



Norwich Western Link

Pre-Application Consultation Report

Appendix 5: Pre-Application Consultation Press Releases and Social Media

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Contents

1 Introduction

3



1 Introduction

- 1.1.1 This appendix provides a copy of all of the press releases and social media posts that were published for the Norwich Western Link project. This includes three news releases published by Norfolk County Council in the month of August 2022 that summarise the project and the consultation launch information and how people can get involved. The appendix also contains five social media posts promoting the project consultation including two on Norfolk County Council Facebook and 3 on Twitter accounts.
- 1.1.2 We have included a summary of key information shown in this document in an accessible format. However, some users may not be able to access all technical details. If you require this document in a more accessible format please contact norwichwesternlink@norfolk.gov.uk



News *update from*



Norfolk County Council

NEWS RELEASE

01 August 2022

Norwich Western Link Pre-Planning Application Public Consultation to launch later this month

A public consultation on Norfolk County Council's Norwich Western Link project will launch in August, with people being invited to give their views on proposals before the planning application is finalised and submitted.

The Norwich Western Link is a new 3.9 mile dual carriageway road that would connect the A1270 Broadland Northway to the A47 west of Norwich. As well as improving travel between these two major routes, the new road would tackle traffic congestion and delays on the local road network and in communities, and prevent them from worsening due to planned housing and job growth in Greater Norwich.

The Pre-Planning Application Public Consultation will launch on Monday 15 August and will close eight weeks later, at midnight on Sunday 9 October.

Cllr Martin Wilby, Cabinet Member for Highways, Transport and Infrastructure at Norfolk County Council, said: "This is our fourth public consultation on the Norwich Western Link and it will provide more details on the design of the route, including the viaduct over the River Wensum, as well as complementary measures being proposed as part of the project.

"This is a vital piece of infrastructure for Norfolk that will bring in national investment and make a huge positive difference to local residents, businesses, emergency services and visitors to our county. We want to submit the best possible planning application for this project and getting people's feedback at this point will help us to do that. I hope anyone with any interest in the Norwich Western Link will look through the information contained in the consultation and give us their views so we can consider them as we finalise our proposals."

Four consultation events will be held during the consultation period, with information on display and members of the project team available to discuss the proposals and answer questions. These events will be held at:

- Barnham Broom Village Hall on Friday 2 September (12-8pm)
- The Costessey Centre on Friday 9 September (1-8pm)
- Weston Longville Hall for All on Thursday 15 September (12-8pm)

- Felthorpe Village Hall on Thursday 22 September (12-8pm)

There will also be opportunities for people to speak to members of the project team about the proposals via bookable online and phone appointments. Once the consultation launches, people will be able to view information on the proposals via the Norfolk County Council website at www.norfolk.gov.uk/nwl, and fill in an online questionnaire. Email and postal responses will also be accepted.

The planning application for the project is due to be submitted next year. Subject to gaining necessary statutory approvals, construction of the Norwich Western Link is scheduled to get underway in late 2024 with the road open for use in late 2026.

ENDS



Benefits of the Norwich Western Link

The Norwich Western Link will:

- Significantly reduce many journey times to the west of Norwich, with some more than halving, and shortening response times for many ambulances travelling to the Norfolk and Norwich University Hospital.
- Lead to a reduction in carbon emissions from vehicles by making many journeys more efficient, which supports local and national carbon reduction targets.
- Boost Norfolk's economy and support its businesses by reducing transport costs, opening up new markets and increasing productivity through quicker and more reliable journeys.
- Improve road safety with 500 fewer accidents involving a motor vehicle over 60 years.
- Take traffic off unsuitable local roads with a reduction of approximately 80% in traffic through Weston Longville, leading to improved air quality in residential areas and supporting people to walk, cycle and use public transport.
- Create new habitats and improve existing ones across a wide area to the west of Norwich to support a range of wildlife and provide connectivity including through green bridges and wildlife underpasses.

For political comment

For details of cabinet members, committee chairs and agendas, please see: www.norfolk.gov.uk/cabinetandchairs
Group leaders' and councillors' contact details are available at: www.norfolk.gov.uk/countycouncillors

For further information please contact:

Communications Team at Norfolk County Council

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Email: pressoffice@norfolk.gov.uk



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Norfolk County Council

NEWS RELEASE

12 August 2022

****STRICTLY EMBARGOED UNTIL 00.01 ON MONDAY 15 AUGUST**** **Norwich Western Link public consultation gets underway**

[Link to fly-through video and visualisations available to download at the end of this press release](#)

People are being given the opportunity to comment on proposals for the Norwich Western Link before the planning application is finalised and submitted, as a public consultation on the Norfolk County Council project begins today (Monday 15 August).

The eight-week pre-planning application consultation will provide more details about the proposed 3.9 mile dual carriageway road that would connect the A1270 Broadland Northway to the A47 west of Norwich. A new [fly-through video](#) and images show what the route could look like, including the viaduct across the River Wensum floodplain. A transparent environmental barrier is proposed along the viaduct which would reduce visual and noise impacts and help to minimise spray from vehicles.

Figures published as part of the consultation show that nearly 25,000 vehicles a day are anticipated to use the Norwich Western Link in 2026, the year it is scheduled to open, rising to 36,500 vehicles 15 years later. A traffic flow map shows the difference the Norwich Western Link is expected to make to the local road network, with roads in Weston Longville and Ringland seeing the biggest reductions in traffic and the biggest increases seen on Broadland Northway and a short section of the A1067 that is due to be upgraded to dual carriageway as part of the project.

Cllr Martin Wilby, Cabinet Member for Highways, Transport and Infrastructure at Norfolk County Council, said: "We're working towards getting the planning application for the Norwich Western Link finalised and submitted next year, but before we do we want to share more details on our proposals and get people's feedback so we can take this into account.

"This is a really significant project for Norfolk that would complete a fully dual carriageway orbital route around Norwich alongside National Highways' A47 North Tuddenham to Easton dualling scheme. A great deal of care and expertise is going into developing our proposals for the Norwich Western Link to balance all the elements we need to consider, and I hope lots of people will be interested in looking through the information we're sharing through this consultation and giving us their thoughts."

Proposed features along the route including ponds, a layby and planting are shown for the first time in the consultation materials, and information is given on the sloped embankments, or 'earth bunds', that will be

used along much of the route. At between two and five metres in height and planted with native trees, these bunds will help to screen the new road from view and reduce noise in the surrounding area.

Crossings for use by both people and animals are also proposed along the route. Green bridges and underpasses are planned to guide bats and other wildlife across the road safely, and two of the green bridges will link into the local Public Rights of Way network and be available for use by walkers, cyclists and horse-riders.

At the northern end of the route, two options for a wildlife crossing are under consideration – another green bridge or a ‘landscaped bat crossing’, which would see existing trees retained either side of the road and in a central reservation, where the carriageways would separate, to guide bats to fly over the road at a safe height above the tree canopy.

People will also have the chance to give their views on traffic mitigation proposals on the existing road network that would be implemented as part of the Norwich Western Link project. Measures such as road closures, reduced speed limits and changes to junctions are proposed on some minor and B roads, including in areas south of the A47 and north of the A1067, to encourage traffic to keep to major routes.

Four consultation events will be held during the consultation period, with information on display and members of the project team available to discuss the proposals and answer questions. These events will be held at:

- Barnham Broom Village Hall on Friday 2 September (12-8pm)
- The Costessey Centre on Friday 9 September (1-8pm)
- Weston Longville Hall for All on Thursday 15 September (12-8pm)
- Felthorpe Village Hall on Thursday 22 September (12-8pm)

There will also be opportunities for people to speak to members of the project team about the proposals via bookable online and phone appointments.

People can find out more about the consultation, view the proposals and give their feedback by filling in an online questionnaire via the Norfolk County Council website at www.norfolk.gov.uk/nwl. Hard copies of the consultation brochure and questionnaire can also be requested by emailing nwlconsultation@norfolk.gov.uk or phoning 0344 800 8020. People can return their paper questionnaire to the council, or write a letter in response to the consultation, using a Freepost address. Comments can also be emailed to nwlconsultation@norfolk.gov.uk.

The public consultation will close on Sunday 9 October and the planning application for the project is due to be submitted next year. Subject to gaining necessary statutory approvals, construction of the Norwich Western Link is scheduled to get underway in late 2024 with the road open for use in late 2026.

ENDS

The fly-through video can be viewed on YouTube here: <https://youtu.be/ROOajueOpk0>

An Environmental Information Document has been produced for the public consultation which provides more details on the main environmental considerations on the Norwich Western Link project. This will be available to view on the consultation website via www.norfolk.gov.uk/nwl and at Taverham, Dereham, Reepham and Wymondham libraries and the Archive Centre at County Hall in Norwich throughout the consultation period.

How to respond to the consultation

There are several ways people can respond to the consultation:

- Complete the consultation questionnaire online via www.norfolk.gov.uk/nwl
- Complete a paper copy of the consultation questionnaire and post it to: Freepost Plus RTCL-XSTTJZSK, Norfolk County Council, County Hall, Martineau Lane, Norwich, NR1 2DH
- Email comments to NWLConsultation@norfolk.gov.uk
- Write to: Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council, County Hall, Martineau Lane, Norwich, NR1 2DH





For political comment

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News *update from*



Norfolk County Council

NEWS RELEASE

26 September 2022

Time is running out to have your say in Norwich Western Link Pre-Planning Application Consultation

People have just under two weeks left to respond to a public consultation on proposals for the Norwich Western Link before the planning application is finalised and submitted next year.

Norfolk County Council launched the eight-week Norwich Western Pre-Planning Application Public Consultation on Monday 15 August. Since then people have been giving views on the council's proposals to create a new 3.9 mile dual carriageway road between the western end of Broadland Northway and the A47 west of Norwich.

As well as improving travel between these two major routes, the new road would tackle existing traffic congestion and delays on the local road network and in communities, and prevent them from worsening due to planned housing and job growth in Greater Norwich.

Councillor Martin Wilby, Cabinet Member for Highways, Transport and Infrastructure at Norfolk County Council, said: "This is our fourth public consultation on the Norwich Western Link and it provides more details on the design of the route, including the viaduct over the River Wensum, as well as complementary measures being proposed as part of the project.

"Thank you to everyone who has responded to the consultation so far, we really appreciate it. We've also had lots of people come and speak to members of the project team at our consultation events, which has been great to see. It's important that people give us their feedback now so we can take this into account before we finalise the planning application. So if you want to give us your views on our proposals, please make sure you do so before the consultation closes."

There is one final opportunity for people to speak to members of the project team and view information on the proposals in person at a consultation event in the Stafford Hall of the Costessey Centre this Friday (30 September), between 1 and 8pm. This event was originally due to take place last Friday (9 September) but was postponed as a mark of respect following the death of Her Majesty Queen Elizabeth II the previous day.

People can find out more about the consultation, view the proposals and give their feedback by filling in an online questionnaire via www.norfolk.gov.uk/nwl. Hard copies of the consultation brochure and questionnaire can also be requested by emailing nwlconsultation@norfolk.gov.uk or phoning 0344 800

8020. People can return their paper questionnaire to the council, or write a letter in response to the consultation, using a Freepost address. Comments can also be emailed to nwlconsultation@norfolk.gov.uk.

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ENDS

A fly-through video showing what the route could look like can be viewed on YouTube here: <https://youtu.be/ROOajueOpk0>

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15 Aug 2022 ·

We're carrying out a public consultation on our Norwich Western Link project between Monday 15 August and Sunday 9 October. Find out more and take part in the consultation: https://orlo.uk/NWL_2z2hv

Paper copies of the consultation brochure and questionnaire are also available on request.

This is your chance to tell us what you think of our proposals for the new 3.9mile dual carriageway road to connect Broadland Northway to the A47 west of the city before we finalise and submit the planning application.



20

38 comments · 19 shares

Like

Comment




Share



Stop the Wensum Link · [Follow](#)



15 Aug 2022

 1 MENT TAGGED LOCATION  2022  CLEAR 

Norfolk County Council



1 Aug 2022 · 

A public consultation on our proposals for the Norwich Western Link, a new 3.9 mile dual carriageway road to connect Broadland Northway to the A47 west of Norwich, will launch on Monday 15 August. We're holding the consultation so that we can take people's views into account before we finalise and submit the planning application.

There will be opportunities to discuss the proposals with members of the project team during the eight-week consultation period, including four local consultation events.

Find out more here: <https://orlo.uk/TgTed>



 65

101 comments · 32 shares

 Like

 Comment

 Share





Norfolk County Council  @NorfolkCC · Aug 1, 2022



A public **consultation** on our proposals for the **Norwich Western Link** will launch on Monday 15 August, so that we can take people's views into account before we finalise and submit the planning application.

Find out more here: orlo.uk/nnsXK



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Norfolk County Council  @NorfolkCC · Aug 15, 2022



We're carrying out a public **consultation** on our **Norwich Western Link** project between Monday 15 August and Sunday 9 October.

Find out more and take part in the **consultation**: orlo.uk/NWL_bfdZu



6



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8





Norfolk County Council  @NorfolkCC · Aug 23, 2022



We'll be at Barnham Broom Village Hall this Friday (12-8pm) and at the Costessey Centre on Friday 9 September (1-8pm) for our **Norwich Western Link** public **consultation**.

Come discuss the proposals with members of the project team. Find out more: orlo.uk/NWL_RDVic

