



Florence Fields development – update for residents July 2023

Contracts have been signed on the Florence Fields development and we are due to start work to build the homes very soon.

Newsletters will be distributed to nearby homes and posted on the council website every three months. If there is something urgent we need to tell you like this, we'll do that straight away.

Timings for the development

We are due to start the construction phase immediately, with the new access points into the site being constructed first.

That doesn't mean you will start to see houses straight away. It requires a huge amount of work to put in place the infrastructure that will support the new development, such as drainage, utilities and roads. Construction on the first plots is planned to start in early 2024.

Alongside the works on site, Norfolk County Council require us to carry out improvement works to Parkway and Queen Mary Road. Final designs for this work are currently being approved. This work will include new bus stops, new pavements and improvements to existing cycle paths and traffic calming. We intend to carry out the bulk of these works during school holidays to minimise disruption.

We're also getting going with the final designs and management plans for the wildlife site. We are in the process of having the area designated as a County Wildlife Site, which gives it some protection in the planning system and helps to ensure it will be a fantastic area for nature. Works to this area will need to be carefully timed so as not to disturb the existing ecology, and we will update you further on this in future newsletters.

We expect the first houses to be completed and ready for occupation in late in 2024, and it should take approximately two-and-a-half years to complete all of the houses. The development will be completed in late 2026/early 2027.

Managing the project

Over the next few months we will be focussing on infrastructure works necessary to support the construction phase. We are aware that this will be the noisiest and most disruptive phase so we wanted to tell you about some of the measures we have put in place to manage this – all of these aim to keep this to a minimum and have been approved as part of the planning permission.

- Dust monitoring points: these will allow us to monitor dust levels in the air, and take further action if dust levels become too high.
- Wheel wash for all vehicles: all lorries will have their wheels washed every time they visit the site to minimise mud being tracked along local roads.
- Restrictions on vehicle movements during school start and finish times.
- Restrictions on the times when certain types of activity can take place, such as piling.

There is more information about work over the next few weeks in the Summer holidays 2023 section.

Summer holidays 2023

During the consultation for this development and at the public meeting held earlier in the year, you told us that you were worried about the amount of extra traffic generated by the new homes, and especially during the construction phase.

The construction phase is about to begin and we have been thinking carefully about how we can manage this to minimise the disruption to you.

We also need to think about construction-related issues. At the moment it is very difficult to source the stone that is needed to form the piling mat and roadways because of the demands of such large-scale projects as the HS2 development. There is enough stone available now if we can purchase it immediately.

As a result of both of these factors, we have decided it will be helpful to do a larger number of stone deliveries during the school summer holidays.

This is because over the summer holidays the level of traffic in town tends to go down – there is a break from the traffic associated with school start and finish times, and there is a general reduction in the amount of traffic as more people take breaks from work while their children are off.

This means the higher number of deliveries will not have such an impact during this time as it would during school term time.

We appreciate that this won't be ideal as realistically there could be as many as 40 deliveries per day during that period – but we hope you can understand that by having more deliveries during this period, it will mean we don't have to do extra deliveries at a time that is more inconvenient.

Contact us

If you have a question about what is happening on the site, please email Chris Nelson of Lovell at chris.nelson@lovell.co.uk.

If you have a question about the development or you want to report a problem that staff on the site have not resolved, please email corporateprojects@west-norfolk.gov.uk or call 01553 616698.