APPENDIX 3 - NORTHERN CITY CENTRE AREA ACTION PLAN SUSTAINABILITY APPRAISAL SCOPING REPORT (REVISED JULY 2008)

PROFILE OF NORTH CITY CENTRE AND JUSTIFICATION FOR THE ESTABLISHMENT OF SUSTAINABILITY ISSUES AND OBJECTIVES

PART A: THE ORGANISATION OF INFORMATION IN THIS APPENDIX

1. This appendix sets out:

- The detailed background explaining how local issues were identified through the scoping and consultation process;
- The sustainability objective established for each topic area and the sub objectives and baseline indictors proposed to monitor the progress of each issue through the plan. It also explains how these were arrived at.

2. Local data sources

A variety of data sources have been used to establish the baseline and identify indicators which can measure sustainability trends into the future. The main sources of data used are from the 2001 Census and the Index of Multiple Deprivation (see below). These two sources of data have the particular benefit of enabling analysis of data for the Area Action Plan area. This is because are available at a very small scale, the Super Output Area (SOA). There are two SOAs in the NCCAAP area, roughly divided by the Inner Ring Road (Northern area- EO1026826, Southern area- EO1026823). However, small areas outside the NCCAAP area are also covered by these SOAs. The southern area also covers a small area of the city centre south of the River Wensum, while the northern area includes parts of the industrial estate around Barker Street. Since neither of these areas have a significant number of residents, this data provides the best quality, accurate and up-to-date information for a geographical area as small as the NCCAAP.

The IMD is particularly useful as:

- Data will be updated regularly (the most recent data is IMD 2007);
- it uses a ranking system which enables comparison of the north city centre with the city as a whole and with the rest of the county, region and country (there are 32,482 SOAs nationally);
- it covers a wide variety of issues relating to sustainability. These are:

Income;
Employment;
Health, deprivation and disability;
Education, skills and training;
Barriers to housing and services;
Crime and disorder;
The living environment.

In each case, the data used to identify the ranking is explained in the text.

3. City wide data sources

In some cases it has not been possible to identify a local source of information for the plan area as an indicator. In such cases a proxy indicator for the city as a whole is used as local trends will contribute to sustainability in the city as a whole. Where a proxy indicator is used, this is clearly stated. Data collated by the Audit Commission, such as Best Value Indicators, is very useful in providing proxy indicators, but is generally not available at the local level. This data enables comparison with national averages and with a “Comparator Group” of towns and cities which have been identified as having similar characteristics to Norwich and therefore enable valid comparisons to be made across a variety of indicators.

4. National Data Sources

In some cases data is only available nationally.

5. Government and Local Policy and Issues

A commentary is given on government and local policy and issues in different formats, as appropriate, to justify the choice of different Sustainability Objectives, sub objectives and indicators.

6. Sustainability Objectives, Sub Objectives and Indicators

As a result of the issues identified in A2 of the main scoping report and explained in more detail in this appendix, an **overarching sustainability objective** has been established for each sustainability topic area, with one or more **sub objectives** and **indictors** to measure them. The sources of data the indicators are taken from are identified. The indicators will be monitored into the future to

measure the success of the plan in achieving the overarching sustainability objectives. Where possible, a **trend** is established from recent data for the sustainability objectives and targets set. If not, the **present situation**, based on available data, is described.

For each indicator, the present situation / trend is classified as:

- 😐 Uncertain or unclassifiable
- ☹ Needing Action
- ☹ ☹ Priority for Action
- ☺ Present situation / trend favourable
- ☺ ☺ Present situation/ trend very positive
- ☺ ☹ Positive and negative aspects to present situation / trend

An example is shown below:

Sustainability Objective: To reduce the effect of transport on the environment, reduce accidents and promote modal shift
Sub Objective 1 Will it reduce traffic volumes?

Indicator T+P 1 Traffic Crossing the Inner Ring Road in AAP Area

<table>
<tr><th>Indicator T+P 1</th><th>NCCAAP data</th><th>Norwich Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Inner Ring Road Cordon Traffic Counts – all motor vehicles 0700-1900</td>
<td>Site total (all motor vehicles, 12 hours)

<table>
<tr><th>Site + Year</th><th>1</th><th>2</th><th>3</th><th>4</th><th>Total</th></tr>
<tr><td>1998</td><td>2581</td><td>8195</td><td>1743</td><td>3782</td><td>16301</td></tr>
<tr><td>2001</td><td>2058</td><td>7094</td><td>1787</td><td>4222</td><td>15161</td></tr>
<tr><td>2002</td><td>2110</td><td>6091</td><td>1617</td><td>3777</td><td>13595</td></tr>
<tr><td>2003</td><td>2287</td><td>6323</td><td>1501</td><td>3919</td><td>14030</td></tr>
<tr><td>2004</td><td>1945</td><td>6205</td><td>1536</td><td>3902</td><td>13588</td></tr>
<tr><td>2005</td><td>2184</td><td>6793</td><td>1242</td><td>3262</td><td>13481</td></tr>
<tr><td>2006</td><td>1897</td><td>5333</td><td>2176</td><td>3705</td><td>13111</td></tr>
<tr><td>2007</td><td>2140</td><td>6322</td><td>1419</td><td>3535</td><td>13416</td></tr>
</table>

Site 1 = Oak Street, 2 = Duke Street, 3 = Calvert Street, 4 = Magdalen Street</td>
<td>Inner Ring Road Cordon Total
(all motor vehicles, 12 hours)

<table>
<tr><th>Year</th><th>Vehicles</th></tr>
<tr><td>98</td><td>112991</td></tr>
<tr><td>01</td><td>104196</td></tr>
<tr><td>02</td><td>99821</td></tr>
<tr><td>03</td><td>96385</td></tr>
<tr><td>04</td><td>95562</td></tr>
<tr><td>05</td><td>91953</td></tr>
<tr><td>06</td><td>89929</td></tr>
<tr><td>07</td><td>88709</td></tr>
</table>
</td>
<td>5% reduction in traffic crossing inner ring road from 2004 baseline by 2011</td>
<td>Reduction in traffic per annum from 2001 to 2007 for Norwich is -2.6% and for the NCCAAP is -2.8%
☺</td>
<td>www.norfolk.gov.uk

Second Norfolk Local Transport Plan (6)

Norwich Area Transportation Strategy Monitoring</td>
</tr>
</table>

In most cases the present situation / trend and the targets are shown in table form.

The targets are based, where possible, on those established in other relevant documents which have been scoped from the national through to local documents. In a few cases it has not been possible or appropriate to establish targets.

Where no data is available at present, a proposed indicator is shown in italics. A means of monitoring these proposed indicators will be established.

PART B SUSTAINABILITY ISSUES AND OBJECTIVES

SOCIAL OBJECTIVES

1. PROVIDING DECENT HOUSING

Government and Regional Policies

Government housing policies in PPS3 aim to ensure that:

- Everyone has the opportunity of a decent home which they can afford in a community where they want to live;
- There should be an increased supply of housing
- There should be a wide choice of high quality houses both affordable and market housing;
- Sustainable, inclusive, mixed communities should be created.

“The Communities Plan: Sustainable Communities, Building for the Future” states there is a need to address the housing shortage, tackling homelessness and ensuring homes are of a decent standard. The majority of housing should be located in sustainable locations, at a minimum density of 30 dwellings per hectare, with the highest densities at the most accessible locations (see section 12). Housing should be designed to be sustainable and attractive, with a particular focus on energy efficiency (see section 16).

The East of England Plan requires Norwich to provide 14,100 dwellings from 2001 to 2021 at 715 dwellings per annum.

Local Housing Issues

Housing Issue identified	Justification
High levels of homelessness	Homelessness is high but falling in Norwich and this impacts on the area as there are homeless hostels in and near it.
Quality of Housing	The census shows some housing in the area to be of poor quality, lacking central heating and other basic facilities. Local consultation also showed that there was a perception that the quality of some flat conversions above shops was low.
Affordability of housing	This issue is dealt with in section 2.
Poor mix of housing types and sizes – low proportion of family housing in area	There is a high proportion of flats in the area and recent development trends have increased this. More family housing is required to create a balanced community

SUSTAINABILITY OBJECTIVE: TO PROVIDE EVERYONE WITH THE OPPORTUNITY TO LIVE IN A DECENT HOME.

Sub Objective 1 Will it reduce homelessness?

Proxy Indicator H1: Number of households for which a decision on a homelessness application was made by the local authority

Homelessness figures are available at the city wide scale. Since they are updated annually they are used as an indicator. The 2001 Norwich figure was higher than that for comparator cities in East Anglia. In 2005/06 the average number of people sleeping rough on a single night in the Norwich area was 3 people.

<table>
<tr><th>Indicator</th><th>Norwich data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Proxy H1
Homelessness</td>
<td>
<table>
<tr><th>Year</th><th>Householders for which a decisions on a homelessness application were taken</th></tr>
<tr><td>1998/99</td><td>725</td></tr>
<tr><td>1999/00</td><td>816</td></tr>
<tr><td>2000/1</td><td>1022</td></tr>
<tr><td>2001/2</td><td>1294</td></tr>
<tr><td>2002/3</td><td>1306</td></tr>
<tr><td>2003/4</td><td>1391</td></tr>
<tr><td>2004/5</td><td>1135</td></tr>
<tr><td>2005/6</td><td>751</td></tr>
<tr><td>2006/7</td><td>400</td></tr>
<tr><td>2007/8</td><td>227</td></tr>
</table>
</td>
<td>No established target for city therefore target to contribute to a reduction on the 2007/8 figures.</td>
<td>A steady rise in the number homelessness decisions to 2003/4, with a recent drop reflecting changed government policy objectives to focus on prevention of homelessness at an early stage. Since 2005 decisions have fallen significantly
☺</td>
<td>Norwich City Council Housing Assessment Team
www.norwich.gov.uk</td>
</tr>
</table>

Sub Objective 2 Will it reduce the number of unfit homes?

The Norwich Housing Strategy 2003 – 6 identifies the need to ensure all social housing in the city meets the wide ranging government “Decent Homes Standards”, by 2010. Nearly half of the housing in the area is social housing. In 2002 the Housing Survey showed that 2,097 council homes in the central area, which the north city centre forms a part of, did not meet Decent Homes Standards. Since data for the whole city is collected annually, and targets are established for the city rather than more local areas, city wide data is used as a proxy indicator. The Greater Norwich Sub-Regional Study of Housing Need and Stock Condition 2006 showed that 37% of local authority homes were classified non decent in 2005/06 compared with a national average of 32%.

Proxy Indicator H2 Percentage of Council Homes which do not meet the Decent Homes Standard

<table>
<tr><th>Indicator</th><th>Norwich data + targets</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Proxy H2 Council homes that are non decent</td>
<td>
<table>
<tr><th>Year</th><th>Non decent council homes %</th><th>Target %</th></tr>
<tr><td>2002/3</td><td>48</td><td>48</td></tr>
<tr><td>2003/4</td><td>34.8</td><td>33</td></tr>
<tr><td>2004/5</td><td>36.4</td><td>25</td></tr>
<tr><td>2005/6</td><td>21</td><td>21</td></tr>
<tr><td>2006/7</td><td>22</td><td>21</td></tr>
<tr><td>2007/8</td><td>22</td><td>23</td></tr>
<tr><td>2008/9</td><td>NA</td><td>11</td></tr>
<tr><td>2009/10</td><td>NA</td><td>3</td></tr>
<tr><td>2010/11</td><td>NA</td><td>0</td></tr>
</table>
National average in 2002/3 was 34%
</td>
<td>All social housing to meet decent homes standard by 2010.</td>
<td>The percentage of non decent homes has reduced since 2002/3, and since 2005 has reduced considerable to meet the target. This is partially due to the need to readjust figures in 2004/5 to incorporate new classification system. To meet the 2008/9 target the amount of non decent homes must half which is challenging.
☺ /☹</td>
<td>Decent Homes Summary Report (from Codeman)</td>
</tr>
</table>

The Council also aims to increase the proportion of vulnerable people in the private sector living in decent homes to 70% by 2010. In 2004 it was estimated that 50% of dwellings housing vulnerable people met the standard. Unfitness levels of non social housing in Norwich are generally above the national average at 5.9% in owner-occupied and privately rented accommodation compared with 4.2% nationally and are higher than those found in similar authorities. This data is not collected regularly and therefore is not used as an indicator, but the standard of owner occupied and privately rented homes is being addressed through Norwich City Council's Private Sector Renewals Strategy.

Indicator H3 Percentage of Household accommodation without central heating

The indicator shows that the number of homes without heating, which is used as a means of assessing whether a home is fit for habitation, is high compared to the regional average, though similar to figures for Norwich and the country as a whole. Ward data shows Mancroft to have a relatively high level of households lacking basic amenities.

Indicator	NCCAAP	Norwich	East of England	England and Wales	Trend	Target	Source
H3 Household accommodation without central heating (2001)	8%	8.3%	5.1%	8.3%	No trend available. Present situation is slightly better than the city wide and national average. ☺	To reduce the percentage of houses without central heating in the next census.	2001 Census

Sub Objective 3 Will it provide enough housing?

Housing completions within the AAP area have shown a significant year by year variation over the last 8 years, with no clear trend emerging. The long term trend for Norwich completions shows an under provision in relation to Structure Plan targets in the late 1990s which has now virtually been made up thanks to those targets being exceeded from 2000 onwards. The trajectory for the future suggests that these targets will continue to be significantly exceeded up to 2011 so that there should be sufficient housing completions to meet both Structure Plan targets to 2011 and the East of England Plan targets to 2021. This is the result of housing development being at higher densities than predicted in the RLP and the relatively buoyant housing market in recent years. However, the slump in the housing market in 2008 could now have significantly reduce the delivery of affordable housing.

It is important that overall housing completions are high as:

- This is a sustainable location for housing;
- The operation of the affordable housing policy in the RLP means that the higher the number of dwellings built, the more affordable housing is provided.

Indicator H4 Housing Completions per year in the AAP area

Therefore housing completions per year is used as an indicator, averaged over a number of years, as it depends on site availability.

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Norwich Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>H4 Housing completions per year in AAP area</td>
<td>
<table>
<tr><td>Year</td><td>Completions</td></tr>
<tr><td>2000/1</td><td>67</td></tr>
<tr><td>2001/2</td><td>3</td></tr>
<tr><td>2002/3</td><td>40</td></tr>
<tr><td>2003/4</td><td>35</td></tr>
<tr><td>2004/5</td><td>20</td></tr>
<tr><td>2005/6</td><td>68</td></tr>
<tr><td>2006/7</td><td>47</td></tr>
<tr><td>Average per year</td><td>40</td></tr>
</table>
</td>
<td>
<table>
<tr><td>Year</td><td>Completions</td></tr>
<tr><td>1993-2004 (Average)</td><td>4623

420 per year</td></tr>
<tr><td>2004/05</td><td>824</td></tr>
<tr><td>2005/06</td><td>903</td></tr>
<tr><td>2006/07</td><td>983</td></tr>
</table>
</td>
<td>To continue the recent average rate of 40 dwellings per year. in order to contribute to annual completions targets for Norwich; Structure Plan target 444 per annum to 2011, The East of England Plan target 710 dwellings per annum to 2021</td>
<td>Positive: See above
☺</td>
<td>www.norwich.gov.uk
Annual Monitoring Report</td>
</tr>
</table>

2. BALANCED COMMUNITIES

Government and Regional Policy

“PPS1: General Policies and Principles” establishes that one of the ways planning can promote sustainable development is by creating **balanced**, **mixed communities**. PPS 3 also encourages the creation of mixed communities through the provision of a choice of accommodation, with a mix of size and type of dwellings.

Government housing policies aim to ensure that **affordable housing** should be provided for those who need it. “The Communities Plan: Sustainable Communities, Building for the Future” states that there is the need to address the housing shortage by providing affordable housing, including providing accommodation for "key workers" in the public sector. The “Towns and Cities Strategy – Urban Renaissance in the East of England” identifies affordable housing as a particular problem in the region and PPS 3 and RSS14 require local authorities to meet locally established affordable housing need based on local assessments of need for different amounts and types of accommodation.

Local Issues

Housing Tenure varies in the NCCAAP area from the pattern in Norwich and varies significantly from the pattern in England and Wales.

- There are **more rented** properties than there are in the city and country as a whole. The proportion of **social housing** (Council and housing association rented and shared ownership) is 46%, high in comparison with Norwich (36%) and very high in comparison with England and Wales (20%). There is also a **high proportion** of **private rented properties** (19%) in comparison with Norwich (12%) and England and Wales (9%).

- The **proportion** of **owner occupied** properties is **low** at 32%, in comparison with the figure for the city (48%) and for England and Wales (68%);

Affordable housing is an important sustainability issue locally. Within the north part of NCCAAP area house prices increased by 18.5% between 2002 and 2005 and in the southern part, including the river frontage, by 116%. This is largely the result of generally high density and high quality, owner occupied flat development on the river frontage. Over the same period, the price increases have been 43.5% for Norwich and 46.4% for Norfolk. Despite these increases, in January to March 2005, Norwich house prices were 78% of the national average. However, house price to income ratios for Norwich in 2003 were 4.36, higher than both the national average of 4.13 and the figure for Norfolk of 4.32, although not in the top quartile nationally. The Greater Norwich Housing Market Assessment (2007), shows that the house price to income ratio in Norwich has increased from 2.65 in 1997 to 6.19 in 2006:

SUSTAINABILITY OBJECTIVE; TO CREATE A BALANCED, MIXED COMMUNITY

Sub Objective: Will it increase the range and affordability of housing for all social groups

Indicator BC1: IMD Barriers to Housing and Services Ranking

Whilst there have been significant numbers of affordable houses built in the area to meet local need (see indicator BC2), house prices have risen steeply, particularly in the southern part of the NCCAAP area and this has created a barrier to home ownership. Both Super Output Areas in the NCCAAP area scored poorly in the Wider Barriers to Housing Score of the Index of Multiple Deprivation in 2004. The north part of the area was in the worst 10% of Super Output Areas nationally and the south part of the area was also in the worst 10% nationally and was the worst in the city, county and region. This score was based on **household overcrowding**, **homelessness** and **difficulty to access owner occupation** and can partly be explained by the fact that there are homeless hostels in the area. In the 2007 IMD, the Barriers to housing ranking and the barriers of services ranking have now been combined so a comparison over time cannot be made. The 2004 IMD Geographical access to facilities ranking has been included here for information.

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>BC1 IMD Rank of Barriers to Housing</td>
<td>
<table>
<tr><td></td><td>Rank</td><td>%</td></tr>
<tr><td>Norwich / 79</td><td>North 7</td><td>Worst 10%</td></tr>
<tr><td></td><td>South 1</td><td>Worst 10%</td></tr>
<tr><td>Norfolk / 530</td><td>North 7</td><td>Worst 10%</td></tr>
<tr><td></td><td>South 1</td><td>Worst 10%</td></tr>
<tr><td>East of England / 3,550</td><td>North 11</td><td>Worst 10%</td></tr>
<tr><td></td><td>South 1</td><td>Worst 10%</td></tr>
<tr><td>England / 32,482</td><td>North 3433</td><td>Worst 10 – 20% nationally</td></tr>
<tr><td></td><td>South 2521</td><td>Worst 10 % nationally</td></tr>
</table>
</td>
<td>To improve the ranking of the two SOAs in the next IMD.</td>
<td>No trend available for NCCAAP area as IMD 2004 was the first time this data was collected. The present situation is very poor.
☹☹</td>
<td>IMD 2004 http://www.norfolk.gov.uk/consumption/idcplg?IdcService=SS_GET_PAGE&nodeId=3062</td>
</tr>
</table>

<table>
<tr><th>Indicator</th><th>NCCAAP</th><th>Target</th><th>Trend</th><th>Data Source</th></tr>
<tr>
<td>KS+F1 IMD Geographical access to facilities ranking</td>
<td>
<table>
<tr><td>Rank</td><td>Rank</td><td>%</td></tr>
<tr><td>Norwich / 79</td><td>North 60</td><td>Best 20 - 40 %</td></tr>
<tr><td></td><td>South 48</td><td>Best 20 - 40%</td></tr>
<tr><td>Norfolk / 530</td><td>North 496</td><td>Best 10%</td></tr>
<tr><td></td><td>South 473</td><td>Best 10%</td></tr>
<tr><td>East of England / 3,550</td><td>North 3358</td><td>Best 10%</td></tr>
<tr><td></td><td>South 3187</td><td>Best 10%</td></tr>
<tr><td>England / 32,482</td><td>North 28370</td><td>Best 10 – 20%</td></tr>
<tr><td></td><td>South 26147</td><td>Best 10 – 20%</td></tr>
</table>
</td>
<td>To not fall in the rankings in the next IMD</td>
<td>Not possible to establish trend from last IMD as this was not assessed, though closure of supermarket likely to lead to lower score in future IMD if not replaced.
☺/☹</td>
<td>IMD 2004 http://www.norfolk.gov.uk/consumption/idcplg?IdcService=SS_GET_PAGE&nodeId=3062</td>
</tr>
</table>

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>BC1 IMD Rank of Barriers to Housing and Services</td>
<td>
<table>
<tr><td></td><td>Rank</td><td>%</td></tr>
<tr><td rowspan="2">Norwich / 79</td><td>North 29</td><td>Worst 40%</td></tr>
<tr><td>South 15</td><td>Worst 20%</td></tr>
<tr><td rowspan="2">Norfolk / 530</td><td>North 230</td><td>Worst 50%</td></tr>
<tr><td>South 174</td><td>Worst 40%</td></tr>
<tr><td rowspan="2">East of England / 3,550</td><td>North 1549</td><td>Worst 50%</td></tr>
<tr><td>South 1018</td><td>Worst 30%</td></tr>
<tr><td rowspan="2">England / 32,482</td><td>North 15119</td><td>Worst 50% nationally</td></tr>
<tr><td>South 10584</td><td>Worst 40 % nationally</td></tr>
</table>
</td>
<td>To improve the ranking of the two SOAs in the next IMD.</td>
<td>No trend available for NCCAAP area as IMD 2007 was the first time access to housing and services have been collected together. Given the central location and the high ranking for access to services in 2004, the present situation is poor (primarily down to barriers to access to housing.
☹</td>
<td>IMD 2007</td>
</tr>
</table>

Indicator BC2 The percentage housing completions that are affordable units

This is a national sustainability indicator. Over the period 2000 to 2005, 38% of the housing completions in the NCCAAP area were affordable units. This was largely as a result of there being two large affordable housing developments, at 167-171 Magdalen Street/Rear of Bull Close Road and at Mandela Close, Oak Street. During 05/06 and 06/07 affordable housing completions were 10% and 13% respectively. RSS14 and the RLP both require that 30% of housing completions should be affordable, so the trend in the NCCAAP area compared favourably with this, although has been poor over the last two years. These rates compare very favourably with the percentage of affordable completions in the Norwich sub-region (9%), Norfolk (9%) and the East of England (11%) between 2001 and 2004. The rate for 2004/5 is the highest amongst the Comparison Group of local authorities used by the Audit Commission for Norwich (the IPF Statistical Nearest Neighbours comparison group).

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Norwich Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>BC2 The percentage housing completions that are affordable units</td>
<td>
<table>
<tr><th></th><th>No. of units</th><th>% Affordable units</th></tr>
<tr><td>2000/ 2001</td><td>34</td><td>51%</td></tr>
<tr><td>2001/ 2002</td><td>0</td><td>0%</td></tr>
<tr><td>2002/ 2003</td><td>0</td><td>0%</td></tr>
<tr><td>2003/ 2004</td><td>14</td><td>40%</td></tr>
<tr><td>2004/ 2005</td><td>15</td><td>75%</td></tr>
<tr><td>2005/ 2006</td><td>7</td><td>10%</td></tr>
<tr><td>2006/ 2007</td><td>6</td><td>13%</td></tr>
<tr><td>Av. % (02-07)</td><td></td><td>28%</td></tr>
</table>
</td>
<td>
<table>
<tr><th></th><th>No. of units</th><th>% Affordable units</th></tr>
<tr><td>2002/ 2003</td><td>167</td><td>27%</td></tr>
<tr><td>2003/ 2004</td><td>163</td><td>24%</td></tr>
<tr><td>2004/ 2005</td><td>255</td><td>37%</td></tr>
<tr><td>2005/ 2006</td><td>209</td><td>23%</td></tr>
<tr><td>2006/ 2007</td><td>277</td><td>29%</td></tr>
<tr><td>Av. %</td><td></td><td>28%</td></tr>
</table>
</td>
<td>RLP target that 30% of new dwellings should be affordable based on a Housing Needs Assessment now being updated, probably to 40%.</td>
<td>The trend in Norwich over the same period has been similar to that in the AAP area, with the percentage of affordable completions averaging 28% between 2002/3 and 2006/7. In both the AAP area and the city the trend has fluctuated, with the highest percentage of affordable completions being in 2004/5. The annual target for affordable housing completions in the city is 201 per annum and in 2006/7 there were 277 completed.
☺/☹</td>
<td>www.norwich.gov.uk
Norwich Annual Monitoring Report</td>
</tr>
</table>

Sub Objective 2 Will it help to create a balanced community?

Local consultation and census information show that at present there is not a balanced, mixed community as:

There is an age imbalance in the population of the area: While the age structure is fairly similar to that of Mancroft ward as a whole, it varies from that for Norwich in 3 main respects (see figure 2 below):

- The North City Centre has a smaller than average proportion of children (0-19 year olds), particularly in the south part of the area;
- The proportion of young people (aged 20-29) is high;
- The proportion of people older than 75 is high, particularly in the south part of the area.

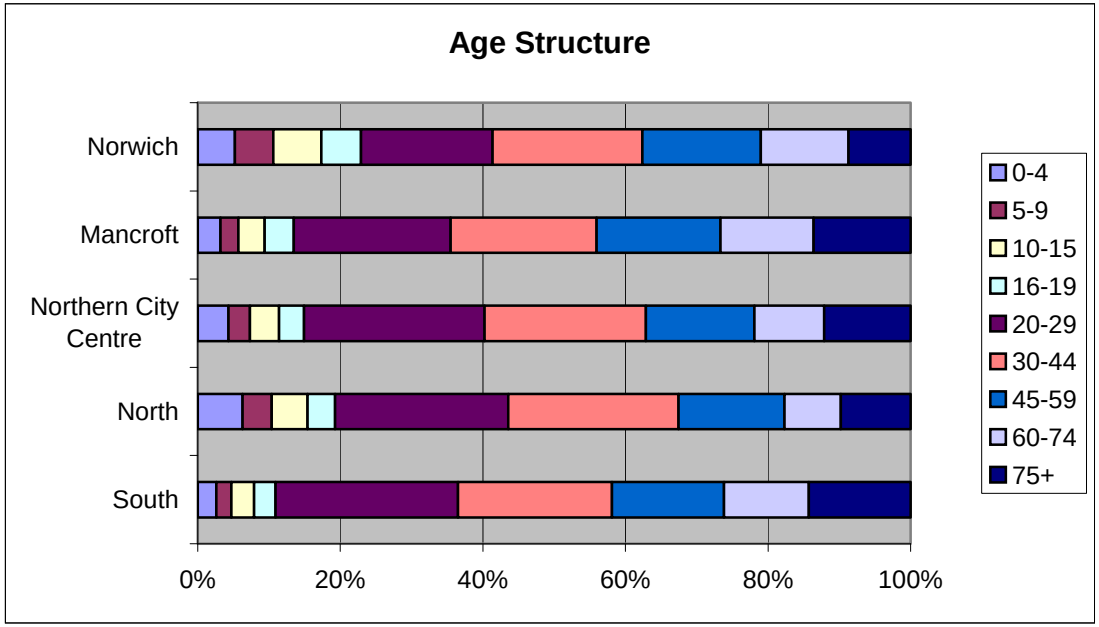


Figure 2: Age Structure of population of NCCAAP area compared with Mancroft ward and Norwich (source 2001 census)
NB the final two bars show figures for the north and south parts of the NCCAAP area, roughly divided by the Inner Ring Road

Average Household size is small at 1.63, similar to Mancroft ward, but significantly lower than the average household size in Norwich (2.15). There is a high percentage of one-person households at 54%, (again similar to the figure for Mancroft ward) compared to the Norwich figure (37%).

These population characteristics are fairly typical of a city centre. They reflect the local accommodation available. In 2001 there were:

- a very high proportion of purpose built and converted flats in comparison with the city as a whole;
- a high proportion of terraced houses and a very low proportions of detached and semi detached houses.

Figures 4 illustrates this:

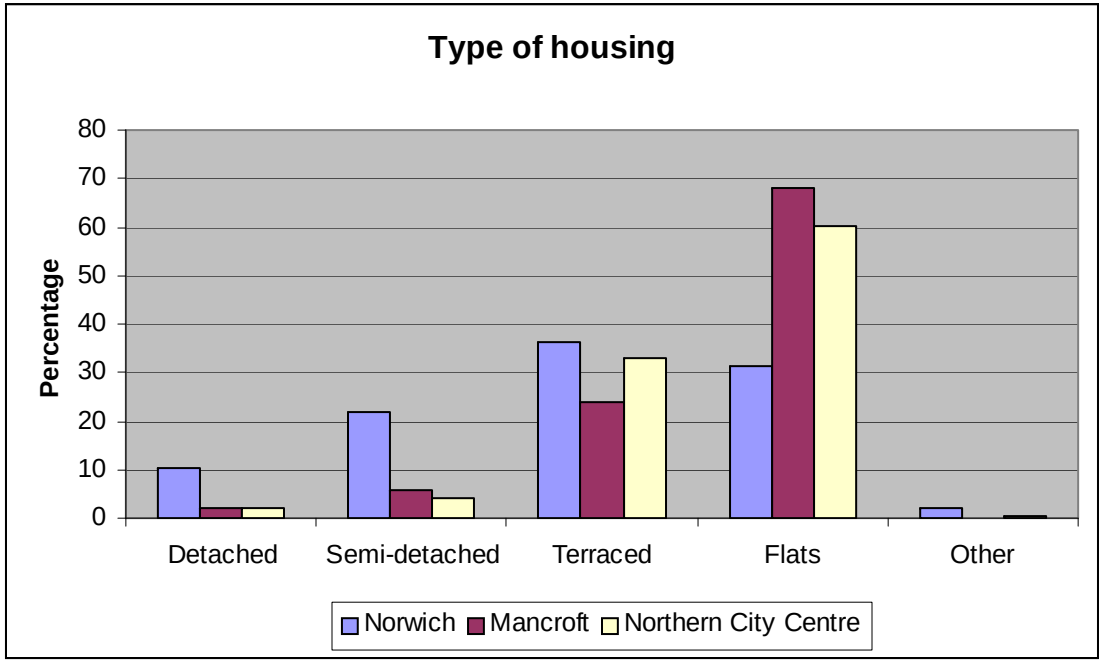


Figure 4 Comparison of types of housing in NCCAAP area, Mancroft and Norwich (source 2001 census)

Recent development trends have provided more new flats than houses. During the period 2000 to 2007, 60%of the new residential accommodation completed was flats, with the proportions fluctuating year on year. This presents a sustainability conflict. In order to create a more mixed, balanced community there is a need to provide some larger, affordable properties to encourage families into the area. The Housing Needs Survey (2000) showed that at least 55% of new dwellings in the city as a whole should be houses. Significantly more housing development in the area would inevitably lead to a reduction in housing densities, which is generally not a sustainable approach in such an accessible location.

The most sustainable option for the AAP may therefore be to allocate housing sites for a mix of densities, with the highest densities at the most accessible locations close to public transport routes such as Anglia Square and lower density housing in those areas with lower accessibility such as Oak Street. Therefore the proportion of houses (as opposed to flats) provided is used as an indicator, though the target is to slightly, rather than to significantly, increase this proportion in order to balance the competing sustainability needs of providing family accommodation whilst continuing to promote high density housing development.

BC3 Percentage of new residential development which are houses (rather than flats)

<table>
<tr><th>Indicator</th><th>AAP data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>BC3 Percentage of new residential development which are houses (rather than flats)</td>
<td>
<table>
<tr><th>Year</th><th>Total Completions</th><th>Flats</th><th>Houses</th></tr>
<tr><td>2000/2001</td><td>67</td><td>47</td><td>20</td></tr>
<tr><td>2001/2002</td><td>3</td><td>2</td><td>1</td></tr>
<tr><td>2002/2003</td><td>40</td><td>24</td><td>16</td></tr>
<tr><td>2003/2004</td><td>35</td><td>32</td><td>3</td></tr>
<tr><td>2004/2005</td><td>20</td><td>15</td><td>5</td></tr>
<tr><td>2005/2006</td><td>68</td><td>39 (57%)</td><td>29</td></tr>
<tr><td>2006/2007</td><td>47</td><td>10 (21%)</td><td>37</td></tr>
<tr><td>Total + Percentage</td><td>280</td><td>169 (60%)</td><td>111 (40%)</td></tr>
</table>
</td>
<td>To increase the proportion of housing to 35%.</td>
<td>2000 to 2005, only 27% of the new residential accommodation completed were houses. This increased dramatically in 05/06 & 06/07 but longer term trends are needed as this may have been an anomaly.

☺/☹</td>
<td>Norwich City Council Annual Monitoring Report
www.norwich.gov.uk</td>
</tr>
</table>

3. POVERTY AND SOCIAL INCLUSION

National and Regional Policy

The Sustainable Framework for the East of England (EERA) identifies poverty and deprivation, including fuel poverty, as a key issue that should be addressed in order to achieve sustainable development. Social exclusion can result from people or areas suffering from linked problems such as low incomes, unemployment, poor housing, poor access to services and poor education and training. Social exclusion can particularly affect certain social groups, such as the elderly or young people from disadvantaged families. Spatial planning can help to promote social inclusion by providing better access to employment, services, housing and education. It can also encourage the development of stronger social networks and community cohesion by creating better designed places to live and work which include the facilities communities need.

Local Issues

Deprivation: Since the overall IMD score covers a wide variety of issues relating to poverty and social inclusion, the overall IMD rank is the most suitable indicator to provide a broad overview of poverty and social exclusion. The IMD 2007 showed:

- Mancroft is the most deprived ward in Norwich and the third in Norfolk according to the 2007 Index of Multiple Deprivation (average of SOA scores: source: Local Knowledge). On a national level it is in the most deprived 6% of wards.

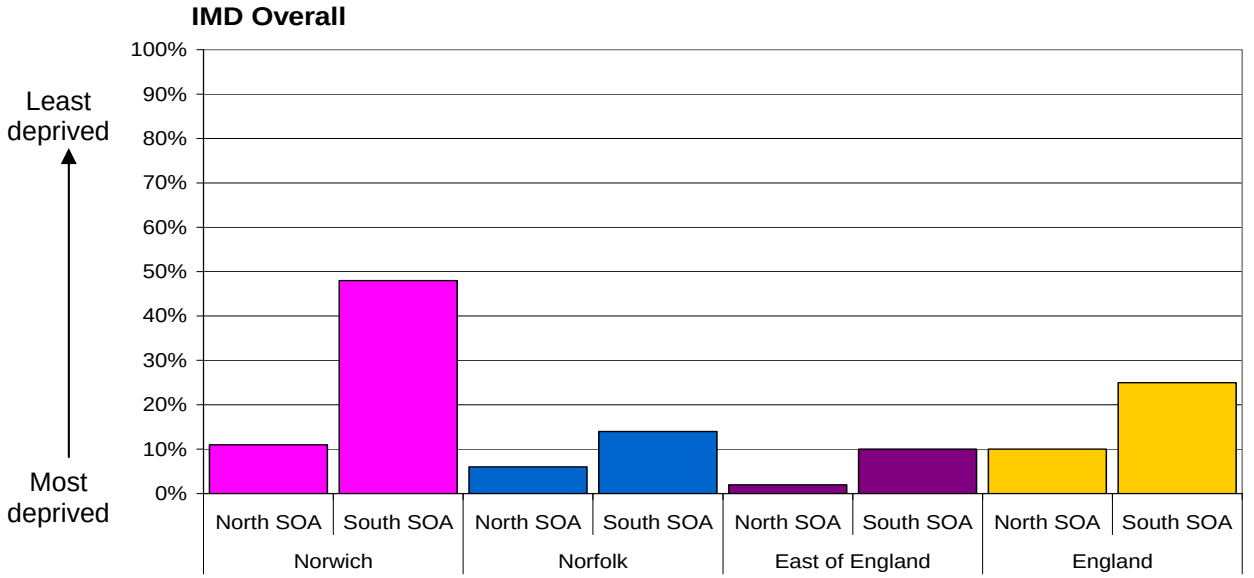
- The difference between the two SOAs in the NCCAAP is significant. Of the seven categories that the IMD measures, in all but one the northern area has a lower score than the southern. This means that the northern area is more deprived. Nationally, the northern part is in the most deprived 10% of SOAs, while the southern part is among the most deprived 30%. This difference is partly due to the fact that the southern part has recently experienced market led riverside development. As a result the main focus for regeneration should be on the northern part in order to achieve RSS14 objectives for the sustainable regeneration of deprived areas.

SUSTAINABILITY OBJECTIVE: TO REDUCE POVERTY AND SOCIAL EXCLUSION

Sub Objective 1: Will it reduce poverty and social exclusion for those members of the community experiencing the worst deprivation?

Indicator P+SI1 Rank of Overall IMD 2007

Figure 4: The Overall IMD ranking, 2007



The North part of the area is among the most deprived 20% in Norwich, and the South is slightly worse than average.

The North part of the area is among the most deprived 10% in Norfolk, and the South is in the worst 20%.

The North part of the area is among the most deprived 10% in England, and the South is among the most deprived 30%.

Indicator	NCCAAP data	Norwich Data	Norfolk Data	Target	Present Situation / Trend	Data Sources
P+SI 1Rank of Overall IMD Score	**See graph above.** **2007 IMD** North area rank 3308/32482 South area rank 8003/32482 **2004 IMD** North area rank 3096/32482 South area rank 7587/32482	**2007 IMD** 2nd most deprived in East of England, 62/354 most deprived nationally (worst 20%); **2004 IMD** most deprived local authority district in the East of England, 61/ 354 most deprived nationally (worst 20%); **2000 ID** Norwich 2nd most deprived in East of England, 66/ 354 nationally (worst 20%); **1998 ILD** most deprived in East of England.	**2007 IMD** Rank of average indices for all SOAs compared to other counties, Norfolk 97/149 (best 50%) **2004 IMD** Rank of average indices for all SOAs compared to other counties, Norfolk 99/149 (best 50%)	To improve the ranking of the two SOAs in the next IMD and contribute to the improving of Norwich's and Norfolk's deprivation rankings.	Slight improvement in NCCAAP area between 2004 and 2007. Trend for Norwich has been the most or second most deprived local authority in the region since 1998. Nationally, there was a slight improvement from ID 2000 to IMD 2007. Present local situation poor but with slight improvement. ☹/☺	IMD 2007

Income deprivation badly affects children in both the SOAs in the AAP area and in the city as a whole. IMD 2004 shows that 30.3% of children in Norwich live in families that are income deprived, compared to a national average of 18.27%. The elderly are also badly affected by income deprivation, most particularly in the northern part of the area:

Indicator		NCCAAP	Present Situation	Target
P+SI 2 **Rank of Income Deprivation affecting children and the elderly**	P+SI2 (a) Rank of Income deprivation affecting children score	**2007 IMD** North area rank 4228 / 32482 (worst 10% nationally) South area rank 8645 / 32482 (worst 30% nationally) **2004 IMD** North area rank 6468 / 32482 (worst 20% nationally) South area rank 4282 / 32482 (worst 20% nationally)	The present situation is very poor especially in the North ☹☹	The target is to improve the area in the rankings in the next IMD
	P+SI2 (b) Rank of Income deprivation affecting elderly Score	**2007 IMD** North area rank 2537 / 32482 (worst 10% nationally) South area rank 9153 / 32482 (worst 30% nationally) **2004 IMD** North area rank 1944 / 32482 (worst 10% nationally) South area rank 9684 / 32482 (worst 30% nationally)	The present situation is very poor especially in the North ☹☹	The target is to improve the area in the rankings in the next IMD

Sub Objective 2: Will it reduce fuel poverty?

Proxy Indicator P+SI 3 Number of households in fuel poverty in England

This data is not available at the local scale, but is only collected at the national scale. Fuel poverty is defined as when household must spend more than 10% of its income on fuel use in order to maintain an adequate standard of warmth. The overall SAP rating for Norwich of 45 in 2003 was lower than the national average of 52, probably reflecting the fact that Norwich has a high proportion of fairly old properties. Since SAP rating measures thermal properties of buildings and IMD data shows there to be high proportions of elderly and young people suffering from income deprivation in the NCCAAP area, it is likely that there remain high numbers of people suffering from fuel poverty locally. However, it is likely that the situation has improved recently as an extensive programme of window replacement in Council properties in the city has recently improved the thermal properties of these dwellings, contributing to achieving national targets for reducing the number of people in fuel poverty. Nationally the trend is positive.

<table>
<tr><th>Indicator</th><th>England data</th><th>Targets</th><th>Present Situation / Trend</th><th>Data Sources</th></tr>
<tr><td>Proxy P+SI3 Number of households in fuel poverty</td><td>
<table>
<tr><th></th><th>1996</th><th>1998</th><th>2001</th><th>2002</th><th>2003</th><th>2004</th><th>2005</th></tr>
<tr><td>Total fuel poor</td><td>5.1</td><td>3.4</td><td>1.7</td><td>1.4</td><td>1.2</td><td>1.2</td><td>1.5</td></tr>
<tr><td>Vulnerable</td><td>4.0</td><td>2.8</td><td>1.4</td><td>1.2</td><td>1.2</td><td>1.0</td><td>1.2</td></tr>
<tr><td>Non vulnerable</td><td>1.1</td><td>0.6</td><td>0.2</td><td>0.2</td><td>0</td><td>0.2</td><td>0.3</td></tr>
<tr><td>Social housing</td><td>NA</td><td>NA</td><td>NA</td><td>0.3</td><td>0.2</td><td>0.2</td><td></td></tr>
<tr><td>Private housing</td><td>NA</td><td>NA</td><td>NA</td><td>1.1</td><td>1.0</td><td>1.0</td><td></td></tr>
</table>
</td><td>England: To eradicate fuel poverty in vulnerable households by 2010 and in all households by 2016.

UK: to eradicate fuel poverty by 2018</td><td>The trends for both England and the UK are positive although in 2005 there was an increase due to higher fuel prices
☺/☹</td><td>DEFRA The UK Fuel poverty Strategy 5th Annual Progress Report 2007 http://www.berr.gov.uk/files/file42720.pdf</td></tr>
</table>

4. HEALTHY LIFESTYLES (including open space)

Government and Regional Policy

Spatial planning can help to improve people's health and well-being by ensuring that new development is of high quality. It should create good conditions for people to live and work in, and good access to facilities, services and open spaces to give people the opportunity to have healthy lifestyles.

Local Issues

Particular health related issues in the AAP area are:

- Poor air quality, especially in St Augustine's;
- Traffic accidents;
- The need to ensure that health care facilities can be delivered locally;
- The need to encourage physical activity and a general sense of well-being by providing good quality pedestrian and cycle facilities along safe and attractive green links between attractive open spaces with facilities for sporting activities and areas to promote biodiversity.

SUSTAINABILITY OBJECTIVE: TO IMPROVE THE HEALTH OF THE POPULATION OVERALL

Sub Objective 1: Will it reduce death rates and health inequalities?

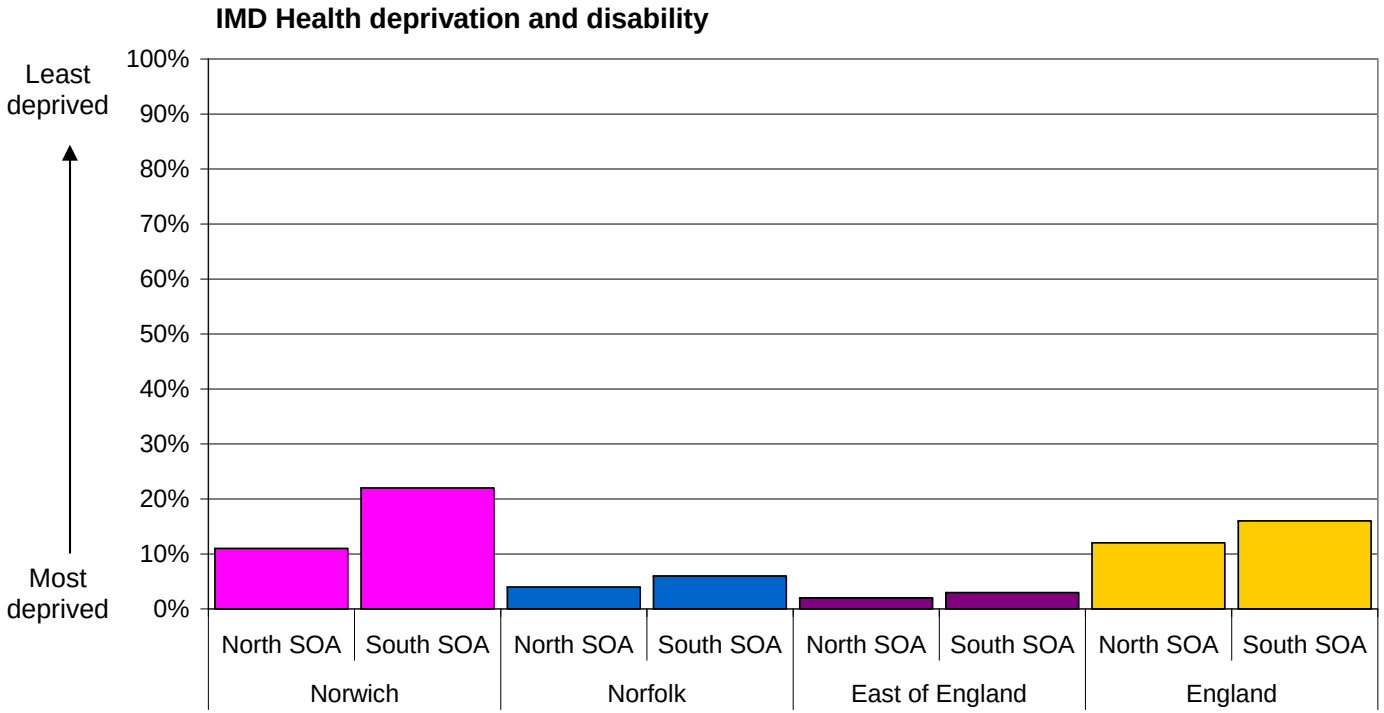
The health of people in the area is generally below the national average. Four indicators display this:

Indicator H1 Index of Multiple Deprivation Health Deprivation and Disability Score (2007)

The domain identifies areas where there are relatively high rates of people who die prematurely, are disabled or whose quality of life is impaired by poor health. The following indicators are used to create the domain score:

- Years of Potential Life Lost (1997-2001);
- Comparative Illness and Disability Ratio (2005);
- Measures of acute morbidity, derived from Hospital Episode Statistics (2004 to 2005)
- Adults under 60 suffering from mood or anxiety disorders (2005).

Figure 5: IMD Health, Deprivation and disability, 2007



The indicator shows the health of people in the action plan area to be significantly worse than the national average and in the worst 10% in Norfolk.

Indicator	North City Centre Area	Present Situation / Trend	Target	Source
H1 IMD Rank of Health Deprivation and Disability Score (2004)	(See graph above) **2007** North area rank 3972 (worst 20% nationally) South area score 5300 (worst 20% nationally) **2004** North area rank 5511 (worst 20% nationally) South area score 8589 (worst 30% nationally)	The present situation is poor and has got worse ☹☹	To raise the rank of each area in the next IMD	IMD 2007

This census information is not used as an indicator as it will not be available again until 2012. However, it is useful contextually, as it shows that health in the area is poorer than in the city, region and nation as a whole, though less bad than in the whole of the Mancroft ward. It is not possible to establish a target as these indicators do not take account of the age structure of the population.

2001 Census Data	NCCAAP area	Mancroft Ward	Norwich	East of England	England and Wales
% of people who describe their health as being "Not Good"	13.5%	15.4%	9.8%	7.6%	9.2%
% of people with limiting long term illness	28.6%	25.5%	19.4%	16.2%	18.2%

Proxy Indicator H2 Mortality Rates

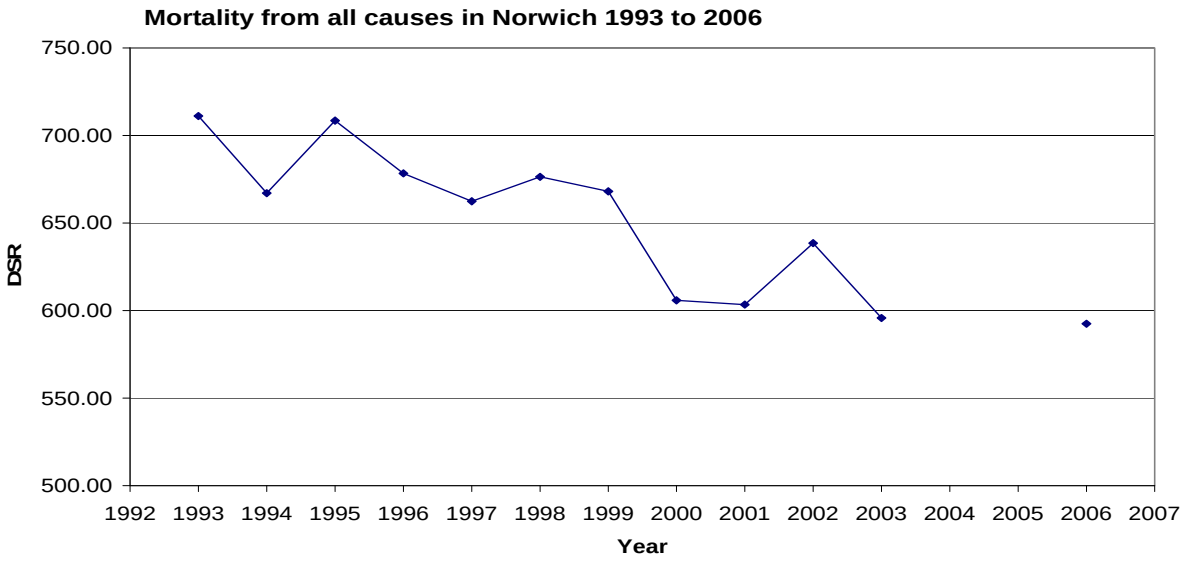
Proxy Indicator H2a Standardised Mortality Ratio

This indicator does take account of the age structure of the population and therefore a target can be established. However, trends can only be identified by using a similar indicator –see H2b below. The indicators show mortality to be high in the city centre area in comparison with the city, region and nation.

Indicator	City Centre PCT	Norwich	East of England	England and Wales	Trend	Target	Sources
H2a Standardised Mortality Ratio (SMR) and the DSR (see below 2b)	108	93	95	100	The High but falling mortality rates (see indicator 2b below) 2a – ☹☹ 2b - ☺	A reduction in the SMR for the area to contribute to DSR for city	Compendium of Clinical and Health Indicators / Clinical and Health Outcomes Knowledge Base (www.nchod.nhs.uk)

Indicator H2b Mortality from all Causes (DSR - age adjusted)

The Directly Age Standardised Rates of Mortality from all Causes (DSR) is a similar indicator which enables the identification of a trend for the city as a whole, showing that mortality rates have fallen from 1993 to 2003. Although it is not possible to identify such a trend at the NCCAAP area level, this is a useful proxy indicator which suggests that although mortality rates in the area are high, they are likely to be falling, as they are for the whole of Norwich.



Sub Objective 2: Will it encourage healthy lifestyles?

Indicator H4 (See TP8 and TP9) Proportion of journeys made on foot and by bicycle

These indicators from the Local Transport Plan are used as they measure the number of people in the area using healthy means of travelling to, from and within the area. They generally show a positive trend ☺.

OPEN SPACE

Government Policy

Government planning guidance in PPG17 states that open spaces, sport and recreation should **promote health and well being.** They should also**:**

- create attractive local networks of open spaces to benefit nature conservation, biodiversity and air quality;
- promote social inclusion and community cohesion;
- be accessible by walking, cycling and public transport.

It establishes principles for good quality open spaces, including good design and that local authorities should make use of land for open space which is otherwise unsuitable for development. Planning obligations are identified as way of remedying local deficiencies in the quantity or quality of open space, sports and recreational provision. PPG17 gives a wide definition of open spaces, ranging from civic squares, through to play areas and allotments.

The "Communities Plan: Sustainable Communities, Building for the Future" promotes the use of the Green Flag standard to assess the quality of open spaces, but this is not used as an indicator here as the standard is only really relevant to larger parks than those found in the AAP Area.

Sub Regional and Local Policies and Issues

The Norfolk County Council Sports Development Strategy promotes the role that sport can play in helping to promote regeneration. The Replacement Local Plan protects urban green spaces from development and seeks to ensure that new development provides sufficient open space and play space to serve it, either on-site or through off-site payments through a planning obligation. Every housing development larger than 25 dwellings or 0.5ha in the City Centre has to provide funds or facilities towards provision of public open space. The Open Space and Play Space Supplementary Planning Document identifies Gildencroft as an open space in which off-site payments are required to further improve existing facilities (there are ongoing works for improvement) and that new facilities are required in the Oak and Magdalen Street areas.

Indicator H5 Open Space meeting Norwich City Council's quality and quantity standards – indictor to be developed

These standards will be revised through the forthcoming city wide Open Space Needs Assessment and this indicator will establish:

1. Whether the existing open spaces in the area meet the quality standards established. The **present situation** is assumed to be ☹, as although work has been done to improve Gildencroft and is ongoing, some of the open spaces in the area are of a generally poor standard.
2. Whether there is sufficient open space in the area to meet the city wide quantity standards. In comparison with present quantity standards the AAP area is lacking in open space.

The AAP should help to overcome the lack of open spaces and provide links between them to be sustainable (see section 13 for further detail on green links).

Sub Objective 3: Will it improve access to high quality health facilities?

Indicator H6: See Access to local facilities K+SF1 IMD

There are two local health centres in the area and two further doctor's surgeries just to the north of the area therefore access to local health facilities is good. However, access to the (out of town located) Norfolk and Norwich hospital by public transport is poor (see access to services section 6 – indicator K+SF1).

Sub Objective 4: Will it reduce pollution and accidents?

Indicator H7: See Accidents indicator T+P3
Indicator H8: See Pollution indicator T+P4

These issues are dealt within the transport section of this appendix.

Indicator TP3 measures accidents and is ☺

Indicator TP4 measures pollution and is ☹☹.

5. EDUCATION AND SKILLS

Policies and Issues

1. The potential for expansion of higher education

"A Sustainable Framework for the East of England", "A Shared Vision: The Regional Economic Strategy for the East of England" and "Norfolk Ambition, the Community Strategy for Norfolk 2003-23" identify Norwich as a centre of higher educational excellence and state that the higher educational sector should be expanded and opportunities for life long learning extended. The Norwich Strategic Sites Study (GVA Grimley) strongly encouraged development of educational uses as part of mixed-use redevelopment in the Anglia Square area. The Norwich School of Art and Design, presently based just outside the NCCAAP area, are actively considering expansion in the area:

- EEDA have funded purchase of the Anglia TV studios on Magdalen Street and this will be available for use by the school and it is hoped that it will help to lead to the creation of a creative industries hub;
- the school are looking for a site in the area for both student accommodation and teaching buildings.

Development of further education facilities in this highly accessible location should therefore be promoted through the Area Action Plan. However, no indicator is established to measure the expansion of further education facilities as the AAP can not require this and it would prove difficult to monitor.

2. Geographically mixed educational attainment

The "East of England Regional Social Strategy, 2004" identified poor achievement in certain communities in education as a specific community cohesion issue in Norwich. IMD and school leaver qualification data shows geographically mixed levels of education skills within the area: Overall levels of educational qualifications of adults are higher than average for Norwich in both the south and north SOA as a result of the presence of student residences in area. School leaver qualifications and the proportion of young people staying in education beyond the age of 16 in Norwich are below the national average.

SUSTAINABILITY OBJECTIVE: TO IMPROVE THE EDUCATION AND SKILLS OF THE POPULATION OVERALL

Sub Objective 1: Will it improve the qualifications and skills of young people?

Proxy Indicator E1 Percentage of 15 year old pupils in local authority schools achieving five or more GCSEs at Grade A*-C or equivalent

This proxy indicator for the city as a whole is used as this data is not available at the local scale, and IMD data (see indicator E 3) shows that there are poor overall levels of education and skills in the north part of the area, suggesting that this indicator is particularly relevant to the area. It is also chosen as this is a BVPI indicator and thus is collected annually. Norwich's performance has improved in recent years, but is lower than the national average and, along with Great Yarmouth, is the lowest amongst Norwich's Audit Commission comparator towns and cities. Norfolk is piloting a programme designed to support 14-16 year olds to stay on in education and gain the skills they need. This is particularly relevant to the area given the dominance of service jobs and the likely growth of knowledge based industries.

<table>
<tr><th>Indicator</th><th>Norwich and England data</th><th>Present Situation / Trend</th><th>Target</th><th>Sources</th></tr>
<tr>
<td>E1
% of 15 year old pupils in local authority schools achieving five or more GCSEs at Grade A*-C or equivalent</td>
<td>
<table>
<tr><th>Year</th><th>Norwich %</th><th>England %</th></tr>
<tr><td>05/06</td><td>52.5</td><td>58.5</td></tr>
<tr><td>04/05</td><td>50.5</td><td>51.2</td></tr>
<tr><td>03/04</td><td>50.3</td><td>50.2</td></tr>
<tr><td>02/03</td><td>50.4</td><td>48.1</td></tr>
<tr><td>01/02</td><td>49.7</td><td>46.4</td></tr>
<tr><td>00/01</td><td>48.2</td><td>45.4</td></tr>
<tr><td>99/00</td><td>48.2</td><td>43.7</td></tr>
</table>
</td>
<td>Improvement in recent years, but less rapid than national average and now below national average. Lowest among comparator towns / cities
☹/☺</td>
<td>To contribute to raising performance to above the national average</td>
<td>BV PI 38 from Audit Commission

http://www.areaprofiles.audit-commission.gov.uk/(uwgjpsvcnsvtq455ubdqp345)/DetailPage.aspx?entity=10004847</td>
</tr>
</table>

Sub Objective 2: Will it improve the education and skills of adults?

Indicator E2 Percentage of working population with no qualifications

<table>
<tr><th>Indicator</th><th>AAP, Mancroft and Norwich data</th><th>Present Situation / Trend</th><th>Target</th><th>Sources</th></tr>
<tr>
<td>E 2
% of working population with no qualifications</td>
<td>
<table>
<tr><td>Area</td><td>% no qualifications</td></tr>
<tr><td>AAP</td><td>22.5</td></tr>
<tr><td>Mancroft</td><td>28.7</td></tr>
<tr><td>Norwich</td><td>29.9</td></tr>
</table>
</td>
<td>The present situation is positive in that the local figures are lower than the city wide average
☺</td>
<td>To reduce the % of people with no qualifications</td>
<td>Census 2001</td>
</tr>
</table>

Indicator E3 IMD Rank of Education, Skills and Training Score

This indicator is used as it:

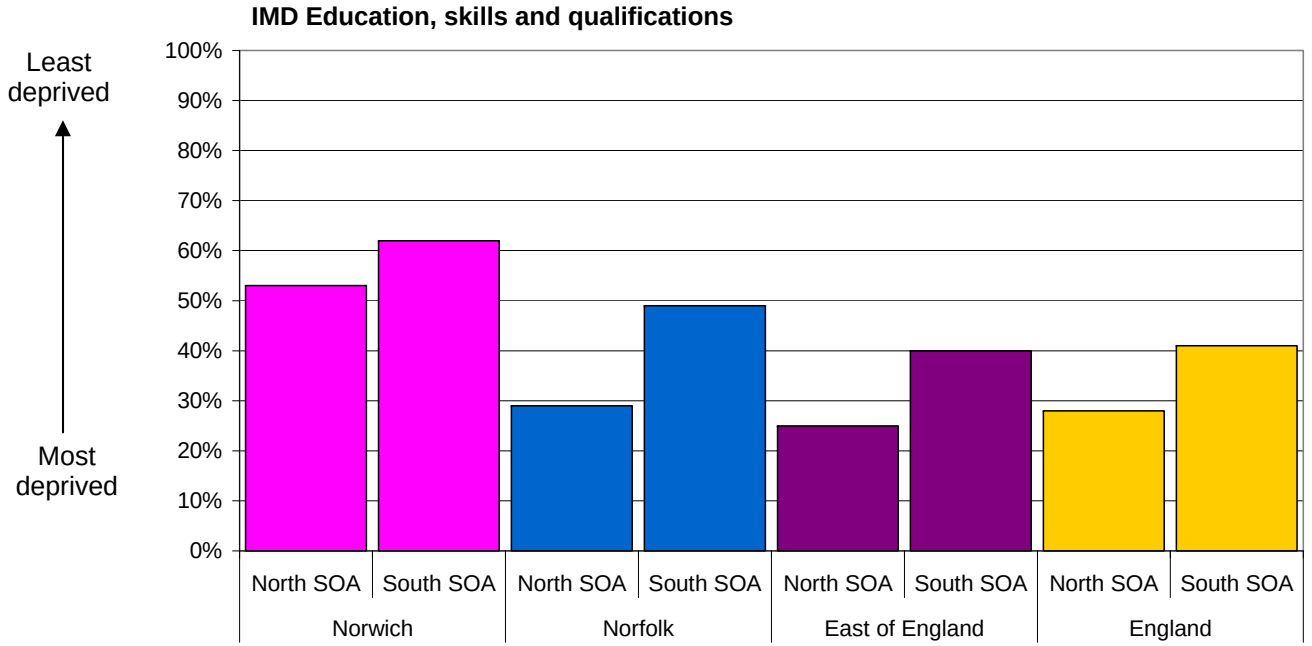
- gives a very local view, enabling differentiation between the north and south of the area;

- will be regularly updated;
- is established using a data for both education skills and training affecting children/young people and adults.

Present Situation: Figure 6 below shows that people in the south part of the area are generally better qualified than those in the north part of the area, probably reflecting the presence of student housing and the recent development of relatively expensive riverside housing. Thus whilst the overall situation is positive, there is a need to address issues of lower qualifications in the north**.**
☺/☹

Target: To improve the ranking in the next IMD, particularly in the north of the area.

Figure 6 IMD 2004 Education, skills and qualifications 2004 (Source IMD through Norfolk County Council)



6. ACCESS TO KEY SERVICES AND FACILITIES

Government Policy

Planning policies in PPS6 seek to promote the vitality and viability of town centres by planning for the growth and development of existing centres and by encouraging a wide range of services in a good environment, which are accessible to all. Other objectives are to:

- enhance consumer choice through a range of shopping, leisure and local services, taking particular account of socially-excluded groups;
- support competitive and innovative sectors;
- improve accessibility, with development well-served by a choice of means of transport including reducing the need to travel and providing alternatives to car use.

Local Issues

Anglia Square is defined in the Replacement Local Plan as a Major District Centre and therefore plays the role of providing the town centre for the north of Norwich as it provides the principal day to day service and shopping facilities. The aim should be to ensure that it continues to provide a sustainable service and shopping centre into the future as it is highly accessible by public transport. Out of town developments to the north of Norwich have led to a decline in this function and as a consequence to less sustainable movement patterns locally.

SUSTAINABILITY OBJECTIVE: TO ENSURE KEY SERVICES AND FACILITIES ARE SAFELY ACCESSIBLE LOCALLY

Sub Objective 1: Will it improve access to key local services?

Local access to key facilities and services is very important, particularly in an area such as the North City Centre where car ownership levels are low and there is a relatively high proportion of elderly people. The IMD (2004) Geographical Access to Facilities ranking was based on road distance access to:

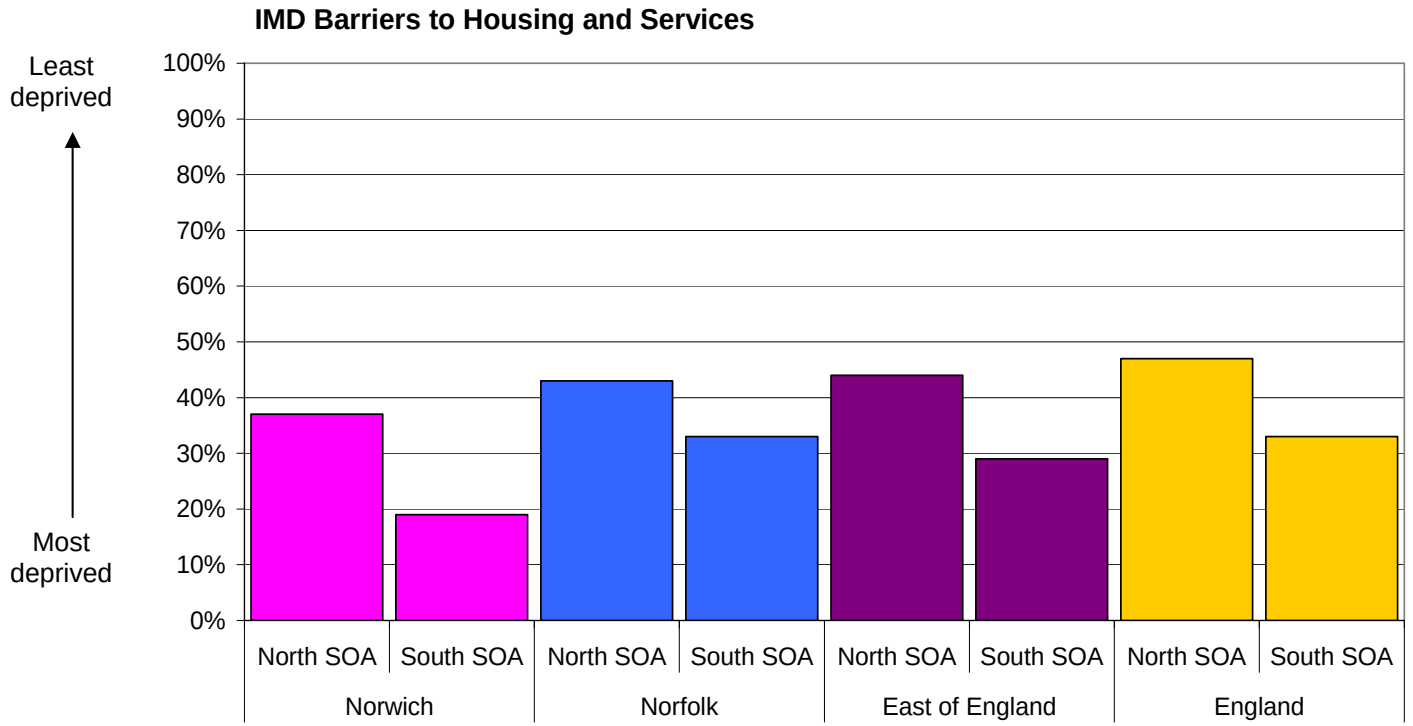
- GP premises (2003); a supermarket or convenience store (2002); a primary school (2001-2002); a Post Office (2003).

The good rankings in 2004 show the area to have good access to key facilities in comparison with the nation, region and county, though not the best in the city. In the IMD 2007 this indictor was combined with access to housing and as such, a trend cannot be

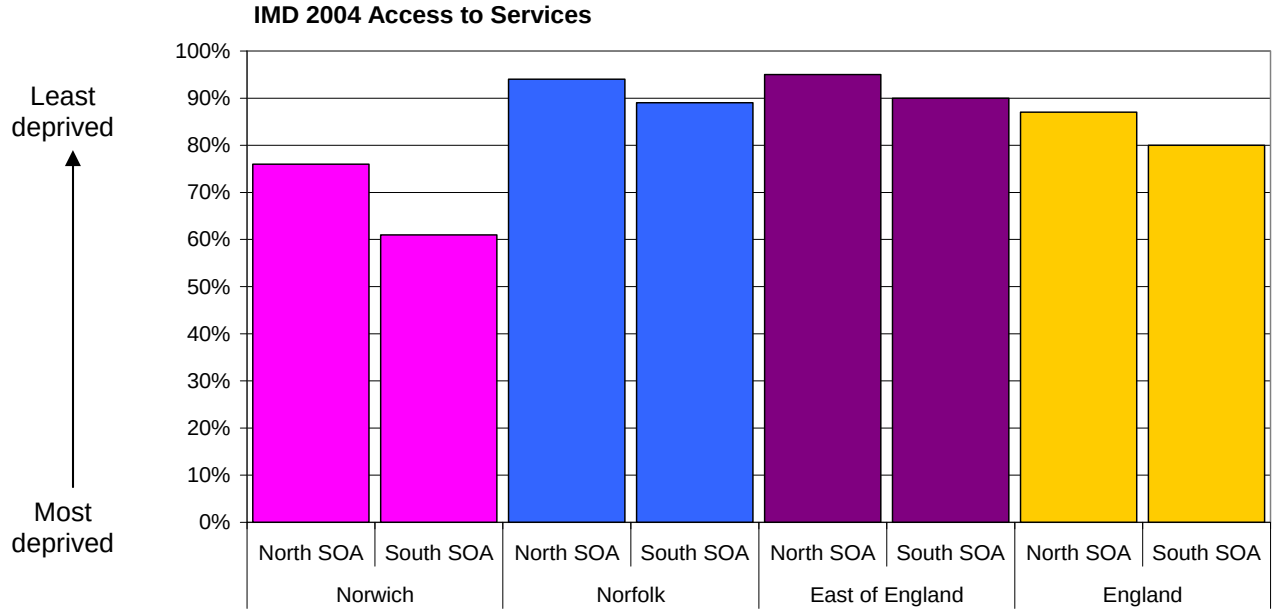
established. In 2004 access to housing in the area was very poor in the area and consequently the combined indicator is below the national average:

Indicator KS+F1: IMD Geographical access to facilities ranking:

IMD 2007 Barriers to Housing and Services



IMD 2004 Access to Services



Indicator	NCCAAP	Target	Trend	Source
KS+F1 **IMD Geographical access to facilities ranking**	(See graph above)	To not fall in the rankings in the next IMD	Not possible to establish trend from last IMD as this was not assessed, though closure of supermarket likely to lead to lower score in future IMD if not replaced (see 1 below). ☺ / ☹	IMD http://www.norfolk.gov.uk/consumption/idcplg?IdcService=SS_GET_PAGE&nodeId=3062

Rank	Rank	%
Norwich / 79	North 60	Best 20 - 40 %
	South 48	Best 20 - 40%
Norfolk / 530	North 496	Best 10%
	South 473	Best 10%
East of England / 3,550	North 3358	Best 10%
	South 3187	Best 10%
England / 32,482	North 28370	Best 10 – 20%
	South 26147	Best 10 – 20%

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr><td>BC1 IMD Rank of Barriers to Housing and Services</td><td>
<table>
<tr><td></td><td>Rank</td><td>%</td></tr>
<tr><td rowspan="2">Norwich / 79</td><td>North 29</td><td>Worst 40%</td></tr>
<tr><td>South 15</td><td>Worst 20%</td></tr>
<tr><td rowspan="2">Norfolk / 530</td><td>North 230</td><td>Worst 50%</td></tr>
<tr><td>South 174</td><td>Worst 40%</td></tr>
<tr><td rowspan="2">East of England / 3,550</td><td>North 1549</td><td>Worst 50%</td></tr>
<tr><td>South 1018</td><td>Worst 30%</td></tr>
<tr><td rowspan="2">England / 32,482</td><td>North 15119</td><td>Worst 50% nationally</td></tr>
<tr><td>South 10584</td><td>Worst 40 % nationally</td></tr>
</table>
</td><td>To improve the ranking of the two SOAs in the next IMD.</td><td>No trend available for NCCAAP area as IMD 2007 was the first time access to housing and services have been collected together. Given the central location and the high ranking for access to services in 2004, the present situation is poor (primarily down to barriers to access to housing.
☹</td><td>IMD 2007</td></tr>
</table>

KS+F2 Completed town centre uses (Shops, Offices and Leisure) Indicator to be developed

However:

1. Since the 2004 figures were calculated, Budgens supermarket at Anglia Square has closed down and this could be a reason why the ranking of the combined indicator is below national average;
2. The indicator does not take account of public transport facilities and does not measure access to a wide variety of services and facilities. Use of national accessibility indicators as a contextual indicator by public transport shows a less positive picture. Poor access to the hospital is due to its recent relocation outside the city:

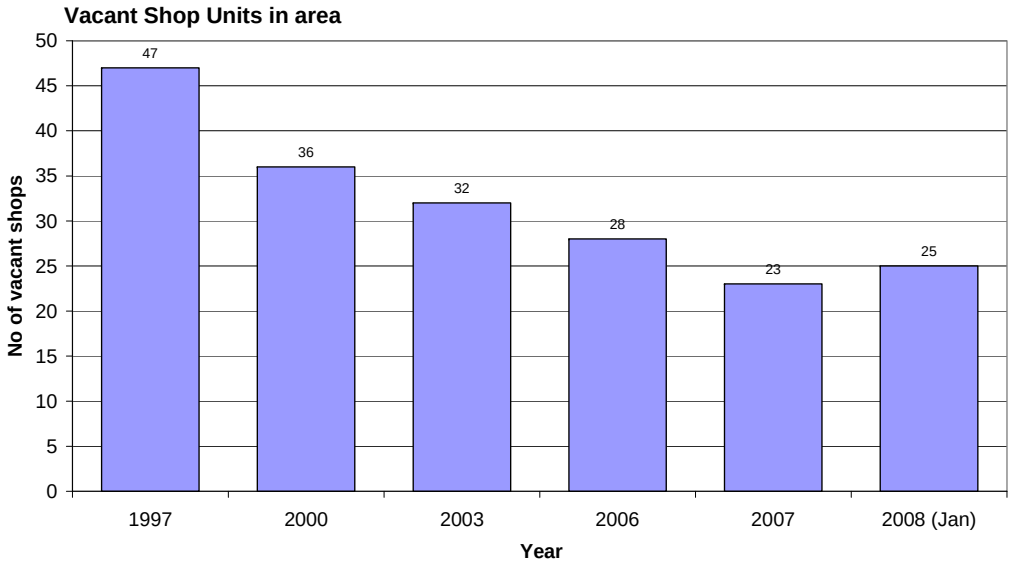
National indicators for public transport access to different services (Source Department for Transport 2004 national core accessibility threshold indicators
http://www.dft.gov.uk/results?view=Filter&t=2004+national+core+accessibility+threshold+indicators&pg=1

% of population able to reach service by public transport within time period:		North part of AAP area	South part of AAP area
Further Education	30 minutes	52.5%	100%
	60 minutes	100%	100%
Work	20 minutes	60.3%	100%
	40 minutes	100%	100%
Hospital	30 minutes	0%	0%
	60 minutes	44.3%	0%

Sub Objective 2: Will it improve access to a good range of shopping facilities?

Indicator KS+F2 Shop vacancies in the area

The area has a wide variety of shops, including many independent retailers, which serve the needs of people in the area and the suburbs to the north. It also has a number of specialist shops which serve a much wider area. High rates of shop vacancies have been a long-term problem, though the recent trend has been for a decrease in vacancies. This is therefore used as an indicator as it will show the success of shopping facilities in the area. Despite the decrease in vacancies, the lack of a supermarket does however mean that the area is now less able to meet people's everyday shopping needs and therefore the **trend** is assessed as ☺ / ☹ .
The targets is to reduce the number of shop vacancies
and to have a replacement supermarket.



Sub Objective 3: Will the facilities be safely accessible on foot?

Indicator KS+F1 compares the North City Centre with all areas including rural areas, which are unlikely to have good access to such services and facilities. It does not take account of:

a. physical barriers to accessibility, such as a busy road without adequate crossing facilities;
b. mental barriers, such as perceptions of danger or an unpleasant route, which may stop people using facilities and services.

It is therefore important to take account of the wider environment when considering accessibility to facilities and services. This is best measured by the "Outdoor Living Environment" rank in the IMD (2007), based on air quality and accidents. The northern part of the area is in the worst 20% nationally and the southern part the worst 20-40%.

Indicator KS+F3: IMD Outdoor Living Environment ranking:

<table>
<tr><th>Indicator</th><th>NCCAAP</th><th>Target</th><th>Trend</th><th>Source</th></tr>
<tr>
<td>KS+F3
IMD Outdoor Living Environment Rank</td>
<td>
<table>
<tr><td>Rank</td><td>Rank 2004</td><td>% 2004</td><td>Rank 2007</td><td>% 2007</td></tr>
<tr><td rowspan="2">Norwich / 79</td><td>North 2</td><td>Worst 10%</td><td>North 13</td><td>Worst 20%</td></tr>
<tr><td>South 12</td><td>Worst 20%</td><td>South 30</td><td>Worst 40%</td></tr>
<tr><td rowspan="2">Norfolk / 530</td><td>North 3</td><td>Worst 10%</td><td>North 30</td><td>Worst 10%</td></tr>
<tr><td>South 13</td><td>Worst 10%</td><td>South 78</td><td>Worst 20%</td></tr>
<tr><td rowspan="2">East of England / 3,550</td><td>North 55</td><td>Worst 10%</td><td>North 88</td><td>Worst 10%</td></tr>
<tr><td>South 230</td><td>Worst 10%</td><td>South 262</td><td>Worst 10%</td></tr>
<tr><td rowspan="2">England / 32,482</td><td>North 3079</td><td>Worst 10%</td><td>North 4484</td><td>Worst 20%</td></tr>
<tr><td>South 6563</td><td>Worst 30%</td><td>South 8168</td><td>Worst 30%</td></tr>
</table>
</td>
<td>To rise in the rankings in the next IMD</td>
<td>Between 2004 and 2007 the outdoor living environment rank has improved although it is still poor. Transport indicator trends for Norwich are positive for road accidents but locally negative for air pollution.
☺ / ☹</td>
<td>IMD 2007</td>
</tr>
</table>

7. REDUCING ANTI-SOCIAL ACTIVITY

National and Regional Policy

The government's Urban White Paper (2000) identifies protection from crime as one of the key elements of the high quality of life its Urban Renaissance programme promotes. Planning guidance in "Safer Places: The Planning System and Crime Prevention" identifies the need for the planning of new development to design out crime as far as possible. The monitoring of crime figures in retail areas is identified by PPS 6 as a means of promoting the effective planning and management of such areas.

Regionally, the "Sustainable Framework for the East of England" identifies reducing crime as a key sustainability issue and RSS14 policy SS15 states that addressing crime prevention is an important element in developing a quality built environment.

Local Policy and Issues

Locally, the "Norwich Community Safety Strategy and Audit Report 2005-8" points to success in reducing some forms of crime, including vehicle crime and burglary, but to a rise in violent crime between 2002-5. It Identifies Anglia Square and Magdalen Street as a location where there is:

- a high incidence of assault, often occurring late in the evening;
- a perception that such crime is a local problem.

The Strategy includes targets to reduce overall crime in Norwich by 21% by 2007/8 and to reduce common assault by 5% by 2007/8. Drug related issues are also identified as a problem in the area. The Audit Commission area profile for Norwich shows that there is a perception within the city as a whole that rowdiness, drunkenness and drugs are a significant problem.

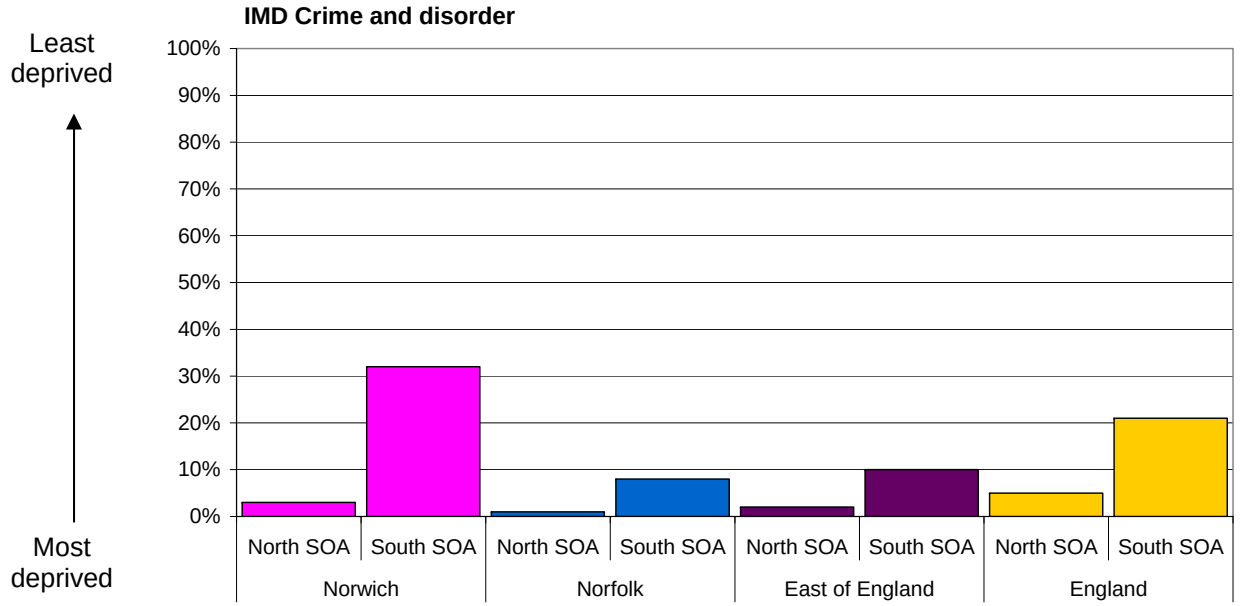
SUSTAINABILITY OBJECTIVE: TO REDUCE ANTI-SOCIAL ACTIVITY

Sub Objective 1 Will it reduce levels of crime and anti-social behaviour?

Indicator AS1: IMD Crime and Disorder ranking

The Index of Multiple Deprivation (2007) rank of Crime and Disorder score, covering burglary, theft, criminal damage and violence, shows crime to be a major problem in the area, particularly in the northern part, which is ranked the worst part of Norwich for crime.

Figure 7 2007 IMD rank of Crime and Disorder



Indicator	NCCAAP data	Target	Trend	Data Sources
AS1 IMD Rank of Crime and Disorder (2004)	(See graph above) 2007 Northern part of AAP area ranked 1676/ 32482 (worst 5% nationally, 7th worst in Norfolk and 2nd worst in Norwich) Southern part 6811/32482 (worst 30% nationally, 45th worst in Norfolk and 25th worst in Norwich) 2004 Northern part of AAP area ranked 627/ 32482 (worst 5% nationally, 3rd worst in Norfolk and the worst in Norwich) Southern part 2334/32482 (worst 10% nationally, 17th worst in Norfolk and 9th worst in Norwich)	To reduce crime and disorder so that both super output areas area are ranked lower in the next IMD	Crime has reduced in the area between 2004 and 2007 although it is still high. Overall trends show an increase in crimes against the person and a decrease in crimes against property, though overall crime rates remain high in the area. ☺/☹	www.norfolk.gov.uk Index of Multiple Deprivation 2007

Indicator AS2: Anti Social Behaviour statistics per thousand of population

The “Norwich Community Safety Partnership Crime Disorder and Drugs Audit 2004” measures many different aspects of anti-social behaviour, ranging from litter dropping through to drug misuse and abandoned vehicles. The whole city centre including the NCCAAP area is identified as the city wide hotspot for anti-social behaviour, with an overall figure for Mancroft ward of 720.9 incidents per 1000 of population. The main aspects of anti-social behaviour identified in the area are:

- the Magdalen Street area is identified as a hotspot for litter and rubbish, vehicle crime and burglary;
- the area is a “secondary centre” for violence against the person.

Improved design and better surveillance can help to lead to a reduction in such behaviour, as can building on the existing mix of activities in the area without promoting significant development of pubs and clubs.

The **trend** is for such incidents to have **reduced in the city** as a whole in recent years, but to be **high in the NCCAAP area** - ☹.
The **target** is to **contribute to a reduction in the number of Anti Social Behaviour incidents per 1000 people in the city centre**.
In particular the aim is reduce the number of different aspects of anti-social behaviour that the area is identified as a city wide hotspot for.

Sub Objective 2 Will it reduce fear of crime?

A proxy indicator is used for this as no data is available locally:

Proxy Indicator AS3 Percentage of residents who say they feel safe or fairly safe outside after dark

<table>
<tr><th>Indicator</th><th>Norwich Data</th><th>National average data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr><td>Proxy AS3 % of residents who say they feel safe or fairly safe outside after dark</td><td><table><tr><td>2005/6</td><td>72.7</td></tr><tr><td>2004/5</td><td>75.4</td></tr><tr><td>2003</td><td>72.4</td></tr></table></td><td>The figures compares favourably with comparator cities used on the Audit Commission website - Norwich was 4th best out of 16 in 2005/6.</td><td>To contribute to raising the figure for Norwich</td><td>The trend fluctuates but is generally high
☺/☹</td><td>Audit Commission website

http://www.areaprofiles.audit-commission.gov.uk/(uwgjpsvcnsvtq455ubdqp345)/DetailPage.aspx?entity=10004802</td></tr>
</table>

8. PROMOTING COMMUNITY COHESION AND THE LOCAL AREA

Spatial planning can encourage the development of stronger social networks and community cohesion by creating better designed places to live and work which include the facilities that communities need. In addition, through active community engagement, the plan making process itself can promote stakeholder and community cohesion and a shared vision, which can then foster local co-operation and activities to promote the regeneration of an area, as has happened in the King Street area in recent years.

SUSTAINABILITY OBJECTIVE: TO CREATE GREATER COMMUNITY COHESION AND PROMOTE THE LOCAL AREA THROUGH COMMUNITY BASED PROJECTS

Sub Objective 1: Will it encourage engagement in community activities?

Proxy Indicator C1: % of population who feel that community activities in their area have improved in the last 3 years

No local indicator is available, therefore a proxy indicator for the city as a whole is used. It is positive in that it shows that 83% of the residents of Norwich feel that community activities have improved or stayed the same in the last 3 years. However, this figure is less than the national mean (85%) and low in comparison with the majority of comparator cities used for Norwich by the Audit Commission.

The **trend** is therefore classified as ☺ / ☹

The **target** established is to raise this figure **above the national mean**.

Source ODPM Best Value Surveys http://www.areaprofiles.audit-commission.gov.uk/(uwgjpsvcnsvtq455ubdqp345)/DataProfile.aspx?entity=0

Sub Objective 2: Will it increase the ability of people to influence decisions?

Proxy Indicator C2 Percentage turnout at local elections

European election data shows election turnout in Norwich to be lower than the national average. This proxy indicator covering the whole Mancroft ward is the most appropriate indicator to measure people's involvement in the local political process as it covers local elections, which directly affects their ability to influence decisions. It shows a broadly positive trend locally.

Indicator	Year	% turnout (Mancroft ward)	Norwich ward average	Present Situation/ Trend	Data Source
Proxy C2 Percentage turnout at local elections (Mancroft ward)	2003	38.2	NA	Negative- the turnout fell between 2006 and 2007 and is now lower than the city wide average. ☹	Norwich City Councils elections services www.norwich.gov.uk
	2006	38.4	36.76		
	2007	32.36	36.66		

Sub Objective 3: Will it improve ethnic relations?

Figure 7 below shows the patterns of ethnic origin of the population in the north city centre are broadly similar to that in the city as a whole, although the figures for "Other White" are significantly higher and "Black or Black British" are significantly lower. These figures are low compared to cities nationally.

	Norwich	Northern City Centre
White British	93.5%	91.2%
White Irish	0.7%	1.2%

Other White	2.7%	4.2%
Mixed Groups	1.1%	1.4%
Asian or Asian British	0.9%	1.1%
Black or Black British	0.4%	0.0%
Chinese or Other	0.9%	1.0%

Figure 7: Ethnic Origins of the population in the NCCAAP area and Norwich (source Census 2001)

Best Value Survey figures show that the percentage of residents in Norwich who think that people being attacked because of their skin colour, ethnic origin or religion is a major problem locally is slightly above average in relation to the Audit Commission comparator cities group. The Regional Social Strategy identified a growth in racial incidents in Norwich as being a key sustainability concern. Since no local indicator is available, a city wide indicator is used:

Proxy Indicator C3 The number of racial incidents recorded by the authority per 100,000 population

Period	Value	National Mean Value	Trend	Target	
2005/06	31.20	36.59	Fluctuating, but with a general increase in racial incidents, although below the national average ☺/☹	To reduce the number of racial incidents	http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004631
2004/05	31.60	33.96			
2003/04	22.20	31.15			
2002/03	9.00	28.68			
2001/02	9.86	25.6			
2000/01	29.89	23.28			

9. EMPLOYMENT

National and Regional and Sub Regional Policy

PPS1 states planning should facilitate sustainable economic development and promote urban regeneration to create new employment opportunities for the people in deprived local communities. PPS6 promotes sustainable employment development in city centres through high-density, mixed-use development and a sequential approach to site selection for employment development, which favours employment development in accessible central sites before less sustainable out of town locations. RSS14 aims to increase prosperity and employment growth and achieve a more sustainable balance between workers and jobs, thus reducing the need to travel. It establishes a job growth requirement for the Greater Norwich area of 35,000 from 2001 to 2021. It encourages as many as these jobs as possible to be focussed on sustainable central locations close to housing which minimise the need to travel and where the maximum use of public transport can be made. The Good Practice Guide on Planning for Tourism outlines the benefits that tourism can bring including that it can be focus of regeneration in urban and rural areas and can play a major role in providing employment in areas in need of regeneration.

"Shaping the Future: The Economic Development Strategy for Norfolk" establishes employment and unemployment targets:

- to create an additional 7,500 jobs above the projected figure of 372,000 by 2010;
- unemployment in Norfolk should be no higher than the mid-point between the East of England and the UK as a whole between 2001 and 2010 (Unemployment in Mancroft is currently 8.6% which is one of the highest in the UK. The national average is 2.4%, Norfolk is 2.1% and the East of England is 1.7%).

Local Issues

"The Norwich City Council Economic Strategy 2003- 8", which was refreshed in 05/06, identifies globalisation of industry affecting local employment as a challenge facing the city. It has a key objective to ensure that there is a strong economic component to neighbourhood renewal strategies. It establishes the target for unemployment in the city to be to reduce the differential between the Norwich unemployment rate and the national rate from 31% in 2003 to 20% in 2008.

The Replacement Local Plan aims to provide and protect land for employment and identifies sites for sustainable employment development at Smurfit Sheetfeeding Factory and for office development on Botolph Street and Pitt Street and the "Regeneration Strategy and Action Plan for Magdalen Street and St. Augustine's Street Area" states that historic and other key buildings should be re-used for employment where suitable. The Economic Section of this appendix contains more detail on the potential for business development.

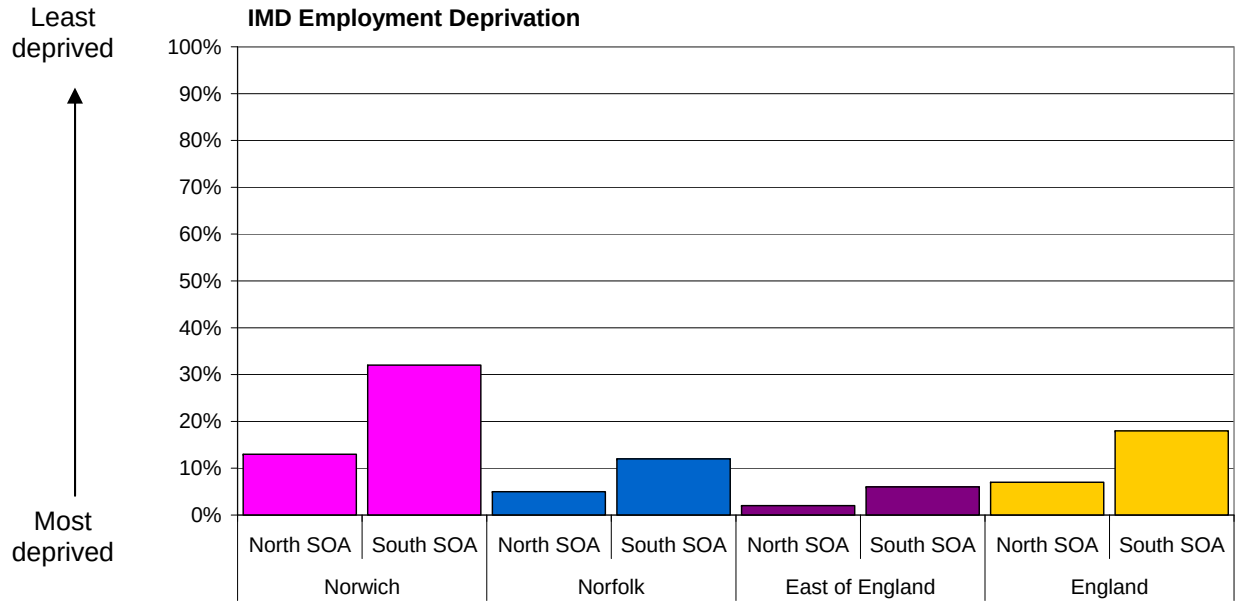
SUSTAINABILITY OBJECTIVE: TO OFFER EVERYBODY THE OPPORTUNITY FOR REWARDING AND SATISFYING EMPLOYMENT

Sub Objective 1: Will it reduce unemployment?

Indicators EMP1 and EMP2 show unemployment rates for the area, along with people receiving long term benefits who are unable to work and people in training. Both indicators show the area suffers from high unemployment rates, particularly for men, compared to national rates. However, the long term trend is positive in that unemployment has reduced substantially since 1991.

Indicator EMP1: Rank of IMD Employment Score

Figure 8: IMD 2007 Rank of Employment Score



Indicator	NCCAAP data	Norwich Data	Norfolk Data	Target	Present Situation / Trend	Data Sources
EMP1 Rank of IMD Employment Score	(See graph above) 2007 North area rank 2117 (worst 10% nationally) South area rank 5990 (worst 20% nationally) 2004 North area rank 2217 (worst 10% nationally) South area rank 6300 (worst 30% nationally)	**2007 IMD** 96th most deprived local authority nationally (worst 30%) **2004 IMD** 92nd most deprived local authority nationally (worst 30%) **2000 ID** Norwich 86th nationally (worst 30%),	**2007 IMD** Rank of employment deprivation compared to other counties, Norfolk 11/149 (worst 10%) **2004 IMD** Rank of employment deprivation compared to other counties, Norfolk 12/149 (worst 10%)	To lower the ranking of the two SOAs in the next IMD and contribute to lowering of Norwich's and Norfolk's employment rankings.	Within the NCCAAP area and Norfolk the ranking has worsen slightly; however Norwich has improved. The present situation for the NCCAAP area is very poor. ☹☹	IMD 2007 through RSS14 Annual Monitoring Report Commission Area Profiles

Indicator EMP2 Unemployment Rate

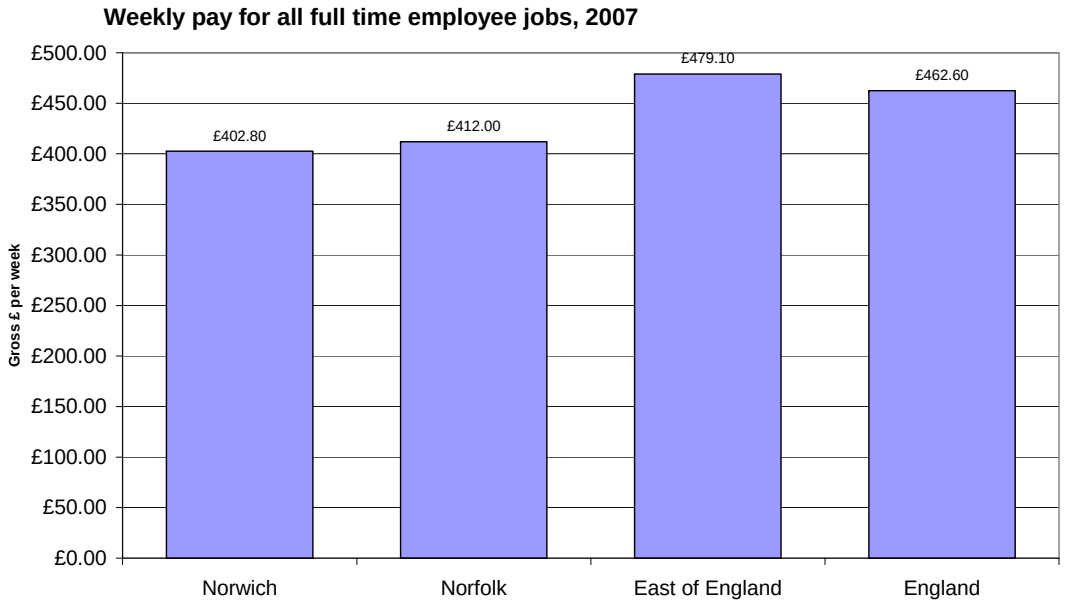
(Baseline August 2005)

Indicator	NCCAAP	Mancroft Ward	Norwich	East of England	United Kingdom	Target	Trend	Data Sources
EMP2 Unemployment Rate	Male 7.7% Female 2.9% Total 5.6%	Male 10% Female 3.5% Total 7.2%	Male 5.3% Female 1.8% Total 3.6%	Total 1.8%	Total 2.4%	To contribute to reducing the differential between Norwich's unemployment rate and the national unemployment rate (1.2% in August 2005 - Community Strategy) and Norfolk's targets	Jan 2002 Norwich 4.3% Mancroft 9.3% 1997 Norwich 8.8% Mancroft 9.1% 1991 Census NCCAAP 14.2% Poor but improving ☹	Census Nomis

Sub Objective 2: Will it help to improve earnings?

The NCCAAP area is a deprived part of the city and incomes are generally low in the city and county as a whole. Weekly pay in Norwich and Norfolk is low compared to the regional and national averages:

Figure 9 Comparison of weekly pay for all full time employee jobs, 2007



Indicator EMP3 IMD Rank of Income Score

Income deprivation figures are based mainly on the proportion of people in receipt of benefits. This indicator is used as it enables comparison with other deprived areas and will be measured regularly.

Indicator	NCCAAP data	Norwich Data	Norfolk Data	Target	Present Situation/ Trend	Data Sources
EMP3 Rank of IMD Income Score	2007 North area rank 4143/32482 (worst 20%) South area rank 11306/32482 (worst 40%) 2004 North area rank 4035/32482 (worst 20%) South area rank 9755/32482 (worst 30%)	**2007 IMD** 94/354 most deprived local authority (worst 30%) **2004 IMD** 92/354 most deprived local authority district deprived nationally (worst 30%) **2000 ID** Norwich 91/354 nationally (worst 30%),	**2007 IMD** Rank of income deprivation compared to other counties, Norfolk 9/149 (worst 10%) **2004 IMD** Rank of income deprivation compared to other counties, Norfolk 9/149 (worst 10%)	To improve the ranking of the two SOAs (particularly the north area) in the next IMD and contribute to improving of Norwich's and Norfolk's income rankings.	There has been an improvement in both SOAs (particularly in the south). Norwich has also improved as a whole. Present local situation is poor but improving. ☺/☹	IMD 2007 through RSS14 Annual Monitoring Report and Audit Commission Area Profiles

10. ACCESSIBILITY

SUSTAINABILITY OBJECTIVE: TO IMPROVE ACCESSIBILITY, PARTICULARLY FOR THOSE MOST IN NEED

Sub Objective 1: Will it make access more affordable?

***A1 Indicator to be developed concerning real changes in the cost of public transport*.** Present situation assumed to be ☹ due to recent sharp increase in bus fares in Norwich.

Sub Objective 2: Will it make access easier for those with mobility difficulties?

A2 Indicator to be developed. Present situation is assumed to be ☹ as indicator , the IMD "Outdoor Living Environment" indicator based on air quality and accidents, shows the northern part of the area to be in the worst 20% of SOAs nationally and the southern part in the worst 20-40%.

11. CULTURAL, LEISURE AND SPORT FACILITIES

Government Policy and Local Issues

PPS6 and PPG17 promote:

- the development of cultural, leisure and sport facilities in central, accessible locations;
- local assessments of need to determine the requirement for leisure facilities.

Stakeholder discussions showed the desire for a concert hall to serve the whole county in the area. The area would provide a sustainable location for such a development, but a recent viability analysis showed that it would be unlikely to be required.

SUSTAINABILITY OBJECTIVE: TO IMPROVE ACCESS TO CULTURAL, LEISURE AND SPORT FACILITIES

Sub Objective 1: Will it make it easier for people to access cultural activities?

A proxy indicator for the city as a whole is used as:

- such facilities tend to serve larger areas than the NCCAAP area - there are some local cultural facilities (cinema, arts centre, theatre) and close proximity and good public transport links to all facilities elsewhere in the city centre;
- this data will be updated regularly as it is a BVPI Best Value General Survey indicator

However, given the historic nature of the area, the possibility of the development of a creative cluster in the area and its highly accessible location, there is potential for the development of more cultural facilities in the area.

Proxy Indicator CLS1; % of residents who think that over the past three years, that cultural facilities (e.g. cinemas, museums) have got better or stayed the same.

<table>
<tr><th>Indicator</th><th>Norwich data and national mean data</th><th>Target</th><th>Present Situation / Trend</th><th>Data Sources</th></tr>
<tr>
<td>Proxy CLS1 % of residents who think that over the past three years, that cultural facilities (e.g. cinemas, museums) have got better or stayed the same.</td>
<td>
<table>
<tr><td></td><td>Norwich %</td><td>Nation mean data %</td></tr>
<tr><td>2003/4</td><td>93.37</td><td>84.45</td></tr>
</table>
The figures compare favourably with comparator cities used on the Audit Commission website.
</td>
<td>To contribute to keeping the figure for Norwich above the national mean</td>
<td>No trend is available. While the most recent data for the city is positive, there is potential for further development of cultural facilities in the NCCAAP area
☺ / ☹</td>
<td>ODPM Best Value General Survey through Audit Commission website

http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004616</td>
</tr>
</table>

Sub Objective 2: Will it make it easier for people to access sports and leisure activities?

Proxy Indicator CLS2: % of residents who think that for their local area, over the past three years, that sport and leisure facilities have got better or stayed the same.

The present situation is good due to close proximity and good public transport links to indoor leisure facilities, such as a swimming pool and bowling elsewhere in the city centre. The recent development of swimming and outdoor sports facilities and the University of East Anglia, which can be accessed by public transport and are available for all to use, may also have contributed to the good scores.

<table>
<tr><th>Indicator</th><th>Norwich data and national mean data</th><th>Target</th><th>Present Situation / Trend</th><th>Data Sources</th></tr>
<tr><td>Proxy CLS2; % of residents who think that for their local area, over the past three years, that sport and leisure facilities have got better or stayed the same.</td><td><table><tr><td></td><td>Norwich %</td><td>Nation mean data %</td></tr><tr><td>2003/ 4</td><td>91.7</td><td>88.55</td></tr></table>The figures compare very favourably with comparator cities used on the Audit Commission website.</td><td>To contribute to keeping the figure for Norwich above the national mean</td><td>No trend is available. The most recent data is positive
☺</td><td>ODPM Best Value General Survey through Audit Commission website

http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004618</td></tr>
</table>

ENVIRONMENTAL OBJECTIVES

12. TRANSPORT AND POLLUTION

Government policy objectives

The national strategy for transport in the Department for Transport 10 Year Transport Plan (2000) requires the establishment of local targets to tackle congestion and pollution by improving all types of transport in ways that increase choice, with a focus on reducing the need to travel by car. It promotes integrated transport as part of sustainable development. It identifies specific approaches which could play a part in achieving this in deprived urban areas such as the AAP area, including:

- extensive bus priority schemes, with the aim of increasing in bus passenger journeys;
- safer cycling and walking routes, more 20mph areas and Home Zones.

Two further elements of government transport policy also have significant implications for sustainable transport in the area:

- The Aviation White Paper in 2003 states that there is scope for airports to grow to satisfy local demand. Demand for air travel is high and predicted to rise rapidly in the region due to the strength of its economy. Potential growth at Norwich Airport would have implications for the area.

- The Department for Transport White Paper “A New Deal for Transport: Better Deal for Everyone 1998” established Local Transport Plans should set local targets for improving air quality, road safety, public transport and road traffic reduction.

Planning Policy Guidance in PPS3 (Housing) and PPG13 (Transport) state that planning policies should aim to reduce the need to travel by car and promote development which is accessible by public transport, walking and cycling. This can be achieved by:

- ensuring that new development for jobs, housing, shopping, leisure facilities and services is sited in locations that are accessible and well served by a choice of means of transport;

- focussing high density development in and around existing centres and corridors of good public transport.

PPG13 also states that transport improvements should be focussed on deprived areas as a means of achieving regeneration. The Norfolk Local Transport Plan emphasises the need to target road safety improvements and associated educational schemes on deprived areas as casualties, social exclusion and poor accessibility are higher in these areas.

Local Transport Issues

Solving traffic problems is an extremely important issue for the Area Action Plan if it is to promote sustainable development in the area. The movement patterns of the local residents of the area are generally sustainable. However, congestion and accidents result from the fact that the area has large amounts of through traffic. Major radial routes linking the city centre to the north of the city, the airport and the county and the Inner Ring Road all pass through the area.

Transport Issue	Justification for identification
1. Traffic congestion and resulting pollution	Whilst the numbers of cars crossing the Inner Ring Road has reduced in recent years, largely as a result of the success of Park and Ride, congestion and pollution remain a major sustainability issue which need to be addressed. This is particularly the case in St Augustine’s Street, which is classified as an Air Quality Management Area, meaning that measures must be taken to reduce air pollution. This issue must be addressed through the Norfolk Local Transport Plan and the Area Action Plan. This is because of the high traffic volumes (17,000 vehicles per day) and the canyon effect resulting from the buildings on St Augustine’s being higher than the street is wide, leading to a build up of nitrogen dioxide. The recent Norfolk County Council Local Transport Plan puts forwards options for achieving this reduction in emissions. It identifies a possible solution to be to introduce a one-way system, traffic using Oak Street to travel outwards and St Augustine’s Street inwards.

2. Need for improved cycle and pedestrian routes and facilities	• An extremely high proportion of the residents of the area, 41%, walk to work, compared to 23% in the city as a whole and the numbers of people cycling and walking across the Inner Ring Road in the area has risen in recent years. This reflects the fact that the area is a sustainable location for housing close to employment areas. • Car ownership rates in the area are low but growing. In 1991, 62% of households in the area had no access to a car and by 2001 this figure had fallen to 54%. This figure is the same as for the Mancroft ward as a whole, but significantly higher than the figure for Norwich (36%) and for the region (20%). • The main green link between the city centre and the north of the city passes through the area. At present it is unattractive in parts, particularly at the underpass at St Crispins and immediately to the north of it up to Edward Street. There is no east – west green link. • No data is available locally, but comparison of casualty rates for Norwich with comparator cities (York and Bath) shows the proportion of pedestrian and cyclist casualties in the city to be high. The Local Transport Plan has identified that there is a need to further improve cycle and pedestrian links to and through the area to enable these generally sustainable movement trends to continue. Green links could provide a key focus for the urban design of new development.
3. Pedestrian vehicle conflict in certain areas	There has been a negative result of the focus of bus routes on Magdalen Street. The IMD “Outdoor Living Environment” Score, which includes road accidents, places the northern part of the area in the worst 20% of super output areas nationally, and the southern part in the worst 30%. The local accident hotspot is Magdalen Street by Anglia Square, resulting mainly from pedestrian/bus conflict. Potential growth at Norwich Airport could exacerbate this.
4. Quality and quantity of parking in area	At present there is a large amount of car parking in the area, but it is of poor quality. As a consequence of being very poor quality, the multi- storey car park at Anglia Square is little used. A more sustainable approach may be to rationalise car parking and improve its quality to reduce unnecessary vehicle movements and provide a more attractive environment for those who need to use a car.

5. Public transport provision in area	The retail area is served by a corridor of good public transport as all the bus routes linking the city centre to the north of the city and the county, including the airport park and ride service, pass along Magdalen Street. There was a 35% increase in bus passengers passing through the area from 1997 to 2007. The Local Transport Plan has identified that there is a need to reduce delays locally for buses. As the area has good sustainable transport links, high density development is appropriate, particularly in the most accessible areas, primarily around Magdalen Street and Anglia Square. The Area Action Plan needs to balance retention of good public transport services with reducing bus pedestrian conflict in Magdalen Street.

SUSTAINABILITY OBJECTIVE: TO REDUCE THE EFFECT OF TRANSPORT ON THE ENVIRONMENT AND TO PROMOTE MODAL SHIFT

Sub Objective 1 Will it reduce traffic volumes?

Indicator T+P1 Traffic Crossing the Inner Ring Road in AAP Area

<table>
<tr><th>Indicator T+P 1</th><th>NCCAAP data</th><th>Norwich Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Inner Ring Road Cordon Traffic Counts – all motor vehicles 0700-1900</td>
<td>Site total (all motor vehicles, 12 hours)
<table>
<tr><th>Site + Year</th><th>1</th><th>2</th><th>3</th><th>4</th><th>Total</th></tr>
<tr><td>1998</td><td>2581</td><td>8195</td><td>1743</td><td>3782</td><td>16301</td></tr>
<tr><td>2001</td><td>2058</td><td>7094</td><td>1787</td><td>4222</td><td>15161</td></tr>
<tr><td>2002</td><td>2110</td><td>6091</td><td>1617</td><td>3777</td><td>13595</td></tr>
<tr><td>2003</td><td>2287</td><td>6323</td><td>1501</td><td>3919</td><td>14030</td></tr>
<tr><td>2004</td><td>1945</td><td>6205</td><td>1536</td><td>3902</td><td>13588</td></tr>
<tr><td>2005</td><td>2184</td><td>6793</td><td>1242</td><td>3262</td><td>13481</td></tr>
<tr><td>2006</td><td>1897</td><td>5333</td><td>2176</td><td>3705</td><td>13111</td></tr>
<tr><td>2007</td><td>2140</td><td>6322</td><td>1419</td><td>3535</td><td>13416</td></tr>
</table>
Site 1 = Oak Street, 2 = Duke Street, 3 = Calvert Street, 4 = Magdalen Street</td>
<td>Inner Ring Road Cordon Total (all motor vehicles, 12 hours)
<table>
<tr><th>Year</th><th>Vehicles</th></tr>
<tr><td>98</td><td>112991</td></tr>
<tr><td>01</td><td>104196</td></tr>
<tr><td>02</td><td>99821</td></tr>
<tr><td>03</td><td>96385</td></tr>
<tr><td>04</td><td>95562</td></tr>
<tr><td>05</td><td>91953</td></tr>
<tr><td>06</td><td>89929</td></tr>
<tr><td>07</td><td>88709</td></tr>
</table></td>
<td>5% reduction in traffic crossing inner ring road from 2004 baseline by 2011</td>
<td>Reduction in traffic per annum from 2001 to 2007 for Norwich is -2.6% and for the NCCAAP is -2.8%
☺</td>
<td>www.norfolk.gov.uk

Second Norfolk Local Transport Plan (6)

Norwich Area Transportation Strategy Monitoring

http://www.norfolk.gov.uk/consumption/groups/public/documents/article/ncc057181.pdf</td>
</tr>
</table>

Sub Objective 2 Will it reduce the need to travel?

High density development in the area is desirable in the area as:

- It has a central location and most facilities are easily accessible without having to use a car - recent high density development in the area has led to a population increase from 1826 in 1991 to 2363 in the 2001, an increase of 29.4% (compared to an increase in the population of Mancroft ward of 4.5% and a decrease in Norwich of 2.1%);
- Focussing significant amounts of high density development on this area with large numbers of brownfield sites can reduce the amount of development needed on less sustainable greenfield sites in the sub-region;
- Much of the existing development in the area is at relatively high densities therefore more high density would be in keeping with the existing townscape;
- Higher density development leads to the provision of more affordable housing units.

Indicator T+P2: Density of housing development (net dwellings per hectare)

NCCAAP area densities of completed developments 2000 to 2007;

- Norwich average density of sites completed in 2004 was 47, the East of England was 37. In 06/07 Norwich's average was 57 and the East of England was 33.
- Norwich average density of sites under construction in 2004 was 61 and the East of England was 31
- Higher densities have been achieved in both the city as a whole and the AAP area than envisaged in RLP.

Therefore:

The density of housing development for the AAP area is much higher than the city wide, sub regional and regional figures
The trend in the AAP area is for rising densities. The trend in Norfolk and the East of England is also for rising densities, but they are significantly lower than those being achieved in Norwich. These sustainable development patterns will have to be balanced with the need for more family housing to create a balanced community discussed in section 2.

<table>
<tr><th>Indicator</th><th>AAP data</th><th>Norwich data</th><th>Sub Regional/ Regional Data</th><th>National Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>T+P2 Density of housing development (net dwellings per hectare)</td>
<td>
<table>
<tr><th>Year</th><th>Av. Density</th></tr>
<tr><td>2000</td><td>83</td></tr>
<tr><td>2001</td><td>100</td></tr>
<tr><td>2002</td><td>111</td></tr>
<tr><td>2003</td><td>152</td></tr>
<tr><td>2004</td><td>182</td></tr>
<tr><td>05/06</td><td>77</td></tr>
<tr><td>06/07</td><td>77</td></tr>
<tr><td>Av. 2000-2007</td><td>112</td></tr>
</table>
</td>
<td>
<table>
<tr><th>Year</th><th>Av. Density</th></tr>
<tr><td>1996 to 1999</td><td>31</td></tr>
<tr><td>2000 to 2003</td><td>38</td></tr>
<tr><td>2004</td><td>47</td></tr>
<tr><td>05/06</td><td>63</td></tr>
<tr><td>06/07</td><td>57</td></tr>
<tr><td>Av. 2000 - 2007</td><td>45</td></tr>
</table>
</td>
<td>
The Norwich Sub Region: 2001 to 2004 = 36

East of England
<table>
<tr><th>Year</th><th>Av. Density</th></tr>
<tr><td>2000</td><td>22</td></tr>
<tr><td>2001</td><td>22</td></tr>
<tr><td>2002</td><td>24</td></tr>
<tr><td>2003</td><td>29</td></tr>
<tr><td>2004</td><td>34</td></tr>
<tr><td>2005</td><td>33</td></tr>
<tr><td>2006</td><td>33</td></tr>
<tr><td>Av. 2000-2004</td><td>28</td></tr>
</table>
</td>
<td>
National Core Indicator

England
<table>
<tr><th>Year</th><th>Av. Density</th></tr>
<tr><td>2000</td><td>25</td></tr>
<tr><td>2001</td><td>25</td></tr>
<tr><td>2002</td><td>27</td></tr>
<tr><td>2003</td><td>29</td></tr>
<tr><td>2004</td><td>34</td></tr>
<tr><td>2005</td><td>40</td></tr>
<tr><td>2006</td><td>41</td></tr>
<tr><td>Av. 2000 - 2004</td><td>32</td></tr>
</table>
</td>
<td>National targets: PPS3 Minimum density 30 dwellings per hectare

PPG13 Focus highest density of development around Anglia Square and good public transport corridors

Local RLP target minimum of 40 dwellings per hectare in city centre</td>
<td>Higher densities have been achieved in the AAP area and the city than in the region as a whole.
☺</td>
<td>Norwich City Council

http://www.odpm.gov.uk.
and
http://www.eera.gov.uk</td>
</tr>
</table>

Sub Objective 3 Will it reduce road accidents?

Proxy Indicator T+P3: Killed and Seriously Injured Road Accident Casualties

Indicator	AAP Data	Norwich	Targets	Trend	Data Sources
T+P3 Killed and Seriously injured road accident casualties	Local data not significantly valid to establish trends, but shows accident hotspots that should be addressed in Magdalen Street and St. Augustines.	Numbers killed and seriously injured 1994 to 1998 baseline = 95 Average 2000 to 2004 = 84 Actual 2005 = 54 Actual 2006 = 73	**Norwich:** To reduce killed and seriously injured numbers to 55 by 2010 **Norfolk**: 50% decrease between the 1994-1998 baseline and 2010 in the numbers of people killed or seriously injured **National:** a 40% reduction in the number of people killed or seriously injured in road accidents	**Norwich:** A decline in people killed and seriously injured in road accidents between 1994-2005; however increase in 2006. **Norfolk:** A decline in accident rates more rapid than in Norwich. ☺/☹	www.norfolk.gov.uk (Norfolk Local transport Plan) www.norwich.gov.uk (Draft Norwich Road Safety Plan 2005-6) http://www.norwich.gov.uk/intranet_docs/corporate/public/committee/reports/2007/Executive/REP_Executive_Draft_Road_Safety_Action_Plan_2007_07_25.pdf

Sub Objective 4 Will it improve air quality?

Indicator T+P 4: NO2 Emissions in St Augustine's Street

Indicator	NCCAAP data	Norwich Data	Target	Trend	Data Sources
T+P4 NO_2 Emissions in St Augustine's Street	2004 NO_2 levels 57.3 µg / m^3	3 AQMAs in city – Grapes Hill, Castle area, St Augustine's Street	Reduce NO_2 levels to 45.5 µg / m^3 by 2010.(20% reduction)	NO2 levels high ☹☹	http://www.norfolk.gov.uk/consumption/groups/public/documents/article/ncc044043.pdf

Sub Objective 5 Will it ensure there is adequate good quality car parking?

T+P 5 quality of parking facilities indicator to be developed*. The trend is assumed to be ☹☹ at present as there are large areas of poor quality car parking.*

Sub Objective 6 Will it increase the number of journeys made by non car modes?

Indicators:

- **Proxy T+P 6 Modal share (all journeys)**
- **Proxy T+P 7 Bus Use**
- **T+P 8 Cycle Counts**
- **T+P 9 Pedestrian Counts**

Indicator T+P 6 Modal share (all journeys – proxy indicator)

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Norwich
Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Proxy T+P6 Modal Share (all journeys)</td>
<td>Data not published at local scale – Norwich data is therefore taken as a proxy indicator.</td>
<td>% modal share of all journeys by year in Norwich
<table>
<tr><th>Mode</th><th>2000/2001</th><th>2003/2004</th></tr>
<tr><td>Cycle</td><td>5</td><td>5</td></tr>
<tr><td>Public Transport</td><td>7</td><td>9</td></tr>
<tr><td>Car</td><td>49</td><td>46</td></tr>
<tr><td>Car Passenger</td><td>17</td><td>17</td></tr>
<tr><td>Taxi</td><td>1</td><td>1</td></tr>
<tr><td>Walk</td><td>17</td><td>19</td></tr>
<tr><td>Homework</td><td>1</td><td>1</td></tr>
<tr><td>Motorcycle</td><td>1</td><td>1</td></tr>
<tr><td>Rail</td><td>1</td><td>0</td></tr>
</table>
</td>
<td>14% of all journeys in city by public transport by 2008 (Community Strategy target)</td>
<td>Increase in modal share of public transport and walking, and small decrease in car use since 2000.
☺</td>
<td>Norwich Area Transportation Strategy

http://www.norfolk.gov.uk/consumption/groups/public/documents/article/ncc057181.pdf</td>
</tr>
</table>

Proxy T+P 7 Bus Use

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Norwich Data</th><th>Targets</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Proxy T+P7 Numbers of bus passengers at Outer Ring Road</td>
<td>Data not published at local scale – Outer Ring Road data used as a proxy indicator as all buses which cross the Outer Ring Road north of the AAP area pass through Magdalen Street.</td>
<td>Outer Ring Road bus cordon passengers (12 hours)

<table>
<tr><th>Year</th><th>Passengers</th></tr>
<tr><td>1997</td><td>29467</td></tr>
<tr><td>1998</td><td>29279</td></tr>
<tr><td>1999</td><td>32852</td></tr>
<tr><td>2000</td><td>33763</td></tr>
<tr><td>2001</td><td>35075</td></tr>
<tr><td>2002</td><td>34128</td></tr>
<tr><td>2003</td><td>34340</td></tr>
<tr><td>2004</td><td>33627</td></tr>
<tr><td>2005</td><td>37548</td></tr>
<tr><td>2006</td><td>37909</td></tr>
<tr><td>2007</td><td>39907</td></tr>
</table>
</td>
<td>BVPI 102 Public transport patronage - Increase bus patronage by 25% between 2003/04 and 2010/11</td>
<td>Increase in bus passengers 97-07 (particularly resulting from P+R expansion) by 35%
☺</td>
<td>Norwich Area Transportation Strategy

http://www.norfolk.gov.uk/consumption/groups/public/documents/article/ncc057181.pdf</td>
</tr>
</table>

Indicator T+P8 Cycle Counts

<table>
<tr><th>Indicator</th><th>NCCAAP data</th><th>Norwich Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>T+ P8 Cycle Counts</td>
<td>Cycle counts at Sites in AAP area by year
<table>
<tr><th>Count site</th><th>2001</th><th>2002</th><th>2003</th><th>2004</th><th>2005</th><th>2006</th><th>2007</th></tr>
<tr><td>St. Crispins Road</td><td>370</td><td>456</td><td>502</td><td>413</td><td>548</td><td>586</td><td>603</td></tr>
<tr><td>Oak Street</td><td>203</td><td>247</td><td>288</td><td>295</td><td>348</td><td>343</td><td>298</td></tr>
<tr><td>Duke Street</td><td>201</td><td>202</td><td>265</td><td>265</td><td>294</td><td>273</td><td>312</td></tr>
<tr><td>Winterton Lane</td><td>193</td><td>198</td><td>191</td><td>186</td><td>183</td><td>195</td><td>208</td></tr>
<tr><td>Calvert Street</td><td>99</td><td>148</td><td>142</td><td>148</td><td>125</td><td>169</td><td>159</td></tr>
<tr><td>Magdalen Street</td><td>558</td><td>727</td><td>655</td><td>638</td><td>895</td><td>856</td><td>883</td></tr>
<tr><td>Total</td><td>1624</td><td>1978</td><td>2043</td><td>1945</td><td>2393</td><td>2422</td><td>2463</td></tr>
</table>
</td>
<td>Inner Ring Road Cordon Cycle Counts
<table>
<tr><td>Year</td><td>Cyclists</td></tr>
<tr><td>2001</td><td>6501</td></tr>
<tr><td>2002</td><td>7233</td></tr>
<tr><td>2003</td><td>7583</td></tr>
<tr><td>2004</td><td>6904</td></tr>
<tr><td>2005</td><td>8547</td></tr>
<tr><td>2006</td><td>8334</td></tr>
<tr><td>2007</td><td>8184</td></tr>
</table>
</td>
<td>Norfolk LTP3 –Increase the number of cycling trips in county by 5% between 2004/05 and 2010/11</td>
<td>Overall growth in nos. of cyclists by 52% in AAP area and 26% in Norwich from 2001 to 2004, though with some fluctuations
☺</td>
<td>Norwich Area Transportation Strategy

http://www.norfolk.gov.uk/consumption/groups/public/documents/article/ncc057181.pdf</td>
</tr>
</table>

Indicator T+P9 Pedestrian Counts

<table>
<tr><th>Indicator T+P 9</th><th>NCCAAP data</th><th>Norwich Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Pedestrian Counts</td>
<td>Pedestrian counts at Sites in AAP area by year
<table>
<tr><th>Count site</th><th>2001</th><th>2002</th><th>2003</th><th>2004</th><th>2005</th><th>2006</th><th>2007</th></tr>
<tr><td>St. Crispins Crossing</td><td>733</td><td>683</td><td>807</td><td>775</td><td>883</td><td>924</td><td>977</td></tr>
<tr><td>Duke Street</td><td>1596</td><td>1589</td><td>1719</td><td>1822</td><td>1903</td><td>1960</td><td>1987</td></tr>
<tr><td>Winterton Lane</td><td>1021</td><td>891</td><td>1213</td><td>1356</td><td>1382</td><td>1364</td><td>1239</td></tr>
<tr><td>Calvert Street</td><td>1783</td><td>1318</td><td>1665</td><td>1815</td><td>1679</td><td>1603</td><td>1586</td></tr>
<tr><td>Magdalen Street</td><td>6882</td><td>8153</td><td>7727</td><td>7295</td><td>7814</td><td>7174</td><td>7831</td></tr>
<tr><td>Total</td><td>12015</td><td>12634</td><td>13131</td><td>13063</td><td>13661</td><td>13025</td><td>13620</td></tr>
</table>
</td>
<td>Inner Ring Road Cordon Pedestrian Counts
<table>
<tr><td>Year</td><td>Pedestrians</td></tr>
<tr><td>2001</td><td>38006</td></tr>
<tr><td>2002</td><td>34922</td></tr>
<tr><td>2003</td><td>35472</td></tr>
<tr><td>2004</td><td>34552</td></tr>
<tr><td>2005</td><td>38342</td></tr>
<tr><td>2006</td><td>38145</td></tr>
<tr><td>2007</td><td>36882</td></tr>
</table>
</td>
<td>No targets established in LTP. Target for AAP to increase pedestrian counts in area</td>
<td>Overall 3% decline in whole city cordon 2001 to 2007 (mainly due to hospital relocation out of city). (The rise in 2005 was due to the completion of the Chapelfield development,) In the AAP area there was an increase of 13% over same time period, with some fluctuations.
☺</td>
<td>Norwich Area Transportation Strategy

http://www.norfolk.gov.uk/consumption/groups/public/documents/article/ncc057181.pdf</td>
</tr>
</table>

13. BIODIVERSITY AND GREEN LINKS

Government Policies

National planning policies for Biodiversity in urban areas aim to contribute to urban renaissance by:

- enhancing biodiversity in green spaces so that they are used by wildlife and valued by people, recognising that healthy functional ecosystems can contribute to a better quality of life and to people's sense of well-being; and
- Maximizing opportunities for building-in biodiversity features as part of good design in and around developments. Planning obligations should be used where appropriate.

They aim to establish and protect networks of natural habitats to reduce their fragmentation and isolation as part of a wider strategy for the protection and extension of open space. Green access routes, particularly along rivers, should be promoted to provide sustainable links from urban areas out to the open countryside. RSS14 also promotes the planting of woodland where possible within and at the edge of settlements.

The UK Biodiversity Action Plan for Urban Areas defines urban wildlife habitats as:

- Managed greenspaces, including town parks, amenity grassland and private gardens. Where possible, these should be managed to promote biodiversity;
- Naturally seeded urban areas or industrial sites.

In order to be sustainable, plans should preserve existing greenspaces and attempt to identify locations for further spaces and green links. They should aim to maintain the existing diversity and extent of wildlife in urban areas, expanding the range and distribution of rare and common species. Surveys and evaluations of the full range of urban habitats could be undertaken. Community involvement in biodiversity preservation should be encouraged and the potential for educational use of such areas should be taken advantage of.

Local Policies

Norwich's Environment Strategy 2003-2008 identifies the rich biodiversity and relatively green urban environment of Norwich as a strength of the city. It aims to protect and enhance natural environment by preserving and enhancing biodiversity. The River Valleys Strategy has a long term vision to create a network of green links, including riverside walks within the city and out to the open countryside. The RLP policies protect existing green space and ensure that development protects and enhances biodiversity through promoting landscaping within developments and the development of green links.

Main Local Issues Identified

Biodiversity and Green Links Issue	Justification
Poor network of Green links (including riverside walks) and lack of open spaces managed to benefit nature	Lack of attractive green links (including riverside walks) providing routes through the area and natural habitats. The main green links to be developed through the area are: • The completion of the riverside walk ; • A green link along the site of the city wall; • Improvements to north-south green link from St George's Street to Esdelle Street; • A new east-west link New development should provide these green links and riverside walks and new biodiversity habitats where appropriate. While parts of some open spaces are managed to promote biodiversity, there is potential to extend this in many other, particularly in churchyards. Such an approach is proposed for a part of Gildencroft Park.
Status of protected species in area	No evidence on protected species has been identified for the area. It is assumed that there is the possibility of some biodiversity interest on some brownfield sites. Input from Norfolk Biodiversity Partnership will be sought.

SUSTAINABILITY OBJECTIVE: TO MAINTAIN AND ENHANCE BIODIVERSITY

Norwich's Environment Strategy 2003-2008 identifies the following potential indicators to measure for biodiversity on a city wide scale:

- An index of key garden bird species; and
- the status of species and habitats identified in the Norwich Biodiversity Action Plan

These indicators could be incorporated into the SA as and when they become available from the Community Strategy. The indicators shown in italics below are proposed as it is felt that they have the most relevance locally.

Sub Objective 1 Will it conserve and enhance and enable sustainable access to semi natural habitats?

Proposed Indicator B+GL1; % of homes within 300 metres of an accessible natural green space (based on English Nature's Accessible Natural Greenspace Standards (ANGSt). This is proposed as an Environment Strategy indicator for the city as a whole. The present status is assumed to be ☹ though no data is available at this stage.

Proposed Indicator B+GL2; Net area managed as semi-natural green space

Indicator to be developed*. The present status is assumed to be* ☹.

Proposed Indicator B+GL3; Length of good quality ecological (green) links

Indicator to be developed*. The present status is assumed to be* ☹ *as links within the area are generally of poor quality. The indicator will be based on the % of the ecological (Green link) network established (as measured against an agreed city wide ecological network map). Emerging* ***Target*** *from Community Strategy is to complete the city wide Ecological (green links) network by 2015.*

Sub Objective 2: Will it conserve and enhance species diversity?

Proposed Indicator B+GL4 Status of protected species in area

Indicator to be developed**.** *The present status is not known* 😐.

14. THE APPEARANCE AND QUALITY OF THE TOWNSCAPE

Government objectives

Government housing policy in PPS 3 encourages urban renaissance through the efficient use of land. Its objectives include to:

- Prioritise brownfield land development for housing, including conversions of empty housing;

- Promote mixed-use development of sites including housing, particularly in city centres.

Nationally the proportion of development on brownfield sites has risen steadily from 56% in 1997 to 73% in 2005. PPS 6 promotes the wider benefits of the development of brownfield sites in urban areas as it promotes social inclusion, encourages investment to regenerate deprived areas and can improve townscapes through high quality and inclusive design. This policy approach is reflected in the fact that the percentage of housing development on brownfield sites is a National Core Indicator. The target is that 60% of housing development should be on brownfield land.

Local Issues

The area presently suffers from having large tracts of derelict and degraded land which seriously affects the appearance and quality of the townscape. Sustainable use of this land is a key issue for the AAP and success would mean very little of this land would remain vacant and this is therefore used as an indicator. As a result of the amount of vacant land, the area provides an opportunity for further housing growth which will all be on brownfield sites in a sustainable location, but the mix with other uses will be an important issue. Many recent brownfield developments in the area have consisted entirely of housing and it is important to encourage a greater mix of uses in future developments. Police Anti Social Behaviour statistics and local consultation show local issues include litter dropping, general anti-social behaviour and the overall appearance of the area. Good quality redevelopment of the area should help to reduce crime and anti social behaviour and should be accompanied by good management to ensure that redeveloped townscape remains high quality and the area is therefore welcoming.

SUSTAINABILITY OBJECTIVE: TO ENHANCE THE APPEARANCE AND QUALITY OF THE TOWNSCAPE OF THE AREA

Sub Objective: Will it reduce the amount of derelict and degraded land and help to contribute to the regeneration of the area?

Indicator T1 Percentage of Housing Development on Previously Developed land

All housing development in the AAP area in recent years has been on previously developed land. This trend will continue into the future as all allocated housing sites are on previously developed land and greenfield locations in the area are protected from development as open space. The development of brownfield sites in the area for housing would therefore support government policy and help to achieve local, sub regional and regional targets. The present trend is that these targets are being achieved in Norwich and at the regional and national scale, but are not being achieved within Norfolk as a whole, suggesting that maximising development in Norwich is the most sustainable approach.

<table>
<tr><th>Indicator</th><th>AAP Data</th><th>Norwich</th><th>Sub Regional / Regional Data</th><th>National Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>T1 Percentage of Housing Development on Previously Developed land</td>
<td>NCC AAP 2000 to 2007 100%</td>
<td>1993 to 2004 = 79%

Norwich
<table>
<tr><th>Year</th><th>%</th></tr>
<tr><td>2003</td><td>77</td></tr>
<tr><td>2004</td><td>82</td></tr>
<tr><td>05/06</td><td>71</td></tr>
<tr><td>06/07</td><td>88</td></tr>
</table>
The long term trend in Norwich has been for 77% of development to be on PDL. At April 2007, 79% of dwellings with planning permission or allocated in RLP on PDL</td>
<td>Norfolk 2001-2004 average = 44%
05/06=57%
06/07=62%

East of England
<table>
<tr><th>Year</th><th>%</th></tr>
<tr><td>2000</td><td>54</td></tr>
<tr><td>2001</td><td>58</td></tr>
<tr><td>2002</td><td>58</td></tr>
<tr><td>2003</td><td>59</td></tr>
<tr><td>2004</td><td>60</td></tr>
<tr><td>05/06</td><td>71</td></tr>
<tr><td>06/07</td><td>72</td></tr>
</table>
</td>
<td>National Core Indicator

England
<table>
<tr><th>Year</th><th>%</th></tr>
<tr><td>2000</td><td>61</td></tr>
<tr><td>2001</td><td>63</td></tr>
<tr><td>2002</td><td>67</td></tr>
<tr><td>2003</td><td>67</td></tr>
<tr><td>2004</td><td>72</td></tr>
<tr><td>2005</td><td>73</td></tr>
</table>
</td>
<td>National target for 2008 is that 60% of housing should be on pdl or conversion
s RSS14
target also
60%</td>
<td>Rising trend in Norfolk and region – but Norwich has a significantly higher % of brownfield developme nt

Other urban authorities in East of England achieving 90%+.
☺</td>
<td>http://www.eera.gov.uk and www.odpm.gov.uk and www.norwich.gov.uk (April 2007 Annual Monitoring Report)</td>
</tr>
</table>

Indicator T2 Availability of Brownfield land for redevelopment

Significant amounts of brownfield land are presently available in the area, in stark contrast to the county as a whole and at higher rates than in the rest of the region. This is a legacy of the area's industrial past, with many former shoe factories providing development sites and of the fact that much land previously earmarked for the expansion of Anglia Square has never been developed or has only been developed for surface car parks. This is a positive situation in the short term, as it will enable development on sustainable sites, though in the long term the aim should be to ensure that as much of this land is developed as possible. This will inevitably lead to a reduction in the amount of brownfield land available in the area in the long term.

<table>
<tr><th>Indicator</th><th>AAP Data</th><th>Norwich</th><th>Sub Regional / Regional Data</th><th>National Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>T2 Availability of Brownfield land for redevelopment</td>
<td>NLUD 2004 identifies 5.95 hectares of brownfield land being available for development in the AAP area, with 1.7 ha of this suitable for housing</td>
<td>Brownfield land available in Norwich (hectares)

<table>
<tr><td>Year</td><td>B*</td><td>H*</td></tr>
<tr><td>2002</td><td>109</td><td>58</td></tr>
<tr><td>2003</td><td>121</td><td>99</td></tr>
<tr><td>2004</td><td>108</td><td>83</td></tr>
<tr><td>2005</td><td>108</td><td>83</td></tr>
<tr><td>2006</td><td>90</td><td>66</td></tr>
</table>

*B = Brownfield land (hectares)
*H = Brownfield land suitable for housing (hectares)</td>
<td>Concentration of brownfield land:

East of England = 1
Norfolk = 0.07</td>
<td>Concentration of brownfield land:

England = 1
East of England = 0.78</td>
<td>To retain a supply of brownfield land for development in the short term with the long term aim of redeveloping all brownfield land in the area and contributing to the Economic Strategy's target of making 16 hectares of brownfield land available for development by 2008.</td>
<td>The recent local and city wide trend is for significant amounts of brownfield land being available for development
☺</td>
<td>www.nlud.org.uk</td>
</tr>
</table>

15. CONSERVATION AREA ISSUES

National and Regional Policies for planning and the historic environment

Government policy promotes the role the historic environment can play as an economic asset in promoting sustainability in areas requiring regeneration. It promotes greater access to the historic environment, its use as a learning resource and its protection for future generations. Government planning guidance in PPS1, PPG15 and PPG16 states that an aim of planning is to protect and enhance the historic environment. Planning should reconcile the need for economic growth with the need to protect the historic environment. Archaeological remains should be protected and enhanced. Other government planning guidance is also relevant to sustainability in the area:

- PPS22 (Renewable Energy) promotes small scale renewable energy projects where they do not compromise the objective of designating the historic environment;
- PPG21 (Tourism) promoted measures such as traffic management, pedestrianisation and street signing to benefit tourism as a means of promoting regeneration. Its successor, "Good Practice Guide on Planning for Tourism", promotes tourism development in historic urban areas as a means of promoting regeneration.

Regional guidance points to the important role the historic environment should play not only as a heritage attraction in itself, but also in providing opportunities for the re-use of buildings. It identifies Norwich as a regional centre for historic and heritage attractions.

Local polices

The "Norwich European International Strategy" and the "Environment Strategy" support raising the profile of the historic area of the city to attract international visitors and further re-use of historic buildings for cultural purposes. The Draft Community Strategy also identifies the importance of the medieval street plan and open spaces in the city centre of Norwich, as it defines the historic landscape and gives it a distinctive identity. It promotes the need for a sustainable design policy and the need to develop a better understanding of the historic assets and their use. The Norwich City Centre Conservation Area Appraisal, splits the city centre Conservation Area into smaller areas of similar character. There are four character areas in the NCCAAP area and this gives a better understanding of the assets. The Norwich Destination Strategy identifies heritage as an asset for the city and promotes the development of a "Sense of Place" in Norwich, but keeping Norwich as a "living city" rather than a "show city". The recent Regeneration Strategy and Action Plan for Magdalen Street and St. Augustine's Street Area, (November 2004) contained two relevant objectives;

- To improve historic buildings, enabling them to be used for a range of productive uses;
- To achieve development on key vacant sites, to include a mix of uses whilst respecting the historic environment.

Conservation and promotion of the historic character of the area, good quality, energy efficient design which respects the historic character of the area and sustainable access to heritage assets are therefore primary sustainability concerns for the regeneration of the area.

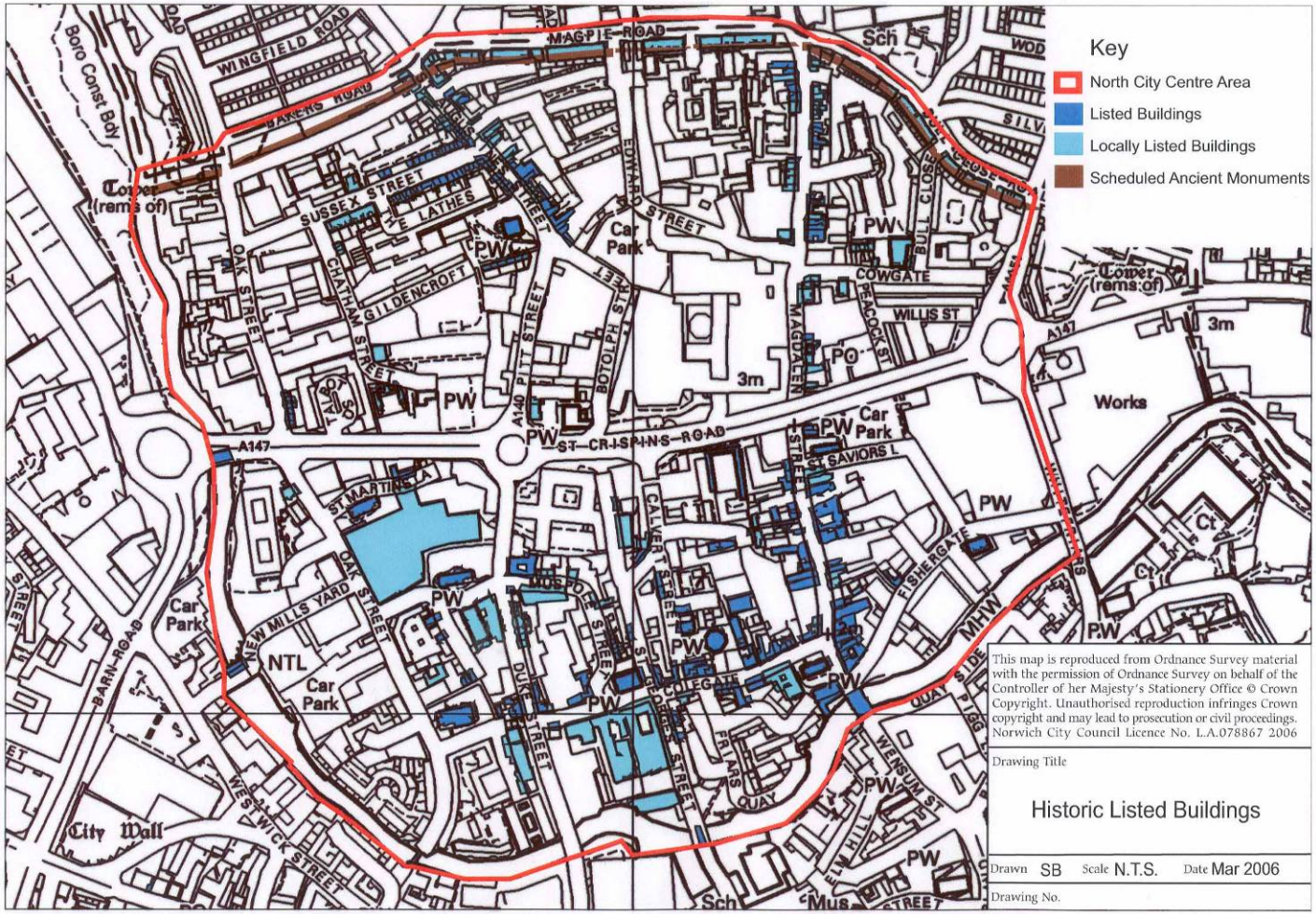
Local Issues Identified

As part of the historic city centre of Norwich, the whole of the area is a Conservation Area and is covered by the archaeological policies in the Replacement Local Plan. It contains:

- Over 200 listed buildings (including 8 medieval churches and nonconformist chapels typical of the city's historic traditions);
- Over 200 locally listed buildings;
- A Scheduled Ancient Monument (the City Wall);
- An Historic park (Gildencroft), churchyards and other historic open spaces.

The majority of these (except for open space) are mapped in figure 9 below. Two main clusters of historic buildings, south and north of the Inner Ring Road are shown. Stakeholder workshops showed there is a greater knowledge and appreciation of the value of the historic buildings in the south part, as these have been less affected by 1970s redevelopment and are less dominated by the car - suggesting that a sustainable approach would be reduce the domination of the car and of unsympathetic development on historic buildings. Historic maps show the former street pattern in the area. They show high density housing in many parts of the area yards off the main roads and the greater extent of open spaces such as Gildencroft.

Figure 9 Historic buildings in the area



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Drawing Title

Historic Listed Buildings

Drawn SB Scale N.T.S. Date Mar 2006

Drawing No.

Heritage Issue	Justification
Poor state of some historic buildings and the historic park	Many historic buildings in the area have recently been restored. However due to poor maintenance of some historic buildings there is a need to restore more for their own sake and to promote their re-use. Gildencroft Park which was in a poor state and attracted anti -social behaviour has recently undergone improvement. Previously it was underused and did not fulfill its potential role either as the main open space for the area or as an attractive historic park.
Poor state of public realm including shop fronts on historic buildings	Local Consultation showed that people feel that the public realm in general needs to be made more attractive to reflect its historic character and promote business development. The design of new development must therefore create a more attractive public realm to achieve sustainability and funding should continue to be focussed on poorly maintained historic buildings.
Loss of street patterns, views and urban grain resulting from previous poorly designed development	There is an opportunity to ensure that future development complements the historic environment. The building of the Inner Ring Road and Anglia Square in the 1970s severed a number of the historic routes in the area and acts as a barrier between the two main clusters of historic buildings north and south of the Inner Ring Road (see figure 9). It also detracted from the local identity and some important views to and from the area. More sustainable patterns of movement and improvements to the historic environment could be established by re-creating pedestrian and cycle routes based on historic routes, such as the historic Botolph Street east west route, largely destroyed by Anglia Square. Reducing traffic flows in St. Augustine's and Magdalen Street would create a much improved setting for and promote sustainable access to these clusters of historic buildings. A Conservation Area Appraisal was published in September 2007 and this was required as a basis for historic character assessment to ensure the historic environment is a key element of the design of new development.
Opportunity to make more of the historic nature of the area	While many parts of the city centre are well signposted to attract shoppers and tourists, there is a lack of historic and archaeological interpretation in the area. Sustainable tourism could be promoted in this highly accessible area by making people more aware of its historic nature, therefore the AAP should ensure that new development includes historic and archaeological interpretation.

SUSTAINABILITY OBJECTIVE: TO CONSERVE AND ENHANCE THE HISTORIC ENVIRONMENT

Sub objective 1: Will it protect and enhance archaeology, historic buildings and features?

Indicator HE1 Historic Buildings At Risk

A ongoing programme, the HERS Scheme, has grant aided repairs to over 22 listed and locally listed buildings and historic open spaces in the area, including 3 of the Buildings at Risk identified in the table below. In 2005 this had not led to a decline in the number of listed buildings at risk, though it is likely to do so when the 2006 register is produced:

Indicator	NCCAAP data	Norwich Data	Target	Trend	Data Sources
HE1 Historic Buildings At Risk	Buildings at risk in the AAP area: 2002: 5 2005: 6 2007: 0 Scheduled Ancient Monuments (SAMs): Magpie Road section of City Wall	Buildings at risk in Norwich: 2002: 25 2005: 32 2007: 2 The 2005 figure represent 3.2% of the total number of listed buildings	To maintain the numbers of historic Buildings at Risk in the area at zero and to contribute to an overall reduction in the city as a whole.	Decrease in the numbers of historic buildings at risk in both the AAP area and the city as a whole from 2002 to 2007, and currently there are no buildings at risk in the AAP area. ☺	SAMs: English Heritage Buildings at Risk Register, 2007

Proposed Indicator HE2 Quality of historic parks

Indicator to de developed. Present status assumed to be ☺ / ☹ at present as the only registered historic park, Gildencroft, suffers from misuse and aspects of the fabric of the park need improving. However, a new playground and new entrance have been provided. Further play facilities and managing part of the park to promote biodiversity is planned.

Proposed Indicator HE3 Percentage (or number) of developments including archaeological or historic preservation or interpretation

Indicator to de developed. Present status is assumed to be ☺/☹. Although the Viking Trail and some historic interpretation boards exist in the area, there is potential to develop signing of historic assets further through the Heritage Interpretation policy of the RLP and tie this in with the Spatial Metro project which seeks to improve signing in the city centre as a whole. In addition, in such an historic area, there may be archaeological and historic finds which will require preservation *in situ* as the most sustainable way of protecting them.

Sub Objective 2: Will it make the historic environment a key element of the design of redevelopment and promote tourism?

Indicator HE 4: The existence of an up-to-date Conservation Area Character Appraisal and Management Proposals to guide development

The Norwich City Centre Conservation Area Appraisal was published in September 2007. This enables understanding of the character of the area so that it can be taken into account through the AAP and enable sustainable regeneration. This allows development to respect and enhance the historic environment and preserve the special character of the Conservation Area. The NCCAAP area is covered by four character areas; Northern City, Anglia Square, Colegate and Northern Riverside.

Indicator	NCCAAP data	Norwich Data	Target	Trend	Data Sources
Conservation Area Character Appraisal and Management Proposals	The NCCAAP area is covered by four character areas; Northern City, Anglia Square, Colegate and Northern Riverside.	The Norwich City Centre Conservation Area Appraisal was published in September 2007.	The need for such appraisals and proposals are part of a new BVPI (219)	The area has an up-to-date Conservation Area Appraisal. ☺	http://www.norwich.gov.uk/site_files/pages/City_Council__Consultations__Closed_Consultations__2007__City_centre_CA_appraisal_June.html

Proposed Indicator HE5 Restoration of historic view lines, vistas and street patterns

Indicator to de developed. Present status assumed to be ☺/☹ as a result of unsympathetic 1970s development, which has, however, left some excellent vistas open as so much land is vacant.

Proposed Indicator HE6 Day visitors per annum

Norwich Heritage Economic and Regeneration Trust HEART promote the use of a variety of survey based indicators to measure the importance of tourism within the city, with the overall target "To establish Norwich as the UK's premier heritage city" by 2015. This indicator showing day visitors will therefore be used if developed through the Environment Strategy, though it may be preferable to also include the proposed "Bed Nights per annum" indicator for the whole city to as this shows tourists staying longer, who will often have more sustainable patterns of movement.

16. CLIMATE CHANGE

Government and Regional Policy

The national "Sustainable Development Strategy, Securing the Future (2005)" states that one of the main justifications for promoting sustainable development is to reduce the effects of climate change. It is also necessary to adapt to climate change as it is inevitable. The "EU Sixth Environmental Action Plan (2002)" supports the development of renewable energy sources and requires the integration of climate change objectives into local policies. "PPS 22 Renewable Energy" states that renewable energy development can contribute to all sustainability objectives, particularly environmental protection against climate change and prudent use of natural resources. Climate Change: The UK Programme requires to integration of policies and measures to

- improve business's use of energy, stimulate investment and cut costs;
- stimulate new, more efficient sources of power generation;
- cut emissions from the transport sector;
- promote better energy efficiency in the domestic sector;
- improve energy efficiency requirements;
- ensure the public sector takes a leading role.

It recognises that there is a need to;

- secure a change in the way we generate and use energy (particularly through microgeneration to provide local energy sources), and in other activities that release these gases.
- prepare for the climate change that cannot now be avoided;
- set a good example and will encourage others to follow it.

The government has produced a Planning Policy Statement on Climate Change to supplement PPS 1 which will cover the siting, orientation and external design of new developments to reduce their production of CO2. The internal design of buildings is dealt with by Building Regulations and the Code for Sustainable Homes and an equivalent for commercial buildings will ensure that all new development will be carbon neutral within the next decade.

"Living with Climate Change in the East of England Summary Report" identifies the potential threats resulting from climate change in the region as increases in flood risk, subsidence, water shortages, air pollution problems and pollution spread by flooding. It does however state that the Norwich area is the least vulnerable area in the region in terms of these risks and the most likely area to benefit from the opportunities presented by climate change of expansion of tourism and businesses promoting environmental technologies to deal with the impacts of climate change. It states that as Norwich is the least vulnerable area in the region, it should be a focus for housing and economic growth. It concludes that it is necessary to plan ahead to live with the impacts of climate change in the long term, rather than fight against them in the short term.

Regional policy in the East of England Plan requires developments of over 10 dwellings or 1000m² to provide at least 10% of their energy from sustainable sources. This policy applies to the Northern City Centre.

A study is to be undertaken for the Joint Core Strategy to identify whether it is viable to raise this percentage, either across the whole Joint Core Strategy area, or in specific areas. The strategy will be adopted in 2010, therefore any new policy will apply to the North City Centre from then.

Local Policies and Issues

The Area Action Plan can play an important role in reducing greenhouse gas emissions locally as many aspects of planning have a bearing on climate change. The "Provisional Local Transport Plan for Norfolk 2006 to 2011" seeks to reduce the transport impacts on climate change and Norwich's Environment Strategy 2003-2008 identifies addressing climate change as its key challenge, proposing wide ranging approaches to reducing greenhouse gas emissions ranging from promoting high density development to

reduce the need to travel though to promoting renewable energy development, particularly of microgeneration to provide local energy supplies in the urban area.

However, it does not contain specific CO2 reduction targets at this stage and the city council does not yet have a Climate Change Strategy, both of which are key to sustainable development at the local level as they directly address the most important sustainability issue, CO2 emissions.

SUSTAINABILITY OBJECTIVE: TO REDUCE CONTRIBUTIONS TO CLIMATE CHANGE

Sub Objective 1: Will it reduce emissions of greenhouse gases by reducing energy consumption?

Proxy Indicator CC1: Greenhouse Gas and CO2 emissions in Norwich

These indicators are used as they give the best overall view of the degree of success which is being achieved in combating the causes of climate change. At present, emissions in Norwich are low compared to the regional (see figure 11 below) and national averages, but about average for the comparator group of cities used by the Audit Commission for Norwich. This is a reflection of the fact that in terms of greenhouse gas emissions, in many ways cities are inherently more sustainable than rural areas, partly because services are more easily accessible and partly because housing tends to be at higher densities which generally produces lower emissions. Despite the fact that the present situation is relatively positive, it is still essential that every attempt is made to reduce greenhouse gas emissions, particularly as CO2 emissions are not reducing in line with targets nationally.

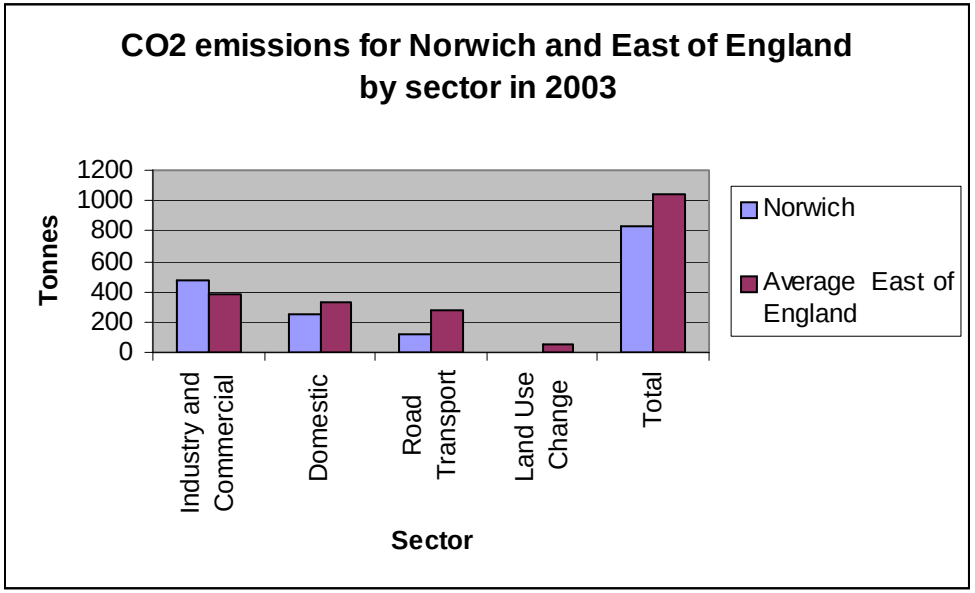


Figure 11 CO2 emissions for Norwich and the East of England by sector in 2003 Source: DEFRA

<table>
<tr><th>Indicator</th><th>Norwich data</th><th>Regional data</th><th>National Data</th><th>Target</th><th>Present Situation / Trend</th><th>Data Sources</th></tr>
<tr>
<td>Proxy CC1 Greenhouse Gas and CO2 emissions in Norwich</td>
<td colspan="3">
<table>
<tr><td></td><td>Norwich</td><td>East of England</td><td>United Kingdom</td></tr>
<tr><td>Per Capita CO2 emissions (tonnes)</td><td>6.8</td><td>9.1</td><td>9.5</td></tr>
<tr><td>Domestic par capita CO2 emissions (tonnes)</td><td>2.0</td><td>2.9</td><td>2.8</td></tr>
</table>
<table>
<tr>
<td>Per Capita CO2 emissions 7th lowest in East of England

Domestic par capita CO2 emissions lowest in East of England</td>
<td>Recent DEFRA figures place the East of England emitted 13.6 million tonnes carbon equivalent of carbon dioxide (CO2) in 2003; the fifth highest amount of the regions. This equated to 2.5 tonnes per resident; the average rate for England.</td>
<td>Basket of greenhouses gases provisional figures for reduction 1990 – 2004 = -12.6%

CO2 provisional figures for 2004 reduction 1990 – 2004 = -4.2% (with rise in last two years)</td>
</tr>
</table>
</td>
<td>Basket of greenhouses gases
UK Kyoto target = 12.5% below 1990 level by 2008-2012
CO2
UK domestic target = -20% of 1990 level by 2010 – 60% by 2050
Local targets established in Environment Strategy to reduce CO2 emissions by 10% by 2015.</td>
<td>No local trend available at this stage, though the city wide figure is one of lowest in region, though no overarching strategy has yet been implemented . Nationally on course to achieve Kyoto greenhouse gas emissions target but not domestic CO2 targets
☺ / ☹</td>
<td>Defra 'Local and Regional CO2 Emissions Estimates for 2003' at

http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DataProfile.aspx?entity=10000063

and at http://www.defra.gov.uk for national, regional and local statistics.</td>
</tr>
</table>

Proxy Indicator CC2 HECA rating

The Home Energy Conservation Act 1995 (HECA) required local authorities to identify measures to significantly improve the energy efficiency of all residential accommodation in their area and to monitor progress in implementing the measures through a HECA rating. The most recent rating measures the overall percentage improvement in domestic energy efficiency from 1996-2004. At 18.1 the rating for Norwich is one of the highest ratings in the East of England.

The **present situation / trend** is therefore ☺

Target: to contribute raising the overall HECA performance of the city.

However, DEFRA warn against making direct comparisons between local authorities as assessment techniques and monitoring vary across authorities and this result seems somewhat at odds with the figures for the average SAP rating in Norwich (see indicator P+SI 3), which use different methods to measure energy efficiency in households and show the city's households to be less energy efficient than the national average.

http://www.defra.gov.uk

Proposed Indicator CC3 Number of development in the area accompanied by an Energy Efficiency Statement – Indicator to be developed

Norwich City Council's has produced a Supplementary Planning Document (SPD) which requires development above established thresholds within the city to be accompanied by an Energy Efficiency Statement to show how that development will be energy efficient. The number of developments accompanied by such a statement locally will therefore be used as an indicator, though since the SPD is new, no data is available yet to establish a trend. Elsewhere in the city recent housing developments using prefabs are providing new dwellings which are highly energy efficient and such an approach should be encouraged through the Area Action Plan.

Present Situation / Trend: No data available
Target: to be established

<u>Sub Objective 2 Will it promote the use of sustainable energy?</u>

Indicator CC4 Installed capacity of sustainable energy used in area

The SPD referred to above also promotes the development of renewable and sustainable forms of energy in the city such as CHP. It also establishes that the City Council intends to introduce a policy requiring a percentage of energy to serve new development to come from renewable sources in its forthcoming Local Development Framework Core Strategy. Exemplar microgeneration projects are being established in Norwich and the installed capacity of sustainable energy use (renewable energy and Combined Heat and Power) is used as an indicator as microgeneration is promoted through the Replacement Local Plan and the Environment Strategy.

<table>
<tr><th>Indicator</th><th>NCCAAP and Norwich data</th><th>Regional data</th><th>National Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>CC4 Installed capacity of sustainable energy used in area</td>
<td>There is no sustainable energy generation known of in the area

There is a CHP plant at UEA (capacity not known).</td>
<td>
<table>
<tr><td></td><td>MW</td><td>% of region's estimated electricity consumption for 2010</td></tr>
<tr><td>Jul 05</td><td>325</td><td>3.8%</td></tr>
<tr><td>Mar 06</td><td>385</td><td>4.5%</td></tr>
<tr><td>Apr 07</td><td>419</td><td>8%</td></tr>
</table>
</td>
<td>UK – 2.5% of generation capacity (2004)</td>
<td>Nationally by 2010, 10 per cent of UK electricity should come from renewable sources.
Regional Target 10% onshore renewables by 2010
and 17% by 2020 (44% with offshore renewables)
No local targets established at this point, though these may be established through the Environment Strategy or a forthcoming Climate Change Strategy.</td>
<td>Main growth regionally in large scale renewable developments. Little growth locally of microgeneration as of yet although there has been some increase in %.
☺/☹</td>
<td>Renewables East</td>
</tr>
</table>

Sub Objective 3 Will it help to minimise Norwich's ecological footprint?

Indicator CC5 Norwich's ecological footprint

The Ecological Footprint measures how much nature we have, how much nature we use, and who uses what. Norwich's Ecological Footprint represents the amount of biologically productive land and water its residents use. We use land for the natural resources it can provide, such as food and timber, for its ecological services, such as absorbing waste, and to build and live on. Ecological footprinting is therefore the best general sustainability indicator as it measures a wide variety of aspects of sustainability to identify a figure for the amount of global hectares of land required to support the average lifestyle of a person in a specific geographical area, on an annual basis. Thus the local figure directly reflects the amount of global resources an average person in Norwich uses per year. This figure is slightly worse than the national average and significantly worse both than the global average and the sustainable

world footprint. Therefore present consumption trends in Norwich are unsustainable, though gha per capita does tend to rise with GDP.

Indicator	NCCAAP and Norwich data	National Data	Average World footprint	Target	Present Situation /	Data Sources
CC5 Norwich's Ecological footprint	Norwich's current footprint = 5.49 gha per capita	5.49 gha per capita	2.2 gha per capita Sustainable world footprint 1.8 gha per capita	To reduce the footprint figure by 10% by 2015 (Norwich Environment Strategy target)	The Baseline (2006) for Norwich is slightly worse than the national average, and significantly worse than world average ☹	http://www.norfolk.gov.uk/consumption/groups/public/documents/general_resources/ncc054983.pdf

17. FLOOD RISK

Government and Local Policy Approach

Government planning policy on flood risk is set out in PPS25. It states that:

- The objectives of sustainable development are contributed to by reducing the vulnerability of the country to unmanaged floods;
- A sequential approach in relation to flood risk should be taken to the allocation of land for development;
- Sustainable Drainage Systems (SUDS) should be incorporated in new development;
- The redevelopment of brownfield sites remains a priority where there is a limited risk of flood, if it can be mitigated.

"Living with Climate Change in the East of England" recognises that flood risk is likely to increase with climate change. There is therefore an ever increasing need to avoid, manage and reduce flood risk.

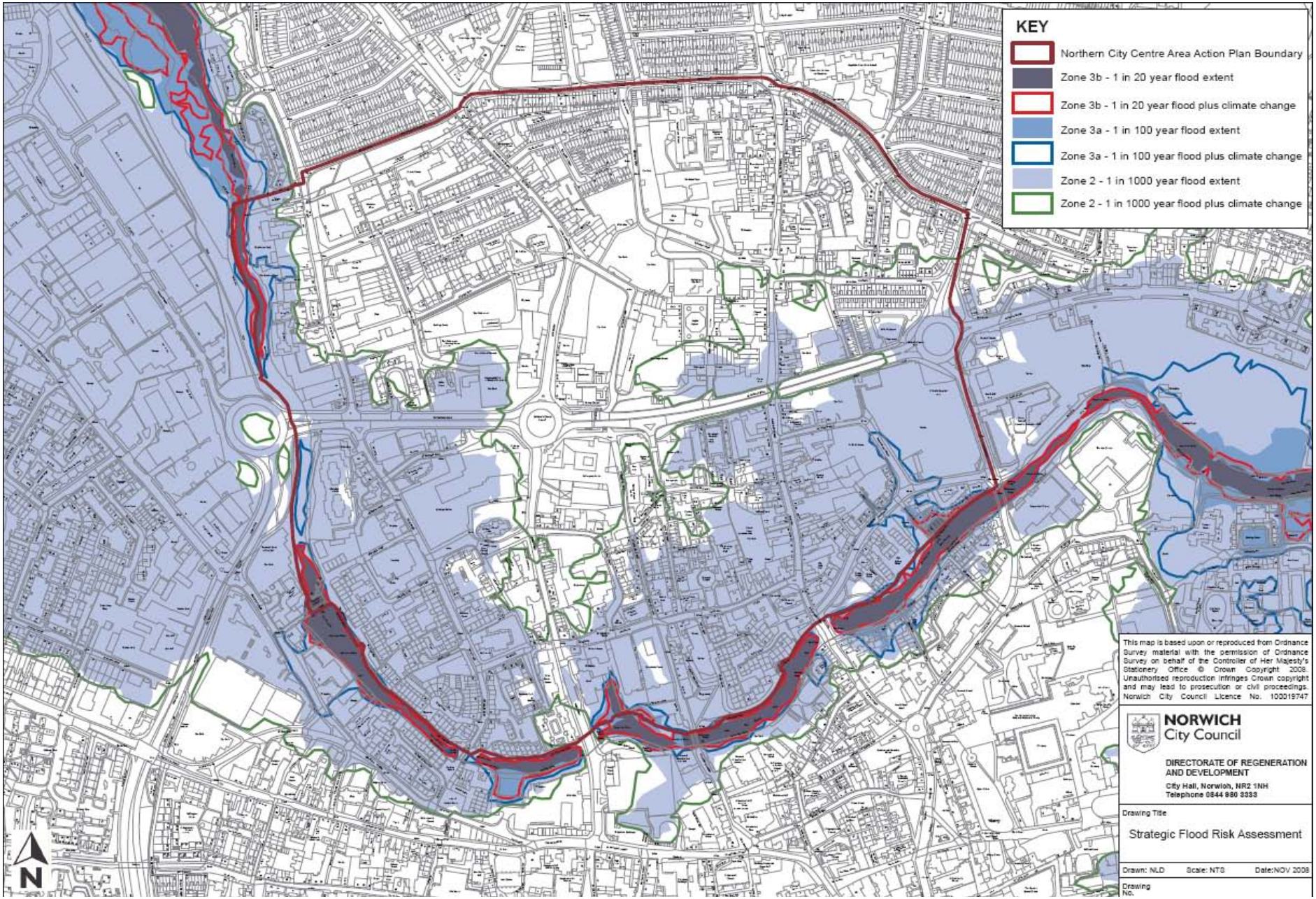
The Environment Agency is the main source of information and advice on flood risk. The Environment Agency categorises and maps areas at different risk of flood. Figure 12 below summarises the PPS 25 requirements for land at different risk of flood:

Environment Agency Flood Risk Zone	**Replacement Local Plan requirement**
Zone 2 (1 in 1000 year risk of flood)	The developer should provide a Flood risk assessment. Less vulnerable, more vulnerable and essential infrastructure are appropriate in this zone.
Zone 3a (1 in 100 year risk of flood)	The developer should consult with the Environment Agency and provide a Flood risk assessment and development should mitigate against flood (eg raised floor levels). Less vulnerable uses are appropriate in this zone.
Zone 2b Functional Flood Plain (undeveloped areas at 1 in 10 year risk of flood)	The developer should consult with the Environment Agency and provide a Flood risk assessment. Essential infrastructure development only would be permitted.

Figure 12: PPS 25 requirements for development of land at different levels of flood risk

Local Issues

As part of the Strategic Flood Risk Assessment, flood probability maps were produced in November 2007. Within the AAP area flood risk is a sustainability issue. The areas close to river are within zone 3, the area most at risk from flooding. Most of the southern area is within zone 2 (area of medium risk). Any development in either of these areas should involve consultation with the EA and is likely to require a Flood Risk Assessment. These ensure sustainable development of brownfield sites by the river with mitigation against flood risk. **Figure 13** below maps the areas at different risk of flood within the NCCAAP area:



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City Hall, Norwich, NR2 1NH
Telephone 0844 980 3333

Drawing Title

Strategic Flood Risk Assessment

Drawn: NLD Scale: NTS Date: NOV 2008

Drawing No.

SUSTAINABILITY OBJECTIVE: TO AVOID, REDUCE AND MANAGE FLOOD RISK

Sub Objective: Will it minimise the risk of flooding from rivers for people and properties?

The Environment Agency's role in commenting on planning applications provides a logical and sustainable framework for dealing with flood risk. Accordingly, the appropriate indictor to use is the number of planning permissions granted against Environment Agency advice.

Indicator FR1 Number of Planning Permissions granted permission against Environment Agency Flood Risk Advice

Indicator	AAP Data	Norwich	National Data	Targets	Trend	Data Sources
FR1 Planning Applications granted permission against EA flood risk advice	2003/4: 0 2004/5: 0 2005/6: 0 2006/7: 0	2003/4: 2 2004/5: 0 2005/6: 0 2006/7: 0	2003/4 302 2006/7: 13 major developments 4% of all applications.	No developments should be granted planning permission against EA advice	No planning permissions have been granted in the area against EA advice ☺	Higher Level Target 12 Development And Flood Risk

Proposed Indicator FR2 Percentage of developments including SUDS measures and Green Roofs – indicator to be developed

The use of SUDs and Green Roofs can help to reduce flood risk by increasing the permeability of developed areas and thus ensuring that rainwater percolates more slowly into rivers, thus reducing their peak flows. This indicator has not yet been development and information is not yet available. The present status is therefore 😐.

18. WATER USE AND RIVER WATER QUALITY

Regional and Local Policies

The Sustainable Framework for the East of England (EERA) and RSS14 identify the need for development to:

- Be located so that it minimises the demand for water resources;
- Not lead to water pollution;
- Include Demand Management Measures to promote water conservation and waste minimization such as SUDS.

"Living with Climate Change in the East of England" recognizes that water pollution and water shortage are likely to become greater risks as climate change occurs. New development should be designed to take account of this. Norwich, however, offers opportunities in relation to climate change for housing and economic growth, as it is the least vulnerable area in terms of water supply in the region.
Norwich's Environment Strategy 2003-2008 prioritises working towards sustainable resource use by reducing water pollution and consumption.

Local Issues

Water Use and River Water Quality Issue	Justification
The need to minimise water use and ensure that water quality in the River Wensum is good	At present water use per dwelling in Norwich is low and water quality in the Wensum is high. However, climate change will increase the likelihood of extreme climate events, including drought. Therefore it is essential that new development is water efficient by promoting the inclusion of water saving and recycling devices in order to be sustainable. While the chemical and biological quality of the river waters is largely determined by agricultural practices upriver of the area, the inclusion of SUDS in new development can help to reduce pollutants entering water courses.

SUSTAINABILITY OBJECTIVE: TO PROVIDE FOR SUSTAINABLE SOURCES OF WATER SUPPLY AND IMPROVE RIVER WATER QUALITY

Sub Objective 1: Will it ensure water is not wasted?

Proxy Indicator W1 Daily domestic water consumption in Norwich (litres per capita)

Daily domestic water consumption is very low in Norwich, and there are low levels water supply leakage (15 megalitres per day compared to the national average of 157) within the resource zone.

Year	Norwich	National Average
2004	131	154

Present Situation / Trend: No trend is available. The present situation is ☺

Target: To reduce daily domestic water consumption.

Proposed Indicator W2 Percentage of development with water demand management measures

This indicator has not yet been developed and no information is available. Therefore the present status is therefore 😐.

Sub Objective 2: Will it improve the quality of the water in Norwich's rivers?

Proxy Indicator W3 The % of river length assessed as good biological quality in Norwich

The River Wensum forms the southern boundary of the AAP area. To the north west of the area, the Wensum is designated as a Special Area of Conservation. This international designation reflects its biodiversity and landscape value as a lowland chalk river. To the east of New Mills (the high point of navigation on the river), the Wensum is part of the Broads National Park.

The trend for biological quality of rivers in Norwich is positive - not only has the quality improved in recent years, it is also amongst the best in the country:

Indicator	Period	Norwich	National Average	Present Situation / Trend	Target	Data Source
Proxy W3: The % of river length assessed as good biological quality in Norwich	2005	99.82%	54.2%	The trend is positive and well above the national average ☺	To retain biological quality at 100%	Audit Commission http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004703
	2004	100.00%	53.13%			
	2003	100.00%	53.61%			
	2002	100.00%	53.07			
	2000	84.98%	51.78			

Indicator W4 The % of river length assessed as good chemical quality in Norwich

The trend for the chemical quality of the rivers in Norwich is less positive. In recent years, the quality has fluctuated. The chemical quality of Norwich rivers remains above the national average. The national average figures show that there has recently been a slight decline in the chemical quality of rivers nationally.

Indicator	Period	Norwich	National Average	Present Situation / Trend	Target	Data Source
Proxy W4: The % of river length assessed as good chemical quality in Norwich	2005	35%	54%	The trend is fluctuating, and is now below national average. ☹	To improve chemical quality	Audit Commission http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004704
	2004	41%	49%			
	2003	62%	51%			
	2002	67%	54%			
	2000	62%	55%			

While water quality in the River Wensum is largely determined by agricultural practices upstream, development in the area must ensure that the generally positive situation is maintained and improved and by ensuring that pollutants do not enter the river.

19. WASTE

Government and Regional Policy

"The EU Sixth Environmental Action Plan (2002)", "The Waste Strategy for England and Wales (2000)" and "The East of England Regional Waste Management Strategy (2003)" promote reducing the amount of waste being created, diverting waste from landfill and putting waste which is produced to good use through substantial increases in re-using, recycling, composting, and recovery of energy from waste. The national document commits the government to breaking the link between economic growth and waste production. The documents establish European and national targets for reducing waste to landfill and promoting recycling. "Climate Change: The UK Programme" points to waste generation and disposal as key unsustainable activities and trends which contribute to climate change. "Towards Sustainable Construction – A Strategy for the East of England (2003)" identifies the potential to re-use existing resources and reduce the amount of materials delivered to building sites. To be sustainable the AAP should therefore encourage the minimisation of waste production and the maximization of recycling and re-use of materials.

County and Local Policy

The Norfolk Mineral and Waste Local Plan is the overarching local document for waste planning. The RLP promotes

waste minimisation and the establishment of a network for the local recycling of materials in policies EP 20 and 21. Norwich's Environment Strategy 2003-2008 prioritises working toward sustainable resource use by reducing waste production and promoting recycling, partly through the recent increase in doorstep recycling collections in the city. National targets are used.

Local Waste Issue	Justification
Waste production and Recycling levels	The proxy indicators for the city show increasing, but lower than average levels of waste produced and increasing but lower than average levels of recycling in Norwich. The AAP should therefore aim to; • Ensure reduction in waste production and increase in recycling; • Promote re-use of existing buildings and good practice in construction methods.

SUSTAINABILITY OBJECTIVE: TO MINIMISE THE PRODUCTION OF WASTE

Sub Objective 1: Will it lead to reduced consumption of materials and resources?

Proxy Indicator WS1 Kgs of household waste collected per head in Norwich

No data is available locally therefore city wide data is used as a proxy.

<table>
<tr><th>Indicator WS1</th><th>Norwich and national Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Kgs of household waste collected per head</td>
<td>
<table>
<tr><td></td><td>2002/3</td><td>2003/4</td><td>2004/5</td><td>2005/6</td></tr>
<tr><td>Norwich</td><td>395</td><td>417</td><td>437</td><td>402.9</td></tr>
<tr><td>National mean</td><td>443</td><td>438</td><td>444</td><td>438.63</td></tr>
</table>
</td>
<td>To help meet EU and local targets:
EU Waste Targets:
reduce the quantity going to final disposal by 20% by 2010 and 50% by 2050.
Norwich Community Strategy Target: No growth in waste</td>
<td>Overall waste produced, is less than the national average per capita.
☺</td>
<td>http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004879</td>
</tr>
</table>

Sub Objective 2 Will it increase waste recovery and recycling?

Proxy Indicator W2 Percentage of Waste Recycled

No data is available locally therefore city wide data is used as a proxy.

<table>
<tr><th>Indicator WS2</th><th>Norwich and national Data</th><th>Target</th><th>Trend</th><th>Data Sources</th></tr>
<tr>
<td>Percentage of waste recycled</td>
<td>
<table>
<tr><td></td><td>2002/3</td><td>2003/4</td><td>2004/5</td><td>2005/6</td></tr>
<tr><td>Norwich</td><td>11.1</td><td>14.2</td><td>14.3</td><td>15.5</td></tr>
<tr><td>National mean</td><td>10.6</td><td>13.2</td><td>15.2</td><td>17.6</td></tr>
</table>
</td>
<td>To help meet national and local targets:

National targets: To recycle or compost at least 30% of household waste by 2010

Norwich Community Strategy targets: Meet or exceed government recycling targets. Need for growth in business recycling.</td>
<td>Recycling rates are increasing, but are less than the national average

☺ / ☹

In addition, there are low rates of composting, there is no conversion of waste to energy and, though the situation is improving, a higher percentage of waste is landfilled in Norfolk than the national average.</td>
<td>http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004880</td>
</tr>
</table>

ECONOMIC OBJECTIVES

20. BUSINESS AND INVESTMENT

National, Regional and Sub Regional Policy

PPG4 promotes business development in accessible locations such as the in the AAP area. “A Shared Vision: The Regional Economic Strategy for the East of England” promotes competitiveness, productivity and entrepreneurship. It states that:

- business development should add value and vitality to local communities;
- a supply of business development land should be allocated in local areas;
- business development should be supported by developing green Infrastructure.

It identifies a number of strengths of Norwich's economic profile relevant to the local area which should be further developed:

- the diverse economic base;
- the growth of Norwich Airport;
- service-based activities such as finance, insurance and business services;
- leisure, media, tourism and creative industries;
- the city's role as a regional centre for retail, historic and heritage attractions and education (including Norwich School of Art and Design).

It also identifies pockets of deprivation as a weakness in the city's economy.

At the county level "Norfolk Ambition, the Community Strategy for Norfolk 2003-23" and "Shaping the Future: The Economic Development Strategy" promote development of a distinctive economy for the county characterised by innovative and dynamic businesses.

Local Policies and Issues

The "City Destination Strategy" promotes economic development which builds on the local strengths of heritage, retail, culture, events, the night time economy, sports and leisure and business tourism. It aims to attract new visitors from the UK and Europe and promotes high value tourism, business tourism and to increase overnight stays. This involves promoting the image of Norwich as a "living city" rather than a "show city" and developing a distinctive sense of place. The "Norwich European International Strategy" seeks to ensure businesses are equipped to maximise international business opportunities.

The Environment Strategy encourages businesses to use resources in a sustainable manner while the Economic Strategy seeks to promote good quality parking and public transport to support business development on brownfield sites, pointing to the need for local businesses to develop Green Travel Plans.

There is a need to enhance the image of the area as a business location and encourage investment and economic growth, based on promoting existing strengths and developing a diverse local economy. Potential exists to:

- Make use of the sites of vacant offices and factories in the area for business development;

- Establish media and cultural businesses linked to the probable expansion of the Norwich School of Art and Design in the area and the recent purchase of the Anglia TV studios by Norfolk County Council for creative media workshops;
- Develop tourism related businesses.

Census data shows that a high proportion of people living in the area work in the service sector. Figure 14 shows that a larger proportion of the working population in the southern part of the area work in managerial and professional–related occupations, while the northern part of the area is characterised by higher proportions working in 'Personal services', 'Sales/ Customer services' and 'Elementary occupations'.

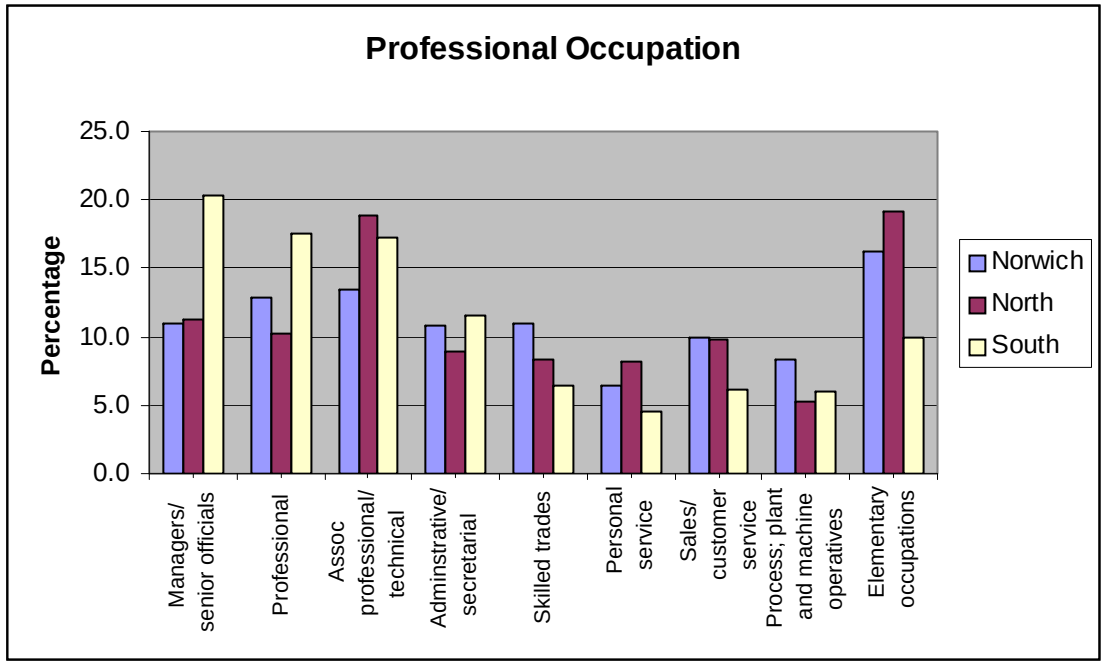

Figure 14 Professional Occupation of people living in the area (Source 2001 census)

SUSTAINABILITY OBJECTIVE : TO ENHANCE THE IMAGE OF THE AREA AS A BUSINESS LOCATION AND ENCOURAGE INVESTMENT AND ECONOMIC GROWTH

Sub Objective: Will it encourage local business growth and attract new investment and additional skilled workers to the area?

No local indicator is available for business growth, therefore a city wide proxy indicator is used:

Proxy Indicator B+I1 % growth in VAT Registered Businesses

Indicator	Year	Norwich % growth in VAT registered businesses	National Mean	Trend	Target	Data Source
Proxy B+I 1 **% growth in VAT Registered Businesses**	2006	+1.5%	+2%	The trend has fluctuated. It was negative and well below the national average in 2002 and 2004, but to being above the national average in 2003 and 2001. In 2006 it was below the national average but was positive. ☺ / ☹	To contribute to Norwich Economic Strategy city wide target for 2008 of a 10% increase in business start up rates over 2003/4 figures.	Norwich City Council data and Nomis, Interdepartmental Business Register through http://www.areaprofiles.audit-commission.gov.uk/(2cxo2l331mwspi55b4tkfsuu)/DetailPage.aspx?entity=10004861
	2004	-0.6%	+0.3%			
	2003	+2.0%	+1.43%			
	2002	+0.2%	+1.44%			
	2001	+1.9%	+1.12%			

Development of the area as a modern business location would help to contribute to the Norwich Economic Strategy's target of promoting Norwich nationally and internationally as the region's premier business location, which is used as Indicator B+I 2:

Indicator B+I2 OPERA business survey of perceptions of Norwich and Norfolk 2001/2

This indicator used the above survey as its baseline. The **present situation** in therefore 😐**.**

It's **targets** are that "National Business Perceptions should demonstrate clear recognition of the Norwich business offer" and that "Norwich's business profile should be raised in at least 3 EU Eastern European countries".

Indicator B+I 3 Employee numbers in area

This indicator is included as sustainable regeneration of the area will involve creating more employment in this highly accessible location to resist the recent trend towards out of town employment and to replace jobs lost as a result of the high office vacancy rates (see B+I4 below). This is census data and thus will not be available again until after the 2011 census, by which time it is realistic that significant employment redevelopment will have taken place locally. Since the southern SOA contains some employment areas outside the AAP area (in the core of the city centre and the City Trading Estate), it is the northern SOA which is of more relevance to the AAP as it contains the major redevelopment area around Anglia Square.

Indicator	Local Data	Target	Trend	Data Sources
B+I3 Employee numbers in area	9523 people were employed in the area in 2001, 7894 in the southern part of the area and 1629 in the northern part.	To increase the number of people employed in the area, particularly in the northern SOA.	No trend can be established as this census data was not collected previously.	Census 2001

Proposed Indicator B+I4 Completed employment floor space

There has been a long term unsustainable trend for offices to be underused in the area. Gildengate House has been either vacant or in only temporary use in the last decade. The largest office in the area, Sovereign House has been vacant since 2001. This has been largely the result of out of town office development in newer purpose built, but less sustainable, locations in business parks on the edge of the city. This long term failure of the office sector has been a major reason for the decline in the area's fortunes leading to the need for regeneration. The provision of new purpose built offices built to modern standards may offer the best solution in sustainability terms rather than modernisation or conversion. Whilst such modernisation of existing offices or conversion to alternative uses such as housing should be considered, it may be a more sustainable option to support the long term economic future of the area to redevelop at an appropriate scale, making re-use of building materials where possible. As the employment

studies established, the high accessibility by public transport of the area makes it an appropriate location for offices as part of a mixed use development which would be economically sustainable, so long as there is not an overprovision of office space.

Trend: to be established. Assumed to be ☹☹.

Target: to be established

Indicator B+I5 Office Vacancy Rate in Area

Indicator to be developed

Trend: The office vacancy rate in the area has increased. Assumed to be ☹☹.

Target: To reduce the office vacancy rate in the area

21. ECONOMIC DISPARITIES AND PERFORMANCE

SUSTAINABILITY OBJECTIVE: TO REDUCE ECONOMIC DISPARITIES WITHIN THE AREA

Sub Objective: Will it improve economic performance in advantaged and disadvantaged areas?

Indicator ED+P1 Disparities in IMD Income Rank

This indicator is the same as Indicator E3 Rank of IMD Income Score. Whilst the target for E3 is to increase income for both areas, here the emphasis is placed on reducing the disparity between the two areas. The southern SOA has experienced considerable market led housing development in recent years, largely due to part of it having an attractive riverside setting, whilst the northern area has yet to experience significant regeneration. Success of the AAP should spread the economic benefits of regeneration to people in both parts of the area by both raising incomes and reducing income disparities. Income deprivation figures are based mainly on the proportion of people in receipt of benefits. This indicator will be measured regularly.

Indicator	NCCAAP data	Norwich Data	Norfolk Data	Target	Present Situation/ Trend	Data Sources
EMP3 Rank of IMD Income Score	2007 North area rank 4143/32482 (worst 20%) South area rank 11306/32482 (worst 40%) 2004 North area rank 4035/32482 (worst 20%) South area rank 9755/32482 (worst 30%)	**2007 IMD** 94/354 most deprived local authority (worst 30%) **2004 IMD** 92/354 most deprived local authority district deprived nationally (worst 30%) **2000 ID** Norwich 91/354 nationally (worst 30%),	**2007 IMD** Rank of income deprivation compared to other counties, Norfolk 9/149 (worst 10%) **2004 IMD** Rank of income deprivation compared to other counties, Norfolk 9/149 (worst 10%)	To improve the ranking of the two SOAs (particularly the north area) in the next IMD and contribute to improving of Norwich's and Norfolk's income rankings.	There has been an improvement in both SOAs (particularly in the south). Norwich has also improved as a whole. Present local situation is poor but improving. ☺/☹	IMD 2007 and Audit Commission Area Profiles

22. SOCIAL AND ENVIRONMENTAL PERFORMANCE OF THE ECONOMY

SUSTAINABILITY OBJECTIVE: TO IMPROVE THE SOCIAL AND ENVIRONMENTAL PERFORMANCE OF THE LOCAL ECONOMY

Sub Objective: Will it encourage ethical trading?

Proposed Indicator S+EP 1 Companies Implementing ethical trading codes of conduct

No national or local indicator has been developed to cover this issue as of yet. DEFRA are working on developing an indicator based on "Participation in dedicated ethical trading schemes" and this is projected to be available in Spring 2007. It is proposed that if the indicator developed is relevant to the AAP Area it should be used.

Sub Objective: Will it encourage good employee relations and management practice?

Indicator S+EP 2 Businesses recognised as Investors in People

Indicator	NCCAAP data	Norwich (postal area) Data	Norfolk Data	Target	Present Situation/ Trend	Data Sources
E+DP2 Businesses recognised as investors in people	5 recognised businesses	203 recognised businesses	478 recognised businesses	To increase the number of local businesses recognised as Investors in People	No trend information available. Present situation is ☹ as only a small proportion of local businesses are in the scheme.	Investors in People UK