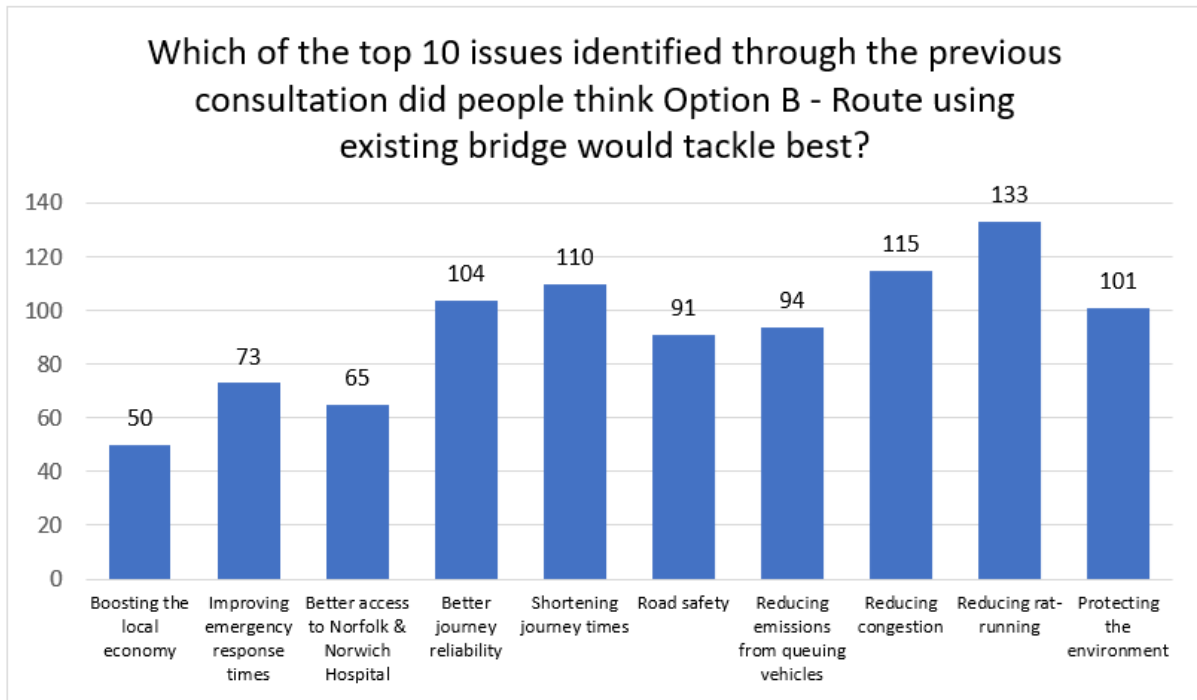
Figure 5.2 – Top 10 issues that option A would tackle



5.9.4 Regarding Option B West, 35.5% of respondents thought that it would provide a very effective or fairly effective Norwich Western Link. However, 54.7% of respondents thought that it would either be fairly ineffective or not very effective. The remaining 9.8% of respondents remained neutral about the effectiveness of Option B West. Respondents identified ‘*reducing rat-running*’ as the top issue Option B West would tackle best. Reducing congestion and shortening journey times were also in the top three, whilst the responses indicate that people saw Option B West as less effective for boosting the local economy, improving access to NNUH and improving emergency response times. The responses are summarised in Figure 5.3 below.



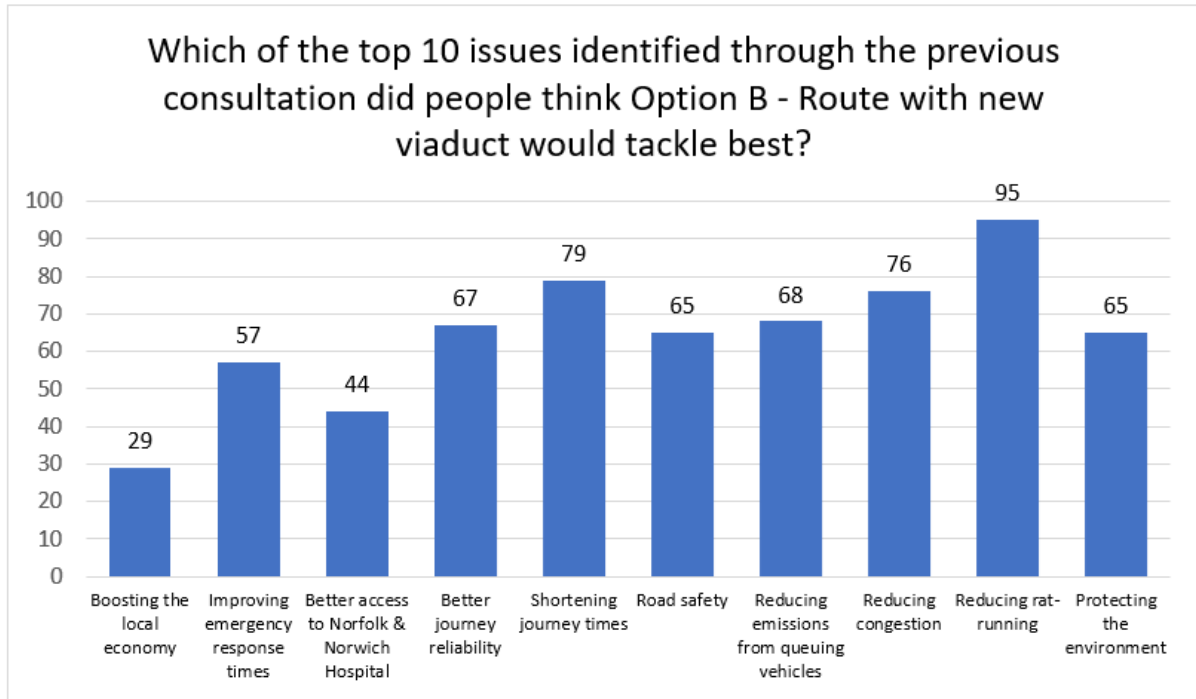
Figure 5.3 – Top 10 issues that option B west would tackle



5.9.5 Regarding Option B East, 25.3% of respondents thought that it would provide a very effective or fairly effective Norwich Western Link, however 60% of respondents thought that it would be fairly ineffective or would not be very effective. The remaining 14.7% of respondents were neutral about the effectiveness of Option B East. Respondents identified ‘reducing rat-running’ as the top issue that Option B East would tackle best. Reducing congestion and shortening journey times were also in the top three. However, the responses indicated that people thought Option B East would be less effective at boosting the local economy and improving access to NNUH and improving emergency response times. The responses are summarised in Figure 5.4 below.



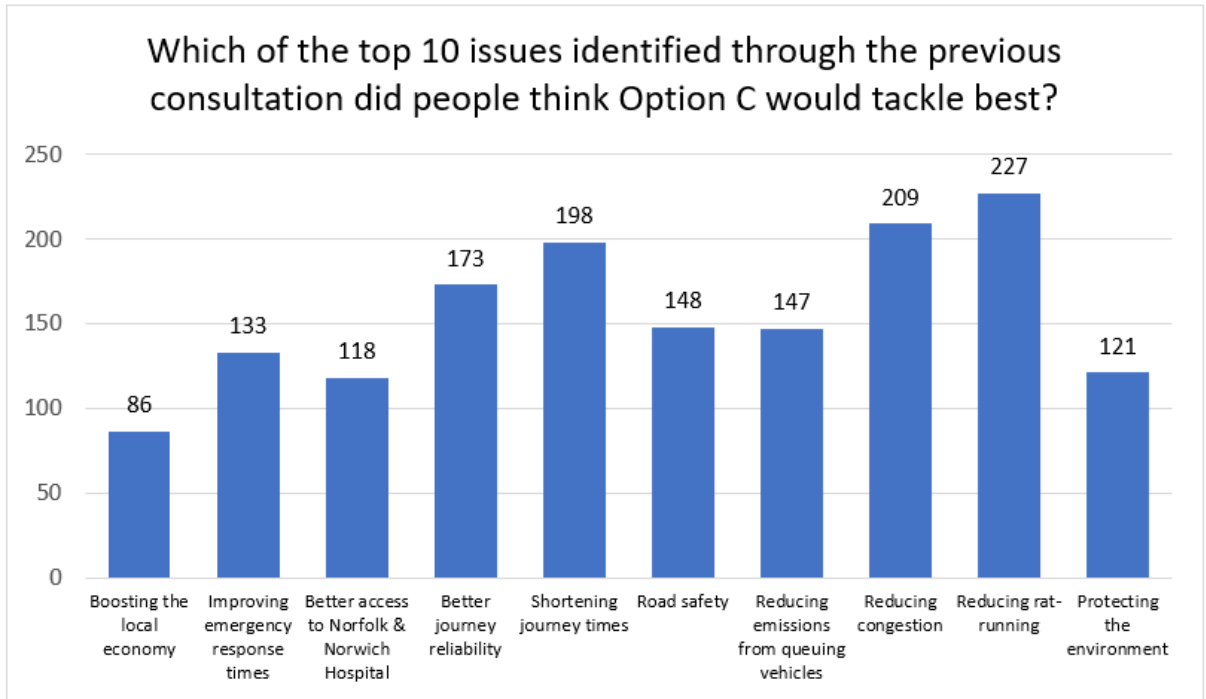
Figure 5.4 – Top 10 issues that option B east would tackle



5.9.6 Regarding Option C, 62.2% of respondents thought that it would provide a very effective or fairly effective Norwich Western Link, however 29.7% of respondents thought that it would either be fairly ineffective or not very effective. The remaining proportion were neutral about Option C. Respondents identified ‘reducing rat-running’ as the top issue Option C would tackle best. Reducing congestion and shortening journey times were also in the top three. However, responses indicate that people thought Option C would be less effective at boosting the local economy and improving access to NNUH and protecting the environment. The responses are summarised in Figure 5. 5 below.



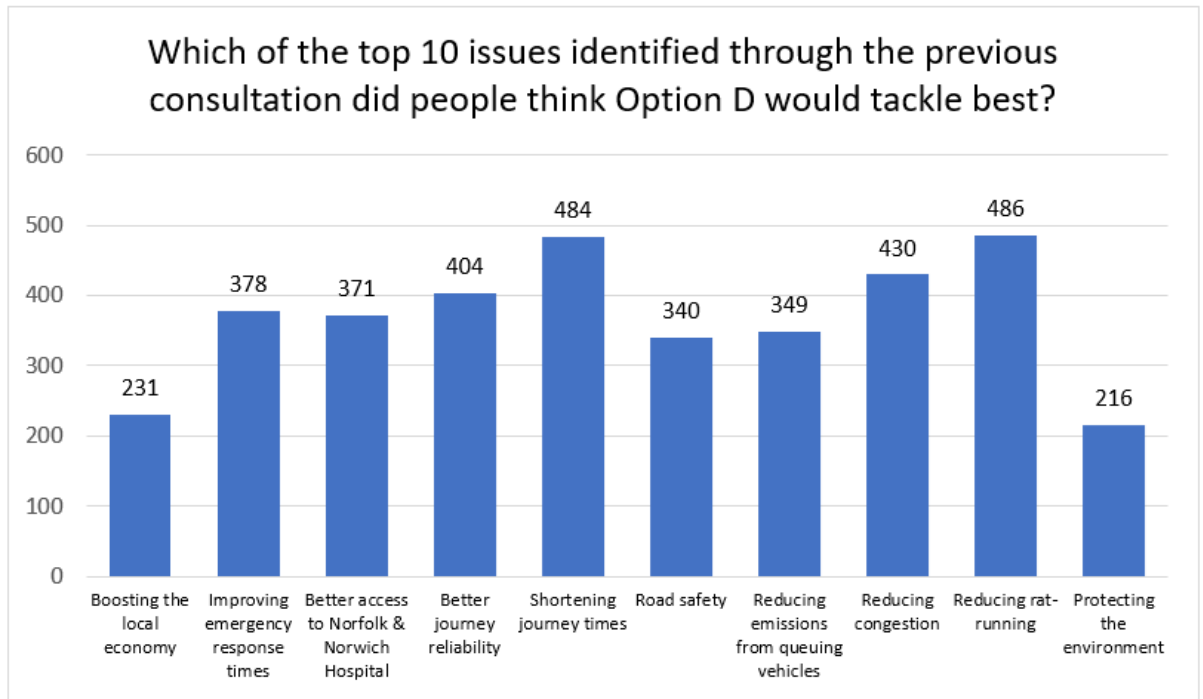
Figure 5.5 – Top 10 issues that option C would tackle



5.9.7 Regarding Option D, 73.6% of respondents thought that it would provide a very effective or fairly effective Norwich Western Link, whilst 22.2% of respondents thought that it would be fairly ineffective or not very effective. The remaining 4.2% of respondents were neutral about the effectiveness of Option D. Respondents identified 'reducing rat-running' as the top issue Option D would tackle best. Reducing congestion and shortening journey times were also in the top three. Responses indicate that people thought Option D may be less effective for protecting the environment, boosting the local economy and tackling road safety issues. The responses for Option D are summarised below Figure 5.6.



Figure 5.6 – Top 10 issues that Option D would tackle



5.9.8 Question 3 of the consultation questionnaire asked the respondent to explain their response regarding the possible effectiveness of each option as a Norwich Western Link. Many responses included several different comments (for example, commenting on several aspects or concerns regarding the Proposed Scheme). The textual responses to Question 3 in relation to each of the individual proposed options are set out below.

5.10 Qualitative analysis of Option A responses

5.10.1 There were 619 respondents who provided a response to Question 3 for Option A. In analysing the 619 responses, a total of 1,144 different textual comments regarding Option A were identified. Table 5.3 lists the top 10 most frequently raised comments, including the number of times this comment was raised throughout the responses to Question 3 (Option A).

5.10.2 The table also shows the percentage breakdown in relation to the total number of comments raised for Question 3 (Option A), indicating how often this issue was noted by respondents in comparison to all other comments within this question.



Table 5.3 – Question 3 (Option A) – Most frequently raised comments

Theme	Comment	Number of times mentioned	Percentage of comments
Rat-running	Does not solve rat-running/traffic will not divert from villages	200	17.5%
General opposition	Opposed to scheme/scheme not needed	151	13.2%
Design	Single carriageway is not fit for purpose/road capacity is insufficient	117	10.2
Design	Route is too long/no journey time improvement	93	8.1%
Cost	Not cost effective	86	7.5%
Design	Route will not be used/too much of a diversion	76	6.6%
Environment	Concern over impact on environment	69	6%
Environment	Option has lowest environmental impacts	45	3.9%
Design	Route is not effective/not fit for purpose	38	3.3%
Cost	Low cost/cheapest option	36	3.1%

5.10.3 Table 5.3 shows that 200 comments (17.5%) were raised noting that Option A will not resolve rat-running and traffic will continue to go through local villages. Some respondents referred to particular concern over impacts on the local villages of Ringland, Weston Longville, Lyng and Taverham.



5.10.4 Several respondents noted general opposition to the scheme (151 comments, 13.2%), noting that it will not be fit for purpose or that it is not needed. Some respondents also highlighted concerns regarding the designs, particularly that a single carriageway is not sufficient, that the option does not provide many improvements to journey times or that it is not cost effective.

5.10.5 Comments on Option A also highlighted concern over potential environmental impacts (69 comments, 6%), with reference to impacts on natural beauty, emissions from Wensum Valley, noise/ air pollution. This compared to 45 comments (3.9%) highlighting that respondents felt that this option had the lowest environmental impact.

5.11 Qualitative analysis of Option B West responses

5.11.1 There were 475 respondents who answered Question 3 for Option B West. In analysing the 475 responses, we identified a total of 1,138 different comments regarding Option B West. Table 5.4 lists the top 10 overall comments to this question, including the number of times this comment was raised throughout the responses to Question 3 (Option B West). The table also shows for each comment its percentage in relation to the total number of comments raised for Question 3 (Option B West).

Table 5.4 – Question 3 (Option B West) – Most frequently raised comments

Theme	Comment	Number of times mentioned	Percentage of comments
Connectivity	Option is too far west	111	9.8%
General support	General support for Option B West	101	8.9%
Environment	Concern about environmental impacts	71	6.2%
Rat-running	Traffic will still use local roads / rat-run	68	6.0%



Theme	Comment	Number of times mentioned	Percentage of comments
Environment	Option has fewer environmental impacts	61	5.4%
General opposition	Other options are better	51	4.5%
Cost	Option is most cost effective	43	3.8%
Connectivity	Concern over ineffective links	42	3.7%
General opposition	General opposition to this option	33	2.9%
General support	Positive comments regarding use of existing bridge	32	2.8%

5.11.2 Table 5.4 shows that a number respondents noted that Option B West is too far to the west of Norwich (111 comments, 9.8% of comments raised for this question), impacting on the effectiveness of the link road and creating a longer route.

5.11.3 There was also general support noted for this option, with 101 comments noting this as a preferred option. Several respondents also noted support for this option as it uses the existing bridge at Attlebridge.

5.11.4 Concern was raised regarding continued traffic using local roads as rat-runs, particularly as this option is considered too far away from Norwich to be used effectively. Concern was also raised regarding environmental impacts of the option in general terms.

5.12 Qualitative analysis of Option B East Responses

5.12.1 There were 294 respondents who answered Question 3 for Option B East. In analysing the 294 responses, we identified a total of 724 different comments regarding Option B East. Table 5.5 lists the top 10 overall comments to this question, including the number of times this comment was raised throughout



the responses to Question 3 (Option B East). The table also shows for each comment its percentage in relation to the total number of comments raised.

Table 5.5 – Question 3 (Option B East) – Most frequently raised comments

Theme	Comment	Number of times mentioned	Percentage of comments
Connectivity	Option is too far west	77	10.6%
Environment	Concern about environmental impacts	53	7.3%
Rat-running	Traffic will still use local roads/rat run	40	5.5%
Cost	Option is not cost effective/waste of money	32	4.4%
Environment	Option has fewer environmental impacts	26	3.6%
General opposition	Opposed to new bridge/viaduct	25	3.5%
General opposition	General opposition	25	3.5%
General support	Support for new bridge/viaduct	24	3.3%
Rat-running	Option has minimum impact on communities	24	3.3%
Connectivity	Concern over ineffective links	24	3.3%

5.12.2 As with Option B West, many respondents noted that Option B East is too far west of Norwich and therefore creates a longer, less effective route. 24 comments (3% of comments raised for this questions) were raised noting that this option does not provide an effective link and so would not be used.

5.12.3 Several respondents noted concern for the environmental impacts of this option (53 comments, 7.3%), with concern over ruining the countryside and damaging the environment.



5.12.4 Both opposition and support for the bridge / viaduct was highlighted.

Concerns about the viaduct are rooted in cost, height and visual impact, as well as wider environmental impact over the Wensum Valley.

5.13 Qualitative analysis of Option C responses

5.13.1 There were 573 respondents who answered Question 3 for Option C. In analysing the 573 responses, we identified a total of 1,552 different comments regarding Option C. Table 5.6 lists the top 10 overall comments to this question, including the number of times this comment was raised throughout the responses to Question 3 (Option C). The table also shows for each comment its percentage in relation to the total number of comments raised.

Table 5.6 – Question 3 (Option C) – Most frequently raised comments

Theme	Comment	Number of times mentioned	Percentage of comments
General support	Option is the most viable/best solution	191	12.3%
Environment	Option has fewer environmental impacts	111	7.2%
Environment	Concern about environmental impacts	103	6.6%
Connectivity	Route is too far west/away from Norwich	69	4.4%
Cost	Option is most cost effective	68	4.4%
Traffic	Option is shortest/most direct route	65	4.2%
Rat-running	Option will discourage rat running	62	4%
General support	General support for Option C	56	3.6%
Connectivity	Option provides good links to Broadland Northway (NDR)	56	3.6%



Theme	Comment	Number of times mentioned	Percentage of comments
Traffic	Option would reduce traffic/bottlenecks	54	3.5%

5.13.2 191 comments were raised noting that Option C is the most viable option, with many respondents noting the shorter distance to travel compared to other options or often because (as stated in a number of responses) it ‘*ticks several boxes*’.

5.13.3 Although a number of respondents felt this option has the least environmental impact (111 comments), a similar number of comments were raised (103) regarding concern regarding the environmental impact of the option, particularly with regards to impact on woodland and wildlife, and the impact on the County Wildlife Site.

5.13.4 A small proportion of respondents have noted that, similarly to Options B West and B East, this option is too far west to be effective. Conversely, other comments note that this option provides good links to the Broadland Northway (often referred to in comments as the NDR).

5.13.5 Other frequently raised comments note that Option C is cost effective, that it is the most direct route of the options, that it would discourage rat running and reduce bottlenecks.

5.14 Qualitative analysis of Option D Responses

5.14.1 There were 983 respondents who answered Question 3 for Option D. In analysing the 983 responses, we identified a total of 2,837 different comments regarding Option D. Table 5.7 below lists the top 10 overall comments to this question, including the number of times this comment was raised throughout the responses to Question 3 (Option D).



Table 5.7 – Question 3 (Option D) – Most frequently raised comments

Theme	Comment	Number of times mentioned	Percentage of comments
General support	Option is most viable/best solution	338	11.9%
Traffic	Option is shortest/most direct route	214	7.5%
Rat-running	Option will discourage rat running	150	5.3%
Environment	Concern about environmental impacts	145	5.1%
Connectivity	Option is an effective link for A47 to north	141	5%
Connectivity	Option provides good links to Broadland Northway (NDR)	116	4.1%
Connectivity	Option provides good links to other major roads	111	3.9%
Cost	Option is not cost effective/waste of money	95	3.3%
Environment	Option has fewer environmental impacts than other options	90	3.2%
Traffic	Option would reduce traffic/bottlenecks	89	3.1%

5.14.2 Many respondents noted this option as being most viable or the most practical solution. 214 comments noted that this option is the shortest and most direct route, with respondents highlighting that this route is closest to link roads, such as the Southern Bypass or the Broadland Northway.

5.14.3 As with the other options, there is concern over the environmental impact of this option, with over 100 comments raised regarding concern over damage to the local area, to woodlands and to wildlife. Some respondents stated that this option is the most expensive, or that it is not cost effective.

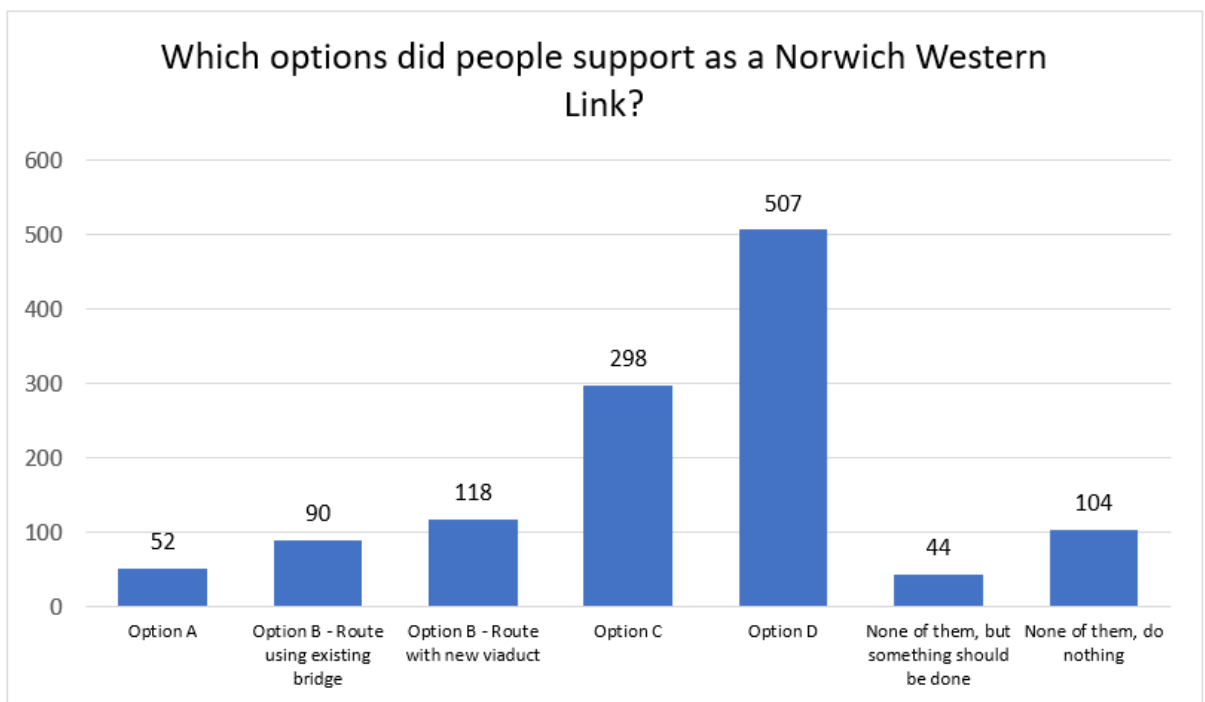


5.14.4 With regards to the two proposed alternatives links to the A47 (either at Taverham Road or closer to Easton), a small number of respondents noted their preferences. 10 comments suggested a preference for a link closer to Easton, and two comments indicated a preference to a link at Taverham Road / Blind Lane.

5.15 Comparison of Options

5.15.1 The response to Question 3 of the main consultation questionnaire (which asked respondents to select any options that they would support as a Norwich Western Link) shows that more respondents would support Option D, in comparison with the other options. Option C is the second most supported option. Option A received the least amount of support. The quantitative feedback in response to Question 3 is shown in Figure 5.7 below. Figure 5.7 demonstrates that Options C and D were the most popular options overall, whilst the other potential route options A, B East and B West received significantly less support with response levels similar in magnitude to the Do-Nothing option or other alternative options.

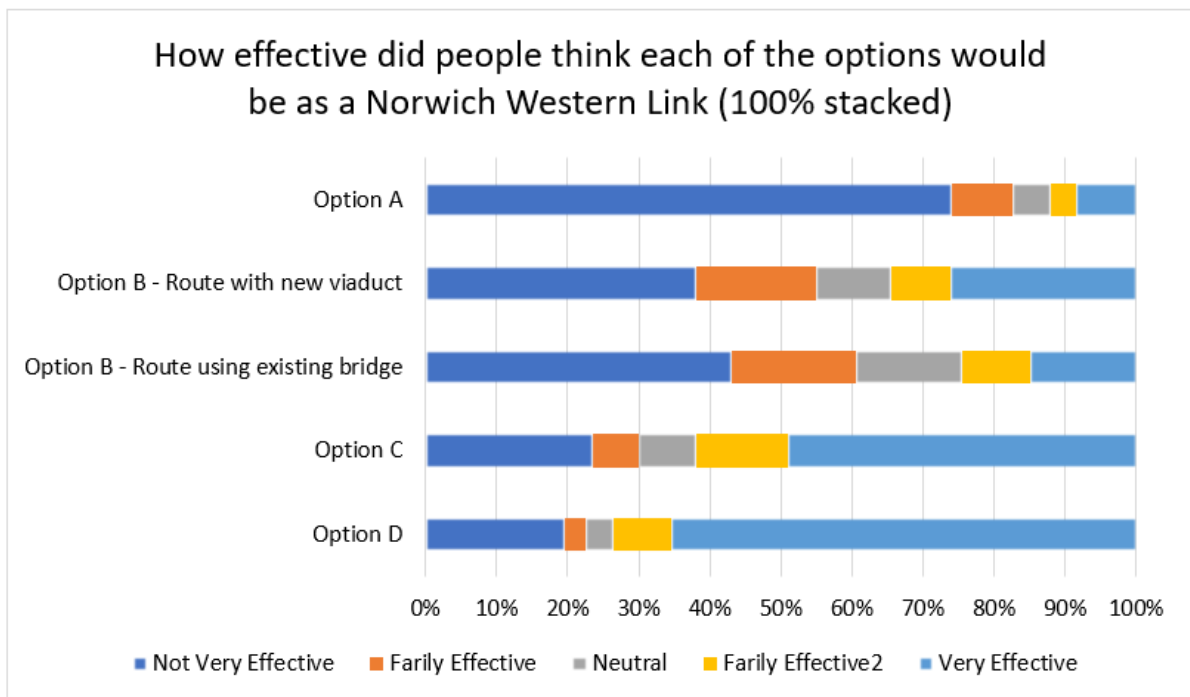
Figure 5.7 – Level of support for the proposed options





5.15.2 In relation to each individual option, respondents were asked to indicate the level of effectiveness of each option. Figure 5.8 shows the level of effectiveness which respondents assigned to each of the options. Options C and D were considered to be the most effective, with over 60% of responses highlighting these options as either 'fairly effective' or 'very effective'. Option A is considered to be the least effective with over 80% of respondents highlighting this option as being 'fairly ineffective' or 'not very effective'.

Figure 5.8 – Effectiveness of Norwich Western Link Options



5.16 Support and opposition for options

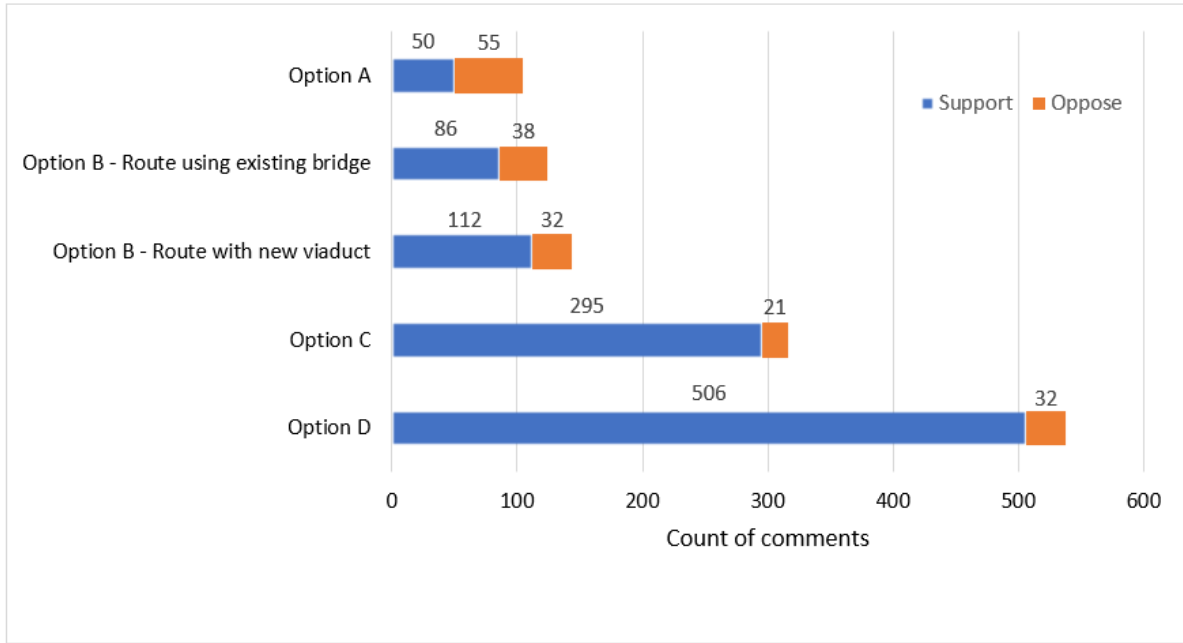
5.16.1 Question 4 of the consultation questionnaire asked respondents to explain the reasons for their choice of preferred option(s) for a Norwich Western Link cited in response to Question 3.

5.16.2 There were 844 respondents who answered this question. Many responses included several different comments (for example, commenting on several aspects or concerns regarding the scheme). In analysing the 844 responses, we identified a total of 3,270 different comments.



5.16.3 Figure 5.9 below outlines the number of comments which expressed support and opposition for each of the options.

Figure 5.9 – Options support and opposition

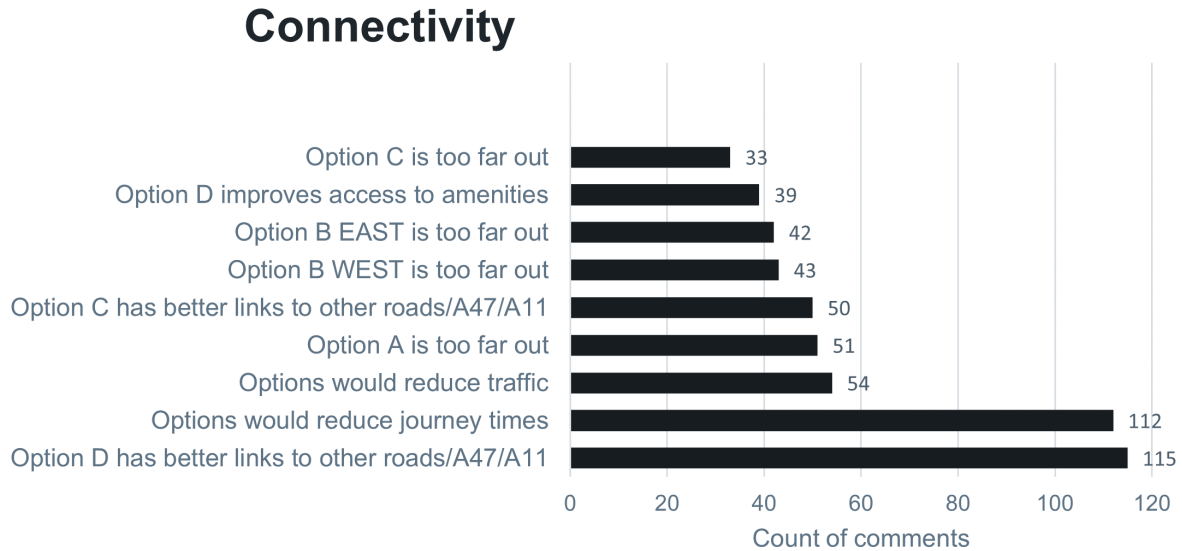


5.16.4 Several respondents also noted either general support or opposition to the scheme, not specific to any particular option. Figure 5.9 highlights the number of comments made around opposition or support for the scheme. Several comments were made suggesting that improvements are not required. Others noted that improvements are needed in the area but that these options are not the solution.

5.16.5 Of the comments received for question 3, key themes have emerged which mirror the comments raised for each of the separate options: connectivity, environment, and rat running. Figure 5.10 to Figure 5.12 indicate the main comments raised as part of this question.

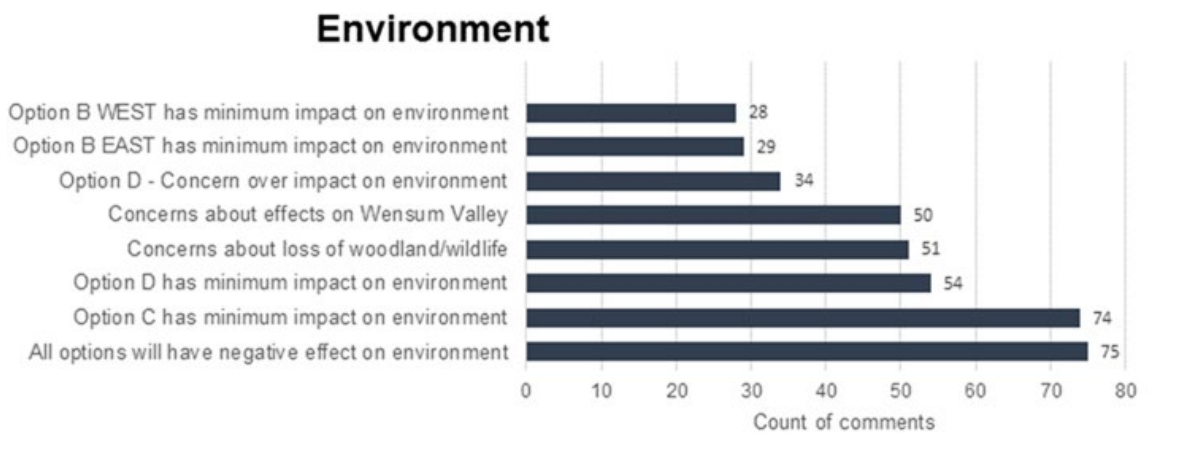


Figure 5.10 – Options comparison - connectivity



5.16.6 With regards to road network connectivity, Option D is highlighted as having better connections with other roads such as the A47 or A11. Option C is also noted to have good connections. Options A, B West, B East and C are noted as being too far away from Norwich to be effective.

Figure 5.11 – Options comparison - environment

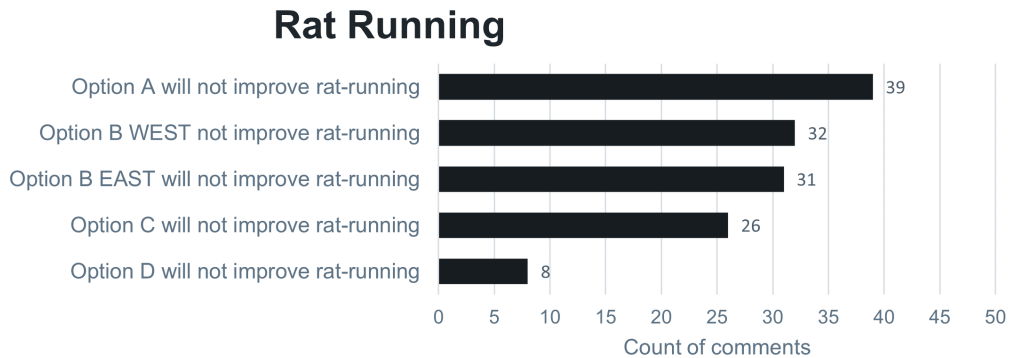


5.16.7 With regard to environmental comments, all options are generally considered to have an environmental impact on the area. There is particular concern over the impact on woodland, wildlife, and the impacts on Wensum Valley. There are varying views on which option would have a minimal impact on the



environment in comparison to the others; although the majority of comments in this respect state that Option C will have the least environmental impact (74 comments).

Figure 5.12 – Options comparison – rat running



5.16.8 With regards to rat-running, all options have been highlighted by some respondents as not improving the rat-running situation, this is particularly the case for Option A.

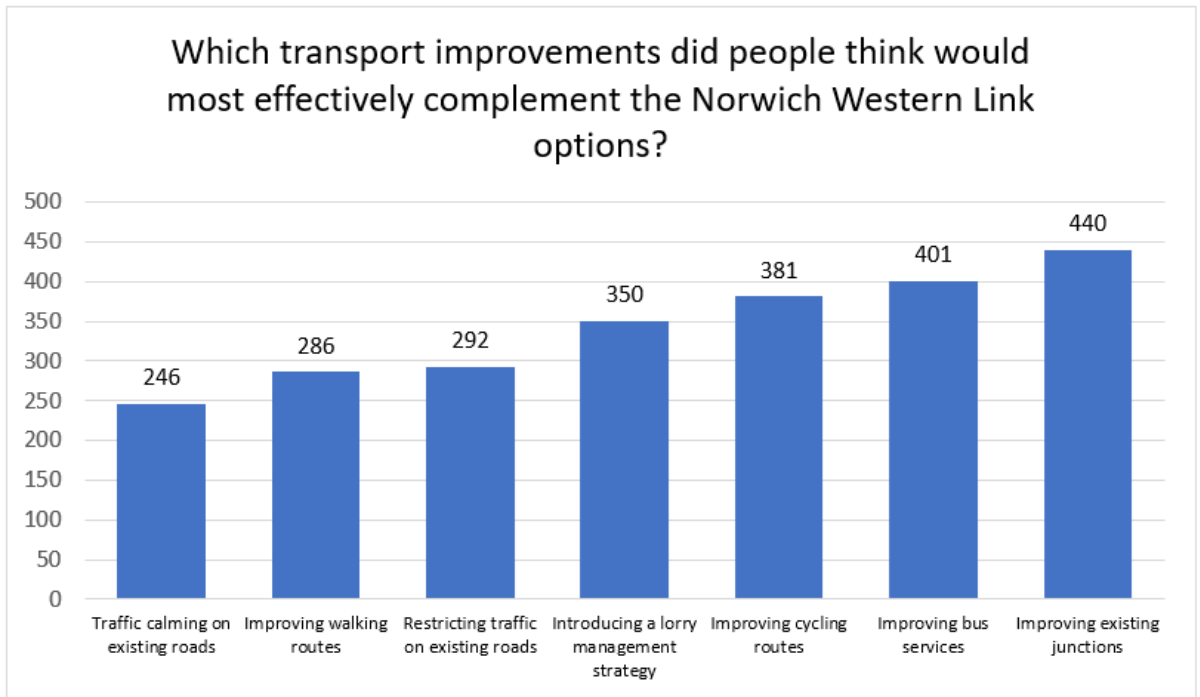
5.16.9 Based on the above it is likely that Options C and D would offer a solution that is publicly acceptable, whereas substantially less support was evident for Options A and B (both variants).

5.17 Comments received for other transport improvements

5.17.1 Question 5 of the consultation questionnaire asked respondents whether there were any other transport improvements they felt could complement the Norwich Western Link. This question was optional but 84% of respondents elected to answer this question. As shown in Figure 5.13 below, improving existing junctions was cited as the top response selected by 57% of those answering this question. Improving bus services and cycling routes were also in the top three responses to this question.



Figure 5.13 – Quantitative feedback on other transport improvements



5.17.2 A total of 724 comments were made for Question 6 which requested textual explanation of the reasons for selecting responses to Question 5. Figure 5.14 below provides an outline of the main comments raised.

5.17.3 Over 100 comments refer to the need for improved bus services. The need for improved facilities for cycling and walking are also highlighted by respondents. Roads and traffic improvements are suggested, including the avoidance of any new roundabouts as well as improved signage.

5.17.4 Traffic calming measures are commented upon in both a positive and negative context. Several respondents note the need to implement traffic calming measures, while others also note concern with these measures causing more congestion, noise and air pollution.

5.18 Any other comments

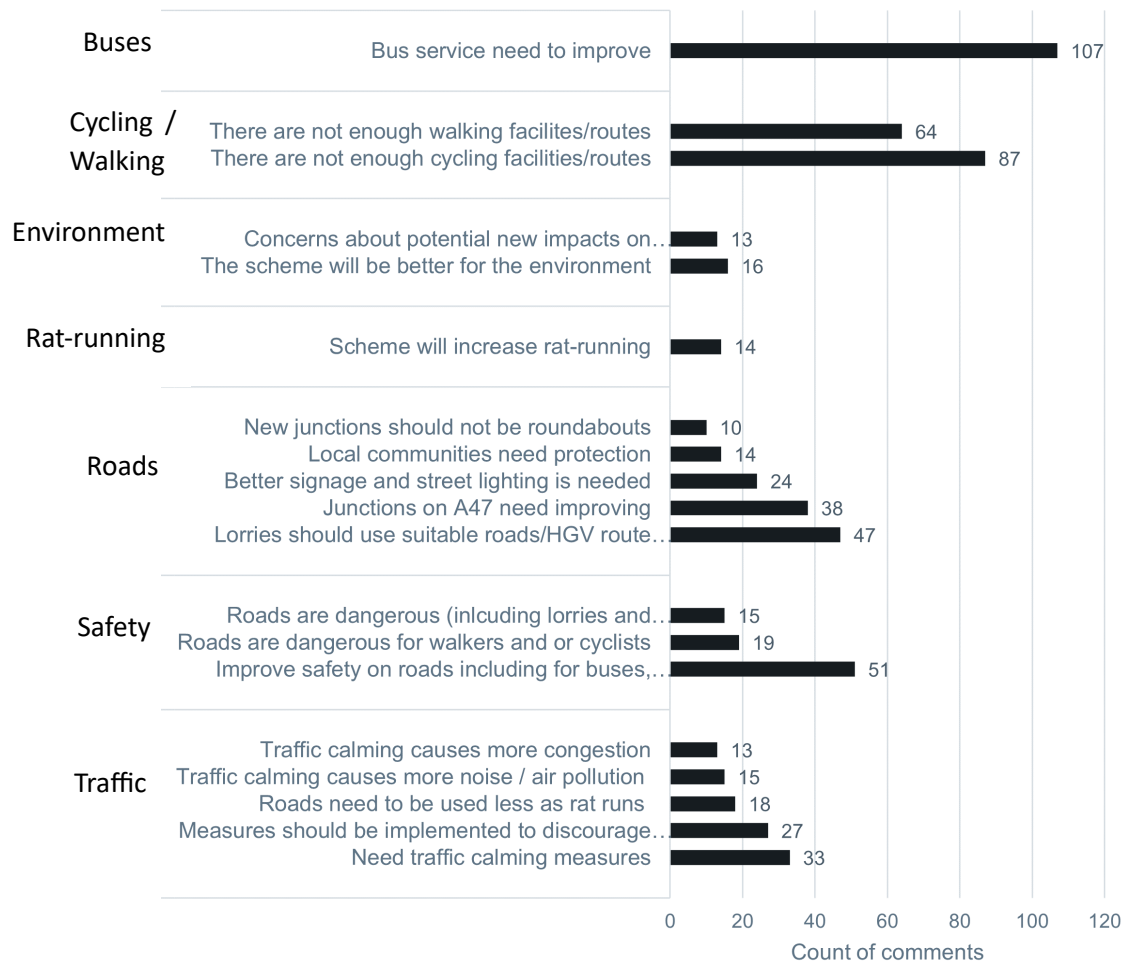
5.18.1 The final qualitative question in the questionnaire asked respondents if they have any further comments regarding the shortlisted options. 260 respondents provided a response to this question. Many responses included



several different comments (for example, commenting on several aspects or concerns regarding the scheme). In analysing the 260 responses, a total of 420 different comments were identified.

5.18.2 The comments raised in this section mirror the comments raised as part of responses to other questions in this questionnaire.

Figure 5.14 – Comments received regarding other transport improvements



5.18.3 Table 5.8 below, outlines the most frequently raised comments in this section, highlighting those comments that were raised over 10 times by respondents.



Table 5.8 – Any other comments – Most frequently raised

Theme	Comment	Number of times mentioned	percentage of comments
Support for Options	Support all options/Scheme is needed	40	9.5%
Oppose options	Oppose all options/do nothing / leave as is	38	9%
Support for Options	Support - Option D	31	7.4%
Neutral	Other comments (neutral)	29	6.9%
Environment	All options will have negative effect on environment	27	6.4%
Neutral	Alternative route suggestion given	21	5%
Cost	Too expensive/not cost effective	14	3.3%
Oppose options	Oppose - Option A	12	2.9%
Other negative comments	General comments (negative towards the scheme or the consultation)	12	2.9%
Neutral	Need better improvements in pedestrian/cycle facilities	11	2.6%
Support for Options	Support - Option C	11	2.6%
Oppose options	Oppose - all options but something needs to be done	10	2.4%

5.18.4 Many of the comments stated that the scheme is needed (40 comments, 9.5%), whilst 38 comments (9%) noted opposition to all options or that improvements are not required (38 comments, 9%). Several respondents (10



comments, 2.4%) noted that there is a need for improvements, but opposed all options put forward.

5.18.5 Support for Option D is further expressed (31 comments, 7.4%), and support for Option C (11 comments, 2.6%) as well as opposition to Option A (12 comments, 2.9%).

5.18.6 Some comments re-iterated concern over environmental impacts of all options. Several respondents also provided alternatives or variations to the options proposed. This includes requests for single carriageway routes, amalgamations between different options (such as a route between B and C) and considering more direct or improved access to the A47 or the NDR. Other neutral comments included suggestions with regards to the scheme as a whole, including need for street lights, park and ride schemes, and national speed limit trials.

5.19 Summary of feedback from letters and emails

5.19.1 A total of 41 responses were received from members of the public by letter or email, as opposed to the questionnaire. Many responses included several different comments (for example, commenting on several aspects or concerns regarding the scheme). In analysing the 41 responses, a total of 174 different comments were identified.

5.19.2 Table 5.9 summarises the level of support and opposition mentioned through the public letters and emails. The table indicates the number of comments which referred to support or opposition for each option, including its percentage in relation to the total number of comments raised throughout the letter and emails received from the public.



5.19.3 There is most support for Option D, with some support noted for Option C.

There is more opposition to Option A, B West and B East. A small number of comments (1.6%) note opposition to all options put forward but that improvements are required.

Table 5.9 – Letters and emails from members of the public – support and opposition

Theme	Comment	Number of times mentioned	Percentage of comments
Support for options	Support - Option D	18	7.5%
Support for options	Support - Option C	7	2.9%
Support for options	Support - Option B West - Existing bridge	1	0.4%
Support for options	Support - Option B East - New viaduct route	1	0.4%
Support for options	Support - Option A	2	0.8%
Opposition to options	Oppose - Option A	8	3.3%
Opposition to options	Oppose - Option B West - Existing bridge	7	2.9%
Opposition to options	Oppose - Option B East - New viaduct route	7	2.9%
Opposition to options	Oppose - Option C	6	2.5%
Opposition to options	Oppose all options but something needs to be done	4	1.6%



Themes arising from stakeholder organisation responses

5.19.4 In total, 74 responses were received from stakeholder organisations (including those with land interests). As shown in Table 5.10 below, there is most support amongst stakeholder organisations for Option D, with some support noted for Option C.

5.19.5 There is most opposition to Options A. Other comments received note opposition to Options B (both variants) and D (both variants).

Table 5.10 – Stakeholder Organisations – Support and Opposition

Theme	Comment	Number of times mentioned	Percentage of comments
General	Overall support for scheme	18	6.23%
General	Oppose – All options	6	2.08%
Support for options	Support - Option D	34	11.76%
Support for options	Support - Option C	17	5.88%
Support for options	Support - Option B West - Existing bridge	2	0.69%
Support for options	Support - Option A	1	0.35%
Support for options	Support - Option B (both)	2	0.69%
Support for options	Support - Option B East - New viaduct route	2	0.69%
Opposition to options	Oppose - Option A	11	3.81%
Opposition to options	Oppose - Option B (both)	10	3.46%
Opposition to options	Oppose - Option D (both)	3	1.04%



Theme	Comment	Number of times mentioned	Percentage of comments
Opposition to options	Oppose - Option C	4	1.38%
Opposition to options	Oppose - Option B West - Existing bridge	3	1.04%
Opposition to options	Oppose - Option B East - New viaduct route	2	0.69%

5.19.6 A majority of comments from stakeholders related to environmental effects.

There was general concern expressed that all of the options would have a significant negative impact on the environment. Whilst many of the stakeholders were of the opinion that Option D was a logical solution, some stakeholders felt that Option C would have less environmental impact but would still offer an acceptable route option. Despite the concerns from some organisations regarding potential environmental effects, responses from Natural England and the Environment Agency did not oppose any of the options. The Norfolk Wildlife Trust also highlighted the need for environmental mitigation to be included within the scheme design.

5.20 Landowner Responses

5.20.1 The stakeholder responses above in Table 5.10 include 13 responses received from people and organisations who would potentially be affected by the proposals in terms of direct land take within their property ownership extents. There were varying degrees of support for the various options expressed, depending on which option most significantly affected their individual circumstances. In general, the landowners affected by one or more options, were in favour of the alternatives proposed. However, where more than one option would potentially affect their land, some had explained which of those options would be more acceptable to them.



5.20.2 Given the rural nature of the area, there were concerns expressed from landowners over impacts on farming and agricultural operations and severance of their land holdings, whilst a small number of others have operational businesses which may be commercially affected. Several landowners had concern over environmental effects and suggested avoiding impacts on woodland and wildlife in particular, whilst others were opposed in general as they would not want to see development attracted to the Wensum valley in response to a new road.

5.21 Responses to Comments Received

5.21.1 The tables below lists general themes and comments raised in relation to any of the potential options and additional suggestions that could be taken into account or suggestions where further mitigation may be needed.

5.21.2 Responses are provided to the concerns raised, explaining how these ideas and suggestions have been considered within the work undertaken to date or how they will be addressed going forward.

Table 5.11 – Consultation comments received and responses to issues raised – general

Options	Summary of issue	Response to issue
General	Opposition to scheme/scheme is not needed	A wide range of 82 options were considered as part of the Option Assessment Report. These were compared against a do nothing option and only options that offered significant benefits over and above the do nothing scenario were taken forward. The options considered in the OAR included public transport and non-highway options, but these were found to offer less opportunity to address key transport issues raised in the previous consultation and by local stakeholders. The need is for a new road to intercept traffic entering the city on the western edge of Norwich and alleviate pressure from strategic movements through rural communities. The four main route options proposed in the consultation were the best performing options across a range of criteria including transport benefits, environmental effects, and value for money.
Option B West	General opposition to this option	This option was included as it offers a potential solution that may be feasible without a new viaduct crossing the River Wensum.
Option C Option D	Option is the most viable solution	These options offer improved choice of route closer to Norwich urban area and support orbital movement around Norwich.
Option B West Option C Option D	General support for this option.	Whilst the comments are noted, these options cater well for the most direct/straight line routes from origins to destinations through the study area.
General	Alternative route suggestions provided/other options are better	A total of 82 options were considered and evaluated in the Option Assessment Report and the four options taken forward at this stage were shown to offer positive economic benefits and were seen to tackle the study objectives more effectively than various other options, whilst seeking to minimise impacts on environmental constraints.
General	Alternative route between Option B and C	Route options between B and C were considered previously. These were found to have increased impacts on strategic utilities and listed properties as well as increased effects on residential properties.
General	Alternative route between Option C and D	Route options between C and D were considered previously. These were found to have increased impacts on strategic utilities and listed properties as well as increased effects on residential properties.
General	Use of Option C as a single carriageway	Single Carriageway and Dual carriageway options were modelled for the shortlisted routes and all but Option A were shown to require the additional capacity offered by dualling in the 2040 forecast year.
General	An option which links directly to the A47 dual carriageway	All of the proposed options link directly to the A47 where dualling is proposed by Highways England. This should be in place prior to the completion of the NWL with new grade separated junctions to alleviate existing queues and delays at Honingham and Easton.

Options	Summary of issue	Response to issue
General	<p>Reference to original plans which offered a western route through Queens Hills, and routes passing through Costessey emerging via Longwater.</p> <p>An Option D which starts at Longwater.</p>	<p>Connectivity with Longwater interchange and access through the Queens Hill development has been considered in the OAR but is unlikely to offer a significant benefit as the Longwater junction already suffers from peak hour congestion. However the traffic modelling suggests that the current proposed options would assist with reducing pressure on this junction (to varying degrees depending on which option is selected).</p> <p>Due to the design of the housing development at Queens Hill there are limited opportunities for connecting through the site in a way that would be acceptable to local residents and this would potentially detract from residential amenity. The provision of a new inner route would also potentially increase noise and vehicle emissions close to a high concentration of residential receptors.</p>
General	Trialling of national speed limit to 80 or 90 mph	The local highway authority Norfolk County Council do not have jurisdiction to amend the national speed limit as this would need to be carried out on a National level by the UK Government. This idea has recently been considered but rejected by the Department for Transport (DfT).
General	Provision of Park and Ride for Option D	There are already Park and Ride sites at the Airport and Costessey which are close to the two ends of the Option D route. However, the NWL scheme may improve access to these sites and provide traffic relief to existing bus routes which would help to enhance bus service reliability and make these sites more attractive for users.
General	Consideration as to how the Norwich Western Link joins the existing road network.	We are working with Highways England in relation to junction strategy and connectivity with the proposed A47 new junctions which form part of the dualling scheme. At the north end of the route the NWL will join A1067 via a new junction. At this stage, it has been assumed to be a new roundabout for all options but more detailed modelling will be undertaken to find the most appropriate design of a new junction at the north of the NWL route.

Table 5.12 – Consultation comments received and responses to issues raised - traffic

Options	Summary of issue	Response to issue
Option A Option B West Option B East	Option will not solve the issue of rat-running and traffic will still use local roads, with particular mention of rat-running through Ringland, Weston Longville, Attlebridge, Taverham, Honingham and Costessey.	These options are further from Norwich urban edge but offer potentially reduced environmental effects during construction. Options B West and B East would still accommodate similar volumes of traffic to options C and D. However, route option A and both route options for B are relatively indirect routes (B West to a lesser extent than B East), so may be less effective than Option C and D at reducing rat -running through the villages.
Option A	A single carriageway is not fit for purpose/proposed road capacity is insufficient	This option was included in response to comments from the earlier round of consultation seeking to demonstrate that upgrading of existing routes had been considered. The Route A option has been tested within the model as both a single and dual carriageway variant and was found to be underutilised in the dual carriageway variant with only slightly higher traffic flows than the single carriageway option. This coupled with the longer length of A1067 widening required to connect a Dual carriageway route from A47 to A1270 makes a dualled option less cost effective and was considered to offer poor value for money. Hence only a single carriageway option was expected to have a viable Benefit Cost Ratio on this route alignment.
Option A	Option will not provide any journey time improvements	Traffic modelling indicates that there would be some journey time savings for Option A in comparison with the do nothing option in 2040. The table shown in the consultation brochure indicates that this would be 2-4 minutes per journey on some routes. In particular this route option makes journeys between Fakenham and destinations to the south of Norwich more efficient.
Option B East	Option has minimal traffic impact on local communities	This option does increase traffic on A1067 through Lenwade but offers similar levels of reduction through Ringland and Weston Longville as Options C and D and more reduction through Hockering than options D and C but less than option A.
Option C Option D	Option will discourage rat-running	These options offer substantial reductions in traffic through the villages of Ringland (44-45%), Weston Longville (84-85%) and Taverham (93%). These are expected to be more effective than Options A and B at reducing rat-running through villages closer to Norwich.
Option C Option D	Option will reduce traffic/congestion	These routes are expected to offer relief to routes through Taverham and Costessey and Longwater Lane which suffer from congestion at peak times.

Table 5.13 – Consultation comments received and responses to issues raised - connectivity

Options	Summary of issue	Response to issue
Option A Option B West Option B East Option C	Concern that the option is too much of a diversion for drivers to use/route is too far west/the route is not effective	This needs to be considered in the context of the Highways England proposals for dualling the A47 from North Tuddenham to Easton, which would include removal of existing at grade roundabouts at Easton and Honingham which are known to cause delays. With grade separated junctions and dual carriageway between Easton and Honingham, journey times on this section are expected to substantially reduce to around 2mins.
Option B West Option B East	Concern over ineffective links to road network, including that: <ul style="list-style-type: none"> - Flow of routes are ineffective disruptive flow - The options link too far onto the A47 - Does not link close enough to NDR 	<p>These routes are acknowledged to offer a longer distance than options C and D but still offer journey time savings over Option A and the do nothing option.</p> <p>However a section of A1067 is proposed to be dualled for both Options B East and B West to provide a continuous dual carriageway from A47 to A1270.</p> <p>With A47 dualling in place and grade separated junctions (as proposed by Highways England), the A47 junction location selected for NWL at the southern end of the route makes very little difference to journey times with only a 1-2 minute difference between the two locations indicated by Highways England (HE) in their preferred route announcement. We are working with HE to make sure the two schemes are interfaced in the most efficient and cost effective manner, whilst seeking to minimise the environmental effects of the proposals.</p>
Option C Option D	Option is the most direct route	These routes offer significantly shorter journey times and distances for many users. As shown in the consultation brochure this would be in the order of 3-7 minutes per vehicle at peak times.
Option C Option D	Option provides good links to Broadland Northway (NDR)	These options offer a more direct connection to the A1270 than Options A and B. This would assist with orbital movement around Norwich and improves the directness of routes for longer journeys to the coast from the south and west of Norwich in comparison with the do nothing scenario.
Option D	Option provides good links to other major road networks/between A47 to north	This Option would assist with orbital movement around Norwich and improves the directness of routes for longer journeys to the coast from the south and west of Norwich in comparison with the do nothing scenario.

Table 5.14 – Consultation comments received and responses to issues raised – other transport improvements

Options	Summary of issue	Response of issue
General	Need better improvements and safety in pedestrian/cycle facilities	Once a new link is in place, there would be traffic relief to some existing routes which could then be made more attractive for non-motorised users (Pedestrians, cyclists and equestrians). There would also be opportunities for access restrictions to be put in place to deter through traffic from some of the minor rural roads through the study area. Once a Preferred Route is announced, we will work with the Local Access Forum and relevant stakeholders to design a package of complementary measures to improve access and facilities for non-motorised users.
General	Traffic calming measures are needed	Once a preferred route is selected more detailed traffic modelling would be undertaken to identify locations which would potentially experience increased traffic as a result of the preferred option scheme and appropriate traffic management measures would be designed. We will work with the affected Parishes via the Local Liaison Group to bring forward a package of measures which seeks to deter inappropriate traffic from village roads. Measures may include weight restrictions and horizontal deflection to help reduce the component of larger vehicles and keep vehicle speeds low through villages.
General	Concern over potential use of traffic calming measures as considered that they cause congestion/noise/air pollution	Measures such as weight restrictions and horizontal deflection would help reduce the component of larger vehicles on village roads and this would help minimise noise and emissions.
General	Bus services need to improve	<p>Existing routes and sparsely distributed population within the area to the west of Norwich are less ideal for efficient bus service operation (leading to long journeys which are not attractive to passengers). However, the NWL is envisaged to create opportunities for bus journey time improvements by providing traffic relief to some of the existing parallel routes which experience peak hour congestion. This would lead to more efficient journey times for buses on existing routes and the NWL itself may entice bus operators to create new services on longer routes through the study area.</p> <p>Once a Preferred Route is announced, we will be working with local bus operators to identify bus service and infrastructure improvements which may assist with improving the attractiveness of bus travel in the study area. The NWL and A47 dualling scheme would also potentially assist with improving access to existing Park and Ride sites at Costessey and the Airport.</p>
General	HGV routes should be managed	Once the NWL is in place, there would be a far more attractive route available for HGVs. This should lead to the majority of larger vehicles using the NWL in preference to existing minor rural roads. Measures such as weight restrictions and traffic calming/speed restrictions are likely to be put in place to support the NWL scheme to mitigate effects where the NWL scheme would otherwise substantially increase traffic through residential areas without these measures. Additional traffic modelling will be undertaken to test this for inclusion within the Environmental Assessments to inform the planning stage of work.

Options	Summary of issue	Response of issue
General	Junctions on A47 need improving/new junctions should not be roundabouts	We are working with Highways England (HE) who are currently developing the details of their junction strategy. We expect that grade separated junctions (e.g. bridges and underpasses that do not interrupt the flow of traffic) would be provided by HE and the NWL would tie in with these. The existing roundabouts at Easton and Honingham would also be removed as part of the A47 dualling scheme from North Tuddenham to Easton.
General	Better signage/street lighting is needed	A review of signs and street lighting will be carried out in the later stages of the project, so that appropriate provision is put in place when the new route opens, so that the NWL can be used safely and users can find their way adequately through the study area. However, the environmental effects of street lighting will also require careful consideration, especially in respect of ecology, given the sensitivity of the local area and prevalence of bats in particular.

Table 5.15 – Consultation comments received and responses to issues raised - design

Options	Summary of issue	Response to issue
Option B West	Positive comments regarding the use of the existing bridge	This option was included as it offers a potential solution that may be feasible without a new viaduct crossing the River Wensum.
Option B East	Opposition to new bridge/viaduct – particularly with regards to its impact on Wensum Valley, visual impact of the crossing, impact on landscape and views, and impact on flood risk.	A case study was undertaken in October 2017 which demonstrated that a viaduct option would be the most suitable and affordable solution for a new crossing of the River Wensum SAC/SSSI. A viaduct would have a minimal footprint within the flood plain and can be sufficiently elevated to minimise shadowing above habitats for protected species within the River Wensum. Other options considered included a tunnel and a lower height standard bridge with earthwork embankments but these were more likely to increase flood risk and pollution risk. A reference design for the viaduct has been discussed with the Environment Agency and Natural England and with adequate mitigation it is expected that an acceptable solution can be achieved.
Option B East	Support for a new bridge/viaduct	A case study was undertaken in October 2017 which demonstrated that a viaduct option would be the most suitable and affordable solution for a new crossing of the River Wensum SAC/SSSI. A viaduct would have a minimal footprint within the flood plain and can be sufficiently elevated to minimise shadowing above habitats for protected species within the River Wensum. Other options considered included a tunnel and a lower height standard bridge with earthwork embankments but these were more likely to increase flood risk and pollution risk. A reference design for the viaduct has been discussed with the Environment Agency and Natural England and with adequate mitigation it is expected that an acceptable solution can be achieved.

Table 5.16 – Consultation comments received and responses to issues raised - environment

Options	Summary of issue	Response to issue
Option A Option B West Option B East Option C Option D	Concern over environmental impacts of all options, including: <ul style="list-style-type: none"> - Concern over loss of wildlife and habitats - Concern over loss of woodland - Concern over impact on countryside - Concern over impact on Wensum Valley/River Wensum - Concern that the scheme will accelerate climate change Concern over air and noise pollution 	A reference design for the viaduct proposed as part of Options B East, C and D has been discussed with the Environment Agency and Natural England and with adequate mitigation it is expected that an acceptable solution can be achieved. Options A and B West do not require a new viaduct but may require localised works to the existing bridge at Attlebridge which would also require adequate environmental mitigation and protection. A Habitats Regulation Assessment will be undertaken in respect of all options in relation to the proposed crossing of the River Wensum to satisfy the stringent requirements applicable to the Special Area of Conservation. A Full Environmental Impact Assessment will be submitted with the Application and this will also cover noise, air quality, climate change, heritage, archaeology, transport, ground conditions and contamination. Extensive surveys are currently being undertaken to provide sufficient evidence in relation to protected species such as bats and noise modelling is also being undertaken to inform the development of an outline business case. The EIA and HRA will identify environmental mitigation measures that will delivered alongside the scheme. This could potentially include items such as Green and Dark bridges for ecology, noise attenuation measures along the NWL route, additional tree planting and replacement habitats.
Option A Option B West Option B East Option C Option D	This option will have the lower environmental impact in the area	A reference design for the viaduct proposed as part of Options B East, C and D has been discussed with the Environment Agency and Natural England and with adequate mitigation it is expected that an acceptable solution can be achieved. Options A and B West do not require a new viaduct but may require localised works to the existing bridge at Attlebridge which would also require adequate environmental mitigation and protection. A Habitats Regulation Assessment will be undertaken in respect of all options in relation to the proposed crossing of the River Wensum to satisfy the stringent requirements applicable to the Special Area of Conservation. A Full Environmental Impact Assessment will be submitted with the Application and this will also cover noise, air quality, climate change, heritage, archaeology, transport, ground conditions and contamination. Extensive surveys are currently being undertaken to provide sufficient evidence in relation to protected species such as bats and noise modelling is also being undertaken to inform the development of an outline business case. The EIA and HRA will identify environmental mitigation measures that will delivered alongside the scheme. This could potentially include items such as Green and Dark bridges for ecology, noise attenuation measures along the NWL route, additional tree planting and replacement habitats.

Table 5.17 – Consultation comments received and responses to issues raised - cost

Options	Summary of issue	Response to issue
Option A Option B East Option D	Option is not cost effective	The cost benefit case for all of the shortlisted options proposed within the consultation has been considered based on a comparison with the do nothing option and other potential solutions. These were found to offer positive economic benefits to the sub-region around Norwich. A high BCR (Benefit Cost Ratio) in the range 2.0-4.0 was identified for the options within the consultation based on 2040 traffic modelling forecasts of journey time savings. However, Option A has a significantly lower BCR and provides less traffic relief than other routes, so offers less value for money than other options. A Strategic Outline Business Case is being prepared to demonstrate that the options considered offer good value for money and this will be used to inform the Regional Evidence Base for Large Local Major schemes seeking DfT funding.
Option A Option B West Option C	This option is the cheapest option/most cost-effective	The cost benefit case for all of the shortlisted options proposed within the consultation has been considered based on a comparison with the do nothing option and other potential solutions. These were found to offer positive economic benefits to the sub-region around Norwich. A high BCR (Benefit Cost Ratio) in the range 2.0-4.0 was identified for the options within the consultation based on 2040 traffic modelling forecasts of journey time savings. However, Option A has a significantly lower BCR and provides less traffic relief than other routes, so offers less value for money than other options. A Strategic Outline Business Case is being prepared to demonstrate that the options considered offer good value for money and this will be used to inform the Regional Evidence Base for Large Local Major schemes seeking DfT funding.



6 Local access consultation

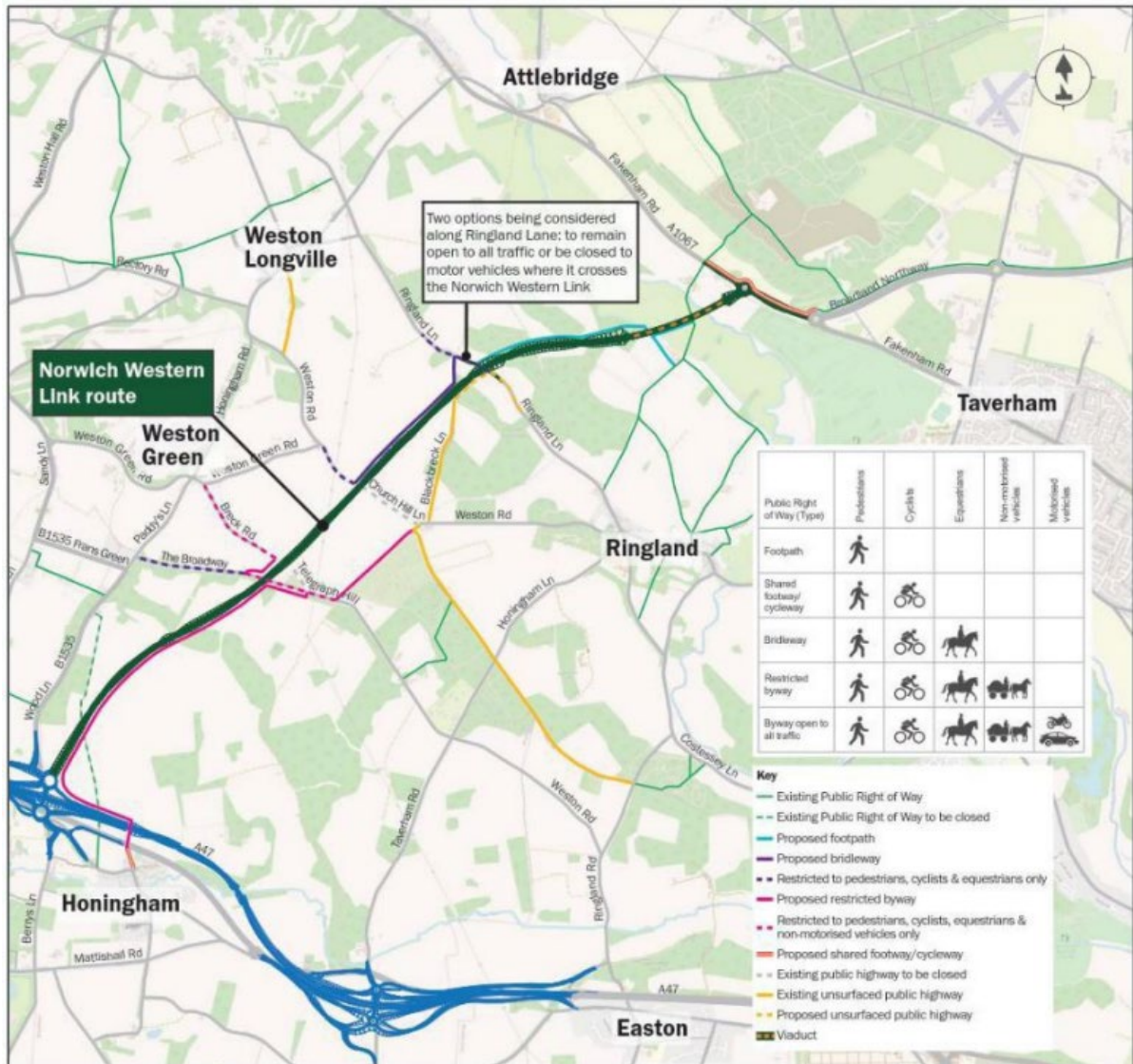
6.1 Introduction

6.1.1 Following the conclusion of the second round of engagement, a Local Access Consultation was carried out between 27 July 2020 and 20 September 2020 to focus on local access in the vicinity of the Norwich Western Link for vehicles, cyclists, walkers and other users.

6.1.2 This consultation sought views on the proposals for roads that cross the NWL, the Non-Motorised User Strategy and Public Rights of Way proposals adjacent to the Proposed Scheme. The consultation also included high level bus strategy options and initial concepts for wider Sustainable Transport Interventions. The proposals for the Non-Motorised User Strategy as consulted on are shown in Figure 6.1, below.



Figure 6.1 – Local access consultation NMU strategy



6.1.3 The Local Access Consultation asked for people’s views using an online consultation questionnaire on how the Applicant could best support people to walk, cycle and use public transport in the area to the west of Norwich, and for opinions on proposals for local roads that cross the planned Norwich Western Link, as well as for Public Rights of Way in the vicinity of the Norwich Western Link and the support of public transport. The consultation also included high level bus strategy options and initial concepts for wider sustainable transport interventions.



6.2 Who Norfolk County Council consulted

6.2.1 The consultation sought views from the public and stakeholders, including previous respondents to the initial consultation, local communities and businesses. Key stakeholders that were consulted, included:

- Local authorities, businesses and organisations within the Norwich Western Link local area;
- Relevant public-sector bodies;
- Environmental groups;
- Walking and cycling groups; and
- Organisations who have previously expressed an interest in the project.

6.3 Methods of responding

6.3.1 The public were encouraged by Norfolk County Council to access 'Citizen Space', the council's online consultation tool, using the URL: <https://www.norfolk.gov.uk/nwl>. Paper copies of the consultation questionnaire and brochure were also accessible upon request to the dedicated Norwich Western Link email (norwichwesternlink@norfolk.gov.uk) and phone number (0344 800 8020). Further, the email was also made available for comments to be sent by the public for consideration as part of the consultation prior to the deadline on 20 September 2020.

6.3.2 Of the 438 responses during the consultation, the majority of these were received through the online questionnaire except for 36 responses received by email and 35 received by letter.



6.4 Consultation materials

6.4.1 The consultation was promoted using a range of different methods to encourage as many views as possible. This included dedicated website section of the Applicant's website where there was an online questionnaire available via: [Norfolk Norwich Western Link](#).

6.4.2 Consultation brochures and hard copy questionnaires were also provided. Promotion and Publicity Channels used for promoting the consultation included:

- Social Media – Publicity on Facebook & Twitter;
- Media and Community Newsletters;
- Promotional Materials;
- Targeted Promotion to Key Stakeholders.

6.5 Number of responses

6.5.1 There were 438 responses received during the consultation with more people agreeing with the proposals for the local roads and Public Rights of Way than disagreeing. The exception to this was the responses to the two options presented for Ringland Lane, which were fairly evenly split between keeping the road open to all traffic and restricting it to non-motorised traffic only, with slightly more support for the option which severed the route for motorised traffic.

6.5.2 Almost three-quarters (316) of the 438 consultation respondents said they were responding as 'a local resident'; 40 respondents said they were replying on behalf of a local business, local organisation or community organisation and provided the organisation name. The following local businesses / organisations / community groups responded to the consultation:

- Arnolds Keys;
- Ashill Parish Council;



- Barford and Wrampingham Parish Council;
- Barnham Broom Parish Council;
- Brown and Co. on behalf of Easton Estate;
- Car-free Norwich;
- Costessey District Councillor;
- Costessey Town Council;
- Countryside Access Officer (North and East);
- CPRE Norfolk (x2);
- Easton Estate;
- Green Infrastructure Officer NCC;
- Green Party;
- Heaton Vences Chartered Accountants;
- Hockering Parish Council;
- Honingham Parish Council;
- Intu Chapelfield;
- IR and JK Coplestone;
- Kimberley and Carleton Forehoe Parish Council;
- Kixx Norwich;
- Morton on the Hill Parish Councillor;
- National Grid Gas plc;
- Norfolk Chamber of Commerce;
- Norfolk Labour Group and Clive Lewis MP;



- Norfolk Local Access Forum;
- Norfolk Sheet Lead Ltd / Zink It Ltd;
- North Norfolk District Council;
- Norwich Airport Ltd;
- Norwich Cycling Campaign;
- Permaculture Gardening Norwich;
- Ramblers' Association: Norfolk Area;
- Ringland Parish Council;
- RM Rutterford;
- Stop the Wensum Link; and
- Weston Longville Parish Council;

6.5.3 Of the eight potential sustainable transport measures that were consulted on across the wider area, seven received a similar level of support with only the measure to improve cycle parking at and access to the Airport Park and Ride site from Drayton receiving considerably less support.

6.5.4 Regarding the possible new Western Arc bus service that the Norwich Western Link could help to enable, more than a third of respondents to the question selected Option A (a service to connect Thorpe Marriott to the Norfolk and Norwich University Hospital and University of East Anglia via Taverham, Queen's Hills, Longwater and Bowthorpe) as the route they would be more likely to use. By comparison, Option B (a service to connect Thorpe Marriott to Norfolk and Norwich University Hospital and University of East Anglia via Drayton, Norwich Airport, Hellesdon and Earlham), was selected by fewer than a fifth of respondents. Just under half of the respondents to the question said they would not be likely to use either service.

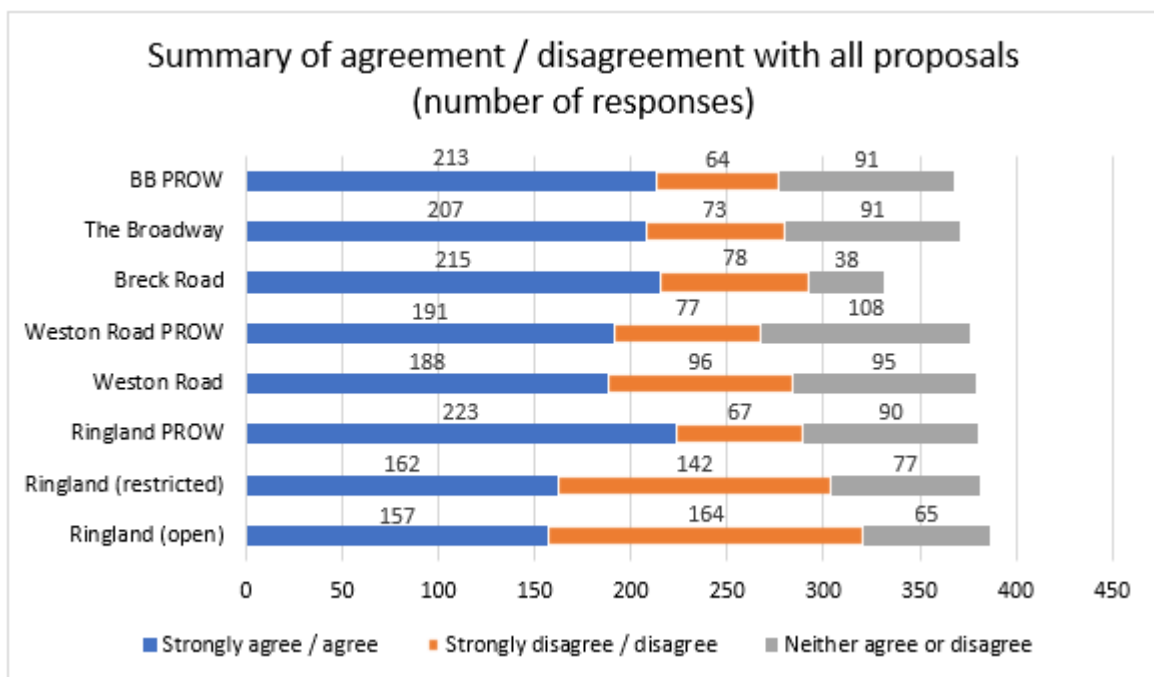


6.6 Support and opposition for options

6.6.1 Suggestions regarding potential sustainable transport interventions across the wider area involved creating new pedestrian and cycle crossings, on road cycle friendly links, proper cycle parking and improved access to park and ride sites.

6.6.2 As set out in Table 6.1, below, the majority of respondents to the consultation agreed with the measures proposed through the local access forum.

Figure 6.2 – Summary of response to Local Access Consultation proposals



6.7 Local Liaison Group

6.7.1 A series of Local Liaison Group (LLG) workshops were held throughout 2017 and 2020 to provide guidance to the Proposed Scheme and played an important role in decision making. Since 2017, representatives from 33 local parishes tabled bi-monthly meetings around the Proposed Scheme to discuss key concerns or opportunities identified by local parishes.

6.7.2 A revised Terms of Reference (ToR) for the LLG was agreed in October 2020 for a joint approach to LLG meetings going forward, advocating equal



inclusion and involvement of National Highways, in relation to their A47 North Tuddenham to Easton dualling scheme and other A47 projects.

6.7.3 Table 6-2 below sets out the dates of LLG meetings, attendees and key points discussed at each session.

Table 6.1 – LLG Meeting key actions and discussion points

Meeting Date	Number of attendees (including project team)	Key Inputs from LLG members
21/02/2017	29	<ul style="list-style-type: none"> • LLG membership discussed. • High level scheme objectives discussed.
20/09/2017	29	<ul style="list-style-type: none"> • Draft specific objectives discussed, and comments captured. • Draft list of emerging interventions discussed, and comments captured.
15/11/2017	17	<ul style="list-style-type: none"> • LLG requested that all NWL route options to be looked at in as much detail as the notional route. • Considered the Benefit Cost Ratio for the Broadland Northway to form part of the monitoring and evaluation of the project, as a comparison. • Discussed the planned communications and stakeholder engagement plans for 2018
22/02/2018	30	<ul style="list-style-type: none"> • LLG requested further detail on origin & destination data from the modelling, where possible.



Meeting Date	Number of attendees (including project team)	Key Inputs from LLG members
17/04/2018	25	<ul style="list-style-type: none">• LLG suggested additional stakeholders to be consulted during the May 2018 public consultation.• LLG requested further details to be provided o traffic survey locations.
07/06/2018	17	<ul style="list-style-type: none">• LLG members provided with OS maps to input ideas on possible options/solutions that will feed into the option assessment process.
09/08/2018	28	<ul style="list-style-type: none">• A NWL Modelling Sub-Group was set up to provide more detail on this particular subject
20/09/2018	21	<ul style="list-style-type: none">• The LLG members requested that their thoughts should help to shape the options used for the consultation report

Meeting Date	Number of attendees (including project team)	Key Inputs from LLG members
06/11/2018	23	<ul style="list-style-type: none"> • LLG requested that they would like to receive more information on the route options, such as journey times and trip rates for 2018 and future years. • LLG suggested that figures should be given for the cost and journey times of the options – this would be useful for the public consultation. • LLG members took part in a workshop exercise to discuss the shortlisted options.
19/12/2018	16	<ul style="list-style-type: none"> • LLG members requested that the LLG group be active through the project lifecycle.
05/03/2019	25	<ul style="list-style-type: none"> • LLG requested that Highways England (now National Highways) regularly attended the meetings going forward to understand the interface between the schemes.
07/05/2019	19	<ul style="list-style-type: none"> • LLG members requested detailed timescales for scheme delivery. • LLG members requested that a summary of the Cabinet report was made available to the LLG so parishes could feed into it.

Meeting Date	Number of attendees (including project team)	Key Inputs from LLG members
09/07/2019	25	<ul style="list-style-type: none"> • LLG members given an update on the Preferred Route Recommendation and were informed that an Ecology Liaison Group has been set up in tandem.
17/09/2019	26	<ul style="list-style-type: none"> • A Sustainable Transport Workshop was held with the LLG which focused on the 'packaging' of complementary transport measures and mitigation to support the NWL scheme. • Questionnaires were distributed to members which will influence the WCHAR and STS report; questions included understanding the barriers to sustainable travel and also to gain an understanding on how the NWL would affect travel behaviour within their local communities.
19/11/2019	27	<ul style="list-style-type: none"> • Draft work-in-progress plans were distributed to the LLG showing the emerging NMU Strategy for comment.



Meeting Date	Number of attendees (including project team)	Key Inputs from LLG members
04/02/2020	25	<ul style="list-style-type: none">• The emerging NMU Strategy was presented, incorporating previous comments from the LLG.• LLG members were requested to send over any questions that they would like to see on the next public consultation questionnaire (understanding that not all questions can be incorporated).
18/08/2020	29	<ul style="list-style-type: none">• As requested by NCC and the LLG members, Highways England (now National Highways) would join each meeting going forward, and present on A47 updates.• The comments from the public consultation were discussed and additional LLG responses noted.
20/10/2020	22	<ul style="list-style-type: none">• The LLG membership was extended to include the Highways England Multi-Parish Group of the A47, to ensure both schemes were joined-up.
15/12/2020	25	<ul style="list-style-type: none">• A separate meeting was agreed to be held that would discuss the modelling data in greater detail, questions were asked to be submitted in advance to ensure that an answer could be provided.



Meeting Date	Number of attendees (including project team)	Key Inputs from LLG members
23/02/2021	30	<ul style="list-style-type: none">• LLG members requested further Modelling Sub-Group meetings, however, due to the volume of questions, it was instead agreed that individual parish meetings would be organised.
01/06/2021	30	<ul style="list-style-type: none">• LLG requested that additional information was provided on the mitigation measures planned for the local parishes.
29/09/2021	34	<ul style="list-style-type: none">• LLG members requested individual meetings with Ferrovia, the appointed contractor for NWL.
01/12/2021	29	<ul style="list-style-type: none">• LLG members that a representative from Equinor and Orsted should attend a future meeting to discuss construction access.• The mitigation proposals for the next public consultation were presented, which includes the permanent closure of Honingham Lane, as requested by the LLG.
02/03/2022	31	<ul style="list-style-type: none">• LLG members were invited to list items for future agendas, to ensure sufficient time was given to understanding any concerns. The items included: National Highways DCO process, traffic management plans and wind farm cable routing.



Meeting Date	Number of attendees (including project team)	Key Inputs from LLG members
27/06/2022	25	<ul style="list-style-type: none">• An agenda item to discuss traffic concerns in the gap between the North Tuddenham to Easton scheme opening and the NWL being completed will be added to a future meeting's agenda.
07/09/2022	22	<ul style="list-style-type: none">• An agenda item to discuss the traffic mitigation measures and construction/diversion routes will be added to a future meeting's agenda.



6.8 NWL Project Board

6.8.1 A project board for NWL has been established by the Applicant to oversee the delivery of the project. The membership comprises senior NCC officers and representatives from district councils, the New Anglia LEP and Highways England. Project team members, including the stakeholder and engagement manager, attend board meetings to provide regular updates and agree key decisions.

6.8.2 Occurrence of a monthly meeting tabled by representatives of the NWL project team, NCC officers, local planning and highway authority representatives and members of the National Highways A47 project team.

Table 6.2 – Project board meetings – Key actions and discussion points

Meeting Date	Number of attendees (including project team)	Key Inputs from Project Board members
21/02/2017	29	<ul style="list-style-type: none"> • LLG membership discussed. • High level scheme objectives discussed.
20/09/2017	29	<ul style="list-style-type: none"> • Draft specific objectives discussed, and comments captured. • Draft list of emerging interventions discussed, and comments captured.

6.9 NWL Member Group

6.9.1 A Member group has been set up by the Applicant. This is a cross-party group that meets bi-monthly to receive updates on the project and provides advice and insight to the project team. It comprises a team of elected County Council Members from various political parties who objectively review the progress of the project from an external and political point of view, acting on behalf of the local residents within their constituencies.



Table 6.3 – Member group meetings – key actions and discussion points

Meeting Date	Number of attendees (including project team)	Key Inputs from Project Board members
21/02/2017	29	<ul style="list-style-type: none"> • LLG membership discussed. • High level scheme objectives discussed.
20/09/2017	29	<ul style="list-style-type: none"> • Draft specific objectives discussed, and comments captured. • Draft list of emerging interventions discussed, and comments captured.

6.10 Taskforce South of the A47

6.10.1 A taskforce group set up by a local MP after concerns were raised by parishes to the south of the Proposed Scheme and the A47 about potential traffic impacts through parishes south of A47 on their communities.

Table 6.4 – South of A47 Taskforce meetings – key actions and discussion points

Meeting Date	Number of attendees (including project team)	Key Inputs from Project Board members
21/02/2017	29	<ul style="list-style-type: none"> • LLG membership discussed. • High level scheme objectives discussed.
20/09/2017	29	<ul style="list-style-type: none"> • Draft specific objectives discussed, and comments captured. • Draft list of emerging interventions discussed, and comments captured.



6.11 Sustainable Transport Stakeholder Workshops

6.11.1 Four stakeholder workshops were held with the sustainable transport group to develop a complementary set of measures to accompany the Proposed Scheme proposals, covering walking, cycling, equestrian movement and public transport.

Table 6.5 – STS Workshop meetings – key actions and discussion points

Meeting Date	Number of attendees (including project team)	Key Inputs from Project Board members
21/02/2017	29	<ul style="list-style-type: none"> • LLG membership discussed. • High level scheme objectives discussed.
20/09/2017	29	<ul style="list-style-type: none"> • Draft specific objectives discussed, and comments captured. • Draft list of emerging interventions discussed, and comments captured.

6.12 Ecology Liaison Group

Table 6.6 - ELG meeting key actions and discussion points

Meeting Date	Number of attendees (including project team)	Key Inputs from Project Board members
21/02/2017	29	<ul style="list-style-type: none"> • LLG membership discussed. • High level scheme objectives discussed.



Meeting Date	Number of attendees (including project team)	Key Inputs from Project Board members
20/09/2017	29	<ul style="list-style-type: none"> • Draft specific objectives discussed, and comments captured. • Draft list of emerging interventions discussed, and comments captured.

7 Pre-planning application consultation

7.1 Introduction

7.1.1 A fourth public consultation was carried out for 8 weeks between Monday 15 August 2022 until Sunday 9 October 2022 to understand the local views on the proposals and to take these into account in the final scheme design, as set out in section 7.8 below.

7.1.2 Four in-person consultation events were held in September 2022 during the consultation period, with information put on public on display and members of the project team available to discuss the proposals and answer questions. These events were held at:

Table 7.1 – Location of in-person consultation events

Location	Date and Time
Barnham Broom Village Hall	Friday 2 nd September 2022, 12-8pm
Weston Longville – Hall for All	Thursday 15 th September 2022, 12-8pm
Felthorpe Village Hall	Thursday 22 nd September 2022, 12-8pm
The Costessey Centre – Stafford Hall	Friday 30 th September 2022, 1-8pm



7.1.3 An update was also provided on proposals that were consulted on in 2020 in the Local Access Consultation, including measures to support walking and cycling as part of the Proposed Scheme.

7.2 Who Norfolk County Council consulted

7.2.1 The consultation sought views from the public and stakeholders, including local communities and businesses.

7.2.2 Key stakeholders that were consulted, included:

- Political representatives (MPs; county, district and parish councillors; council chief executives);
- Relevant public-sector bodies;
- Environmental groups;
- Emergency services;
- Haulage companies;
- Walking and cycling groups;
- Wildlife groups;
- Bus companies;
- Representative industry bodies;
- Campaign groups;
- Residents within the vicinity of the scheme; and
- Organisations and individuals who have previously expressed an interest in the project.



7.3 What Norfolk County Council consulted on

7.3.1 The consultation centred around gathering people's views on three key elements of the Norwich Western Link project, which are to be included in the planning application. These were:

- The design of the road and its structures, including the viaduct;
- Environmental mitigation and enhancement measures; and
- Traffic mitigation measures on the existing road network.

7.4 Methods of responding

7.4.1 As with the previous consultation described in Chapter 6, the public could respond the questionnaire by completing an online survey or through written response to the survey which could then be returned via email or letter.

7.4.2 Online and phone appointments with a member of the NWL project team were available for the consultees to book during the consultation period.

7.5 Consultation materials

7.5.1 The fourth round of consultation was promoted using a range of different methods to encourage as many views as possible. This included a consultation brochure published on the consultation website (www.pinpointcloud.co.uk/norwichwesternlink).

7.5.2 A virtual room (built using PinPoint Connect All) was online until 17 October 2022, which provided all consultation material. 4574 hits were received on the virtual room. The main method of receiving responses was online questionnaire consisting of 31 questions (open ended and closed), hosted within the virtual room. Printed copies of the brochure and consultation feedback questionnaire were also made available on request and at in-person events.

7.6 Promotion and Publicity

7.6.1 Channels used for promoting the consultation included:



- **Leaflets, Letters and Emails** - Leaflets were sent to 8,190 properties within close proximity of the route and traffic mitigation measures at the start of the consultation period. Letters containing leaflets and posters were also sent to clerks of the town and parish councils on the Local Liaison Group for the NWL project. Emails promoting the consultation and how people could find out more and participate were sent to the project's stakeholder database which includes around 1,000 contacts including political representatives;
- **Social Media** – Publicity on Norfolk County Council's Facebook and Twitter accounts, including a total of seven social media posts were published about the consultation, and £200 was spent on Facebook advertising to promote the consultation to people. A fly-through video was hosted on YouTube (viewed more than 1,500 times to date).
- **Media and Community Newsletters;**
- **Press Release** – Press releases promoted the consultation on various dates throughout the consultation period; and
- **Key Stakeholders meetings** – Consultation-focused briefings and meetings were also held with a number of key stakeholders, included:
 - Senior county councillors;
 - Local county councillors with proposals in their division;
 - Norwich Western Link Member Group;
 - Reporters from the Eastern Daily Press, Radio Norfolk and ITV Anglia News;
 - Transport East;
 - Weston Longville Parish Council;
 - Ringland village meeting (organised by Ringland Parish Council);



- Local Liaison Group (comprised of the following town and parish councils);
- Barford
- Barnham Broom
- Bawburgh
- Bowthorpe Ward
- Brandon Parva, Coston, Runhall & Welbourne
- Carleton Forehoe
- Colney
- Costessey
- Drayton
- East Tuddenham
- Easton
- Elsing
- Felthorpe
- Great Melton
- Great Witchingham
- Hellesdon
- Hockering
- Honingham
- Horsford
- Horsham St Faith
- Lyng and Sparham



- Marlingford and Colton
- Mattishall
- Morton-on-the-Hill
- North Tuddenham
- Reepham
- Ringland
- Taverham
- University Ward
- Weston Longville
- Wensum Ward
- Wymondham
- Yaxham; and
- Ecology Liaison Group (comprised of wildlife and environmental groups).

7.7 Number of responses

7.7.1 There were a total of 2258 responses during the consultation period as summarised in Table 7.2, below.

Table 7.2 – Number of responses received

Type of responses	Number
Online questionnaire	1,270
Hard copies	176
Written responses from individuals	782
Written responses from organisations	94



Type of responses	Number
Totals	2,322

7.7.2 Norfolk County Council received 1,270 responses to the online questionnaire. A further 176 hard copy responses were received, which were transcribed into the online questionnaire, giving a total of 1,446.

7.7.3 A further 782 responses by letter or email were received from individuals. Out of 782 written responses, 602 of these responses appeared to have used a template to form the basis of their response, based on recurring text. All email responses from individuals have been coded and included with the analyses.

7.7.4 A total of 94 organisational responses were received from 84 organisations, with some organisations providing more than one response. These were often submitted via email and email attachments.

7.7.5 A further 75 emails were received, however these were identified as requests for additional support responding to the questionnaire, alerts to technical issues, or requests for printed materials and therefore have not been coded.

7.8 Comments on options

7.8.1 The questionnaire within the virtual room sought opinions and comments on the design of the Proposed Scheme and complementary measures. The questionnaire consisted of 31 questions, related to various elements of the scheme, mitigation measures and environmental factors. Additionally, the respondents had the freedom to provide any other comments on the proposal.

7.8.2 The first question regarding the views of the proposals sought opinions on the 'local access around the route'. A total of 45% of respondents (623 of 1391 responses) stated that they either agreed or strongly agreed with the proposals for local access around the Proposed Scheme route. A similar number of respondents (634 of 1391 responses, 46%) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 134 responses (10%) stated that they neither agreed nor disagreed with the proposals. The mostly commonly chosen option was



'strongly disagree' from 557 of 1391 responses, which comprised 40% of the total number of responses.

- 7.8.3 Question related to the 'proposals for the northern section of the route' was put forward. A total of 46% of respondents (638 of 1383 responses) stated that they either agreed or strongly agreed with the proposals for the northern section of the route. A total of 46% of respondents (644 of 1383 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route for the Proposed Scheme. The remaining 101 responses (7%) stated that they neither agreed nor disagree with the proposals. The mostly commonly chosen option was 'strongly disagree' from 587 of 1383 responses, which comprised 42% of the total number of responses.
- 7.8.4 In regard to the 'proposals for the viaduct', a total of 46% of respondents (648 of 1389 responses) stated that they either agreed or strongly agreed with the proposals for the viaduct. A total of 46% of respondents (638 of 1389 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 103 responses (7%) stated that they neither agreed nor disagreed with the proposals. The mostly commonly chosen option was 'strongly disagree' from 594 of 1389 responses, which comprised 43% of the total number of responses.
- 7.8.5 The question regarding the 'proposals for central section of the route', resulted in a total of 46% of respondents (639 of 1382 responses) stating that they either agreed or strongly agreed with the proposals for the central section of the route. A total of 45% of respondents (626 of 1382 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 117 responses (8%) stated that they neither agreed nor disagree with the proposals. The mostly commonly chosen option was 'strongly disagree' from 568 of 1382 responses, which comprised 41% of the total number of responses.



- 7.8.6 In regard to the question related to the 'proposals for the southern section of the route' a total of 47% of respondents (638 of 1379 responses) stated that they either agreed or strongly agreed with the proposals for the southern section of the route. A total of 46% of respondents (637 of 1379 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 104 responses (8%) stated that they neither agreed nor disagree with the proposals. The mostly commonly chosen option was 'strongly disagree' from 577 of 1379 responses, which comprised 42% of the total number of responses.
- 7.8.7 A question on environmental considerations was put forward. A total of 45% of respondents (622 of 1381 responses) stated that they either agreed or strongly agreed with the proposals for minimising the environmental impact of the route. A total of 45% of respondents (625 of 1381 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 134 responses (10%) stated that they neither agreed nor disagree with the proposals. The mostly commonly chosen option was 'strongly disagree' from 568 of 1381 responses, which comprised 41% of the total number of responses.
- 7.8.8 For the ecological mitigations and enhancements, a total of 44% of respondents (603 of 1371 responses) stated that they either agreed or strongly agreed with the proposals for ecological mitigations and enhancements. A total of 44% of respondents (619 of 1371 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 149 responses (11%) stated that they neither agreed nor disagreed with the proposals. The most commonly chosen option was 'strongly disagree' from 562 of 1371 responses, which comprised 41% of the total number of responses.
- 7.8.9 Respondents were also asked about whether the proposal will help with traffic mitigation to the south of the A47 and north of A1067. A total of 38% of respondents (537 of 1385 responses) stated that they either agreed or strongly agreed with the proposed traffic mitigation to the south of the A47. A



total of 47% of respondents (658 of 1385 responses) stated that they disagreed or strongly disagreed with the proposals for traffic mitigation. The remaining 190 responses (14%) stated that they neither agreed nor disagreed with the proposals. The most commonly chosen option was 'strongly disagree' from 588 of 1385 responses, which comprised 42% of the total number of responses. Respectively, a total of 39% of respondents (537 of 1365 responses) stated that they either agreed or strongly agreed with the proposals for traffic mitigation to the north of the A1067. A total of 43% of respondents (594 of 1365 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 234 responses (17%) stated that they neither agreed nor disagreed with the proposals. The most commonly chosen option was 'strongly disagree' from 520 of 1365 responses, which comprised 38% of the total number of responses.

7.8.10 The proposal for a point closure on Honingham Lane received a total of 36% of respondents (485 of 1364 responses) stating that they either agreed or strongly agreed with the proposals for a point closure at Honingham Lane. A total of 40% of respondents (553 of 1364 responses) stated that they disagreed or strongly disagreed with the proposals for local access around the route. The remaining 326 responses (24%) stated that they neither agreed nor disagreed with the proposals. The most commonly chosen option was 'strongly disagree' from 489 of 1364 responses, which comprised 36% of the total number of responses.

7.8.11 The most frequently coded response in the open question which asked respondents if they had any other comments was opposition to the Proposed Scheme (897, 12%) followed closely by opposition due to the negative impact on the environment (892, 12%). 10% of coded comments referenced the negative impact on wildlife and wildlife habitats. 4% of the coded comments supported the Proposed Scheme and 3% of coded comments suggested that the Proposed Scheme include more dedicated routes for active travel.



7.9 Conclusions

7.9.1 As a result of the responses received the following changes have been incorporated to the Proposed Scheme that will be submitted for a planning application:

- The height of the bunding is to be increased to a minimum of 4.5metres to provide effective screening from the carriageway and additional noise and visual mitigation for Weston Green and Weston Longville;
- The provision of a green bridge at the Nursery Woodland rather than a landscaped bat crossing (reference to both was included in the consultation but further technical work has supported the green bridge solution);
- The provision of additional areas of woodland creations in the area of the road as essential mitigation but will also support biodiversity net gain (BNG);
- The provision of increased mitigation areas beyond the mainline of the NWL, which will also support BNG.

7.9.2 As a result of the responses received the following changes are proposed to the traffic mitigation measures to be taken forward alongside the implementation of the Proposed Scheme:

- The originally proposed Barnham Broom Road closure has been removed from the Proposed Scheme and replaced with a proposed 20mph speed on the built-up length of the road closest to Tuttle Lane and a 40mph speed limit on the remainder of the road;
- The originally proposed Dark Lane closure has been removed from the Proposed Scheme because the justification for the land and/or Orders required to provide the turning head would now be limited due to not including the Barnham Broom Road restriction;



- The originally proposed prohibited right turn from Reepham Road into Station Road (to the north of Attlebridge) will be replaced with a prohibition of motor vehicles restriction on Station Road (between Reepham Road and A1067 Fakenham Road) and Felthorpe Road (between Reepham Road and Station Road). This proposal was the subject of a further localised consultation as described below and it is intended to include it into the traffic mitigation proposals. However, post NWL opening monitoring is proposed and will be considered before confirming the decision to move forward with its implementation;
- The originally proposed prohibited right turns at the Holt Road/Shortthorn Road junction are still intended to be included into the traffic mitigation proposals but, similar to the revised Attlebridge proposal, post NWL opening monitoring is proposed and will be considered before confirming the decision to move forward with their implementation.
- In addition to the above changes to the proposed traffic mitigation measures a commitment has been given to undertake post-opening monitoring of traffic on several local roads, following consideration of consultation responses.

8 Conclusion

8.1.1 As set out above, there have been a series of rounds of public consultation and engagement events undertaken in relation to the Proposed Scheme.

8.1.2 These rounds of consultation and events are considered to be consistent with the principles of pre-application engagement and liaising with stakeholders as part of the planning process that are set out in Norfolk County Council's Statement of Community Involvement document and also in national planning policy.

8.1.3 The data gathered during the first round of public consultation and engagement for the Proposed Scheme between 8 May and 3 July 2018 show



that there is local support for the principle of a solution to alleviate the highway issues to the west of Norwich, with the view that the roads in the area were unsuitable for the current levels and type of traffic (1,395 respondents), with rat-running (1,103 respondents) and slow journey times (1,001 respondents) being the issues mentioned most frequently by consultees.

- 8.1.4 During the second round of consultation carried out between 26 November 2018 and 18 January 2019, the evidence from the responses demonstrated that there was a preference for Route Option D, followed by Route Option C, and the chosen route is consistent with this.
- 8.1.5 The Local Access Consultation sought people's views on how the Council could best support people to walk, cycle and use public transport in the area to the west of Norwich, and for opinions on proposals for local roads that cross the Proposed Scheme, as well as for Public Rights of Way in the vicinity of the new road.
- 8.1.6 The consultation concluded a preference for measures to improve opportunities for walking and cycling in the area, and these measures have been incorporated into the Proposed Scheme as set out in the Transport Assessment that accompanies this planning application.
- 8.1.7 The fourth round of public consultation occurred between 15 August 2022 and 9 October 2022 to understand public views on the proposals and to take these into account in the final scheme design. The results of this consultation have been used to influence the design of the road and its structures, and in the proposed traffic mitigation measures on the existing road network.
- 8.1.8 The 'Consultation Report' submitted in support of this application (Document reference: 5.01.00) should be read in conjunction with this Statement of Community Involvement. That document describes the engagement and consultation activities undertaken by Norfolk County Council as part of the pre-application consultation ahead of the submission of the Proposed Scheme. The Applicant undertook a range of consultation activities to raise



awareness of the consultation so that stakeholders could provide feedback on the pre-application consultation proposals at consultation.

8.1.9 Some of the key themes that were raised by respondents included, but not limited to:

- Impacts to Air Quality
- Construction
- Consultation
- Environmental Impacts
- Flooding
- Green Bridges
- Local Access / Active Travel
- Safety
- Traffic Impacts
- Noise
- Impacts to Wildlife / Habitats
- Structures

8.1.10 Appendix 1.12 and 1.13 (Document reference: 5.01.12 and 5.01.13) to the Consultation Report shows the full consideration and responses given to these matters and themes raised during the pre-application consultation by the Applicant, and should be read in conjunction with this Statement.