### Key Issues:

The site provides a sustainable urban extension to the settlement of Attleborough, providing 4000 houses in three neighbourhoods, a link road, and associated development. The site forms one of the authority’s largest urban extensions in the district, providing a key contribution to local housing supply in the growing East Anglia region.

Promoting the site in the local plan process was conducted hand in hand with years of engagement with community leaders, community groups, statutory consultees, and other key stakeholders.

Adjacent to the site is a scheduled ancient monument, Bunn’s Bank (NHER 9206). Design mitigation measures have been included to avoid adverse impact on the preservation and setting of the monument.

The EIA process was instrumental in identifying early on the environmental constraints. The scheme responded to these with the provision of a considerable amount of both formal and informal open space areas to avoid or further minimise potential development impacts. The centre piece is a Linear Park, which runs through the site, and provides natural and semi-natural green space.

### Purpose of the project:

Attleborough Land Ltd and the principal landowners have submitted a planning application for a Sustainable Urban Extension (SUE) to the town of Attleborough, identified as a strategic growth location in the current local plan.

### Description of the project:

The site is 217 hectares, and to the South of Attleborough and the Norwich to Cambridge Railway line. The site is currently predominately used as farmland.

4000 dwellings are proposed (including both market and affordable homes), in three separate neighbourhoods, each with a local or neighbourhood centre. A new link road is provided. A range of densities and design details are proposed responding to the site and to the different characters of the neighbourhoods. Two 2-form entry schools are proposed, and business opportunities in the local centres. An extensive network of open space is provided. It will be built out over 5 phases.
## EIA Learning Outcomes

### Lessons learnt:

#### Linking Consultation and Design

Over seven years of pre-application consultation helped to inform and shape the proposal. This included output from a Community Planning Weekend; workshops; exhibitions; discussions with the County, District and Town Council, Neighbourhood Plan Group and statutory consultees. Outputs from consultation were meaningfully inputted into the design. For example, the community planning weekend established a number of design principles such as preferred location of link road, role of local centre, and need for a network of green routes connecting the town to the wider countryside.

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#### Lessons learnt continued:

#### Turning Constraints into Positive Features

From the outset, the EIA process heavily influenced the design, driven by the landscape and ecological sensitivity of the locality, managing both the developer’s vision/expectations versus these environmental constraints.

Mitigation of impacts to adjacent scheduled monument and onsite constraints led to substantial green corridors, wetlands and onsite open spaces provided.

This approach turned design constraints into positive outcomes, leading to a net biodiversity gain and support for a Linear Park.

This Linear Park provides natural boundaries as well as connectivity between the three neighbourhoods proposed.

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