

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:



NEIGHBOURHOOD PLANNING AND PROJECT MANAGEMENT

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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.

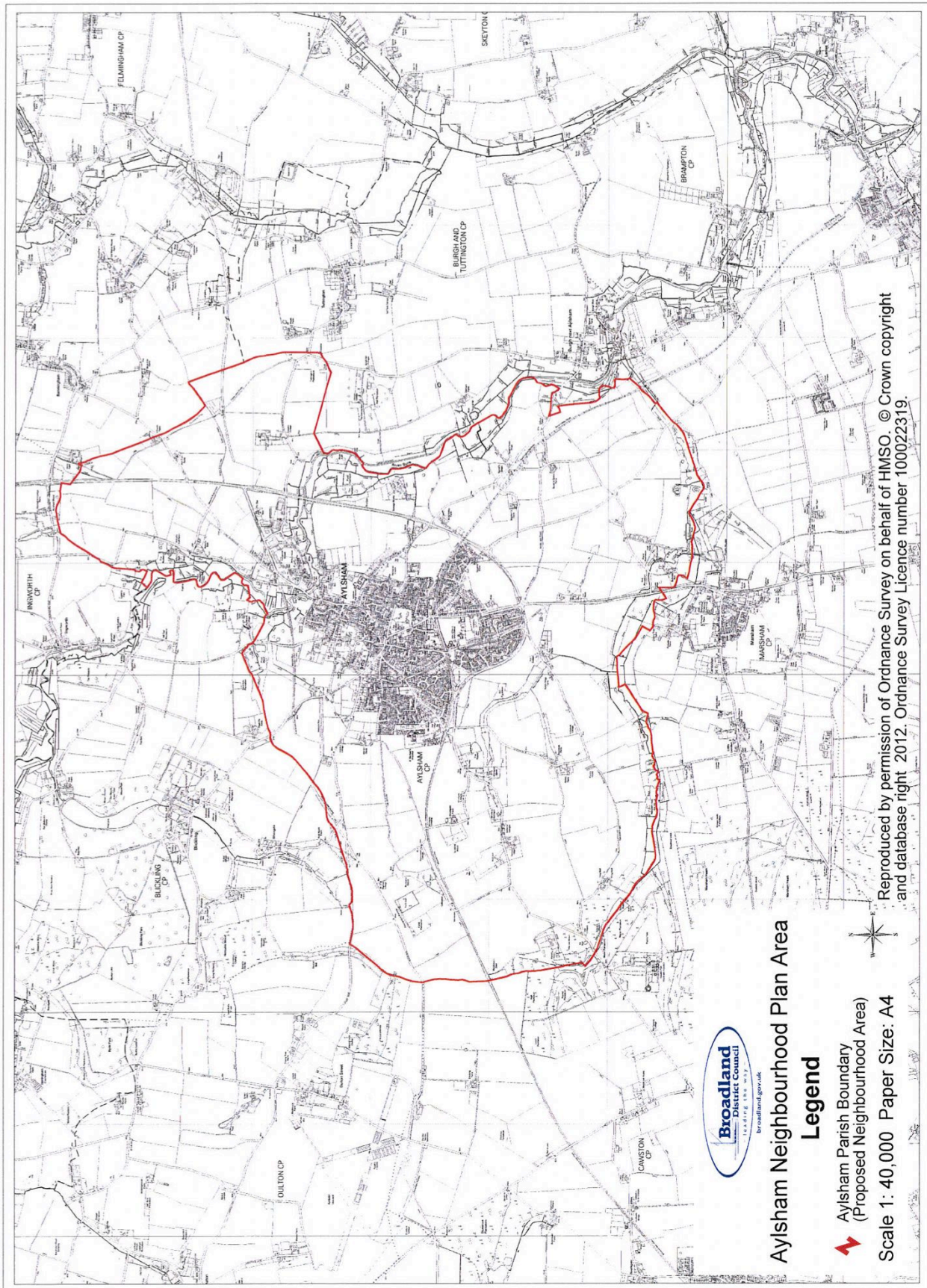
The Aylsham Neighbourhood Plan passed its independent examination and residents of Aylsham had the final say at a local referendum on Thursday 13th June 2019. With a positive vote, with 87% in favour highlighting the community's support, the Aylsham Neighbourhood Plan has been 'made'. It now will form 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

Map 1: Aylsham Neighbourhood Area



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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.

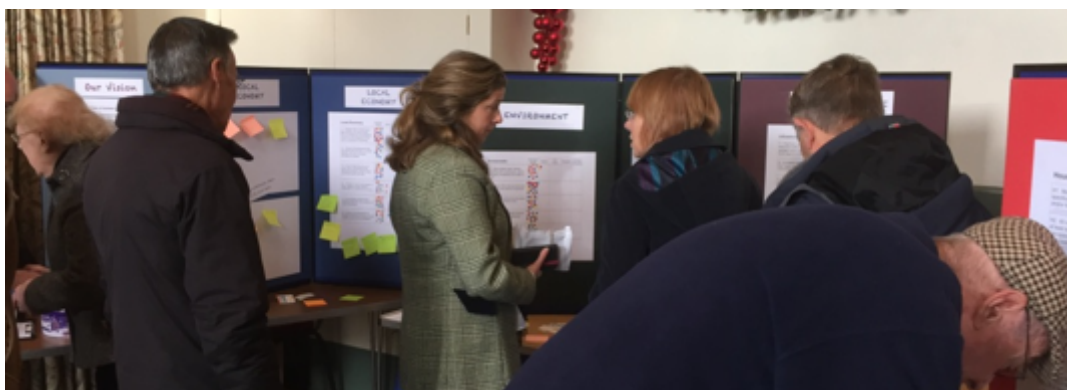
In this way residents' voices will be heard when decisions are taken about new homes, traffic and road safety, footpaths and cycle routes, and many other things that affect our daily lives.

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.

Aylsham Neighbourhood Plan

Adopted Version July 2019

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, EU¹ 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.

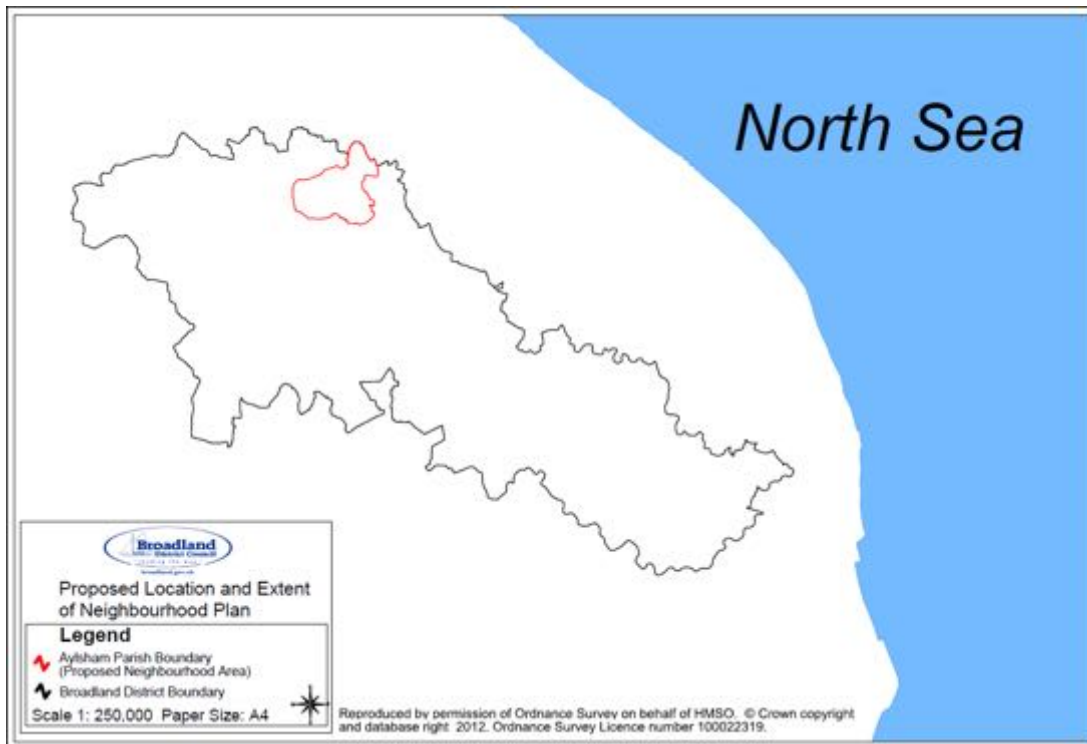


¹ EU requirements will still have to be met until changed through the 'Bexit' process.
Aylsham Neighbourhood Plan

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 11miles (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.

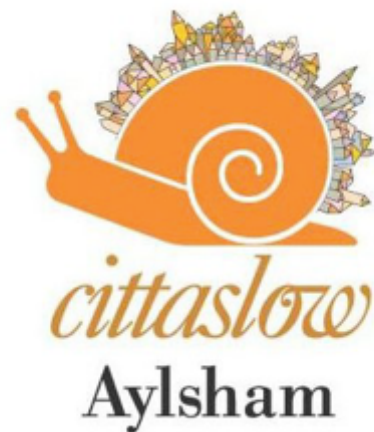


- 2.4.7. Aylsham continues to see strong market interest in developing housing in the area. Five possible housing sites have been submitted; see Map 4 on page 27, around the town through the recent 'Call For Sites', totalling 58 hectares in area.
- 2.4.8. The rapid growth has created challenges for the 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.

Aylsham and District



- 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.

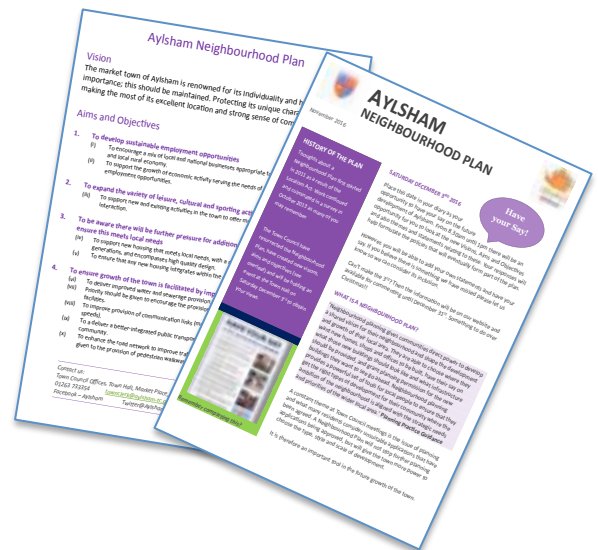
3.6.2. Community events were held to develop a better understanding of what local residents felt was important whilst gathering the evidence to support the Aylsham Neighbourhood Plan.



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.

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.

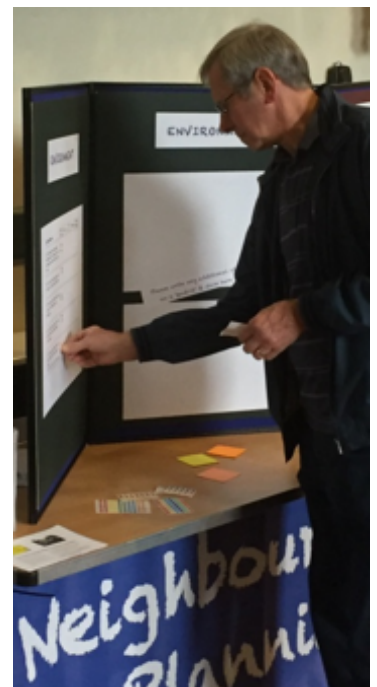


3.7.2. The Aylsham Neighbourhood Plan and supporting documents were submitted to Broadland District Council for a six-week publicity period before undergoing a successful independent examination.

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.

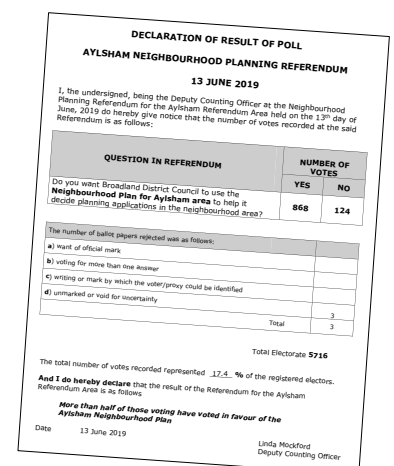


3.9. Referendum and Adoption

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).

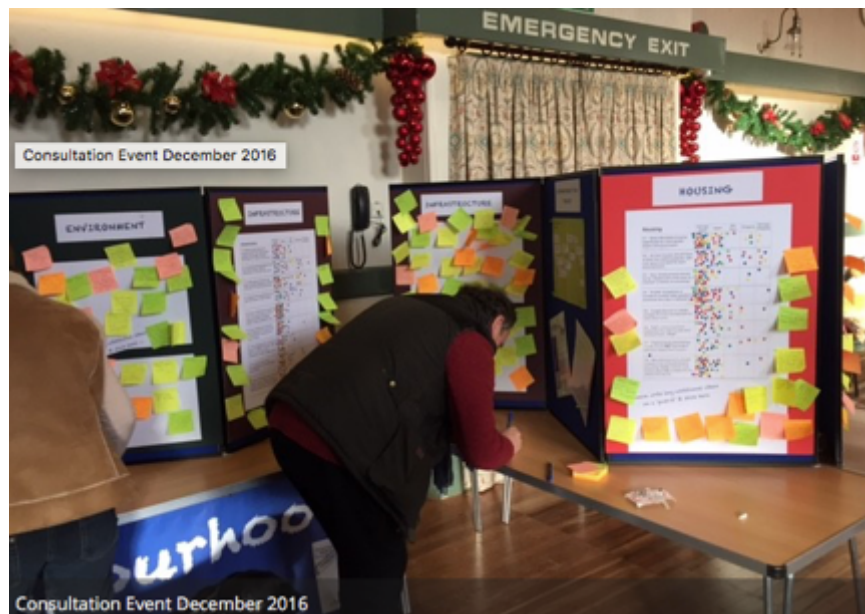
3.9.2. The result of the referendum was 'Yes' votes 868, 'No' votes 124 and 3 rejected votes. A total of 995 votes cast.

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.

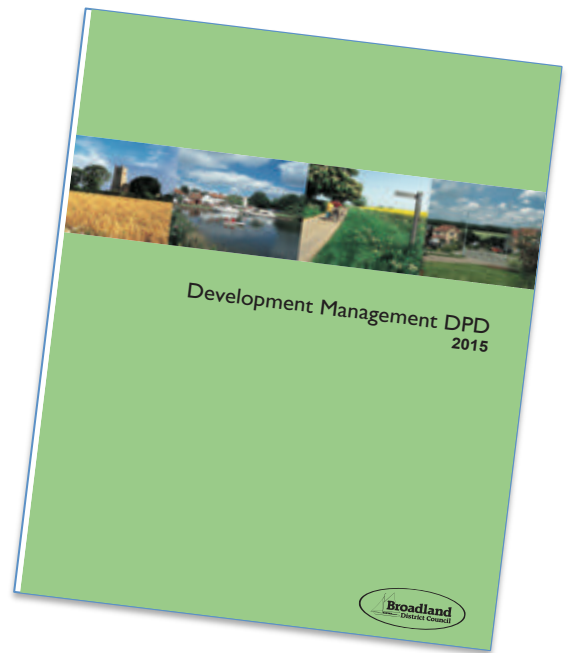


5.3.2. The Joint Core Strategy sets out the over-arching strategy for growth across Broadland, Norwich and South Norfolk up to 2026. It identifies key locations for growth and sets out strategic policies to guide future development. A hierarchy is defined which identifies the scale of development for 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.

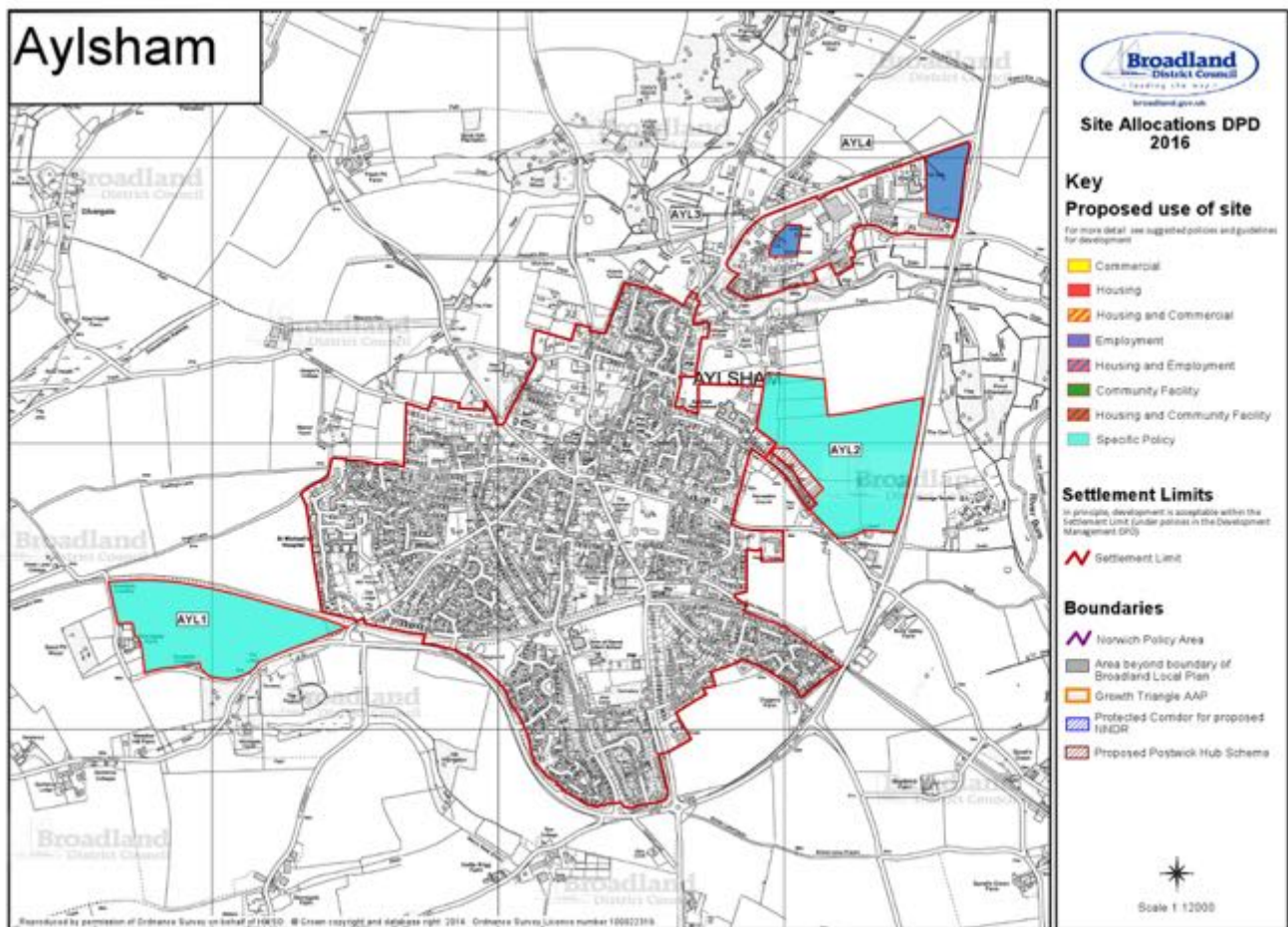
5.5.2. The scale of development reflects the requirements set out in the Joint Core Strategy. It also includes the definition of development boundaries or "settlement limits" for those places where some growth may take place.

5.5.3. There are four site-specific allocation policies, as illustrated on Map 3, for Aylsham.



Map 3: Site Allocations for Aylsham

[Source: Site Allocations DPD page 85. N.B. Map is not to scale]



- 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

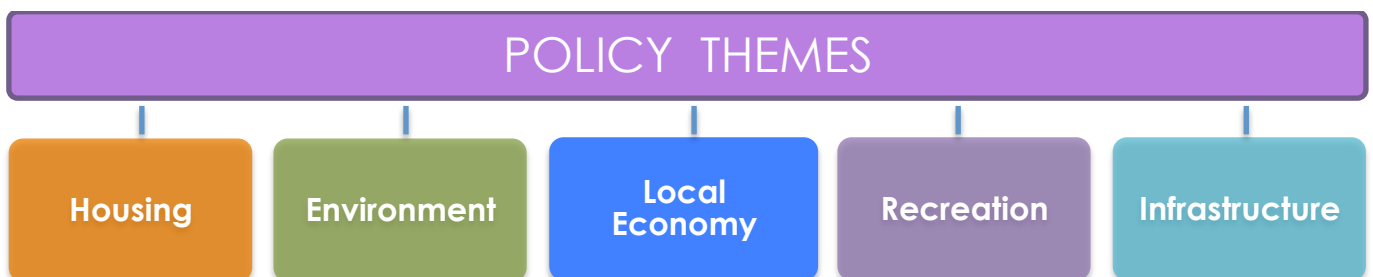
5.6.1. Spatial Planning Objectives provide the framework to monitor the success of the plan. The objectives contained in the Joint Core Strategy set out below and have been considered in their application specifically to Aylsham.

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).

<p>Objective 6 To make sure people have ready access to services.</p>	<p>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.</p>
<p>Objective 7 To enhance transport provision to meet the needs of existing and future populations while reducing travel need and impact.</p>	<p>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.</p> <p>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).</p> <p>Improvements to footpaths, cycle networks, public transport and out-of-town parking / park&ride will encourage greater use of sustainable transport modes.</p>
<p>Objective 8 To positively protect and enhance the individual character and culture of the area.</p>	<p>The key characters of Aylsham, both in open green space and built form, should be protected, maintained and supported in new developments.</p>
<p>Objective 9 To protect, manage and enhance the natural, built and historic environment, including key landscapes, natural resources and areas of natural conservation value.</p>	<p>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.</p> <p>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.</p>
<p>Objective 10 To be a place where people feel safe.</p>	<p>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.</p>
<p>Objective 11 To encourage the development of healthy and active lifestyles.</p>	<p>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.</p>
<p>Objective 12 To involve as many people as possible in new planning policy.</p>	<p>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.</p>

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:

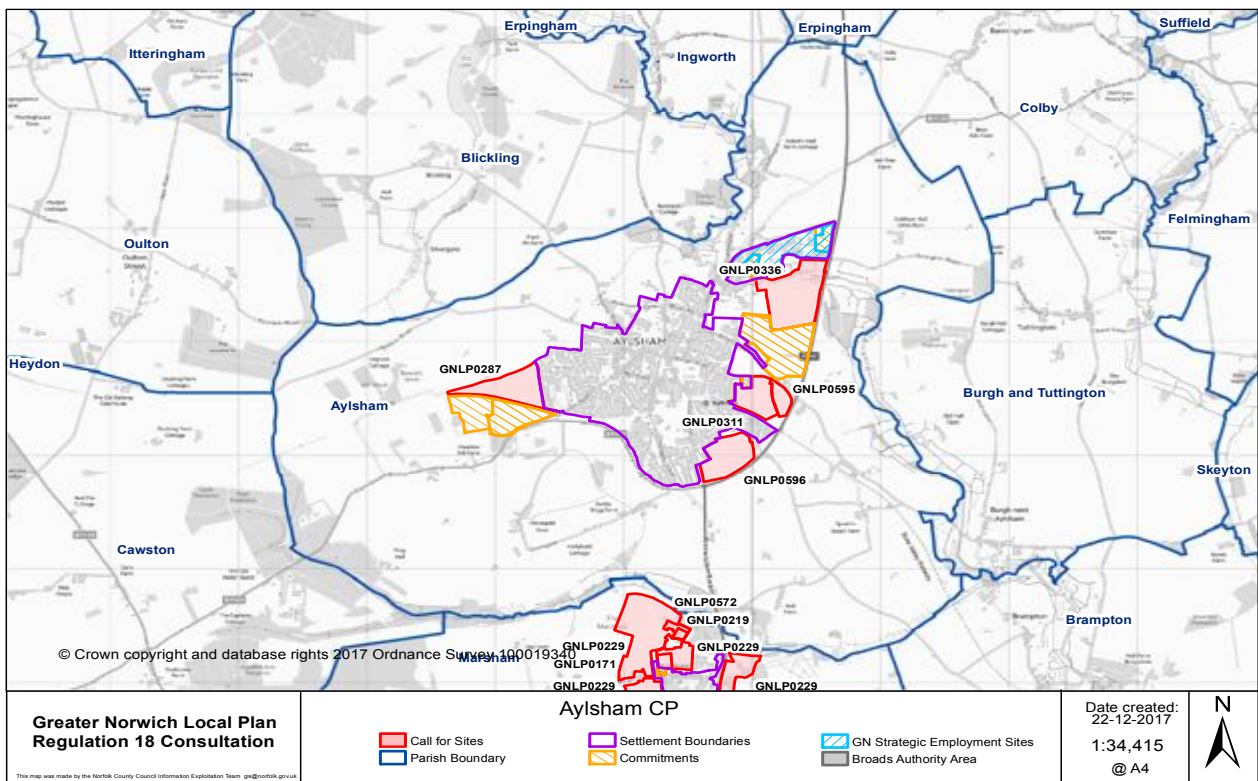


- 6.6. To aid interpretation, the themes and policies are supported by contextual narrative, the local community's views on that subject together with evidence, plans and strategies that support their approach.
- 6.7. All policies have been framed in the context of the National Planning Policy Framework 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.

Theme 1: Housing

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).



Map 4: Greater Norwich Local Plan: Aylsham

- 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.



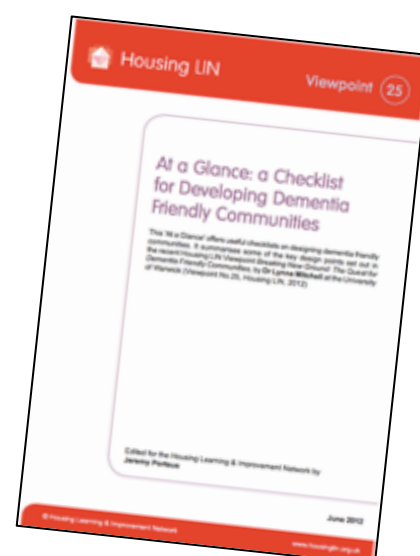
- 6.14. The mix and type of housing built in the future is paramount for the community of Aylsham in meeting local needs and achieving a sustainable future for the town. Through the consultation, residents expressed concern at the difficulty in finding appropriate homes for the older generation wishing 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 dementia².

- 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.



² [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 Market Town Land Use & Transport Strategy Final Report (2008)
- Aylsham Town Plan (2009)
- Aylsham Regeneration and Delivery Strategy (2012)
- Aylsham Neighbourhood Plan Emerging Policy Statement Discussion Document (March 2017)
- Aylsham Town Council Tree Management Policy (July 2017)
- Aylsham Neighbourhood Plan Sustainability Appraisal Scoping Final Report (November 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.

POLICY 1: Improving Housing Design

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.**

POLICY 2: Improving the Design of Development

Development should be designed to preserve and enhance Aylsham by:

- I. Recognising and reinforcing the distinct local character in relation to height, scale, density, spacing, layout orientation, features and materials of buildings;
- 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);
- III. Encouraging the provision of self-build housing plots;
- 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;
- 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;
- 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;
- 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

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).

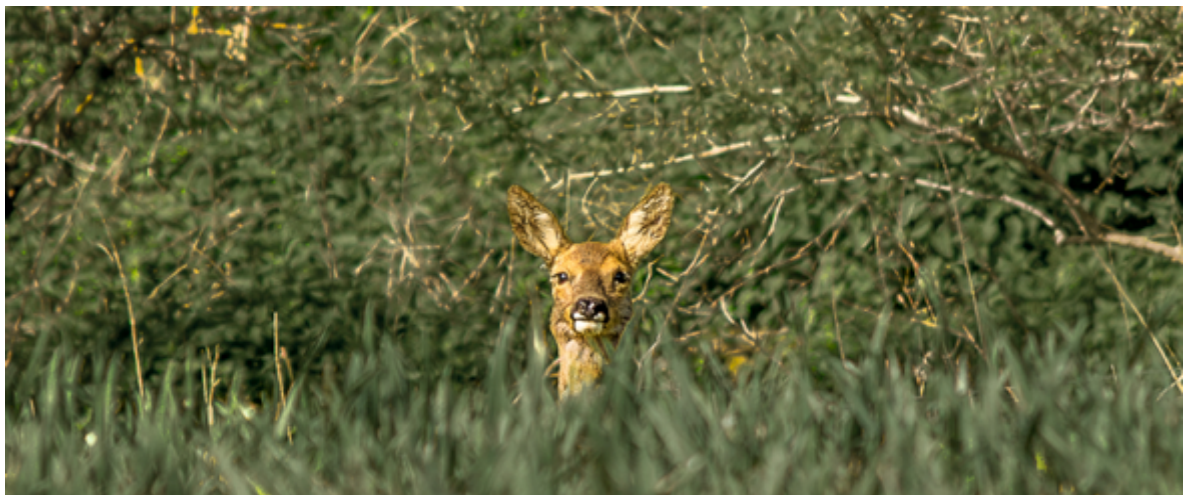
6.45. Policy 3 contributes to Spatial Planning Objectives 4, 6, 7, 10, 11 and 12, supports Aylsham Neighbourhood Plan Aims 3 and 4, and Objectives iv, v, and xi.



Theme 2: Environment

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 report³ '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.

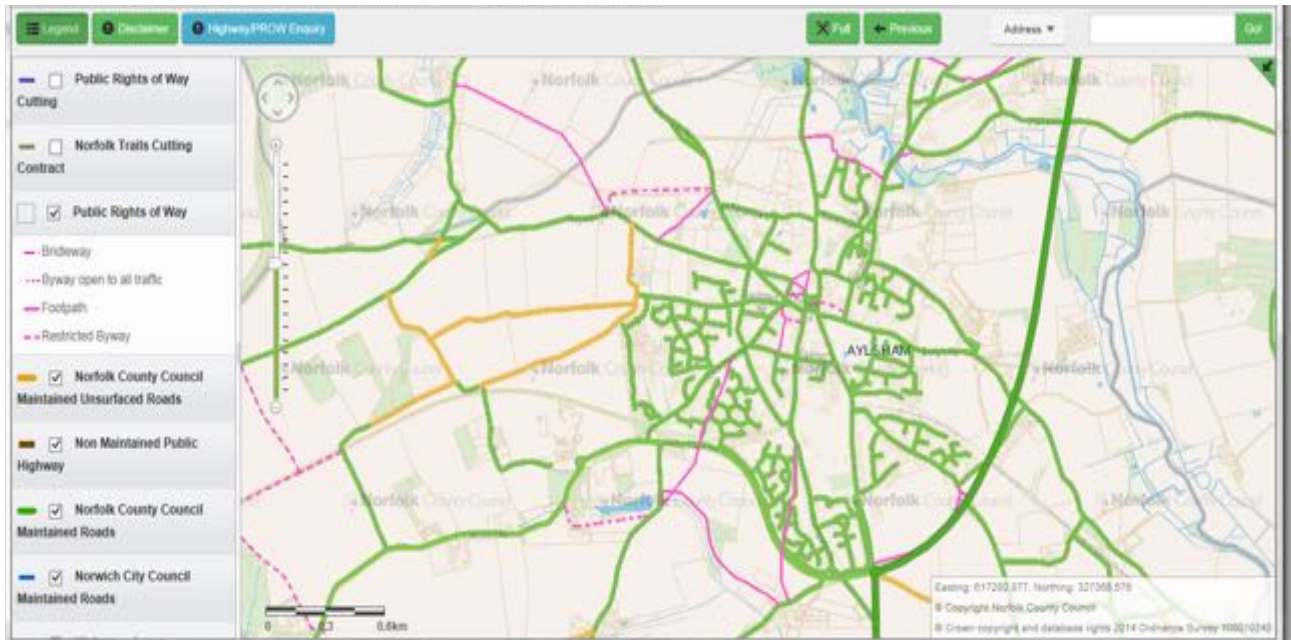


- 6.51. Through the consultation events, local residents expressed strong views about improving accessibility. Specifically, green corridors, which would allow for the movement of wildlife as well as people, may include footpaths/cycleways but should also incorporate other green infrastructure. See Map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

³ DEFFRA's 'A Green Future: Our 25 Year Plan to Improve the Environment' published January 2018
Aylsham Neighbourhood Plan

- 6.52. Aylsham is well connected to the wider area through to the three long-distant 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 Map⁴



Map 6: Aylsham Conservation Area

- 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 properties⁵ and a number more are noted as worthy of Listing⁶.

⁴ <https://maps.norfolk.gov.uk/highways/>

⁵ A full listing and map is included in the Neighbourhood Plan Sustainability Appraisal Scoping Report (Nov.2017)

⁶ Aylsham Conservation Area Character Statement (March 2008), Broadland District Council

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 Clarks buildings are noted as outstanding⁷.

⁷ Aylsham Conservation Area Character Statement (March 2008), Broadland District Council Aylsham Neighbourhood Plan

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 Listing⁸.



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 report⁹ 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.

⁸ *Aylsham Conservation Area Character Assessment (March 2008), Broadland District Council*

⁹ *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)**

	Name	Location	Use	Area
1 Map A	Bure Meadows Allotments	Off Burgh Road	Community Allotments	0.8ha
2 Map A	Recreation Ground	Burgh Road	Public Open Space	4.425 ha
3 Map A	Land at foot of Recreation Ground (where the old willow tree stood).	Opposite entrance to Bure Meadows development	Recreation Ground land outside boundary fence	0.2ha
4 Map B	Cromer Road Allotments	Cromer Road near the Weavers Way	Community Allotments	0.8ha
5 Map B	Land on both sides of The Weavers Way	Blickling Road to Millgate	Norfolk Trails	
6 Map C	Old Station Yard Aylsham North	Between Millgate / Mash's Row and Weavers Way	Public Open Space	0.68ha
7 Map C	Large Staithe	Millgate near to the two bridges	Public Open Space	0.37ha
8 Map C	Little Staithe	Millgate near to the two bridges	Public Open Space	0.05ha
9 Map D	Paupers Graveyard at St Michaels	Between Mill Close and Sapwell Close	Public Open Space	0.11ha
10 Map D	St Michaels Small Play Area	St Michaels Avenue	Play Area	0.05ha
11 Map D	St Michaels Open Space	At the entrance to St Michaels	Public Open Space	2.32 ha
12 Map D	Greenlanes community garden	By Holman Road and Janny's Close	Public Open Space	0.14ha

	Name	Location	Use	Area
13 Map D	Goulder Drive amenity area	Goulder Drive	Public Open Space	0.12ha
14 Map D	Jewel's Lane	Between Marriott's Way and Cawston Road	Public Footpath	0.01ha
15 Map E	Howard Way amenity area	Howard Way	Public Open Space	0.11ha
16 Map E	Cemetery and Allotments	Norwich Road	Cemetery Temporary Allotments	2.34ha
17 Map E	Wymer Drive Amenity Area	Wymer Drive	Public Open Space	0.56ha
18 Map E	Mileham Drive multi-use games area (MUGA) amenity area	Mileham Drive / Henry Page Road	Public Open Space	2.2ha
19 Map F	The Buttsland Car Park	Mill Road / Unicorn Yard	Car Parking	0.35ha
20	<i>Entry deleted, as per examiner's recommendation</i>			
21 Map F	Market Place	Market Place	Public Use	0.19ha
22 Map F	Aylsham Parish Church closed church yard	Market Place	Church	0.85ha
23 Map G	The Willows Allotments	Adjacent to Aylsham Football Club Grounds	Community Allotments	0.39ha
24 Map H	Land on both sides of the Marriots Way	Bure Valley Railway to Football Club	Norfolk Trails	4.71ha
25 Map H	Henry Page Road amenity area	Henry Page Road	Public Open Space	1.04ha
26 Map H	Around the Friendship trees	Junction Henry Page Road and Cawston Road	Highway Verge	0.27ha
27 Map I	Mileham Drive amenity area	Mileham Drive to Yaxleys Lane	Public Open Space	0.08ha
28 Map I	Adey Close amenity area	Adey Close	Public Open Space	0.05ha
29 Map J	Land on both sides of Bure Valley Trail	Bure Valley Railway to A140	Norfolk Trails	1.18ha
30	<i>Entry deleted, as per examiner's recommendation</i>			

	Name	Location	Use	Area
31 Map K	Open land with trees	Burgh Road	Public Open Space	0.38ha
32 Map L	Drabblegate Common	Drabblegate Road	Common Land	2.5ha
33 Map M	Abel Heath	Heydon Road	Common Land	4.6ha

- 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 Street¹⁰ 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



¹⁰ Reference: Bates S, Shelley. *Aylsham (2003). Norfolk Archaeological Unit Report*
Aylsham Neighbourhood Plan

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 Cambridgeshire¹¹. It is likely that there will be relics and artefacts below ground from that era. The Lancaster Manorial survey¹² 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:

¹¹ Barringer C (2011) *Exploring the Norfolk Market Town*. Poppyland Publishing, Cromer

¹² *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)
- 'A Green Future: Our 25 Year Plan to Improve the Environment', DEFFRA (2018)
- Aylsham Conservation Area Character Statement (2008)
- What do you think of your new home? Survey Report, Broadland District Council (September 2017)
- Aylsham Neighbourhood Plan Emerging Policy Statement Discussion Document (March 2017)
- Aylsham Neighbourhood Plan Sustainability Appraisal Scoping Report (July 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.)

POLICY 4: Open Space Protection	<p>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.</p>
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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.**

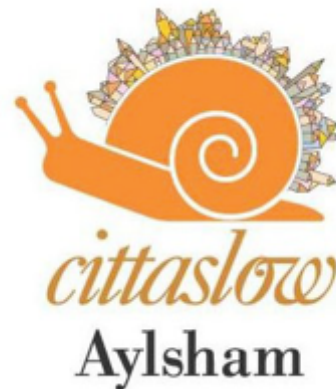
POLICY 5: Accessibility and Biodiversity	<p>All new development should maximise opportunities to enhance ecological connectivity and, through the connection to existing footpaths and cycleways, encourage links to the wider parish and countryside.</p> <p>Green infrastructure provided as part of new development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

Theme 3: Local Economy

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, Blickling 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)¹³.



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.

¹³ Greater Norwich Local Plan Regulation 18 Growth Options document paragraph. 4.122.
Aylsham Neighbourhood Plan

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.



6.107. Norfolk County Council is leading on a project, 'Better Broadband for Norfolk (BBfN)' to bring 'superfast broadband' – 24Mbps – to c95% of homes in Norfolk by March 2018.

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)
- Cittàslow Principles
- Aylsham Town Plan (2009)
- Aylsham Regeneration and Delivery Strategy (2012)
- Aylsham Neighbourhood Plan Emerging Policy Statement Discussion Document (March 2017)

- Aylsham Neighbourhood Plan Sustainability Appraisal Scoping Final Report (November 2017)
- Aylsham Neighbourhood Plan Sustainability Appraisal Report (December 2017)

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 Emerging Policy Statement Discussion Document (March 2017)
- Aylsham Neighbourhood Plan Sustainability Appraisal Scoping Final Report (November 2017)
- 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	<p>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.</p>
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- 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	<p>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:</p> <ul style="list-style-type: none"> 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.
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- 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.

Theme 5: Infrastructure

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 Marriot'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 report¹⁴ 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.



¹⁴ *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. Michaels Hospital in 2005 and the Community Hospital in 2012. St Michaels 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 Market Town Land Use & Transport Strategy Final Report (2008)
- Aylsham Town Plan (2009)
- Aylsham Regeneration and Delivery Strategy (2012)
- Aylsham Neighbourhood Plan Emerging Policy Statement Discussion Document (March 2017)
- Aylsham Neighbourhood Plan Sustainability Appraisal Scoping Final Report (November 2017)
- 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.

POLICY 9: Flood Risk	<p>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:</p> <ul style="list-style-type: none"> • 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
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- *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.

POLICY 10: Streetlights	<p>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).</p>
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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.

POLICY 11: Sustainable Transport	<p>Development should where appropriate and practicable:</p> <ul style="list-style-type: none"> a) create opportunities to enhance and encourage the use of sustainable transport modes through the provision of footpaths, cycleways and public transport improvements; 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.
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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.

POLICY 12: Traffic Impact	<p>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.</p> <p>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.</p>
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- 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.

POLICY 13: Healthcare and Educational Facilities	<p>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.</p>
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- 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:

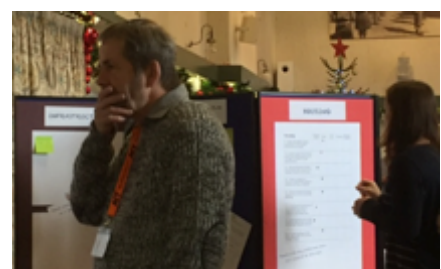
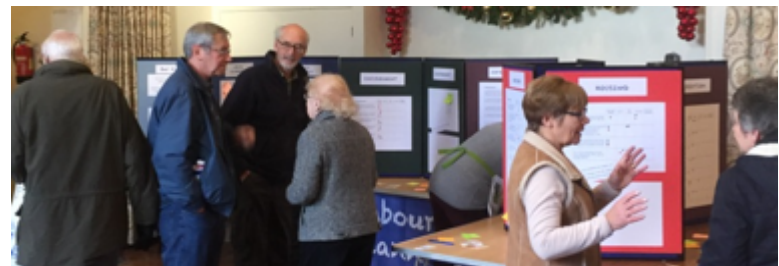
1. Cycleway linking Aylsham to the wider area and possibly over time to connections to Norwich.

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).



Appendix 1: Reference Documents and Resources

- 1) A Green Future: Our 25 Year Plan to Improve the Environment, DEFFRA, (January 2018)
- 2) At a Glance: a Checklist for Developing Dementia Friendly Communities (Viewpoint No.25, Housing LIN, 2012)
- 3) Aylsham Conservation Area Character Statement (2008)
- 4) Aylsham Market Town Land Use & Transport Strategy Final Report (2008)
- 5) Aylsham Neighbourhood Plan Sustainability Appraisal Final Scoping Report (November 2017)
- 6) Aylsham Neighbourhood Plan Sustainability Appraisal Report (December 2017)
- 7) Aylsham Neighbourhood Plan Emerging Policy Statement Discussion Document (March 2017)
- 8) Aylsham Regeneration and Delivery Strategy (2012)
- 9) Aylsham Town Council Tree Management Policy (July 2017)
- 10) Aylsham Town Plan (2009)
- 11) Building for Life 12, as a sign of a good place to live: 2015
- 12) Central Norfolk Strategic Housing Market Assessment: 2012 (Update 2017)
- 13) Cittàslow Principles
- 14) Development Control Policies DPD (August 2015)
- 15) Excavations in Red Lion Street, Aylsham 2003. Norfolk Archaeological Unit Report Bates S, Shelley A (2003).
- 16) Exploring the Norfolk Market Town. Poppyland Publishing, Cromer. Barringer C (2011)
- 17) Joint Core Strategy for Broadland, Norwich and South Norfolk (Adopted March 2011, amendments adopted January 2014)
- 18) Landscape Character Assessment SPD (September 2013)
- 19) National Planning Policy Framework (NPPF)
- 20) Norfolk Local Flood Risk Management Strategy (March 2015)
- 21) Place shaping: a guide to undertaking development in Broadland SPD (November 2012)
- 22) Self-Build / Custom-Build Housing in Broadland (December 2013)
- 23) Site Allocations DPD (May 2016)
- 24) Sustainability Appraisal (SA) Aylsham Neighbourhood Plan Scoping Final Report: November Final 2017
- 25) Sustainability Appraisal (SA) Aylsham Neighbourhood Plan Report: December 2017
- 26) What do you think of your new home? Broadland Survey Report September 2017

Appendix 2: Glossary

Term	Description
Affordable Housing	Housing provided for sale, rent or shared equity at prices permanently below the current market rate. Usually provided to meet a specific housing need, which cannot be met by the housing available on the open market.
Allocation	An area of land identified for development in a development plan. The allocation will specify the type of development that will be permitted on the land.
Amenity	Those qualities of life enjoyed by people, which can be influenced by the surrounding environment in which they live or work. "Residential amenity" includes, for example, a reasonable degree of privacy, freedom from noise nuisance, air pollution etc. normally expected at home.
Area Action Plan (AAP)	Used to provide the planning framework for areas where significant change or conservation is needed. Key feature of AAP's will be the focus on implementation.
Basic Conditions	The 5 criteria that all neighbourhood plans must conform to. These are:- <ul style="list-style-type: none"> • having regard to national policies and advice contained in guidance issued by the Secretary of State, it is appropriate to make the neighbourhood development 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 making of the neighbourhood development plan does not breach, and is otherwise compatible with, EU 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.
Biodiversity	The variety of life on earth or any given part of it.
Broadband	Levels defined through speed achieved, these are:- <ul style="list-style-type: none"> • Basic Broadband - speed of 2Mbps to 24Mbps • Superfast Broadband - speed of over 24Mbps • Next Generation Access (NGA) broadband infrastructure: is a 'wired' technology consisting wholly or partially of fibre optic elements
'Brownfield Land' or Previously Developed Land	Any land which is (or was) occupied by a permanent structure (excluding agricultural and forestry buildings) and associated fixed surface infrastructure, including the curtilage of (land attached to) buildings. Includes defence buildings and land used for mineral extraction or waste disposal when there is no requirement for subsequent restoration.
Built Environment	Surroundings, which are generally built up in character. The collection of buildings, spaces and links between them, which form such an area.
Central Norfolk Strategic Housing Market Assessment (SHMA)	Provides details, evidence and identifies the development needs across the area and Local Authority boundaries for Norfolk.
Character	A term relating to Conservation Areas or Listed Buildings, but also to the appearance of any rural or urban location in terms of its landscape or the layout of streets and open spaces, often giving places their own distinct identity.
Climate Change	Long-term changes in temperature, precipitation, wind and all other aspects of the Earth's climate. Often as a result of human activity and fossil fuel consumption.
Community	(As used in this context) All of those living and working in the Parish of Aylsham. This includes the general public, Town Council, businesses, community groups, voluntary organisations, developers, statutory agencies, etc....
Community Facilities	Services available to provide for health and wellbeing, social, educational, spiritual, recreational, leisure and cultural needs of the community. This includes village halls, post offices, doctors and dentists' surgeries, recycling facilities, libraries and places of worship.

Term	Description
Community Infrastructure Levy (CIL)	A tariff-based charge paid by developers and collected by local authorities to pay for infrastructure, (eg. roads, education, etc...). The amount charged is set locally, so varies according to local land values, and works in conjunction with fewer section 106 obligations being paid by the developer. Broadland District Council has been operating a CIL charging schedule since 2014.
Conservation Area	An area of special architectural or historic interest, designated under the Planning (Listed Buildings & Conservation Areas) Act 1990, whose character and appearance it is desirable to preserve and enhance. There are special rules on some development in conservation areas.
County Wildlife Site (CWS)	A site of important nature conservation value within a County context but which is not protected under the Wildlife and Countryside Act.
Curtilage	The area of land, usually enclosed, immediately surrounding a home.
Development	Defined in planning law as “the carrying out of building, engineering, mining or other operations in, on, over, or under land, or the making of a material change of use of any building or land” (see also Permitted Development) and includes both residential and commercial development.
Development Management	The process whereby a Local Planning Authority manages, shapes, and considers the merits of a planning application and whether it should be given permission with regard to the Development Plan.
Development Plan (DP)	This includes adopted Local Plans, and Neighbourhood Plans, and is defined in section 38 of the Planning and Compulsory Purchase Act 2004.
Development Plan Documents (DPD)	Development Plan Documents: These are planning documents forming part of the local development framework and which have the status of being part of the development plan. In order to acquire this status they will be subject to independent scrutiny through a public examination. Certain documents within the local development framework must be DPDs, for example Core Strategy, Site Specific Allocations of land and Area Action Plans where produced. There must also be an adopted Proposals Map, which will be varied as successive DPDs are adopted.
Dwelling	A self-contained building or part of a building used as a residential accommodation. A dwelling may be a house, bungalow, flat, maisonette or converted farm building.
Examination	An independent examiner will be appointed to test the Aylsham Neighbourhood Plan against the Basic Conditions, as set out in the Neighbourhood Planning (General) Regulations 2012. If the examiner agrees that the Plan meets the Basic Conditions it may then proceed to a referendum.
Exception sites (rural)	Small sites used for affordable housing in perpetuity where sites would not normally be used for housing. Rural exception sites seek to address the needs of the local community by accommodating households who are either current residents or have an existing family or employment connection. Small numbers of market homes may be allowed at the local authority’s discretion, for example where essential to enable the delivery of affordable units without grant funding.
Flood Risk	<p>Zone 2 (Medium Probability): Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding; or Land having between a 1 in 200 and 1 in 1,000 annual probability of sea flooding.</p> <p>Zone 3a (High Probability): Land having a 1 in 100 or greater annual probability of river flooding; or Land having a 1 in 200 or greater annual probability of sea flooding.</p> <p>Zone 3b (The Functional Floodplain): This zone comprises land where water has to flow or be stored in times of flood.</p>
Green Corridors	Avenues for wildlife movement, often along streams, rivers, hedgerows or other natural features, which connect green spaces together.
Green Infrastructure (including Green Space)	Comprises green spaces and interconnecting green corridors in urban areas, the countryside in and around towns and rural settlements, and in the wide countryside. It includes natural green spaces colonised by plants and animals and dominated by natural processes and man-made green spaces such as areas used for outdoor sport and recreation including public and private open spaces, allotments, urban parks and

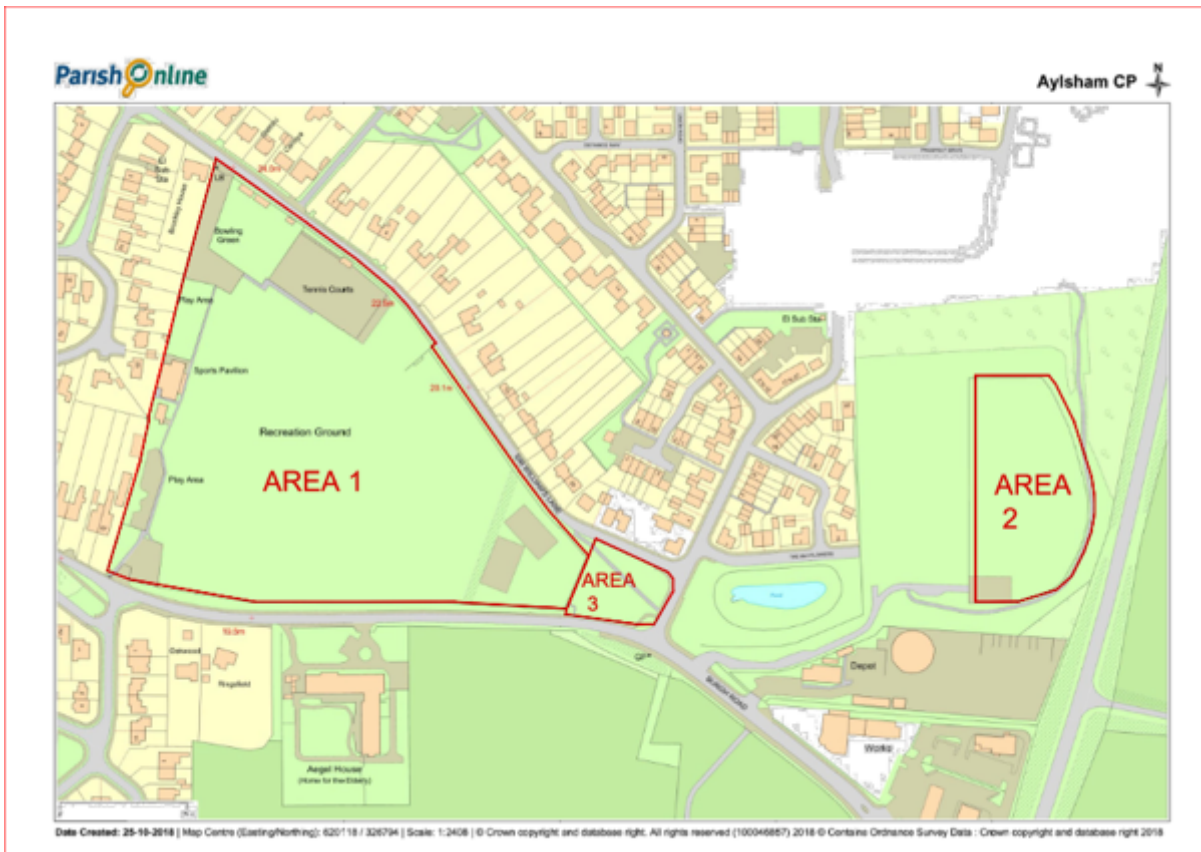
Term	Description
	designed historic landscapes as well as their many interconnections (footpaths, cycleways and waterways).
Greenfield Land	Land, which has not previously been built on, including land in use for agriculture or forestry and land in built up areas used for outdoor sport and recreation (including public and private open space and allotments). Does not include residential garden land.
General Conformity	All planning policy documents must align with the expectations of the National Planning Policy Framework. This is known as general conformity.
Historic Environment	All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.
Housing Needs Survey	Used to identify the local housing needs, current and predicted, for the Parish.
Infrastructure	The network of services to which it is usual for most buildings or activities to be connected. It includes physical services serving the particular development (e.g. gas, electricity and water supply, telephones, sewerage, etc...) and also includes networks of roads, public transport routes, footpaths etc.
Joint Core Strategy (JCS)	This strategy sets out the key elements of the planning framework for Broadland, Norwich and South Norfolk Councils. It comprises a long-term spatial vision and strategic objectives for the area, a spatial strategy, core policies and a monitoring and implementation framework. A Development Plan document, and one with which all other Development Plan documents must conform.
Listed Building	A building of special architectural or historic interest. Listed buildings are graded I, II or II* with grade I being the highest. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures. English Heritage is responsible for designating buildings for listing in England. Alteration, demolition or extension of such a Listed Building requires special consent.
Local Development Framework (LDF)	The old-style portfolio or folder of Development Plan Documents and Area Action Plans which collectively set out the Spatial Planning Strategy for a Local Planning Authority area. Local Plans have now replaced the Local Development Framework.
Local Plan	The plan for the future development of the local area, drawn up by the Local Planning Authority in consultation with the community. In law this is described as the Development Plan documents adopted under the Planning and Compulsory Purchase Act 2004. Current Core Strategies or other Planning Policies, which under the regulations would be considered to be Development Plan documents, form part of the Local Plan. The term includes old policies, which have been saved under the 2004 Act.
(The) Localism Act 2011	An Act of Parliament that became law in April 2012. The Act introduces a new right for local people to draw up 'Neighbourhood Development Plans' for their local area.
Material Consideration	A matter that should be taken into account in deciding a planning application or on an appeal against a planning decision.
Mixed Use (or Mixed Use Development)	Provision of a mix of complementary uses, such as residential, community and leisure uses, on a site or within a particular area.
National Planning Policy Framework (NPPF)	Published in March 2012, the document consolidated Government guidance on how the land-use planning system should work in England. It must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decision.
National Planning Practice Guidance (PPG)	The national PPG is online guidance that should be read in conjunction with the NPPF.
Nationally Significant Infrastructure Project (NSIP)	The administrative and legal process set-up by Central Government for determining planning applications to major infrastructure schemes, like roads, ports, and power stations.
Neighbourhood Plan	Introduced by the Localism Act 2011, also referred to as a Neighbourhood

Term	Description
	Development Plan. The purpose of the Neighbourhood Plan is to give local people greater ownership of the plans and policies that affect their area. It is a legal planning document against which planning applications in the Parish will be determined.
Open Space	All space of public value, including public landscaped areas, playing fields, parks and play areas. Not just land, but also areas of water such as rivers, canals, lakes and reservoirs, which can offer opportunities for sport and recreation or can also act as a visual amenity and a haven for wildlife.
Permitted Development	Certain categories of minor development as specified in the General Permitted Development Order, which can be carried out without having to first obtain specific planning permission. This may include specified building guidelines or change of use.
Planning Condition	A condition imposed on a grant of planning permission (in accordance with the Town and Country Planning Act 1990) or a condition included in a Local Development Order or Neighbourhood Development Order.
Planning Obligation	A legally enforceable obligation entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.
Protected Species	Plants and animal species afforded protection under certain Acts of Law and Regulations.
Ramsar Site	Area identified under the internationally agreed Convention on Wetlands of International Importance (signed at Ramsar in Iran), focusing on the ecological importance of wetlands generally.
Referendum	(As used in this context) A local referendum, organised by Broadland District Council, where residents of the Parish of Aylsham (who are on the electoral register) will be asked to vote on the Neighbourhood Plan.
Renewable Energy	In its widest definition, energy generated from sources, which are infinite or can be replenished. Includes solar power, wind energy, power generated from waste, biomass etc.
Section 106 Agreement (S106)	A legal agreement under section 106 (or S106) of the 1990 Town & Country Planning Act. Section 106 agreements are legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure that certain extra works related to a development are undertaken.
Section 278 Agreement (S278)	Section 278 (or S278) is a section of the Highways Act 1980 that allows developers to enter into a legal agreement with the Highways Authority to make alterations or improvements to a public highway, as part of a planning application.
Sequential Approach / Sequential Test	A planning principle that seeks to identify, allocate or develop certain types or locations of land before the consideration of others. For example, ensuring land with no flood risk is developed before land with flood risk.
Settlement Boundary	These are areas (which could be subject to variations through the adoption of supplementary planning guidance) where development appropriate to the settlement in question will usually be permitted.
Site Allocations DPD	Identifies or allocates areas of land for specific types of development (eg. housing, employment, community facilities, etc.) Linked to the requirements of the Joint Core Strategy. It also includes the definition of development boundaries or settlement boundaries.
Site of Special Scientific Interest (SSSI)	Sites of Special Scientific Interest (SSSIs) are protected by law to conserve their wildlife or geology. Identified by Natural England as requiring protection from damaging development on account of its flora, fauna, geological and/or physiological features.
Special Area of Conservation (SAC).	Special Areas of Conservation are defined in the European Union's Habitats Directive (92/43/EEC), also known as the Directive on the Conservation of Natural Habitats and Wild Fauna and Flora. They are defined to protect the 220 habitats and approximately 1,000 species listed in Annex I and II of the Directive, which are considered to be of European interest following criteria given in the Directive.
Special Protection Area	Special Protection Areas are strictly protected sites in accordance with Article 4 of

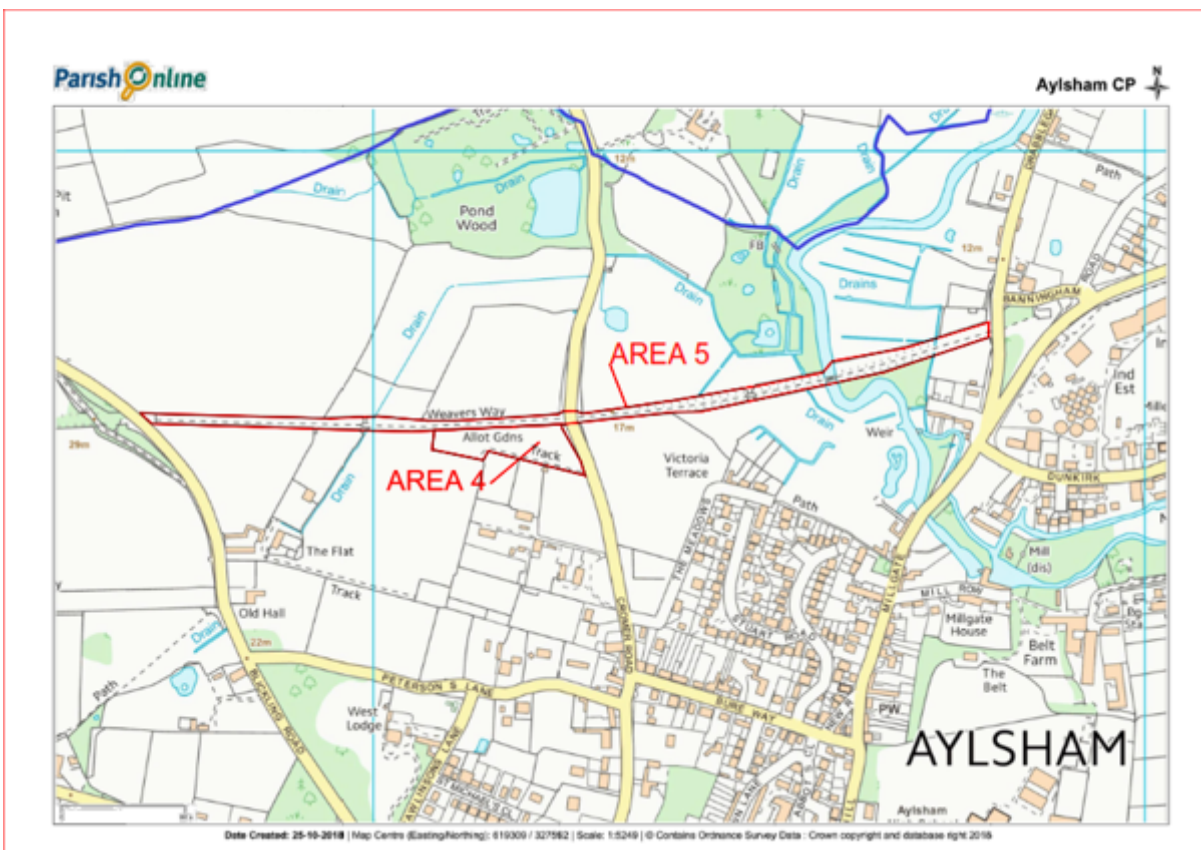
Term	Description
(SPA)	the EC Birds Directive, which came into force in April 1979. They are classified for rare and vulnerable birds (listed on Appendix I of the Directive), and for regularly occurring migratory species.
Stakeholder	(As used in this context) Any individual or organisation that has an interest in development matters relating to part or all of the Parish of Aylsham.
Statutory Body	A government-appointed body set up to give advice and be consulted for comment upon development plans and planning applications affecting matters of public interest. Examples of statutory bodies include: Environment Agency, Health & Safety Executive, Historic England, Natural England and Sport England.
Strategic Environmental Assessment (SEA)	A procedure (set out in the Environmental Assessment of Plans and Programmes Regulations 2004) which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.
Supplementary Planning Document (SPD)	A document, which is intended to expand on policies, set out in a Development Plan Document or provides additional detail. For example: Parking Standards, Affordable Housing, Design Guides, Area development brief etc. SPDs are not statutory requirements and do not form part of the Development Plan.
Sustainable Development	Meeting people's needs now, socially, environmentally and economically, without jeopardising the needs of future generations. There are three dimensions to sustainable development as seen in paragraph 7 of the NPPF: economic- contributing to a strong, competitive economy; social-supporting strong, vibrant and healthy communities and environmental-contributing to protecting and enhancing the natural, built and historic environment.
Sustainability Appraisal (SA)	Sustainability Appraisal: Appraises policies to ensure they reflect sustainable development objectives (social, environmental and economic factors). Required by the Act to be undertaken for all local development documents. They ensure compliance with EU and UK legislation requiring Strategic Environmental Assessment.
Sustainable Drainage Systems (SuDS)	Efficient drainage systems which seek to minimise wastage of water, including the use of appropriate ground cover to enable maximum penetration of clean water run-off into the ground and, where appropriate, recycling grey water within the development. Designed to minimise the impact of development on the natural water environment.
Traffic Impact Assessment (TIA)	An assessment of the effects upon the surrounding area by traffic as a result of a development, such as increased traffic flows that may require highway improvements.
Travel Plan	A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.
Tree Preservation Order (TPO)	A mechanism for securing the preservation of single or groups of trees of acknowledged amenity value. A tree subject to an order may not normally be topped, lopped or felled without the consent of the Local Planning Authority.
Windfall Sites	Sites that have not been specifically identified as available in the Local Plan process. They normally comprise previously developed sites that have unexpectedly become available

Appendix 3: Open Space Location Maps

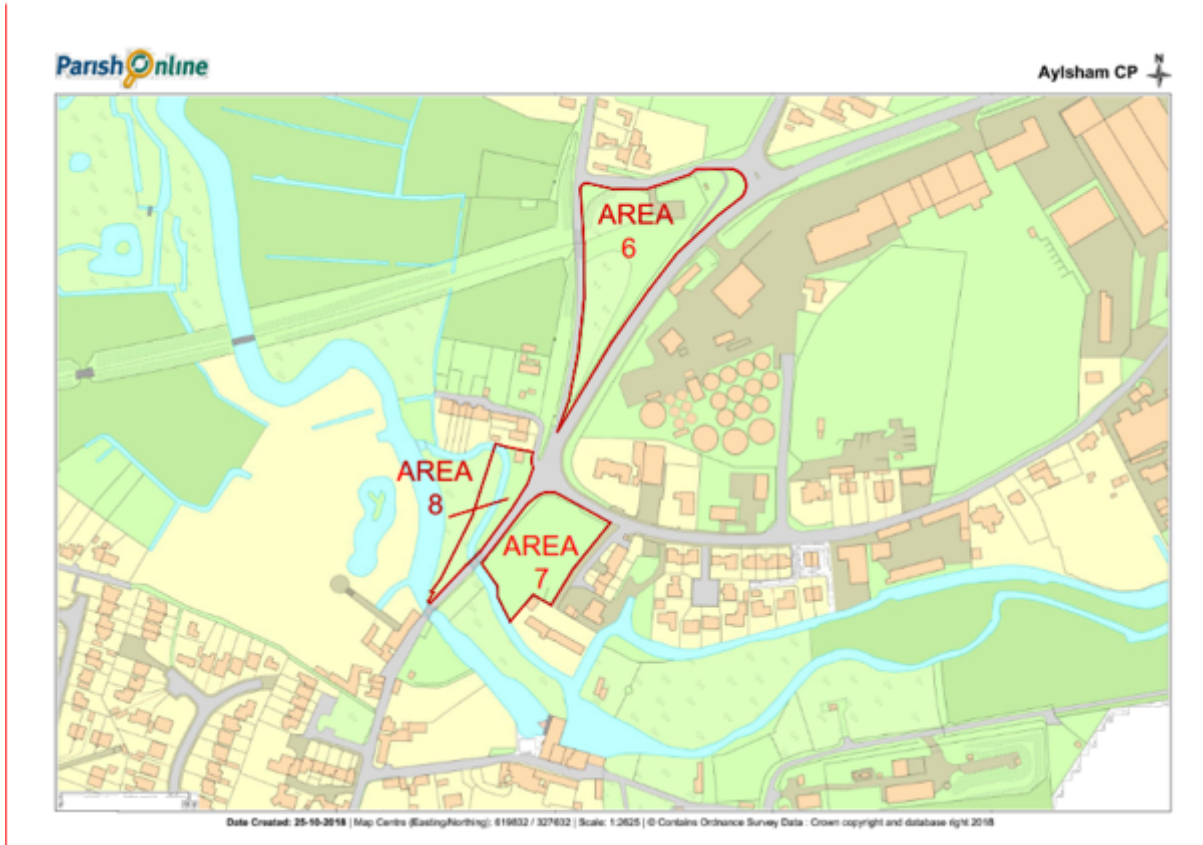
Map A



Map B



Map C



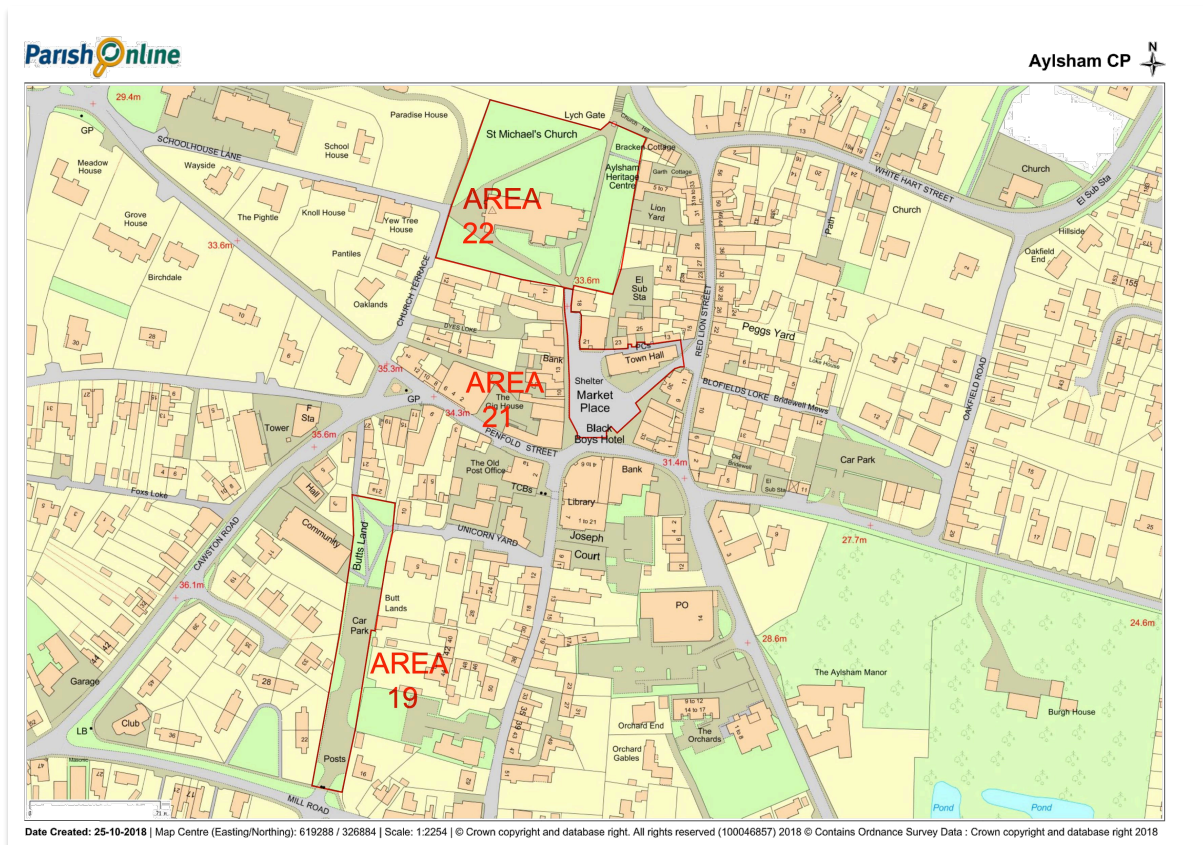
Map D



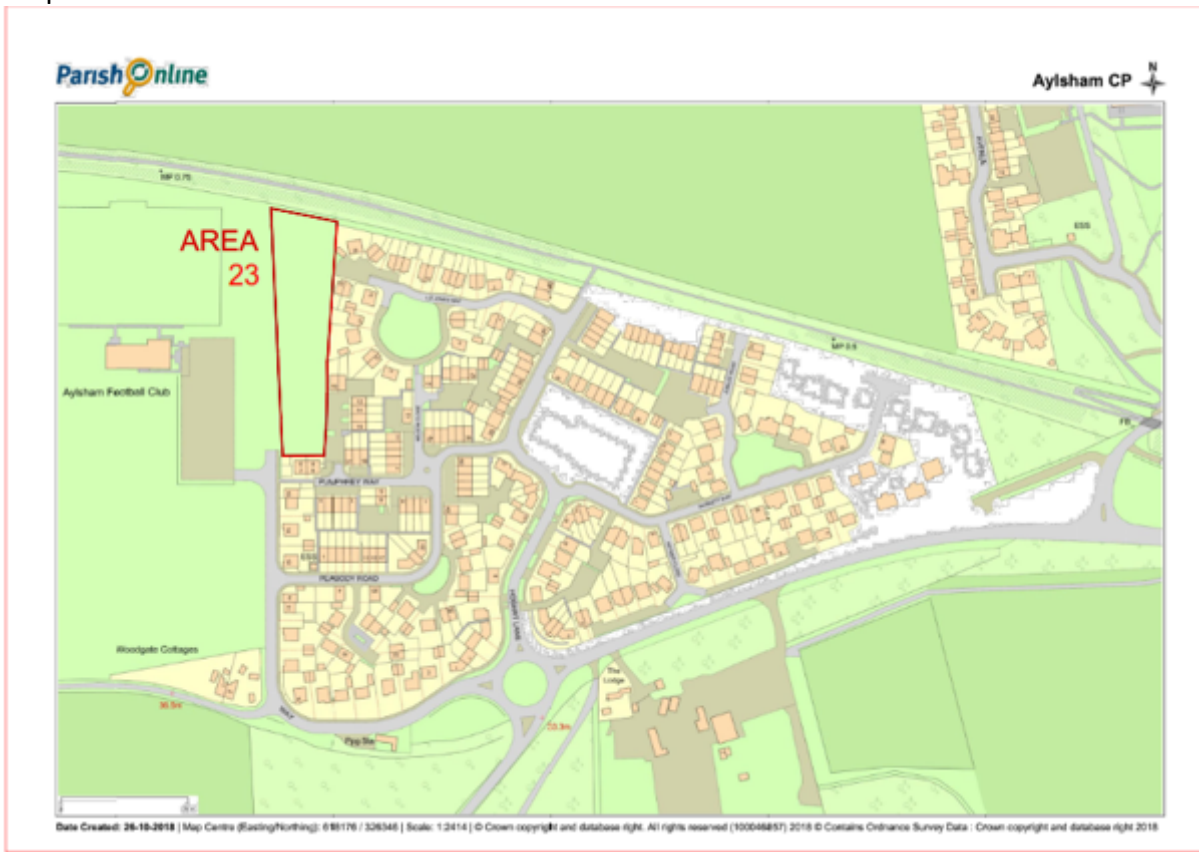
Map E



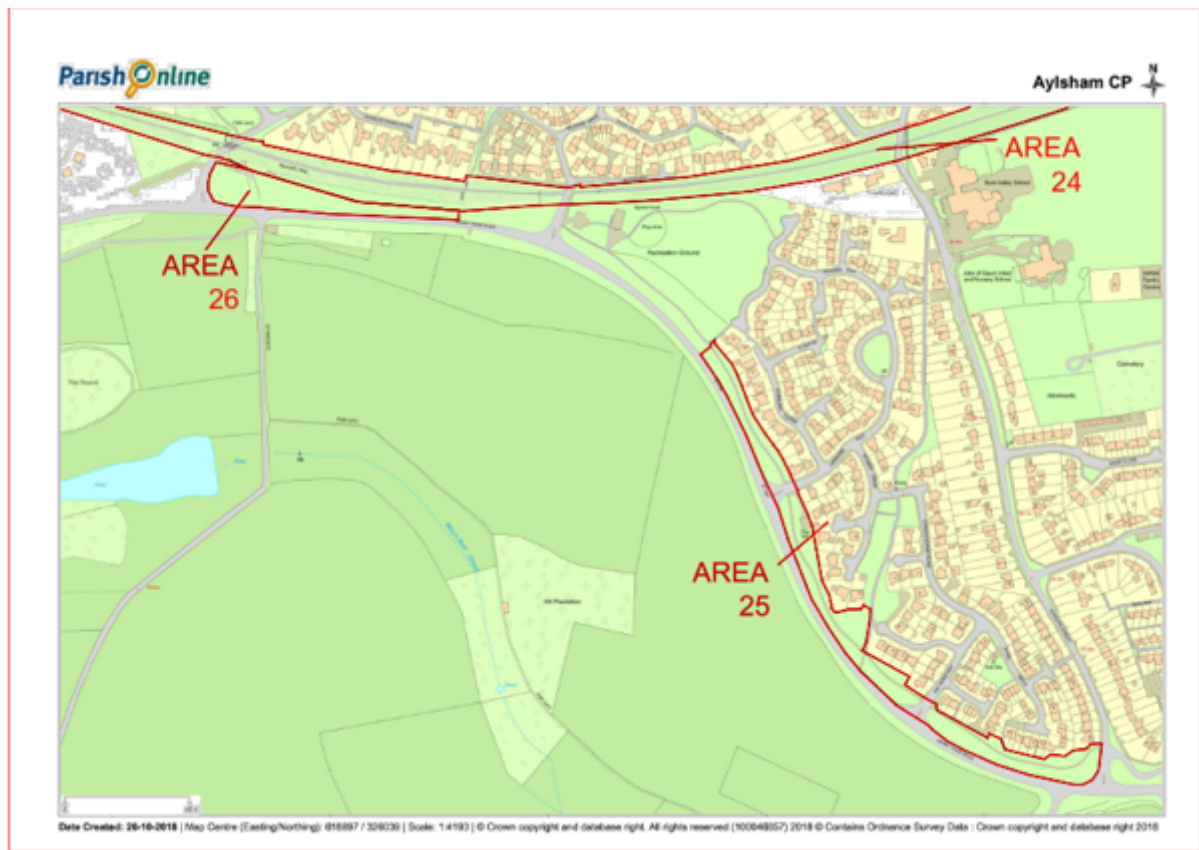
Map F



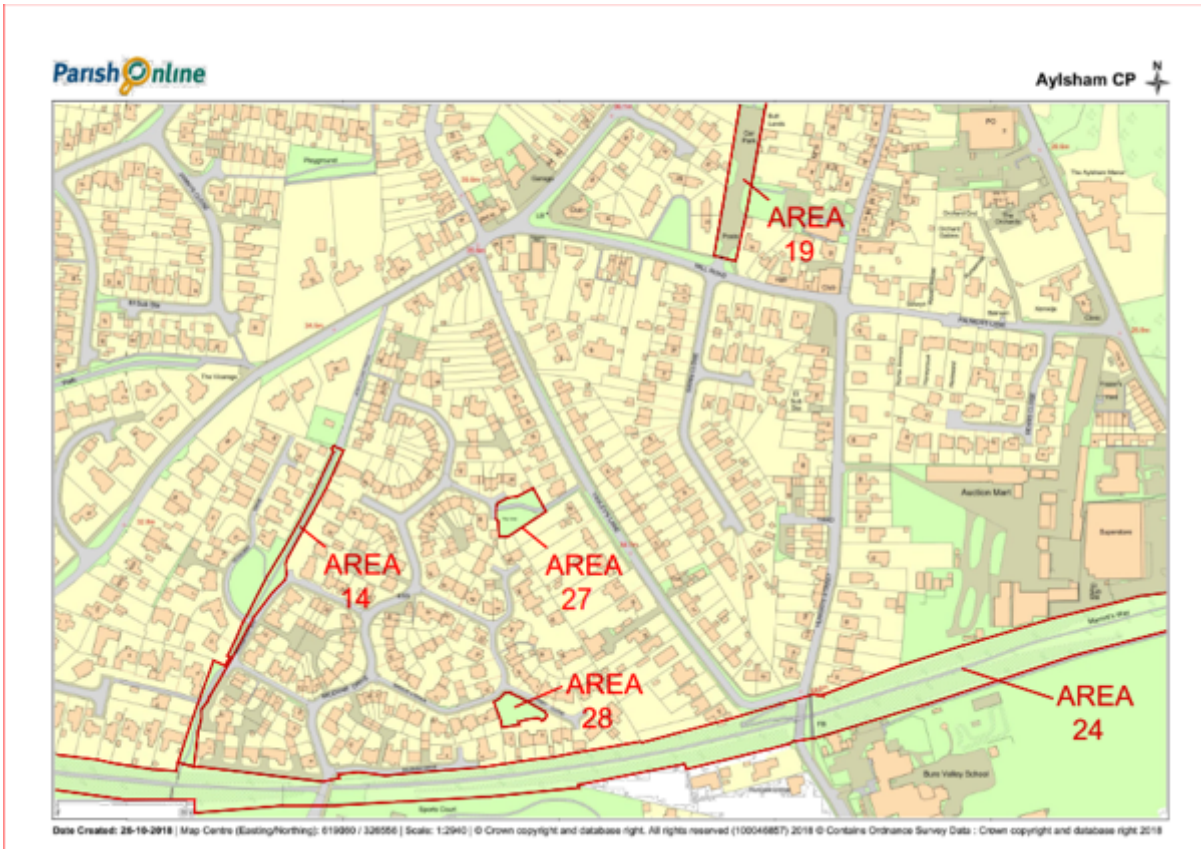
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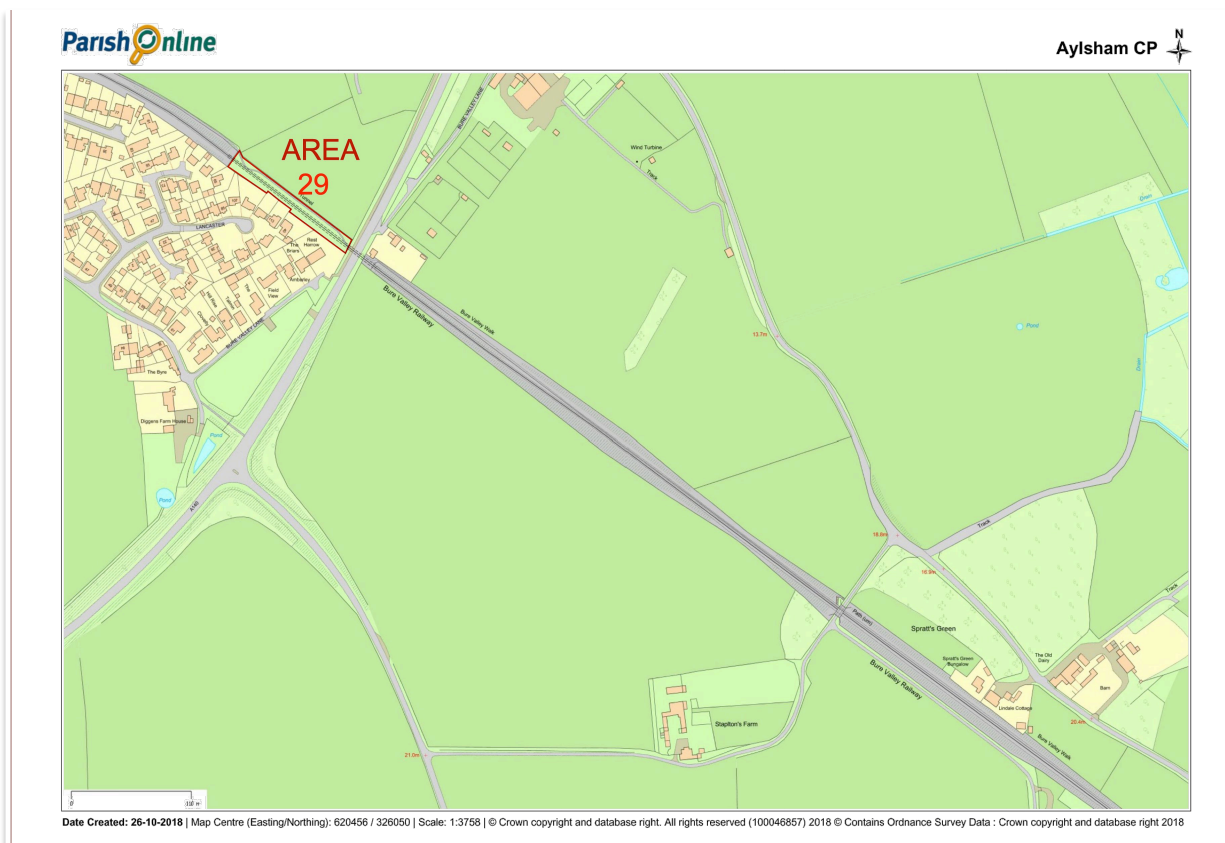
Map H



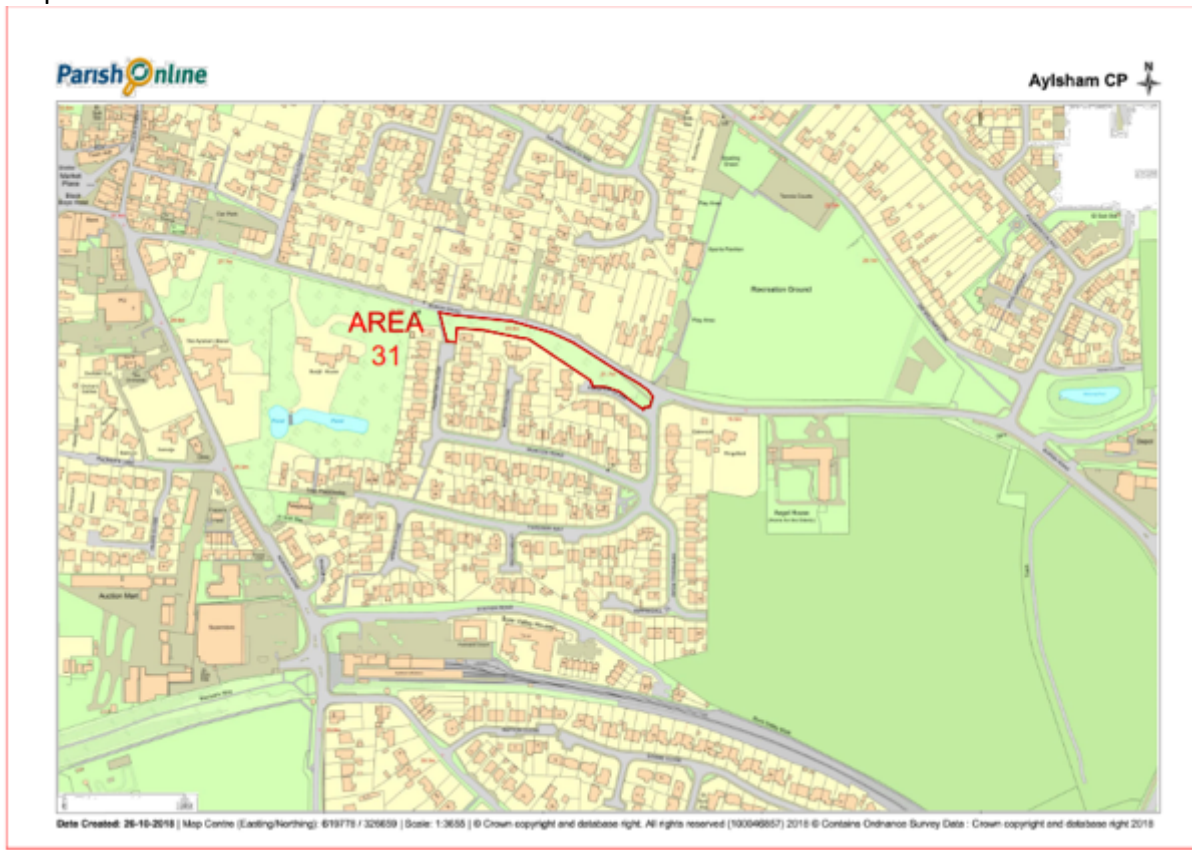
Map I



Map J



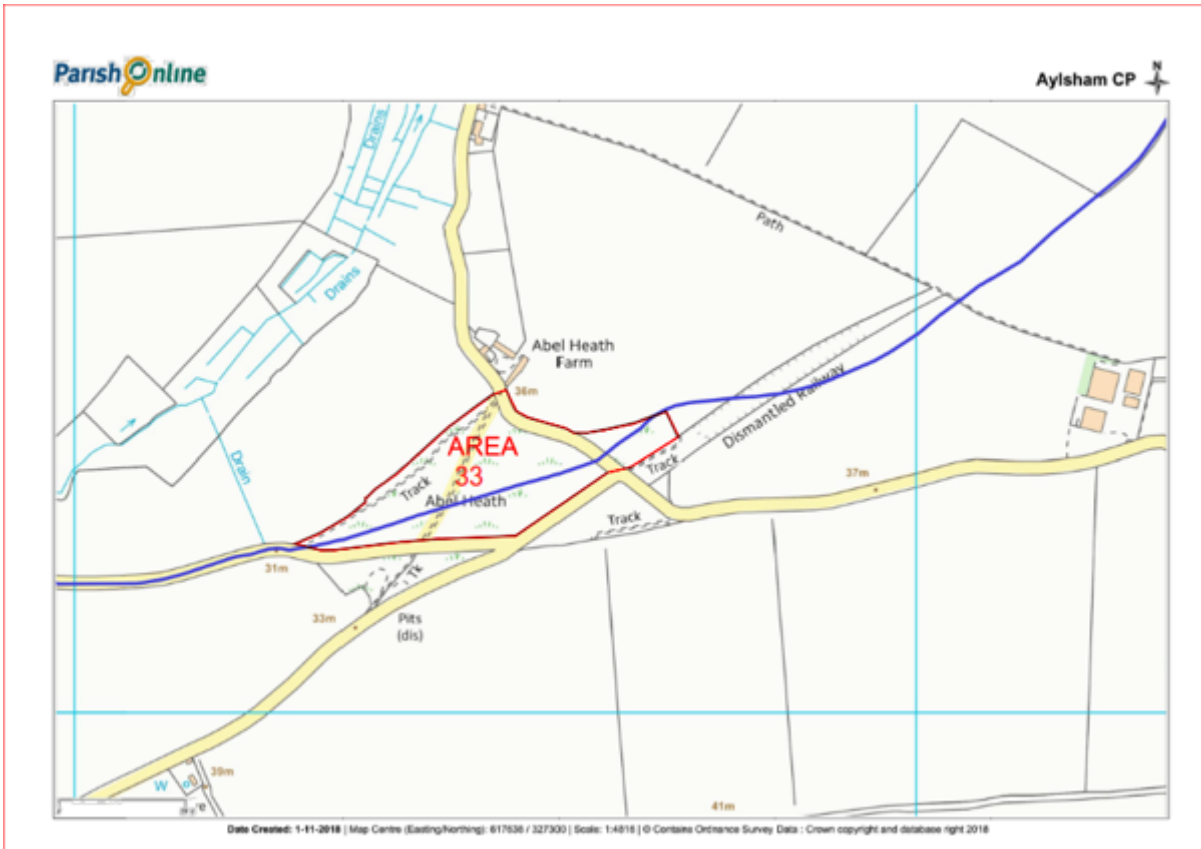
Map K



Map L



Map M



Appendix 4: Aylsham Town Council Stand Light Pollution Clause

Aylsham Town Council

Standard Light Pollution Clause

National Planning Policy Framework Clause 125 and Norfolk County Council's Environmental Lighting Zones Policy both recognise the importance of preserving dark landscapes and dark skies. In order to minimise light pollution, Aylsham Town Council recommend that any outdoor lights associated with this proposed development should be:

- 1) fully shielded (enclosed in full cut-off flat glass fittings)
- 2) directed downwards (mounted horizontally to the ground and not tilted upwards)
- 3) switched on only when needed (no dusk to dawn lamps)
- 4) white light low-energy lamps (LED, metal halide or fluorescent) and not orange or pink sodium sources

Notes:

- This clause will be added to all responses to planning applications. Although many planning applications do not refer to outdoor lighting, there is always a chance that lighting will be part of the development. Therefore Aylsham Town Council will include this text every time a response is made, whatever the application, no matter how small. The urbanising effect that even a single sodium lamp, whether high pressure (pink) or low pressure (orange) has on a previously unlit rural outlook can be enormous.
- Depending on the development, it may also be appropriate to recommend time restrictions or conditions of use on the lighting.

Adopted by Aylsham Town Council 10th December 2015

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Chairman



At a Glance: a Checklist for Developing Dementia Friendly Communities

This 'At a Glance' offers useful checklists on designing dementia friendly communities. It summarises some of the key design points set out in the recent 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)

Edited for the Housing Learning & Improvement Network by
Jeremy Porteus

June 2012

Introduction

The term 'dementia friendly communities' has emerged in recent years as policy makers and practitioners seek new ways to address the steady rise in numbers of people with dementia as the population ages. It reflects a growing movement to remind society that people with dementia have the same rights as everyone else to be treated with dignity and respect, to lead independent, autonomous lives and to continue to be active citizens in society whose opinions are heard and acted upon.

The quest for dementia friendly communities recently received a boost from the Prime Minister's *Challenge on dementia*¹, launched alongside Alzheimer's Society's *Dementia 2012: a national challenge*². The Prime Minister's three key areas of driving improvements in health and care; creating dementia friendly communities that understand how to help; and better research will, if adequately met, help to improve the lives of people with dementia and their carers. Alzheimer's Society, working with the Dementia Action Alliance in supporting the development of dementia friendly communities, stresses the need to tackle the stigmatisation, exclusion, loneliness, and lack of control and empowerment people with dementia currently experience but at this early stage is not prescriptive about the specifics of what constitutes a dementia friendly community.

Seeking dementia friendly communities

With people aged 65 and over making up the largest number of households in the future, the importance of ensuring that all types of housing provide a flexible, adaptable living environment to meet people's changing needs throughout the life-course is apparent. Future proofing all housing would give people more housing choice and less likelihood of having to face disruptive adaptations or unwanted moves when circumstances change. And for housing to be both inclusive and dementia friendly they also need to address sensory and cognitive challenges.

Designing dementia friendly environments

The most useful design principles and recommendations currently available include:

1. Familiar environments which people with dementia recognise and understand:
 - Non-institutional buildings, rooms and spaces that meet older people's expectations of what such rooms look like in terms of scale, layout, fittings, décor, furniture and furnishings
 - Designs that are recognisable and familiar to people with dementia; features should be designed so their use is obvious and unambiguous – this is not a case of traditional versus modern or using a particular style or historical era but clarity of good design
2. Legible environments which give clues to help people with dementia understand where they are, what is expected of them in that space and which way they need to go:
 - A clear hierarchy of spaces including private, semi-private, semi-public and public spaces helps residents identify different spaces and helps protect their privacy and sense of home
 - Plenty of views of the outside provide interesting views, natural light and ventilation. Being able to see outside helps orientation and wayfinding and a sense of connection to the wider world

¹ *Prime Minister's challenge on dementia. Delivering major improvements in dementia care and research by 2015.* Department of Health (2012)

² *Dementia 2012: a national challenge.* Alzheimer's Society (2012)

- A minimum of wide, short corridors, single banked to allow natural light and views of the outside, no dead ends or blind bends and with views along them to functional destinations and interesting wayfinding cues, while avoiding clutter and trip hazards.
 - Where it is impossible to avoid having a number of corridors, a hierarchy of corridors helps to delineate private and public spaces
 - There is conflicting evidence about the effectiveness of signs and colour coding. But large, realistic graphics in clear, colour contrast to the background on essential destinations, such as toilet doors; and contrasting colours, for example between different doors or corridors, can be useful
 - ‘Memory boxes’ of possessions are useful for wayfinding and orientation and also help people maintain their sense of identity, self and belonging.
3. Distinctive environments, spaces and features help capture people’s attention and concentration and enhance their living environment while helping them to find their way around:
- Separate distinctive rooms e.g. living room, dining room and activity room rather than one large generic shared space
 - Attractive and interesting wayfinding cues, such as art work, potted plants, ornaments, placed at strategic spots
 - Features to give clues to the use of a room, e.g. a fireplace and comfortable chairs in the living room, a dining table and chairs in the dining room ...
 - Visual access, e.g. a clear view of the en-suite toilet from the bed
 - Plain, clear colour contrasts between walls and floors, handrails and walls, doors and walls, sanitation ware and walls and floors, toilet seats / flush handles and toilets, taps and basins, furniture and walls / floors ...
4. Accessible environments that enable people to reach, enter, use and move around the places and spaces they need or wish to visit, regardless of any physical, sensory or cognitive impairment
- Location close to services, facilities, community activities and open space
 - Access to the outdoors, especially natural environments, is essential regardless of the severity of the dementia to enhance health and wellbeing and reduce stress. Sunlight is important for the production of serotonin, a mood-enhancing hormone and the absorption of vitamin D which reduces the risk of osteomalacia, osteoporosis and respiratory infections. Natural light and being able to see the cycle of day and night and the seasons can reduce ‘sundowning’ and sleep disorders
 - High-intensity levels of natural light indoors can positively affect sleep, mood and behaviour: large windows, glazed doors, roof lights, atria, light tunnels
 - Curtains, blinds and anti-glare, non-reflective glass to avoid glare, shadows and frightening reflections
 - Indirect artificial light adequate enough to provide the three to five times more light that older people need compared to younger adults
 - Flooring and pathways that are plain, non-reflective, wide, flat, smooth and non-slip, in clear colour and textural contrast to walls, doors etc
 - No changes in level, but if unavoidable a choice of steps and ramp with max. gradient 1:20, clearly marked and well lit with handrails and non-slip, non-glare surfaces

5. Safe environments so people can independently use, enjoy and move around places and spaces freely without fear of coming to harm
 - Important not to let safety concerns overrule issues of independence any more than necessary
 - No trip hazards
 - Flush thresholds
 - Flat, plain, non-slip flooring & paving
 - Handrails in clear colour contrast to walls
 - Camouflaged doors can prevent residents from entering unsafe areas
 - Outside enclosed spaces that are easy to navigate, overlooked and with flat, non-slip, plain paving, raised beds, seating and shelter, flat topography and no trip hazards

6. Comfortable environments so people feel at ease and are able to visit, use and enjoy places and spaces of their choice without physical or mental discomfort. Meeting the other five principles contributes to comfort but also:
 - Quiet, calm surroundings
 - Soft furnishings to deaden noise
 - Discreet alarms
 - Planting to buffer traffic noise
 - Large windows with low sills and nearby seating as attractive or interesting views, especially of nature, can have a therapeutic effect and can reduce blood pressure and stress levels

Extra Care Housing and dementia

Housing with care, such as extra care and continuing care housing, is becoming a preferred alternative amongst commissioners of adult social care to care homes for people with dementia. Research suggests that many people with dementia can lead good quality lives in extra care housing, at least in the mild to moderate stages, but they often experience loneliness and social isolation and a lack of acceptance by other residents^{3, 4}. For example, Midland Heart's research found that the needs of some people with severe dementia are better met in residential care.

Although specialist housing is designed to meet the needs of older people who need some support and care, it is not generally specifically designed to be dementia friendly, although this is beginning to change. The Housing LIN *Design principles for extra care factsheet*⁵ stresses that design for dementia principles must be incorporated into the design of extra care housing and points out that these will benefit all users of the housing.

Although not specifically related to design for dementia, the *Housing our Ageing Population: Panel for Innovation* report (HCA, 2009) has been influential in encouraging housing providers and developers to rethink how they design their properties. The report recommends 10 design components for housing for older people derived mainly from their study tour of 24 schemes in 6 countries:

³ Dutton R (2009) 'Extra care' housing and people with dementia. Housing 21-Dementia Voice

⁴ Evans S and Vallely S (2007) *Social well-being in extra care housing*. Joseph Rowntree Foundation

⁵ Nicholson *et al.* *Design principles for extra care. Factsheet no.6. 2nd Edition*. Housing LIN and Care Services Improvement Partnership

1. generous internal space standards and flexible layouts
2. maximising natural light through the placement, size and detail of windows
3. building layouts that avoid internal corridors and single-aspect flats and provide large balconies, patios or terraces
4. adaptable homes in which new technologies can be easily installed
5. building layouts that promote circulation areas as shared to encourage interaction
6. multi-purpose space accommodating a range of activities
7. designing homes to be part of the street and public realm and nurturing the natural environment
8. energy-efficient and well insulated
9. adequate storage
10. shared external surfaces that give priority to pedestrians

We are now beginning to see private development companies in the sector incorporating these components into new build and looking into how to adapt existing properties but they have found that innovative solutions are sometimes required to ensure that the resulting design fits into the local character of the street.

Designing dementia friendly neighbourhoods

In terms of making neighbourhoods more dementia friendly, much can be done at the design level. Indeed, the design of the environment can make a big difference to their level of independence and ability to use and find their way around the neighbourhood. Importantly, in *Streets for Life* (Burton & Mitchell, 2006), the authors identified 6 principles of dementia friendly environments, namely: familiarity, legibility, distinctiveness, accessibility, safety and comfort and made over 70 recommendations. From those recommendations the following 17 key design features of new dementia friendly neighbourhoods stand out:

1. Small blocks laid out on an irregular (deformed) grid with minimal crossroads
2. A hierarchy of familiar types of streets, including high streets and residential side streets
3. Gently winding streets
4. Varied urban form and architecture that reflects local character
5. A mix of uses, including plenty of services, facilities and open space
6. Permeable buffer zones, such as trees and / or grass verges, between busy roads and footways
7. Buildings and facilities designed to reflect uses
8. Obvious entrances to buildings
9. Landmarks and environmental cues
10. Special / distinctive features at junctions, e.g. street furniture, trees
11. Wide, flat, smooth, plain, non-slip footways separate from cycle lanes
12. Frequent pedestrian crossings with audible and visual cues suitable for older people
13. Level changes only when unavoidable, clearly marked with handrails
14. Clear signs throughout
15. Frequent sturdy public seating in warm materials, with arm and back rests
16. Enclosed bus shelters, with seating and transparent walls or large, clear windows
17. Ground level public toilets

Where no new development is planned, the following improvements are likely to be helpful for people with dementia:

1. Add landmarks, distinctive structures, open spaces or places of activity
2. Add special features (e.g. post boxes, telephone boxes, trees, statues) at junctions, particularly complex ones
3. Add porches, canopies and clear signs to make entrances to public buildings obvious
4. Increase the widths of footways (e.g. by reducing the widths of roads)
5. On busy roads, create a green buffer zone between pedestrians and cars
6. Move cycle lanes from footways to roads
7. Increase the frequency of pedestrian crossings
8. Where there are steps, provide a slope or ramp (no more than 1 in 20) as well
9. Add handrails to steps or ramps, if they don't have them
10. Fix clear signs and symbols (where existing ones are poor) to publicly accessible buildings, preferably perpendicular to walls
11. Remove all unclear and unnecessary signs
12. Replace all unclear road and directional signs with clear ones
13. Increase variety in the existing built form (e.g. by painting doors and windows different colours and adding details such as window boxes)
14. Add trees and street furniture where possible
15. Make sure there are public seats, toilets and bus shelters that are suitable for older people
16. Make sure gates and doors only require up to 2kg of pressure to open
17. Improve audible cues at pedestrian crossings where necessary and increase crossing times
18. Replace cobbled, rough or patterned footways with smooth, plain ones
19. Reduce street clutter (e.g. boards, adverts, signs)
20. Increase the amount of street lighting where necessary

Work conducted with people with dementia by Alzheimer's Australia NSW⁶ has also identified the following as the most important outdoor design features:

- wide, flat, bicycle-free footways
- drive in / drop off points outside important venues
- clusters of shops
- non-slip, non-reflective paving
- clearly marked glass doors
- plenty of seating with arm and back rests
- good lighting
- dementia friendly signs and symbols
- sheltered bus stops with handrails and seating
- frequent pedestrian crossings
- handrails at crossings, bus stops, safety islands and corners

⁶ *Building dementia and age-friendly neighbourhoods. Discussion Paper 3.* Alzheimer's Australia NSW (2011)

All these design for dementia recommendations complement those for making neighbourhoods more age friendly including Help the Aged's (now Age UK) manifesto for lifetime neighbourhoods⁷, the World Health Organisation's global age-friendly cities guide⁸, the Lifetime Neighbourhoods report and the Inclusive Design for Getting Outdoors (IDGO) consortium⁹.

Conclusions

In conclusion, a dementia friendly community should provide a good choice of different types of housing with care and general housing with home-based health and social care services and ensure that the design of housing and neighbourhoods supports and enables people with dementia.

A key recommendation in *Dementia 2012* is for Alzheimer's Society to develop an understanding of what makes a dementia friendly community. They are gathering information and evidence on all the elements important to dementia friendly communities and believe that design and housing are likely to play a key role. Their report on housing and dementia, due out soon, begins to examine this role but they are very keen for people working in housing and design to share what evidence they have to help shape the development of the concept of dementia friendly communities and the role housing and design can play.

To read the full viewpoint by Dr Lynne Mitchell, *Breaking New Ground: The Quest for Dementia Friendly Communities*, go to:

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Email: info@housinglin.org.uk
Web: www.housinglin.org.uk

⁷ *Towards Common Ground: the Help the Aged manifesto for lifetime neighbourhoods*. Help the Aged (2008)

⁸ *Global age-friendly cities: a guide*. World Health Organisation (2007)

⁹ www.idgo.ac.uk

Pre-Submission Consultation Response Form Aylsham Neighbourhood Plan



Please return your completed form by **5pm Friday 19th January 2018** to the Town Clerk,
Aylsham Town Council, Town Hall, Market Place, Aylsham, NR11 6EL.

Or email to TownClerk@aylsham-tc.gov.uk

Name:**Address:****Email Address:**

Housing Policies		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attached additional pages. Please state what change(s) would help to resolve your concerns.
1	Yes/ No	
2	Yes/ No	
3	Yes/ No	

Environment Policies		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attached additional pages. Please state what change(s) would help to resolve your concerns.
4	Yes/ No	
5	Yes/ No	
6	Yes/ No	

Local Economy Policies		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attached additional pages. Please state what change(s) would help to resolve your concerns.
7	Yes/ No	
8	Yes/ No	

Recreation Policies		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attached additional pages. Please state what change(s) would help to resolve your concerns.
9	Yes/ No	
10	Yes/ No	
11	Yes/ No	

Infrastructure Policies		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attached additional pages. Please state what change(s) would help to resolve your concerns.
12	Yes/No	
13	Yes/No	
14	Yes/No	
15	Yes/ No	
16	Yes/ No	

Overall, do you agree with the Neighbourhood Plan ?	
Yes/ No	In your view are there any omissions from the draft Plan? Please specify and, if necessary, please attach additional pages

Sustainability Appraisal	
Do you agree with the Sustainability Appraisal ? Yes/ No	Add any comments below, if necessary, please attach additional pages.

Thank you for your comments

Signature:	Date:
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DATA PROTECTION NOTICE: Information given on this form will be used to help prepare the Submission Draft of the Aylsham Neighbourhood Plan. Please be aware that your comments, including personal details, may be made publicly available.

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Aylsham Neighbourhood Plan

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