

SEWELL COMMUNITY PLAN

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0. Summary

Community Planning

Community planning is a way of finding out what needs to be done to make an area a better place to live. It gives local people a voice in deciding the most important issues that need addressing. It involves the creation of a Community Plan, which is produced and owned by the local community, and which sets out proposals for the improvements that community wants.

This plan has been drawn up by Sewell Community Power Forum for the Sewell area. It will be presented to the City Council and other organisations in order to influence the way they provide services and to help shape the future of the Sewell Area.

Sewell Community Power Forum

Community Power was an initiative set up by the City Council in 1996 to strengthen local democracy and to encourage greater involvement. The key aim is to get local people involved and listen to what they have to say about decisions that affect the area they live and work in.

Sewell Community Power Forum is one of twelve Forums around the City. It is non-political consisting of twelve members of the public plus four Councillors from the Sewell area. One of its main roles is to develop a community plan for the area. To help implement this plan the Forum has an annual budget of £10,000.

The Sewell Area

Sewell area is a large section of the north of the city (population 14,700), consisting of two council wards, Coslany and Mousehold. There are 7,357 households in the Sewell area, making it the second largest Community Power area in the city.

The Community Plan

Extensive consultation and participation is vital to both finding out what the needs of the area are, and producing a community plan which is supported by the community. The Sewell Forum has:

- distributed a questionnaire via our first newsletter.
- held a series of consultation days, at three sites in the area, to gather more information on issues in the area and to generate ideas for action.
- held public events to decide what the most important issues are and what might be done about them, and
- listened to the issues raised by Sewell residents at our formal (open) meetings.

Results of the Newsletter Questionnaire

With over 160 responses, the questionnaire indicated that:

- Sewell residents value living close to city centre and its associated amenities and living close to green spaces such as Mousehold Heath and the parks.
- Traffic and parking issues are of most concern to residents, followed by issues associated with the cleanliness of the area (street cleaning, litter, refuse collection and dog mess).
- Issues associated with crime and the development of vacant sites in the Sewell area were also raised.

Results of the Consultation Days

The consultation days used a “Planning for Real” style approach, where issues were identified by flags placed on a large-scale map of the Sewell area. Over 200 people took part and a further day was held in June to prioritise these ideas and to look at how we could start to address them. The Sewell Forum is proud to be the first forum to use this type of exercise in the city.

A total of 676 issues were raised and these have been entered into a database, allowing them to be organised by category (e.g. traffic), by issue (e.g. speeding), by location (e.g. Denmark Road) and by priority (e.g. now). This information supports the findings of the questionnaire, with issues under traffic and environment being most important to people. It has been used to develop the action plan for the ongoing work of the Forum.

1. Community Planning

What is Community Planning?

Community planning is a way of finding out what needs to be done to make an area a better place to live, and gives local people a voice in deciding the most important issues to tackle. Part of this involves creating a Community Plan.

A Community Plan is produced and owned by the local community. It sets out the things that community wants to address, so that the welfare of local people is improved. This plan is part of an ongoing process of community planning that, in the long-term, should help develop the capacity, skills and sustainability of this local community. It will be reviewed regularly to ensure that it continues to represent the changing needs to the community.

There is no legal definition or description of what a community plan should contain. It is up to individual communities to decide what form their plan should take. A Community Plan can vary in size from a whole settlement to a single street or building. This plan has been drawn up by the Sewell Community Power group (see Section 2) for the whole of the Sewell area. Some of the issues raised in the Plan are strongly local in nature whilst others are true for the whole city.

Why draw up a Community Plan?

A Community Plan provides an opportunity for people living in an area to say what they would like to see happen in that area.

This Plan will be presented to the Council and other organisations in order to influence the way they provide services and to help shape the future of the Sewell Area. In particular, this plan will:

- be used to influence decisions on the annual budget cycles of Norwich City Council as well as any future strategies for the area; and
- be used to help influence decisions and strategies with the County Council, other agencies and/or to negotiate priorities for the area.

By developing this plan, the City Council, and other organisations that have an influence on the area, will have a greater understanding of what the people in this area want and think. They will have the opportunity to take into account **your** aspirations for **yourselves** and **your** community.

2. Sewell Community Power Forum

What is Community Power?

Community Power was set up by the City Council in 1996 to strengthen local democracy and to encourage greater community involvement in decision making. The key aim is to get local people involved and listen to what they have to say about the decisions that affect the area they live and work in. The City Councils own aims in relation to Community Power are to:

- work in conjunction with the community so that they can have a say in the Council's priorities, policies and services;
- help create a seamless Council in order that we can better respond to the needs of the Community;
- provide the democratically elected leadership in decision-making that the people of Norwich want;
- provide good quality services, sensitive to local needs which are both effective, efficient and value for money, developing a culture of continuous improvement;
- help empower communities through building their capacity to influence their quality of life;
- ensure that the Council works closely with other service providers in the interests of meeting the needs of the Community
- help develop a flexible organisation which empowers staff and which is open to continual organic change in order that it can respond to the needs of the community.

Following a series of meetings involving local people it was agreed that the City should be divided into twelve Community Forum areas. Each Forum holds regular meetings on local issues and feeds local opinions and views directly back into the City Council's decision making process. Formal meetings of the Forums are open to the public so anyone can attend. The regularity of the meetings, their locations and agendas are set by individual Forums to meet the needs of the Forum and the community.

What is Sewell Community Power Forum?

The Forum is not party political. It consists of twelve members of the public plus four Councillors from the Sewell area (see Section 3 for details of the Sewell area). Non-Councillor members have either put themselves forward for election to the Forum or have been co-opted onto it by other Forum members. Elections are currently held annually.

The roles of Community Power Forums were defined by the Council and early participants in the Community Power process. The main roles of the Sewell Forum are:

- to consider and make recommendations about the needs of the area and, hopefully, influence the City Council and other public services being provided in the area;
- to oversee a budget for the area (£10,000 per annum) and influence other relevant Council and other public services budgets;
- to consider and be consulted on City Council and other public services policies, strategies and priorities;

- not to consider individual cases at the forum, but community issues and concerns; and
- to develop a community plan for the area.

The Members of Sewell Community Power Forum are:

Cym Cant (Chair)

Ernie Horth (Vice Chair)

Mark Barton

Karen Buckenham

Gill Emanuel

Janet Grimes

Tony Privitera

Julie Westmacott

Iona Christie

Roy Fulcher

As well as the local representatives there are two City Councillors from each electoral ward eligible to vote at formal meetings.

Ray Britt, City Councillor for Coslany Ward

Simon Richardson, City Councillor for Mousehold Ward

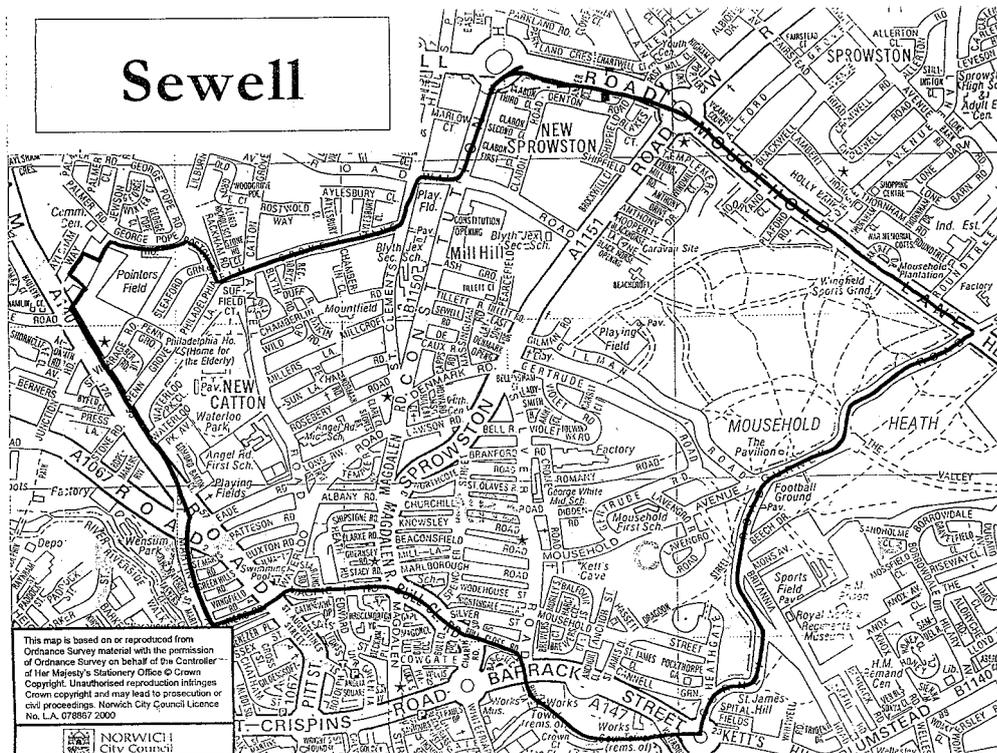
Tom Gordon, City Councillor for Mousehold Ward

Harry Watson, City Councillor for Coslany Ward

3. The Sewell Area

Location and Population

The Sewell area is a large section of the north of the city of Norwich as shown in the map below. It consists of two council wards, Coslany and Mousehold. At the time of the last census¹, Sewell had a population of 14,700 people, Norwich having 119,600 people.



Households and Housing

There are 7,357 households in the Sewell area, making it the second largest Community Power area in the city. Over half of these households are associated with terraced housing. The importance of all types of housing is shown in the table in Appendix 1.

Economics

Sewell has the highest percentage of the population who are economically active (i.e. earning money) at 55.4%, the City average being 49%. Similarly, while the unemployment rate for the city is 10.4 %, for the Sewell area the figure falls to 9.1%.

Schools

In the Sewell area, the Blyth-Jex School provides secondary education. Primary education is provided by Angel Road First and Middle Schools on Angel Road, George White Middle School on Silver Road, Magdalen Gates First school on Bull Close Road and Mousehold First on Gertrude Road.

Further Information

Further information about Sewell is presented in Appendix 1.

¹ Much of the data used in this section comes from the 1991 Census. It is therefore coming to the end of its life. It will be very helpful when the new data from the 2001 Census become available.

4. Development of the Community Plan

What is required?

Developing a Community Plan involves:

- finding out what the community needs;
- assessing what resources and skills are available or can be developed; and
- deciding on what can be done, taking action

The aim is to involve the community from the "grass roots", with participation from a wide range of individuals, groups and organisations living and working in the area. In order to develop a comprehensive document which is owned by the community, extensive local discussion, consultation and participation is required.

The approach used by Sewell

A number of approaches have been used to gather the views of Sewell residents for the development of this Community Plan:

- a questionnaire was distributed via our first newsletter at the beginning of 1999;
- a series of "Planning for Real" style consultation days were held at three sites in the area later in the year; and
- issues have been raised by Sewell residents at our formal and other public meetings.

The development of the Community Plan, co-ordinated by Sewell's Community Planning sub-group, has provided an opportunity for us to explore and develop our understanding of Community Planning and to discuss our role, the residents' role, and the roles of other stakeholders and the Council, in the Community Planning process.

The development of the Community Plan is an on-going process. The information gathered has identified a clear set of priorities for the area, and a firm basis from which to work.

In parallel with implementing the plan we must look at developing and enhancing it through further consultation with the local community, thus ensuring that our plan is as representative as possible. To date the plan is mainly based on the views of residents in some areas. Over the next year we will seek to involve residents from other areas in the process as well as young people and businesses.

A copy of the plan summary is to be sent to all residents in the Sewell area. Copies of the main part of the report (and appendices) are available on request, but will be sent to key council officers and other interested parties.

Of key importance with respect to the delivery of the plan is our relationship with the Councillor and the Council officers. We will continue to build on and develop the good relationships established in these areas.

5. Results of the Newsletter Questionnaire

Overview of the questionnaire

Questionnaires were circulated in our first newsletter at the beginning of 1999 to encourage input from residents on identifying and prioritising issues for the Community Plan. The questions asked were:

- what are the two things that you like most about living in the Sewell area?
- what are the two things you like least about the Sewell area?
- what do you think are the two main issues in your area?
- what are the two things that would improve the area for you?
- what are the two main traffic issues in the area and what do you think could be done about them?

Response rate

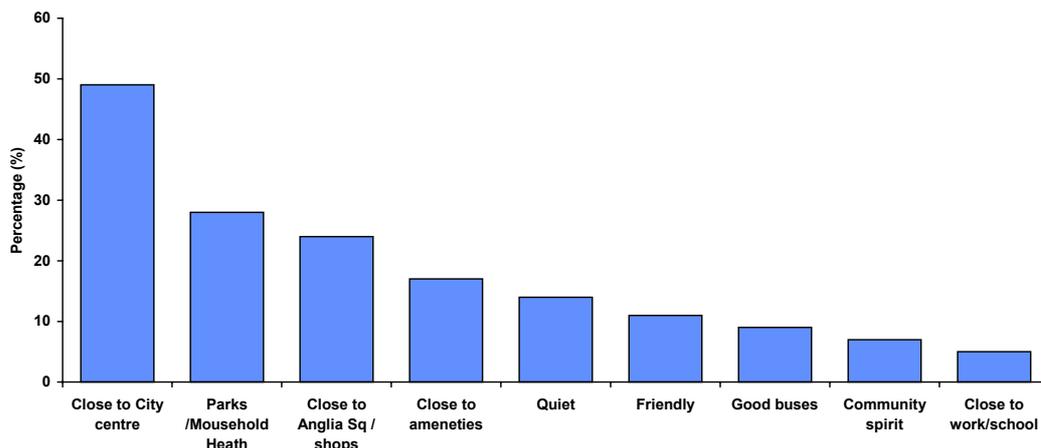
The questionnaire generated over 160 responses, which equates to a 2.2% response rate.

Analysis of results

To assist in the analysis and understanding of the results, the Sewell area was divided into four sub-areas². Using this approach we were able to identify whether an issue was of particular concern only within a specific area or whether it was of concern over the area as a whole³. As the Forum moves its bi-monthly meetings around the Sewell area, an added benefit of this approach is that we are able to target meetings at specific issues of concern to particular parts of the area.

The results of the survey are summarised below, with more detailed information being provided in subject-specific sections (e.g. traffic).

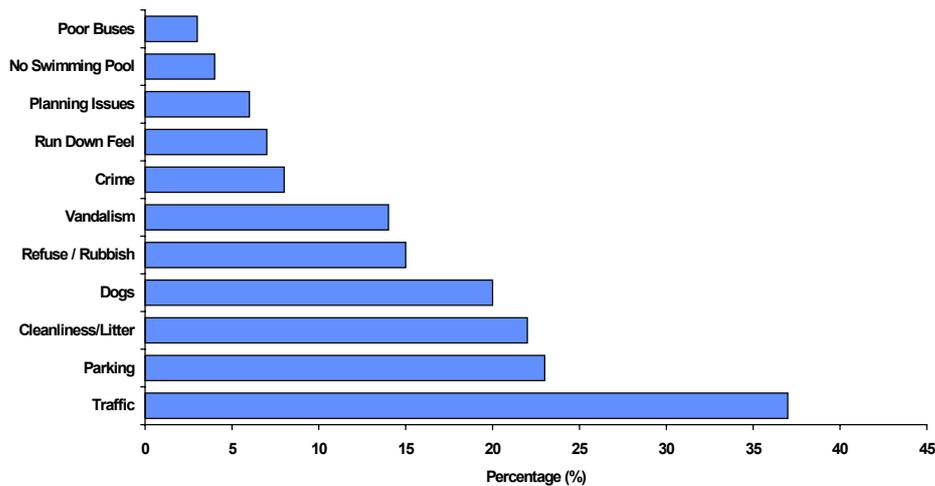
Figure 1: Most liked about Sewell



² The area was divided into east and west by a line along Constitution Hill and Magdalen Road. The area was divided into north and south by two lines. The first ran along Denmark Road, up Sprowston Road and to the north of Gilman Road. The second ran along Rosebery Road and straight across the school grounds to the British Legion site on Aylsham Road.

³ When results were analysed on an area basis those who did not say on which street they lived and those who returned questionnaires from outside the Sewell area were excluded. This reduced the number of responses to 146.

Figure 2: Least like in Sewell



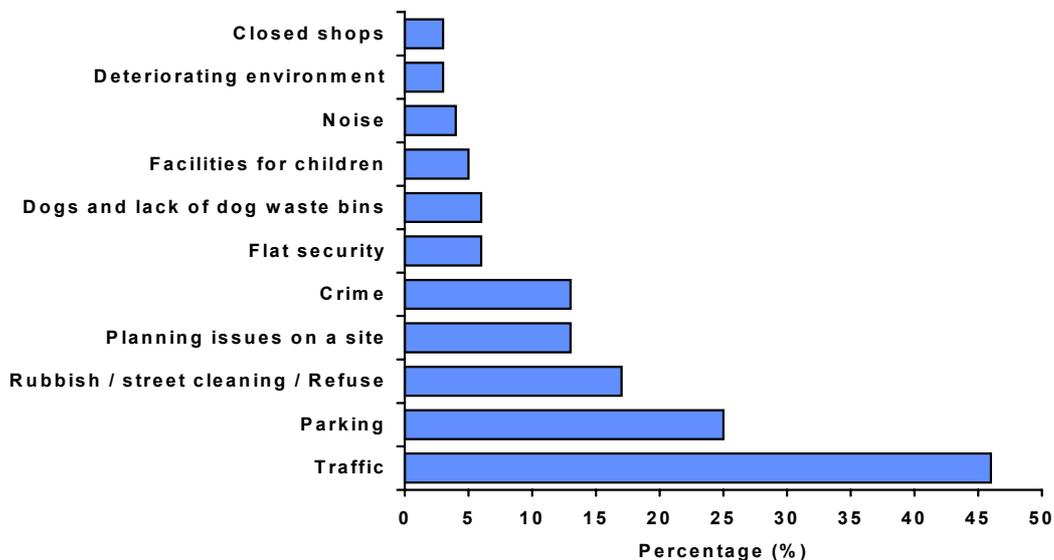
What you dislike about Sewell

Traffic was identified as being of most concern by the greatest number of residents (36%), particularly those in the North of the area (half of respondents). Parking issues were identified as a problem by almost one quarter of all respondents, with the largest problem in the south west of the area (30.6%).

Main Issues and Areas for improvement

When asked about areas for improvement, the main issue was again traffic, with a range of other issues coming up, such as parking, rubbish, crime and the two vacant sites (on Denmark Road and the site of the old swimming pool).

Figure 3: Main concerns in Sewell



There were also some ideas as to how to improve the area including:

- more places to recycle waste,
- more leisure facilities,
- a better bus service, and
- more trees.

6. The “Planning for Real” Consultation Days

How did the consultation days work?

Consultation days were held at three locations around the Sewell area in May and June 2000. The main aim of these days was:

- to gather more information on the issues in the area,
- to have the opportunity to talk to local people about what the Forum is trying to do,
- to generate ideas for action, and
- to get in touch with those parts of the area that did not contribute to the questionnaire.

People attending the event were asked to identify their concerns using flags placed in a large-scale (1 to 750) map of the area. In this way, not only were issues identified, but people were able to be very specific as to their location. To help this process, hundreds of flags were prepared identifying issues across six categories: traffic, crime and safety, community facilities, housing, environment and leisure. These pre-prepared flags reflected the sort of problems faced by our area and were informed by reference to the issues raised in our newsletter questionnaire and at our formal meetings. Blank flags were also available for people to add other ideas.

Participation Rate

The consultation days were, we feel, very successful. Over 200 people attended to express their views, with refreshments, a children’s entertainer and a face painter laid on for the kids. Many people commented on how easy and enjoyable it was to take part. 63 people gave their name and address to register their attendance and to express their willingness to be involved in further activities.

Results of the Consultation Days

The attendees raised a total of 676 issues broken down as follows:

Category	Number of Issues	Percentage
Traffic	262	39%
Environment	154	23%
Crime and Safety	102	15%
Housing	66	10%
Community Facilities	54	8%
Leisure	38	5%

A full list of the issues raised is provided in Appendix 2. These have been grouped and ranked according to how many times they have been raised.

Prioritising

With 676 issues identified over the three days it was necessary to decide which were most important and therefore should be acted upon sooner rather than later. To develop priorities that reflected the views of the community, these issues were prioritised by volunteers from the Sewell area with members of the forum facilitating the process. All those who expressed an interest at the consultation days were invited, with over 20 people giving up their Saturday to attend. The issues were discussed in small groups, where decisions were made as to whether particular

issues were things that we should start to address Now, Soon or Later. The results of this can be found in the specific subject sections (Sections 7 to 11).

Collectively, this process is known as “Planning for Real” and Sewell Community Power Forum is proud to be the first Forum to use this type of exercise in the City.

7. Roads, Traffic and Other Modes of Transport

Overview of the Area

Roads have an important influence in Sewell. Part of the northern boundary of the area is formed by the northern Ring Road and there are six arterial roads between the outer Ring Road and the inner Ring Road, Aylsham Road, Catton Grove Road/Angel Road, St Clements Hill, Constitution Hill, Sprowston Road and Gurney Road. There are no roads which cross the entire Sewell area east to west. These roads are shown on the map inside the front cover.

Accident Statistics for the Sewell Area

Accident statistics for the Norwich area⁴ (Details in Appendix 4) indicate that, while Sewell has 12% of Norwich's population, it has 18% of the traffic accidents (i.e. the accident rate is 50% higher than would be expected on the basis of population alone). In addition, 43% of households in Sewell have no car, compared with 39% across the City as a whole (data from the 1991 Census). Thus, we have fewer cars but more accidents than elsewhere.

Highways activities in 1999/2000

The Council⁵ has undertaken a number of highways-related activities aimed at improving the transport situation in the Sewell area over the past year or so (see Appendix 4 for details). These include:

- the installation of a roundabout at the junction of **Constitution Hill/Wall Road** in 1999;
- reducing the speed limit from 30 to 20 mph along part of **Constitution Hill** using interactive signs to aid compliance (September 1999). This was undertaken to ensure the safety of children moving between the two sites of the Blyth-Jex School;
- closing **Gilman Road** to motor vehicles at the end of 1999, the aim being to create a Green Link. (The decision was made in 1998 and upheld by a Public Enquiry);
- installing a roundabout at the junction of **St. Martins Road/Drayton Road** to improve traffic flows (Spring 2000); and
- changing the traffic calming scheme on **St Clements Hill** from chicanes to traffic cushions and introducing a speed restriction of 20 mph (Summer 2000).

The Forum is still waiting to be informed of the results of survey work undertaken to assess the effectiveness of the Constitution Hill scheme. Anecdotal reports imply that most drivers do not adhere to the speed limit.

⁴ Norwich City Council AIP Cluster Site Report for Norwich Three Year period 1/1/97 to 31/12/99, prepared 12/9/00.

⁵ The Joint Highways Agency Committee is responsible for highways-related issues in the City. This is a group run jointly by Norfolk County Council and Norwich City Council.

Issues brought to Sewell Forum

A lot of time during the Forum's open meetings has been given to looking at specific traffic issues, most of these raised by residents. Issues considered include:

- a petition signed by 700 local residents calling for traffic calming measures along **Silver Road**, which was supported by the Forum (January 1999), and discussed further when the Forum considered possible options for improving pedestrian safety;
- access problems in **Lawson Road**, arising from the parking of cars on flowerbeds at the entrance to a housing complex. The Forum allocated £600 of its budget to purchase bollards to prevent this parking, with Housing Services providing £350 to replant the damaged beds;
- residents of **St Clements Hill** attended Forum meetings calling for removal of the chicanes. Attendance at subsequent meetings concerned the proposals for changes to the traffic calming measures;
- illegal parking on the verges of **Wall Road**, which lies in a conservation area;
- following a petition to Planning Committee, the Forum agreed to allocate £300 for traffic signs at **Blyth Road/Duff Road**, if consultation indicated support for the scheme;
- a survey (conducted by a member of the public) of **Wodehouse Street** residents indicating support for 24 hour permit parking (May 2000). The Joint Highways Agency Committee has indicated that extensions to Controlled Parking Zones need to be considered as part of the Committee's Local Transport Plan bid.

Results of the newsletter questionnaire

As already discussed, traffic and lack of parking were the two things most disliked about the Sewell area. This was emphasised by the responses to the question "**What are the two main traffic issues in your area?**" summarised in the Figure below. Respondents wanted:

- a reduction in traffic speeds (one third of respondents),
- more parking (one third of respondents),
- a reduction in traffic congestion,
- the prevention of rat running,
- the introduction of more pedestrian crossings, and
- improvements to the **bus service**, with one person saying that the buses are unreliable and far too expensive to even think about using for a family.

Summary of the Consultation Day Results

Over a third of the issues raised at the consultation days related to traffic, confirming this to be a major issue for the Sewell area. The results are summarised in Appendix 3, showing the types of issues raised and the priorities given. Most of the issues relate to reducing traffic speeds, followed by actions to improve pedestrian safety and access.

Priorities for Action

Table 1 gives the priorities for Traffic.

To provide a context for these priorities, Appendix 5 summarises Council plans which impact on traffic and transport.

Action Already Taken

As a result of issues raised at Sewell and other Forums, the City Council has produced a report entitled "Managing the Whole Street". The report recognises that street works undertaken for one purpose (e.g. highways maintenance, repairs to utilities) provide the opportunity for other works to be undertaken at less cost and inconvenience (e.g. the street would only need to be dug up once).

The way forward

The first step towards implementing the above measures is to feed our findings into the Councils (Norwich City Council and Norfolk County Council), to work with them to develop our understanding of the traffic planning system, and to investigate together how the needs of the Sewell Community can be met.

The Forum has submitted a formal response to the Council's consultation on traffic and parking issues arising from the City Centre Transport Plan and implementation of the Road Traffic Act, based on the Community Plan.

Table 1: Traffic Issues Draft Action Plan

Sewell Community Power Forum

Traffic - To promote an integrated approach to traffic management, which considers the needs of both road-users and pedestrians.

	Issue	Objective	Suggested Way Forward
	NOW		
T1	Junction of Constitution Hill, Denmark Road, Magdalen Road, St Clements Hill and Waterloo Road.	General remedial work to improve the junction, particularly giving greater consideration to pedestrians. The park railing currently obscures view.	Establish current plans for the junction. Feed community views to the City Council. Lobby Norwich City Council.
T2	Parking	2a Replace parking permit signs in Brewers Court. 2b Adopt more yellow lines at junctions. 2c Investigate permit parking (particularly for Wodehouse Street and Beaconsfield Road). 2d Achieve greater enforcement.	Forum budget allocated Lobby Norwich City Council Forum to undertake consultation on extending CPZ. Discuss with Norwich City Council Lobby Norwich City Council
T3	Slow down traffic	3a Look at options for Angel and Silver Roads, because of the presence of schools. 3b Look at options for Philadelphia Lane, in response to the petition residents collected. 3c Promote wider consideration of the needs of the area for slower traffic.	Liaison with schools and local community. Lobby Norwich City Council. Discuss with Traffic Planning. Pass on information to Norwich City Council (Traffic Planners). Promote a more radical approach / research.
T4	Planning for Pedestrians	4a Safe Routes to School (Angel Road and Silver Road). 4b Get more road crossings put in.	Establish specific needs and opportunities, through further consultation and research. Establish specific needs and opportunities through further consultation and research. Two crossings planned for Angel Road, and one for Silver Road.

Traffic - To promote an integrated approach to traffic management, which considers the needs of both road-users and pedestrians.

Issue	Objective	Suggested Way Forward	
T5	General Issues 4c More dropped kerbs, combined with yellow lines to prevent blocking, e.g. Mousehold Street.	Consultation identified a range of one off issues, which will be passed on to the relevant authority.	Carry out further consultation with disabled groups. Take City Council Chief Executive or Senior Officer around in a wheel chair. Pass on information/lobby.
T6	SOON Planning for Cyclists	Measures to increase cycle use and make it safer, e.g. cycle lanes	Establish specific needs and opportunities, through further consultation and research.
T7	Bus Service	Improvements to bus service.	Discuss a city-wide approach to improving the bus service with other Forums. Lobby First Bus.
T8	Traffic System	Promote wider consideration of the flow of traffic around the area, including access only, rat running, and one-way streets.	Lobby Norwich City Council.
T9	LATER Reduce Congestion	Promote greater consideration of tidal flow of traffic by Planning, including measures to reduce number of cars coming into Norwich rather than the number of people.	Work with Council to develop better understanding of traffic planning system and community input.

8. Environment

Issues brought to the Sewell Forum

At our public meetings residents have raised some issues relating to the environment of the Sewell area. These include:

- street cleaning (or the lack of it) on Romany Road;
- clearance of the Denmark Road site (see section 9) and the impact on wildlife; and
- a request for tree planting around the area.

Results of the newsletter questionnaire

Two main environmental issues⁶ were identified by the newsletter survey:

- lack of street cleaning and/or litter (approximately one in four respondents), most marked in the south west of Sewell (one in three respondents); and
- dog mess (one in five respondents), particularly in the south west and south. The view was expressed that dog bins should be emptied more frequently.

In addition to the above issues, several people would like to see more places for **recycling** waste and more **trees** planted.

Summary of the consultation day results

23% of the issues raised at the consultation days related to environment, confirming the results of the newsletter questionnaire, that this is a key issue for Sewell. The results of the consultation days are summarised in Appendix 3, showing the types of issues raised and the priorities given. The vast majority of issues relate to dogs and cleanliness, again reflecting the findings of the questionnaire.

Priorities for Action

Table 2 shows the environmental priorities for the area.

Actions Taken

Last financial year (April 1999 to March 2000), Sewell Community Power Forum allocated £1000 of its budget for the provision of litter bins, dog loos and other “street furniture”. Potential locations have been identified through the consultation days, however, purchase of these items is on hold awaiting match funding from the City Council in order to pay for their emptying.

Following a request at a public meeting, £1,750 has also been set aside from last year’s budget for tree planting, which is due to take place in the autumn/winter of 2000/1. Again, the consultation days have identified possible locations for trees, flowering shrubs and planting to encourage wildlife. All of these have been passed on to the City Council’s Tree Officer in order that they can be considered for the tree planting that is happening to commemorate the millennium.

The Way Forward

Table 2 lists the ways in which the Forum aims to take these issues forward.

⁶ (N.B. refuse/rubbish collection is dealt with under Housing in Section 9).

Table 2: Environmental Issues Draft Action Plan

Sewell Community Power Forum

Environment – To work towards achieving a healthy environment which enhances the well-being of residents.			
	Issue	Objective	Suggested Way Forward
	NOW		
E1	Dog mess	Take an area wide approach to reduce the problem of dog mess.	There are a number of possible suggestions: Localised campaign to promote the issue and increase awareness. This should include information on penalties, a telephone line to report perpetrators and encourage dog owners to clean up after them. Could be linked with supplying free poop bags. Consider setting up dog-free zones. Put in more dog bins. Work with Dog Wardens to develop ideas and encourage their implementation. Continue to monitor the situation.
E2	Cleanliness of area	Take action to improve the cleanliness of the area.	Undertake general clean up. Promote Litter Line number. Lobby Norwich City Council. Get more bins installed. Enforce litter penalties.
E3	General Issues	Consultation identified a number of one-off issues that will be passed on to the relevant authority.	Pass on information/lobby.
	SOON		
E4	Recycling	Provide more facilities and promote existing facilities	Investigate possibility of more, smaller recycling sites, possibly linked to schools to provide them with funds. Look at facilities in other parts of the city. Investigate possibility of door to door collection of glass, etc. Promote current paper recycling scheme.
E5	Pavement and Road Maintenance	Improve maintenance.	Lobby Norwich City Council and Norfolk County Council. Meet with City Care.

Environment – To work towards achieving a healthy environment which enhances the well-being of residents.

	Issue	Objective	Suggested Way Forward
E6	LATER Environmental Enhancements	To increase or improve green spaces in the area. Tree and shrub planting. Planting to encourage wildlife. Put in seating.	Provide contact numbers for trees and hedges that need attention. Better maintenance of existing trees. Identify sites that need improving and lobby/draw in funding. Identify sites for planting. Carry out an open spaces audit. Identify possible projects, such as setting up community gardens or allotment sites.

9. Housing and Development Sites

Issues addressed by the Sewell Forum

Over the last 18 months development proposals have been put forward for a number of sites in the Sewell area. The Forum has been actively involved in considering these.

- Concerns have been raised at our public meetings over car repairs at a building on Beaconsfield Road.
- Residents of **Anthony Drive** successfully fought against two planning applications for development of a large site off Anthony Drive, Sprowston Road and Windmill Road. While residents welcomed development of the derelict site they opposed access to the site through Anthony Drive and the proposed felling of a mature walnut tree covered by a tree protection order. In support of their case they put forward alternative plans for access to and layout of the development and gained the support of the wider community (e.g. Sewell Community Power group) and other resident associations. These actions lead to the Development Control Sub-committee rejecting both planning applications against the recommendation of the officers, a view upheld by the planning inspectorate at a subsequent public hearing.
- Proposals submitted in September 1998 for a 76 bedroom, three storey nursing home on **Denmark Road** were rejected by the Council on the grounds of over-development with inadequate screening between adjoining properties and inadequate landscaping around the building. These grounds were also used to reject a revised application (submitted in January 1999) for a 70 bed nursing home - a view upheld at a subsequent Public Inquiry. Early in 2000 plans for a complex of 37 one-bedroom three storey flats were submitted for the site, but were withdrawn in March over concerns about inadequate amenities and green space.
- As a means of bridging the gap between the developer and the community a Forum Member, Gill Emanuel, surveyed local residents to elicit their preferences for development of the Denmark Road site. The results showed preference for two storeys in either terraced, courtyard flats or detached house form. These findings were discussed with the developer at a meeting in the summer.
- At the beginning of August 2000, Sewell Community Power Forum held a meeting to discuss the sale of the **old swimming pool site** at St Augustines. The site is at a major road junction and is owned by Norwich City Council, who wish to sell the land to raise capital receipts and to recoup the costs of demolishing the swimming pool. The meeting allowed local residents and business people to find out about the proposed sale and possible developments at the site. These are restricted by a planning brief to: retail (not exceeding 300m²); residential/hostel; commercial offices/workshops, budget hotel and community uses (including health and leisure)⁷ The clear preference of the meeting was for a residential or community use. Seven offers have been received for the site, and the Council is to make its choice in early November. The Forum has asked to be involved in this decision and is keen to facilitate dialogue between the chosen developers and the community.

⁷ The Brief also allows for other "sui generis" uses – i.e. those which fulfil the requirements of the Brief.

- The Forum has been consulted on proposed developments at **Anglia Square** by the current owners. Although Anglia Square is in the City Centre Community Power area it is of importance to the residents of Sewell and we therefore welcome the request for our involvement. The proposals have been discussed at our public meetings and members of the Forum have formally commented on them. We have also talked to the developers about the possibility of preferentially employing and training local people to fill vacancies.
- A member of the Forum is involved in the tenant's compact initiative⁸.

Results of the newsletter questionnaire

The main area of concern under this topic expressed in the questionnaire were:

- **refuse/rubbish collection**, particularly in the southern area (over one in four respondents). It is significant that this is the area of Sewell with the least number of wheelie bins, whilst problems are experienced with using black bags.
- **Planning sites**: Two planning sites were identified as being of concern in the newsletter survey, Denmark Road and the old swimming pool. The concerns expressed about Denmark Road were the density of the proposed building development and the fact that it overlooked existing buildings, the same concerns expressed by the Council. At the swimming pool site people were looking for a replacement for the swimming pool.

Summary of the Consultation Day Results

As indicated in Section 6, 10% of the issues raised at the consultation days were categorised as housing. The results are summarised in Appendix 3, showing the types of issues raised and the priorities given. The vast majority of issues relate to suggestions for development at vacant sites. Issues related to refuse collection also feature highly.

Priorities for Action

Table 3 shows the priorities for Housing Issues.

Actions Taken

- As discussed, the Forum is already involved in discussion over a number of development sites in the area.
- The request for wheelie bins for the Southern part of Sewell has been fed into the Council and a meeting with Environmental Health has been arranged.

The Way Forward

The Council has recently undertaken a housing capacity study as part of its preparations for a new local plan. We will look at the possibility of developing community-led planning briefs for these and any other vacant sites in the area. Table 3 lists the way forward for individual issues.

⁸ Compacts are a new type of agreement between groups of tenants or leaseholders and the Council. Tenants can choose how to have more say in the decisions that affect their homes and neighbourhood. The Council must ensure that all tenants have the opportunity to choose whether and on what issues they wish to be involved.

Table 3: Housing Issues Draft Action Plan

Sewell Community Power Forum

HOUSING – To ensure the community has a voice in changes to the area and an adequate level of health and safety for all those living in the area.			
Issue		Objective	Suggested Way Forward
NOW			
H1	Refuse / Rubbish Collection	To improve the collection of refuse in the area. Improved collection of large household items	Get wheelie bins provided, of different sizes. Wheelie bins have already been requested for the southern part of the area. Meeting/discussion with Environmental Health. Lobby Norwich City Council.
H2	Development Sites	2a Greater community input to decisions over development sites, in particular to planning briefs.	Lobby Norwich City Council Planning about greater community input to development briefs (“Planning for Real”). Investigate how Section 106 ⁹ money can be more community led.
		2b Specific input to proposals for sites in the area (Denmark Road, St Augustines).	Pass on information from consultation. Build good relationships with developers.
H3	Renovation and Repairs	To ensure a high level of service with regards to repairs.	Check current standard of provision. Meeting with City Care. Ask tenants to monitor and feed back.
H4	General Issues	A number of one-off issues were identified through consultation. These will be pursued with the relevant authority.	Pass on information/lobby.
SOON			
H5	Drainage	Improve drainage in parts of the area.	Pass on to relevant authority.

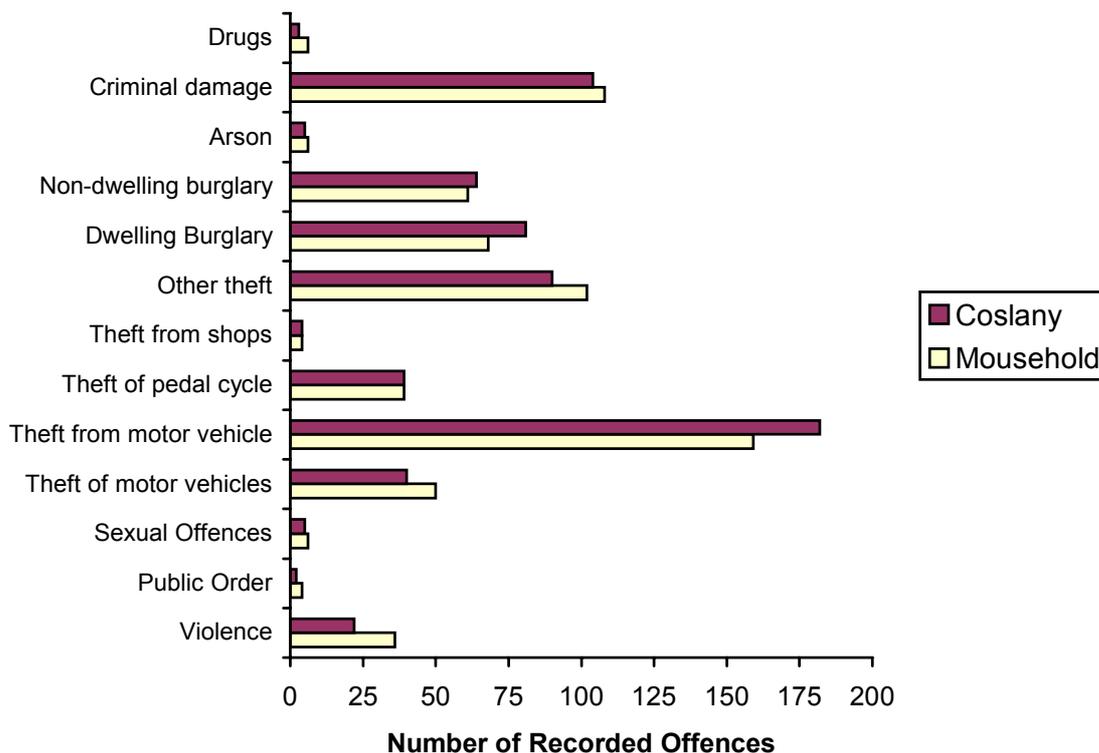
⁹ The Council obtains “Section 106” money from some types of development (e.g. some housing developments). This money is to be spent on specified works, the need for which has been brought about by the development (e.g. changes to highways, provision of play areas).

10. Community Safety

Crime Statistics for the Sewell Area

A community safety audit for Norwich was undertaken in 1997/98 by the Norwich Community Safety Partnership. The draft of January 1999 reveals similar patterns and levels of crime in the two wards making up Sewell (Mousehold and Coslany). Most recorded crime was associated with theft from motor vehicles (around 340 offences recorded in 1997/98), with other forms of theft and burglary also featuring highly, as shown in the Figure below.

Recorded Crime in Sewell (1997-1998)



Issues brought to the Forum

Few community safety issues have been brought to the Forum, except concerns over abandoned cars on housing land off Lawson Road. The Forum did, however, help organise a meeting concerning Waterloo Park and is involved in the City's Community Safety Forum.

The "**Caring for Waterloo Park**" meeting was held in September 1999, jointly with the Cat 'n' Fiddle Community Partnership. People living in the vicinity of the park were invited to the meeting to discuss issues surrounding the park, and a large number attended. Issues identified were:

- vandalism/graffiti
- intimidation/abuse of neighbours
- people not feeling safe in the park
- evening noise
- drug abuse and drink problems
- football being played on the bowling greens

A Working Group was set up as a result of this meeting, to identify and take forward actions but this “fizzled out” after a few meetings. In hindsight the two Forums were over ambitious in trying to set up such a group at an early stage in their existence. They did not have the necessary resources to sustain the group and give it direction. As a result the small group tried to tackle issues without first understanding its role, building support within the local community and drawing membership from that community.

Results of the Newsletter Questionnaire

Crime-related issues were identified as being of concern to about a third of respondents. The main concerns were vandalism and damage to cars, with the most requested solution being more “bobbies” on the beat.

Summary of the Consultation Day Results

As indicated in Section 6, 15% of the issues raised at the consultation days were related to crime. The results are summarised in Appendix 3, showing the types of issues raised and the priorities given. Most concerns are about drug and alcohol related issues, vandalism and graffiti and illegal dumping. On a positive note, around one quarter of the issues raised were suggestions for tackling crime.

Priorities for Action

Table 4 shows the priorities under crime and safety.

The Way Forward

As a first step to tackling crime in the Sewell area we will establish links with the police and other agencies. We aim to work together to investigate what is possible in the short and medium terms to reduce the crime rate and to help people in the Sewell area feel that they are safe.

Table 4: Crime and Safety Issues Draft Action Plan

CRIME AND SAFETY - To work with a range of agencies to make the area a safer place to live.				
Issue	Objective		Suggested Way Forward	
NOW				
C1	Drug and Alcohol Issues	Promote awareness of the issue of drug and alcohol abuse (including solvent abuse).	Identify specific problems and liaise with relevant agencies to find solutions (Hassett Close, Magdalen Road and Philadelphia Lane identified). Liaison with Drugs Reference Group.	
C2	Making the area a safer place to live.	2a	Increasing the feeling of safety	Establish links with the police and other agencies, and work together to reduce crime. Identify particular areas of unease.
		2b	Increase police presence.	Lobby Police.
		2c	Improve lighting in parts of the area.	Carry out audit of lighting. Investigate complaint that shaking lamp posts on Philadelphia Lane and Waterloo Park makes them go out. Lobby Norwich City Council.
C3	Night time issues	Address night noise and rowdiness.	Problems with post-pub and night club noise. Police to visit pubs during evenings. Campaign for better 'policing' by night clubs themselves.	
C4	Sexually Related Offences	Identify the prevalence of this issue.	Discuss with Police.	
C5	Illegal dumping in Clapham Wood.	Deter illegal dumping.	Discuss with Police. Get update from BTCV. Problems with site are partly drug related.	

CRIME AND SAFETY - To work with a range of agencies to make the area a safer place to live.

Issue	Objective	Suggested Way Forward
SOON		
C5 Vandalism and Graffiti	Identify ways of addressing these issues.	Liaise with Youth Service and other organisations. Patrols for parks. Facilities / activities for young people.
C6 Car Crime	Address lack of safety of cars	Discuss with Police.
C7 Safety Evaluation	Promote a safety evaluation of the area, identifying ways in which improvements can be made, such as closing off alleyways.	Discuss with Police.
LATER		
C8 Illegal dumping across the area.	Deter illegal dumping.	Discuss with Police.
C9 Neighbourhood Watch	Promote neighbourhood watch schemes.	Discuss with relevant agency.

11. Leisure and Community

Leisure and Community Facilities in the Sewell Area

Sewell is home to two of Norwich's main parks - Waterloo Park and Wensum Park, and also hosts Sewell Park and other children's play areas such as Ketts Caves. The historic buildings in Waterloo Park have recently been refurbished using a substantial Lottery grant. We have no Council-operated community facilities, with the Heathgate Community Centre and the St Augustines swimming pool having closed some time ago.

Issues brought to the Forum

No leisure and community issues have been brought to the Forum by the public over the past year, but in September 1999 at the suggestion of the Cat 'n' Fiddle Community Partnership the Forum organised a meeting concerning Waterloo Park (see Section 10). A large number of leisure and community issues were raised including:

- a desire to maintain green spaces in the park (i.e. not to increase the amount of tarmac)
- the pavilion to be for community and outside use, with monies raised going to community uses;
- encouraging more adults to use the park, perhaps with a community café;
- organised events within the park with a park and ride system for larger events;
- encouraging and developing the role of park-caretaker;
- better signage to the park (e.g. from Aylsham Road) to encourage wider use; and
- using the heritage and ecology of the park for educational purposes with local schools.

Results of the Newsletter Questionnaire

People living in the Sewell area value its feeling of space, the parks in the area and being close to Mousehold Heath and the countryside. The future development and maintenance of the parks and the heath is something the residents are concerned about and wish to be consulted over. There was also a call for more leisure facilities.

Summary of the Consultation Day Results

As indicated in Section 6, 13% of the issues raised at the consultation days were related to leisure and community issues. The results are summarised in Appendix 3, showing the types of issues raised and the priorities given. Most issues raised related to the need for more facilities and activities, particularly for young people.

Priorities for Action

Table 5 lists the priorities for leisure and community. Young people are the clear priority in this section. The Forum will investigate the options, but is particularly keen to get young people involved in the activity of the Forum.

Table 5: Leisure and Community Issues Draft Action Plan

Sewell Community Power Forum

LEISURE AND COMMUNITY – To promote a thriving community and ensure that the area is properly provided for with regards to leisure and community facilities.			
	Issue	Objective	Suggested Way Forward
	NOW		
L1	Facilities and Activities for Young People.	1a Investigate the issue, including current provision, to enable informed action. 1b To improve the provision of facilities for young people in the Sewell area, such as places to meet, skateboard and play sports. 1c To improve the provision of activities for young people in the area, such as the provision of football coaching.	Consultation with young people. Liaison with a range of organisations. Look at current provision and options available. Identify how the Forum budget could be used. Discuss with relevant agencies. Talk to other Forums. Establish links with youth workers and key players. Work with County Council (which has also identified this issue). Identify how the Forum budget could be used. Promote more after-school provision.
L2	Play Areas	Improve the Ketts Cave and Heath Road Play areas.	Audit existing provision, using information from Jenny Kaye. Invite Play Development Officer to Forum meeting. Lobby Norwich City Council. Look at funding opportunities. Set up a working party, including local residents.
L3	Childcare Facilities	Improve the provision of childcare facilities in the area. There is a particular lack for children younger than 2½.	Audit current provision, demand and options.
	SOON		
L4	Leisure and Community Facilities	To improve the provision of facilities and activities in the Sewell area.	Audit existing provision and needs. Encourage and support community-led initiatives.

LEISURE AND COMMUNITY – To promote a thriving community and ensure that the area is properly provided for with regards to leisure and community facilities.

	Issue	Objective	Suggested Way Forward
L5	Waterloo Park	Promote community involvement in the management of the park.	Lobby Norwich City Council.
L6	Facilities for the Elderly	Consider provision of a range of facilities. Age Link has identified the need for greater integration of sheltered housing into their communities and for more interaction between young and old.	Consult further with older people about their needs. Investigate demand for things like a pensioners club. Liaise with relevant organisations.
L7	Public Toilets	Consultation identified the need for public toilets on Mousehold Heath.	
L8	Better Communication / Community Engagement.	8a Promote better links between schools and the community.	Liaise with schools.
		8b Promote involvement in the Forum.	Get more young people involved in the Forum.

Acknowledgements

The preparation of this Community Plan has involved many people, all of whom deserve thanks for their involvement.

Firstly, all the residents of the Sewell area who filled out questionnaires, attended the consultation and prioritisation days or came to our meetings.

Thanks also go out to Research Plus+, for the use of their computer software for the analysis of the questionnaire data.

We would also like to thank Justso James for entertaining people and encouraging them to come and join in the consultation events.

We received help from a number of City Council employees including: David Albutt, Adrian Wragg, Bill Pike, Marcus Patteson, Rebecca Kirtland and Rachael Linton. Also special mention should go to Pam Hustwayte and her team for typing out all the responses to the questionnaire. Also to David Thorpe who is both a Council employee and a resident of the area and who has shown enthusiasm and commitment to the process of Community Power.

Thanks go to all members of the Forum for their commitment to Community Power, especially the Community Planning group, and to Mark Barton and Lesley Moore for their work on the plan.

We would like to thank the City and County Councillors in the area for their attendance at our formal meetings and support of our work.

Last but not least we would like to thank the other Community Power groups who completed their Community Plans before us. Their work provided us with some good pointers on how to go about developing the Sewell Community Plan.

Appendix 1: Key Statistics on the Sewell Area

	Sewell	Norwich City
Tenure		
Owner occupied	58%	52%
Council rented	24%	35%
Housing Association	2%	4%
Private rented	14%	8%
Household composition		
One person living alone	40%	33%
Households with children under 16 years old	20%	20%
Lone parent households with dependent children	5.0%	5.5%
Couple with dependent children living with parents or other relatives	1.3%	2.7%
Residents/ household	2.06	2.19
Employment		
Economically active	61%	55%
Unemployed	6.4%	8.8%
Working adults earning less than £120 per week before deductions	22%	27%
Other Poverty Indicators		
Households without a car	41%	36%
Adults in receipt of a State benefit	32%	33%
Children in low earning households	37%	41%

Source: 1997 Survey of households in Norfolk & Waveney

Notes

Economically active (essentially those working or unemployed) as a percentage of all adults (aged 16 and over).

Low earning households are households with no-one in employment or just one person working part time.

Breakdown of Accommodation Type for the Sewell Area

Accommodation Type	Number	%
Detached	108	1.5%
Semi-detached	780	10.6%
Terraced	4,110	55.9%
Purpose built flats	2,121	28.8%
Unshared dwelling	107	1.5%
Other household spaces	130	1.8%
Non permanent accommodation	28	0.4%
Total number of Households	7,357	100%

Source: 1991 Census

Appendix 2: Summary of Results of Consultation Days

The following table summarises issues that were raised more than five times (wherever the location), and the number of times they were raised.

Rank.*	Issue	Raised
1	Slow traffic down	39
2	Dog mess	38
2	Clean up	38
4	Light controlled crossing	23
5	Zebra crossing	20
6	Rat run	18
7	Speeding/dangerous driving	17
8	Cycle lanes	16
9	Recycling facilities needed	15
10	Provide poop scoop bins	13
10	Too much traffic	13
10	Wheelie bins	13
13	Permit parking needed	12
14	Accident spot	11
14	Blind spot	11
14	Litter bins	11
14	Planting to encourage wildlife	11
18	Parking on verges	10
19	Lower existing speed limit	9
19	Youth centre	9
21	Illegal dumping	8
21	Summer club	8
21	Improve pavements	8
21	Plant trees	8
25	After school club	7
25	Off-street parking	7
25	Traffic halt lights	7
25	Police foot patrol	7
25	Swimming pool	7
25	Vandalism	7
31	Drinking problem	6
31	Drug taking	6
31	Improved collection of large household items	6
31	Location for electronic information booth	6
31	No parking	6
31	Roundabout	6
31	Skateboard/roller skate park	6
31	Youth Club	6

* Items are ranked according to the number of times the issue is raised

Appendix 3: Summary of Prioritisation of the Results of the Consultation Days

3.1 Traffic

Traffic – Prioritisation of the Results of the Consultation Days						
Grouping	Issue	No.	Now	Soon	Later	No
Reducing traffic speeds	Slowing traffic down, speeding/dangerous driving, lower existing speed limit, 20 mph speed limit, 10 mph speed limit, speed of cars and motor-bikes, speed ramps, traffic calming, why 30 mph when adjoining road is lower?	72	53	18	1	
Improving pedestrian safety and access	Don't feel safe crossing here, change lights – hazardous for elderly, island for pedestrians and pushchairs, light controlled crossing, pedestrian refuge, problem junction, school patrol, traffic safety rail, traffic stop at school arrival/leaving times, traffic warden patrol needed, zebra crossings	54	44	9	1	
Parking issues	Permit parking needed, parking on verges, off-street parking, no parking, create car parking area, 24 hour permit parking, bad parking, disabled parking, no parking – bring back sign, parking provided in Mousehold Street, problem parking, stop non-residents parking, stop parking	47	23	9	9	7
Reducing traffic volumes	Rat running, too much traffic, traffic fumes	34	1	16	17	
Changing traffic flows	Access only, cars still coming through, close road at junction, disabled access one way, no entry sign more visible, right filter light, roundabout, stop sign, traffic halt lights,	28	12	12	2	2
Accident related issues	Accident spot, blind spot, lorry deliveries and parking, parking obstructs view, difficult to cross junction in car, stop cars blocking route/open path	26	15	7	3	
Cycling issues	Bikes on path, cycle lanes, cycle crossing, dire area for bikes, safer turn for cyclists, secure lockers for bikes,	23	8	8	4	3
Public Transport Issues	Improve bus service, provide bus shelter, new bus route, change lane so that buses no longer use, move bus stop, trams from city centre to airport	13	2	5	3	3
Other	Bollards, drop kerbs, lack of police/traffic warden action, move bollards, provide street lights, remove traffic calming/provide more parking	10	2	7		1
<p>No. is number of times the issue was raised. Now, Soon or Later indicate the prioritisation given to an individual issue. No shows that an item was disagreed with at the prioritisation stage.</p>						

3.2 Environment

Environment – Prioritisation of the Results of the Consultation Days						
Grouping	Issue	No.	Now	Soon	Later	No
Dog Related Issues	Dog mess, provide poop scoop bins, dog free zone	55	54			**1
Issues relating to Cleanliness	Clean up*, litter bins, do it up, rubbish, alley always a mess	53	39	13		**1
Environmental Enhancement	Planting to encourage wildlife, plant trees, street flower beds, plant flowering shrubs	26			26	
Recycling Issues	Recycling facilities needed, more awareness of paper recycling, plastic recycling	17		17		
Pavements, etc.	Improve pavements, maintain path, pot holes in street, state of path	12	3	9		
Health and Safety Issues	Poor visibility through railings, broken glass in woodchips	3		1	2	
Other	Provide seating, no mast here, refurbish	6	1		5	
<p>No. is number of times the issue was raised. Now, Soon or Later indicate the prioritisation given to an individual issue. No shows that an item was disagreed with at the prioritisation stage. *Flags from environment (24), housing (7) and community (7) categories. All dealt with here. ** Item not prioritised</p>						

3.3 Housing

Housing – Prioritisation of the Results of the Consultation Days						
Grouping	Issue	No.	Now	Soon	Later	No
Suggestions for development at vacant sites	Swimming pool, bungalows for older people, sheltered housing, site for older people, site for self-build co-op, starter homes, housing suitable for the disabled, flats for young people, music centre, garages to reduce on-street parking	32	18	3	10	**1
Issues relating to Refuse	Wheelie bins, improved collection of large household items	19	19			
Renovation and Repairs	Improve drainage, do it up, consult residents before improving, renovate garage block, demolish, improve repair service	8	3	4	1	
Other issues	Has been vacant for years, pest control	2	2			
<p>No. is number of times the issue was raised. Now, Soon or Later indicate the prioritisation given to an individual issue. No shows that an item was disagreed with at the prioritisation stage. ** Item not prioritised</p>						

3.4 Crime and Safety

Crime and Safety – Prioritisation of the Results of the Consultation Days						
Grouping	Issue	No.	Now	Soon	Later	No
Suggestions for tackling crime	Police foot patrol, security cameras, neighbourhood watch scheme, close off alleyways, security lights, trim back shrubs, improve lighting	23	8	5	5	5
Drug and Alcohol Issues	Drinking problem, drug taking, solvent abuse	13	12	1		
Vandalism and Graffiti	Vandalism, graffiti	12	1	8	3	
Car Related Crime	Car theft, car dumping/burning, untaxed dumped cars, abandoned vehicles	8	3	2	3	
Illegal dumping	Illegal dumping	8	1	1	5	**1
Night-time Issues	Night noise and rowdiness, afraid to go out at night	7	7			
Unsafe areas	I don't feel safe here	5	1	1	3	
Other	Blocked drains, derelict land, gates to school left open, theft from garages, sheds and houses	4	2	1	1	
Sex related crime	Men exposing themselves, unsavoury characters	2	2			
Positive statements about safety	I feel safe here	1				**1
<p>No. is number of times the issue was raised. Now, Soon or Later indicate the prioritisation given to an individual issue. No shows that an item was disagreed with at the prioritisation stage. ** Item not prioritised</p>						

3.5 Leisure and Community

Leisure and Community – Prioritisation of the Results of the Consultation Days						
Grouping	Issue	No.	Now	Soon	Later	No
Youth Facilities	Youth centre, summer club, skateboard/roller skate park, youth club, basketball hoop, disco, child friendly café,	39	29	10		
Leisure and Community Facilities	Swimming pool, community centre, music centre, manage tennis courts and collect money, football facilities – equipment and coach, create community garden, garden for pub	17	5	9	1	**2
Better Communication	Location for electronic information booth, location for One Stop Shop, better links between school and community	15	4	5	6	
Childcare Issues	After school club, childcare facility	11	7	4		
Facilities for the Elderly	Pensioners club	2		2		
Public Conveniences	Open and upgrade toilets, public toilets, re-open public toilets, toilets needed on Mousehold Heath	4		2		**2
Facilities for young children	Something for young children, redesign swings, improve play area, improve access to playground	4	3		1	
Other	Do it up, full time park keepers, open gate more often, pond too deep and dangerous	4	2	2		
<p>No. is number of times the issue was raised. Now, Soon or Later indicate the prioritisation given to an individual issue. No shows that an item was disagreed with at the prioritisation stage. ** Item not prioritised</p>						

Appendix 4: Accident Statistics for Sewell Area.

The information in the table below is taken from the Norwich City Council AIP Cluster Site Report for Norwich Three Year period 1/1/97 to 31/12/99, prepared 12/9/00.

Accidents in the Sewell Area 1/1/1997 to 31/12/1999			
No.*	Location	Number of Accidents	Comment
4	Bull Close Road/Magdalen Road	12	
5	Drayton Road/St Martins Road	12	Roundabout installed in spring 2000
10	Constitution Hill/Wall Road	11	Roundabout installed in 1999
24	Magdalen Road/Clarke Road	8	
27	Mousehold Lane/Wroxham Road	8	
30	Barrack Street Roundabout	7	Lane changes introduced in 1999
31	Barrack Street/Silver Road	7	Roundabout installed in 2000
35	Magdalen Road/Sprowston Road	7	
40	Waterloo Road/Angel Road	6	Traffic slowed into Angel Road in 1999
41	Sprowston Road/Silver Road	6	Puffin** crossing installed in 2000
55	Drayton Road/Aylsham Road	5	
56	Magdalen Road/Constitution Hill	5	
<p>*Ranked by number of accidents across the 68 main accident sites across the city ** An "intelligent" pedestrian crossing which senses the presence of people, e.g. it can lengthen the crossing time if lots of pedestrians are waiting to cross.</p>			

Appendix 5: Council Transport Plans and Policies

Norfolk Structure Plan

The Norfolk Structure Plan looks ahead to 2001 for the Norwich area. With regards to the north of the city there is the possibility of a northern distributor road. This would not be on the same scale as the southern relief road but would aim to:

- prevent rat-running through residential areas
- take traffic away from the outer Ring Road
- link the main radial roads with park and ride car park sites.

The northern distributor road was last looked at in 1994. There are therefore, no up to date figures as to what the likely effects on the Sewell area would be if that road were to be built.

County Council Transport Strategy

The County Council Transport Strategy for the Norwich Area involves:

- completing the park and ride schemes
- encouraging commuters to use other means of transport – such as park and ride, buses (high quality bus services on main corridors), cycles and walking
- better provision for pedestrians in the city centre to improve safety and the environment for shoppers
- protecting residential areas from traffic and discouraging car commuters parking in residential areas.

In the North of the City there is one Park and Ride based at the Airport. This runs through the Sewell area but is not designed to relieve traffic in the Sewell area. There is also a proposal for a park and ride site in the Sprowston area (start date 2004/5) to reduce traffic coming in on both the North Walsham Road and the Wroxham Road.

Norwich Area Transportation Strategy (NATS)

The Norwich Area Transportation Strategy was agreed in 1997. It seeks to meet additional travel demands via alternatives to car transport and to improve conditions for pedestrians, cyclists and public transport. The aim is to reduce the number of private car trips and to reduce congestion for car trips where there is no feasible alternative. Measures already being implemented as part of the Strategy include:

- the continuing pedestrian crossing programme;
- development of cycle routes;
- Traffic Action Plans, also Safer and Healthier Journey to School Initiatives;
- park and ride;
- bus quality partnerships; and
- development of green travel plans (e.g. Airport Green Travel Plan).

Draft City Transport Plan

The Draft City Transport Plan builds on the above strategy by the adoption of two main themes: improved accessibility to the City Centre through improved alternatives to the car and better information systems; and improved accessibility within the City Centre. A range of measures is proposed for the first five-year period of the plan. Those of most interest to Sewell seem to be the following, with specific proposals set out in the table below:

- improvements for pedestrians crossing the Inner Ring Road to encourage more people to walk into the City Centre;
- a complete cycle network along the main corridors of demand to encourage more people to cycle to and through the City Centre;
- identifying funding to resolve potential air quality issues; and
- developing partnerships to introduce green travel plans and improves goods distribution.

In addition, a bus priority corridor in the City Centre would reduce journey times on 5 out of 6 City Bus Routes and greatly improve reliability. This in turn would allow service frequencies to be increased and for services to be extended. However, modelling indicates this could lead to a 20% increase in journey time for vehicles travelling anti-clockwise on the Inner Ring Road. A proposal to pedestrianise St Stephens Street would lead to additional traffic displacement and a further 20% increase on traffic travelling anti-clockwise on the Inner Ring Road.

Mode of Transport	Scheme	Description	Reasons
Walking/ Cycling	Barrack Street/St Martin at Palace Plain Pedestrian/Cycle Link	Shared route and bridge across the River Wensum	Provide direct and attractive route between Cannell Green and the City Centre
Cycling	Conversion of St Crispins pedestrian crossing to a Pedestrian/Cycle Crossing	Signal controlled crossing of the Inner Ring Road for cyclists on National Cycle Network	Completes National Cycle Network Route between Marriotts Way and Oak Street
	Magdalen Street Cycle Contra Flow	Allows cyclists to travel southbound on Magdalen Street	Provide more direct route between North of City and City Centre
Public Transport	Evening Services	Improve evening public transport provision	Provide facilities for employees and visitors associated with evening economy

For the second five year period the main proposal is to introduce road closures to prevent movement of cars straight through the City Centre (currently 17% of traffic passing into/out of the City Centre travels straight through without stopping). Modelling indicates that traffic volumes would drop by over 80% in Tombland, Exchange Street and St Andrews Street/Bank Plain at peak times – all roads likely to be used by people travelling to/from Sewell. However, modelling indicates that this would lead to more traffic on the Inner Ring Road, with journey times increasing by between a third and a half.

Road Traffic Act 1991

Finally, the City Council is also undertaking a consultation on initiatives under the Road Traffic Act 1991. This would introduce decriminalised parking enforcement throughout the City and introduce on-street parking charges inside the Inner Ring Road. The benefits would be:

- extra money ring fenced for traffic and transport improvement programmes;
- increased street patrols to stop illegal parking and obstruction;
- a more appropriate use of different car parking options by all drivers;
- better enforced resident parking zones; and
- a safer environment for pedestrians.