HAVE YOUR SAY on future planning decisions in AYLISHAM

Local Neighbourhood Plan – tell us what you think

This is an exciting opportunity for you to have a say about how our area will develop between now and 2026, the lifetime of the Joint Core Strategy Plan for the area.

We want your views on the evolving Neighbourhood Plan for Aylsham. All residents and businesses are being asked to have their say about planning in our area – including shaping and guiding how it will look and feel in terms of:

- The type of new homes to be delivered and how they will look.
- The maintenance and enhancement of green spaces and the natural environment.
- The kind of new retail and business development.
- The enhancement of the existing built environment.
- The strengthening of our community by improving transport infrastructure, community services, and leisure and recreational facilities.

The Neighbourhood Plan is being led by the Town Council in line with the Localism Act 2011, which means that approved Neighbourhood Development Plans are protected by law and have to be taken into consideration when future development is proposed. But it needs your ideas and thoughts to be really effective. Your feedback on the work done so far will help shape and direct our local community into the future. If you love Aylsham then here is your chance to make a difference and to show that you care.

Following a launch consultation in July 2012, we have been working to formulate the town’s priorities into a vision that outlines how we would like our area to develop. We hope we’ve got it right but only feedback from you will tell us. You can either:

1. Complete the online questionnaire on our website www.aylsham-tc.gov.uk/ OR
2. Complete the questionnaire attached and either post it to us or drop it in to Aylsham Town Council, Council Office, Town Hall, Market Place, Aylsham, Norfolk, NR11 6EL, Aylsham Library or Barnwells newsagents.

We are also looking for more volunteers to contribute to the further development of the plan. If you would be willing to help, please email us: townclerk@aylsham-tc.gov.uk.

For further information about the Neighbourhood Plan, see: www.aylsham-tc.gov.uk/
A vision for the future of Aylsham

Our country market town, with more than 6,000 residents, is set in the gently rolling Norfolk countryside. The area enjoys the benefits of cultural assets such as the Market Place, the Town Hall, Aylsham Parish Church, a number of listed buildings and Blickling Hall; along with residential areas surrounding the core town centre. Although recognised as a desirable place in which to live, many feel that the area needs significant improvement and more facilities. The map here and seven vision points below summarise how our area might evolve and develop to meet future needs while remaining an attractive, safe and pleasant community in which to live. Identified on the map are some areas for possible enhancement.

The vision is to:

1. Maintain the distinct character of the town.
2. Ensure that new housing is sympathetic to the area, maintaining a mix of types to include family homes, affordable housing, single person households and for our ageing population.
3. Preserve and enhance green spaces for recreation and wellbeing, and to secure wildlife corridors to protect our flora and fauna.
4. Create an economic environment that makes it attractive for micro, small and medium-sized businesses and shops to locate and remain in the area, providing sustainable employment opportunities for those who live within and outside it.
5. Maintain the community spirit within Aylsham and improve facilities, especially for younger people, for example by providing a community cinema and developing community green space.
6. Ensure our roads and streets provide safe and accessible routes, better balancing the needs of pedestrians, cyclists and drivers.
7. Move towards a low carbon emissions environment by influencing the layout of development so that it is easier to walk and cycle than to drive.

Key Priorities to deliver the Vision might include:

- Working with developers and the Local Planning Authority to ensure that housing contributes to the development of the community as a whole
- Supporting the preservation and enhancement of existing green areas and the creation of new ones
- Ensuring all future improvements to the town are in keeping with its Conservation Status through a design code for the town centre
- Supporting the development of tourism and the provision of new high-quality tourist accommodation in or around the town
- Promoting temporary uses of vacant retail premises
- Promoting redevelopment or refurbishment (as appropriate)
Housing and the Environment

Aylsham is a traditional market town centred on the Market Place and set within a rural area. The town has expanded around this strong core with some of the surrounding land having been developed over time for housing. However, it is a historic market town, with many listed buildings and features, a strong local character and a medieval street pattern. This has led to a large part of Aylsham being granted Conservation Area status. Also, there are a number of green spaces within the settlement limit which are important for their visual recreation and wildlife value. The distinct physical form of the core town centre and close proximity to the surrounding countryside has remained and is an important aspect to preserve for future generations. Although development is important to the future prosperity of the area, it must respect and enhance the appearance of landmarks, valued buildings and key views as well as the natural environment.

WHAT THE COMMUNITY WOULD LIKE – SUGGESTED APPROACH

A Minimise the impact of development on the built and natural environment
   Promote a greater mix of housing types and sizes.

B Provide an appropriate mix of housing
   Ensure new developments are in keeping with the character of the local area and have full regard to national standards for the protection of wildlife, habitats and trees.

C Protect the natural environment
   Preserve the green and rural appearance of our surroundings; create and protect wildlife areas

D Minimise our carbon footprint
   Favour new development with high environmental standards.

E Need for design quality
   Encourage development of high architectural quality that respects and enhances its specific location and contributes to a pleasant, safe living environment both inside and outside of the development.

What will happen next?

Once we have your feedback, we will draft an improved vision and objectives and then hold a further public consultation event at the Town Hall in JANUARY 2014. Once a vision and objectives are finalised we will then begin to develop policies for our Neighbourhood Plan.

- Supporting conversion of vacant space for employment activities
- Promoting intensified employment activities at the Dunkirk Industrial Estate and improving the overall appearance and environmental quality of the area to retain existing businesses and attract new inward investment
- Supporting the establishment and improvement of existing community facilities
- Ensuring that maintaining high quality and attractive gateways is supported
- Incorporating the aspiration for a petrol filling station
- Supporting pedestrian improvements along Norwich Road, Red Lion Street, Penfold Street and in the Market Place to enhance public space
- Supporting an increase in car parking capacity
The Economy

Aylsham is a Cittaslow market town with a low level of unemployment for the working age population. The economy consists of mainly local independent family run businesses. Many of these are retailers located within the town centre which is designated as a commercial area in the Broadland Local Plan (2006).

This designation seeks to retain the existing retail use and encourage new retail business and services into the area, thereby helping to maintain Aylsham’s role as a market town. We hold regular FARMA accredited Farmers’ Markets, household, gardening and greengrocery markets, along with country and craft markets. To the north east of Aylsham is the Dunkirk Industrial Estate plus two adjacent areas allocated for light industrial use.

In addition, Norwich provides a great wealth of employment opportunities to residents of Aylsham and its on-going success will be important to their wellbeing. However, as the majority of residents work elsewhere it weakens the local economy, as they are tempted to shop nearer to where they work. Also, younger people in the age group of 20-34 tend to find it difficult to find employment in the area.

WHAT THE COMMUNITY WOULD LIKE – SUGGESTED APPROACH

<table>
<thead>
<tr>
<th>A</th>
<th>Provide more employment</th>
<th>Intensify employment activities at the Dunkirk Industrial Estate</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Retain existing businesses and attract new inward investment</td>
<td>Improve the overall appearance and environmental quality of the Dunkirk Industrial Estate</td>
</tr>
<tr>
<td>C</td>
<td>Generate more economic activity by capturing tourists to the many and varied attractions in the local area.</td>
<td>Develop and/or convert new high-quality tourism accommodation in or around the town</td>
</tr>
<tr>
<td>D</td>
<td>Provide small, relatively low-cost office space for small businesses.</td>
<td>Convert vacant space for employment activities</td>
</tr>
<tr>
<td>E</td>
<td>Cater for new inward investors and indigenous business start ups.</td>
<td>Promote sites for a number of potential satellite office complexes around Aylsham (as close to the town as possible)</td>
</tr>
</tbody>
</table>
Community

Our population profile overall clearly shows an ageing population who will require improved care and facilities in the future. The profile also shows a marked decline for 20 to 34 year olds who find it difficult to afford housing in the area.

Our area is popular with families, in part because of its excellent schools which are known nationally as models of good practice. Aylsham High School may be able to accommodate more students especially when the Sir Williams Lane development proceeds, however, Bure Valley School cannot accommodate more despite a multi-million pound rebuild and refurbishment.

We are lucky in having easy access to outdoor pursuits such as walking and cycling, good play areas, a wide range of societies and sports clubs, local clubs and activities. There is a strong religious and spiritual community and we have a Community Partnership. However, we need more youth facilities, a cinema which could host weekly film shows in the town centre; a hardware shop and a petrol station.

WHAT THE COMMUNITY WOULD LIKE – SUGGESTED APPROACH

<table>
<thead>
<tr>
<th>A</th>
<th>Access to open space for leisure pursuits</th>
<th>Identify best areas for community green space</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Improvement of community facilities and leisure facilities for younger people</td>
<td>Explore how and where best to provide community cinema and other facilities for all residents</td>
</tr>
<tr>
<td>C</td>
<td>Ageing population will create pressure on available health and care resources</td>
<td>Ensure enough accessible doctors’ surgeries, care homes and sheltered housing are included in future development plans to meet increasing needs of an ageing population</td>
</tr>
<tr>
<td>D</td>
<td>Lack of flexibility over school places at all levels, especially as population grows</td>
<td>Ensure growth in new housing is matched by the provision of one new primary school in the area (with an appropriate transport plan) and additional local authority nursery places within each community</td>
</tr>
<tr>
<td>E</td>
<td>Concern over travel issues associated with schools in the area</td>
<td>Make any future development or extensions of schools contingent on adequate school transport plans</td>
</tr>
<tr>
<td>F</td>
<td>Provision of seating around the town for elderly people</td>
<td>Ensure enough seats are available throughout the town</td>
</tr>
<tr>
<td>G</td>
<td>Finger posts needed to toilets, heritage centre, town hall, station and tourist centre</td>
<td>Explore possible locations and erect finger posts</td>
</tr>
</tbody>
</table>
Transport and Infrastructure

Transport around the area is predominantly reliant on the private car. However, in light of this, the town lacks a petrol filling station which can be inconvenient for residents and visitors alike and is unusual for a town of this size. The town also suffers car parking problems due to a lack of available spaces for visitors on market and auction days. Through the more efficient utilisation of space, expansion of car parking spaces is a priority. All parking in Aylsham is FREE. Vehicular access through narrow streets leads to localised traffic congestion at times. Narrow pavements cause problems for ease of movement for pedestrians, especially along Red Lion Street and this discourages walking. Also, limited bicycle facilities discourage cycling. Although pedestrian and cycle access within the town centre is problematic, there is a good network of public footpaths and cycleways in the surrounding area, especially along the former railway lines known as Marriott’s Way and Weaver’s Way. This gives good pedestrian and cycle access to the countryside. Also a circular cycle route connecting places of interest with Aylsham was created in 2012. In terms of public transport, there are good bus services and a Coast Hopper Bus. However, bus timetables need to be synchronised to avoid unnecessary traffic congestion. Also an additional bus shelter in the Market Place is planned for the comfort of northbound waiting passengers.

**WHAT THE COMMUNITY WOULD LIKE – SUGGESTED APPROACH**

<table>
<thead>
<tr>
<th>A</th>
<th>Parking is a serious problem, particularly in the Market Place</th>
<th>Optimise existing car parking in Aylsham and investigate opportunities to increase provision</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Synchronise bus timetables to avoid traffic congestion</td>
<td>Engage with service providers to investigate improvement of service</td>
</tr>
<tr>
<td>C</td>
<td>Roads and pavements should be made safer and more attractive for pedestrians and cyclists</td>
<td>Create a shared space environment along streets and in spaces in the town centre where widening is not possible. Make new developments contingent on rights of way for pedestrians and cyclists. Establish cycle ways through the town and increase facilities for cycle storage/anchorages.</td>
</tr>
<tr>
<td>D</td>
<td>Other aspects of infrastructure which are important both to the comfort of residents and to attract businesses to the area</td>
<td>Ensure additional and improved infrastructure is provided in line with new development. This should include charging points for electric cars, fast broadband for homes and businesses and improved drainage where needed</td>
</tr>
<tr>
<td>E</td>
<td>Vehicle access and public transport problems caused by narrow streets</td>
<td>Ensure the installation of a traffic light gating system along Red Lion Street to alternate traffic flows in each direction to allow the safe passage of buses</td>
</tr>
<tr>
<td>F</td>
<td>Bus Shelter provision in the Market Place</td>
<td>Ensure the installation of an additional bus shelter, live travel information at bus stops to ensure a more comfortable waiting environment and provide more certainty on service provision</td>
</tr>
<tr>
<td>G</td>
<td>Petrol station needed</td>
<td>Secure an allocation for a petrol filling station as a means of signalling to developers/investors that such a proposal would be supported.</td>
</tr>
</tbody>
</table>
Consultation Questionnaire for the Aylsham Neighbourhood Plan

Have your say on the future of our area. Please complete this questionnaire and tell us what's important to you and what you don't want. All questionnaires need to be returned by Friday, 25th October 2013.

It would help with the analysis of the results if you could complete this questionnaire online on our website www.aylsham-tc.gov.uk but if you prefer you can complete it on this form.

Then either post it or drop it in to Aylsham Town Council, Council Office, Town Hall, Market Place, Aylsham, Norfolk, NR11 6EL or Aylsham Library/Barnwells newsagents.

I am responding as:

☐ An individual  ☐ A business/organisation

Please provide your full postcode


Q1: If you consider the content of this consultation paper overall, on a scale of 1 to 4, please indicate how strongly you support the Neighbourhood Plan.

☐ 4  ☐ 3  ☐ 2  ☐ 1

(4 = Strongly support and 1 = Don't support at all)

Q2(A): Looking at the vision statements on page 3 specifically (those associated with the map), on a scale of 1 to 4, please indicate how much you are in favour of them.

☐ 4  ☐ 3  ☐ 2  ☐ 1

(4 = Strongly support and 1 = Don't support at all)

2(B): What would you add or take away in this vision for the future of Aylsham?


Q3(A): Looking at the key priorities on page 5 suggested for delivering this Vision, on a scale of 1 to 4, please indicate how much in favour you are of them

(4 = Strongly support and 1 = Don't support at all)

☐ 4  ☐ 3  ☐ 2  ☐ 1

Q3(B): What would you add or take away in this list of priorities for the future of Aylsham?


Aylsham Neighbourhood Plan
Consultation Questionnaire for the Aylsham Neighbourhood Plan

These tables highlight what the community would like to see and the plans suggested approach. For each of the options in the table below, please indicate the priority you would like to give it, on a scale of:

H=High     M= Medium     L=Low

**Q4: Housing and the Environment – PAGE 3**
- □ A
- □ B
- □ C
- □ D
- □ E

**Q5: The Economy – PAGE 4**
- □ A
- □ B
- □ C
- □ D
- □ E

**Q6: Community – PAGE 5**
- □ A
- □ B
- □ C
- □ D
- □ E
- □ F
- □ G

**Q7: Transport and Infrastructure – PAGE 6**
- □ A
- □ B
- □ C
- □ D
- □ E
- □ F
- □ G

Q8: Are there any other issues that you specifically would like to raise?

Thank you for taking the time to complete this consultation questionnaire. Please also complete the following information:

Address:

Gender:
- □ Male
- □ Female

Age Group:
- □ 15 or under
- □ 16-24
- □ 25-44
- □ 45-64
- □ 65-74
- □ 75+

If you are willing to get involved in the on-going development of our local Neighbourhood Plan, please fill in your contact details below

Name

Tel:

Email: