### Key Issues –
This was a large scale project comprised of two parts, which were the subject of two separate planning applications accompanied by two separate Environmental Statements, determined by two separate local planning authorities. The first was the hybrid planning application prepared on behalf of a national house builder, and the second was prepared by others on behalf of the County Council as Local Highway Authority. The second application secured the delivery of the associated A12/A143 Great Yarmouth Link Road, which received the benefit of a £4.7M grant from the Department for Transport which was required to be delivered to a tight programme driven by financial funding deadlines.

This required close collaboration between the two project teams to ensure consistency of assessment approach. The potential for cumulative effects to arise from the two adjacent schemes were a key element in the EIA process.

The fact that the two schemes were phased to be delivered simultaneously meant that there were a range of cumulative impacts which required a joint approach to mitigation.

### Purpose of the project
The purpose of this project was to achieve outline planning permission for 850 new homes, a new primary school, 10ha of mixed use employment land, a local neighbourhood centre and associated infrastructure on land to the south of Bradwell, Great Yarmouth.

### Description of the project
Bidwells were appointed to coordinate an Environmental Impact Assessment, and prepare an Environmental Statement to accompany a hybrid planning application. This application secured full planning permission for the first phase of 150 dwellings, with 700 dwellings, a new primary school, 10ha of mixed use employment land, a local neighbourhood centre and associated infrastructure in outline.

The site is primarily arable land, with areas of woodland.
## Lessons learnt

### Effective communication
Given the number of stakeholders involved, alongside statutory consultees and other interested parties, coupled with the political and economic drivers locally to see the project delivered, it was important to keep dialogue open between all parties throughout the process. This enabled issues to be identified and dealt with at an earlier stage, which ultimately resulted in no objectors appearing at the Committee meeting leading to unanimous approval.

### Need for collaborative working
It was important to ensure that a consistent approach towards the assessment methodology, scope and cumulative effects was made between the two separate planning applications and their accompanying ESs. This meant that the two project teams needed to work closely together to ensure consistent and robust conclusions were reached, sufficient to ensure that the two applications could be determined independently.

### A coordinated approach to mitigation
A joint approach to strategic landscaping and utility infrastructure was undertaken for both applications but reported separately in each application.

### Availability of Sufficient Project Information
Given that the largest element of the proposals were in outline and a level of flexibility was required by the client, particularly with regards to the non-residential uses, it was critical to balance these demands against the need to have sufficient detail upon which to provide a robust assessment framework, and where possible minimise further assessment work at the approval of reserved matters stage.

A series of parameter plans and indicative masterplan provided the context for assessment.

## Contact details
- James Alflatt
- Bidwells
- 01603 763939
- james.alflatt@bidwells.co.uk

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