AYLSHAM
NEIGHBOURHOOD PLAN
2018 - 2038

A town with a rich past............
......looking to the future

Adopted Version
July 2019
Prepared by:

Aylsham Neighbourhood Plan Steering Group on behalf of Aylsham Town Council with support from:

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Foreword
On behalf of Aylsham Town Council and the Neighbourhood Plan Steering Group welcome to the Aylsham Neighbourhood Plan.

Aylsham has changed over recent years with large-scale development and the associated pressures that have been put on our town, its services and infrastructure. The Aylsham Neighbourhood Plan does not seek more houses for Aylsham and is not asking residents to agree or support any additional housing - that is down to local landowners and the new emerging Greater Norwich Local Plan.

Having said that, it is likely more development will come our way and I see the Neighbourhood Plan as our community’s best way to set out what we want to happen and, if development does come, the Neighbourhood Plan is the best way to influence it.

Neighbourhood planning was introduced as part of the Government’s Localism Agenda to ensure that local communities are closely involved in the decisions that affect them. Through the aspirations and needs of the local community of Aylsham, matters have been identified which will help to determine how our town changes over the coming years.

In developing the Neighbourhood Plan for Aylsham we have worked through a number of processes and steps, which are outlined in Section 3 of this document.

The Aylsham Neighbourhood Plan passed its independent examination and residents of Aylsham had the final say at a local referendum on Thursday 13th June 2019. With a positive vote, with 87% in favour highlighting the community’s support, the Aylsham Neighbourhood Plan has been ‘made’. It now will form part of the Local Plan and become, with Broadland District Council’s Plan, the starting point for deciding how future development should take place in Aylsham. This will include the type and quality of that development to ensure that it meets local objectives and needs as well as protection for areas we all feel are important.

On behalf of the Town Council and residents of Aylsham I would like to thank all those who have worked so hard in the production of the Aylsham Neighbourhood Plan and the wider community for their engagement and input that has shaped and determined the vision, aims, objectives, policies and needs for the future.

Lloyd Mills
Chairman, Aylsham Town Council
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Executive Summary

Aylsham has a strong community that is passionate about the town, the area and keeping what is so special to us all. By creating the Aylsham Neighbourhood Plan we are seeking to positively influence any new developments that may come to Aylsham to benefit both existing residents and new residents.

The Aylsham Neighbourhood Plan has been written to enable the local community to have a positive effect on planning in the parish of Aylsham for the benefit of all residents. Its importance will become apparent over the coming years as it gives our community a strong voice in the complex planning process and a way of shaping future development.

In this way residents’ voices will be heard when decisions are taken about new homes, traffic and road safety, footpaths and cycle routes, and many other things that affect our daily lives.

The Aylsham Neighbourhood Plan does not seek more houses for Aylsham and is not asking residents to agree or support any additional housing - that is down to local landowners and the new emerging Local Plan.

There are thirteen policies, grouped into five themes, to support the Vision for Aylsham, and the Aims and Objectives (see pages 18 and 19) of this Neighbourhood Plan. Each policy has emerged from a series of consultation events and finalised by the Neighbourhood Plan Steering Group.

Policy 1 identifies a number of ways to facilitate the building of better homes for people to live in. Outlined in Policy 2 are ways to improve the design of developments, whilst Policy 3 encourages the use of dementia friendly principles in design.

Policy 4 looks to protect our existing open spaces in Aylsham, with Policy 5 seeking improvements in accessibility and biodiversity.

Support in Policy 6 for the local economy through the creation of employment and tourism opportunities in Aylsham.

Policy 7 supports the provision of additional community facilities for residents, with Policy 8 addressing the ongoing management and maintenance of new open space.
Policy 9 seeks to ensure that new development does not cause flooding issues, with Policy 10 addressing streetlight provision.

Policy 11 seeks more sustainable transport modes for Aylsham, with Policy 12 focused on identifying the traffic impact of new development and asks for measures to improve road safety. Policy 13 supports the expansion of healthcare and educational facilities for Aylsham.

The 6-week consultation on Aylsham Neighbourhood Plan Pre-Submission Version, giving local residents and stakeholders the opportunity to express their views, finished on Friday 19th January 2018.

The Pre-Submission Response Form can be found in Appendix 6. Full details of all the responses received are published in the Aylsham Neighbourhood Plan Consultation Statement, submitted with other supporting documents for the successful examination of the Aylsham Neighbourhood Plan.

The Aylsham Neighbourhood Plan, has been approved by local residents, and now becomes part of the Local Development Plan. This means that planners at Broadland District Council must take into account the policies in the Aylsham Neighbourhood Plan as they make planning decisions about our town in the future.

To aid understanding, a glossary of planning terms can be found in Appendix 2. A list of the various reference documents referred to in the Aylsham Neighbourhood Plan can be found in Appendix 1.

A town with a rich past..........         
......looking to the future

Photographs courtesy of Brian Scott-Quinn, Adam Payne, members of the Steering Group and their friends.
Section 1: Introduction and Background

1.1 Purpose

1.1.1 In April 2012, the Localism Act 2011 amended the Town and Country Planning Act 1990 introducing new rights and powers to allow local communities to shape new development in their community by preparing a Neighbourhood Development Plan, which can establish general planning policies for the development and use of land in the neighbourhood. This document is a Neighbourhood Development Plan, as defined in the Act, for Aylsham.

1.2 Submitting Body

1.2.1 This document, named the Aylsham Neighbourhood Plan, is submitted by Aylsham Town Council, which is recognised as the qualifying body for Aylsham, as defined by the Localism Act 2011.

1.3 Neighbourhood Area

1.3.1 The Aylsham Neighbourhood Plan applies to the Parish of Aylsham in the Broadland District of Norfolk. In accordance with Regulation 6 of the Town and Country Planning, Neighbourhood Planning (General) Regulations 2012 as amended.

1.3.2 Broadland District Council, the local planning authority, publicised the application from Aylsham Town Council and advertised a six-week consultation period. Broadland District Council approved the application on 9th May 2013 and the whole Parish of Aylsham was designated as the Neighbourhood Area, as shown on Map 1.

1.3.3 Aylsham Town Council confirms that the Aylsham Neighbourhood Plan:

(i) relates only to the Parish of Aylsham and to no other Neighbourhood Areas;
(ii) is the only Neighbourhood Development Plan in the Designated Area. No other Neighbourhood Development Plan exists nor is in development for part or all of the Designated Area; and

(iii) does not deal with excluded development.

1.4 The Context

1.4.1 The Aylsham Neighbourhood Plan must comply with the following neighbourhood planning basic conditions:

- having regard to national policies and advice contained in guidance issued by the Secretary of State, it is appropriate to make the neighbourhood plan;
- the making of the neighbourhood development plan contributes to the achievement of sustainable development;
- the making of the neighbourhood development plan is in general conformity with the strategic policies contained in the development plan for the area of the authority (or any part of that area). The local strategic context is, therefore, set by Joint Core Strategy for Broadland, Norwich City and South Norfolk;
- the making of the neighbourhood development plan does not breach, and is otherwise compatible with, EU\(^1\) obligations; and
- prescribed conditions are met in relation to the neighbourhood development plan and prescribed matters have been complied with in connection with the proposal for the neighbourhood development plan.

1.5 Plan Period, Monitoring and Review

1.5.1 The Aylsham Neighbourhood Plan will have a plan period of twenty years, from 2018 to 2038. It is, however, a response to the needs and aspirations of the local community as understood today and recognised that current challenges and concerns are likely to change over the plan period.

1.5.2 Aylsham Town Council, as the Qualifying Body, will be responsible for maintaining and periodically revisiting the Aylsham Neighbourhood Plan to ensure relevance and to monitor delivery.

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1 EU requirements will still have to be met until changed through the ‘Bexit’ process.
Section 2: About Aylsham

2.1. Situated in the heart of Norfolk, in the northern part of Broadland District, see Map 2. Positioned along side the A140, which continues beyond Aylsham and on to the North Norfolk coastline at Cromer.

Map 2: Aylsham Parish Within Broadland District

2.2. In terms of distance, Aylsham, 14 miles (21 kilometres) from the centre of Norwich and 11 miles (16 kilometres) from Cromer.

2.3. A Brief History of Aylsham

2.3.1. There is archaeological evidence that there have been settlements in Aylsham since at least the Iron Age, when there were ladder settlements to the west of the present town. Archaeological investigations led by the local community have shed light on this settlement. This area was developed in Roman times with at least two kilns producing pottery, probably connected to a villa. There is evidence of links to the Roman industrial settlement at nearby Brampton.

2.3.2. By the early sixth century an Anglo Saxon settlement to the east of the Roman settlement was founded by a thegn called Aegel. This became known as Aegel's Ham, meaning "Aegel's settlement". By the time of the Domesday Book of 1086 the town is mentioned as Elesham and Ailesham, with a population of about 1,000.

2.3.3. In 1372 the land was granted to the third son of Edward III, John of Gaunt the first Duke of Lancaster. There were smaller areas of the Parish that formed part of the Parish of Aylsham; Sexton’s Manor, Bolwick Manor and the Vicarage Manor, but the Duchy of Lancaster owned the majority of the land in the town.
2.3.4. During the early modern age the town prospered through production of first linen and then wool. The historical centre of the town dates back to this period with some dwellings in the market place being built in the late seventeenth century.

2.3.5. With the advent of the Industrial Revolution in the late eighteenth century the wool trade declined and Aylsham developed into a market town with grain and timber as the main sources of income.

2.3.6. The River Bure was one of the main transport links with the rest of the County for many years with goods transported by wherry boats. A Toll Road improved transport links from Norwich to Aylsham in the early nineteenth century and by the end of the century two railway lines were opened, run by the East Norfolk Railway Company and the Midland and Great Northern Railway Company. For the first part of the twentieth century they formed valuable links with the rest of the country and helped the expansion of tourism to North Norfolk. The expansion of road transport brought a decline in the number of passengers and in 1952 Aylsham South Station closed to passengers and by 1959 Aylsham North Station was closed.

2.3.7. By the 1831 Census Aylsham’s population had reached 2,334 and this remained fairly stable until 1961 when it was 2,635. However in the decade between 1961 and 1971 it increased by 41% to 3,720. This increase in population has continued at a slower, but still significant rate to reach nearly 7,000 in 2016. This reflects changes in the economic activity of the town with an increasing number of people engaged in a wider range of professions and trades than in the first part of the twentieth century and also more people travelling to Norwich for work.

2.3.8. There have been a number of significant housing developments since 1961 to meet the needs of the growing population. The demographic nature of the population has changed as it has increased with a higher percentage of residents over 60 than in the period of rapid population increase. This indicates that many people have moved to the town when they retire.

2.3.9. Aylsham is a town with a rich past, which has been an important reason for many people wanting to move to the town. It is also a vibrant town that is looking forward to the future as it meets the growing challenges of life in the twenty first century.
2.4. **Aylsham Today : A town with a rich past looking to the future**

2.4.1. Blickling Hall, with its 384 hectares of historic parkland and woodlands, is one of the wooded estates, which characterises much of the landscape around Aylsham. The Bure river valley forms a second landscape character area, which limits expansion to the north and east, while there are fewer constraints to the west and south of the town.

2.4.2. Though Aylsham has undergone significant growth in the last 55 years in regard to the number of households and the population, it still retains the character and feel of a small Norfolk market town. The Central Business District is still based upon the Market Square and Red Lion Street, though the building of two supermarkets in Norwich Road has extended the shopping area to the South of the market square. The town still supports a range of different retail outlets, which compares favourably with towns of similar size in other parts of the country.

2.4.3. The Industrial Estate at Dunkirk continues to support a range of small companies and there are plans to further develop this area. In 2011 there were 1,414 Aylsham residents in full time work, 747 in part time work and 464 self-employed. There were 122 unemployed and 1,003 retired. The percentage of the adult population who were retired was 23.6%, significantly higher than England, which was 13.7% and even Broadland, which was 18.6%.

2.4.4. Many of the residents travel out of the town to work, with nearly 1,900 using a car and 99 using public transport. The comparatively low numbers using public transport is a matter of concern. However, over 650 people use a bicycle, walk or work from home. There has been some growth in technical and office based work within the town, but there are opportunities for further growth.
2.4.5. The need to develop employment opportunities is significant due to the rise in the population, from 2,635 in 1961 to around 7,000 in 2017. The growth in the population in the last five years has been nearly as significant as that between 1961 and 1971.

2.4.6. The housing developments on the Bure Valley and Willow Park estates will lead to 550 new households. These new estates have followed recent developments by Norfolk Homes and Hopkins Homes.

2.4.7. Aylsham continues to see strong market interest in developing housing in the area. Five possible housing sites have been submitted; see Map 4 on page 27, around the town through the recent ‘Call For Sites’, totalling 58 hectares in area.

2.4.8. The rapid growth has created challenges for the infrastructure of the town and has led to certain improvements, but there is a need for further change. There have been two by-passes built for the town, the A140 by-pass was built following the growth in population in the 1970’s, whilst Henry Page Road, which links the roundabout to the south of the town with the road to Cawston, was built following the Norfolk Homes Development. However, the basic road layout has barely altered in the last 40 years and this does lead to problems in all the route ways into and out of the town.

2.4.9. The increase in the population has put pressure on the existing schools, which have served Aylsham at primary and secondary level for over 40 years. They have expanded and at present have met the needs of the catchment area, as well as taking pupils from outside the town due to the excellence of the education provided. However, if the population does continue to grow there may be need for further development at primary level.

2.4.10. The town has developed further education opportunities with the increase in people over the age of 60. The success of U3A (University of the Third Age) and numerous other activities during the daytime has been a positive reaction to the changing demographics of the town.
2.4.11. The demographic of Aylsham’s population will create pressure on the health service and social care. In many respects the provision has declined in recent years. The town lost the local hospital and the two doctor’s surgeries that have been in the town for many years, have had to cope with the significant increase in population. However, Aylsham Care Trust (ACT) set up 32 years ago has provided significant support with a model of social care that is envied by many other towns.

2.4.12. ACT is supported by 150 volunteers and this aspect of Aylsham can be found in many other areas of the life of the town. The archaeological dig at Woodgate Nursery is an example of involvement of the community supporting professional archaeologists, and has been given nationwide recognition.

2.4.13. Aylsham Football Club’s new ground at Young’s Park has been completed, not just through the donation of the land as part of the Willow Park Development, but also through the tireless work of a dedicated team of volunteers who help many boys and girls as well as adults enjoy football. This same sense of community is found in many other sports that are enjoyed in the town.

2.4.14. The granting of Cittaslow status to the town was a springboard to help the development of a range of events and activities that have enhanced the feeling of a vibrant community, which cares about the environment, its historical roots and its value of healthy living.

2.4.15. The awareness of the history of the town is illustrated in the Heritage Centre located near the Medieval Parish Church.

2.4.16. The Heritage Centre and Aylsham in Bloom are the basis of the Aylsham Partnership, with the former highlighting the town’s rich past and the latter providing a colourful backdrop to the attractive street scenes of the centre of Aylsham and on the outskirts of the town by the town entrance signs. These organisations provide an example of the wealth of volunteering expertise and imagination that help people in Aylsham enjoy a rich and varied life.

2.4.17. Aylsham is a town with a fascinating history, a profound sense of community that aims to support all of its residents, but there is awareness that it faces both many opportunities and challenges for the future.
Section 3: Process and Key Steps

3.1. Production of the Aylsham Neighbourhood Plan has been led by Aylsham Town Council, although the hard work and effort in guiding it through the process has been undertaken by a Steering Group, established from members of the local community, Town Council and stakeholders, with support from the Town Clerk and consultants from ABZAG Ltd.

3.2. In July 2012 the initial launch event introduced neighbourhood planning to the local community.

3.3. In October 2013 all residents and businesses were asked to ‘have their say’ through a survey conducted in the form of a questionnaire to check previous information and to seek more views on the type and look of new homes, green space, natural environment, retail and business development, transport, infrastructure and community facilities.

3.4. Formation of the Neighbourhood Plan Steering Group

3.4.1. Aylsham Town Council asked for volunteers to form a Neighbourhood Plan Steering Group to participate in the neighbourhood planning process and to oversee the production of the Aylsham Neighbourhood Plan.

3.5. Steering Group Membership

3.5.1. The Steering Group was formed with its membership comprising Town Council Members and residents representing a cross-section of the community.

David Anderson (Local Resident)
Trevor Bennett (Aylsham Town Council)
Ros Calvert (Aylsham Town Council)
Dave Curtis (Aylsham Town Council)
Mary Evans (Aylsham Town Council)
David Harper (Local Resident)
Colin Kerrison (Local Resident)
Shelia Merriman (Local Resident)
Lloyd Mills Chairman (Aylsham Town Council)
Patrick Prekopp (Local Resident)
Valerie Shaw (Aylsham Town Council)
Eileen Springall (Aylsham Town Council)

Supported by Sue Lake (Town Clerk) and Shaun Vincent (ABZAG Ltd).
### 3.6. Developing the Plan

#### 3.6.1. The Steering Group has engaged with the wider community seeking views and ideas. Members of the Steering Group, together with children from the High School walked around town looking at what architecture they liked and what types of buildings they thought let the area down. As well as talking about what the children felt Aylsham lacked, what the main problems were as well as what they felt were the positives.

#### 3.6.2. Community events were held to develop a better understanding of what local residents felt was important whilst gathering the evidence to support the Aylsham Neighbourhood Plan.

#### 3.6.3. To ensure the consultation process was as inclusive as possible the Steering Group wrote to key stakeholders, published articles in ‘Just Aylsham’, delivered leaflets to every house in Aylsham, and to provide information and encourage feedback have set up a dedicated page on the Town Council’s website [www.aylsham-tc.gov.uk](http://www.aylsham-tc.gov.uk).

#### 3.6.4. Email updates were sent to local residents, stakeholders and interested parties who provided their details.

#### 3.6.5. The Vision, Aims and Objectives were drafted and shared at a subsequent community event in December 2016, with the emerging policy statements being discussed, tested and updated in consultation with local residents.

#### 3.6.6. The Steering Group categorised the policies into five key themes and drafted the Neighbourhood Plan to align with the desired outcomes to achieve the Vision, Aims and Objectives of local residents.

#### 3.6.7. The structure of the Aylsham Neighbourhood Plan sets out the:
- Vision, Aims and Objectives for the future of Aylsham
- Sustainable Growth and Development including the spatial context and strategic policy
- Policies that provide guidance and a framework for new development to contribute to the Vision, Aims and Objectives for the next twenty years.

#### 3.6.8. A Sustainability Appraisal Scoping Report was prepared; this holds a range of information and statistics to help identify issues for Aylsham. This document has been subject to a separate consultation with the statutory bodies.
3.7. Consultation and Submission

3.7.1. The six-week pre-submission consultation of the draft Aylsham Neighbourhood Plan finished on 19 January 2018. Based on comments received from local residents and stakeholders the Aylsham Neighbourhood Plan has been updated.

3.7.2. The Aylsham Neighbourhood Plan and supporting documents were submitted to Broadland District Council for a six-week publicity period before undergoing a successful independent examination.

3.8. Examination

3.8.1. The role of the independent examiner was to consider whether the draft Aylsham Neighbourhood Plan followed the plan-making process and met the ‘Basic Conditions’ as set out by the Neighbourhood Planning Regulations.

3.8.2. The examiner has recommended that the Aylsham Neighbourhood Plan should be submitted to a referendum, with modifications, and the area for the referendum should be the Aylsham Neighbourhood Plan Area.

3.9. Referendum and Adoption

3.9.1. Having successfully passed the examination, the Aylsham Neighbourhood Plan proceeded to a local referendum on Thursday 13th June 2019 where residents of Aylsham, who are registered voters, were asked whether they want Broadland District Council to use the Aylsham Neighbourhood Plan when it determines planning applications in the parish of Aylsham (the Neighbourhood Plan Area).

3.9.2. The result of the referendum was ‘Yes’ votes 868, ‘No’ votes 124 and 3 rejected votes. A total of 995 votes cast.

3.9.3. As a favourable response of 87.24% was received the Aylsham Neighbourhood Plan is now part of the statutory ‘development plan’ for the area which is the starting point for determining planning applications in Aylsham.
Section 4: Vision, Aims and Objectives

4.1. The community of Aylsham has been heavily involved in shaping the Aylsham Neighbourhood Plan, a summary of the process and key steps are set out in Section 3.

4.2. Aylsham is an attractive market town in Norfolk and its residents are proud of its appearance, sense of community and amenities. Through the neighbourhood planning process residents have been asked about their views about Aylsham and how to make Aylsham a better place.

4.3. In December 2016 the Vision, Aims and Objectives were shared with local residents and stakeholders at the community event. Details are available in the Consultation Statement report.

4.4. Vision for Aylsham

The market town of Aylsham is renowned for its individuality and historical importance. It is vital that these are protected whilst promoting its unique character, excellent location and strong sense of community.
4.5. Aims and Objectives

1. To develop sustainable employment opportunities

   (i) To encourage a mix of local and national businesses appropriate to the character of Aylsham and local rural economy.

   (ii) To support the growth of economic activity serving the needs of local people through employment opportunities.

2. To expand the variety of leisure, cultural and sporting activities

   (iii) To support new and existing activities in the town to offer more diversity and encourage social interaction.

3. To accommodate strategic requirements for development in the town and ensure this meets local needs

   (iv) To support new housing that meets strategic and local needs, with a mix of accommodation suitable for all generations, and which encompasses high quality design.

   (v) To ensure that any new housing integrates within the existing envelope of the town.

   (vi) To conserve and enhance the historic environment.

4. To ensure growth of the town is facilitated by improvements to infrastructure

   (vii) To deliver improved water and sewerage provision.

   (viii) Priority should be given to encourage the provision of further healthcare and education facilities.

   (ix) To improve provision of communication links (mobile signal strength, 4G and broadband speeds).

   (x) To deliver a better-integrated public transport system serving the growing Aylsham community.

   (xi) To enhance the road network to improve traffic management and road safety with priority given to the provision of pedestrian walkways, and cycle routes.
Section 5: Sustainable Growth and Development

5.1. Sustainability

5.1.1. The National Planning Policy Framework is about positive growth and development that is sustainable. This is measured and tested by three dimensions that define ‘sustainable’ in planning terms.

- **Economic** – contribute to building a strong, responsive and competitive economy.

- **Environmental** – contribute to protecting and enhancing our natural, built and historic environment.

- **Social** – supporting strong, vibrant and healthy communities.

5.1.2. Residents of Aylsham feel it is a great place to live, they appreciate the special qualities it has and want to protect the town and surrounding area. Knowing that growth will come, there is great concern that new development could erode the very qualities that make Aylsham special. It is imperative that development is carefully managed in terms of its scale, design and integration.

5.1.3. The Aylsham Neighbourhood Plan is not anti-development and the community understands the need to accommodate housing growth. It is accepted development will come and with it new people and businesses. To achieve this Aylsham Town Council will work positively with Broadland District Council Planning Officers, landowners and developers to plan how Aylsham would change to the benefit of the whole community.
5.1.4. The Aylsham Neighbourhood Plan outlines the approach and on this basis, the local community will look to positively engage with the statutory planning process to guide future development. As growth comes it must create developments of quality that contribute to the character of Aylsham and provide additional local benefits. It must be more than an exercise in meeting housing supply ‘numbers’ through the addition of characterless estates that would destroy the rural feel of Aylsham.

5.1.5. The aim, therefore, is to enable the provision of a choice of new homes to meet the needs of all sections of the community in a manner that respects the character of the parish.

5.2. Wider Spatial and Strategic Policy Context

5.2.1. The adopted Local Development Framework covering the Aylsham Neighbourhood Area currently comprises:

- Joint Core Strategy for Broadland, Norwich City and South Norfolk (2011 amendments adopted January 2014)
- Development Management Development Plan Document (adopted August 2015)
- Site Allocations Development Plan Document (adopted May 2016)

5.3. Joint Core Strategy

5.3.1. To meet the growth challenges for Norwich City and the surrounding areas, the councils of Broadland, Norwich and South Norfolk, supported by Norfolk County Council have prepared a single plan covering the entire area. The key deliveries of the Joint Core Strategy (adopted January 2014) are 37,000 additional homes and 27,000 new jobs by 2026.
5.3.2. The Joint Core Strategy sets out the over-arching strategy for growth across Broadland, Norwich and South Norfolk up to 2026. It identifies key locations for growth and sets out strategic policies to guide future development. A hierarchy is defined which identifies the scale of development for each settlement.

5.3.3. Within the Joint Core Strategy (Policy 13) Aylsham is identified as one of four ‘Main Towns’, therefore, it would be expected to accommodate new housing subject to environmental constraints concerning overcoming existing sewage disposal.

5.4. Development Management DPD (adopted August 2015)

5.4.1. The Development Management Development Plan Document (adopted August 2015) sets local policies for all of the Broadland District, for the management of development. It details requirements to promote sustainable development and to achieve high standards of development.

5.5. Site Allocations DPD (adopted May 2016)

5.5.1. The Site Allocations Development Plan Document identifies or allocates areas of land for specific types of development such as housing, employment and community facilities.

5.5.2. The scale of development reflects the requirements set out in the Joint Core Strategy. It also includes the definition of development boundaries or "settlement limits" for those places where some growth may take place.

5.5.3. There are four site-specific allocation policies, as illustrated on Map 3, for Aylsham.
5.5.4. **AYL1**: Land north of B1145 Cawston Road, Aylsham of approximately 17.5ha is to be developed in accordance with planning permission 20110128. This will include the development of approximately 250 dwellings, a football club, associated community facilities, public open space and allotments. This development is expected to be completed and fully occupied early in 2019.

5.5.5. **AYL2**: Land north of Burgh Road and west of A140, Aylsham of approximately 19.9ha is to be developed in accordance with planning permission 20111453. This will include the development of approximately 300 dwellings, land for school expansion, community facilities, public open space and allotments. This development is approximately 75% complete with construction expecting to finish in 2021.

5.5.6. **AYL3**: Land at Dunkirk Industrial Estate (west), south of Banningham Road, Aylsham of approximately 1.0ha is allocated for employment use. This will accommodate B1, B2 and B8 uses. This development has not commenced.

5.5.7. **AYL4**: Land at Dunkirk Industrial Estate (east), south of Banningham Road, Aylsham of approximately 3.0ha is allocated for employment use. This will accommodate B1, B2 and B8 uses. This development has not commenced.
5.6. Spatial Vision

5.6.1. Spatial Planning Objectives provide the framework to monitor the success of the plan. The objectives contained in the Joint Core Strategy set out below and have been considered in their application specifically to Aylsham.

Joint Core Strategy: Spatial Vision

Communities will be safer, healthier, more prosperous, sustainable and inclusive. High quality homes will meet people’s needs and aspirations in attractive and sustainable places. People will have access to good quality jobs, essential services and community facilities, with less need to use the car.

Objective 1
To minimise the contributors to climate change and address its impact.

In order to adapt to the impact of climate change and reduce the output of ‘greenhouse’ gases Aylsham will only support designs of the highest standard that have a sustainable approach, promoting zero and low carbon developments that utilise water efficiency measures and technological advances.

Objective 2
To allocate enough land for housing, and affordable housing, in the most sustainable settlements.

The site allocations for Aylsham have already brought, and will continue to bring, considerable growth. Further sites are being proposed and promoted for development. Up to date evidence of housing needs will provide a guide to mix, size, type and tenure (including affordable housing) to meet the needs of Aylsham and the wider district.

Objective 3
To promote economic growth, diversity and provide a wide range of jobs.

Economic growth is supported within Aylsham. The town centre and business park / industrial park areas are seen as important to maintaining a sustainable future for the town.

The retail offering of the town centre could be expanded by maximising use of the existing premises to provide more choice, individuality and variety through both national and independent businesses. Encouraging local shopping and community interaction to support the local economy and reduce dependency on the car to travel to shopping centres further afield.

Objective 4
To promote regeneration and reduce deprivation.

The enhancement of local facilities to offer more diversity and encourage social interaction will promote wellbeing and reduce isolation, which will support a healthy and sustainable community. New development and existing settlements should be integrated into one community.

Objective 5
To allow people to develop to their full potential by providing educational facilities to support the needs of a growing population.

Continued growth is expected, such that Local Authorities and agencies need to work together to ensure adequate provision of education for all ages in a timely manner. This may include expanding existing schools within the Aylsham Cluster Trust and / or establishing new schools.

The need to improve, expand and enhance the provision of educational facilities has been identified within the Joint Core Strategy in order to develop local skills, create additional employment opportunities, thus improving prosperity and wellbeing. Possibly centralising facilities for all age groups (such as careers planning, business promotion, exhibitions and clinics).
### Objective 6
**To make sure people have ready access to services.**

Across Aylsham - support for and access to convenient local facilities, services and retail will continue, as will the desire for improved public transport services. Investment in improving facilities for recreational use, for all age groups, will continue.

### Objective 7
**To enhance transport provision to meet the needs of existing and future populations while reducing travel need and impact.**

The existing road network in the town centre struggles to cope with the volume and size of traffic. As the population of the area grows, this problem will intensify.

It is important to develop a more effective method of directing through traffic away from the centre of the town (such as more effective signposting).

Improvements to footpaths, cycle networks, public transport and out-of-town parking / park&ride will encourage greater use of sustainable transport modes.

### Objective 8
**To positively protect and enhance the individual character and culture of the area.**

The key characters of Aylsham, both in open green space and built form, should be protected, maintained and supported in new developments.

### Objective 9
**To protect, manage and enhance the natural, built and historic environment, including key landscapes, natural resources and areas of natural conservation value.**

The diverse historic environment of Aylsham is renowned across the district for its traditional feel as a unique and charming town. These special qualities need protecting.

New developments will be expected to respect and enhance the setting of the listed buildings, preserve the character and appearance of the town whilst enhancing the green infrastructure with biodiversity gain and linkages between existing habitats.

### Objective 10
**To be a place where people feel safe.**

As a traditional market town Aylsham has a distinct and unique feel with a real sense of community and belonging. Design concepts will be encouraged that make roads, cycleways, footpaths and new developments safer for all residents.

### Objective 11
**To encourage the development of healthy and active lifestyles.**

Protecting the open green space and improving the recreational and sports facilities for all age groups will promote wellbeing while assisting with the integration between new and existing communities.

### Objective 12
**To involve as many people as possible in new planning policy.**

With the high levels of growth planned for Aylsham more and more of the local community have engaged in the planning process and expressed their views. Residents have been encouraged to ‘have their say’ and express their own aspirations of the future through the neighbourhood planning process and consultation events.