



West Winch Housing Access Road

Statement of Community Involvement

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Document Reference: 1.03.00

Version Number: 004

Date: October 2023



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Foreword

The West Winch Housing Access Road forms part of the West Winch Strategic Growth Area proposals as set out in the King's Lynn and West Norfolk Local Plan. The West Winch Housing Access Road project has been developed to include improvements on the A47 and the Hardwick Interchange junction.

The Strategic Outline Business Case (SOBC) for the scheme was approved by the Department for Transport in Summer 2022. This has allowed the scheme to be progressed to the next stage which will see the OBC developed and submitted to the Department for Transport. As part of the Major Road Network, the scheme can access funding for improvements to the A10 from the Department for Transport.

The proposal for the West Winch Housing Access Road has been developed by Norfolk County Council to serve the West Winch Growth Area.

This document analyses the responses to the most recent consultation carried out between 14 November 2022 until 8 January 2023, involvement with key stakeholders and pre-application discussions with Norfolk County Council. The views received will be taken into consideration and help develop the scheme further.



1 Introduction

1.1 About this document

1.1.1 This document describes the engagement and consultation activities undertaken by Norfolk County Council (NCC) in relation to the West Winch Housing Access Road. This Statement of Community Involvement (SCI) supports the application for full planning permission for a Housing Access Road forms part of the West Winch Strategic Growth Area proposals as set out in the King's Lynn and West Norfolk Local Plan.

1.1.2 A full planning application is being submitted seeking permission for the following description of development:

“The main elements of the West Winch Housing Access Road (WWHAR) (‘the Proposed Scheme’) include:

A 3.5km long carriageway to the east of West Winch connecting the A47 with the existing A10, providing access to proposed housing development;

Modifications to the existing Hardwick Interchange and dualling of the existing A47 between Hardwick Interchange and the housing access road;

The housing access road will be predominantly single carriageway, with a short section of dual carriageway on the approach to the A47 and feature a total of five roundabouts including;

- *A partially signalised roundabout junction where the housing access road meets the A47;*
- *A roundabout on the housing access road providing access to the Hardwick Green (i.e. Hopkins Homes) planned development, plus two roundabout junctions to accommodate connections to further housing development;*



- *A roundabout at the southern end of the housing access road, providing a connection to the existing A10 with new signalised crossings nearby;*
- *Treatment of local roads severed by the housing access road including an overbridge at Rectory Lane to accommodate road and bridleway users, and closure of Chequers Lane where it crosses the scheme with an at-grade signalised crossing, to maintain east to west access;*
- *Modifications to the existing A10 to improve safety and support its repurposing as a local traffic route;*
- *Construction of drainage features, including basins, and associated maintenance access tracks;*
- *Landscaping, and connections for non-motorised users;*
- *Utility diversions, including National Grid gas mains;*
- *Demolition of Hill Cottages on A47 Constitution Hill; and*
- *Temporary use of land during construction for working areas, haul routes, site compounds, and storage.*
- *A comprehensive description is provided in Chapter 3 of the Environmental Statement ‘Description of the Proposed Scheme’ (document reference: 3.03.00).”*

1.1.3 The purpose of this SCI report is to demonstrate how the local community and key stakeholders have been involved in the development of the scheme.

1.2 Why Consult?

1.2.1 Consultation is a key element of the Localism Act 2011 and National Planning Policy Framework (NPPF, December 2023). Both encourage proactive engagement with local communities from the early stages of a scheme’s development.



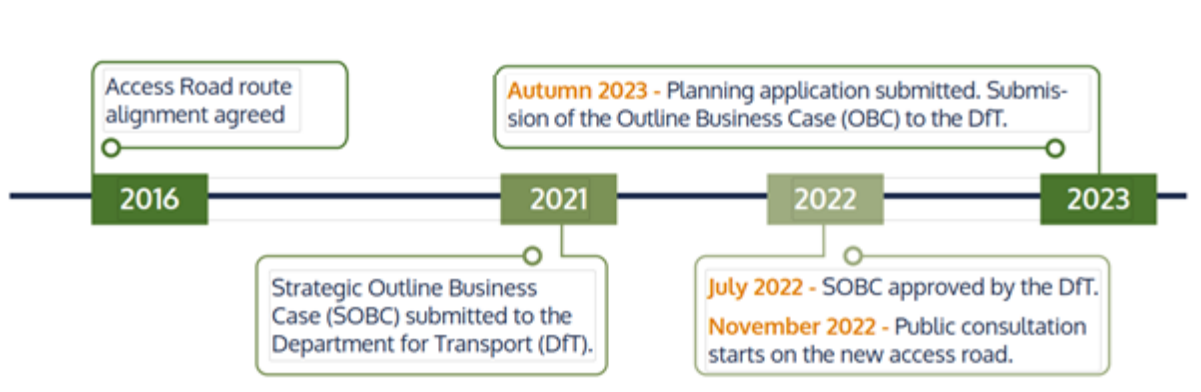
Consultation ensure that surrounding residents and businesses and key stakeholders understand what is proposed and why.

1.3 Context

- 1.3.1 The King's Lynn and West Norfolk Local Plan set the basic outline for a housing access road as part of the West Winch Strategic Growth Area proposals. Since then, the Housing Access Road project has developed further to include improvements on the A47 and at the Hardwick junction.
- 1.3.2 The A10 is already part of the Major Road Network (MRN). This is a new designation of roads that form part of the county road network, maintained by Norfolk County Council, but that sit between this and the national trunk roads (such as the A47), maintained by National Highways (formerly Highways England). As part of the Major Road Network, we can access funding for improvements to the A10 from the Department for Transport (DfT). We have completed the initial stage of this business case process.
- 1.3.3 In March 2021 Norfolk County Council's Cabinet confirmed its support for the delivery of the West Winch Housing Access Road.
- 1.3.4 A Strategic Outline Business Case, alongside other documentation, including an Options Assessment Report, was prepared and submitted to the Department for Transport.
- 1.3.5 In the summer of 2022, the Department for Transport approved the Strategic Outline Business Case (SOBC). This allowed the scheme to progress to the next stage which will see the Outline Business Case (OBC) developed and submitted to DfT in 2023.
- 1.3.6 Alongside the development of the Outline Business Case (OBC), we will also finalise and submit a planning application for the road in 2023.
- 1.3.7 The West Winch Housing Access Road scheme has the support of Transport East, the sub-national transport body for our region.
- 1.3.8 The timeline can be seen in Figure 1-1.



Figure 1.1 - Timeline



1.4 About the proposals

1.4.1 The West Winch Housing Access Road will serve the West Winch Growth Area which will see around 4000 new homes and the associated infrastructure built over the next 20 years.

1.4.2 The new road will also help to address traffic problems on the existing A10 by providing an alternative route around the village of West Winch. This will allow traffic calming measures to be introduced along the existing A10, improving safety and living conditions for local residents. Once completed, the new access road will become part of the A10.

1.4.3 The West Winch Housing Access Road scheme comprises the following elements:

- A housing access road to the east of West Winch connecting the A47 with the existing A10
- Modifications for the Hardwick Interchange to accommodate additional housing traffic and the rerouted A10
- Dualling of the existing A47 between Hardwick Interchange roundabout and the housing access road
- A new signalised roundabout on the A47.

1.4.4 Figure 1-2 illustrates the West Winch Growth Area.



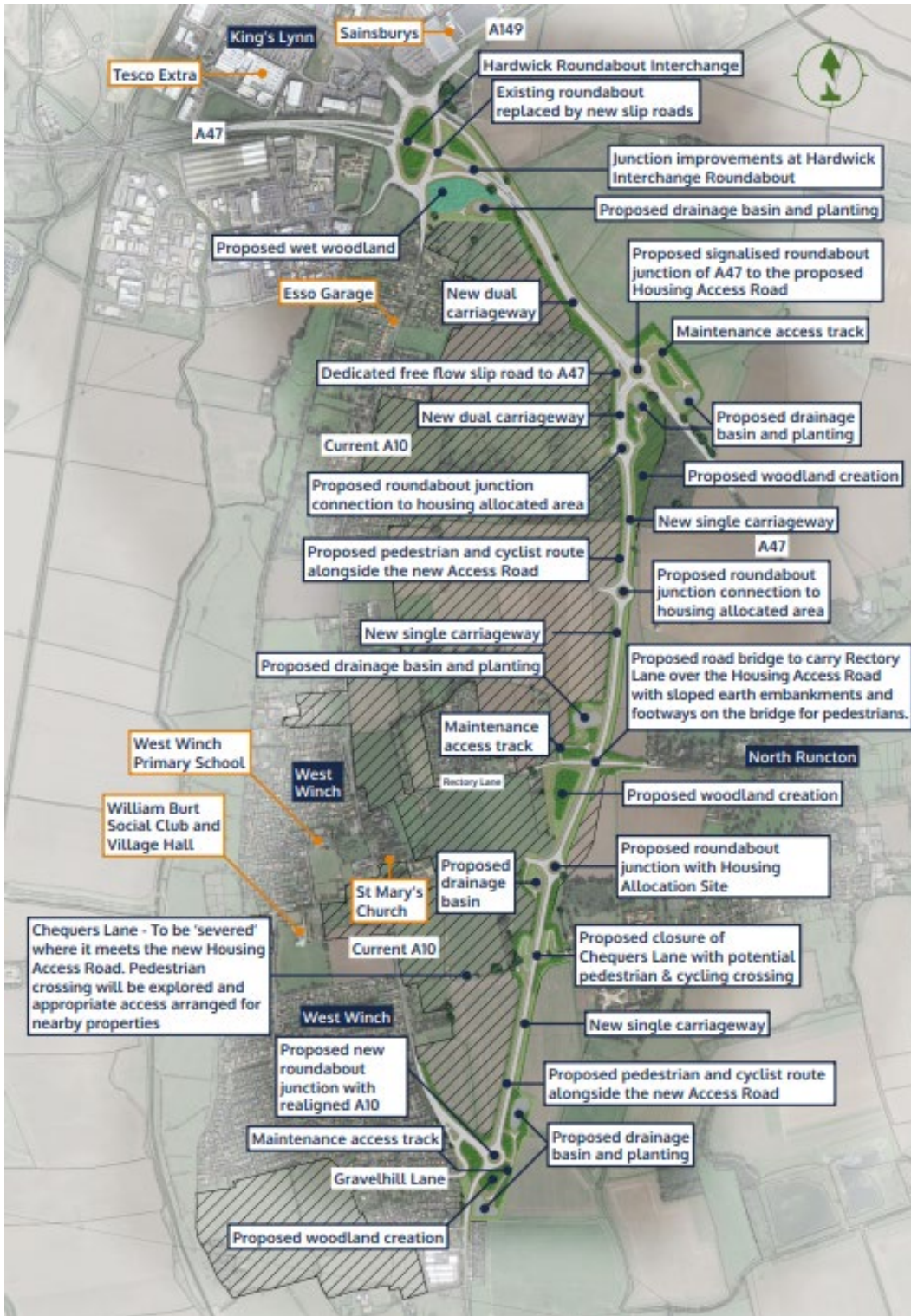
Figure 1.2 - West Winch Growth Area



1.4.5 Figure 1-3 shows the key features associated with the proposed scheme.



Figure 1.3 - Key features





- 1.4.6 The access road will join the A47 via a new roundabout and a dedicated free flow slip road. The A47 between the access road and the Hardwick Interchange will become a dual carriageway.
- 1.4.7 The current layout of the A47 and its connection to the Hardwick Interchange needs to be improved to ensure that it can accommodate the traffic from the Growth Area and access road. Improvements to the junction with the Hardwick Interchange will include:
- Removal of the smaller roundabout to the east
 - New slip roads on and off the A47
 - Potential upgrades to signals at the interchange
- 1.4.8 A new bridge is proposed to carry Rectory Lane over the access road to maintain connectivity between West Winch and North Runcton.
- 1.4.9 Chequers Lane will be severed to prevent traffic travelling through North Runcton to the A47. Appropriate access arrangements will be in place for nearby properties.
- 1.4.10 A new roundabout will be constructed to link the A10 with the access road, and the A10 and Gravelhill Lane will be realigned to suit the new roundabout.
- 1.4.11 A new footway and cycleway will be constructed on the west side of the new road to encourage active travel.
- 1.4.12 Surface water drainage from the new road will be designed to avoid impacts to existing watercourses, using attenuation features to minimise flood risk.



2 Consultation with the Local Community

2.1 Introduction

- 2.1.1 A pre-planning application public consultation ran for 8 weeks between 14 November 2022 and 8 January 2023. This consultation period aimed to allow those taking holidays during the Christmas period a chance to respond to the consultation.
- 2.1.2 In-person consultation events were held during the consultation period. Details of these events can be found in section 2.4 below.
- 2.1.3 A virtual consultation room was available online throughout the consultation period. This included links to the consultation brochure and the consultation feedback questionnaire. Other material provided included banners of the Proposed Scheme, which presented more in-depth information and visuals of the different sections.
- 2.1.4 Hard copies of the brochure and questionnaire were available on request and were made available at each in-person event.

2.2 Who was consulted

- 2.2.1 Norfolk County Council provided stakeholders with the opportunity to feedback on the proposals. The consultation was open to anyone interested in the proposals. Chapters 5 and 6 of this report provide details of the feedback received. Norfolk County Council has taken the feedback received into consideration.

2.3 Materials produced to support consultation

- 2.3.1 Materials produced to support the consultation can be found in Appendix A.

Consultation brochure

- 2.3.2 The consultation brochure outlined the key aspects of the proposal for the West Winch Housing Access Road. This included information about the proposed access road, as well as proposed modifications to the Hardwick



Interchange and to A47. Furthermore, the brochure included considerations for landscaping, environment and traffic flows, as well as for active travel and public transport. The brochure also provided details of the in-person consultation events, and the URL of the virtual room.

2.3.3 The brochure was published on the consultation website.

2.3.4 Printed copies of the brochure and consultation feedback questionnaire were also made available on request and at in-person events. Other formats (Braille, Easy Read, or in other languages) were available on request; none were requested.

Online portal

2.3.5 All consultation material was available via the virtual room.

2.3.6 There had been 2700 hits on the virtual room as of 6 January 2023.

Questionnaire

2.3.7 An online questionnaire, hosted within the virtual room, was the main mechanism through which respondents could comment on the proposals.

2.3.8 The questionnaire consisted of 25 questions, with a combination of open and closed questions. The questionnaire asked for opinions and comments on all aspects of the Proposed Scheme. It also included questions to ascertain the demographics of the consultees.

2.4 Consultation activities

Social media

2.4.1 The consultation was promoted via the Norfolk County Council social media channels throughout its 8-week duration. This incorporated a combination of organic and paid for posts. Platforms included Facebook, Instagram, Twitter, LinkedIn and Next Door.

2.4.2 The posts generated over 150,000 impressions and more than 5000 clicks through to the Norfolk County Council website.



Press releases and media

- 2.4.3 The public consultation was promoted extensively in the local area. The upcoming consultation for the road was teased as part of the related masterplan consultation in August 2022. This was covered in the local media.
- 2.4.4 The start date of the consultation was announced ahead of time through a [Norfolk County Council press release](#) . This was also shared on the borough council's website and this was covered in local media including Lynn News, EDP and BBC Radio.
- 2.4.5 [A press release](#) was issued at the start of the consultation via Norfolk County Council. This was covered in local media including Lynn News, EDP, BBC Radio Norfolk and Your Local Paper.
- 2.4.6 The consultation events were attended by local media, including BBC Radio Norfolk who conducted interviews with council officers and local residents.
- 2.4.7 The end of the consultation was promoted through a [press release](#) that was issued 2 weeks ahead of the closing date. This was covered in local media including Lynn News, EDP, BBC Radio Norfolk and Your Local Paper.

Local promotion

- 2.4.8 The consultation was promoted to local stakeholder and landowners groups. This included local members and the parish councils. In each instance they were encouraged to promote the consultation through their own local channels. Local promotion included the West Winch Parish website, West Winch Parish newsletter and the North Runcton Parish website.
- 2.4.9 Posters were provided that were put up in key local locations.
- 2.4.10 A letter drop was sent to 1700 local residents at the start of the consultation which included details of the public exhibition events and how they could take part in the consultation.
- 2.4.11 Brochures were printed and were made available on request or at the 3 public exhibition events.



Project specific events

2.4.12 Three public events were held around the area of the Proposed Scheme to enable the community and stakeholders to find out more about the West Winch Housing Access Road and to speak to the project team. There were 160 attendees across all three events.

2.4.13 Table 2-1 details the tree events that were held at various locations around the area of the Proposed Scheme.

Table 2-1 In person events

Location	Date and Time
West Winch Primary School	Wednesday 23 November, 4pm to 9pm
The Village Meeting Place, North Runcton	Saturday 10th December, 10am-4pm
West Winch Primary School	Wednesday 4 January, 4pm to 9pm

3 Public Consultation Response Analysis Methodology

3.1 Survey

3.1.1 The online survey was hosted on the project’s online consultation portal. Online responses were processed directly through the portal, while all data from paper copies, including verbatim responses to open questions, were entered manually.

3.1.2 The combined dataset was downloaded into a spreadsheet and a series of logic and range checks, as well as further spot checks of manually entered data, were completed prior to analysis. Microsoft Excel and GIS mapping software were both used to analyse the data, with the results of this analysis presented in the series of charts, tables and maps which are shown in subsequent sections.



3.2 Qualitative analysis

3.2.1 The survey contained both open and closed questions. Open questions invite free-text responses which provides valuable additional insight into respondents' opinions.

3.2.2 The free-text responses required further processing, or thematic 'coding', whereby statements within comment boxes are translated into a series of numeric codes, to identify common themes and enable the categorisation of the comments. These codes were then analysed quantitatively to identify the most frequently recurring areas of comment.

3.2.3 A code frame is a list of the codes which represent the different themes and areas of comment raised by respondents. This is created by reviewing a large sample of the responses and identifying common themes and areas of comment, each of which is given a unique number. The code frame for this consultation underwent a series of reviews during the analysis to ensure that any new themes that emerged in the data were incorporated. The coding of responses was subject to a series of quality assurance checks to ensure consistency and accuracy throughout the process.

3.3 Quantitative analysis

3.3.1 The survey also contained closed questions, where respondents chose their preference between multiple choices.

3.3.2 These provide quantitative data where the preferences of respondents can easily be compared.

3.4 Other written responses

3.4.1 Emails received from individuals or groups and organisations were reviewed for content and key themes identified. These are presented in Chapter 6 with original responses presented in Appendix B. Any personal details have been redacted.



4 Public Consultation response

4.1 Respondent profile

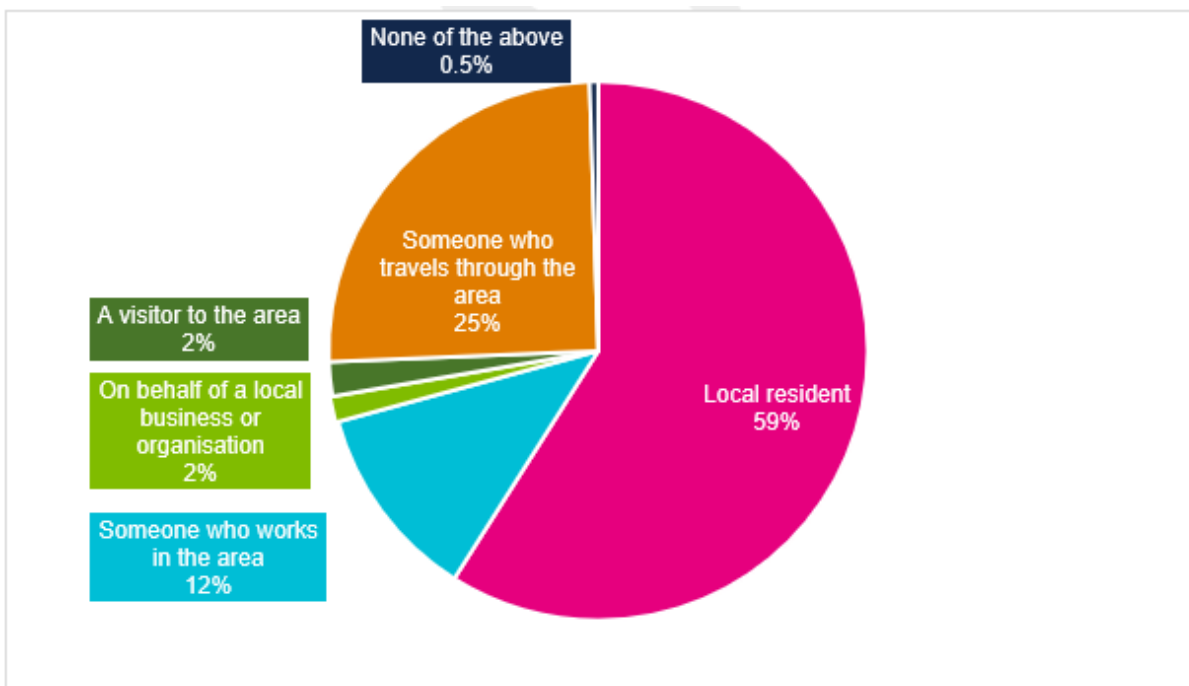
4.1.1 Overall, a total of 149 responses were received via SmartSurvey. A total of 18 written responses were also received.

Demographic data

4.1.2 Questionnaire respondents were asked to complete a series of demographic related questions. Percentages are rounded to the nearest whole number, and as such totals may not equal 100. Respondents did not have to complete this information

4.1.3 Question 1 asked respondents to indicate their interest in the Proposed Scheme. A total of 149 respondents chose to answer and were able to select more than one response. The 149 respondents gave a total of 195 answers. These responses are provided in Figure 4-1 and Table 4-1.

Figure 4.1 – Interest in the proposed scheme



Base: all responses received (N: 195)



4.1.4 The largest group of respondents described themselves as a local resident, with 59% (115 responses) of responses. 25% (49 responses) reported that they travel through the area.

Table 4-1 Interest in the proposed scheme

Interest in the Proposed Scheme	Number of respondents	Percentage of respondents
Local resident	115	59%
Someone who works in the area	23	12%
On behalf of a local business or organisation	3	2%
A visitor to the area	4	2%
Someone who travels through the area	49	25%
None of the above	1	1%

Base: all responses received (N: 195)

4.1.5 A total of 3 organisations or businesses provided responses to the consultation via the questionnaire:

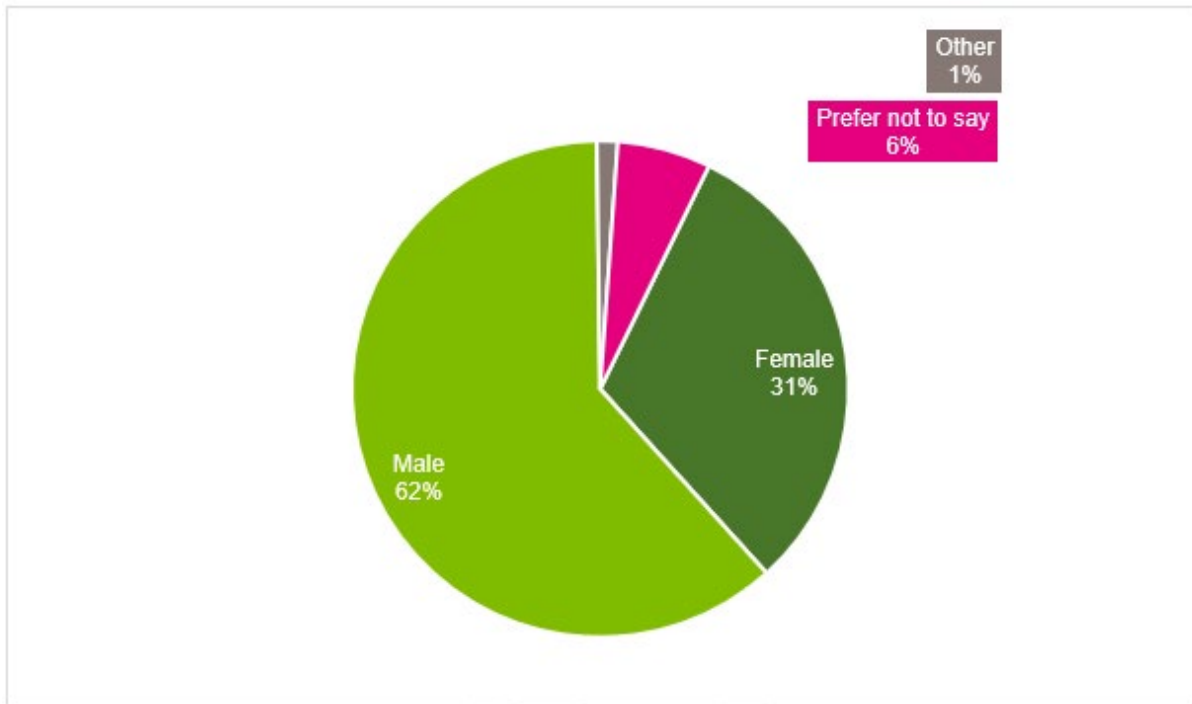
- The Norfolk and Fens Cycling Campaign
- Red Barn Events Ltd
- The Cycling Gardener

4.1.6 Question 21 asked about the respondent’s gender. A total of 148 respondents provided an answer. Of these, 62% (91 respondents) identified as male, 31% (46 respondents) identified as female. Full details can be seen in Figure 4-2 and Table 4-2.

4.1.7 According to 2021 Census data (the most recently available) the population by gender in Norfolk is 49% male and 51% female.



Figure 4.2 - Gender



Base: all those who provided a response (N: 148)

Table 4-2 Gender

Gender	No. of Respondents	Percentage of Respondents
Female	46	31%
Male	91	61%
Other	2	1%
Prefer not to say	9	6%

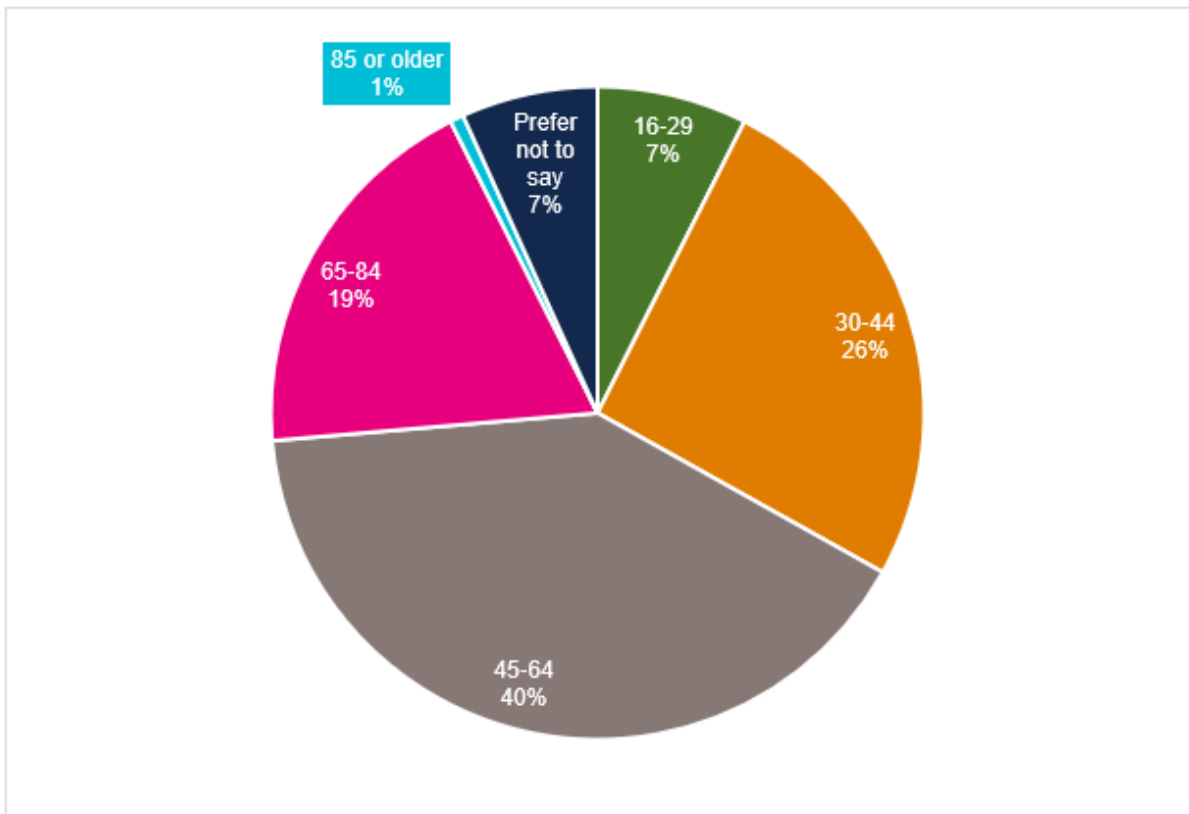
Base: all those who provided a response (N: 148)

4.1.8 Question 22 asked respondents to indicate their age range. A total of 148 respondents provided an answer. Over half of the respondents (60%, 89 respondents) were 45 or older. Full details can be seen in Figure 4-3 and Table 4-3.



4.1.9 According to 2021 Census data (the most recently available) the proportion of the population over the age of 45 in Norfolk is 51%, with those over 65 making up 24% of the population in the area. Younger ages groups would therefore seem to be underrepresented in those who chose to complete the questionnaire.

Figure 4.3 - Age group



Base: all those who provided a response (N: 148)

Table 4-3 Age group

Age Group	Number of Respondents	Percentage of Respondents
16-29	11	7%
30-44	38	26%
45-64	60	41%

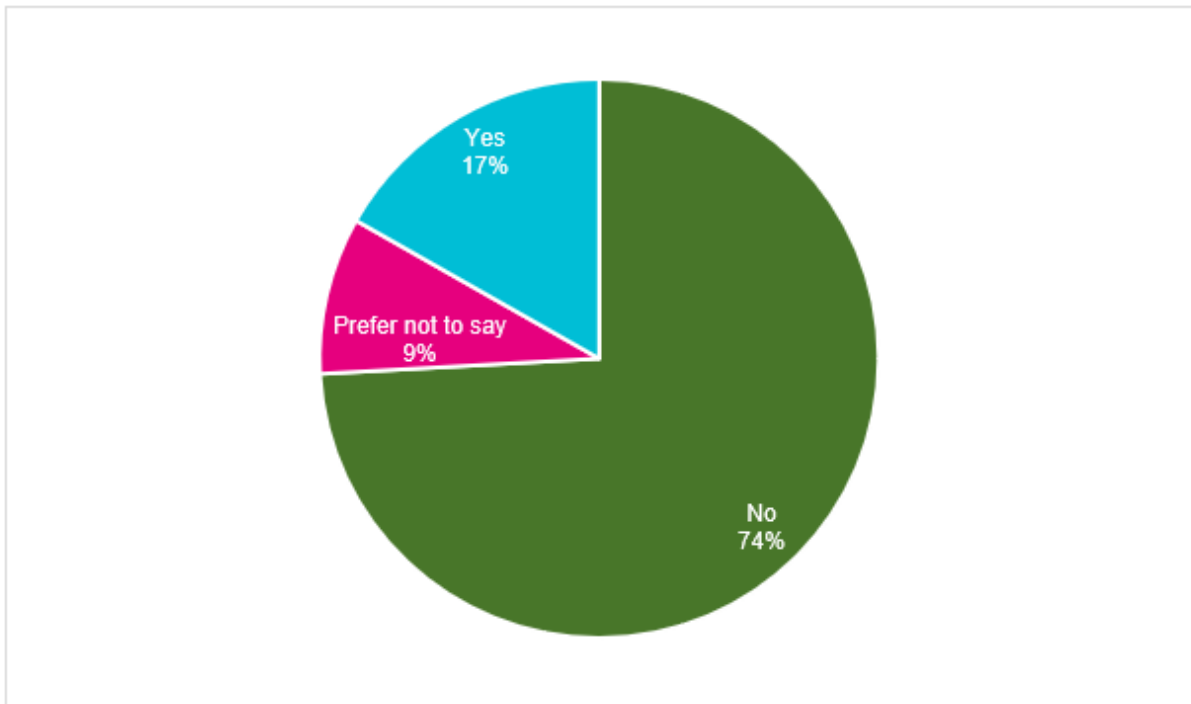


Age Group	Number of Respondents	Percentage of Respondents
65-84	28	19%
85 or older	1	1%
Prefer not to say	10	7%

Base: all those who provided a response (N: 148)

4.1.10 Question 23 asked respondents if they have any long-term illness, disability or health problem that limits their daily activities. A total of 143 respondents provided an answer, with 74% (106 respondents) advising they did not, 17% (24 respondents) advising they did and 9% (13 respondents) preferred not to say. Full details can be seen in 4 and Table 4-4.

Figure 4.4 – Self-described disability among respondents



Base: all those who provided a response (N: 143)



Table 4-4 Self-described disability among respondents

Self-described Disability	Number of Respondents	Percentage of Respondents
No	106	74%
Prefer not to say	13	9%
Yes	24	17%

Base: all those who provided a response (N: 143)

4.1.11 Question 24 asked respondents' ethnic background. A total of 147 respondents provided an answer, with the highest proportion of respondents describing their ethnicity as White British (84%, 123 respondents). One respondent gave an 'Other' response, which did not include an ethnicity. Full details can be seen in Table 4-5.

Table 4-5 Self-described ethnicity of respondents

Self-described Ethnicity	Number of Respondents	Percentage of Respondents
Asian or Asian British	1	1%
Chinese	1	1%
Mixed	3	2%
Prefer not to say	13	9%
White British	123	84%
White Irish	1	1%
White Other	4	3%
Other	1	1%



Base: all those who provided a response (N: 147)

4.1.12 To enable geographic analysis of the responses, respondents were asked to provide their postcode in Question 25.

4.1.13 A total of 130 respondents provided postcode data complete enough to identify the postcode district, as shown in Table 4-6. The largest numbers of respondents were from the PE30 and PE33 postcode districts (n: 25 and 63 respectively).

Table 4-6 Respondents by postcode district

Postcode District	Post Town	Number of Respondents	Percentage of Respondents
M8	Manchester	1	1%
NR19	Norwich	1	1%
NR2	Norwich	1	1%
PE14	Wisbech	1	1%
PE30	King's Lynn	25	19%
PE31	King's Lynn	2	2%
PE32	King's Lynn	14	11%
PE33	King's Lynn	63	48%
PE34	King's Lynn	9	7%
PE36	Hunstanton	1	1%
PE37	Swaffham	1	1%
PE38	Downham Market	11	8%

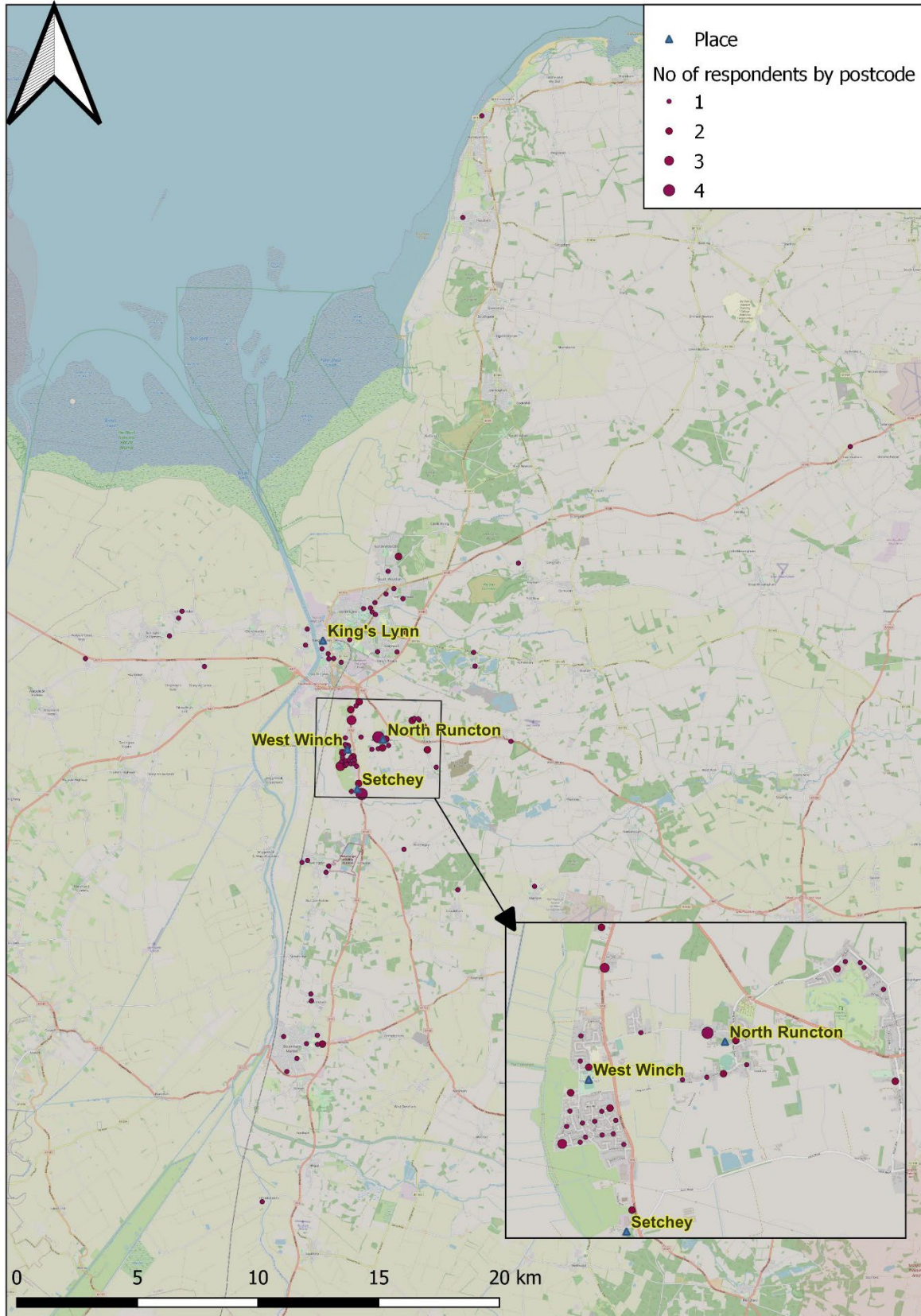
Base: all those who provided a response (N: 130)



4.1.14 The location of questionnaire respondents mapped by postcode can be seen in Figure 4-5. Out of the 130 postcodes, 4 postcodes have not been included in the map due to location or invalidity.



Figure 4.5 - Respondents based on postcode





4.2 Views of the proposals

4.2.1 The survey asked a series of questions to ascertain respondents' views on the proposals put forward as part of the consultation. All responses have been analysed, with the results presented in this section. Percentages have been rounded to the nearest whole number and, as such, the totals may not equal 100.

4.2.2 Responses to free text questions have been coded, as per the process described in Chapter 3, to identify recurring themes amongst the comments. The most frequently recurring themes are presented in tables within the report, while full frequency tables are included in Appendix C.

4.3 Links to the A47 and Hardwick interchange

4.3.1 Question 4 asked respondents if they had any comments about the north section of the proposed access road and the alterations to the A47 to the Hardwick Interchange. A total of 114 respondents provided their comments, which resulted in 207 coded comments. The most commonly occurring themes are detailed in Table 4-7.

4.3.2 Respondents took the opportunity to raise their concerns and objections on the potential impact to congestion on the A47 and Hardwick Interchange as a result of the proposals (15%, 32 mentions). Respondents also provided comments on the design and suggested alterations to the proposal (10%, 20 mentions), such as new locations to build the road (west side of West Winch or further away from the village) and asked for more consideration to be made to other roads in the area. Some respondents answered in support of the proposals for the North section (8%, 17 mentions), whilst others were against (7%, 15 mentions). Some respondents also made comments opposing the cost of the scheme (10% of responses, 20 mentions) and requested the money be spent elsewhere, such as local hospitals and services.



Table 4-7 Themes from comments about the North section

Theme Description	Number of Mentions	Percentage of Mentions
North Section - Congestion	32	15%
Suggestion - Design changes	20	10%
Support - North Section (Links to A47 and Hardwick Interchange)	17	8%
Oppose - North Section (Links to A47 and Hardwick Interchange)	15	7%
Oppose - Cost of the proposal	12	6%

Base: all coded responses (N: 207)

4.3.3 Comments included:

- *“All that will happen is that the A47 will become the bottleneck and have lots of congestion”*
- *“Please minimise impact on regular A47 drivers”*
- *“It will make Hardwick roundabout more difficult to navigate by getting rid of Constitution Hill Roundabout”*
- *“Removal of the roundabout to the east of the flyover will cause congestion on Hardwick Roundabout”*
- *“Your proposals will add much more traffic onto the Hardwick roundabout”*

4.4 Local access proposals

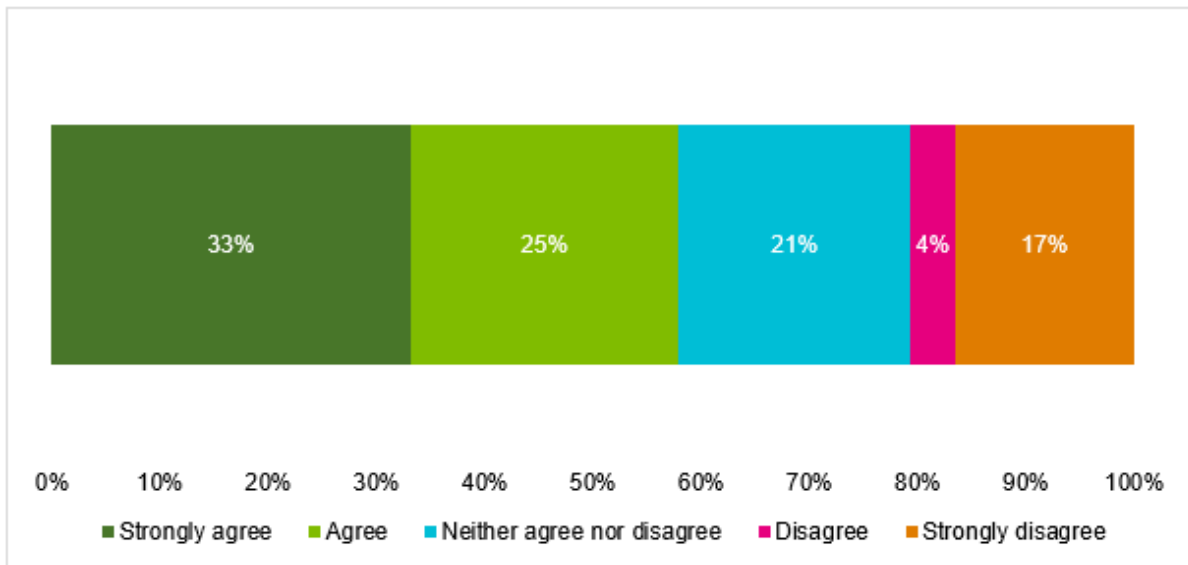
4.4.1 Question 5 asked ‘our proposals include a new bridge carrying Rectory Lane over the access road to maintain connectivity between the villages, and also



avoid traffic using North Runcton to access the A47. To what extent do you agree or disagree with this proposal?’

4.4.2 A total of 145 respondents answered this question, of which more than half, 58% (84 respondents) agreed to some extent with the proposal to include a new bridge carrying Rectory Lane (33%, 48 respondents strongly agreed and 25%, 36 respondents agreed) whilst 21% (30 respondents) disagreed to some extent (4%, 6 respondents disagreed and 17%, 24 respondents strongly disagreed). Full details can be seen in Figure 4-6.

Figure 4.6 – Extent of support for a new bridge carrying Rectory Lane



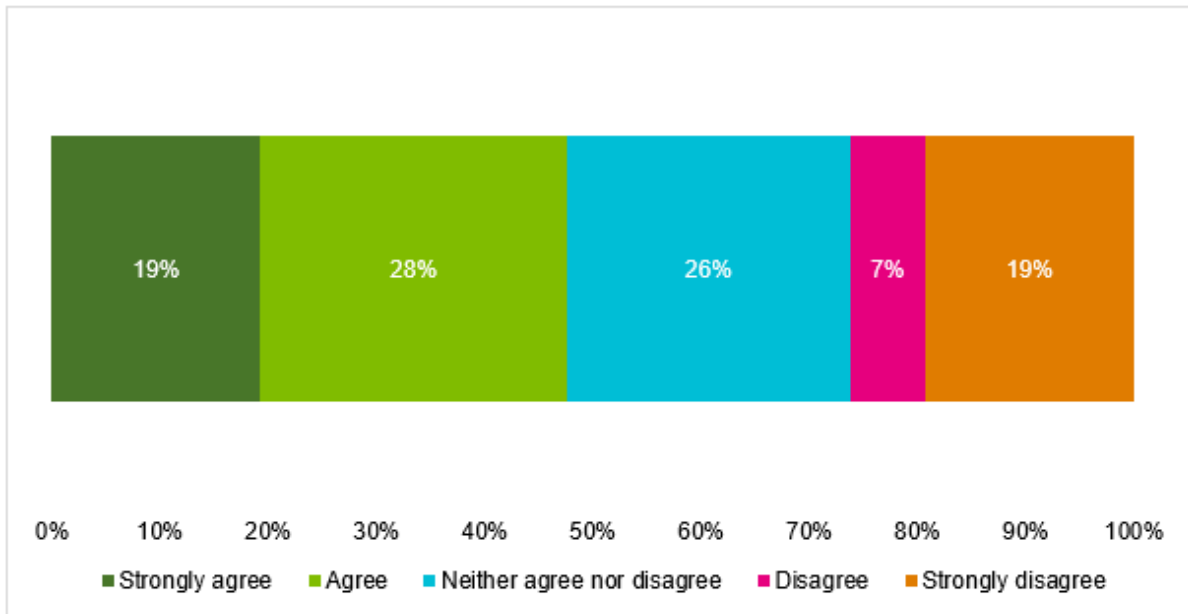
Base: all those who provided a response (N: 145)

4.4.3 Question 6 asked ‘we are also proposing to close Chequers Lane where it crosses the access road, however we are planning to maintain connectivity for access to nearby properties and for walkers and cyclists. To what extent do you agree or disagree with these proposals?’

4.4.4 A total of 145 respondents answered this question, of which 47% (69 respondents) agreed to some extent with the proposal to close Chequers Lane where it crosses the access road (19%, 28 respondents strongly agreed and 28%, 41 respondents agreed) whilst 26% disagreed to some extent (7%, 10 respondents disagreed and 19%, 28 respondents strongly disagreed). Full details can be seen in Figure 4-7.



Figure 4.7 – Extent of support for closing Chequers lane



Base: all those who provided a response (N: 145)

4.4.5 Question 7 asked respondents if they had any comments about the proposals for the south section of the proposed access road. A total of 95 respondents provided their comments, which resulted in 149 coded comments. The most commonly occurring themes are detailed below.

4.4.6 Respondents took the opportunity to comment on design changes for the proposed southern section of the access road, as well as more broadly (14%, 21 mentions). This included suggestions around repositioning of roundabouts, extending or dualling the access road, lowering the bridges' level, and more generally a consideration of the road network around King's Lynn and to align any plans with it. Some respondents mentioned their concerns regarding the impacts on the surrounding areas (11%, 16 mentions), especially Setchey, or North Runcton. Some respondents highlighted their concerns regarding congestion and traffic increase caused by the plans (7%, 11 mentions) and made comments regarding Rectory Lane (5%, 8 mentions), including noise impacts from elevation and traffic increase concerns.



Table 4-8 Themes from comments about the South section

Theme Description	Number of Mentions	Percentage of Mentions
Suggestion - Design changes	21	14%
Oppose/Concern - Impact to surrounding areas	16	11%
Concern - Congestion / Traffic increase	11	7%
Other comments unrelated to the scheme	10	7%
Comments on Rectory Lane	8	5%

Base: all coded responses (N: 149)

4.4.7 Comments included:

- *“it will become a nightmare for the residents of North Runcton to get on to the A10 going south”*
- *“5 roundabouts is hardly ideal for a free flowing main road”*
- *“Closing Chequers Road would severely hamper our access”*
- *“..a lot of roundabouts on a 1.5 mile stretch”*
- *“Rectory lane will still be excessively used”*

4.5 Environmental and landscape considerations

4.5.1 Question 8 asked respondents if they had any comments on the environmental proposals for the proposed access road. A total of 86 respondents provided their comments, which resulted in 124 coded comments.

4.5.2 The most common theme occurring within the responses to the environmental proposal included opposition over the impact the development may have on



the environment, in particular the existing rural setting (19%, 23 mentions). Of the responses provided 17% (21 mentions) had no comments on the environmental proposal (theme - other comments unrelated to the scheme). Other respondents mentioned their concern over the potential pollution the proposal may cause (15%, 18 respondents), comments including those on air pollution and noise pollution. Some respondents asked for further information on the proposed environmental plans (7%, 9 respondents). 6% of responses commented on the associated proposed housing development (8 mentions).

Table 4-9 Themes from comments about the Environmental Proposal

Theme Description	Number of Mentions	Percentage of Mentions
Oppose - Due to environmental Impact of Proposal	23	19%
Other comments unrelated to the scheme	21	17%
Concern - Pollution	18	15%
Suggestion - Further information	9	7%
Comment - Proposed Housing development	8	6%

Base: all coded responses (N: 124)

4.5.3 Comments included:

- *“more houses will add additional pressures to already stretched resources”*
- *“It just gives carte-blanche for developers to infill north of North Runcton”*
- *“roundabouts mean more breaking, speed changes and gearing changes all which will cause pollution”*



- *“The noise, light and air pollution will massively impact an extremely rural environment”*
- *“environmental issues have been thought about and seem to be adequate”*

4.5.4 Question 9 asked respondents if they had any comments on the landscape proposals for the proposed access road. A total of 76 respondents provided their comments, which resulted in 95 coded comments. The most commonly occurring themes are detailed below.

4.5.5 Of the responses, 24% of respondents had no further comments to provide (23 mentions) (theme - other comments unrelated to the scheme). Other respondents took the opportunity to request the plans include more to the landscaping proposals, comments included more trees and vegetation (17%, 16 mentions). Several respondents commented on their support for the proposals (8%, 8 mentions), whilst 8% mentioned that they objected (8 mentions). Some respondents also mentioned that they opposed the overall scheme (5%, 5 mentions).

Table 4-10 Themes from comments about the Landscape Proposal

Theme Description	Number of Mentions	Percentage of Mentions
Other comments unrelated to the scheme	23	24%
Suggestion - Add more landscaping (e.g more trees)	16	17%
Support - Landscaping proposal	8	8%
Oppose - Landscaping proposal	8	8%
Oppose - Overall Scheme	5	5%

Base: all coded responses (N: 95)



4.5.6 Comments included:

- *“If proper mixed native hedging is put all along the new road, with native trees added in the hedging, so that there is a good mix, then it is laudable”*
- *“Do make it look nice whilst maintaining good visibility on approaching the roundabout. Low maintenance verges - wildflower stretches”*
- *“The road should be completely lined by trees to trap pollution and sound proofing”*
- *“Strongly disagree with all plans. Build a new hospital instead”*
- *“The road and housing estate will radically change the visual outlook for people in North Runcton”*

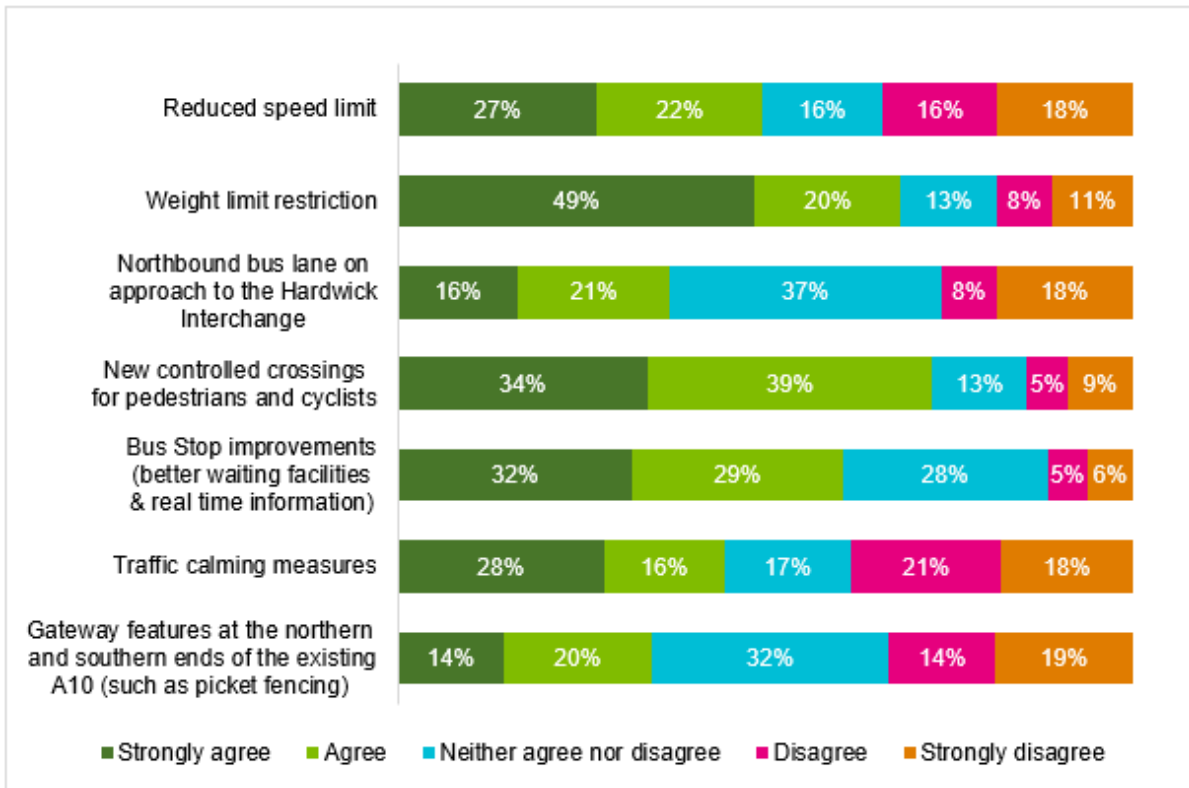
4.6 Improvement measures on the existing A10

4.6.1 Question 10 asked *‘To what extent to you agree or disagree with the following potential types of measures to improve the existing A10 through West Winch and encourage traffic to use the access road?’*

4.6.2 A total of 147 respondents answered this question, with a high proportion, 73%, 107 respondents) agreeing with new controlled crossings for pedestrians and cyclists (34%, 50 respondents strongly agreed and 39%, 57 respondents agreed), closely followed by weight limit restrictions (49%, 71 respondents strongly agreed and 20%, 29 respondents agreed). On the other hand, 39% of respondents (56 respondents) disagreed with introducing traffic calming measures (21%, 30 respondents disagreed and 18%, 26 respondents strongly disagreed). Full details can be seen in Figure 4-8.



Figure 4.8 – Extent of agreement with measures to improve the existing A10



Base: all those who provided a response (N: 147)

4.7 Active travel

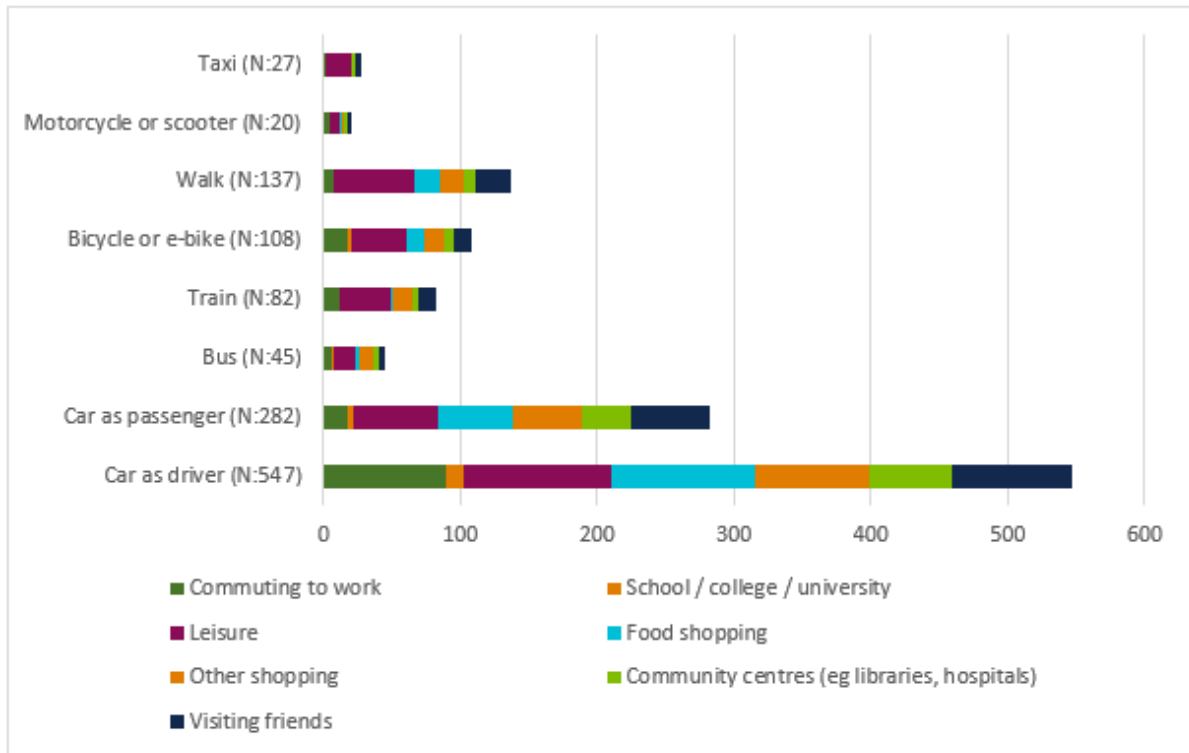
4.7.1 Question 11 asked 'Thinking about your travel habits, what forms of transport do you currently use when travelling in the local area?'. Respondents were able to select all that applied.

4.7.2 The highest number of responses was received for car as a driver (547 responses), with respondents indicating they use the car for all activities when travelling in the local area (20%, 107 respondents for leisure; 19%, 105 respondents for food shopping). This was followed by car as a passenger (282 responses). The lowest number of responses was received for taxi (27 responses). Full details can be seen in Figure 4-9.

4.7.3 The analysis of respondents' travel habits indicates high car usage and low usages of public transport.



Figure 4.9 – Travel habits



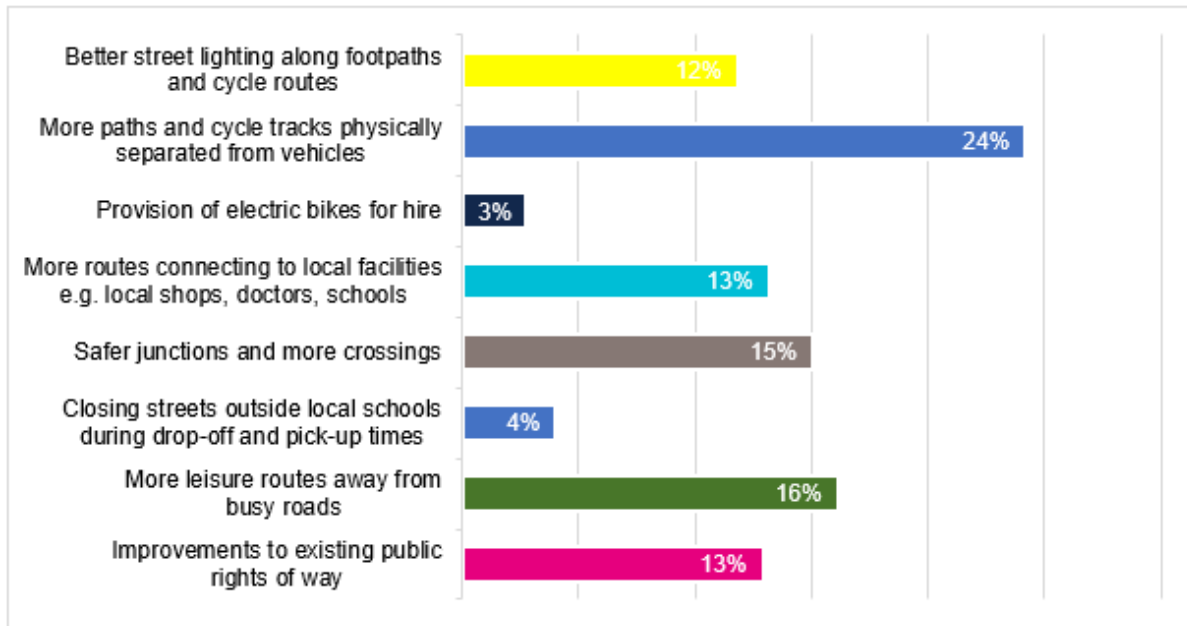
Base: all responses received (N: as shown); percentages lower than 3 have not been included.

4.7.4 Question 12 asked ‘Please select the top three factors that would encourage you to cycle or walk more in general’.

4.7.5 A total of 372 responses were received for this question. The most important factors that would encourage participants to cycle and walk more were: more paths and cycle tracks physically separated from vehicles (24%, 90 responses), more leisure routes away from busy roads (16%, 60 responses) and safer junctions and more crossings (15%, 56 responses). The least important factors were the provision of electric bikes for hire (3%, 10 responses) and closing streets outside local schools during drop-off and pick-up times (4%, 15 responses). Full details can be seen in Figure 4-10.



Figure 4.10 – Factors that would encourage more cycling or walking



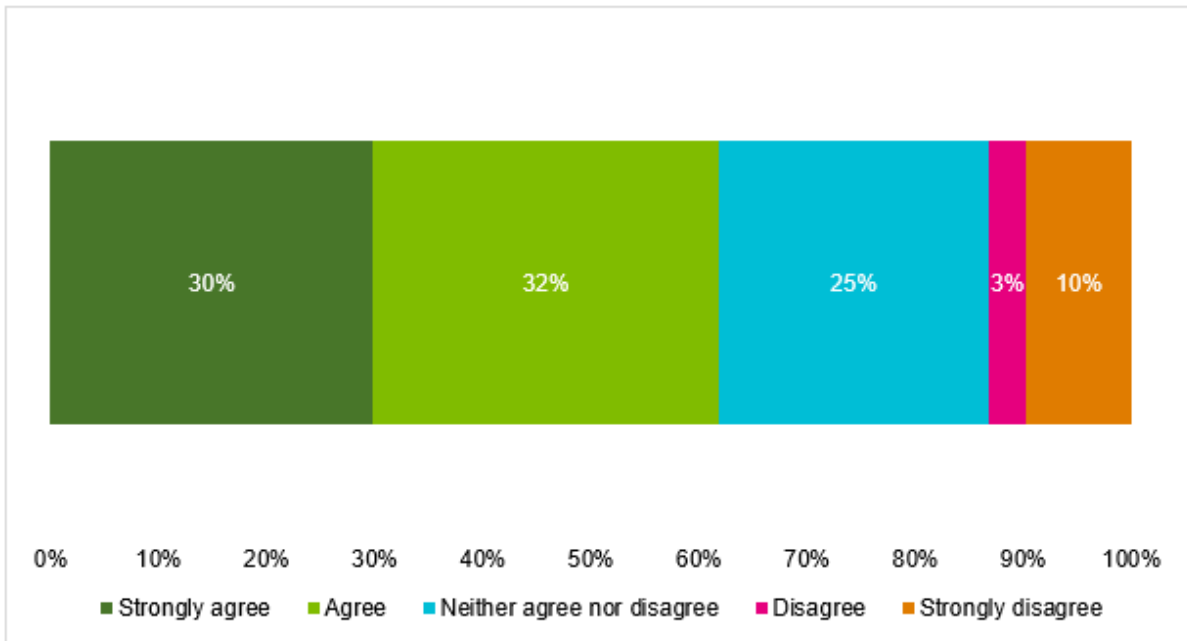
Base: all responses received (N: 372)

4.7.6 Question 13 asked ‘*We are proposing to include a walking and cycling link parallel with the access road to ensure there is a high quality connection between the new and existing communities. To what extent do you agree or disagree with this proposal?*’

4.7.7 A total of 148 respondents answered this question. More than half of respondents (62%, 89 respondents) stated that they somewhat supported the proposed walking and cycling link parallel to the access road (30%, 43 respondents strongly agreed and 32%, 46 respondents agreed) whilst 13% disagreed to some extent (3%, 5 respondents disagreed and 10%, 14 respondents strongly disagreed). Full details can be seen in Figure 4-11.



Figure 4.11 – Extent of agreement with the proposed walking and cycling link



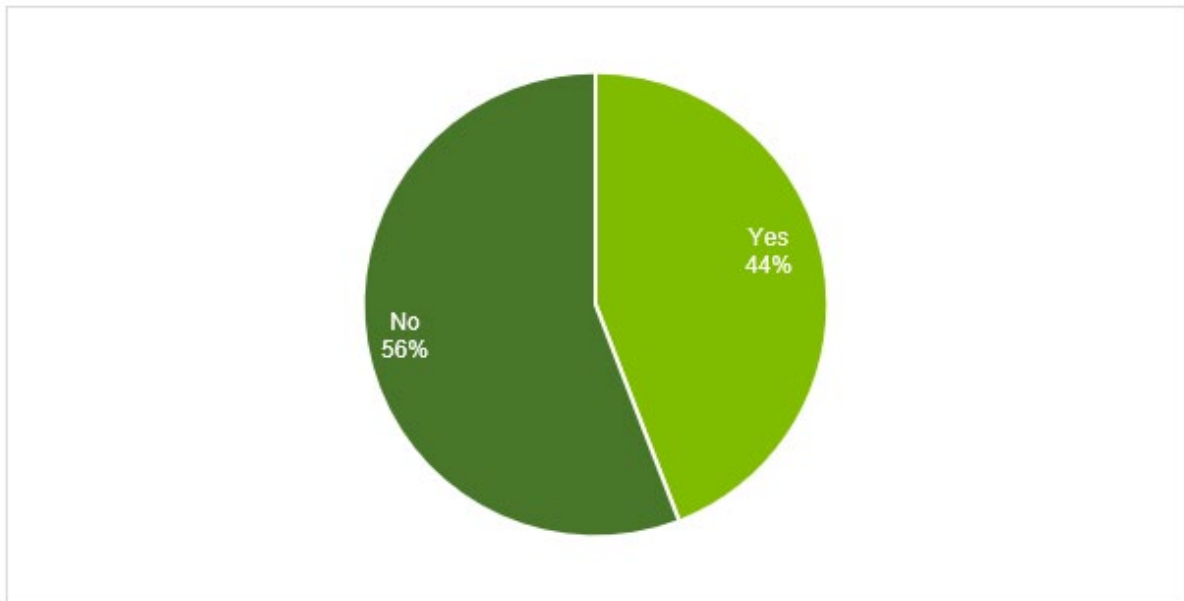
Base: all those who provided a response (N: 144)

4.7.8 Question 14 asked ‘*There are existing walking and cycling facilities around the western edge of the Hardwick junction, that connect West Winch to the Hardwick Road and the centre of King’s Lynn. We would like your views on these facilities to inform wider transport measures and opportunities. Have you used these routes as a pedestrian or cyclist?*’

4.7.9 A total of 145 respondents answered this question, with more than half, 56% (81 respondents) advising that they had not used the walking or cycling routes and 44% (64 respondents) advising that they had. Full details can be seen in Figure 4-12.



Figure 4.12 – Usage of routes as a pedestrian or cyclist



Base: all those who provided a response (N: 145)

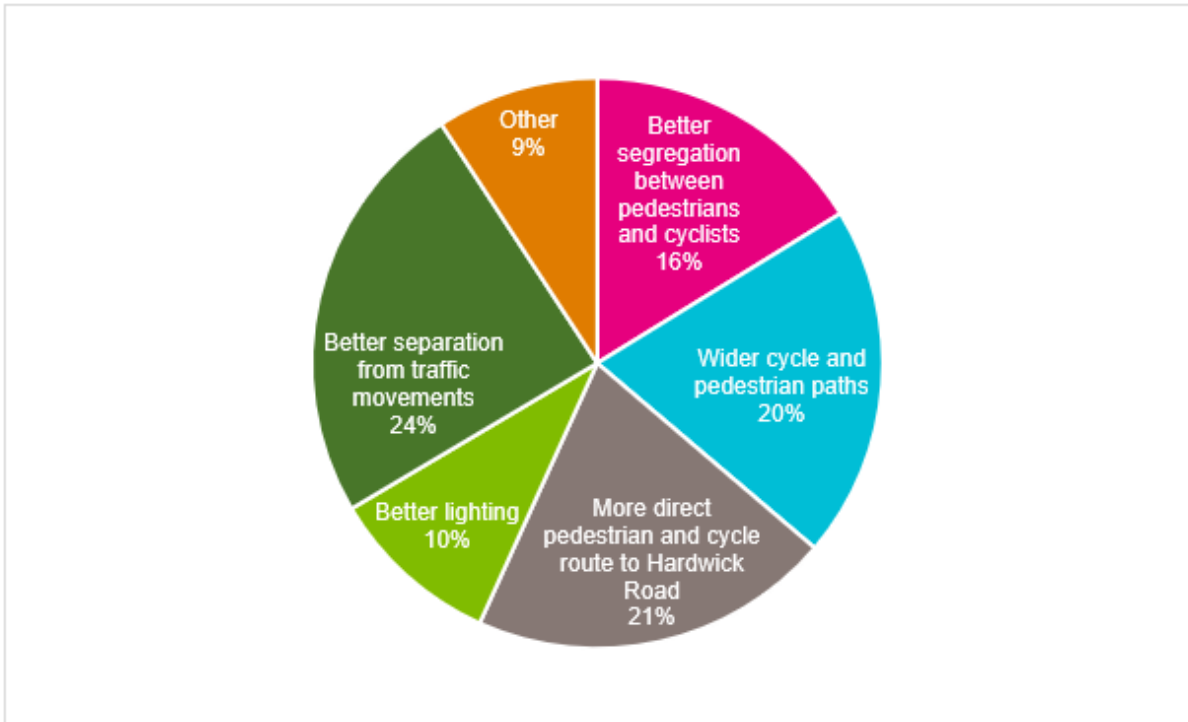
4.7.10 Question 15 asked *'If yes, what would improve the existing pedestrian and cycle route around the western edge of the roundabout?'* Respondents were able to select all that applied.

4.7.11 A total of 185 responses were received for this question. The top three options respondents chose included better separation from traffic movements (24%, 45 responses), a more direct pedestrian and cycle route to Hardwick Road (21%, 38 responses) and wider cycle and pedestrian paths (20%, 37 responses). For those who chose other, the most common response received was for better priority at crossings for pedestrians and cyclists; other responses included the need for better surfaces and maintenance.

4.7.12 Full details can be seen in Figure 4-13.



Figure 4.13 – Improvements for the existing walking and cycling routes



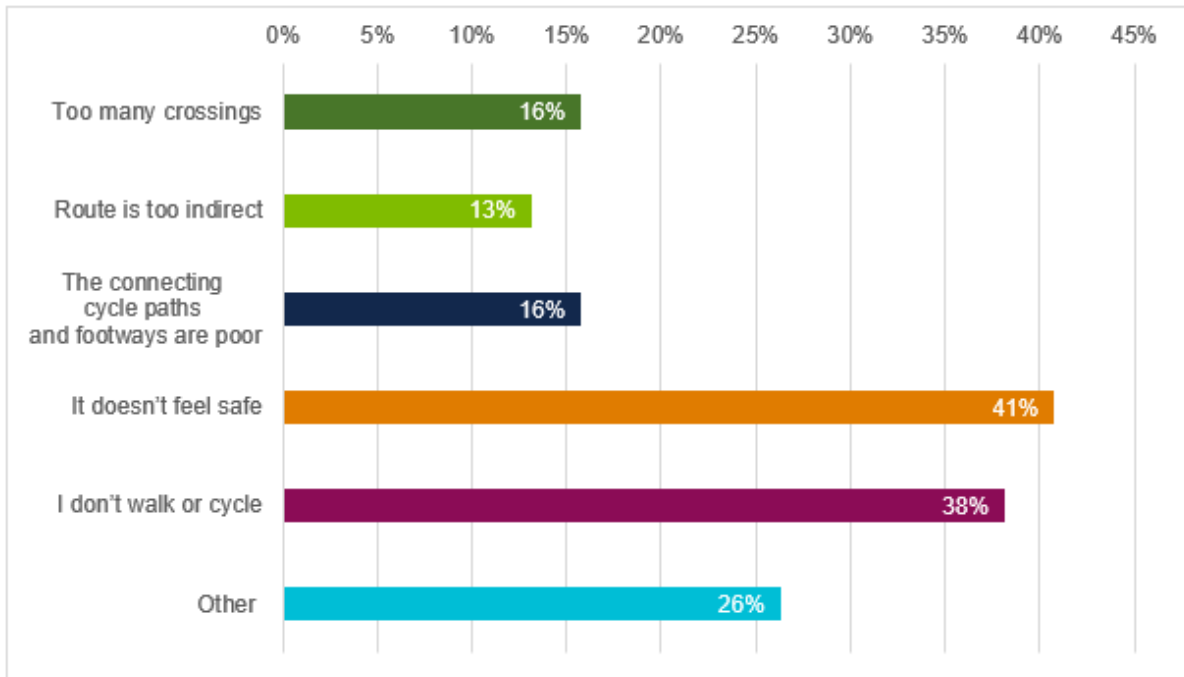
Base: all responses received (N: 185)

4.7.13 Question 16 asked 'If no, why not?'

4.7.14 A total of 114 responses were received for this question, with the highest proportion of responses (41%, 31 responses) indicating that it does not feel safe. Full details can be seen in Figure 4-15..



Figure 4.14 – Reasons for not using the existing walking and cycling routes



Base: all responses received (N: 114)

4.7.15 Question 17 asked respondents for any other comments related to walking and cycling in the local area. A total of 73 respondents provided their comments, which resulted in a total of 97 coded comments.

4.7.16 Respondents used the opportunity to voice their concerns over the existing and proposed safety of those cycling and walking in the area (30%, 29 mentions). Some respondents provided suggestions for the active travel proposals, including locations for new pedestrian crossings, how to improve existing routes in the area as well as improvements such as lighting (26%, 25 mentions). Some respondents stated that they had no further comments (13%, 13 mentions). Other respondents requested that the designs were reconsidered (7%, 7 mentions) whilst other opposed the proposed active travel plans (6%, 6 mentions).



Table 4-11 Themes from comments about the Active Travel Proposal

Theme Description	Number of Mentions	Percentage of Mentions
Concerns - Safety of those using active travel provision	29	30%
Suggestion - active travel proposals	25	26%
Other comments unrelated to the scheme	13	13%
Suggestion - Design changes	7	7%
Oppose - Active Travel	6	6%

Base: all coded responses (N: 97)

4.7.17 Comments included:

- *“The new walking/cycling link shouldn't be parallel to the new Access Road but alongside the old A10 route”*
- *“Cycling on roads too dangerous”*
- *“it's impossible to cross the existing A10 safely”*
- *“Cycling facilities simply need to be segregated properly and fully from other road traffic, including pedestrians”*
- *“Serious consideration should be given to improving connecting paths to the area”*

4.8 Public transport

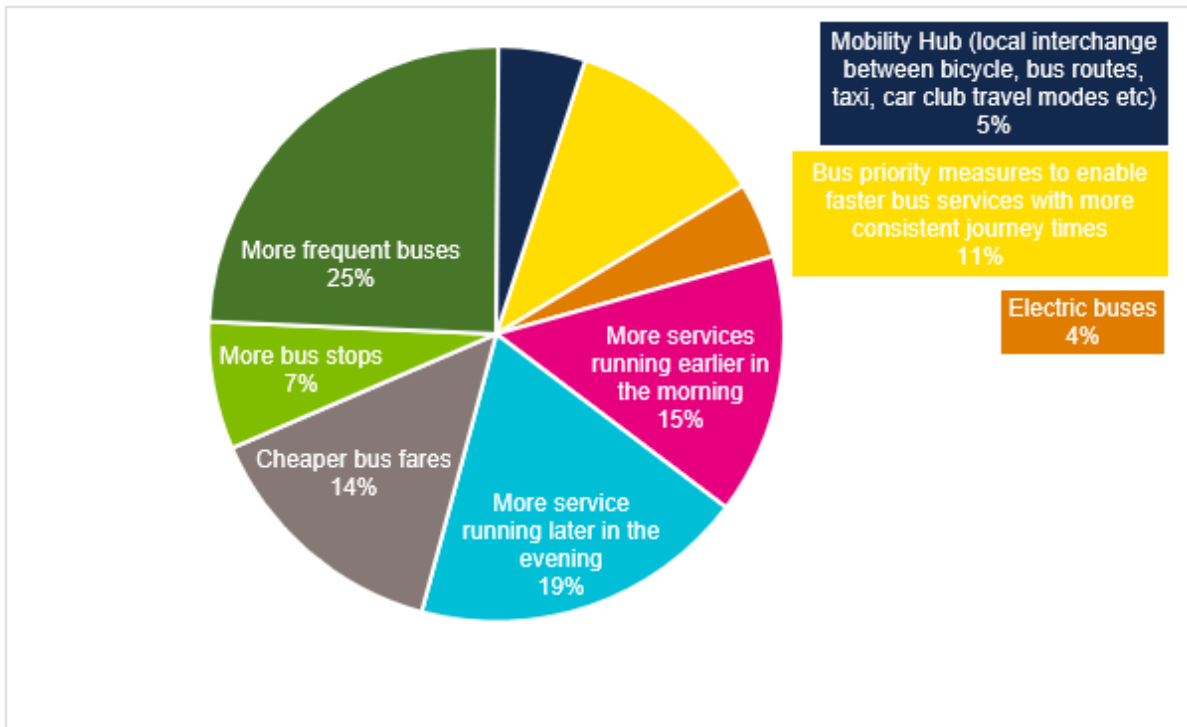
4.8.1 Question 18 asked *‘Please select the top three measures that would encourage you to use public transport more’*.

4.8.2 A total of 307 responses were received for this question. The most popular option chosen was for more frequent buses (24%, 75 responses), followed by



more services running later in the evening (19% 58 responses) and more services running earlier in the morning (15%, 45 responses). Full details can be seen in Figure 4-16.

Figure 4.15 – Measures that would encourage public transport usage



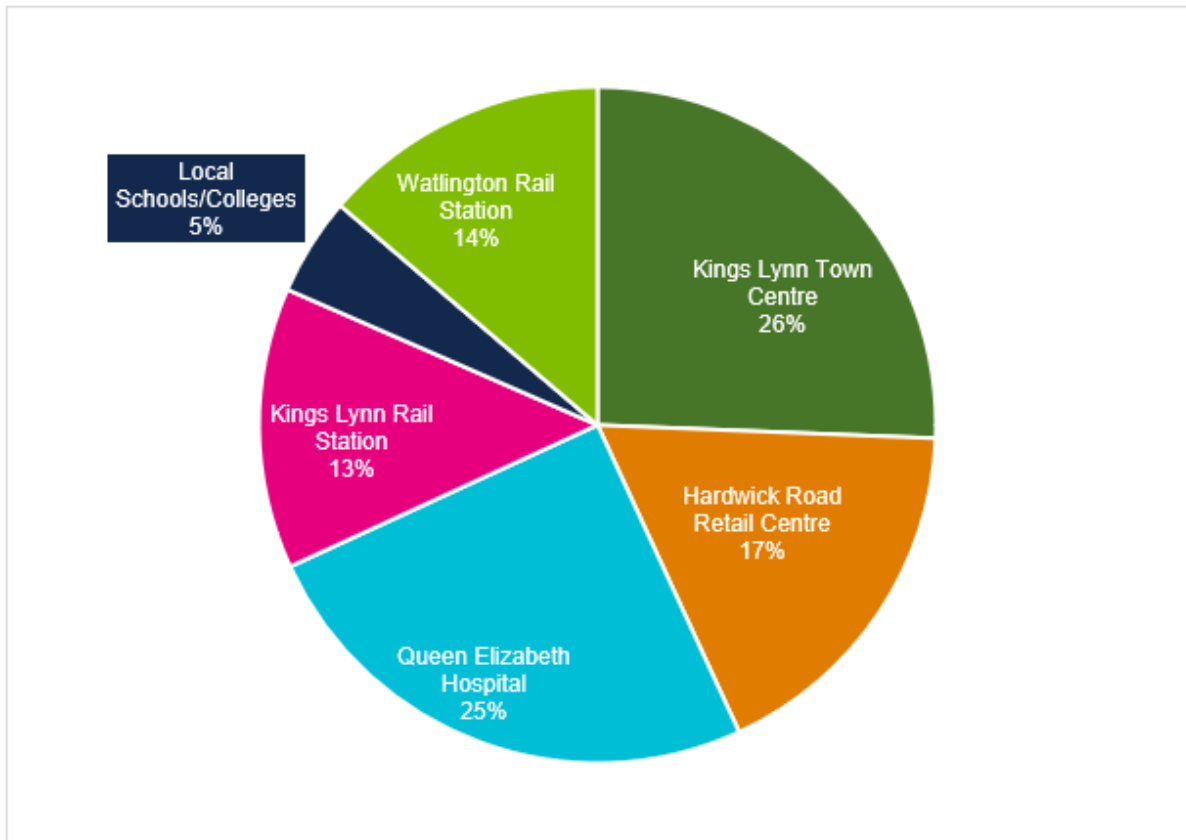
Base: all responses received (N: 307)

4.8.3 Question 19 asked 'Which of the following local destinations would you like to be able to access by bus?'. Respondents were told to tick their top three local destinations.

4.8.4 A total of 320 responses were received for this question. King's Lynn Town Centre and Queen Elizabeth Hospital were the top local destinations that respondents would like to be able to access by bus (26%, 82 responses and 25%, 80 responses), followed by Hardwick Road Retail Centre (18%, 56 responses). Full details can be seen in Figure 4-17.



Figure 4.16 – Local destinations to be accessed by bus



Base: all responses received (N: 320)

4.9 Any other comments

4.9.1 Question 20 asked respondents if they had any other comments about the proposals for the West Winch Housing Access Road. A total of 91 respondents provided their comments, which resulted in 132 coded comments.

4.9.2 A few respondents used this question to discuss other issues unrelated to the scheme, whilst others stated that they had no more further comments (11%, 14 mentions). Other respondents voiced their concerns over the potential congestion caused by the development and the increase in traffic (8%, 11 mentions). Some respondents used this to comment on the proposed housing development at West Winch (8%, 11 mentions) and some asked for the designs to be reconsidered (8%, 11 mentions). Other respondents voiced their overall opposition against the scheme (8%, 10 mentions).



Table 4-12 Themes from any other comments on the scheme

Theme Description	Number of Mentions	Percentage of Mentions
Other comments unrelated to the scheme	14	11%
Concern - Congestion / Traffic increase	11	8%
Comment - Proposed Housing development	11	8%
Suggestion - Design changes	11	8%
Oppose - Overall Scheme	10	8%

Base: all coded responses (N: 132)

4.9.3 Comments included:

- *“WWHAR must be completed before any housing begins”*
- *“The access road needs to be rethought as a bypass separating through and commercial traffic from the residential areas (existing and proposed)”*
- *“Do not put 5 roundabouts on new section of a10. Stop calling it an access road when you also say it will become the new a-10 route”*
- *“Excellent scheme and the sooner it is implemented the better”*
- *“Setchey is already very busy and new road will make it even worse”*

5 Written responses

5.1 Who responded

5.1.1 A total of 18 written responses were received, with 13 of these being from individuals and 5 of these being from groups, organisations or elected representatives:

- Historic England



- Hope’s Charity
- Hopkins Homes Ltd
- Metacre Limited
- North Runcton Parish Council

5.1.2 The main themes identified are summarised in Table 6-1. The highest proportion of comments related to the proposed housing development, concerns on congestion and traffic and the impact to surrounding areas. Verbatim comments are included in Appendix B.

Table 5-1 Emerging themes from written responses

Theme Description	Number of Mentions	Percentage of Mentions
Comment - Proposed housing development	8	8%
Concern - Congestion / Traffic increase	7	7%
Oppose/Concern - Impact to surrounding areas	7	7%
Suggestion - Design changes	7	7%
Concern - Pollution	6	6%
Comments on Chequers Lane	4	4%
Oppose - Overall Scheme	4	4%
Concerns - HGVs	4	4%
Concerns - Safety of those using active travel provision	4	4%
Concern - New additional journeys	3	3%
Oppose - Hardwick Interchange	3	3%



Theme Description	Number of Mentions	Percentage of Mentions
Oppose - Access Road - too many roundabouts	3	3%
Comments on the existing A10	3	3%
Oppose - Due to environmental impact of proposal	3	3%
Concern - Proposed wildlife mitigation	3	3%
Suggestion - Active travel proposals	3	3%
Concern - Impact on existing roads	3	3%

Base: all coded responses (N: 101)

6 Other Key Stakeholders

6.1.1 This chapter describes how other stakeholders have been consulted and engaged as part of the consultation process.

National Highways

6.1.2 Regular monthly engagement sessions with National Highways focused on the development of design featured discussions on several key topics. These included the A47 highways design, Constitution Hill Underpass, drainage design for A47 and Hardwick R/A, highways design for Hardwick R/A, landscape design, and road safety audit requirements.

Norfolk CC Network Management Team

6.1.3 The Norfolk CC Network Management Team participated in regular meetings concentrating on the development of design. Topics covered in these sessions included highways design, Constitution Hill Underpass, highways design for Hardwick R/A, and road safety audit requirements.



National Gas

- 6.1.4 Monthly coordination meetings with National Gas were held to discuss the scheme programme and coordinate the gas main diversion works.

LLFA

- 6.1.5 The LLFA engaged in monthly meetings, specifically addressing highways scheme drainage design and the broader drainage strategy.

Landowners

- 6.1.6 Ad hoc meetings with landowners were conducted as required, with a primary focus on discussing scheme interfaces and ensuring the maintenance of access for local businesses.

Kings Lynn Borough Council / Hopkins Homes

- 6.1.7 A coordination meeting with Kings Lynn Borough Council and Hopkins Homes centered around coordinating the extents of the Hopkins Homes site and the Housing Access Rd. Discussions aimed to ensure seamless coordination between the different stakeholders involved in the project.

Sustainable Transport Strategy

- 6.1.8 A stakeholder workshop for the Sustainable Transport Strategy (STS) was held on 24 March 2023. Stakeholders discussed the conditions for active travel and public transport users near West Winch, exploring proposals and opportunities related to the West Winch Housing Access Road (WWHAR). The session included a summary of public consultation feedback on the STS and discussions on complementary measures for scheme optimisation. Attendees actively contributed insights through the Menti app, providing diverse perspectives for shaping the West Winch infrastructure. The presentation and attendee feedback can be found in **Appendix 1** of the STS (Document Reference **NCC/4.02.01/WWHAR**).
- 6.1.9 From June 2023, Active Travel England became a statutory consultee for major planning applications. The STS document was reviewed by Active



Travel England (ATE) in Autumn 2023 and the proposals were discussed with representatives from ATE and DfT (Department for Transport) in November 2023. Comments received from Active Travel England focussed on the form and locations of Non-Motorised User crossings on A10 and at Chequers Lane, plus dimensions of shared use provision. The correspondence with ATE is documented in **Appendix 5** of the STS (Document Reference **NCC/4.02.05/WWHAR**).

7 Pre-Application Planning Consultation

7.1 Pre-Application Meetings

7.1.1 The scheme has benefitted from pre-application discussions with case officers at Norfolk County Council. The table below provides a summary of the pre-application meetings that have taken place.

Table 7-1 Summary of pre-application meetings

Event	Format	Date
Pre-Applications discussions with the LPA and case officers	Teams session	05/07/2023
Pre-Applications discussions with the LPA and case officers	Teams session	02/08/2023
Pre-Applications discussions with the LPA and case officers	Teams session	06/09/2023
Pre-Applications discussions with the LPA and case officers	Teams session	04/10/2023
Pre-Applications discussions with the LPA and case officers	Teams session	01/11/2023



Event	Format	Date
Pre-application request – with provision of full drawings pack / description of development / scope of submission details	Teams session / Ongoing email and direct calls	September 2023

8 Conclusions

- 8.1.1 In conclusion, the development proposal for the West Winch Housing Access Road represents the outcome of comprehensive community engagement with key stakeholders, including National Highways, Norfolk CC Network Management Team, Norfolk CC Active Travel Team, National Gas, LLFA, and Landowners. This engagement has played a pivotal role in shaping the proposal. Furthermore, pre-application discussions with officers from Norfolk County Council have been crucial in refining the proposal.
- 8.1.2 Table 8.1 presents an overview of the main themes raised during the engagement process, along with the corresponding responses.



Table 8-1 Key themes and our response

Theme	Our Response
Road remains too close to West Winch	Alignment of the road has been agreed to support the West Winch Strategic Growth Area and to alleviate the impact of the development on the local area. Details are available in the Local Plan documentation.
Proposed access road should be the other side of West Winch and link up with the A47 and A11	As above. The proposed road provides access to the new development within the Growth Area and so must be on the east of West Winch. The majority of undeveloped land to the west of A10 is also located in Flood Zone 3 which has a high risk of flooding, so is not well suited to development.
Removal of small roundabout at the Hardwick Interchange will lead to congestion	<p>Changes are required to the A47 Constitution Hill roundabout due to the increases in traffic which will occur on the A47 as a result of the access road and growth area. Removal of the roundabout was the best fit for the scheme objectives, largely based on its ability to provide a high level of vehicular capacity and therefore resilience to the local network and strategic journeys in the area.</p> <p>Traffic modelling shows that removal of the roundabout will not impact negatively on future traffic flows in the area - there are reductions in driver delay predicted with the Proposed Scheme in place.</p>

Theme	Our Response
The proposed access road has too many roundabouts	Roundabouts are provided for access to different/multiple areas within the Growth Zone; junctions align with the need to provide access to the main arterial roads within the development.
The proposed access road should be dualled	Future projected traffic flows associated with the Growth Zone suggest that a single carriageway design will be sufficient. The northern section of the Proposed Scheme will include a dual carriageway link and part of the A47 will also be dualled between the new Housing Access Road and Hardwick Interchange.
The proposed access road should be a bypass separating through and commercial traffic from residential areas	The design allows for local traffic as well as commercial or through traffic and alleviates pressure from the existing road through West Winch.
Continuing the access road to the A10 and A134 would reduce traffic on current A10 through Setchey	The business case for the road is primarily based on providing an access road for the housing in the West Winch Growth Area. The road's route has therefore been set to provide this access. Extending the road further south to the A134 roundabout would significantly increase the cost and complexity of the project.



Theme	Our Response
Negative impact on Setchey if scheme goes ahead	Traffic flows further south along the A10 have been modelled and are assessed in the TA and ES Chapter 16. This does not highlight significant negative effects on Setchey
Closing Chequers Lane will impact on residents' access	We are reviewing access arrangements as a result of consultation. A new Non-Motorised User crossing of the WWHAR will facilitate continued access east-west at Chequers Lane and the small number of existing vehicle users will be able to divert via Rectory Lane.
Concerns about the loss of green belt and/or agricultural land	Any loss of green belt or agricultural land will be restricted to the minimum required for the highway. Ecology and landscape assessments will be undertaken to determine the likely impacts to the area and suitable mitigation will be provided, including the planting of native species. Wherever possible, agricultural land will be returned to its original use after the construction of the scheme.

Theme	Our Response
<p>Concerns over environmental impact of noise and air pollution from the new road</p>	<p>Air quality and noise assessments will be carried out to determine the likely impacts of the scheme and suitable mitigation will be provided, which may include the installation of a noise barrier, or other measures if necessary.</p> <p>It is anticipated that the traffic measures at West Winch will encourage traffic to use the new access road which will decrease the traffic levels on the existing A10. This will improve air quality through West Winch adjacent to the existing A10.</p> <p>A path for cyclists and pedestrians will be provided alongside the new road to encourage active travel with the aim of reducing motorised vehicle use.</p>
<p>Scheme will lead to even more development to the north or in North Runcton</p>	<p>West Winch has been allocated within the Local Plan as a Strategic Growth Area. The West Winch Strategic Growth Area is a significant area of land covering 192 hectares. The growth area is located to the south-east of King's Lynn and includes parts of the parishes of West Winch and North Runcton. It is roughly bounded by the A10 to the west, the A47 to the east, and the Setchey to Blackborough End road to the south. It stretches around 3.5km north-south and around 1.5km east-west. The area fringes the village of West Winch and the main road (A10) north towards Hardwick roundabout and King's Lynn. It stretches towards, but stops short of, North Runcton Village.</p>

Theme	Our Response
Concerns over maintenance of new planting and landscaping	A five year aftercare plan will be in place to ensure care/maintenance of new planting. Remedial work will be carried out if necessary, in line with any planning conditions.
The new road should be built before any of the new housing	The Site Allocations and Development Management Policies Plan (2016) sets out that no development beyond 299 dwellings will be permitted in advance of the new Access Road opening.
Improved bus provision between villages/towns and community facilities needed Public transport and active travel should be given higher priority	Alongside the development of the project NCC have developed a sustainable transport strategy which sets out the approach to be taken within the Growth Area to encourage active and sustainable travel.



Theme	Our Response
Concern over existing infrastructure (schools, doctors, hospitals etc) being unable to cope with additional housing	The Borough's Infrastructure Delivery Plan sets out that the link between the A47 and the A10 will enable distribution of trips from the new development and will alleviate congestion on the existing A10 through West Winch and at the Hardwick junction. As outlined in the Borough Council's Local Plan, the West Winch Strategic Growth Area is the largest and most strategically important site for housing in west Norfolk and will bring up to 4,000 new homes as well as a new housing access road. It will also offer employment opportunities, commercial space, community resources, health facilities, education, play facilities, public open spaces, and transport links all on one site.