Section 6: Neighbourhood Plan Policies

6.1. To achieve the Vision, Aims and Objectives of the Aylsham Neighbourhood Plan the following suite of planning policies have been drafted.

6.2. The policies have been designed to ensure that new development enhances the setting and character of Aylsham to promote a sense of community, and to provide for the social and economic needs of the residents.

6.3. The policies have been developed during the preparation of the Aylsham Neighbourhood Plan from the consultation feedback and using evidence of local issues and characteristics.

6.4. Decision-makers and applicants must read the policies as a whole when judging if any development proposal would be acceptable.

6.5. The policies are grouped by five themes:

- Housing
- Environment
- Local Economy
- Recreation
- Infrastructure

6.6. To aid interpretation, the themes and policies are supported by contextual narrative, the local community’s views on that subject together with evidence, plans and strategies that support their approach.

6.7. All policies have been framed in the context of the National Planning Policy Framework and the Joint Core Strategy for Broadland, Norwich and South Norfolk.

6.8. Whilst the Aylsham Neighbourhood Plan is first and foremost a land-use document, the local community has, during consultation events, identified a number of issues falling outside the remit of the planning system. Details of these have been collected (see paragraph 6.186) and passed to the Town Council to include, if deemed appropriate, in future projects.
Justification and Evidence

6.9. The need to build more and more new homes is the ongoing reality set against the context of a changing world where the pressure of global climate change and its dramatic impacts are likely to affect us all.

6.10. It is essential that communities take action in their locality and wherever possible seek local solutions, what may sometimes be seen as small steps, to encourage developments to be more energy efficient. Making use of modern technologies and maximising opportunities to use fewer natural resources for energy and harvesting water for use.

6.11. Aylsham has seen a significant number of homes built since 2008. Current commitments total 350 homes, with the development of allocated sites progressing well. There continues to be a strong market interest in developing housing in Aylsham.

6.12. Through the recent Greater Norwich Local Plan (GNLP) ‘Call For Sites’ in 2016, five proposed housing sites have been submitted around the town totalling 58 hectares of land. See Map 4. At this point in time it is understood the Regulation 18 consultation (Preferred Options) is scheduled for September 2019 followed by the Regulation 19 consultation (Pre-submission Draft).
6.13. Aylsham is a market town in a rural setting, which has a rich variety of architectural styles and local character. New development should consider carefully its form and character and developers should take care in creating places and homes, which support the local distinctiveness.

6.14. The mix and type of housing built in the future is paramount for the community of Aylsham in meeting local needs and achieving a sustainable future for the town. Through the consultation, residents expressed concern at the difficulty in finding appropriate homes for the older generation wishing to downsize and stay within the local community. Concern was also expressed for the younger generation seeking to rent or purchase their first home and the affordability of these homes.

6.15. Using ‘Building for Life’ principles (as defined in Policy 2 of the Joint Core Strategy) developers should be able to demonstrate how, through good design, any proposed development will follow key design principles to respect scale, form, material finishes and the vernacular character of existing buildings, recognising the historic importance and individuality of the town.

6.16. Baseline data collected for the Sustainability Appraisal Scoping Report, which sits alongside the Aylsham Neighbourhood Plan, identifies that by 2030 there is predicted to be an increase of over 86% in people across Norfolk suffering from dementia¹.

6.17. Aylsham has been designated as a dementia friendly town, for any new development that comes to Aylsham this is an opportunity for those developments to lead the way by incorporating simple but effective principles into their designs to deliver dementia friendly communities.

6.18. ‘At a Glance: a Checklist for Developing Dementia Friendly Communities’ is a document that offers useful checks and guidance on designing dementia friendly communities. It summarises some of the key design points set out in the Housing LIN Viewpoint Breaking New Ground: The Quest for Dementia Friendly Communities, by Dr Lynne Mitchell at the University of Warwick (Viewpoint No.25, Housing LIN, 2012). See Appendix 5.

¹ [Source: NCC Health and Wellbeing Profile July 2012: estimate based on 2011 figures – from POPPI dementia estimates (as at June 2012)]
6.19. Recognising how people and their lifestyles change over time, including the need for their homes to be able to adapt with them, it is felt that implementing this simple principle could have a significant impact on health and wellbeing of residents.

6.20. Using this guidance and as the building industry better understands how to apply the relatively simple principles identified (a number of which are already elements of ‘Building for Life’) the Aylsham Neighbourhood Plan encourages the use of these principles within the design of new developments in Aylsham.

6.21. Integration between new and existing communities is important in preventing isolation and promoting wellbeing. Historically, opportunities have been missed where recent development, Willow Park at Woodgate, failed to establish links with the existing footpath network through to the town centre.

6.22. Storage within new homes can be limited and impact on lifestyles. Where new homes are built with garages it is appropriate that they are located in association with the home to aid convenience of use, rather than in distant blocks of garages, which have associated difficulties of use and could encourage anti-social behaviour.

6.23. Experience has shown from recent developments that where parking courts and/or garaging have been located behind and away from the homes intended to use them, residents have chosen to park their vehicles outside their homes on pavements where more convenient and perceived less likely to get damaged.

6.24. Pavement parking with the narrow road widths has caused access issues for emergency vehicles, bin lorries, pedestrians and wheelchair users.

6.25. With increasing demand for electric vehicles, and this trend likely to continue, developers should be encouraged to install vehicle charging points which could be contained within garages. (This also supports the need for garages to be closely associated to homes to enable supply of electricity).

6.26. Government funding grants are currently available to reduce the cost of installing charging points through the Office for Low Emission Vehicles.
6.27. It is essential that all communities take action wherever possible to tackle the issue of climate change. In this context it is therefore essential that steps be taken to encourage developments that are more energy efficient and make use of opportunities to use green sources of energy wherever possible.

6.28. It is becoming increasingly common for ‘unadopted’ roads to be included within the design of new developments. This is believed to be a ‘cost reduction’ measure by developers. Whilst having a Policy in the Neighbourhood Plan does not prevent developments from having private roads, it just stipulates that any such roads must be constructed to NCC Highways adoptable standard rather than of a lower quality which is likely to require remedial works and higher levels of maintenance.

6.29. Experience has shown that unadopted roads create difficulties regarding responsibility for and funding of maintenance of road surfaces and drainage, usable road widths, lack of footpaths and street lighting. They also present access issues for refuse collection and emergency vehicles.

6.30. Unadopted roads should be discouraged from new developments in Aylsham and, where absolutely necessary designed in a way to avoid problems outlined in 6.24.

6.31. Through the consultation process, design of garden access on new developments has been raised as a concern with a number of residents expressing dissatisfaction that they are only able to access their garden through their home. This has unpleasant consequences involving garden materials (plants, paving stones, sand etc.) and garden waste having to be taken through their homes with wheelie bins having to be stored at the front of properties in plain sight (‘wheelie bin blight’).

6.32. Broadland District Council undertook a new homes survey in March 2017, of residents who had taken occupation of new homes between January 2014 and June 2015. The main aim of the survey was to collect residents’ views on their new homes and surrounding area. A report of the findings was issued in September 2017 called “What do you think of your new home?”

6.33. The report highlighted residents’ satisfaction rates, both positive and negative. Parking, road layouts, obstructed pavements and incomplete paths were the most frequent
causes for dissatisfaction with site layouts. Issues with build quality; garden size and space for waste and recycling bins were also reported.

6.34. On a recent new development house sales were completed and homeowners allowed to move in without their new homes being connected to the mains sewerage system. This resulted in a large number of additional vehicle movements (HGV tankers) to remove the sewage. Whilst unacceptable and unpleasant for both new and existing homeowners this is not the only new development in the district to experience this.

6.35. Satisfying local housing need is important and ‘self-build’ is seen as a complementary alternative method of delivering a small but individual supply of homes. Self-build rates in the UK are around 10%, which is far fewer than other countries where rates of self-build often exceed 40%.

6.36. Broadland District Council ran a ‘Self-Build’ consultation, between August and November 2013, that identified a great deal of interest in self-build. There are five people on the Self-Build Register for the district, who are all seeking a Village near Norwich, with 2 also open to the Norwich fringe. On a development of c300 new homes in the district, the developer sold 12 self-build plots, generating a positive cash flow for the developer to help bring forward the remainder of the development. This has been well received and seen as an innovative approach to meeting local housing need.

6.37. Norfolk County Council’s response to the Sustainability Appraisal Scoping Report requested the inclusion of the following; Norfolk Fire and Rescue Service advocates the installation of sprinklers in all new developments; and sprinklers have a proven track record to protect property and lives. Therefore, the installation of sprinklers in new development is supported but is not a planning policy requirement.

6.38. Community Feedback: Consultation on the emerging Aylsham Neighbourhood Plan revealed the following key issues that this policy theme seeks to address:

- All new development roads should be wide enough and built to Highways adoptable standard: 98% strongly agree or agree and 2% disagree.

- New developments should be an integral part of the town to maintain a sense of community: 87% strongly agree or agree and 13% strongly disagree or disagree.
✓ Design layouts to include storage for three wheelie bins for each home: 79% strongly agree or agree, 14% unsure and 7% strongly disagree or disagree.

✓ New developments should include a mix of housing types (including ‘starter homes’ and homes especially suitable for the elderly and young) 94% strongly agree or agree and 6% strongly disagree or disagree.

✓ Parking areas and parking courts should **NOT** be located behind or away from new houses: 72% strongly agree or agree, 14% unsure and 14% strongly disagree or disagree.

6.39. **The following plans, documents and strategies support Policies 1, 2 and 3:**

- National Planning Policy Framework
- Joint Core Strategy for Broadland, Norwich and South Norfolk (January 2014)
- Development Control Policies (August 2015)
- Site Allocations (May 2016)
- Central Norfolk Strategic Housing Market Assessment 2015 (Report Findings January 2016)
- At a Glance: a Checklist for Developing Dementia Friendly Communities (2012)
- Self-Build / Custom-Build Housing in Broadland (December 2013)
- What do you think of your new home? Survey Report, Broadland District Council (September 2017)
- Aylsham Town Plan (2009)
- Aylsham Regeneration and Delivery Strategy (2012)
- Aylsham Town Council Tree Management Policy (July 2017)
- Aylsham Neighbourhood Plan Sustainability Appraisal Report (December 2017)
6.40. **Ambition of Policy 1:** This policy seeks to ensure that if new homes are built in Aylsham they are designed to a high standard, promoting satisfaction and wellbeing to its residents.

**Houses should be designed to a high standard and be mindful to how residents will live in their home by:**

I. Providing off-road car parking adjacent to or in front of new dwellings that would be accessible to the occupiers of those homes and would be consistent with good standards of urban design;

II. Ensuring where garages are provided they should be located within the curtilage of the associated home and encouraged to include an electric vehicle charging point;

III. Enabling direct access to rear gardens via external means (garden gate instead of only through a home);

IV. Designing layouts that provide accessible screened storage space for refuse and recycling within each property’s curtilage; and

V. Ensuring new homes have final sewerage solution (not a temporary solution) completed prior to first occupation.

6.41. **Policy 1 contributes to Spatial Planning Objectives 1, 2 and 12 and supports Aylsham Neighbourhood Plan Aims 3 and 4, and Objectives iv and vii.**
6.42. **Ambition of Policy 2**: This policy seeks to ensure any new development is designed to a high standard. It seeks to encourage an imaginative and innovative approach to modern and environmental concepts that align with Aylsham’s unique character and to promote a town and community that is vibrant and diverse.

<table>
<thead>
<tr>
<th>POLICY 2: Improving the Design of Development</th>
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<tbody>
<tr>
<td>Development should be designed to preserve and enhance Aylsham by:</td>
</tr>
<tr>
<td>I. Recognising and reinforcing the distinct local character in relation to height, scale, density, spacing, layout orientation, features and materials of buildings;</td>
</tr>
<tr>
<td>II. Integrating new developments with existing homes and the town centre whilst enhancing the safety and security of our community, incorporating crime prevention principles (identified in the Secure by Design Homes 2016 or subsequent updated editions);</td>
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<td>III. Encouraging the provision of self-build housing plots;</td>
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<tr>
<td>IV. Designing roads and parking areas within any site to minimise conflict between vehicles and pedestrians which would be harmful to pedestrian safety, and particularly safeguard children in areas where they walk or play;</td>
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<tr>
<td>V. Enabling safe access to public transport with appropriately located bus stops and designing in measures to remove the opportunity for parking which would be harmful to highway or pedestrian safety or visually intrusive;</td>
</tr>
<tr>
<td>VI. Incorporating adequate landscaping to mitigate the visual impact of the development and seeking to retain mature or important trees and existing hedgerows. Development that damages or results in the loss of ancient trees, or trees of good arboricultural and/or amenity value will not be supported unless justified by a professional tree survey and arboricultural statement. Where removal of a tree(s) of recognised importance can be justified, a replacement(s) of similar amenity value should be planted within the Parish;</td>
</tr>
<tr>
<td>VII. Where possible ensuring boundary treatments reflect the distinct local character in relation to materials, layout, height and design. In areas where there is no boundary treatment and gardens are unenclosed, new development should seek to replicate this openness; and</td>
</tr>
</tbody>
</table>
VIII. All new development which requires a connection to the public sewerage network will be required to demonstrate that there is sufficient capacity in the sewerage network to accommodate the development and may be subject to conditions to ensure that dwellings are not occupied until the capacity is available.

6.43. Policy 2 contributes to Spatial Planning Objectives 1, 2, 7, 8, 9, 10 and 12 supports Aylsham Neighbourhood Plan Aims 3 and 4, and Objectives iv, v, vi, vii, x and xi.

6.44. Ambition of Policy 3: This policy seeks through good design principles and their implementation to facilitate development designed to be dementia friendly.

POLICY 3: Dementia Friendly Communities

Development proposals should, where appropriate, be encouraged to include and incorporate the principles of dementia friendly communities (as detailed in “At a Glance: a Checklist for Developing Dementia Friendly Communities” [see Appendix 5], or subsequent updates).

6.45. Policy 3 contributes to Spatial Planning Objectives 4, 6, 7, 10, 11 and 12, supports Aylsham Neighbourhood Plan Aims 3 and 4, and Objectives iv, v, and xi.
Justification and Evidence

6.46. Aylsham has retained the character of a historic market town, with many old buildings and the narrow winding roads of a medieval street pattern, set within a rural hinterland with areas of Landscape Value, which overlap the northern, eastern and southern parish boundaries.

6.47. The landscape forms an intrinsic part of the character and setting of Aylsham and provides both informal and formal recreational opportunities for the community and visitors alike.

6.48. The National Planning Policy Framework, paragraph 109, states that the planning system should contribute to, and enhance, the natural and local environment by protecting and enhancing valued landscapes. DEFFRA’s report\(^2\) ‘A Green Future: Our 25 Year Plan to Improve the Environment’ published January 2018, outlines a way to achieve biodiversity gain.

6.49. It is clear from the consultations that the community values the rural setting and market town character of Aylsham.

6.50. There are a number of green spaces within the settlement limit, which are important for their visual recreation or wildlife value and public engagement in the preparation of the Aylsham Neighbourhood Plan has shown that the landscape around Aylsham is highly valued and is identified as one of its unique characteristics.

6.51. Through the consultation events, local residents expressed strong views about improving accessibility. Specifically, green corridors, which would allow for the movement of wildlife as well as people, may include footpaths/cycleways but should also incorporate other green infrastructure. See Map 5 for details of existing main routes that facilitate access to the countryside.

\(^2\) DEFFRA’s ‘A Green Future: Our 25 Year Plan to Improve the Environment’ published January 2018
6.52. Aylsham is well connected to the wider area through to the three long-distance trails that converge in the town; the Marriott’s Way (Aylsham to Norwich; 26 miles), Bure Valley Path (Aylsham to Wroxham; 9 miles), and the Weavers Way (Cromer to Great Yarmouth), all of these trails allow for leisure and access opportunities. Detail of the 15 Public Rights of Way in the Neighbourhood Area can be found on the interactive map on Norfolk County Council’s website.

Map 5: Norfolk County Council Interactive Map

6.53. The Aylsham Conservation Area, see Map 6, was designated in 1972. It was extended in 1981 to include the Old Hall and grounds, Blickling Road, and again in 1990 to include the area between Heydon Road and Blickling Road and a stretch of the Bure valley along Drabblegate.

6.54. Aylsham has a wealth of designated and non-designated heritage assets. In all, there are c. 200 Listed properties in Aylsham, including two Grade I, and four Grade II* Listed properties and a number more are noted as worthy of Listing.

3 https://maps.norfolk.gov.uk/highways/
4 A full listing and map is included in the Neighbourhood Plan Sustainability Appraisal Scoping Report (Nov.2017)
5 Aylsham Conservation Area Character Statement (March 2008), Broadland District Council

Aylsham Neighbourhood Plan
6.55. Grade I Listed Aylsham Parish Church of St. Michael & All Angels is the town’s oldest building. Built in the 13th Century with 14th Century additions, the church is a fine example of Gothic architecture of the Decorated style. The tower with attractive spirelet dominates the Market Place skyline, and at 30 metres tall is a landmark that can be seen for miles around.

6.56. The graveyard of Aylsham Parish Church is the final resting place of Humphry Repton, the celebrated English landscape designer who died in 1818.

6.57. Humphry Repton, successor to Capability Brown, created designs for the grounds of many of England’s foremost country houses and producing his famous Red Books, which showed his clients ‘before’ and ‘after’ views of how he would improve their land.

6.58. Repton’s approach often embellished and modified the existing landscape in harmony with nature, cutting vistas through to ‘borrowed' features beyond, such as church towers, making them seem part of the designed landscape.

6.59. As with many historic market towns, Aylsham’s heritage and local environment setting are its defining assets, and local residents are proud and protective of those features that give the town its individuality.

6.60. Aylsham’s compact historic core is centered on the Market Place. Among its many historic 17th and 18th Century buildings located here, the Black Boys Inn and Clarkes buildings are noted as outstanding⁶.

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⁶ Aylsham Conservation Area Character Statement (March 2008), Broadland District Council
6.61. A distinctive feature of the town is the thatched water pump with an artesian well.

6.62. The John Soame Memorial Pump, built just to the west of the Market Place, officially opened in 1913 and was used to draw water until piped water finally reached the town in 1938.

6.63. Red Lion Street is an attractive shopping street with almost every building listed as being of historic interest, most dating back to the 17th century, with the shop fronts rebuilt, often in Victorian times.

6.64. In Millgate, there are a continuous frontage of Listed houses and cottages along the east side. A number more in Millgate are not Listed, although it is noted that some should be considered for Listing.

6.65. Linkages are seen as being important between any new development, the school, shops and other services in the town centre, and the wider countryside. Promoting healthy lifestyles, reducing the likelihood of isolation and dependency on the car.

6.66. This is reinforced by findings of a survey undertaken by Broadland District Council of residents who had taken occupation of new homes between January 2014 and June 2015. A report of the findings highlighted that social isolation and lack of community cohesion was particularly noticeable in larger developments that were built outside of existing community facilities in Aylsham.

6.67. The open spaces within the built up area are of great importance to the wellbeing of the local community and help create the character and identity of Aylsham, whilst being enjoyed by the existing community and providing opportunities for formal and informal recreation.

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7 Aylsham Conservation Area Character Assessment (March 2008), Broadland District Council
8 What do you think of your new home? Survey Report, Broadland District Council (September 2017)
6.68. At the consultation events local residents were keen to see the provision of more open space and enhanced green spaces for recreation and wellbeing. Concern was expressed about possible loss of open spaces and that loss of any of these open spaces would be detrimental to the appearance, character and amenity value of Aylsham.

6.69. Many local residents expressed concern that, if uncontrolled, changes to open spaces could irrevocably change the ‘rural market town feel’ of Aylsham. The community wishes to see these spaces protected for future generations and accordingly they will be afforded protection from new development unless this is associated or ancillary to the current use and demonstrated to be of community benefit.

### Table 3: Areas of Important Open Space within Aylsham (Location Maps in Appendix 3)

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Location</th>
<th>Use</th>
<th>Area</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Map A Bure Meadows Allotments</td>
<td>Off Burgh Road</td>
<td>Community Allotments</td>
<td>0.8ha</td>
</tr>
<tr>
<td>2</td>
<td>Map A Recreation Ground</td>
<td>Burgh Road</td>
<td>Public Open Space</td>
<td>4.425 ha</td>
</tr>
<tr>
<td>3</td>
<td>Map A Land at foot of Recreation Ground</td>
<td>Opposite entrance to Bure Meadows development</td>
<td>Recreation Ground land outside boundary fence</td>
<td>0.2ha</td>
</tr>
<tr>
<td>4</td>
<td>Map B Cromer Road Allotments</td>
<td>Cromer Road near the Weavers Way</td>
<td>Community Allotments</td>
<td>0.8ha</td>
</tr>
<tr>
<td>5</td>
<td>Map B Land on both sides of The Weavers Way</td>
<td>Blickling Road to Millgate</td>
<td>Norfolk Trails</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Map C Old Station Yard Aylsham North</td>
<td>Between Millgate / Mash's Row and Weavers Way</td>
<td>Public Open Space</td>
<td>0.68ha</td>
</tr>
<tr>
<td>7</td>
<td>Map C Large Staithe</td>
<td>Millgate near to the two bridges</td>
<td>Public Open Space</td>
<td>0.37ha</td>
</tr>
<tr>
<td>8</td>
<td>Map C Little Staithe</td>
<td>Millgate near to the two bridges</td>
<td>Public Open Space</td>
<td>0.05ha</td>
</tr>
<tr>
<td>9</td>
<td>Map D Paupers Graveyard at St Michaels</td>
<td>Between Mill Close and Sapwell Close</td>
<td>Public Open Space</td>
<td>0.11ha</td>
</tr>
<tr>
<td>10</td>
<td>Map D St Michaels Small Play Area</td>
<td>St Michaels Avenue</td>
<td>Play Area</td>
<td>0.05ha</td>
</tr>
<tr>
<td>11</td>
<td>Map D St Michaels Open Space</td>
<td>At the entrance to St Michaels</td>
<td>Public Open Space</td>
<td>2.32 ha</td>
</tr>
<tr>
<td>12</td>
<td>Map D Greenlanes community garden</td>
<td>By Holman Road and Janny's Close</td>
<td>Public Open Space</td>
<td>0.14ha</td>
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<tr>
<td>Name</td>
<td>Location</td>
<td>Use</td>
<td>Area</td>
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<tr>
<td>13 Map D Goulder Drive amenity area</td>
<td>Goulder Drive</td>
<td>Public Open Space</td>
<td>0.12ha</td>
<td></td>
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<tr>
<td>14 Map D Jewel's Lane</td>
<td>Between Marriott’s Way and Cawston Road</td>
<td>Public Footpath</td>
<td>0.01ha</td>
<td></td>
</tr>
<tr>
<td>15 Map E Howard Way amenity area</td>
<td>Howard Way</td>
<td>Public Open Space</td>
<td>0.11ha</td>
<td></td>
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<tr>
<td>16 Map E Cemetery and Allotments</td>
<td>Norwich Road</td>
<td>Cemetery Temporary Allotments</td>
<td>2.34ha</td>
<td></td>
</tr>
<tr>
<td>17 Map E Wymer Drive Amenity Area</td>
<td>Wymer Drive</td>
<td>Public Open Space</td>
<td>0.56ha</td>
<td></td>
</tr>
<tr>
<td>18 Map E Mileham Drive_multi-use games area (MUGA) amenity area</td>
<td>Mileham Drive / Henry Page Road</td>
<td>Public Open Space</td>
<td>2.2ha</td>
<td></td>
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<tr>
<td>19 Map F The Buttsland Car Park</td>
<td>Mill Road / Unicorn Yard</td>
<td>Car Parking</td>
<td>0.35ha</td>
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<tr>
<td>20</td>
<td></td>
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<tr>
<td>21 Map F Market Place</td>
<td>Market Place</td>
<td>Public Use</td>
<td>0.19ha</td>
<td></td>
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<tr>
<td>22 Map F Aylsham Parish Church closed church yard</td>
<td>Market Place</td>
<td>Church</td>
<td>0.85ha</td>
<td></td>
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<tr>
<td>23 Map G The Willows Allotments</td>
<td>Adjacent to Aylsham Football Club Grounds</td>
<td>Community Allotments</td>
<td>0.39ha</td>
<td></td>
</tr>
<tr>
<td>24 Map H Land on both sides of the Marriots Way</td>
<td>Bure Valley Railway to Football Club</td>
<td>Norfolk Trails</td>
<td>4.71ha</td>
<td></td>
</tr>
<tr>
<td>25 Map H Henry Page Road amenity area</td>
<td>Henry Page Road</td>
<td>Public Open Space</td>
<td>1.04ha</td>
<td></td>
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<tr>
<td>26 Map H Around the Friendship trees</td>
<td>Junction Henry Page Road and Cawston Road</td>
<td>Highway Verge</td>
<td>0.27ha</td>
<td></td>
</tr>
<tr>
<td>27 Map I Mileham Drive amenity area</td>
<td>Mileham Drive to Yaxleys Lane</td>
<td>Public Open Space</td>
<td>0.08ha</td>
<td></td>
</tr>
<tr>
<td>28 Map I Adey Close amenity area</td>
<td>Adey Close</td>
<td>Public Open Space</td>
<td>0.05ha</td>
<td></td>
</tr>
<tr>
<td>29 Map J Land on both sides of Bure Valley Trail</td>
<td>Bure Valley Railway to A140</td>
<td>Norfolk Trails</td>
<td>1.18ha</td>
<td></td>
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<td>30</td>
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<tr>
<td>Name</td>
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<tr>
<td>31 Map K</td>
<td>Open land with trees</td>
<td>Burgh Road</td>
<td>0.38ha</td>
<td></td>
</tr>
<tr>
<td>32 Map L</td>
<td>Drabblegate Common</td>
<td>Drabblegate Road</td>
<td>2.5ha</td>
<td></td>
</tr>
<tr>
<td>33 Map M</td>
<td>Abel Heath</td>
<td>Heydon Road</td>
<td>4.6ha</td>
<td></td>
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</tbody>
</table>

6.70. For specific locations of each of the Areas of Important Open Space listed within Table 3, see maps in Appendix 3.

6.71. Archaeological evidence shows that the site of the town has been occupied since prehistoric times. There is evidence of early settlement close to the town, notably the remains of a Roman settlement at Woodgate. A further substantial Roman settlement at Brampton (just outside the Neighbourhood Area) is linked to Venta Icenorum at Caistor St Edmund, south of Norwich, by a Roman road that can still be traced in places.

6.72. In recent times considerable and significant archaeological relics and artefacts have been unearthed in and around Aylsham. Strong evidence from archaeological excavations, historical records and local documents, confirm Aylsham to be a historical site of importance. With Roman remains found in excavation of the town centre in Red Lion Street and at Woodgate it is highly likely that there are further buildings (industrial and/or domestic) in between the two locations.

6.73. A major archaeological site has been discovered southwest of the town at Woodgate Nursery. The landowner, Peter Purdy, started the Aylsham Roman Project. Over the years he has collected thousands of Roman artefacts from his land.

6.74. Professional archaeologists from Britannia Archaeology were invited to do a geophysical survey, this showed incredible features including what looked like two pottery kilns.

6.75. The initial dig took place in the summer of 2016. With training and help from Britannia Archaeology, the team excavated two Roman kilns, three rubbish pits, a ditch and loads of Iron Age postholes. Historic England believes the kilns may be the best-preserved examples in Britain. About 12,000 sherds of pottery were recovered during the excavation.

6.76. A further 3-week dig during August 2017 uncovered a tremendous number of finds and relics, including of rare and of real significance, Roman pottery kilns dating back over

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c1800 years, an Iron Age enclosure, huge quantities of Saxon period pottery and a silver penny from the reign of Henry III, c1270AD. More details can be found on the website: https://aylshamromanproject.com

6.77. In 1401 Aylsham became the capital manor for the Duchy lands in Norfolk, Suffolk and Cambridgeshire. It is likely that there will be relics and artefacts below ground from that era. The Lancaster Manorial survey of 1622 identifies and documents dwellings, in Aylsham, which are no longer visible above ground.

6.78. With such a high level of relics, artefacts and structures in Aylsham the local community does not want the history of Aylsham to be lost and is anxious to see archaeological assessment and evaluation carried out as part of any development.

6.79. The digging of trial trenches should be encouraged to enable excavation and understanding of heritage assets under the ground. The need for these basic archaeological safeguards has become apparent during excavations in the town centre (e.g. site of the ‘blue loos’ and associated offices in the Market Square, and the old Coopers garage site on Red Lion Street). These show evidence not only of possible Saxon occupation but also prehistoric. The recent excavations of the Roman site at Woodgate also confirm a more substantial Roman occupation than previously understood.

6.80. Blickling Hall, whilst located to the northwest of Aylsham just outside the parish, parts of the Blickling estate do fall within the parish. Mentioned in the Domesday Book and famous as the birthplace of Anne Boleyn (one of Henry VIII’s wives).

6.81. Blickling is a key tourist attraction of the area, owned and run by the National Trust. The Hall is a magnificent redbrick mansion approached through a walkway of ancient yew hedges. With formal gardens and extensive historic parklands. The landscape with its hedges and narrow tree-lined lanes has changed little over the centuries and is quintessentially Norfolk.

6.82. Community Feedback: Consultation on the emerging Aylsham Neighbourhood Plan revealed the following key issues that this policy theme seeks to address:

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11 The Manorial Roll is available at the Norfolk Records Office
More green open space, footpaths and cycleways, which are easily accessed and safe to travel: 98% strongly agree or agree, with 2% unsure.

Open green spaces should be protected and biodiversity encouraged: 100% strongly agree or agree.

Preserve and enhance green spaces for recreation and wellbeing: 100% strongly agree or agree.

Protect the natural and built heritage in and around Aylsham: 100% strongly agree, or agree.

To secure wildlife corridors and access to the countryside: 96% strongly agree or agree, 2% unsure and 2% disagree.

Open green spaces and recreational areas should be protected: 98% strongly agree or agree, with 2% unsure.

6.83. The following plans, documents and strategies support Policies 4, 5 and 6:

- National Planning Policy Framework
- Joint Core Strategy for Broadland, Norwich and South Norfolk (January 2014)
- Development Control Policies (August 2015)
- Aylsham Conservation Area Character Statement (2008)
- What do you think of your new home? Survey Report, Broadland District Council (September 2017)
- Aylsham Neighbourhood Plan Sustainability Appraisal Report (December 2017)

6.84. Ambition of Policy 4: This policy seeks to recognise the importance of these areas to the town and as areas of recreational and visual value. The policy is not seeking ‘Local Green Space’ designation. (Local Green Space’ as per NPPF, defined in paragraphs 76, 77 and 78.)

<table>
<thead>
<tr>
<th>POLICY 4: Open Space Protection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposals for development, which would result in the loss of part or all of an Area of Important Open Space, as identified in Table 3 [Areas of Important Open Space within Aylsham] and location maps in Appendix 3, will not be permitted unless it can be demonstrated that the benefit to the local community outweighs the loss.</td>
</tr>
</tbody>
</table>

6.85. Policy 4 contributes to Spatial Planning Objectives 1, 4, 6, 8, 9, 11 and 12, supports Aylsham Neighbourhood Plan Aims 2 and 3, and Objectives iii and v.
6.86. **Ambition of Policy 5**: This policy seeks to improve access to the countryside and woodlands whilst enhancing the rural setting and providing habitats for wildlife.

<table>
<thead>
<tr>
<th>POLICY 5: Accessibility and Biodiversity</th>
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</thead>
<tbody>
<tr>
<td>All new development should maximise opportunities to enhance ecological connectivity and, through the connection to existing footpaths and cycleways, encourage links to the wider parish and countryside.</td>
</tr>
<tr>
<td>Green infrastructure provided as part of new development should improve biodiversity and connections with existing open spaces in and around Aylsham.</td>
</tr>
</tbody>
</table>

6.87. Policy 5 contributes to Spatial Planning Objectives 4, 6, 7, 9, 11 and 12, supports Aylsham Neighbourhood Plan Aims 2, 3 and 4, and Objectives iii, v and xi.
Justification and Evidence

6.88. A thriving local economy is seen as a key element to achieving a sustainable and balanced community. Aylsham is a proper market town. Its charm is in its beautiful architecture, strong sense of heritage, bustling town centre and real community ethos. It is, though, a market town with a difference, being only one of five UK Cittaslow towns.

6.89. At its core Cittaslow is about quality of living and bringing the community together for the common good. Aylsham was part of a pilot scheme with Rural Action East to establish how the Cittaslow goals could be applied in the UK.

6.90. Aylsham achieved Cittaslow status in 2002, making it part of an elite group of communities embracing a slower life style, strong community values and where locally produced food is championed. Since then Aylsham has seen its profile raised locally, nationally and internationally, visitor numbers have increased, the town has won several awards and has developed a lasting programme of community events.

6.91. The market place, owned by the National Trust, is the heart of the town. It hosts two weekly markets, a monthly farmers markets and a host of community events throughout the year. The Aylsham show attracts around 16,000 visitors each year and along with the Aylsham food festival celebrates local food and supports local producers annually.

6.92. The National Planning Policy Framework, paragraph 28, in supporting a prosperous rural economy, states that planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. Highlighting that neighbourhood plans should promote
the retention and development of local services and community facilities such as local shops, meeting places and public houses.

6.93. The National Planning Policy Framework, paragraph 23, outlines that planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period.

6.94. The centre of Aylsham is a focal point for the community both as a social meeting point, with numerous cafes, teashops, a public library and public houses and a retail centre with a variety of shops.

6.95. The range of services and facilities within the town includes primary and secondary education. There are also two doctors surgeries and two dental practices in Aylsham, all of which are still accepting patients.

6.96. Aylsham Business & Enterprise Forum (ABEF) is an integral part of the thriving Aylsham and district business community. In addition to its commercial membership, it also enjoys support from local voluntary organisations, clubs and societies plus Aylsham Town Council, Broadland District Council and Aylsham High School.

6.97. The retail centre, markets and a busy auction room are important to the local economy, as is tourism with visitors drawn by the Bure Valley narrow gauge railway and the nearby stately home, Blicking Hall, which is owned by the National Trust.
6.98. The Bure Valley Railway is a major tourist attraction in Norfolk, running between Aylsham and Hoveton in the heart of the Norfolk Broads.

6.99. The railway welcomes more than 100,000 visitors a year and operates on a not-for-profit basis with a small team of dedicated staff and volunteers.

6.100. The 55-hectare Dunkirk Industrial Estate lies to the north east of Aylsham and includes two long-term employment allocations. There has been limited new development on these in recent years and speculative development is considered unviable, (GNLP)\textsuperscript{12}.

6.101. A thriving local economy is seen as a key element to achieving a sustainable and balanced community, having high quality communications is essential to support this.

6.102. National Planning Policy Framework, paragraph 42, identifies the development of high-speed broadband technology and other communications networks play a vital role in enhancing the provision of local facilities and services.

6.103. Through the consultation events, residents raised concerns that broadband internet connections are slow for much of the town and outlying areas, with mobile connections very poor and limited mobile signal coverage. This affects the ability of residents to access information and the performance of businesses that rely on broadband as a key means of communication in a rural area.

6.104. High-speed broadband would help to address these issues and bring with it a range of new opportunities, such as improved home working, access to more on-line services and reduced isolation, which may also result in less car usage.

6.105. At a time when the internet and digital media continue to dominate the means of communication, the provision of high-speed broadband is key to attracting new businesses into the area in addition to improving the wellbeing of its residents.

\textsuperscript{12} Greater Norwich Local Plan Regulation 18 Growth Options document paragraph. 4.122.
6.106. The ‘Discover Aylsham’ App, for android and iPhone platforms, was launched by Aylsham’s Business and Enterprise Forum in June 2016 for the community and visitors offering information on local eateries, businesses, events, transport, walks, voluntary organisations, clubs and much more.


6.108. The ultimate goal would be delivery of fibre optic broadband to every home and business to achieve 80 Mbps. This, however, is not realistic, as the current infrastructure from the telephone exchanges will not deliver this.

6.109. The Joint Core Strategy, through Policy 6, highlights support for the improvement of the telecommunications infrastructure, specifically regarding technological advances, which outlines support for increased broadband coverage and the improvement of broadband speeds across the district.

6.110. **Community Feedback:** Consultation on the emerging Aylsham Neighbourhood Plan revealed the following key issues that this policy theme seeks to address:

- Support new employment appropriate to a rural market town provided this does not negatively impact on the character of the area or amenity of residents: 98% strongly agree or agree and 2% unsure.

- Encourage employment opportunities and the creation of apprenticeships: 94% strongly agree or agree, and 6% strongly disagree.

- Support development that provides improvement in mobile signals, 4G and increases broadband speeds: 93% strongly agree or agree and 7% unsure.

- Support more local shops to offer greater choice: 91% strongly agree or agree and 9% unsure.

- Support the development of tourism and the provision of high-quality tourist accommodation: 81% strongly agree or agree, 12% unsure and 7% strongly disagree or disagree.

6.111. The following plans, documents and strategies support Policy 6:

- National Planning Policy Framework
- Joint Core Strategy for Broadland, Norwich and South Norfolk (January 2014)
- Development Control Policies (August 2015)
- Site Allocations (May 2016)
- Cittaslow Principles
- Aylsham Town Plan (2009)
- Aylsham Regeneration and Delivery Strategy (2012)
6.112. **Ambition of Policy 6**: This policy seeks to see the continuation of a thriving local community, supporting local businesses, employment and tourism throughout the market town of Aylsham. To encourage the creation of local employment that is appropriate and will strengthen the local economy and improve the sustainability of market town life.

**Policy 6: Employment and Tourism Opportunities**

Development proposals that create new employment and/or increased local tourism will be supported subject to the following criteria:

- Their size and design respect the immediate surroundings in which they are to be located;
- They do not have a significant impact on the local environment and the amenities of adjacent residential properties or other land uses; and
- They do not have a negative effect on the viability of the town centre.

6.113. **Policy 6 contributes to Spatial Planning Objectives 1, 3, 6 and 12, supports Aylsham Neighbourhood Plan Aims 1, 2 and 3 and Objectives i, ii, iii and vi.**
Theme 4: Recreation

Justification and Evidence

6.114. There is potential for culture to play an increasing role as the community grows. Culture comes into many aspects of planning and is of particular significance in Aylsham, due to the current breadth and depth of the cultural offering available.

6.115. National Planning Policy Framework, paragraph 17, states as part of the core planning principles, planning should support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities to meet local needs.

6.116. Many of the uses that could be classified as ‘cultural’ facilities are also classified as town centre uses in the National Planning Policy Framework, indicating that a significant element of cultural provision will relate to the strategy for the town centre.

6.117. Within the Joint Core Strategy, culture is specifically contained within Policy 8 ‘Culture, Leisure & Entertainment’. This clearly places culture as part of the wider ‘offer’ in the Greater Norwich area with venues and events being seen as bringing economic benefits, related to both visitors and residents, both in terms of direct income generation and spin-off effects for the wider economy.

6.118. Cultural assets, which enhance the local economy, include museums, galleries, theatres, sports venues and festivals. The scope of Joint Core Strategy Policy 8 also sets culture within the wider context of history, architecture and landscape of the Greater Norwich area, recognising the multitude of historic buildings such as Blickling Hall and the distinctive landscapes of the area. Culture also performs a function in terms of building and maintaining community identity.
6.119. As the town grows it is important to ensure the provision of community facilities also increases. There are a number of recreational opportunities in or near the town including a recreation ground on Sir Williams Lane, a new football facility at Woodgate, the Bure Valley Way, Marriott’s Way, Weavers Way and facilities at Blickling Hall. New development is likely to be able to support additional recreational facilities.

6.120. Proposals for high quality community facilities that encourage day-to-day social interaction or community-based events will be supported. Community facilities are an important focus for Aylsham Town Council to support healthy lifestyles, wellbeing and social cohesion. There are a large number of well-supported clubs and societies running across the town that make use of the current facilities.

6.121. A recurring theme expressed by local residents through the consultation events has been concern regarding the range of medical facilities and how the impact of further growth will exacerbate this issue.

6.122. The Localism Act 2011 has, at its heart, the desire to enable local communities the ability to have a say and get involved in how their villages and towns are administered to deliver their future aspirations.

6.123. Local Planning Authorities, through planning obligations and conditions applied to the granting of planning permissions, can set requirements on a particular development to deliver benefits and/or reasonably mitigate the impact to that development.

6.124. The delivery of planning obligations is usually through agreement of the interested parties who give their commitment by signing a legal contract called a ‘section 106 agreement or s106’.

6.125. It is recognised that Broadland District Council, as the Local Planning Authority, has a large number of s106 agreements to negotiate, agree and enforce across the district.

6.126. The Town Council has experienced difficulties on the most recent s106 agreements for Bure Meadows, Willows Park and St. Michaels where delivery was not as expected, either through vagueness, poor definition and specification, with some requiring additional funding from the Town Council to fully implement. If the Town Council had been more closely involved with the design of green infrastructure, open space and specific development then mitigation measures could have been improved using the local knowledge.
6.127. Aylsham Town Council is keen to ensure local knowledge, detail and specific requirements are incorporated within s106 agreements to maximise their benefit to the local community.

6.128. Residential and other development will be expected to contribute towards improving local services and infrastructure (such as transport, education, medical facilities, library provision, fire hydrant provision, open space etc.) through planning obligations (via a s106 agreement and/or s278 agreement) or Community Infrastructure Levy or use of planning conditions.

6.129. As there are likely to be planning obligations identified as part of future development in Aylsham, the Town Council would like to assist Broadland District Council to deliver the best outcomes for the residents of Aylsham.

6.130. The involvement of Aylsham Town Council in any s106 agreements would enable a positive local approach with more detailed local knowledge being applied. It would allow easier checking to ensure obligations are being implemented in the manner expected by all parties with any deficiencies identified early in delivery to aid corrective steps to be taken.

6.131. Whilst the Town Council would encourage involvement as a consultee on s106 agreements, it recognises that the scope for signatory should be limited to recreational and open space, any enhancements and additional community requested benefits.

6.132. The Town Council is keen to ensure all open space is managed appropriately and sustainably. It is preferred that the future management of open space is undertaken through the transfer of ownership to Aylsham Town Council.

6.133. Local residents have raised concerns about ‘management companies’ having restrictive practices and failing to maintain areas correctly. Of further concern is companies ceasing to trade and shutting down after only a few years and leaving nobody responsible for ongoing management of an area. This would result in the burden of management falling to local residents, the Town Council or Broadland District Council without future funding to cover costs.
6.134. **Community Feedback:** Consultation on the emerging Aylsham Neighbourhood Plan revealed the following key issues that this policy theme seeks to address:

- New development should provide new community facilities and services: 77% strongly agree or agree, 20% unsure and 3% disagree.

- Support further and different use of the recreational ground as a facility for all ages: 74% strongly agree or agree, 17% unsure and 9% disagree.

- Provide more facilities targeted at teenagers: 85% strongly agree or agree, 6% unsure and 9% strongly disagree or disagree.

- New developments should demonstrate how ‘open space’ areas are to be managed and maintained in a sustainable way: 94% strongly agree or agree and 6% disagree.

- Increase parking facilities near the Town Centre: 60% strongly agree or agree, 20% unsure and 20% strongly disagree or disagree.

6.135. The following plans, documents and strategies support Policies 7 and 8:

- National Planning Policy Framework
- Joint Core Strategy for Broadland, Norwich and South Norfolk (January 2014)
- Development Control Policies (August 2015)
- Site Allocations (May 2016)
- Aylsham Neighbourhood Plan Sustainability Appraisal Report (December 2017)
6.136. **Ambition of Policy 7:** This policy seeks the provision of additional recreation facilities and amenities that support wellbeing for residents of all ages and visitors to Aylsham.

![Policy 7: Additional Community Facilities]

Development proposals relating to the provision of additional community facilities, recreational space, play space and sports facilities and to parking near the town centre will be supported.

6.137. Policy 7 contributes to Spatial Planning Objectives 4, 5, 6, 11 and 12, supports Aylsham Neighbourhood Plan Aims 2, 3 and 4, and Objectives iii and v.

6.138. **Ambition of Policy 8:** This policy seeks to ensure appropriate steps are taken to ensure open spaces (play areas, etc.) are managed and maintained in a sustainable way. The Town Council’s preference is for the option (a) of Policy 8.

![Policy 8: Management of Open Space]

Where new developments provide elements of green infrastructure (such as open space, natural green space and recreational areas) the developer will be required to demonstrate an effective and sustainable management programme for them by having:

a) an effective transition to Aylsham Town Council ownership with suitable funding to cover projected future upkeep costs for at least the next ten years; or

b) an effective transition to the Local Authority ownership; or

c) an appropriate legally binding arrangement for management by an established management company with a viable management plan.

6.139. Policy 8 contributes to Spatial Planning Objectives 4, 6, 9, 11 and 12, supports Aylsham Neighbourhood Plan Aims 2, 3 and 4, and Objectives iii and v.
Justification and Evidence

6.140. The National Planning Policy Framework recognises and identifies the need to address the lack of infrastructure provision in delivering sustainable development.

6.141. Limitations of infrastructure and its improvement aligned to growth have been identified as one of the sustainability issues for Aylsham; with its high dependency on the car and the requirement to improve alternatives such as public transport, cycleways and footpaths.

6.142. Housing and other development will be expected to contribute towards improving local services and infrastructure (such as transport, education, medical facilities, library provision, fire hydrant provision, open space etc.) through the payment of Community Infrastructure Levy (CIL), planning obligations (via s106 and/or s278 agreements) or through the use of planning conditions.

6.143. The new or improved infrastructure will generally be funded and delivered through CIL, s106 and/or s278 agreements and/or planning conditions.

6.144. The Aylsham Neighbourhood Plan seeks to ensure that additional provision of local facilities, services and infrastructure meets the growing local community needs.

6.145. National Planning Policy Framework, paragraph 99, identifies the need to take account of climate change over the longer term, including factors such as flood risk and that new development should be planned to avoid increased vulnerability to the range of impacts arising from climate change. When new development is brought forward in areas that are vulnerable, care should be taken to ensure that risks can be managed through suitable adaptation measures, including through the planning of green infrastructure.

6.146. Through the policy consultation, residents pointed out that flooding, especially surface water, had become a more frequent event and they are concerned about the impact that new development would have in terms of increased flood risk. Of particular concern was surface water drainage and the impact of ‘run off’ caused by new development.

6.147. Wastewater disposal issues have been identified as having the potential to constrain further large-scale growth in Aylsham due to its proximity to internationally designated wildlife habitats in the Broads. Recent work with the Environment Agency and Anglian Water, in connection with planning permissions and allocations in Aylsham has shown that bespoke solutions for water management are suitable for the current amount of commitment, but capacity for growth could be limited.
6.148. Residents see wastewater management as a serious matter for concern following a recent development in Aylsham where homes were allowed to be occupied without being connected to a fully operational sewerage system. This resulted in the developer using tanker lorries to take away sewage and wastewater from residential properties for treatment. This is seen as an unacceptable practice, unpleasant for new homeowners and existing local residents, and increases local HGV traffic movements in the area.

6.149. To ensure wastewater is managed appropriately throughout Aylsham it is expected that new homes be connected to the sewerage system prior to being occupied.

6.150. The Lead Local Flood Authority is Norfolk County Council who works closely with the relevant agencies, such as Anglian Water. One of their recommendations is to include policies within spatial planning documents such as Neighbourhood Plans, which reflect the outputs and findings of the Surface Water Management Plan.

6.151. A Stage 1 Strategic Flood Risk Assessment (SFRA) has been carried out for the Greater Norwich area, including Aylsham. The SFRA has been prepared with the ongoing involvement of Norfolk County Council (as Lead Local Flood Authority) and the Environment Agency. It applies the latest climate change allowances to models of river (fluvial) flooding, taking into account existing information on tidal/coastal flooding, groundwater flooding and surface water flooding (amongst other types).

6.152. The SFRA maps show that some fluvial flood areas have expanded (as would be expected given that the most recent climate change allowances require higher levels of rainfall and river flow to be taken into account) although some flood extents have reduced. The new SFRA also maps Flood Zone 3b, known as the functional floodplain, and the updated climate change allowances. The 2009 Broadland Rivers CFMP also notes that Aylsham is reliant on pumping stations to reduce the risk of flooding. Surface water flooding has been the main type of flooding in Greater Norwich in recent
years, caused by intense rainfall overwhelming drainage infrastructure, and the 2017 SFRA details some of these events.

6.153. The main fluvial flood risks are along the main rivers (Wensum, Yare, Waveney, Bure and their tributaries), although smaller, non-main rivers can also have areas of risk. Surface water flooding is known to be an issue in various settlements including parts of Aylsham.

6.154. There is relatively little flexibility in how flood risk should be considered. In essence, development should be located away from areas of highest flood risk. A site-specific Flood Risk Assessment should accompany all relevant planning applications. Mitigation of residual flood risk is important and, where possible, new developments should reduce flood risk overall.

6.155. Implementation of high quality design should be in keeping with, and sensitive to, its surroundings. The appearance and location of drainage features should be considered early in the design process to ensure they are well integrated into development proposals and form part of a cohesive and visually appealing environment.

6.156. Anglian Water has a pre-planning service, which includes a capacity check to determine the impact of sewerage from a proposed development. The assessment should accompany any planning application together with water drainage solutions to be implemented prior to first occupation.

6.157. The intent of the Aylsham Neighbourhood Plan is to contribute positively towards efforts to reduce the risk of surface water flooding in and around Aylsham. It seeks to encourage a range of assessment and mitigation measures that will ensure any future development, or redevelopment, will not have a detrimental impact on flooding and wastewater management in the town.

6.158. To help alleviate surface water flooding, new development proposals will be required to demonstrate engagement with relevant agencies and incorporate appropriate mitigation measures to reduce surface water run-off, manage surface water flood risk to the development and wider area such as Sustainable Drainage Systems (SuDs). Seen
as the preferred option for surface water disposal, Sustainable Drainage Systems can include permeable surfaces, rainwater harvesting/storage and green roofs/walls.

6.159. The provision of streetlights within developments has become a matter of contention between Norfolk County Council, Broadland District Council, Town and Parish Councils across the district. Historically, Norfolk County Council has taken on the maintenance and upkeep of all streetlights provided through development. Following a change in policy Norfolk County Council will now only take on any new streetlights that are required for highway safety.

6.160. Aylsham Town Council has not made it a requirement for new development to provide streetlights beyond the Norfolk County Council highway requirement. Instead it has agreed to assess each planning proposal based on its merits and to decide whether or not the Town Council requires additional streetlights over and above the NCC highway requirement on a case-by-case basis.

6.161. Where streetlights are provided, either at the request of the Town Council or a developer deciding to install, they should be to the standard defined within the Town Council Pollution Clause, see Appendix 4 for the current adopted Town Council Policy.

6.162. Although the new Willow Park development is connected to Marriott’s Way, this does not provide good access to the town centre or wider services as it is not lit and unsurfaced and therefore only safely usable in daylight hours. Thus, new residents are somewhat isolated from the town centre and likely to access local services or facilities by using a car or walking along the B1145 or Cawston Road, where footpaths are not continuous.

6.163. There is no reason to prevent new development from creating opportunities to enhance and encourage the use of sustainable transport modes through the provision of footpaths, cycleways and public transport improvements.

6.164. Broadland District Council undertook a new homes survey in March 2017 of residents who had taken occupation of their new homes between January 2014 and June 2015. A report of the findings was issued in September 2017, the main aim of the survey was to collect residents’ views on their new homes and surrounding area.

6.165. The report highlighted residents’ comments about community inclusion. Social isolation and lack of community cohesion was particularly noticeable in larger developments in Aylsham, built outside existing community facilities.

6.166. The local community is keen to have a cycleway link to Norwich. Whilst this is beyond the scope of the Neighbourhood Plan it is recorded as a project that should the opportunity arise the community would support delivery of this infrastructure.

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13 What do you think of your new home? September 2017

Aylsham Neighbourhood Plan
6.167. The historic road network in Aylsham is not suitable for modern size HGVs and large farm vehicles. The town centre roads are very narrow and not designed to facilitate the movement of high volumes of traffic and, in places, struggle to cope with current levels. New development will bring with it more cars, which could result in an increase in congestion, air pollution, and issues for road safety.

6.168. Through the consultation events local residents raised concerns relating to higher volumes of traffic, increasing numbers of HGVs and speeding through the town.

6.169. Sustainable transport modes will provide access, connectivity and linkages across Aylsham to the town centre, schools, community and recreational spaces and facilities.

6.170. The Burgh Road and Oakfield Road Residents Association (BORAA) have highlighted the positives and shortcomings of a number of proposals, including ‘one-way’ options. The BORAA concluded that a wider evidence-based review of the Aylsham road network should be undertaken to ensure all impacts and possible solutions are considered. The Aylsham Town Traffic Plan (ATTP) has been added to the ‘Infrastructure Projects List’, see paragraph 6.193.

6.171. Aylsham has seen a significant reduction in local medical facilities with the closure of St. Michael’s Hospital in 2005 and the Community Hospital in 2012. St Michael’s Hospital had, towards the end of its time, been the largest rheumatology hospital in the country.

6.172. The expansion of all types of local healthcare provision is recognised as part of the future sustainability of Aylsham to meet the growing needs of the town’s population and to promote healthy lifestyles and wellbeing.

6.173. Where infrastructure projects have been identified through the preparation of the Aylsham Neighbourhood Plan they have been recorded in paragraph 6.193 to prevent the ideas and thoughts from being lost.

6.174. Community Feedback: Consultation on the emerging Aylsham Neighbourhood Plan revealed the following key issues that this policy theme seeks to address:

- Improve road network to improve traffic flow and ensure greater road safety: 81% strongly agree or agree, 16% unsure and 3% strongly disagree or disagree.

- New development must show how it will NOT adversely affect traffic on existing roads (congestion, speed, safety, etc.): 87% strongly agree or agree, 5% unsure and 8% disagree.

- Install speed reduction and traffic calming measures: 68% strongly agree or agree, 14% unsure and 28% strongly disagree or disagree.
✓ Ensure infrastructure expands with new development (school, medical facilities, drainage, utilities, faster broadband etc.): 100% strongly agree or agree.

✓ New streetlights should be low impact (minimal light pollution), energy efficient and automatically detect when to turn ‘on’ and ‘off’: 94% strongly agree or agree, 3% unsure and 3% disagree.

✓ New developments should encourage easy, safe cycle and pedestrian access to the Town Centre: 92% strongly agree or agree, and 8% disagree.

6.175. **The following plans, documents and strategies support Policies 9, 10, 11, 12 and 13:**

- National Planning Policy Framework
- Joint Core Strategy for Broadland, Norwich and South Norfolk (January 2014)
- Development Control Policies (August 2015)
- Site Allocations (May 2016)
- Norfolk County Council Strategic Flood Risk Assessment (SFRA)
- What do you think of your new home? Survey Report, Broadland District Council (September 2017)
- Aylsham Town Plan (2009)
- Aylsham Regeneration and Delivery Strategy (2012)
- Aylsham Neighbourhood Plan Sustainability Appraisal Report (December 2017)

6.176. **Ambition of Policy 9:** This policy seeks to ensure that new development does not cause flood related problems, especially associated with surface water run-off and wastewater management. There is recognition that some open land can perform many functions, such as recreation, biodiversity, wildlife and flood risk mitigation.

Proposals for new development involving new buildings, extensions and additional areas of hard surfacing should be accompanied by an appropriate flood risk assessment which gives adequate and appropriate consideration to all sources of flooding and proposed surface water drainage; demonstrating that it would:

- Not increase the flood risk to the site or wider area from fluvial, surface water, groundwater, sewers or artificial sources following, if necessary, the installation of appropriate mitigation measures;
- Have a neutral or positive impact on surface water drainage; and
• Any water drainage solution, including wastewater management, must be implemented prior to homes being occupied and include appropriate mitigation of any risk of downstream flooding identified by the sewerage capacity assessment required by Policy 2 (VIII).

Development proposals must demonstrate that they have taken account of the most up to date information from the Environment Agency and Anglian Water on the risks and causes of flooding in Aylsham, and how these can be addressed. They must also include appropriate measures to manage flood risk and to reduce surface water run-off to the development and wider area such as:

• Inclusion of appropriate measures to address any identified risk of flooding (in the following order or priority: assess, avoid, manage and mitigate flood risk);
• Locate only compatible development in areas at risk of flooding considering the proposed vulnerability of land use;
• Inclusion of appropriate allowances for climate change;
• Inclusion of Sustainable Drainage System (SuDS) with an appropriate discharge location, subject to feasibility;
• Priority use of source control Sustainable Drainage Systems such as permeable surfaces, rainwater harvesting and storage or green roofs and walls. Other Sustainable Drainage Systems components which convey or store surface water can also be considered;
• To mitigate against the creation of additional impermeable surfaces, attenuation of greenfield (or for redevelopment sites as close to greenfield as possible) surface water runoff rates and runoff volumes within the development site boundary; and
• Provide clear maintenance and management proposals of structures within the development, including Sustainable Drainage Systems elements, riparian ownership of ordinary watercourses or culverts, and their associated funding mechanisms.

6.177. Policy 9 contributes to Spatial Planning Objectives 1, 8, 9, 10 and 12. Supports Aylsham Neighbourhood Plan Aims 3 and 4 and Objectives iv, v, vi, and vii.
6.178. **Ambition of Policy 10:** This policy seeks to reduce the pollution impact of streetlights and encourage greater use of energy efficient infrastructure.

<table>
<thead>
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<th>POLICY 10: Streetlights</th>
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| Where street lighting is incorporated in any development it should be of low energy consumption, minimise light pollution whilst maintaining highway safety through appropriate management of street lighting and, where appropriate, accord with the specification defined in the adopted Aylsham Town Council Stand Light Pollution Clause (Appendix 4 or subsequent updates).

6.179. Policy 10 contributes to Spatial Planning Objectives 1, 10 and 12, and supports Aylsham Neighbourhood Plan Aims 3 and 4, Objectives v and xi.

6.180. **Ambition of Policy 11:** This policy seeks to improve the connectivity of the town, ensure new footpaths and cycleways link with existing networks, and encourage sustainable transport modes.

<table>
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<tr>
<th>POLICY 11: Sustainable Transport</th>
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<tr>
<td>Development should where appropriate and practicable:</td>
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<td>a) create opportunities to enhance and encourage the use of sustainable transport modes through the provision of footpaths, cycleways and public transport improvements;</td>
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<tr>
<td>b) provide access, connectivity and linkages to the existing network of footpaths and cycleways and, in particular to the town centre, schools, community facilities and recreational spaces.</td>
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6.181. Policy 11 contributes to Spatial Planning Objectives 1, 3, 4, 6, 7, 11 and 12. Supports Aylsham Neighbourhood Plan Aims 3 and 4 and Objectives x and xi.
6.182. **Ambition of Policy 12**: This policy seeks to focus on practical solutions to improve road safety throughout Aylsham by seeking to reduce the negative impacts of traffic, speed, air quality and congestion.

New development (of 10 or more residential dwellings and all commercial) proposals will be expected to quantify the level of traffic movements they are likely to generate. The scope of the assessment will be proportionate to the scale of development and for residential developments of more than 50 dwellings and commercial developments of more than 250sq.m. should be agreed with the highways authority.

Assessing the potential impact of this traffic must include appropriate and proportionate measures to mitigate any negative impacts on road safety, pedestrians, safe road crossings, cyclists, parking, congestion, noise and air quality within Aylsham.

6.183. Policy 12 contributes to Spatial Planning Objectives 1, 6, 7, 8, 10, 11 and 12. Supports Aylsham Neighbourhood Plan Aims 1, 3 and 4 and Objectives i, iv, v, xi.

6.184. **Ambition of Policy 13**: This policy seeks the provision of additional healthcare and educational facilities and services that support the wellbeing of the community of Aylsham.

The Aylsham Neighbourhood Plan seeks to ensure that additional provision of local medical facilities is made to meet the growing local community needs. Planning applications relating to the expansion of existing and/or new healthcare and educational facilities will be supported.

6.185. Policy 13 contributes to Spatial Planning Objectives 4, 5, 6 and 12. Supports Aylsham Neighbourhood Plan Aims 3 and 4, and Objectives v and viii.
6.186. **INFRASTRUCTURE PROJECTS:** Through the preparation of the Aylsham Neighbourhood Plan a number of projects have been identified. These are listed below to prevent them being lost and will be for the Town Council to prioritise and, where appropriate, implement delivery.

**Cycleway:**

1. Cycleway linking Aylsham to the wider area and possibly over time to connections to Norwich.

**Traffic Plan:**

2. Undertake Aylsham Town Traffic Plan (ATTP) as identified by Burgh Road and Oakfield Road Residents Association (BORAA) to identify strategy options and proposals, such as a ‘one-way’ system. Including an evidence-based review of the Aylsham road network to ensure all impacts and possible solutions are considered.

**A140 Crossing:**

3. Seek a pedestrian crossing on the A140 at the Bure Valley Railway to enable the safe crossing of the A140 and the continuation of the footpath and cycleway into Aylsham town centre from Hoveton.
Section 7: Delivery, Implementation and Monitoring

7.1. The Aylsham Neighbourhood Plan covers the period 2018 to 2038 and will be delivered over a long period of time and by different stakeholders and partners. Development will take place during this time, both in Aylsham and in the surrounding area, which will have an impact on the community as well as on the physical fabric of the town. Aylsham Town Council will use the Aylsham Neighbourhood Plan to improve the quality of development over the coming years.

7.2. The success of the Aylsham Neighbourhood Plan will depend on the coordinated activities of a number of statutory bodies and agencies. It is essential that necessary infrastructure be provided in a timely manner related to the needs of new development and as growth is delivered.

7.3. Housing and other development will be expected to contribute towards improving local services and infrastructure through the payment of Community Infrastructure Levy (CIL), planning obligations (via a s106 agreement / s278 agreement) or through the use of planning conditions.

There will be a need for flexibility as new challenges and opportunities arise over the plan period and in this respect the Aylsham Neighbourhood Plan will be reviewed every five years and where appropriate (using the correct procedure) amended and revised.

7.4. Broadland District Council, as the Local Planning Authority, will determine planning applications in the Aylsham Neighbourhood Plan Area and is responsible for monitoring delivery of the policies and proposals. Broadland District Council reports the performance of the planning policies each year in its Annual Monitoring Report.

7.5. In terms of the key areas of action the approach of Aylsham Town Council, in respect of each theme within the Aylsham Neighbourhood Plan, to delivery and implement is to:

7.6. **Theme 1: Housing**

7.6.1. Proactively work with developers and Broadland District Council to influence growth that is aligned to the local community’s needs and putting those needs first.

7.6.2. Seek higher delivery standards and quality in new development to provide better homes and community for people to live in.

7.7. **Theme 2: Environment**

7.7.1. Provide protection to the natural, built and historic environment in and around Aylsham to maintain, and where possible enhance, the rural setting, wildlife and habitats.
7.8. **Theme 3: Local Economy**

7.8.1. Encourage new and existing businesses to create and improve local employment opportunities, appropriate to Aylsham, to strengthen the local economy.

7.9. **Theme 4: Recreation**

7.9.1. Work with key stakeholders to guide delivery and service improvements to meet future needs and the priorities of local residents.

7.9.2. Use the planning system to aid the delivery of new and a wider choice of facilities.

7.9.3. Seek access to facilities for all ages.

7.10. **Theme 5: Infrastructure**

7.10.1. Pursue flood mitigation measures and seek the reduction in the risk of flooding.

7.10.2. Seek practical solutions to improve road safety and reduce the negative impacts of traffic throughout Aylsham. Challenge those proposing to increase traffic levels to appreciate the wider impacts on the local community.

7.10.3. Strive for the delivery of sustainable transport modes.

7.10.4. Engage with local and national agencies to identify healthcare and educational requirements.

7.11. Funding in support of the delivery of the Aylsham Neighbourhood Plan will be sought from Broadland District Council, through a combination of funding from the Community Infrastructure Levy (CIL), planning obligations and from other sources as may be available (such as, grant funding, New Homes Bonus, precept funding, and loans [Public Works Loan Board]).

7.12. The new or improved infrastructure will generally be funded and delivered through CIL, section 106 and/or section 278 agreements and/or planning conditions whilst having regard to the Greater Norwich Growth Board (GNGB) and the Greater Norwich Infrastructure Plan (GNIP).