

Norwich Western Link

Stakeholder Consultation and Engagement

The Norwich Distributor Road (NDR) is currently under construction and nearing completion, originally planned to link to the A47, the link from the A1067 and the A47 did not proceed because of concerns about its impact on the Wensum Valley. There has been sustained calls for the 'missing link' to be provided.

Consultation responses received during the formal Development Consent Order process, published January 2015, and continued to indicate support for the link to be completed. Of the 1492 responses received, a total of 349 (23% made specific comments regarding the need for a Norwich Western Link).

Norfolk County Council wish to work in partnership with all key stakeholders to develop, design and deliver a Norwich Western Link.

Throughout the project, it is vital for us to engage with key stakeholders. The objective of the consultation is to understand the potential issues that need to be overcome, in particular, the environmental impacts on the Wensum Valley. We wish to gather a wide range of views on the scheme objectives, the development of preferred route options, and the junction strategy.

Norfolk County Council wish to ensure stakeholders fully engaged throughout the project. The project team will use a range of communication methods and tools to reach the widest audience. Our key stakeholders include a number of groups including, but not exclusively:

- ✓ **Statutory Stakeholders**
 - Highways Agency
 - Natural England
- ✓ **Political Stakeholders**
 - MPs
 - Parish Councils
 - Member Working Group
 - Local Council Working Group
- ✓ **Business Stakeholders**
 - Major Businesses in Norfolk
 - Local Businesses within the study area
 - Landowners
- ✓ **Environmental Groups**
 - Wensum Valley Alliance
 - Friends of the Earth
- ✓ **Residents**

Key Stages of Stakeholder Engagement Strategic Communications Timetable

	Timeline	Activity/Output	Communication Method
Stage 1 – Initial Engagement	October 2017	Committee Report - Norwich Western Link recommendations	Website Social Media Media press release
	November 2017 to March 2018	Stakeholder Engagement <ul style="list-style-type: none"> - Stakeholder mapping - Wider initial stakeholder engagement - Preferred corridor development and engagement - Highways England preferred route junction announcements 	Develop and design prospectus for stakeholders Member Working Group meetings Local Working Group Meetings Stakeholder meetings Business events Environment Agency and Natural England Meetings
Stage 2 – High Level Public Consultation	May/June/July 2018	Public Consultation on <ul style="list-style-type: none"> - High Level Scheme Principals - Strategic Objectives - Alternative options 	Stakeholder Events Online questionnaire Drop in sessions Workshops Environmental Workshop
	August 2018	Consultation Analysis to feed into the Strategic Outline Business Case (SOBC)	
	October 2018	EDT Committee Report on Preferred Option assessment and appraisal work and Junction Strategy for public consultation.	Website Social Media Media press release

Stage 3 – Preferred Option Public Consultation	November/December 2018	Public Consultation on Preferred Options	Stakeholder Events Online questionnaire Drop in sessions Workshops Environmental Workshop
	January 2019	Consultation Analysis	
	February/March 2019	Preferred Option Announcement	Press release Stakeholder Meetings

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