

Norfolk County Council

Record of Individual Cabinet Member Decision

Responsible Cabinet Member: Cllr Martin Wilby (Cabinet Member for Highways, Infrastructure & Transport)

Background and Purpose:

As set out in the [7 June 2021 Cabinet minutes](#), Cabinet agreed to the commencement of the Norwich Western Link non-statutory pre-planning application consultation in the autumn of 2021, and to delegate to the Cabinet Member for Highways, Infrastructure & Transport in consultation with the Executive Director of Community and Environmental Services, the authority to approve the details for that consultation. This report confirms that the Cabinet Member for Highways, Infrastructure & Transport has consulted with Executive Director of Community and Environmental Services on 11 October 2021 and approved the consultation as set out in the attached report.

Decision: That the Pre-application Consultation Plan is approved by the Cabinet Member for Highways, Infrastructure & Transport in consultation with the Executive Director of Community and Environmental Services.

Is it a key decision? No

Is it subject to call-in? Yes

If Yes – the deadline for call-in is: 4pm, Thursday 21 October 2021

Impact of the Decision:

As set out in the attached report.

Evidence and reason for the decision:

As set out in the attached report.

Alternative options considered and rejected:

As set out in the attached report.

Financial, Resource or other implications considered:

As set out in the attached report.

Record of any conflict of interest:

As set out in the attached report.

Background documents:

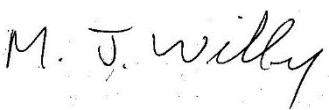
- [Minutes of June 2021 Cabinet Meeting](#)

Date of Decision: 14 October 2021

Publication Date of Decision: 14 October 2021

Signed by Cabinet Member:

I confirm that I have made the decision set out above, for the reasons also set out.

Signed: 

Print name: Cllr Martin Wilby

Date: 14/10/2021

Accompanying documents:

- Decision Making Report - Norwich Western Link Pre-application Consultation Plan Approval
- Appendix A - Norwich Western Link Pre-application Consultation Plan

Once you have completed your internal department clearance process and obtained agreement of the Cabinet Member, send your completed decision notice together with the report and green form to committees@norfolk.gov.uk

Individual Cabinet Member Decision Report

Item No: 1

Report Title: Norwich Western Link Pre-application Consultation Plan Approval

Date of Meeting: N/A

Responsible Cabinet Member: Cllr Martin Wilby (Cabinet Member for Highways, Infrastructure & Transport)

Responsible Director: Tom McCabe (Executive Director of Community and Environmental Services)

Is this a Key Decision? ~~Yes~~/ No

If this is a Key Decision, date added to the Forward Plan of Key Decisions: N/A

Executive Summary

In December 2016, the Council agreed a motion which stated the ‘...Council recognises the vital importance of improving our road infrastructure and that this will help to deliver the new jobs and economic growth that is needed in the years ahead’. The Norwich Western Link (NWL) was included as one of three priority infrastructure schemes and is highlighted in the Norfolk Infrastructure Delivery Plan 2017-2027.

In July 2019, the NWL was confirmed as a regional priority by Transport East, and a Strategic Outline Business Case (SOBC) was submitted to the Department for Transport (DfT). The SOBC was approved on 15 May 2020 by the DfT giving provisional entry into the DfT’s Large Local Majors programme alongside funding to support the submission of the Outline Business Case (OBC).

At its meeting of 7 June 2021, Cabinet resolved to:

- Agree to the commencement of the non-statutory pre-planning application consultation in the autumn of 2021 and to delegate to the Cabinet Member for Highways, Infrastructure & Transport in consultation with the Executive Director of Community and Environmental Services, the authority to approve the details for that consultation, which will be based on the design solution developed by the successful bidder.

Since that time, the pre-application consultation plan has been developed. The Cabinet Member for Highways, Infrastructure and Transport, has reviewed the plan and has also consulted with the Executive Director of CES as part of this process.

This report seeks authorisation to approve the Pre-application Consultation Plan for the Norwich Western Link.

Recommendation:

1. To approve the Pre-application Consultation Plan as set out in Appendix A.

1. Background and Purpose

- 1.1 An exercise has been undertaken to procure a design and build contractor for the scheme, and an update on this was provided to Cabinet at its meeting of 7 June 2021.
- 1.2 The finalisation and signing of the contract were approved by the Executive Director CES and Cabinet Member for Highways, Infrastructure and Transport on 1 July 2021. The contract between NCC and Ferrovial Construction (UK) Limited was executed on 12 July 2021.
- 1.3 The appointment of the design and build contractor has enabled the design and construction proposals to be developed further, which in turn will be used to inform the planning application for the scheme.
- 1.4 Prior to the planning application a pre-application consultation is proposed, which is detailed in the Pre-application Consultation Plan.
- 1.5 Before the preferred route for the NWL was agreed in July 2019, two public consultations were carried out on the NWL. These were as follows:
 - An initial consultation was undertaken in summer 2018. In response to this consultation 86% of respondents to a question about which options they wanted the council to consider to tackle transport issues in the area selected the option of a new road link between the A47 and the Broadland Northway.
 - A further consultation on a shortlist of options for the NWL was undertaken in winter 2018/19. In response to this consultation, 77% of respondents either agreed or mostly agreed there was a need for a NWL.
 - A third public consultation regarding local access was undertaken in July, August, and September 2020. This consultation asked for 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 planned NWL. The results of this consultation helped to inform the proposed sustainable transport measures to be taken forward as part of the NWL scheme.

2. Proposal

- 2.1 The pre-application consultation will be the fourth public consultation conducted on the NWL project. It follows the appointment of the project's

design and build contractor, Ferrovial Construction, in July 2021. Input from the contractor will be integral to the consultation as it will present the design solution developed by Ferrovial.

- 2.2 The Pre-application Consultation Plan outlines the proposed format and timescales for the consultation. This is contained in Appendix A to this report.

3. Impact of the Proposal

- 3.1 The Pre-application Consultation Plan outlines the proposed format and timescales for the consultation.

4. Evidence and Reasons for Decision

- 4.1 The Pre-application Consultation Plan outlines the proposed format and timescales for the consultation.

5. Alternative Options

- 5.1 Amendments and changes to the Consultation Plan could be made. However, the proposed plan has been developed and the Cabinet Member for Highways, Infrastructure and Transport has reviewed the Plan and also consulted the Executive Director of CES.

6. Financial Implications

- 6.1 The consultation will be delivered within the existing scheme budget.

7. Resource Implications

7.1 Staff:

The consultation will be delivered using existing staff resources.

7.2 Property:

None applicable.

7.3 IT:

None applicable.

8. Other Implications

8.1 Legal Implications:

None applicable.

8.2 Human Rights Implications:

None applicable.

8.3 Equality Impact Assessment (EqIA) (this must be included):

The consultation plans sets out a number of ways that those who may wish to participate in the consultation can take part, including digitally and in person. The project team will take steps to ensure that there is an opportunity for all to participate in the consultation, including harder to reach groups and those who may not be able to effectively engage digitally, and will work with the Council's corporate consultation team to ensure that appropriate arrangements and support are available. Consultation materials will also be made available in a variety of formats

The Equality Impact Assessment for the project has identified a number of stakeholders who may be impacted by the proposals and the project team will contact these stakeholders to make them aware of the consultation and support them to participate, where needed.

8.4 Data Protection Impact Assessments (DPIA):

Any personal data gathered will be processed in accordance with GDPR legislation and Norfolk County Council procedures.

8.5 Health and Safety implications:

None applicable.

8.6 Sustainability implications:

None applicable.

8.7 Any Other Implications:

None applicable.

9. Risk Implications / Assessment

9.1 None applicable.

10. Select Committee Comments

10.1 This report has not been considered by a Select Committee.

11. Recommendations

1. To approve the Pre-application Consultation Plan as set out in Appendix A.

12. Background Papers

12.1 [Cabinet Report of 7 June 2021](#)

Officer Contact

If you have any questions about matters contained within this paper, please get in touch with:

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If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.



Norwich Western Link

Pre-Application Consultation Plan

Author: Norfolk County Council

Document Reference: Version 1

Number: PK1002/D/001

Date: 29/09/2021

1 Introduction

1.1 Introduction

1.1.1 The purpose of this plan is to outline what is required for the non-statutory Norwich Western Link Pre-Planning Application Consultation programmed for late 2021/early 2022.

1.1.2 This plan provides details of the objectives of the consultation, the proposals we will be seeking feedback on, how the consultation will be managed and resourced, methodology of delivery, consultation materials, stakeholder involvement, resourcing, and the proposed programme.

1.2 Wider context

1.2.1 The Norwich Western Link (NWL) is a new 3.8 mile dual carriageway road linking the A47 trunk road to Broadland Northway west of Norwich. It is one of three key infrastructure projects for Norfolk County Council (NCC). The other two projects are Great Yarmouth Third River Crossing and Long Stratton Bypass.

1.2.2 The pre-planning application is the fourth public consultation conducted on the NWL project. Previous consultations comprised:

- Consultation on transport issues, spring/summer 2018. This consultation sought to establish what, if any, transport issues existed to the west of Norwich and which solutions people wanted the council to consider to alleviate these issues.
- Options consultation, winter 2018/19. This consultation sought views on potential routes for a NWL and helped to inform the choice of a preferred route in July 2019.
- Local access consultation, summer 2020. This consultation asked for people's views on the local roads crossed by the NWL and whether they should be severed or maintained via a crossing of the new road. It also asked for feedback on proposals for Public Rights of Way close to the route and potential sustainable transport measures across a wider area.

1.2.3 This consultation follows the appointment of the project's design and build contractor, Ferrovial Construction (FC), in June 2021. Input from the contractor will be integral to the consultation.

1.2.4 Approval to consult was gained at a meeting of NCC's cabinet in early June 2021, with approval for the details of the consultation delegated to the Cabinet Member for Highways, Infrastructure and Transport and in consultation with the Executive Director of Community and Environmental Services.

1.2.5 The planning application for the Norwich Western Link is due to be submitted in 2022 and a report including details of the planning application will be taken to the council's cabinet ahead of the submission. This report will take account of responses received through the pre-application public consultation and any impacts on the planning application.

1.2.6 A public consultation on the Transport for Norwich (TfN) Strategy is being held between 26 August and 6 October 2021. The strategy will shape the approach taken to improving and investing in transport infrastructure in the greater Norwich area.

1.2.7 The NWL links into a new junction that is due to be created by National Highways

(formerly Highways England) as part of their A47 dualling scheme between North Tuddenham and Easton. A Development Consent Order (DCO) application has been submitted and an Examination of National Highways' proposals commenced on 3 August 2021 and is programmed to run for six months. Given the close relationship between the two projects, it is possible that this DCO process may prompt questions or influence responses to the NWL pre-application consultation and vice versa.

1.3 Objectives for Consultation

1.3.1 The objectives for the consultation are to:

- Receive feedback on elements which will be included in the planning application, particularly:
 - The design of the road and its structures, including the viaduct
 - Environmental mitigation and enhancement measures
 - Traffic mitigation measures
- Understand any risks or objections that could arise after the planning application has been submitted so that these can be considered and acted upon as appropriate prior to the submission of the planning application.
- Update people on progress with proposals consulted upon in 2020's Local Access Consultation, namely the local roads that are crossed by the NWL, the Sustainable Transport Strategy and changes to Public Rights of Way.

1.3.2 The feedback received through the consultation will inform the planning application which is due to be submitted in 2022.

1.4 Future Consultation

1.4.1 A statutory consultation on the planning application will be carried out by the planning authority once the planning application has been submitted. No further public consultations on the scheme are scheduled to be conducted by the project team, although engagement with stakeholders and groups will continue and this will include opportunities to feed into the development of approaches on specific areas of work where appropriate, including in relation to proposed construction approaches.

2 Consultation approach

2.1 Overview

- 2.1.1 The consultation and associated promotion will be designed to encourage widespread participation in order to better inform the project and will take account of current consultation best practice approaches, including in light of the coronavirus pandemic.
- 2.1.2 Information on the planning application proposals will be presented as part of the consultation and a questionnaire will be developed which members of the public will be invited to complete.
- 2.1.3 Opportunities to discuss the proposals with appropriate members of the project team will be offered throughout the consultation period in order to provide clarity and reassurance and help people to understand the information being presented before they make their response.
- 2.1.4 It is highly likely that the information published as part of the consultation will come under a significant amount of scrutiny, including from those opposed to the project. Rigorous reviews and approvals processes will need to be in place to ensure the information being presented is accurate and appropriate.

2.2 Timing

- 2.2.1 The consultation is due to be held in late 2021/early 2022. The precise timing is currently being established and is being informed by the availability of information required for the consultation as well as fit within the project programme. The consultation will run for a minimum of six weeks.

2.3 Consultation proposals

- 2.3.1 In the project's Local Access Consultation materials, the following wording was included: '...we will hold another public consultation to gain feedback on the details of the scheme that we plan to include in the planning application.' This was broken down into the following headings at the time: 'The design of the viaduct over the River Wensum; Traffic mitigation; Environmental mitigation.'
- 2.3.2 Since then, the scope of the consultation has been more specifically defined to include the design of the route as a whole and its structures, as well as the viaduct. It will also include information on measures designed to improve the environment, such as those that will contribute to the biodiversity net gain aims, as well as mitigation measures.
- 2.3.3 Work on these areas is generally well developed however in some instances further work is needed ahead of the planning application being submitted which could result in the proposals being amended, particularly in relation to the environmental mitigation and improvement measures. Where there is some uncertainty over the proposals, consideration will be given as to the appropriate level of detail to show and the materials should also reflect that work to refine the proposals is ongoing. Where appropriate, the responses to the consultation will inform this refinement process ahead of the planning application being finalised.
- 2.3.4 In order to update people on the outcome of and progress since the Local Access Consultation, the consultation materials will also include information on elements previously consulted upon, specifically proposals for the roads that are crossed by the NWL, local Public Rights of Way (PROW) proposals and proposed measures to support walking and cycling across a wider area. This will take account of the need to make Side Ride Orders to change the status of some local roads (particularly those crossed by the NWL) and any effect the sustainable transport measures may have on the scheme's red line boundary (i.e. if these measures necessitate purchase of land).
- 2.3.5 The focus of the consultation still falls broadly into three categories as set out in the consultation objectives. Further detail on these headings are given below.

- 2.3.6 The design of the road and its structures, including the viaduct.** This will include detail on the viaduct, such as visualisations which will show its appearance and how it will fit within the landscape. Details on the other crossings along the route (over and underpasses) will also be provided, informed by the contractor's design proposals. Information on the rest of the route will also be shown, including the junctions with Broadland Northway, the Fakenham Road and the A47 as well as showing associated elements such as earthwork banks, drainage lagoons and maintenance access tracks.
- 2.3.7** The draft 'red line boundary' for the route, which denotes the land required for the scheme, including for some associated measures, will also be shown.
- 2.3.8 Environmental mitigation and enhancement measures.** This will include a mixture of measures close to the route and those across a wider area. Given the breadth and complexity of this subject matter and likely interest in this area, an environmental report will be made available to provide further detail on these proposals should consultees want it.
- 2.3.9** The materials will focus on elements on which the project will have more substantial impacts and therefore where more mitigation is required. These can be summarised under the following headings: noise; landscape and visual impact; arboriculture; biodiversity; water (including flood zone compensation and drainage); climate; and air quality.
- 2.3.10** Other elements which are required to be assessed and included in the planning application are impacts on and mitigation for heritage, geology and soil, population and health and major accidents and disasters. As the NWL will have limited impacts on these elements, details on how these areas have been considered will be included in the environmental report.
- 2.3.11** The environmental mitigation and improvement measures across the wider area are likely to be introduced on privately-owned land, with NCC entering into agreements with landowners for the creation and management of the measures. These agreements are unlikely to be in place by the time the consultation materials need to be finalised so details on the proposed approach will be presented rather than specifics on exactly what and where the measures will be implemented. The approach will set out the types of habitats that will be created and improved and what measures this is likely to include.
- 2.3.12** More detail on mitigation and improvement measures along and close to the route will be known by the time of the consultation and will be presented, however it is possible that these details may be amended before the planning application is submitted as information from 2021 ecological surveys is considered and the Environmental Impact Assessment is ongoing.
- 2.3.13** High level information on how the environment will be considered and protected during the construction period will also be included in the consultation materials.
- 2.3.14 Traffic mitigation.** While the NWL will generally take traffic off local roads, traffic modelling suggests that the NWL will lead to increases in traffic in a few instances, in particular to the south of the A47 and to the north of the A1067. Where the predicted increase due to the NWL is above a certain level and on roads or in areas where such an increase would be unsuitable, traffic mitigation measures are proposed to counteract this impact.
- 2.3.15** Information on these traffic mitigation proposals will be included in the consultation materials, along with the predicted impact they will have on traffic flows, where this is available. The proposals will be discussed with local county and parish councillors before the public consultation commences to make them aware of what is being proposed and understand potential local impacts. These discussions are likely to continue during the consultation period.
- 2.3.16** It is possible that work to increase the capacity of some junctions on the local road network may be required as part of the Norwich Western Link, however further traffic

modelling work is required to confirm what, if any, interventions are needed. Reference to this possibility will be included in the consultation materials, but specific proposals will not be included in the consultation.

- 2.3.17** A map showing modelled traffic flows on the road network around and including the NWL will also be included in the consultation materials. This will compare predicted traffic levels with and without the NWL in place in an agreed future year and will factor in the traffic mitigation proposals into the predicted traffic flows. It will also take account of and show changes to the road network in the area proposed by Highways England as part of their North Tuddenham to Easton dualling scheme.
- 2.3.18** **Detail not provided as part of the consultation.** As mentioned above, detailed information on the environmental mitigation and enhancement measures across the wider area will not be included, as it will not be available with a sufficient degree of certainty and its publication may adversely affect the Council's ability to achieve a fair market value for the land if seller's consider they would be able to obtain a 'ransom' premium. Instead the general approach to this area of work will be presented.
- 2.3.19** In addition, detailed information on the construction period and anticipated impacts and management, such as traffic diversions, will not be included. This is because, while high level detail will be included in the planning application, this will be developed by the contractor during Stage One of the contract and form part of the planning condition to be discharged once planning approval is received. Engagement with local communities and businesses will be carried out around any likely construction impacts and proposed mitigation.
- 2.3.20** While information linked to the case for the NWL will be presented in the consultation materials, there is no intention to consult on this aspect. Previous consultations have established the need and level of support for an NWL and the project has progressed on this basis. As the consultation objectives suggest, this consultation is designed to gather feedback on individual elements of the project proposals so that this can be taken into account ahead of the planning application being finalised and submitted.

2.4 Consultation approach

- 2.4.1** The consultation will take a 'digital first' approach so that people who are able to are encouraged to respond by filling in a questionnaire on a dedicated consultation website. This website will also present details on the consultation proposals and will act as the main hub for the consultation.
- 2.4.2** A 'digital first' approach to consultations is increasingly commonplace as access to and proficiency with the internet has increased significantly in recent years. Ongoing uncertainty around the coronavirus pandemic has also influenced the general shift to 'digital first' for the majority of consultations.
- 2.4.3** It is also important to recognise that some people, perhaps particularly the elderly or vulnerable, may not feel comfortable attending events in person due to the ongoing pandemic. Many local venues which have been used to host events as part of NWL consultations in the past, such as village halls, are small and would not easily allow for social distancing and limiting the numbers of people who could attend the events at one time would potentially be a barrier to participation.
- 2.4.4** It will however be important to ensure people who are 'digitally excluded', whether through access or skill, are able to respond to the consultation should they wish. Therefore the consultation will be promoted both online and offline, paper copies of consultation materials will be made available, opportunities to query or discuss the proposals by phone as well as by other online methods will be offered and a Freepost address will be promoted to which people can send their consultation responses.
- 2.4.5** We have engaged the support of WSP's consultation team to provide additional

resource and advice regarding best practice approaches. They will also lead on elements of delivering the consultation, including managing the online consultation platform and the analysis. The consultation materials will be developed in collaboration between the WSP consultation team and NCC.

- 2.4.6 Oversight and approval of all documents will rest with NCC. Expert advice on the consultation format will be sought from Norfolk County Council's corporate consultation team and legal counsel.

2.5 Materials and platforms

- 2.5.1 The consultation will be primarily hosted online on WSP's ConnectALL platform which has a 'virtual exhibition room' format. People will be directed to this consultation specific website via the NWL webpages on the NCC website (www.norfolk.gov.uk/nwl). The consultation website will host virtual exhibition boards that summarise the consultation proposals, a digital version of the consultation brochure and a fly-through video of the NWL route. It will also feature a booking system to make appointments to speak to members of the project team about the proposals as well as the consultation questionnaire.
- 2.5.2 Paper copies of the consultation brochure will be produced and made available upon request and in targeted local venues, as well as distributed to properties in relatively close proximity to the NWL route and traffic mitigation proposals. Paper copies of the questionnaire will be produced and made available upon request and sent out with the consultation brochure to properties.
- 2.5.3 Both the online consultation materials and the paper consultation brochure will make significant use of maps, visualisations and infographics in order to convey information in an appealing and easy-to-understand format. Consultation materials will be produced in line with NCC's accessibility guidelines. Alternative formats that may assist people to participate in the consultation will be made available upon request; contact details to request these alternative formats will be promoted on the materials.
- 2.5.4 The environmental report will be made available on the consultation website and in targeted local venues such as local libraries. Where the environmental report can be viewed will be highlighted in the consultation materials.
- 2.5.5 Promotional leaflets and posters will also be produced to raise awareness of the consultation and particularly its timescales and how to find out more information and respond.

2.6 Promotion

- 2.6.1 Promotion of the consultation will follow two strands: general, to increase awareness in the general public in Norfolk and encourage widespread participation in the consultation; and targeted, to inform key stakeholders about the consultation and why it is important they tell us their views.
- 2.6.2 The general promotion will include online and offline methods such as: press releases and media briefings; sending information to parish magazines; social media promotion (paid for and organic); posters and leaflets in locations including local libraries, village halls and notice boards; hosting information on the Norfolk County Council website and key partner websites; information in Norfolk County Council e-newsletters and radio advertising.
- 2.6.3 The Cabinet Member for Highways, Infrastructure and Transport will act as the main media spokesperson. A briefing sheet with key messages, headline information on how people can respond and Q&As will be prepared ahead of the consultation launch. The NWL stakeholder and engagement manager will liaise with reporters over interview requests and other enquiries.

2.6.4 Visualisations, maps and the fly-through video will be shared with the media and posted on social media and on the NCC website. This will help to raise the profile of the consultation and the project as a whole.

2.6.5 The targeted promotion will include: emails and letters to the project's stakeholder database; the offer of briefings with selected key stakeholders; delivering letters and the consultation brochure to local addresses whose occupiers are more likely to be impacted by the proposals.

2.6.6 Promotion of the consultation will start around three weeks before the consultation period begins in order to start raising awareness that the consultation is due to begin soon – this is likely to be particularly useful to people responding on behalf of organisations or groups so they can schedule meetings or discussions to discuss their response as necessary. However, most of the promotional activity will be concentrated during the consultation period itself and will act as a 'call to action' for people to consider the available information and give their views.

2.6.7 The project team will liaise with the NCC corporate communications team to ensure they are sighted on planned publicity and any potential reputational issues, and to coordinate with and receive advice on wider council communications issues and priorities that may be relevant to the consultation.

2.7 Methods of responding

2.7.1 People will generally be encouraged to respond via the online questionnaire, which will be designed to prompt responses that meet the consultation objectives. As mentioned above, a paper version of the questionnaire will also be produced and a Freepost address will be established to which people will be able to send their completed questionnaires.

2.7.2 People will also be able to respond by emailing responses to a dedicated consultation email address and by sending comments by post to the Freepost address.

2.8 Engagement opportunities during the consultation period

2.8.1 Three online consultation events will be held during the consultation period at which members of the project team will take those attending through the consultation proposals and opportunities to ask questions will be offered. The comments received at these events will be logged and fed into the consultation reporting. The events will be promoted on the consultation website, the NWL pages of the NCC website, in press releases and on social media.

2.8.2 Opportunities to book appointments to discuss the proposals with members of the project team by phone or online will also be offered. People will be able to book these appointments via the consultation website, or by ringing the council's customer service centre number.

2.8.3 Both the consultation events and the appointments will be 'front loaded' towards the start and middle of the consultation period so that people will have time to consider these discussions in their consultation responses. This will also give the project team more scope to reply to any queries raised during the events that staff are unable to respond to during the events.

2.8.4 As mentioned in the promotion section, briefings with some key stakeholders will be offered during the consultation period at which they will also be able to ask questions. These key stakeholders will include the local MP, local county councillors, the Local Liaison Group (made up of parish council representatives), the Ecology Liaison Group (made up of wildlife group/organisation representatives) and local district councils.

2.8.5 It is highly likely that a high volume of queries will be received during the consultation period that will require written responses, and it will be particularly important for these

to be responded to in a timely manner so that this can inform responses to the consultation. Adequate resourcing will be required to enable this and a Q&A document prepared in advance to try to anticipate some of the questions that may come up. The Q&As on the NWL webpages of the NCC website will also be updated to reflect the current stage of the project.

2.9 Questionnaire, analysis and reporting

2.9.1 The consultation questionnaire will be formulated to meet the consultation objectives and ensure the information gathered will be of most use to the project. Given the stage of the project and the objectives, we anticipate this will require a greater number of 'open text' questions and answers rather than closed or multiple choice options.

2.9.2 People responding in an official capacity or on behalf of an organisation or business will be asked to confirm if this is the case and provide an email address, in order to help verify their identity.

2.9.3 Demographic questions will be included in the questionnaire which will help to establish the range of people who have taken part in the consultation and can be used to inform the consultation analysis.

2.9.4 Wording on how NCC and its consultants will use the information gathered through the consultation will be included on the consultation website and on the paper version of the consultation questionnaire.

2.9.5 Analysis of the consultation responses and production of the consultation report will be undertaken by WSP's consultation team and will begin once a significant amount of responses have been received, in order to inform the grouping and coding of comments.

2.9.6 WSP's costing has allowed for analysing and reporting on a total of 2,000 consultation responses, with this number informed by participation in previous NWL consultations and the subject matter being consulted on. The reporting will include summaries of comments received and responses from members of the NWL project team which will demonstrate the consideration they have been given

2.10 Approvals and governance

2.10.1 A report to NCC's cabinet in June 2021 included the following recommendation, which was approved by councillors: 'To agree to the commencement of the non-statutory pre-planning application consultation in the autumn of 2021 and to delegate to the Cabinet Member for Highways, Infrastructure & Transport in consultation with the Executive Director of Community and Environmental Services, the authority to approve the details for that consultation, which will be based on the design solution developed by the successful bidder'.

2.10.2 This consultation plan will be submitted to the Cabinet Member for Highways, Infrastructure & Transport in consultation with the Executive Director of Community and Environmental Services in order for them to approve the details of the consultation.

2.10.3 Information on the approach to the consultation will also be shared with the NWL Project Board for their comments and approval, and progress updates taken to the meetings in the lead-in to, during and following the consultation period.

2.10.4 Approval of consultation materials will rest with the NCC project team, with the project manager and infrastructure delivery manager providing senior sign-off. Advice and comments will be sought from NCC's corporate consultation team and legal advisors to the project to reduce risks associated with consulting. Ongoing best practice advice will also be provided by the WSP consultation team.

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- 2.10.5 Finalised consultation materials will be shared with the Cabinet Member for Highways, Infrastructure & Transport, the Leader and Deputy Leader of the council, the NWL Project Board and the NWL member group ahead of the information being put in the public domain. Briefings on the proposals and consultation approach will be offered to all of these individuals and groups.

3 Key stakeholders

3.1 Key stakeholders

- 3.1.1 Key stakeholders are those people who have been identified as having a particular interest in the project. It will be particularly important to ensure all key stakeholders are contacted about the consultation and are encouraged to respond.
- 3.1.2 A stakeholder database is held by the project team and is updated and maintained periodically. This list includes: MPs; county, district and parish councilors; council chief executives; relevant public sector bodies; environmental agencies; emergency services; haulage companies; walking and cycling groups; wildlife groups; bus companies; representative industry bodies; campaign groups; and organisations and individuals who have previously expressed an interest in the project.
- 3.1.3 A landowner database is held and managed by the council's land agents NPS and communications about the consultation will be sent to this list also. Engagement with directly affected landowners has been ongoing for some time however where the consultation proposals reveal new or amended information that will or may impact them, this will be raised with them at meetings either prior to or during the consultation period.
- 3.1.4 The project team are also in the process of reviewing and confirming contact details for statutory consultees who will be expected to comment on the planning application when it's submitted. These are being updated and added to the project's stakeholder database to ensure these important stakeholders are made aware of the consultation and encouraged to respond.
- 3.1.5 The Equality Impact Assessment (EqIA) has recently been significantly updated to reflect the current stage of the project and this has identified a number of stakeholders who may be impacted by the proposals, including during the construction period. The project team will aim to contact and/or source contact details for all these stakeholders to ensure they are made aware of the consultation and have the opportunity to respond.
- 3.1.6 People living, working or running businesses in close proximity to the route of the NWL, and any of the wider proposals (including the traffic mitigation proposals) are more likely to be impacted by the project than those who are more geographically remote. Letters and consultation brochures will therefore be sent to all properties within 1km of the current scheme boundary as a minimum and all properties in the villages closest to the route of the NWL, namely Weston Green and Longville, Ringland and Honingham.
- 3.1.7 Letters and consultation brochures will also be sent to all properties within 500 metres of the traffic mitigation proposals as a minimum. Some overlap with the 1km radius is likely so deduplicating addresses will be necessary.

4 Logistics and resources

4.1 Logistics

4.1.1 NCC will oversee and co-ordinate the consultation and lead on some elements. WSP will provide support and lead on some elements. Ferrovial Construction will provide support. Approval of all elements will rest with NCC.

4.1.2 NCC will undertake the following tasks:

- Production of the consultation plan
- Coordinate and finalise consultation proposals
- Consultation publicity and stakeholder engagement
- Updates to NCC website
- Lead on non-technical content of the consultation materials
- Produce Q&As and briefing notes
- Printing of consultation materials (through external printers)
- Distribution of consultation materials
- Coordinating required staffing for online events and appointments
- Attend online events and staff phone/online appointments
- Manage receipt of email and postal responses
- Consider information received through the consultation (alongside other members of the NWL project team from WSP and Ferrovial Construction).

4.1.3 WSP will undertake the following tasks:

- Advise on consultation plan
- Production of SoCI (Statement of community involvement)
- Produce traffic modelling and mitigation and environmental mitigation and improvement information
- Production of plans and some visualisations
- Design of consultation materials
- Lead on technical content of the consultation materials
- Manage consultation website
- Produce environmental report
- Produce consultation questionnaire
- Provide staffing for online events and appointments
- Manage and facilitate online public engagement events.
- Support development of presentation materials for online events if required.
- Capture feedback from online public consultation events and stakeholder events for input into the consultation report.
- Analyse responses and produce consultation report

- Coordination of technical responses to issues/themes raised from consultation feedback.

4.1.4 Ferrovial Construction will undertake the following tasks:

- Provide design information and drawings
- Produce some visualisations
- Produce fly-through video
- Provide staffing for online events and appointments

4.1.5 Weekly meetings with all those members of staff leading on elements of the consultation and the NWL project manager are being held in the run-up to the consultation. This will be chaired by the NWL stakeholder and engagement manager and the agenda will include progress updates on key workstreams, issues and risks and agreed actions.

4.1.6 Finalised consultation materials will be sent to the printers three weeks before the agreed start date of the consultation. This will allow for a week for the materials to be printed and provide enough time for the printed materials to be reviewed and for reprints to be organised if any issues are identified. It will also enable distribution of materials to venues and addresses to be organised to coincide with the start of the consultation.

4.1.7 Numbers of print copies produced will be informed by those needed for planned distribution and reserves needed for requests for materials to be sent out.

4.1.8 The project team will liaise with the NCC post room regarding sending letters and brochures to postal addresses, with the aim of these being delivered on the day the consultation launches.

4.1.9 Target venues where brochures, leaflets and posters will be hosted will be identified to ensure good coverage across the area to the west of Norwich, particularly those areas and communities not covered by the mailout of brochures. Select venues where the environmental report will be hosted and available to view will also be identified and promoted via the consultation website and brochure.

4.1.10 Distribution of posters and leaflets will be carried out in the days immediately prior to the consultation beginning, once the materials have been received from the printers and approved. Distribution of consultation brochures and the environmental report to venues will be carried out on the consultation launch day. This will be coordinated and carried out by the NWL project team.

4.1.11 A process will be set up to ensure paper copies of the consultation brochure and questionnaire can be sent out quickly once requests are received.

4.1.12 A process will also be set up for consultation responses received by email and post to ensure these are quickly logged and passed to the WSP team who will be analysing them.

4.2 Resources

4.2.1 The NCC NWL project manager will oversee the consultation and be responsible for ensuring it is adequately resourced and its delivery to the project programme.

4.2.2 The NCC NWL planning lead will be responsible for coordinating and finalising the consultation proposals and approving the consultation content from a technical perspective.

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- 4.2.3 The NCC NWL stakeholder and engagement manager will produce the consultation plan, manage the production of the consultation materials and approve the consultation content from a presentational perspective, and be responsible for publicising the consultation and managing stakeholder engagement. They will also manage the WSP consultation team's support for the consultation.
 - 4.2.4 The NCC NWL project coordinator will manage the logistics for the consultation and coordinate the staffing required for the online events and appointments.
 - 4.2.5 Support for these tasks will be provided by other members of the NCC project team.
 - 4.2.6 WSP and FC will be required to assign adequate resources to ensure the elements for which they are responsible are delivered to the consultation programme.

5 Programme

5.1 Overall Programme

- 5.1.1 The project programme is currently being reviewed to incorporate information from FC who have recently been appointed.

5.2 Consultation Programme

- 5.2.1 A consultation programme is being produced in order to “map out” the tasks required and associated timescales in order to prepare for and deliver the consultation.
- 5.2.2 The consultation programme will be updated once dates for the consultation are confirmed.

