



Wymondham Neighbourhood Plan 2023-2038



Adopted Version | July 2023



Contents

1.	Introduction	1
2.	About Wymondham	5
3.	A vision and objectives for the Plan	17
4.	Neighbourhood Plan Policies	19
	Policy 1: Town centre vibrancy	20
	Policy 2: Back Lane	22
	Policy 3: Planning public realm	24
	Policy 4: Excellence in design	27
	Policy 5: Views & vistas	31
	Policy 6: Strategic GI network	41
	Policy 7: Green ribbons	47
	Policy 8: Integration & access	49
	Policy 9: Access to countryside	52
	Policy 10: Flood risk	56
5.	Neighbourhood Plan Projects	58
6.	Implementation and Monitoring	60



Introduction



Introduction

This document

- 1.1. This is the Referendum Version Wymondham Neighbourhood Plan. The document is the culmination of many months of work by a team made up of community representatives and Town Councillors and inputs from residents and stakeholders via a programme of consultation.
- 1.2. Since it was set up in 2020 the Team has worked hard on the plan, undertaking research, holding workshops, site visits and facilitating discussions and navigating the challenges prevented by the COVID-19 pandemic. It has undertaken three major pieces of public consultation in winter 2020, summer 2021 and early 2022 and responded to feedback from South Norfolk Council's April 2022 Cabinet meeting and further feedback provided via correspondence in June 2022.
- 1.3. Following submission to South Norfolk Council in September 2022 the Plan was put forward for its independent examination by a senior planning professional; the examination recommended that the Plan proceeds to referendum with a series of minor modifications and changes which are reflected in this version of the document.
- 1.4. The Neighbourhood Plan Team have listened to all of the feedback it has received over the last few years and incorporated it into every part of this document wherever it can and wherever it was appropriate to do so to ensure that the Neighbourhood Plan genuinely reflects local views.

The Neighbourhood Area

- 1.5. The area to which the Neighbourhood Plan relates is the whole civil parish of Wymondham (see overleaf). This includes the market town of Wymondham itself and its immediate rural hinterland which comprises open agricultural areas, various isolated homes, businesses and small hamlets. The Neighbourhood Area was formally established following a process of consultation in March 2020 in accordance with Regulation 5A of the Neighbourhood Planning (General) Regulations 2012.

Neighbourhood Plans

- 1.6. Neighbourhood Plans such as this generally contain a vision and a series of policies and projects that seek to influence how an area changes over time. They achieve this by, once adopted, being part of the development plan for an area. The development plan is at the heart of the planning system and there is a requirement that planning decisions must be taken in line with the development plan unless material considerations indicate otherwise. This means the Neighbourhood Plan will be one of the main considerations that the Local Authority (South Norfolk Council) will take into account when determining planning applications in the area.
- 1.7. What makes them different to most other forms of planning policy is that Neighbourhood Plans are prepared by local people for their own area, not by District or County Council officers or officers within central government departments. What is more, Neighbourhood Plans will only come into force if a majority of local people vote for them to do so in a local referendum; in this way they are strongly rooted in the views of local people.

- 1.8. The power for local community-based groups to write Neighbourhood Plans was established by the 2011 Localism Act which decentralised control over various local matters to local communities including the ability to create new planning policy via Neighbourhood Plans. Providing local communities with the ability to create their own formal planning policy means that they have a powerful say in what happens in their neighbourhoods. This is at the core of the idea of “localism” which whilst less frequently referenced these days, remains a significant innovation in planning policy.
- 1.9. The power to make planning policy comes with a responsibility to ensure that legal requirements and a number of ‘basic conditions’ are met. These include the need to contribute towards the achievement of sustainable development, the need to ensure that local policies have regard to national policy and are in general conformity with the strategic policy in the local development plan.
- 1.10. Neighbourhood Plans also must be read alongside other national policy such as the National Planning Policy Framework (NPPF) and local strategic planning policy such as a Core Strategy or Local Plan. In this case, local strategic policy comprises the Wymondham Area Action Plan (2015) prepared by South Norfolk Council, the existing Joint Core Strategy (JCS) and the emerging Greater Norwich Local Plan (GNLP). In the case of the JCS and GNLP, both documents refer heavily to the AAP and the policies that document established which remain extant and valid today. The Neighbourhood Plan does not seek to replace the AAP, rather it seeks to supplement it and add a new layer of detail, where appropriate.
- 1.11. Neighbourhood Plans cannot generally deviate significantly from the planning trajectory set by national and the local strategic policies noted above for example, by seeking to veto housing development that is already allocated. Guidance states that Neighbourhood Plans should not promote less development than set out in the strategic policies for the area. Equally Neighbourhood Plans must avoid unnecessary duplication of policies that already exist and apply to an area such as in the AAP or JCS. So, whilst Neighbourhood Plans give local communities a great deal of power, there are limits to what these documents can do.

Figure 1: Plan showing the extent of the Neighbourhood Plan area

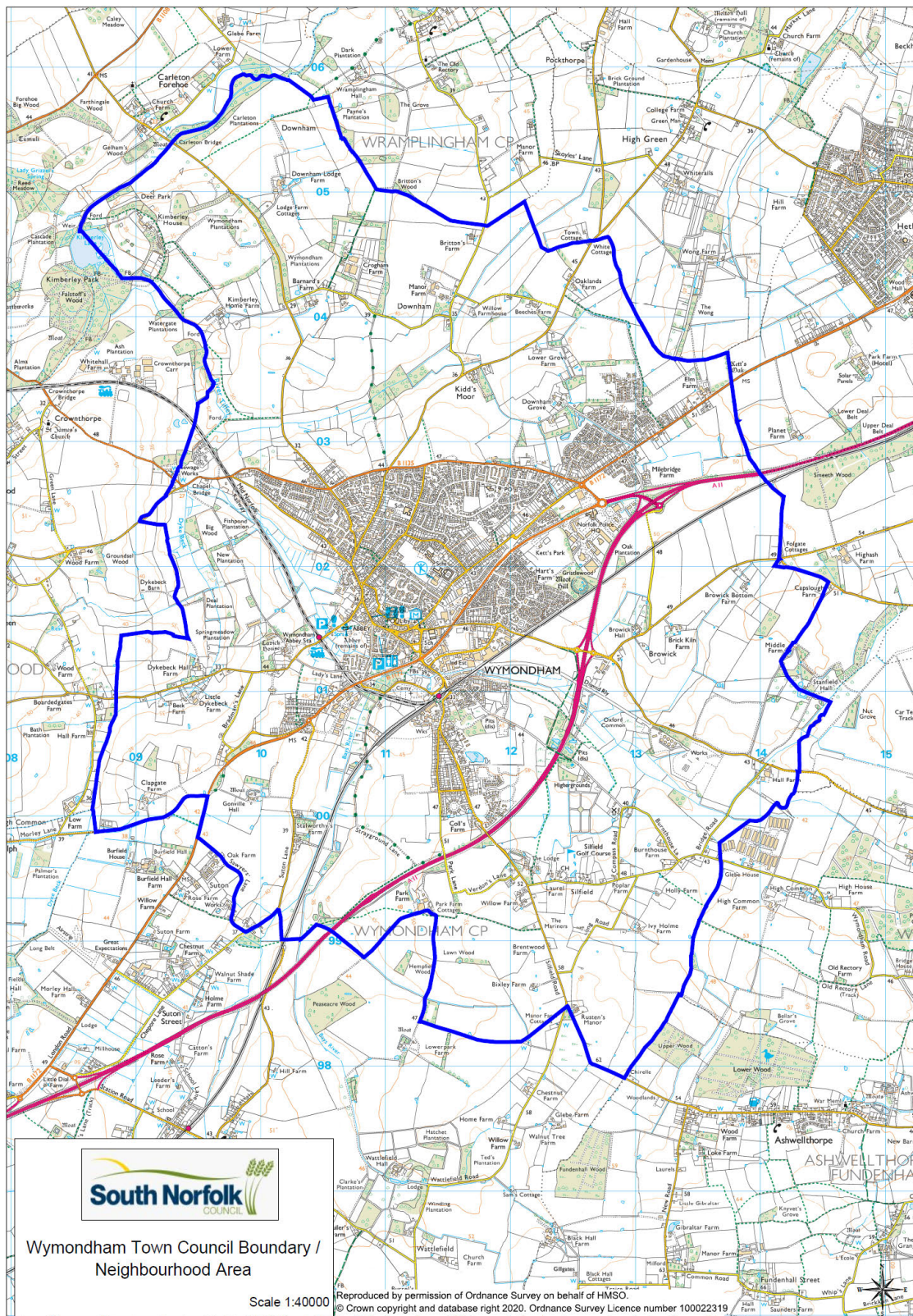
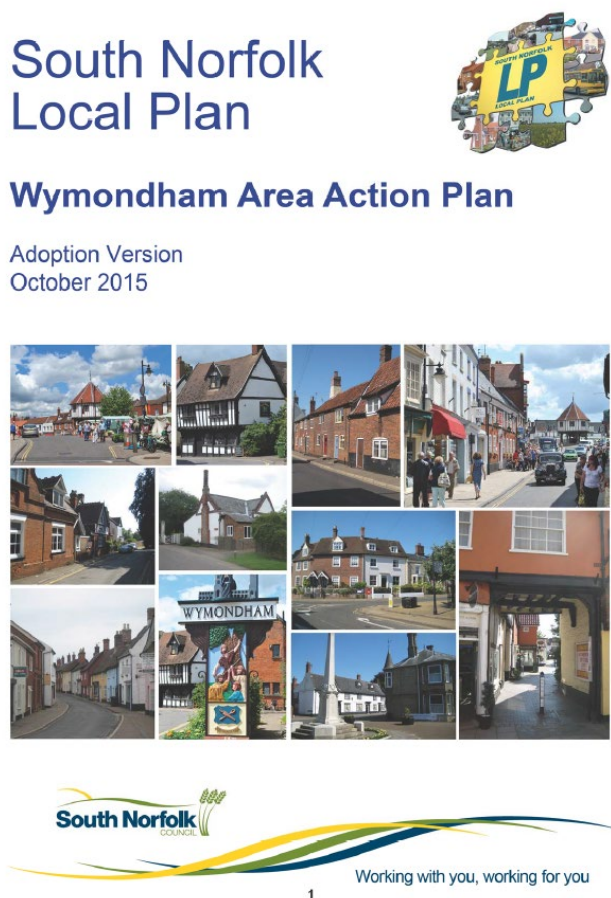


Figure 2: Image showing the front cover the Wymondham Area Action Plan (2015)



- 1.12. Notwithstanding the constraints noted above, the real value and power of Neighbourhood Plans is their ability to deal with local level or fine-grained issues that planning policies covering much larger areas such as South Norfolk simply cannot accommodate. In this case, for example, they can help to safeguard views of Wymondham Abbey or deal with improvements to specific parts of the town centre such as Back Lane.

Neighbourhood Plan lifespan

- 1.13. The intended lifespan of the Plan is from 2022 to 2038 which reflects the lifespan of the emerging Greater Norwich Local Plan. The GNLP is being produced by the Greater Norwich Development Partnership which comprises South Norfolk Council, Broadland District Council and Norwich City Council and covers an area that includes Wymondham. The most recent iteration of the GNLP is the Regulation 19 Submission Version from March 2021 which is referenced a number of times in this document.



About Wymondham

2. About Wymondham

Location

- 2.1. The civil parish of Wymondham is located roughly in the centre of Norfolk, around 10 miles to the south-west of the city of Norwich. It is located by the A11 dual carriageway which is a major arterial route linking Norwich with Thetford and other towns and cities to the south.

Figure 3: Map showing the location of Wymondham in the east of England (Wymondham is marked with a red pin)



Source: Google Maps

Local government context

- 2.2. The Wymondham Neighbourhood Plan area is in South Norfolk District (Local Authority) within the County of Norfolk. It adjoins the parishes of Spooner Row to the south, Wicklewood and Kimberley to the west, Wrampingham and Great Melton to the north, Hethersett, Bracon Ash and Wreningham to the east. By geographic size, the civil parish of Wymondham is one of the largest parishes in Norfolk.
- 2.3. Reflecting local government context in the 2020s and the fact that economic, environmental and social systems do not respect local authority boundaries South Norfolk Council has increasingly been working with neighbouring Councils on planning and economic development matters, amongst others. For example, South Norfolk and Broadland Councils now work

together and share staff and South Norfolk, Broadland and Norwich Council's work together to prepare spatial planning policy in the Greater Norwich Local Plan (see below).

Historical development

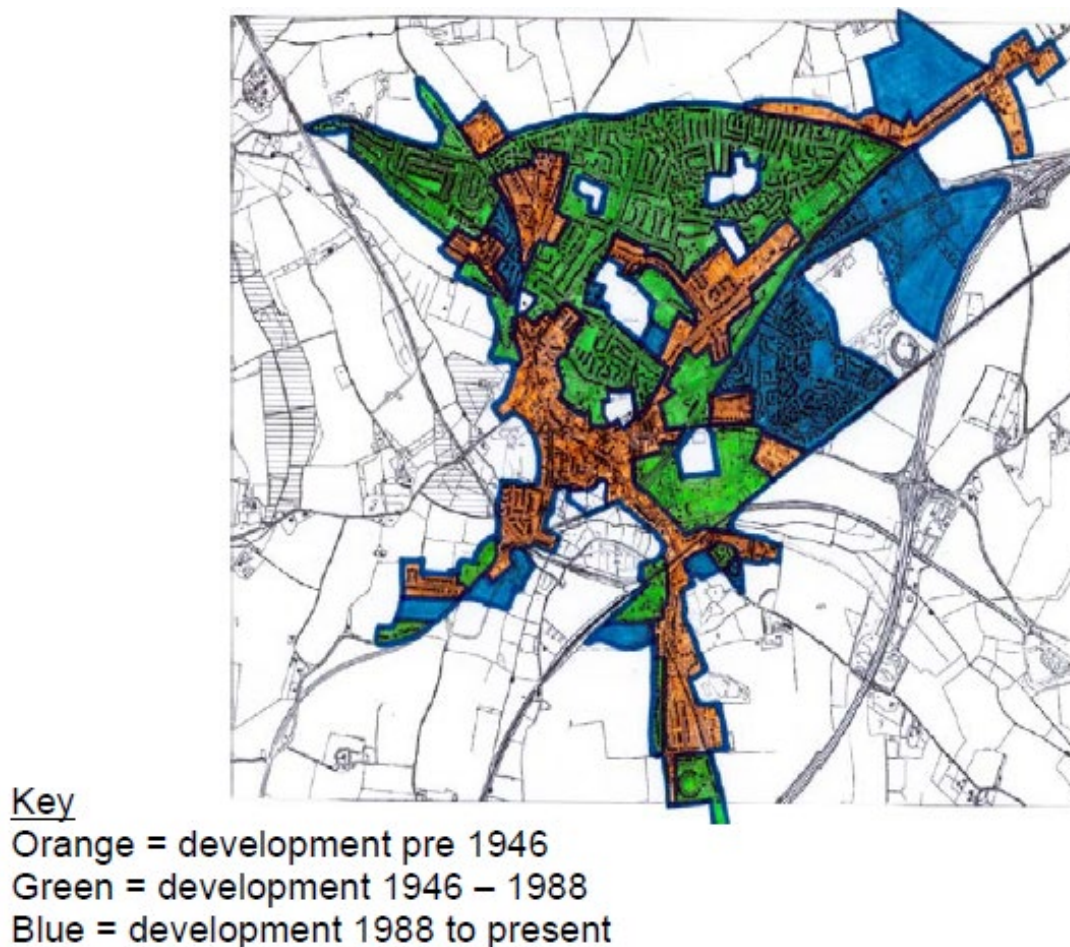
- 2.4. Archaeological investigations suggest that human activity in Wymondham dates back to at least the Iron Age and possibly earlier (Wymondham, A Pleasant Place, 2020). However, the origins of the settlement we recognise today probably began in Saxon times around the site of the Abbey where there was thought to be a Saxon Church in the Abbey Meadows (Conservation Area Character Appraisal and Management Plan/CAAMP, 2012).

Did you know...

- 2.5. *The name "Wymondham" probably derives from the Old English "ham" (village or homestead) of "Wigmund" (a Saxon name).*

- 2.6. Thereafter the early history of the town is dominated by the Priory which was built between 1107 and 1130; by 1150 the market was thriving, a fair charter had been granted, and Wymondham developed into a recognisable market town. The CAAMP notes that the known history of the town at this time was dominated by quarrels between the monks and the parishioners!
- 2.7. With the dissolution of the monasteries under King Henry VIII the Abbey was all but demolished apart from the central tower and the nave. Only a few domestic buildings survive from this period such the Green Dragon pub primarily due to a major fire in 1615 which is thought to have destroyed around 300 buildings. Among the many casualties of the fire was the Market Cross; the present building was finished in 1618 and has since been restored several times (CAAMP, 2012).
- 2.8. The economy of the town at this time was driven by wood turning and a thriving weaving industry which provided the wealth to pay for many of the fine 17th and 18th century buildings we see today. Clues to this can be seen in the intricate carvings on the Market Cross which illustrate tops, spindles, spoons and other items being used or produced locally.
- 2.9. The CAAMP notes that with increasing competition from Yorkshire, the weaving industry, and with it the town, underwent a period of decline in the 19th century that was exacerbated by the agricultural depression in the 1870's. It notes that the town escaped large-scale development during this period which explains why Victorian buildings in the town are therefore relatively hard to find.
- 2.10. The majority of the footprint of Wymondham that we know today dates from the second half of the 20th century with the land between arterial routes being gradually developed for housing on higher land away from the Tiffey valley. The eastern boundary of the town was set by the railway, and then by the old A11 (Harts Farm Road) and now by the new A11 dual carriageway with development hurdling the old boundary and edging closer to the new. Growth has been driven by proximity to Norwich and the enviable transportation links provided by the A11, with access to the A47 and the railway providing rapid access to the regional hubs of Cambridge and Norwich.

Figure 4: Diagram illustrating the development of Wymondham over time

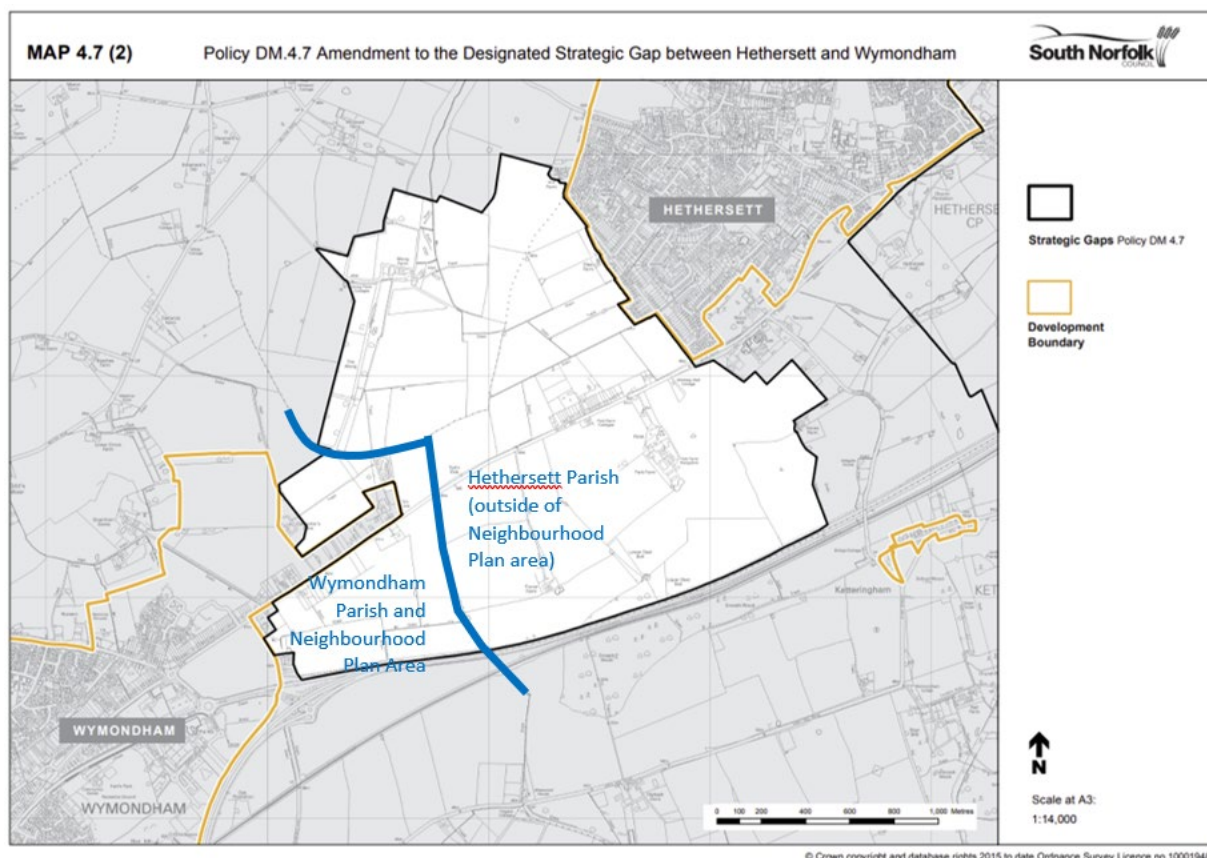


Source: Wymondham Area Action Plan, 2015

The strategic gap

- 2.11. As time passed and Wymondham continued to grow, particularly in the later part of the 20th century and early 21st century, the footprint of Wymondham edged ever closer to Norwich along the Norwich Road and the gap between the north-eastern edge of Wymondham and its neighbour - Hethersett - grew ever smaller. The risk of the two towns becoming a single unbroken ribbon of development with no open countryside between them was increasing, undermining the landscape setting of these two attractive rural places. In response to this there is a long-established and thorough policy framework that ensures some level of 'strategic gap' between Wymondham and Hethersett remains.
- 2.12. For example, policy DM 4.7 of the existing Local Plan (Development Management Policies document, October 2015) states that: Development will be permitted in the Strategic Gaps identified on the Policies Map between the development boundaries of the Settlements listed below, where it would not erode or otherwise undermine the openness of the Strategic Gap and complies with other Development Plan policies.
- Hethersett – Wymondham

Figure 5: Plan showing the strategic gap between Wymondham and Hethersett from the South Norfolk Local Plan Development Management Plan Policies document. A blue line has been added to show the approximate boundary of the Neighbourhood Plan area



Source: South Norfolk Local Plan Development Management Plan Policies document, 2015

- 2.13. Protection of the strategic gap is reflected in the 2015 Wymondham Area Action Plan which stated that: 'Maintaining the separate identities of Wymondham and Hethersett has long been an important policy requirement in South Norfolk. The Development Management Policies document contains a Strategic Gap policy (DM 4.7) based on a study prepared by the Council's landscape consultants, Chris Blandford Associates. Whilst some minor boundary amendments have been made in response to the CBA report to reflect development sites which have been approved since 2001 (such as Carpenter's Barn) and allocations in this Wymondham Area Action Plan (such as the extension to Elm Farm Business Park) the CBA report concluded that new development on land located north or east of Carpenter's Barn would likely be seen in glimpsed views from a permissive bridleway to the south of The Wong, resulting in a reduction in gap/break openness. The report also concluded that further development in this area would result in a component of development "sprawl" into the rural landscape that provides the setting for Wymondham, and the recommendation that the current strategic gap boundaries be maintained (with minor amendments) was accepted.'
- 2.14. In addition to this, the protection of strategic gaps has been carried forward into the emerging Greater Norwich Local Plan. Policy 2 (Sustainable Communities), of the submission draft GNLP (March 2021) states that: 'Development must be high quality, contributing to delivering inclusive growth in mixed, resilient and sustainable communities, to enhancing the environment, and to mitigating and adapting to climate change, assisting in meeting national

greenhouse gas emissions targets. To achieve this, development proposals are required, as appropriate, to:

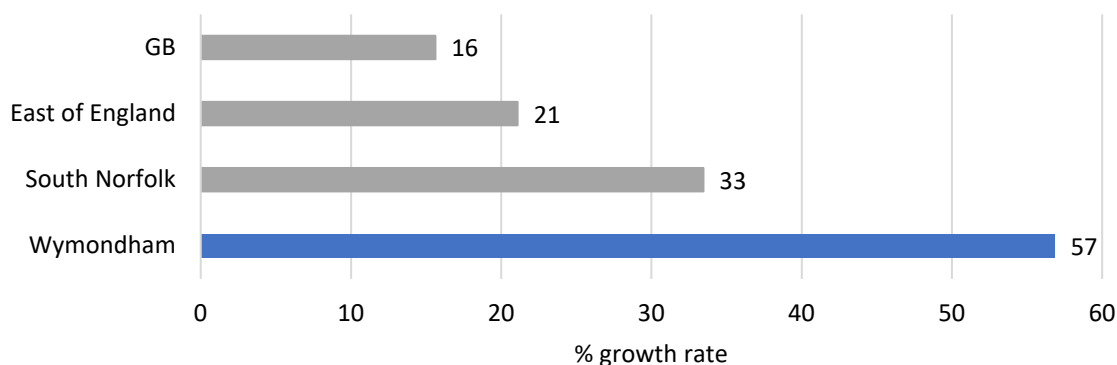
- Respect, protect and enhance local character and aesthetic quality (including landscape, townscape, and the historic environment), taking account of landscape or historic character assessments, design guides and codes, **and maintain strategic gaps and landscape settings**, including river valleys, undeveloped approaches and the character and setting of the Broads.'

- 2.15. In line with guidance, the Neighbourhood Plan does not seek to replicate or replace these existing policies. However, the Strategic Gap concept it is referenced in Policy 6 (part c) where there is clear cross-over with a proposed green infrastructure corridor and the principle of the strategic gap is supported by this Neighbourhood Plan and its retention in future Local Plan/strategic planning policy reviews is supported.

The local community

- 2.16. Wymondham is the largest settlement in South Norfolk. The population (of the parish) is around 17,000 which is around 12% of the total population of the District.
- 2.17. The population of Wymondham has grown significantly over the last few decades as can be seen from the numerous modern housing estates that have been built around the town and as Figure 4 (above) illustrates.
- 2.18. To give an indication of the scale of recent growth, in 1991 the population of the town was around 10,000 compared to nearly 17,000 today. The graph below puts this growth into context by illustrating the percentage growth rate of the population of Wymondham relative to South Norfolk, East of England and Great Britain as a whole over the period 1991-2018; it clearly shows that the rate of growth in Wymondham is far greater than other areas.

Figure 6: Graph showing the percentage change in population from 1991-2018



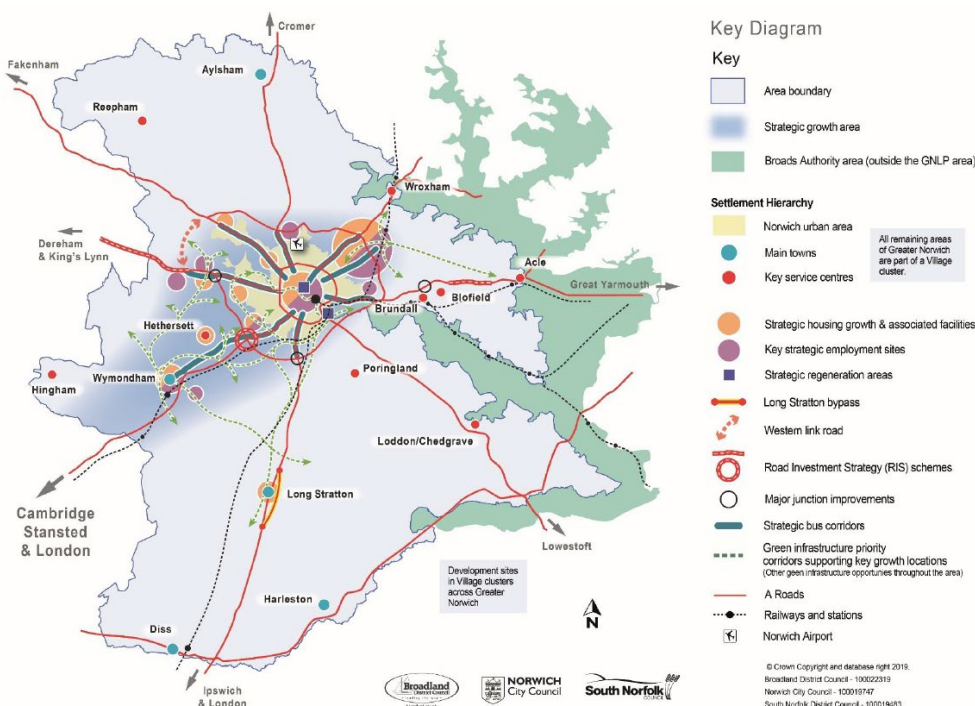
Source: ONS

- 2.19. Analysis of various sets of demographic data from the 2011 Census combines to suggest that Wymondham is a popular town for families; age breakdown statistics for example illustrate that Wymondham has higher proportions of school age children and people in their 30s and 40s than is the case across the rest of South Norfolk. This is perhaps driven by the cluster of schools and services in the town and Wymondham College being nearby. Accessibility is also likely to be a key driver; Wymondham has excellent access to the A11, direct rail links to Norwich and

Cambridge and great access to the Norfolk and Norwich University Hospital and University of East Anglia on the western edge of Norwich as well as access to Norwich itself.

- 2.20. The analysis also suggests a relatively well educated and affluent town with limited evidence of deprivation. Levels of economic activity amongst residents are high, people are generally well qualified and working in higher order occupations, in line with trends across South Norfolk.
- 2.21. One of the most interesting statistics drawn out of the research relates to where people live and work. Data relating to the distance that people travel to work suggests that around 18% of working age residents probably live and work in Wymondham but around 45% of people are travelling between 5km and 20km to work, most probably to Norwich and its satellite of employment areas. This data highlights the economic pull factor of Norwich on Wymondham.
- 2.22. Alongside data on commuting distance, despite the fact that nearly 50% of people probably travel to Norwich for work and the presence of a direct rail link, only around 1% of people are travelling to work by train.
- 2.23. Looking to the future, the existing Local Plan, supported by the Wymondham Area Action Plan in 2015 established the principle of further major growth in and around Wymondham (a minimum of 2,200 new homes) which is still being delivered today. The emerging Greater Norwich Local Plan identifies Wymondham as being within the broad strategic growth area running south west from Norwich along the A11 (see image below). However, the GNLP states that only a relatively small level of new growth is proposed in Wymondham due to the scale of recent development and the existing commitment.

Figure 7: The 'key diagram' included in the emerging Local Plan which illustrates Wymondham as being within the strategic growth area



Source: Greater Norwich Local Plan Pre Submission Draft Strategy document, March 2021

- 2.24. The emerging Local Plan and proposes two further housing allocations equating to around 150 new homes:
- Policy GNLP0354R: Land at Johnson's Farm, Wymondham (approx. 5.39 ha) is allocated for residential development. The site is likely to accommodate approximately 100 homes.
 - Policy GNLP3013: Land North of Tuttles Lane, Wymondham (approx. 2.54 ha) is allocated for residential development. The site is likely to accommodate at least 50 homes.
- 2.25. Beyond this, as noted above the GNLP does not seek to allocate further housing within the Wymondham Neighbourhood Plan area. Across its area, the GNLP identifies enough sustainable sites and locations within and on the edge of existing settlements to meet current needs. However, it notes that with sustainable options for settlement extensions diminishing, the authorities are convinced that one or more new settlements will be required in the longer term, particularly if housing needs rise as signalled by government. The GNLP therefore includes Policy 7.6 (Preparing for New Settlements) which states that 'subject to the outcome of evidence, assessment and appraisal, one or more new settlements will be brought forward in the next Local Plan i.e. the Plan that replaces the GNLP. Three new settlement sites have been proposed through the GNLP (at Honingham Thorpe, Hethel and Silfield, the latter of which is within the Neighbourhood Plan area). It goes on to state that these sites will be investigated along with other potential locations in the next plan, taking account of selected criteria.
- 2.26. Preparation of this Neighbourhood Plan via consultation with the community and Plan Team has identified a series of issues such as key views and areas of green infrastructure which are important to local people and which they hope to see maintained. Any strategic growth in the long-term around the town that may arise from future Local Plans should reflect these ideas and aspirations and ensure that they are conserved and enhanced. The GNLP highlights that future strategic growth will be investigated in the Plan that replaces it.

Community Infrastructure

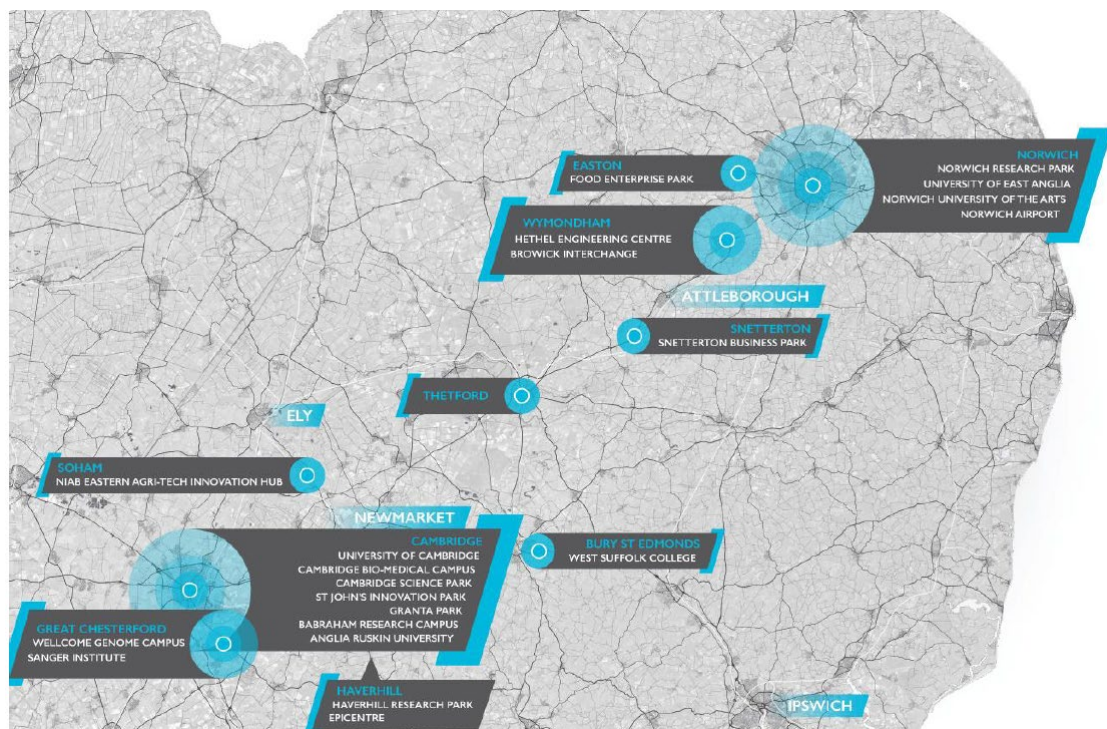
- 2.27. Wymondham contains several major community facilities including Wymondham Leisure Centre, Wymondham Library and the Ketts Park Community and Recreation Centre. The town also contains a number of important green spaces such as Tolls Meadow, the Lizard and several smaller formal and informal recreation grounds and informal green spaces.
- 2.28. In terms of education provision Wymondham has a large secondary school (Wymondham High) and several primary and nursery schools such as Robert Kett Primary School. Wymondham College is outside of the Plan area to the south. There are several GP surgeries and dentists.
- 2.29. The town centre contains various independent and national multiple retailers and retail services such as banks and building societies. Away from the town centre Wymondham benefits from a Morrisons supermarket, a Waitrose and Lidl.

The local economy

- 2.30. Historically employment was focussed around the town centre whether as a place to trade or for the historic crafts people involved in the wood-turning and weaving industries noted above. The local economy has developed in waves that have included agriculture and more latterly industrial and manufacturing, notably including the brush making.

- 2.31. As the economy has evolved, its spatial focus has shifted from the town centre to the Ayton Road area which provides an historic traditional mixed industrial estate from the early- to mid 20th century. Developing partly as a result of its proximity to the rail network, the area today includes a range of general and light industrial uses as well as some retail.
- 2.32. The newest additions to Wymondham's employment areas include a number of other more modern and high quality business parks primarily containing office based activities. This includes Elm Farm Business Park and the A11 Business Park to the north of the town and Wymondham Business Park to the south of the town centre. These modern employment sites reflect Wymondham's important position in the tech-corridor between Cambridge and Norwich including the Hethel Engineering Centre (outside of the Neighbourhood Plan area), see below.

Figure 8: Diagram illustrating the Cambridge-Norwich Tech Corridor



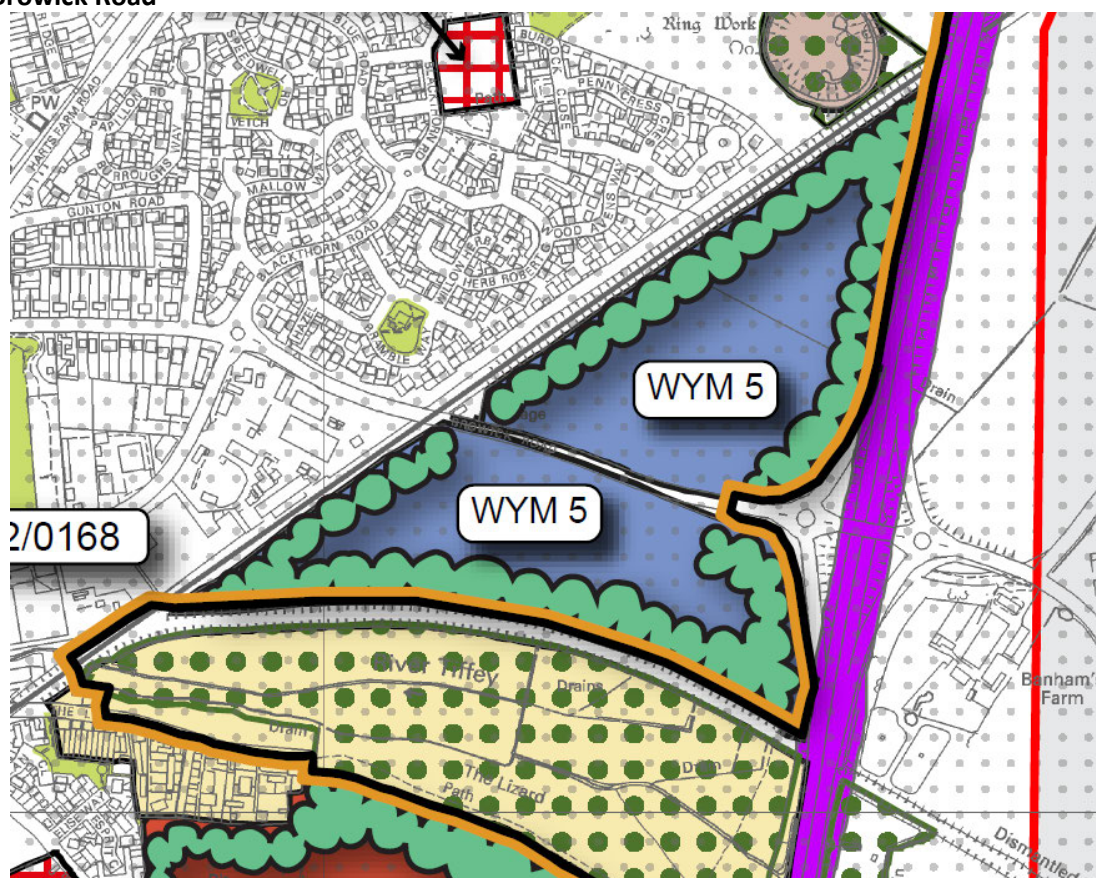
Source: Greater Norwich Local Plan Pre Submission Draft Strategy document, March 2021

- 2.33. Recognising its strategic location for economic activity, significant land was allocated for further employment development in the 2015 Area Action Plan, at Browick Road (Policy WYM 5), and adjacent Chesnut Drive (Policy WYM 6).
- 2.34. The Browick Road site represents a strategic employment allocation comprising around 22 hectares of land and land adjacent Chesnut Drive is around 5 hectares. Whilst development has progressed on the land adjacent Chesnut Drive, that is not the case at Browick Road where a scheme has not yet come forward.
- 2.35. The existing Area Action Plan policy for the Browick Road states: Land amounting to 22 hectares in total is allocated to support local employment opportunities and economic growth within use classes B1, B2 and B8. Uses associated with, or ancillary to, these use classes may also be acceptable. The site will need extensive levels of landscaping to provide a buffer to adjacent

residential areas, nearby environmentally sensitive areas, the railway line and the A11 and consequently the actual developable area is likely to be nearer to 15 hectares.

- 2.36. It continues; the developer of the site will be required to ensure a number of conditions including that the site is masterplanned as a whole to provide a new gateway to Wymondham as approached from Hethel, and footway and cycleway improvements to link to the town centre ,railway station and neighbouring areas are delivered etc.
- 2.37. To help progress development at this site the opportunity to establish a Local Development Order is currently being explored by South Norfolk Council.

Figure 9: Image showing the two parcels of land allocated for employment development at Browick Road



Source: Wymondham Area Action Plan, 2015

- 2.38. In addition to these traditional employment areas, Wymondham is home to a number of interesting heritage attractions that contribute towards the visitor economy of the town:
 - a) Wymondham Abbey
 - b) Becket's Chapel (currently the subject of a live restoration proposal)
 - c) Wymondham Heritage Museum
 - d) Mid Norfolk Railway
- 2.39. These destinations are located along an axis from one end of the town centre to the other with the attractive Market Place in the centre which is home to the unusual Market Cross building which houses a small tourist information centre.

Heritage assets

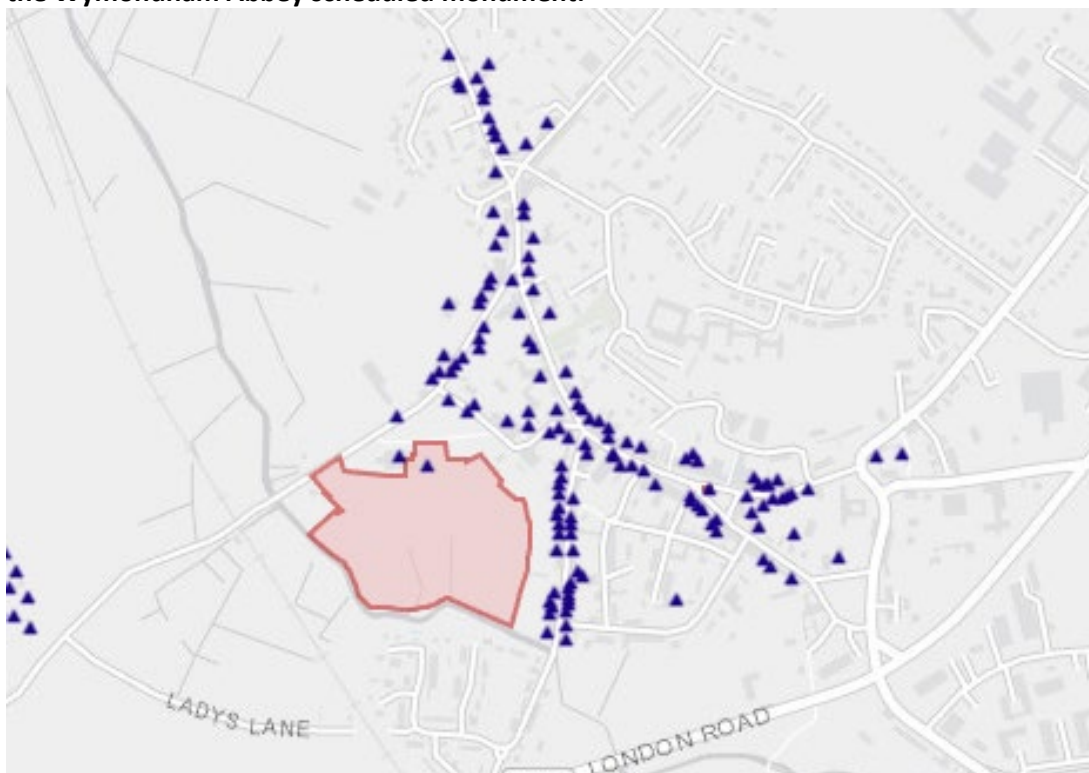
- 2.40. Wymondham is rich in heritage, most notably of course with the Abbey which is a scheduled monument and Grade I Listed. In total, the Plan area contains around 170 designated heritage assets, most of which are Listed buildings in the town centre¹. In addition to the Abbey and Listed Buildings, Wymondham is also the home of Moot Hill, a large earthwork to the north east of the town centre which is a scheduled monument, Kimberley Hall park which is a registered parkland to designs by Capability Brown and is understood to have a significant buried historic environment. In addition to these designations Wymondham also benefits from two Conservation Areas, one covering a large part of the town centre and another covering the Lizard.

Figure 10: Image showing Wymondham Abbey west from the north-west



¹ Norfolk County Council's Historic Environment Team are able to offer advice on planning proposals regarding heritage assets when it is needed.

Figure 11: Plan showing the concentration of Listed Buildings in Wymondham town centre. Listed Buildings are indicated by the blue triangles, the red polygon is showing the extent of the Wymondham Abbey scheduled monument.



Source: Historic England

Environmental assets

- 2.41. In contrast to the large number of heritage designations in Wymondham, the town is the location of relatively few environmental designations with Toll's Meadow as the sole Local Nature Reserve, which is a statutory designation.

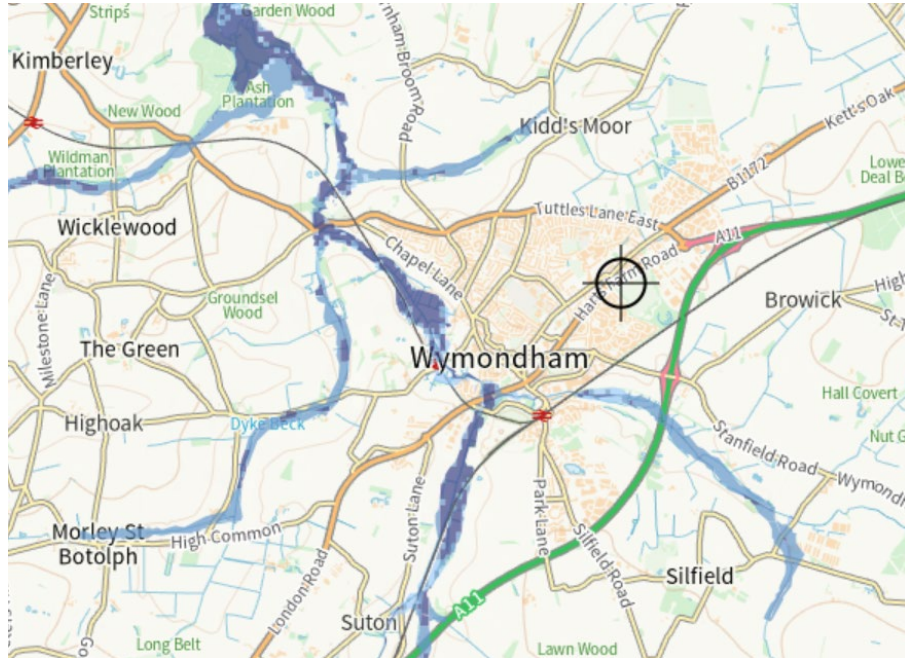
Did you know...

- 2.42. *Local Nature Reserves are for people and wildlife. They are places with wildlife or geological features that are of special interest locally. They offer people opportunities to study or learn about nature or simply to enjoy it. They range from windswept coastal headlands, ancient woodlands and flower-rich meadows to former inner city railways, long abandoned landfill sites and industrial areas now re-colonised by wildlife. They are an impressive natural resource which makes an important contribution to England's biodiversity (Natural England).*
- 2.43. Away from Tolls Meadow, Wymondham is home to a large number of other pieces of green infrastructure including several County Wildlife Sites, Priority Wetland Habitats (Lowland Fens), Priority Grassland Habitats (floodplain, lowland meadows, semi-improved grassland such as the Lizard etc.) and other un-designated areas such as the woodland around Ketts Park.

Flood risk

- 2.44. Wymondham has grown around a network of waterways that feed into the River Tiffey. As such there are parts of the Plan area that are susceptible to flooding as shown in the plans below.

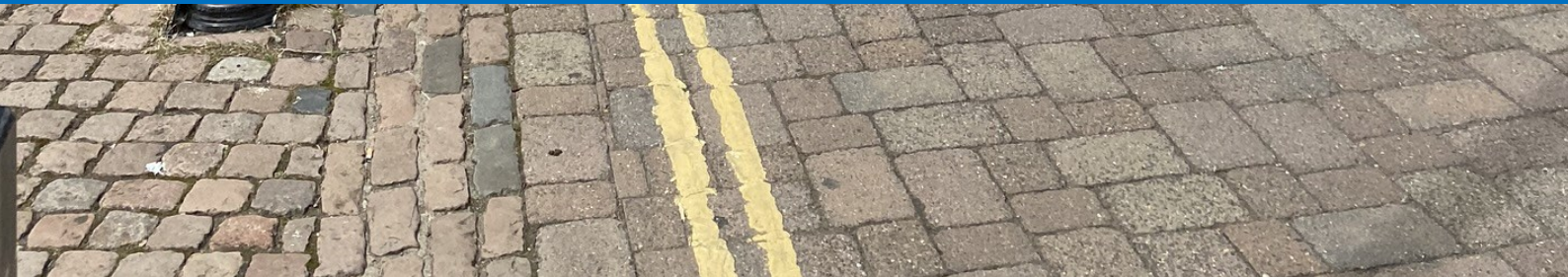
Figure 12: Map showing areas of flood risk from rivers or the sea



Source: gov.uk



A Vision & Objectives



3. A vision and objectives for Wymondham

- 3.1. The Neighbourhood Plan for Wymondham has at its heart a long-term vision for the area and a series of more detailed strategic objectives.
- 3.2. True to the ethos of Neighbourhood Planning the vision set out in this document is based on the views and aspirations of local people. In the winter of 2020/2021, the Neighbourhood Plan Team consulted with local residents and asked them for their ideas on a vision for the area. The local community stepped up to the challenge and responded in great number with over 250 different vision statements submitted.

Figure 13: Illustration showing a ‘word cloud’ of popular words used by local people when asked to write down their vision for Wymondham



- 3.3. Riven through the huge number of suggested visions provided by the community were a series of common themes such as maintaining a traditional character and peoples fondness for Wymondham's market town identity. Following a process of analysis and testing within the team a draft vision statement for the Plan was prepared as set out below.

WYMONDHAM NEIGHBOURHOOD PLAN VISION STATEMENT

‘ONE WYMONDHAM: A TRADITIONAL AND VIBRANT MARKET TOWN IN THE NORFOLK COUNTRYSIDE, WITH AN INCLUSIVE COMMUNITY THAT VALUES ITS HERITAGE AND GREENSPACES WHILST EMBRACING THE FUTURE.’

- 3.4. This vision was tested through a consultation that took place over summer 2021 and was met with overwhelming support.
- 3.5. The purpose of the vision is to provide an overarching direction for the Neighbourhood Plan. It is not supposed to be detailed or particularly technical but capture how local people see their part of the world and how they want it to be in the future.

- 3.6. Alongside the high-level vision, the Neighbourhood Plan Team has also developed a series of more detailed strategic objectives. In contrast to the vision, the objectives seek to address specific thematic or geographic issues. They provide a starting point for measuring progress and a point of reference for assessing performance and it should follow that, if the objectives are cumulatively met, the vision will be achieved.
- 3.7. The objectives for the Wymondham Neighbourhood Plan have emerged from consultation, research and discussion within the Neighbourhood Plan Team. Just like the vision, the draft objectives were tested with the community in 2021 and met with overwhelming support. They are set out below:

WYMONDHAM NEIGHBOURHOOD PLAN OBJECTIVES

OBJECTIVE 1: INCLUSION: THE PLAN SHOULD PROMOTE IMPROVED PHYSICAL AND SOCIAL INCLUSION OF ALL COMMUNITIES THROUGHOUT THE TOWN

OBJECTIVE 2: TRADITIONAL MARKET TOWN CHARACTER: THE PLAN SHOULD SEEK TO PROTECT AND ENHANCE CHARACTERISTICS THAT CONTRIBUTE TO THE CHARACTER OF WYMONDHAM AS A LIVING, WORKING HISTORIC MARKET TOWN

OBJECTIVE 3: RURAL SETTING: THE PLAN SHOULD SEEK TO MAINTAIN THE SETTING OF WYMONDHAM AS A DISCRETE TOWN SURROUNDED BY HIGH QUALITY COUNTRYSIDE

OBJECTIVE 4: COMMUNITY INFRASTRUCTURE: THE PLAN SHOULD SEEK TO ENSURE THAT THE PROVISION OF COMMUNITY INFRASTRUCTURE KEEPS-UP WITH THE GROWTH OF THE TOWN

OBJECTIVE 5: TOWN CENTRE: THE PLAN MUST CONSERVE THE TRADITIONAL TOWN CENTRE AND HELP IT TO ADJUST TO CHANGING CONSUMER TRENDS AND PREFERENCES FOR SHOPPING, WORKING AND LEISURE

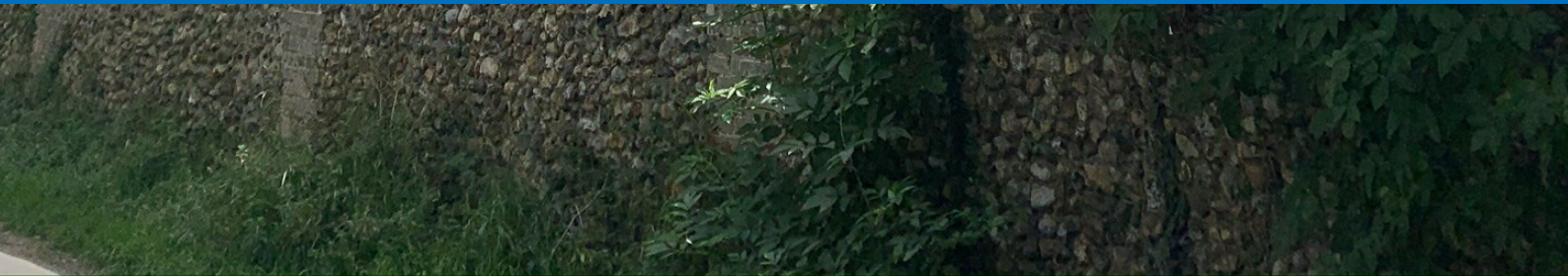
OBJECTIVE 6: SUSTAINABILITY: THE PLAN MUST SEEK TO CONTRIBUTE TO THE ENVIRONMENTAL SUSTAINABILITY OF WYMONDHAM, MITIGATING THE IMPACTS OF A CHANGING CLIMATE AND ADAPTING TO FUTURE CONDITIONS

OBJECTIVE 7: THE PLAN MUST PROMOTE IMPROVING ACCESS AND ACCESSIBILITY FOR ALL, PAYING ATTENTION TO THE ELDERLY AND DISABLED AND PROMOTE IMPROVED PERMEABILITY OF BUILT UP AREAS ACROSS THE TOWN

OBJECTIVE 8: GREEN INFRASTRUCTURE: THE PLAN MUST PROMOTE THE DEVELOPMENT AND ENHANCEMENT OF STRATEGIC AND LOCAL GREEN INFRASTRUCTURE SITES AND NETWORKS



Neighbourhood Plan Policies



4. Neighbourhood Plan Policies

- 4.1. This section of the Plan sets out the policies that have been developed by the Neighbourhood Plan Team in response to their research and consultation with the local community. The policies are the main focus of the Plan as the tools that will be used by South Norfolk Council when they are considering planning applications that come forward in the Plan area.
- 4.2. There are nine policies in total covering a range of issues. The policies have been arranged under two headings as follows:

Town centre policies

POLICY 1: TOWN CENTRE VIBRANCY
POLICY 2: BACK LANE
POLICY 3: PLANNING PUBLIC REALM

Thematic policies

POLICY 4: EXCELLENCE IN DESIGN
POLICY 5: IMPORTANT VIEWS AND VISTAS
POLICY 6: STRATEGIC GREEN INFRASTRUCTURE NETWORK
POLICY 7: WYMONDHAM GREEN RIBBONS/LOCAL GREEN INFRASTRUCTURE NETWORK
POLICY 8: INTEGRATION AND ACCESSIBILITY FOR ALL
POLICY 9: ACCESS TO THE COUNTRYSIDE
POLICY 10: SURFACE WATER FLOOD RISK

Town Centre Policies: Vibrancy

Background

- 4.3. Our town centres are going through a period of long-term and fundamental change. Shopping and related services such as banking, which for well over a century have formed the focus for our town centres and high streets, are taking place increasingly online and via large footprint out of town stores and supermarkets. This type of activity is happening less and less in our town centres and high streets and as a result we regularly see historic stalwarts closing stores or going out of business altogether and the 'retail footprint' of town centres getting smaller.
- 4.4. This trend shows no sign of abating with the proportion of retail activity undertaken online in particular increasing consistently year after year. In many places, retailers with fixed premises and additional costs such as high-street rents and business rates are struggling to compete and many are closing and/or switching their trading platform to online.
- 4.5. The sudden impact of the coronavirus pandemic on this long-term trend is still being borne out. In some places there is evidence to suggest that smaller, local centres have fared well and people have re-connected with their local shops and their '15 minute neighbourhoods' but in others, the significant loss of trade has simply accelerated their decline.
- 4.6. Wymondham has a large and expansive historic retail centre; it extends from Town Green in the west through to The Fairland in the east with several side streets with shops branching off, in total this extends over a length of nearly 600 metres. Wymondham's retail footprint was established in the late 19th and 20th centuries and in the face of the long-term shift in shopping habits will change and adapt over the coming years.
- 4.7. Whilst we are still very much in this period of transition and it is too soon to confidently predict what town centres will look like in 20 or 30 years, it does appear that there is a trend towards people using them more for leisure and lifestyle and less for everyday retail. So, for example the idea of 'café culture' and the growth in coffee shops is a sign that people are using town centres more to socialise than they did in the past and the occurrence of niche or lifestyle retailers such as antiques, crafts or speciality food and drink or services such as barbers and beauty salons is a sign that people are using town centres as part of a lifestyle rather than for pure convenience.

Objective

- 4.8. The objective of this policy is not to try to second guess the role that town centres will play in the next 10 years but to create a framework to ensure that Wymondham town centre will be able to adapt whilst fundamentally continuing to play its role as the vibrant heart of Wymondham. In promoting vibrancy, the policy is seeking to encourage a varied mixture of uses, high levels of footfall throughout the day and evening, high levels of occupancy, attractive and well maintained buildings and varied patterns of use and activity taking place in the public realm

POLICY 1: TOWN CENTRE VIBRANCY

THE NEIGHBOURHOOD PLAN SUPPORTS DEVELOPMENT AND REDEVELOPMENT PROPOSALS THAT CONTRIBUTE TO, AND HELP TO IMPROVE THE OVERALL VIBRANCY OF THE TOWN CENTRE; THIS INCLUDES THE SENSITIVE REDEVELOPMENT OF POOR QUALITY BUILDINGS AND SITES. THE PLAN SUPPORTS PROPOSALS FOR SENSITIVE RETAIL, LEISURE AND EMPLOYMENT USES IN THE TOWN CENTRE THAT HAVE THE POTENTIAL TO GENERATE HIGH LEVELS OF FOOTFALL THROUGHOUT THE DAY AND EVENING AND HELP INCREASE ACTIVITY. THE FOLLOWING CHARACTERISTICS OF DEVELOPMENT PROPOSALS WILL BE SUPPORTED:

- A) ACTIVE FRONTAGES THAT HELP TO MAKE THE TOWN CENTRE ATTRACTIVE TO BOTH RESIDENTS AND VISITORS AND FEEL BUSY**
- B) USES THAT UTILISE OR HELP TO INCREASE ACTIVITY IN THE PUBLIC REALM**
- C) EMPLOYMENT OR RESIDENTIAL USE AT FIRST FLOOR AND ABOVE**
- D) IMPROVEMENTS TO THE PUBLIC REALM SUCH AS LIGHTING, PLANTING, SEATING AND IMPROVED SURFACING**
- E) INSERTING NEW USES ALONG THE LENGTH OF ALLEYWAYS AND PEDESTRIAN LINKS**
- F) IMPROVEMENTS TO THE SETTING OF LISTED BUILDINGS**
- G) RETAINING OR PROVIDING COHERENT OPEN SPACES BETWEEN SEPARATE DEVELOPMENTS.**

Did you know...

- 4.9.** *The term 'active frontage' means 'ground floors with windows and doors onto the street which create interest and activity' (Bradford City Design Guide).*

Town Centre Policies: Back Lane

Background

- 4.10. The historic nature of Wymondham and its prosperity during periods from the past has left a legacy in the shape and form of the town that we see today. Whether it is the large open medieval Market Place or the street pattern around the Abbey, the shape and appearance of the town is so often driven by the economics and politics of times past.
- 4.11. Back Lane is a good example of this. Historically development in Wymondham ran along main thoroughfares such as Damgate, Bridewell Street, Middleton Street and Market Street, centred around the Market Place. Individual properties or 'burghage plots' comprised narrow strips extending back from the street with most commonly a building at the front and open yards, workshops, barns or gardens to the rear. The front of the properties formed a neat and what is now, highly attractive street frontage filled with shops and businesses and homes. The very rear of the properties was much less defined often just petering out and merging into what was at the time likely to be open fields, lanes or countryside. You can see this quite easily today as you walk along Back Lane and view the rear of properties that front onto the Market Street, with, very often, historic barns and yard areas still visible.
- 4.12. Unlike parts of Brewery Lane on the other side of the Market Place, where the backs of the plots have been developed out to create a second contiguous street, Back Lane still feels very much like an area of back-lands, despite the fact that Wymondham has grown significantly beyond this point. The Lane itself snakes around from Bridewell Street to Pople Street; stretches of pavement are fragmented; the Back Lane Car Park, whilst important, has a confusing layout; in some places the rear of properties on Market Place are open with bin stores and private car parks, in other places there are remnants of historic walls and gateways.

Did you know...

- 4.13. Burghage plots are a typical form of medieval property which may have originally been owned by the Crown or local Lord of the Manor and rented to a local tenant and being the owner or tenant of a burghage was the basis of the right to vote in many boroughs!***

Objective

- 4.14. The objective of this policy is to improve the function and appearance of Back Lane; to improve safety for pedestrians, cyclists and motorists and improve and enhance the historic setting as well as more modern landmark buildings such as the Library.

POLICY 2: BACK LANE

THE NEIGHBOURHOOD PLAN SUPPORTS PROPOSALS FOR THE MIXED-USE DEVELOPMENT OR REDEVELOPMENT OF BACK-LAND PLOTS ALONG BACK LANE TO HELP IMPROVE THE FUNCTION AND APPEARANCE OF THIS AREA. THIS INCLUDES ANIMATING THE ALLEYWAYS LINKING BACK LANE TO THE TOWN CENTRE BY INTRODUCING NEW USES WITH ACTIVE FRONTAGES AND GENERALLY IMPROVING THEIR ATTRACTIVENESS AND APPEAL.

WHERE RELEVANT, PROPOSALS SHOULD SEEK TO RATIONALISE CAR PARKING PROVISION AND IMPROVE THE QUALITY OF PUBLIC REALM. A PARTICULAR FOCUS SHOULD BE ON IMPROVING ORIENTATION BETWEEN THIS AREA AND THE TOWN CENTRE, IMPROVING ACCESSIBILITY AND INTRODUCING SOFT LANDSCAPING AND PLANTING.

PROPOSALS SHOULD TAKE PARTICULAR CARE TO ENSURE THAT THEIR LAYOUT AND DESIGN, INCLUDING THE SCALE, MASSING AND EXTERNAL TREATMENTS CONTRIBUTE TO ENHANCING THE CHARACTER AND APPEARANCE OF THE TOWN CENTRE AND HELP TO PRESERVE AND ENHANCE THE CONSERVATION AREA AND THE SETTING OF ANY LISTED BUILDINGS WITHOUT REMOVING THE HISTORIC PATTERN OF BURGAGE PLOTS.

Town Centre Policies: Public realm

Background

- 4.15. The historic nature of Wymondham means that the town centre is full of small areas or pockets of public space or incidental public realm in addition to the more obvious formal example of the Market Place itself. Some of these pockets are well defined with clear boundaries such as The Fairland or the area around the Market Place, others have become established almost accidentally in the spaces between buildings and the highway such as outside Barclays or outside the bakers and chip shop on the corner of Queen Street and Market Place

Did you know...

- 4.16. The term 'public realm' refers to the space between and within buildings that is publicly accessible, including streets, squares, forecourts, parks and open spaces (The London Plan).*

- 4.17. Alongside this, the scale of some of the roads and junctions in Wymondham dates back to a time before the town centre was bypassed, firstly by Harts Farm Road and more recently by the A11. In these places the highway and junctions are designed to accommodate a volume of traffic that has long since gone; the most obvious example of this is perhaps the junction of Bridewell Street and Avenue Road where there is a huge expanse of highway, dominating the setting of the Wymondham Heritage Museum and making it difficult for pedestrians to cross.
- 4.18. Finally, it is symptomatic of many places that where there are pockets of public space that aren't part of the highway or apparently part of a pedestrian thoroughfare, clutter accumulates. This could be utilities cabinets, general waste bins, recycling bins, planters, street lighting, benches, bike stands, signage, interpretation, public art, railings, bollards and traffic signs. There is doubtless justification for each one of these items in its own right that makes them entirely necessary at a point in time. However, in many cases these things have collected over time without regard to the cumulative impact on the appearance or functionality of their location. In some places they occupy parts of the public realm in such number so as to create an obstruction and render a valuable part of the town centre unusable
- 4.19. The Wymondham Town Centre Strategy (2018) and the South Norfolk Place Making Guide (2021) provide more information and analysis of the above and are a useful reference. The Government's National Design Guide (2021) and LTN 1/20 on Cycle Infrastructure Design plus Historic England's publication Streets for All (2018) should be referred to as best practice.

Objective

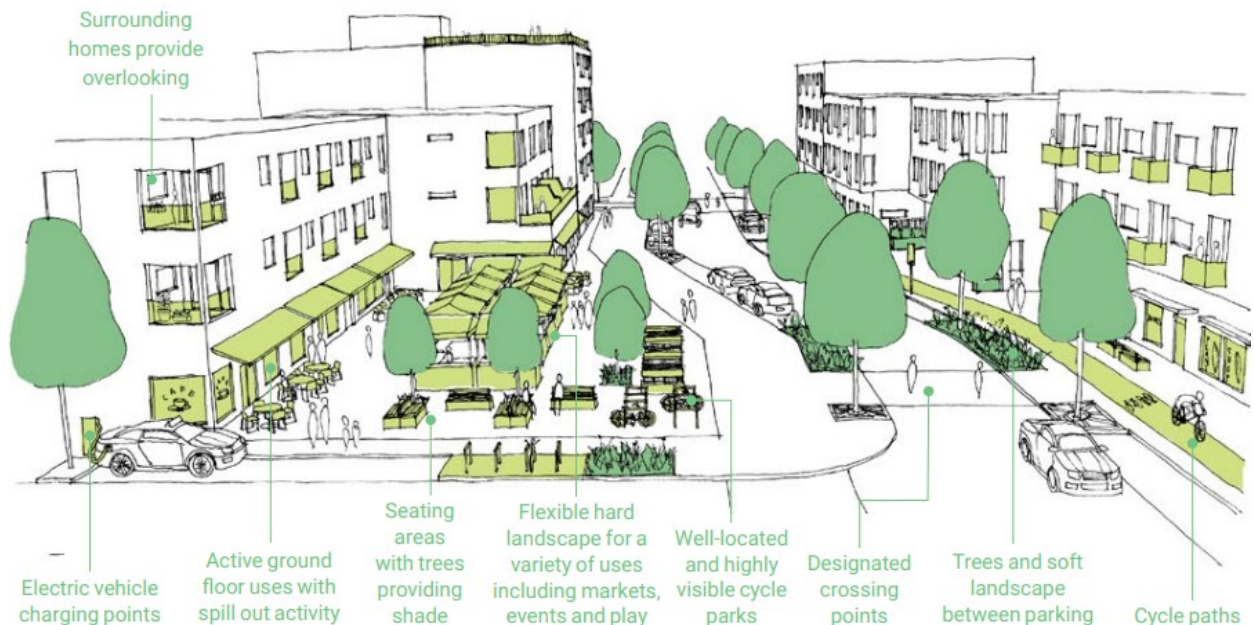
- 4.20. The objective of this policy is to put the welfare and amenity of pedestrians and Wymondham town centre first. It is accepted that measures within the policy will not be implemented immediately or in a single phase but the objective is to establish a framework by which parts of the town centre can be improved or reclaimed for the local community over time and to ensure that future installation of infrastructure or street furniture is done in a coherent way that is mindful of cumulative impact.

Figure 14: Sample diagram from the Wymondham Town Centre Strategy



Source: Wymondham Town Centre Strategy, Wynne-Williams Associates, May 2018

Figure 15: Diagram showing some of the principles of well designed public spaces



Source: National Design Guide: Planning practice guidance for beautiful, enduring and successful places, Ministry of Housing, communities and Local Government (now DLUHC), 2021

POLICY 3: PLANNING PUBLIC REALM

DEVELOPMENT PROPOSALS THAT IMPROVE THE PUBLIC REALM WILL BE SUPPORTED. FOR EXAMPLE, THE PLAN SUPPORTS A REDUCTION IN WIDTH OF THE CARRIAGEWAYS IN THE TOWN CENTRE AND THE WIDENING OF PAVEMENTS, THE CREATION OF MORE PEDESTRIAN PRIORITY AREAS, IMPROVED STREET SURFACES IN KEEPING WITH THE TOWNSCAPE OF THEIR SURROUNDINGS, NEW PEDESTRIAN CROSSINGS, DE-CLUTTERING, NEW PEDESTRIAN FACILITIES SUCH AS SEATING AND THE CAREFUL INTRODUCTION OF PLANTING AND STREET TREES.

IN PARTICULAR PROPOSALS THAT CONTRIBUTE TOWARDS PLACEMAKING AND THE IMPROVEMENT OF PUBLIC REALM IN LOCATIONS IDENTIFIED BY THE WYMONDHAM TOWN CENTRE STRATEGY (2018) AND VIA CONSULTATION WILL BE SUPPORTED; THESE AREAS ARE AS FOLLOWS:

- A) THE FAIRLAND JUNCTION**
- B) BRIDEWELL JUNCTION**
- C) TOWN GREEN JUNCTION**
- D) MARKET PLACE**
- E) MARKET STREET CAR PARK**
- F) OLD FIRE STATION ARCH (ENTRANCE TO MARKET STREET CAR PARK) AND WHARTON COURT**
- G) BACK LANE CAR PARK**
- H) AROUND BECKET'S CHAPEL**
- I) PRIORY GARDENS**
- J) AROUND THE WAR MEMORIAL**
- K) ALLEYWAYS IN THE TOWN CENTRE.**

Thematic Policies: Design

Background

- 4.21. Research undertaken in the preparation of the Neighbourhood Plan highlighted how significantly Wymondham has grown over the last few decades. This significant growth has occurred through the building of a large number of new housing estates such as at Harts Farm and more recently at Silfield. The quality of the urban design and architecture of these new estates has improved over time but is not consistently as high as it might be.
- 4.22. In parallel to undertaking this research, community consultation has highlighted that local people feel strongly about Wymondham's history and protecting its own unique appearance identity as a large, historic and important market town in Norfolk. These qualities are part of what attracts people to Wymondham and goes some way to explaining its enduring appeal
- 4.23. The Neighbourhood Plan Team recognise that the regulations around Neighbourhood Planning limit what the document can do in terms of new housing development; indeed there is a strong feeling coming from public consultation that the town does need to continue to evolve and change to remain relevant and attractive. However, the Team is keen that any new development is built to the highest possible standards of urban design and architecture. In this way, new development can enhance the existing character of the town and contribute positively to its identity in a range of ways such as through a sensitive choice of materials, architectural details, density, relationship to greenspaces.

Figure 16: Images showing typical local building materials, styles and details



Did you know...

4.24. The South Norfolk Place Making Guide identified a series of characteristics that are particular to Wymondham and help to give the look and feel that local people value so much. These important characteristics include:

- a) A tightly defined 'urban grain'**
- b) Narrow "burgage" plots in the town's historic core**
- c) The Market Place and unusual Market Cross providing a focal point to the town**
- d) Streets that vary in width with changes in level that often open up onto squares and crossing points**
- e) A high quality of craftsmanship and design**

Objective

- 4.25. The objective of this policy is to raise the standard of the design of new homes, employment space, infrastructure and public spaces in Wymondham in the future to a consistently high standard. In doing so, the policy will conserve and enhance the character of the town for future generations and ensure that Wymondham retains its unique identity and appeal
- 4.26. Rather than trying to prescribe what good design is, the policy points people in the direction of a range of guidance that already exists. This includes:
- a) National Design Guide: Planning practice guidance for beautiful, enduring and successful places (2021), prepared by the Department for Levelling Up Housing and Communities
 - b) Streets for All: Advice for Highway and Public Realm Works in Historic Places (2018), prepared by Historic England
 - c) South Norfolk Place Making Guide (2012), prepared by South Norfolk Council
 - d) Wymondham Conservation Area Character Appraisal and Management Plan (2021), prepared by South Norfolk Council.

Figure 17: Images showing how a modern building in Wymondham can include materials that are sensitive to the historic character of the area in a contemporary manner. The building also includes a significant range of sustainability measures such as integrated solar-thermal panels and rainwater harvesting.



Source: South Norfolk Place-Making Guide, Appendix A: Case Studies

POLICY 4: EXCELLENCE IN DESIGN

THE NEIGHBOURHOOD PLAN SUPPORTS DEVELOPMENT WHICH DEMONSTRATES THE HIGHEST STANDARDS OF DESIGN AND ARCHITECTURE TO HELP REINFORCE WYMONDHAM'S UNIQUE AND SPECIAL CHARACTER AND SENSE OF PLACE. THIS INCLUDES THE DESIGN OF NEW HOUSING, WORK SPACE, RETAIL SPACE, STREETS AND LANDSCAPE. PROPOSALS FOR NEW HOUSING, EMPLOYMENT AND INFRASTRUCTURE DEVELOPMENT SHOULD REFER TO THE NATIONAL DESIGN GUIDE AND OTHER DESIGN GUIDANCE CONTAINED IN THE SOUTH NORFOLK PLACE MAKING GUIDE (AND THE WYMONDHAM CONSERVATION AREA CHARACTER APPRAISAL AND MANAGEMENT PLAN FOR PROPOSALS WITHIN OR AFFECTING THE SETTING OF THE CONSERVATION AREA) AND DEMONSTRATE THROUGH THE SUBMISSION OF AN APPROPRIATE AND PROPORTIONATE DESIGN STATEMENT HOW THEY HAVE RESPONDED TO THEM AND THE FOLLOWING 10 CHARACTERISTICS FOR GOOD DESIGN:

- A) CONTEXT**
- B) IDENTITY**
- C) BUILT FORM**
- D) MOVEMENT**
- E) NATURE**
- F) PUBLIC SPACES**
- G) USES**
- H) HOMES & BUILDINGS**
- I) RESOURCES**
- J) LIFESPAN**

HAVING TAKEN ACCOUNT OF DESIGN GUIDANCE PARTICULAR CONSIDERATION SHOULD BE GIVEN TO ENSURING THAT THE CHARACTER, LAYOUT AND FORM OF NEW DEVELOPMENT BLENDS SEAMLESSLY WITH THE EXISTING TOWN, CREATING A COHERENT PLACE IN TERMS OF DESIGN AND CONNECTIVITY.

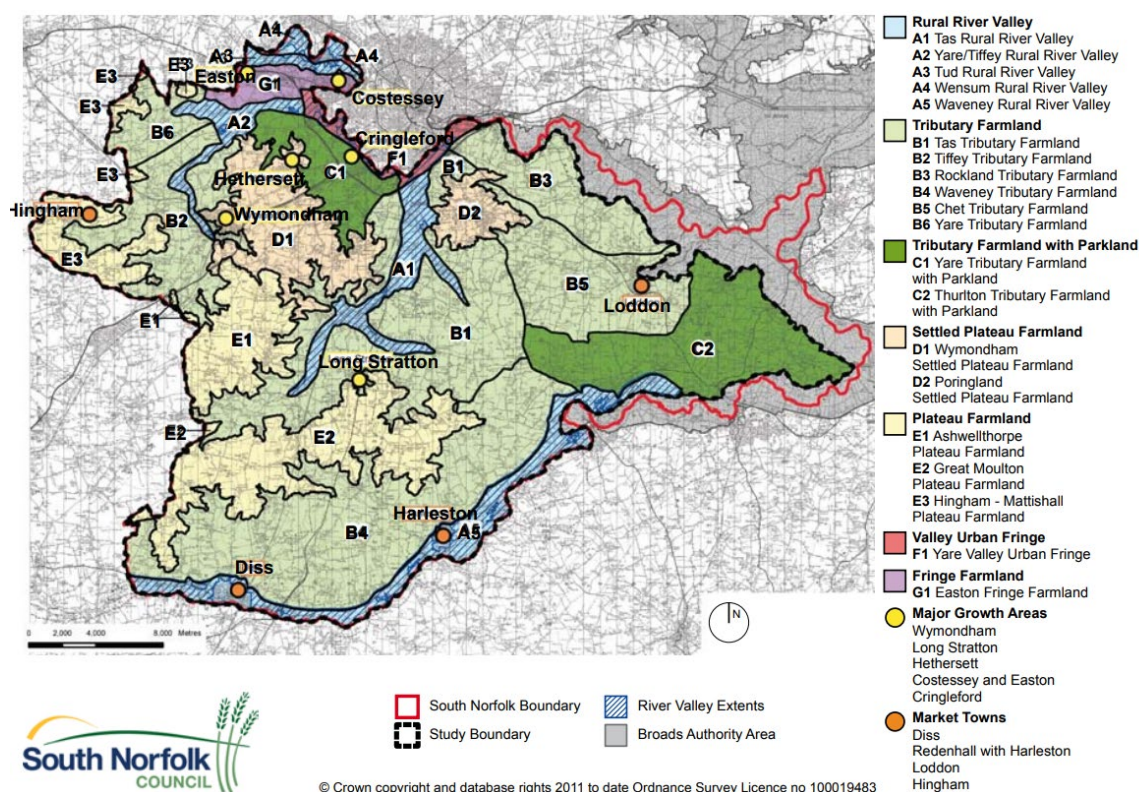
NEW DEVELOPMENT MUST BE ACCOMPANIED BY THE PROVISION OF NECESSARY SOCIAL AND OTHER INFRASTRUCTURE AS EARLY AS PRACTICABLY POSSIBLE IN ORDER TO ENSURE THAT DEMANDS ARISING FROM DEVELOPMENT ARE EFFECTIVELY ADDRESSED.

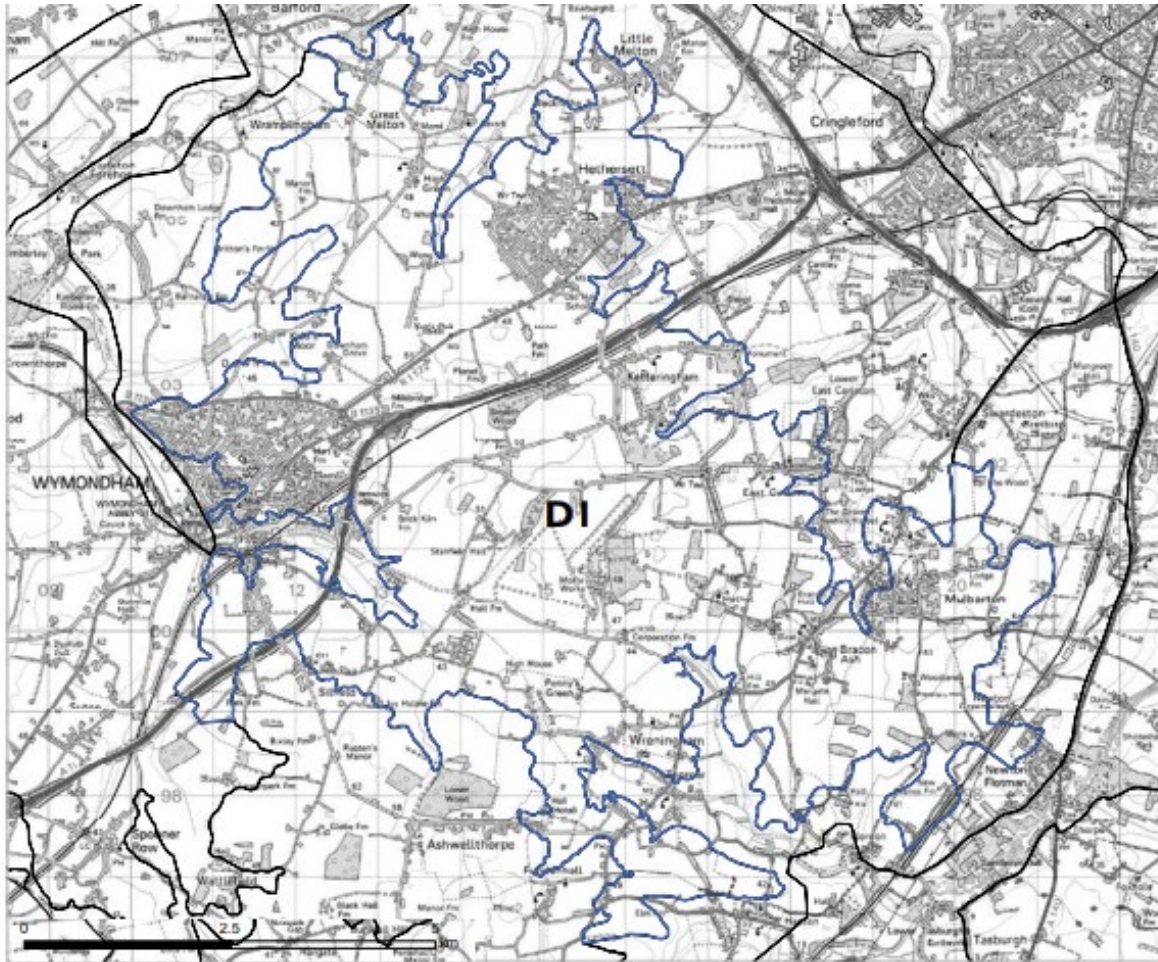
Thematic Policies: Views and vistas

Background

- 4.27. Wymondham is located in an area of landscape characterised by the South Norfolk Place Making Guide (2012), as ‘Wymondham Settled Plateau Farmland’, the key characteristics of which include:
- Large expanses of flat landform with little variation over long distances with strong open horizons
 - Settled landscape with large edge-of-plateau towns and villages such as Wymondham
 - Long views from plateau edge

Figure 18: Diagram illustrating the different landscape character areas within South Norfolk and below, a more detailed plan showing the Wymondham Settled Plateau Farmland character area





Source: South Norfolk Place-Making Guide, Supplementary Planning Document, September 2012

4.28. This plateau is dominated to the west of Wymondham by the much-loved Tiffey river valley, the Tiffey being a tributary of the River Yare. This valley is identified as a unique local landscape in its own right ('Tiffey Tributary Farmland') by the 2012 Placemaking work with a number of characteristics including:

- a) Presence of attractive historic bridges over the river, mostly constructed of brick
- b) Important buildings including Wymondham Abbey and churches and mills forming landmark features
- c) Important views including the view to Wymondham Abbey across the river valley.

- 4.29. What is notable about both landscape characterisations is the frequent reference to the importance of views and how important they are in defining the places.
- 4.30. On a very practical level this characterisation is immediately familiar to anyone who has spent time in Wymondham. Travelling along Chapel Lane along the ridge of the Tiffey valley for example, the Abbey dominates the long-view, rising up above the horizon, or moving through the town centre there are glimpsed views of the tower rising above all of the other buildings such as on Brewery Lane. The views of the Abbey are of a high heritage value and might be considered nationally significant, akin to glimpses of Ely Cathedral across the Fen, for example.
- 4.31. Venturing out into the countryside there are equally attractive views where the landscape starts to undulate as the river valley and ditch lines cut through farmland to shape long, winding views, examples of which can be seen looking away from Wymondham along the Lizard or looking north and east towards Kidd's Moor.
- 4.32. A process was undertaken during the preparation of this Plan to review views already noted in other documents and identify others that are valued by local people and help to define Wymondham's own unique sense of place. The process for identifying new views included:
- Site visits
 - An appeal for the Neighbourhood Plan Team to identify views that were important to them
 - Consultation with the Neighbourhood Plan Team
 - Community consultation
 - An assessment of the level of public access or public use of the point from which a view is experienced
 - An assessment of the broad significance/quality or characteristics of that view.

Objective

- 4.33. The objective of this policy is to preserve and enhance important views in and around Wymondham so that the features of these views and vistas can be enjoyed by future generations and go on defining Wymondham's unique character. If further development is forthcoming in the future around Wymondham that is currently not set out in the GNLP or AAP, it should take the preservation and enhancement of these views into account.

POLICY 5: IMPORTANT VIEWS AND VISTAS

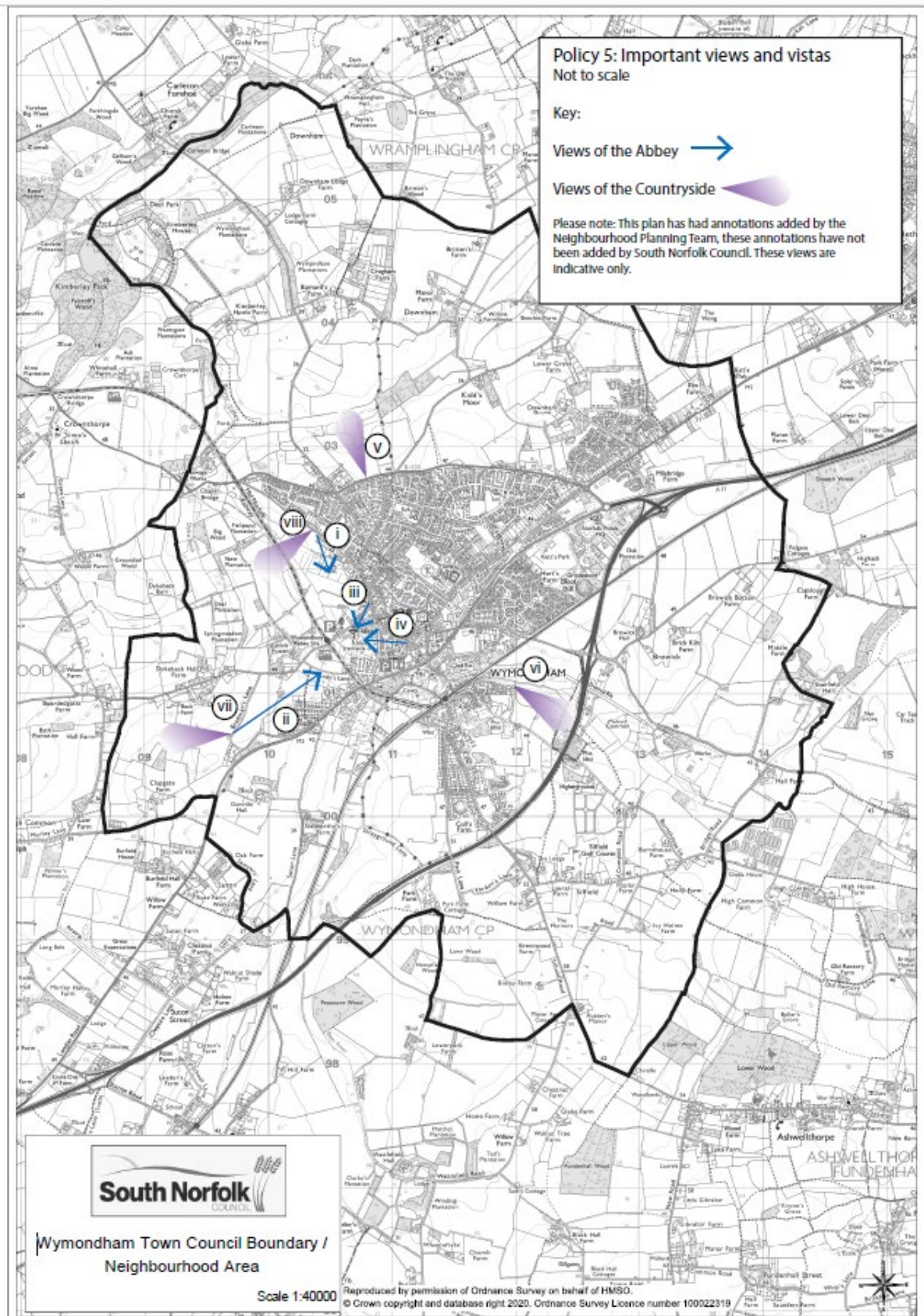
THE PLAN SEEKS TO PROTECT AND ENHANCE THE VIEWS OF WYMONDHAM ABBEY, THE TIFFEY VALLEY, THE LIZARD AND ACROSS HIGH-QUALITY COUNTRYSIDE TO THE NORTH AND SOUTH OF THE TOWN. ANY DEVELOPMENT WITHIN THESE VIEWS MUST ENSURE THAT KEY FEATURES OF THE VIEW CAN CONTINUE TO BE ENJOYED INCLUDING LANDMARK BUILDINGS, OPEN COUNTRYSIDE AND THE TOPOGRAPHY OF THE TOWN AND ITS SURROUNDINGS. DEVELOPMENT WITHIN THE VIEWS THAT IS INTRUSIVE, UNSIGHTLY OR PROMINENT TO THE DETRIMENT OF THE VIEW AS A WHOLE WILL NOT BE SUPPORTED.

ABBHEY VIEWS OF PARTICULAR IMPORTANCE ARE THOSE FROM:

- I. CHAPEL LANE (LONG VIEW OF ABBEY IN DISTANCE ACROSS TIFFEY VALLEY)**
- II. BRADMAN'S LANE (LONG VIEW OF ABBEY IN DISTANCE ACROSS OPEN COUNTRYSIDE)**
- III. VICAR STREET (URBAN VIEW OF ABBEY TOWER FRAMED BY HISTORIC BUILDINGS)**
- IV. BREWERY LANE (URBAN VIEW OF ABBEY TOWER FRAMED BY HISTORIC BUILDINGS)**

COUNTRYSIDE VIEWS OF PARTICULAR IMPORTANCE ARE THOSE FROM:

- V. TUTTLES LANE WEST LOOKING NORTH TOWARDS KIDD'S MOOR & CARLTON FOREHOE (LONG VIEW ACROSS OPEN COUNTRYSIDE)**
- VI. THE LIZARD LOOKING EAST ALONG THE TIFFEY VALLEY (LONG VIEW ALONG TIFFEY VALLEY)**
- VII. BRADMAN'S LANE LOOKING WEST (LONG VIEW ACROSS OPEN COUNTRYSIDE)**
- VIII. CHAPEL LANE LOOKING WEST ACROSS THE TIFFEY VALLEY (LONG VIEW ACROSS TIFFEY VALLEY)**



View i. Wymondham Abbey from Chapel Lane

View i: Wymondham Abbey in the middle distance rising up above the tree line across the Tiffey Valley. An iconic vista from a particularly important and busy road that flanks the west of the town means that it will be experienced by local residents and people travelling through Wymondham.



View ii. Wymondham Abbey from Bradman's Lane

View ii: Wymondham Abbey in the far distance rising over a seemingly flat agricultural plateau landscape. An important long-distance view from a well-used country lane that links two arterial routes into Wymondham.



View iii. Wymondham Abbey from Vicar Street



View iii: A short-range view of the east tower of Wymondham Abbey on a busy historic route in the town centre. The view is framed by heritage buildings, walls and arches and draws attention to the historic roofscape and the contrasting scale of domestic buildings and the Abbey.

View iv. Wymondham Abbey from Brewery Lane



View iv: A short-range view of both the east and west towers of Wymondham Abbey on a busy historic route just off the Market Place. The topography of the street means that the towers rise above the roofscape of Brewery Lane as it descends from this high vantage point. The framed view of both towers is particularly rare and striking.

View v. Tuttles Lane West



View vi. The Lizard looking east along the Tiffey Valley



View vii. Bradman's Lane looking west



View viii. Chapel Lane looking west across the Tiffey Valley

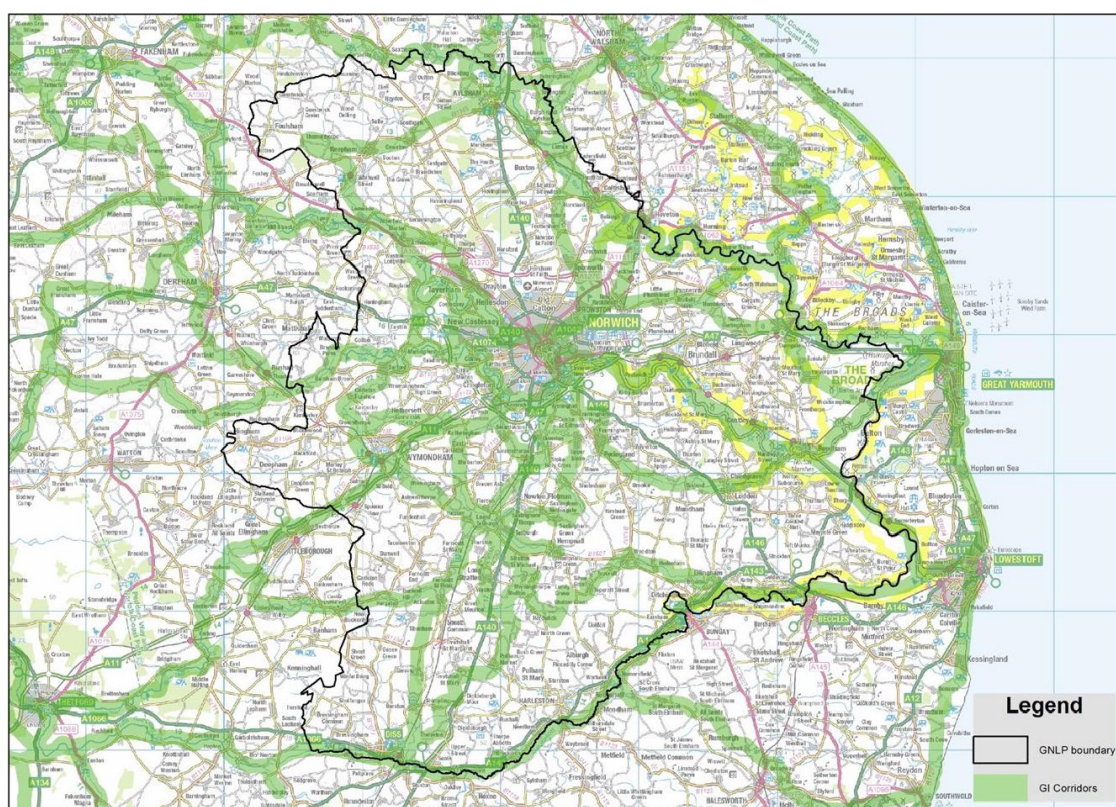


Thematic Policies: Green infrastructure

Background

- 4.34. Norfolk as a county is full of incredible green infrastructure including historic parkland, forests, valleys, heaths and much more. There is a good strategy and policy framework that maps existing provision at the County and Local level and this has been enshrined in planning policy since at least 2011 in the previous Local Plan (the Joint Core Strategy). Going forward this pattern looks set to continue with the emerging GNLP continuing to place a high priority on green infrastructure stating that it is ‘essential that the network continues to be protected and developed further into the long term as green infrastructure aims to link fragmented habitats, allowing the movement of species and supporting biodiversity gain. It also has other benefits such as reducing flood risk and promoting active travel’.
- 4.35. In addition to a well-established and comprehensive policy framework, there is good representation from within local communities seeking to conserve and expand local provision. Greening Wymondham, for example, is a long-established and particularly proactive local group who were members of the Neighbourhood Plan Team.

Figure 19: Plan showing the strategic green infrastructure corridors across Norfolk

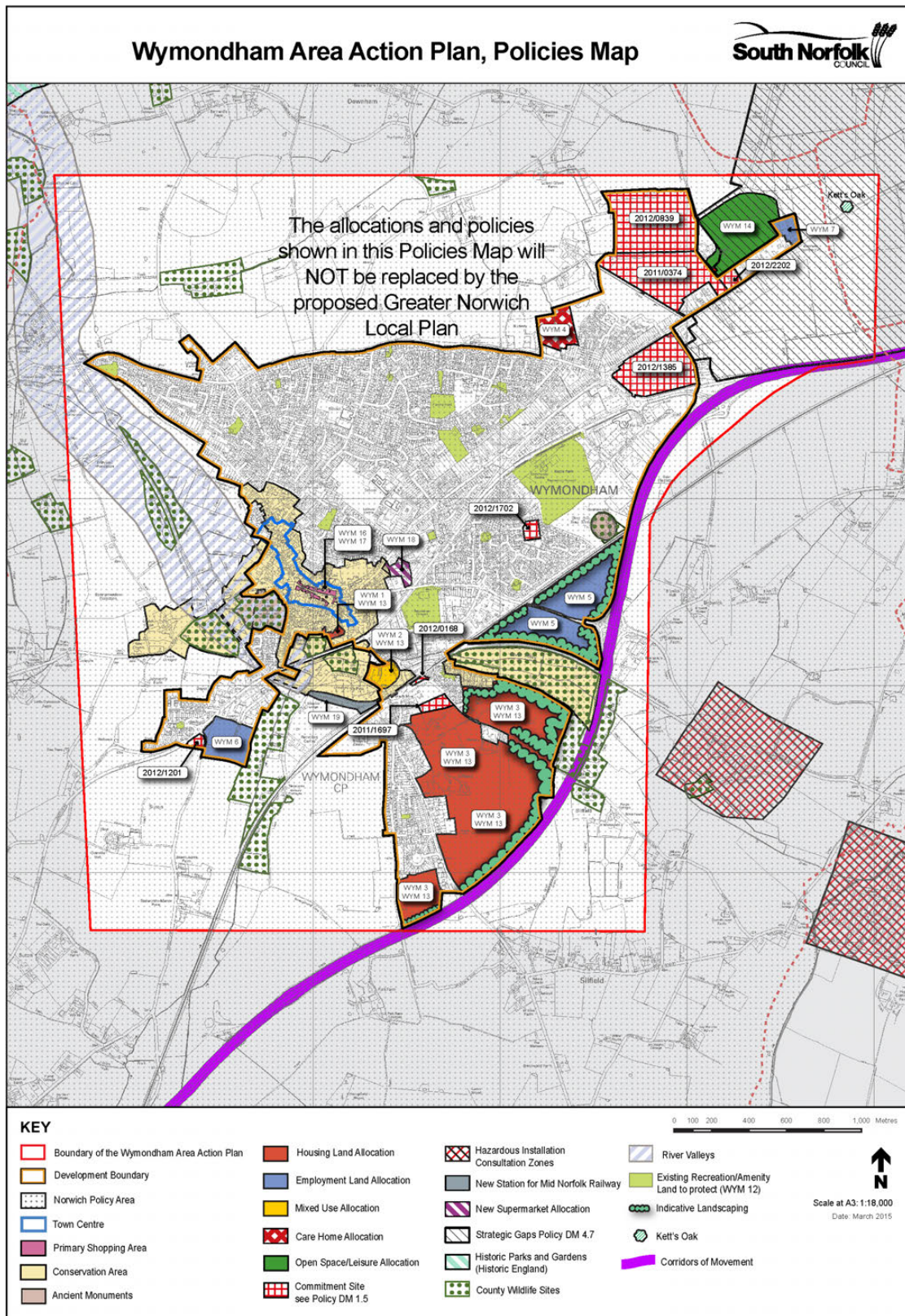


Source: Greater Norwich Local Plan (Regulation 19 draft), 2021

Did you know...

- 4.36. *Green infrastructure is a network of multi-functional green space and other green features, urban and rural, which can deliver quality of life and environmental benefits for communities. Green infrastructure is not simply an alternative description for conventional open space. It includes parks, open spaces, playing fields, woodlands – and also street trees, allotments, private gardens, green roofs and walls, sustainable drainage systems (SuDS) and soils. It includes rivers, streams, canals and other water bodies, sometimes called ‘blue infrastructure’.*
- 4.37. *The key features of green infrastructure are that it is a network of integrated spaces and features, not just individual elements; and that it is ‘multi-functional’ – it provides multiple benefits simultaneously.*
- 4.38. *These can be to:*
- a) Support people’s mental and physical health*
 - b) Encourage active travel*
 - c) Cool urban areas during heat waves*
 - d) Attract investment*
 - e) Reduce water run-off during flash flooding*
 - f) Carbon storage*
 - g) Provide sustainable drainage*
- 4.39. *The extent to which green infrastructure provides these benefits depends on how it is designed and maintained, and the maturity and health of the elements (such as trees) that form it (definition provided by the Town and Country Planning Association).*
- 4.40. Whilst Wymondham may not have many statutory designated pieces of green infrastructure it does benefit from several more informal sites and undesignated assets that are much loved such as walks along the Tiffey Valley and the woodland around Moot Hill. Many of these local assets are situated on or within a number of strategic green infrastructure corridors which traverse the Plan area such as the A11 corridor and the Tiffey Valley corridor.
- 4.41. Much of the local green infrastructure in Wymondham was captured in the 2015 Area Action Plan which catalogues local green spaces and starts to establish enhanced protection for all the main green infrastructure sites in the town. The AAP puts forward an appealing vision of establishing a ‘Kett’s Country’ pastoral landscape of grassland, woodland, farmland, hedgerow and wetland habitats will be protected and enhanced with the aim of strengthening the role of the Tiffey valley, maintaining the open land between Wymondham and Hethersett, conserving the historic landscape setting of the town and abbey and creating connections and linkages between green infrastructure.
- 4.42. South Norfolk Council’s adopted Open Spaces SPD (2018) sets out an approach to determining the appropriate level of contribution towards green infrastructure and should be applied (or its successor document applied), as appropriate.
- 4.43. Additional work is currently ongoing via the Wymondham/A11 Green Infrastructure Strategy that will take this even further. The purpose of the green infrastructure policies in this Plan is to add more weight and more information on local green infrastructure and to establish a more coherent strategy for linking sites in the town.

Figure 20: Plan showing the policies contained in the 2015 Wymondham Area Action Plan



The plan can also be viewed by clicking on this link: [2015 AAP Plan](#)

Source: Greater Norwich Local Plan (Regulation 19 draft), 2021

Objective

- 4.44. The objective of this policy is to reinforce and enhance the parts of the Norfolk-wide strategic green infrastructure network that runs through Wymondham and highlight the importance of local green infrastructure sites within this network. The strategic network illustrated on the accompanying plan seeks to broadly reflect the corridors illustrated in the GNLP which are intended to provide a regional framework for more detailed development and planning. A second objective of the policy is to protect and enhance local elements of green infrastructure such as County Wildlife Sites that help to make up this strategic network and are much loved by local people. Future development outside of that allocated in the GNLP and AAP should seek to work within the framework provided by the strategic green infrastructure network, wherever possible conserving and enhancing the network to reinforce it and support biodiversity.

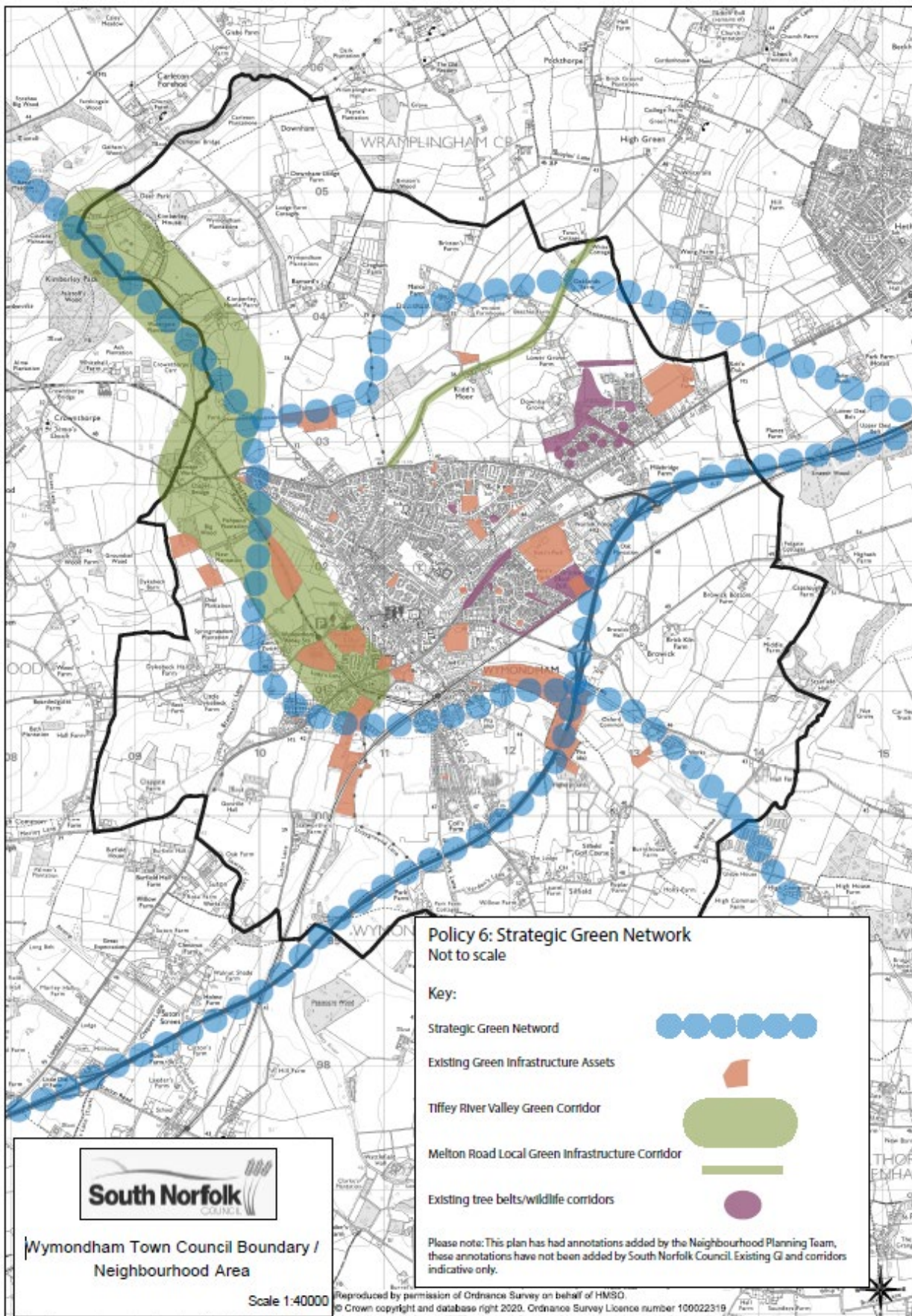
POLICY 6: STRATEGIC GREEN INFRASTRUCTURE NETWORK

PROPOSALS THAT COMPLY WITH POLICIES WYM 8, 9, 10 AND 11 OF THE 2015 AAP AND MAKE A POSITIVE CONTRIBUTION TOWARDS THE DEVELOPMENT OF THE STRATEGIC GREEN INFRASTRUCTURE NETWORK IN WYMONDHAM WILL BE SUPPORTED. PARTICULAR CONTRIBUTIONS THAT WILL BE SUPPORTED ARE:

- A) LANDSCAPE MANAGEMENT AND HABITAT CREATION THAT CREATE AND ENHANCE STRATEGIC GREEN INFRASTRUCTURE CORRIDORS**
- B) INTERVENTIONS THAT ENHANCE PARTS OF THE NETWORK THAT RUN THROUGH BUILT-UP AREAS OF WYMONDHAM**
- C) INTERVENTIONS THAT CONSERVE AND ENHANCE THE HIGH QUALITY LANDSCAPE SETTING THAT MAKES UP THE STRATEGIC GAP BETWEEN WYMONDHAM AND HETHERSETT**

WHERE A CONTRIBUTION TOWARDS THE GREEN INFRASTRUCTURE IS A REQUIREMENT OF A DEVELOPMENT, THE DEVELOPERS WILL BE EXPECTED TO MAKE PROPORTIONAL PROVISION FOR THE LONG-TERM MAINTENANCE IN LINE WITH SOUTH NORFOLK COUNCIL'S OPEN SPACES SPD OR EQUIVALENT REPLACEMENT.

DEVELOPMENT THAT SEVERS OR SIGNIFICANTLY INTERRUPTS THE NETWORK INCLUDING LOCAL GREEN INFRASTRUCTURE SUCH AS COUNTY WILDLIFE SITES WILL NOT BE SUPPORTED.



Objective

- 4.45. The objective of this second green infrastructure policy is to seek to bridge the gap between the regional-scale, high level green infrastructure network noted in the previous policy that largely follows main river valleys or movement corridors and the smaller local areas and sites set out in the AAP. It seeks to establish larger contiguous areas of green infrastructure in Wymondham that join up individual local sites to create unbroken corridors or ribbons of habitat and greenspace for people and wildlife.
- 4.46. The ribbons identified are based on the results of consultation and research into existing areas of green infrastructure that could potentially be linked or joined up to create larger contiguous pieces of locally strategic green infrastructure and link back into the regional network. The extent and alignment of the Wymondham Green Ribbons shown in the accompanying plan recognise existing and broadly contiguous or adjacent landscape features such as river valleys, major arterial routes lined with planting, and highly used public routes such as footpaths. The routes of the ribbons form an important link between the countryside and the town centre. The presence of almost unbroken lengths of green infrastructure of some form is a feature to be protected and enhanced and the areas shown on the plan are intended to aid this ambition
- 4.47. Should further development come forward outside of the existing GNLP and AAP allocations in the future it should seek to reflect the concept of the green ribbons and conserve and enhance these wherever possible. As other towns and cities have demonstrated elsewhere, places can change and grow whilst retaining areas of countryside right at their heart, creating an unbroken green link from the centre of a town out into the rural landscape beyond.

Figure 21: Diagram illustrating the variety of different forms of green spaces that can form part of local green infrastructure networks



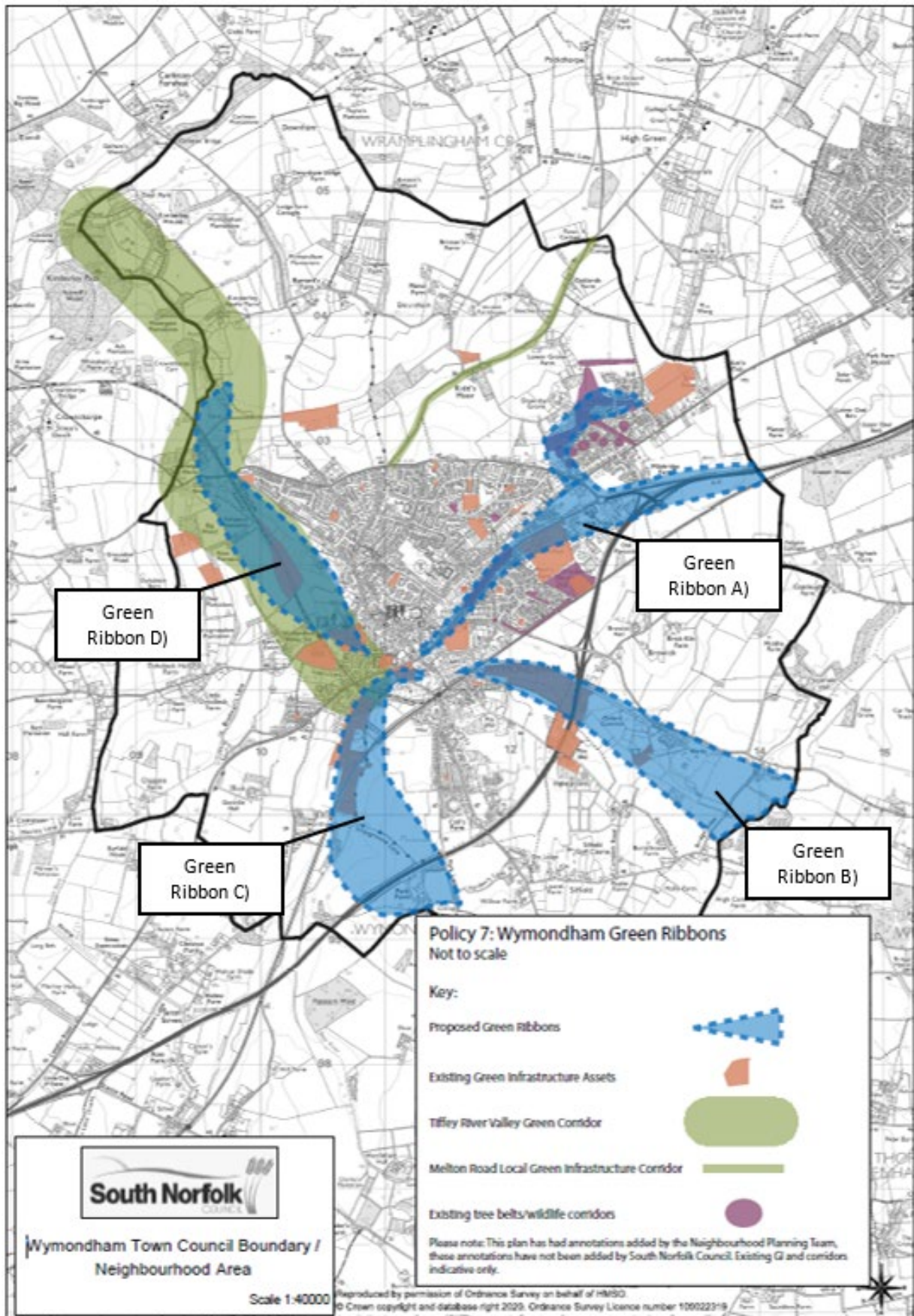
Source: National Design Guide: Planning practice guidance for beautiful, enduring and successful places, Ministry of Housing, communities and Local Government (now DLUHC), 2021

POLICY 7: WYMONDHAM GREEN RIBBONS

PROPOSALS THAT COMPLY WITH POLICIES WYM 8, 9, 10 AND 11 OF THE 2015 AAP AND MAKE A POSITIVE CONTRIBUTION TOWARDS THE DEVELOPMENT OF A NETWORK OF GREEN INFRASTRUCTURE RIBBONS IN WYMONDHAM WILL BE SUPPORTED. PARTICULAR CONTRIBUTIONS THAT WILL BE SUPPORTED ARE THOSE ILLUSTRATED ON THE MAP ON PAGE 48:

- A) RUNNING EAST WEST ALONG THE HARTS FARM ROAD**
- B) FOLLOWING THE TIFFEY VALLEY EASTWARDS FROM THE LIZARD OUT TO OXFORD COMMON**
- C) RUNNING NORTH-SOUTH ALONG STRAYGROUND LANE AND BAYS RIVER VALLEY FROM THE A11 INTO THE TOWN CEMETERY**
- D) FOLLOWING THE TIFFEY VALLEY AND MID NORFOLK RAILWAY NORTH-WEST FROM THE ABBEY**

HOUSEHOLD, COMMUNITY GROUP AND OTHER SMALL LANDOWNER INTERVENTIONS THAT MAKE MINOR CONTRIBUTIONS BUT THAT CUMULATIVELY CAN MAKE A BIG DIFFERENCE TO ENHANCE THE NETWORK OF GREEN INFRASTRUCTURE RIBBONS WILL BE SUPPORTED.



Thematic Policies: Integration and accessibility

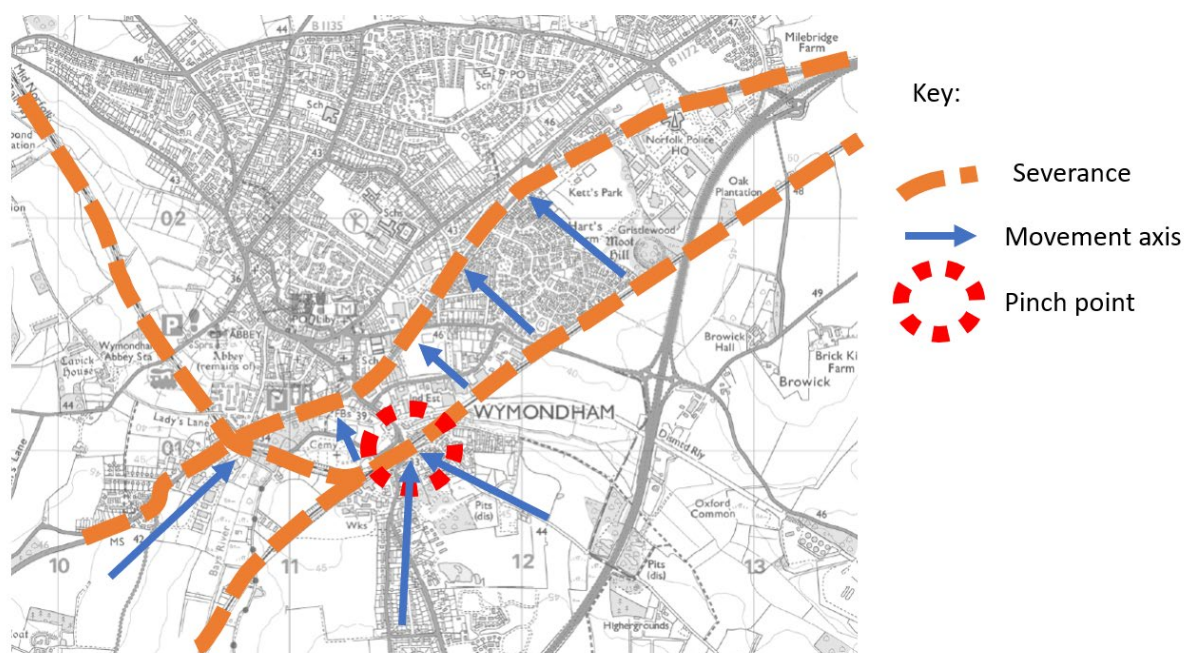
Background

- 4.48. Representations during the preparation of the Plan, backed up by the response from community consultation has identified significant issues around the physical integration of parts of Wymondham and the poor accessibility of particular parts of the town.

Linking up key nodes and neighbourhoods

- 4.49. Wymondham benefits from a good town centre, large residential neighbourhoods, several large employment areas, critical community infrastructure and public transport nodes such as the mainline railway station. However, the way that the town has grown, traversed by major through routes of infrastructure such as the railway line and the old A11 Harts Farm Road means that in many cases physical linkages between parts of the town is poor. The diagram below illustrates some examples of this type of severance where major transport infrastructure routes makes it more difficult for people to move across the town. This is particularly the case for residents who live to the south of the mainline railway in and around Silfield because of the severe pinch-point where the Silfield Road dips beneath the railway line.

Figure 22: Image showing examples of severance in Wymondham



Integrating new housing with the existing townscape

- 4.50. As well as including residents who have lived in Wymondham all their lives, the Neighbourhood Plan Team included people who have moved to the town more recently and live in some of the newer housing. Representation from this group in particular helped to highlight how in some cases new developments are poorly integrated with the existing fabric of Wymondham and that not only does this create a degree of physical severance but it also makes it more difficult for new residents to socialise and interact with neighbouring residents
- 4.51. At the largest scale some of the most recent developments in Wymondham have occurred to the south of the railway off Silfield Road and the railway line creates a very real physical barrier between these areas and the rest of the town to the north. The fact that there is only a single and narrow underpass creating a pinch-point only serves to exacerbate this. Equally, the old A11 (Norwich Road) was and still is a major route through the town the scale of which and speed of traffic creates a degree of severance.
- 4.52. At the neighbourhood scale there are examples of poorly integrated housing estates that have been built field-by-field as housing allocations have been made over time. They are sometimes poorly integrated to the existing fabric of the town with one way in and one way out.
- 4.53. At best, issues such as these give rise to day to day inconveniences getting in and out of parts of town; at worst they can start to undermine the sense of community cohesion in Wymondham based on whether or not you live one side of the railway line or the other.

Poor disabled access

- 4.54. In addition to issues of physical severance, another series of representations made by the Wymondham Access Group highlighted numerous examples of where parts of the town simply do not work for disabled residents such as the visually or physically impaired. Examples included pedestrian routes spilling straight into the highway or poorly placed or unnecessary railings that create a hazard to the visually impaired or poorly placed bollards and railings or narrow/non-existent pavements that simply do not allow wheelchair users to pass.

Objective

- 4.55. The objective of this policy is to promote and enhance the physical and social concept of One Wymondham as a single, integrated and joined-up town that is fully accessible to all. The objective complements the work of Norfolk County Council who are preparing a Local Walking and Cycling Infrastructure Plan for the County and should provide a basis for joint working and consultation in due course.

Figure 23: Image showing a dedicated pedestrian and cycle Quietway route that separates pedestrians from vehicles



Source: National Design Guide: Planning practice guidance for beautiful, enduring and successful places, Ministry of Housing, communities and Local Government (now DLUHC), 2021

POLICY 8: INTEGRATION AND ACCESSIBILITY FOR ALL

PROPOSALS THAT MAKE A POSITIVE CONTRIBUTION TO IMPROVING CONNECTIVITY WITHIN THE PLAN AREA FOR PEDESTRIANS AND CYCLISTS WILL BE SUPPORTED. PROPOSALS THAT LINK EXISTING AND NEW PARTS OF THE TOWN AND IMPROVE LINKS TO PUBLIC TRANSPORT NODES SUCH AS THE RAILWAY STATION ARE KEY TO THE PLAN'S AMBITION OF CREATING ONE WYMONDHAM AND WILL BE SUPPORTED.

OPPORTUNITIES TO CREATE MORE AND BETTER WALKING AND CYCLING ROUTES AROUND THE TOWN WILL BE SUPPORTED PARTICULARLY WHERE THEY LINK NEIGHBOURHOODS ON THE EDGE OF WYMONDHAM WITH THE TOWN CENTRE AND RAILWAY STATION; FOR EXAMPLE SIGNIFICANT IMPROVEMENTS COULD BE MADE TO STATION ROAD TO PROVIDE A SAFE AND ATTRACTIVE ROUTE FOR PEDESTRIANS AND TO RESOLVE THE MANY POINTS OF PEDESTRIAN/VEHICLE CONFLICT AND TO PROVIDE A NEW GATEWAY TO THE TOWN CENTRE.

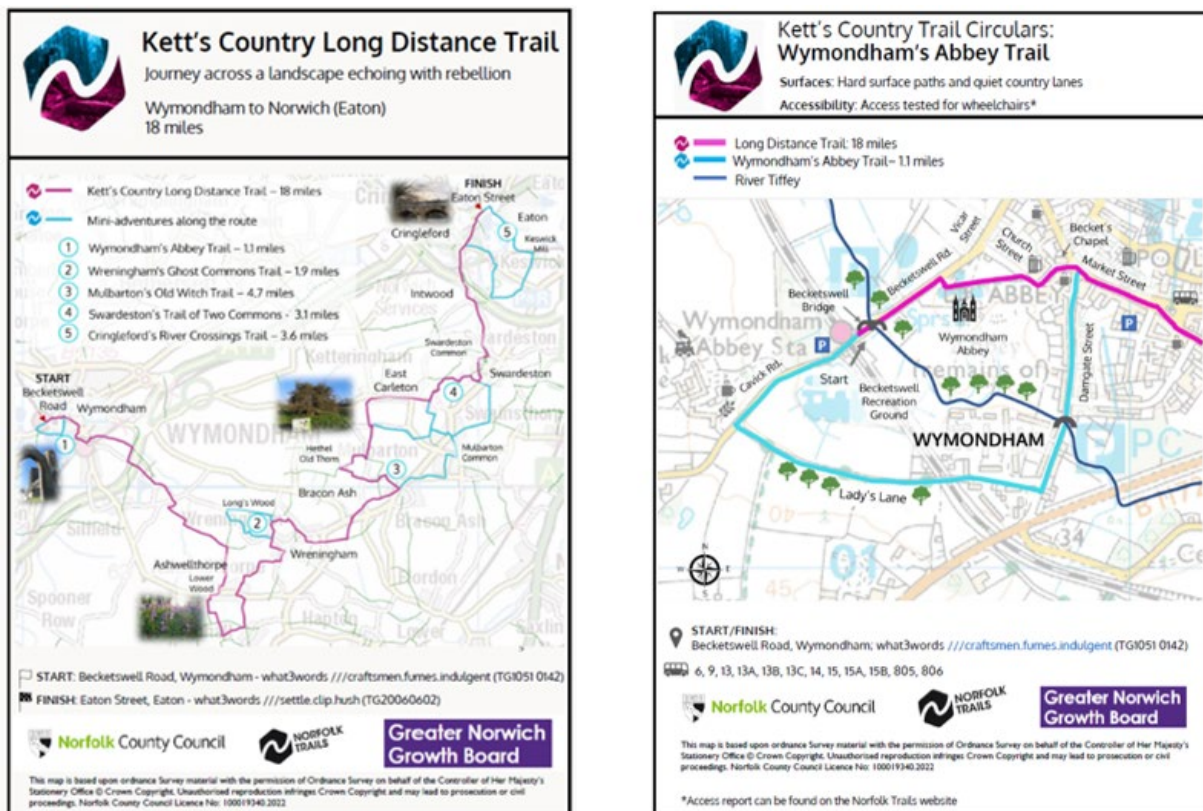
NEW AND IMPROVED ROUTES SHOULD BE ATTRACTIVE AND PLEASANT AND INCORPORATE SOFT LANDSCAPING WHEREVER POSSIBLE POTENTIALLY USING GREEN INFRASTRUCTURE CORRIDORS/RIBBONS. PARTICULAR ATTENTION SHOULD BE GIVEN TO IMPROVING CONNECTIVITY AND FACILITIES FOR DISABLED AND ELDERLY RESIDENTS WHERE EXISTING INFRASTRUCTURE IS EITHER LACKING OR UNFIT FOR PURPOSE.

Thematic Policies: Access to the countryside

Background

- 4.56. Wymondham is a classic historic market town notable in this case for the presence of the huge and impressive Abbey. It is characterised by a dense historic core and a central Market Place and a network of radial routes leading off from this point around which new homes and workspaces have been built over time.
- 4.57. Wymondham is also defined by its setting, in this case within a large plateau or gently rolling arable countryside. The South Norfolk Place Making Guide (2012) notes that beyond the town, the parish comprises a number of hamlets; small church/hall settlements, with dispersed farmsteads and country houses. The key defining characteristics of the countryside around Wymondham includes:
- a) The Tiffey valley and associated river meadows to the south and west making an important recreation and ecological green corridor
 - b) Outlying hamlets and settlements, landscape dominated and visually separate and distinct
 - c) Presence of large parkland estates with estate dwellings, railings and other features
- 4.58. As noted throughout this Plan, the character of the town and its setting in the countryside contributes significantly to the appeal of Wymondham which is why this characteristic is specifically referenced in the vision for the plan. People naturally therefore want to get out into the countryside and enjoy the area where they live whether they are walking the dog, exercising or simply exploring.
- 4.59. However, with just a few notable exceptions such as the Wymondham Abbey Trail which are much used and much loved and the recently established Ketts Country Trail, it is relatively difficult to get out into the countryside on foot around Wymondham via formal public footpaths or cycleways. This issue was highlighted by the Neighbourhood Plan Team and during public consultation work and during site visits and highlighted in the Wymondham Network Improvement Strategy (2020).

Figure 24: Image showing the Kett's Country Long Distance Trail and Wymondham Abbey Trail



Source: www.norfolk.gov.uk

- 4.60. One of the impacts of the coronavirus pandemic has been a marked increase in people using their local countryside. People are spending more time in the place that they live and have more time to spend locally; people are more mindful of needing to exercise for physical and mental wellbeing and people are less inclined to gravitate towards more obvious outdoor destinations that attract large concentrations of people. Whilst this trend may fade somewhat as the pandemic eventually passes, it is likely that it will have a lasting legacy which places even more of an impetus on finding ways to improve access to the countryside around Wymondham.

Objective

- 4.61. The objective of this policy is to encourage landowners, developers and the public sector to facilitate or deliver new and/or improved footpaths and cycleways in the countryside around Wymondham. The specific elements of the network that this policy seeks to add is based on a review of where there are gaps in the existing network, for example between fragmented lengths of public footpaths. This will directly benefit the physical and mental wellbeing of the community and help to make Wymondham an even more attractive place to live, work and play.

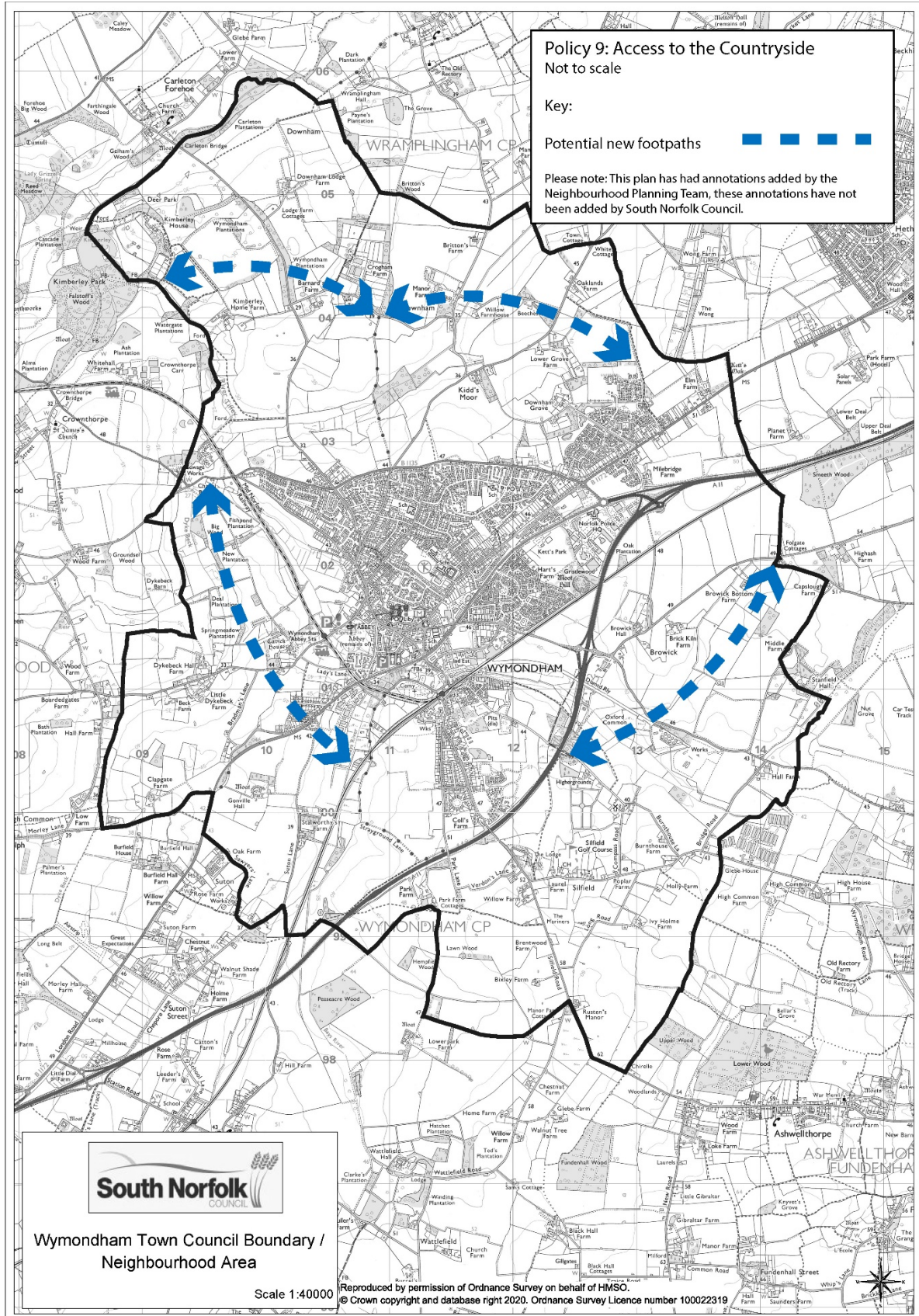
POLICY 9: ACCESS TO THE COUNTRYSIDE

PROPOSALS TO INCREASE AND IMPROVE PUBLIC ACCESSIBILITY TO THE COUNTRYSIDE AROUND WYMONDHAM TO PROMOTE HEALTHY LIFESTYLES AND COMMUNITY WELLBEING WILL BE SUPPORTED. IN PARTICULAR, THE NEIGHBOURHOOD PLAN SUPPORTS THE PROVISION OF IMPROVED AND NEW FULLY ACCESSIBLE FOOTPATHS AND CYCLEWAYS BUILDING ON EXISTING ROUTES AND THE LOCAL GREEN RIBBONS IN A NUMBER OF AREAS:

- A) TO THE NORTH OF THE TOWN AND WEST TOWARDS THE TIFFEY VALLEY AND EAST TOWARDS HETHERSETT**
- B) TO THE SOUTH OF THE TOWN AND EAST TOWARDS SILFIELD**
- C) TO THE WEST OF THE TOWN ON A NORTH-SOUTH AXIS.**

FOOTPATHS SHOULD BE DESIGNED TO SUIT THEIR ENVIRONMENT AND BLEND WITH THE LANDSCAPE. THEY SHOULD BE ACCOMPANIED BY APPROPRIATE SIGNAGE AND WAYFINDING. FOOTPATHS SHOULD BE DESIGNED TO REFLECT THE RURAL SETTING OF WYMONDHAM.

WHERE FOOTPATHS MAKE USE OF EXISTING ROADS APPROPRIATE MEASURES SHOULD BE TAKEN TO MAXIMISE PEDESTRIAN AND CYCLIST SAFETY.

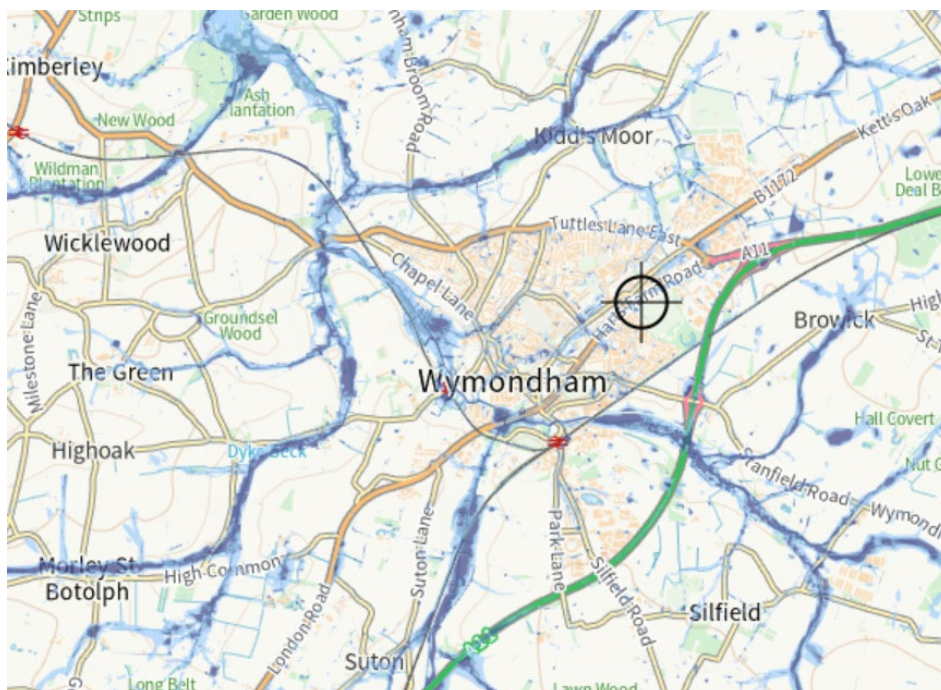


Thematic Policies: Surface water flood risk

Background

- 4.62. During consultation the LLFA commented that according to their datasets (extending from 2011 to the present day) there are 16 records of internal flooding and 19 records of external/anecdotal flooding in the Parish of Wymondham. The plan below shows areas that are particularly susceptible to surface water flooding in and around Wymondham.
- 4.63. The LLFA highlighted the importance of considering surface water, ground water and flooding from ordinary water courses within the Plan and recommended that the following policy be included in the Plan. The Plan requires that any future development (or redevelopment) proposals show there is no increased risk of flooding from an existing flood source and mitigation measures are implemented to address surface water arising within the development site.

Figure 25: Map showing areas at risk of surface water flooding

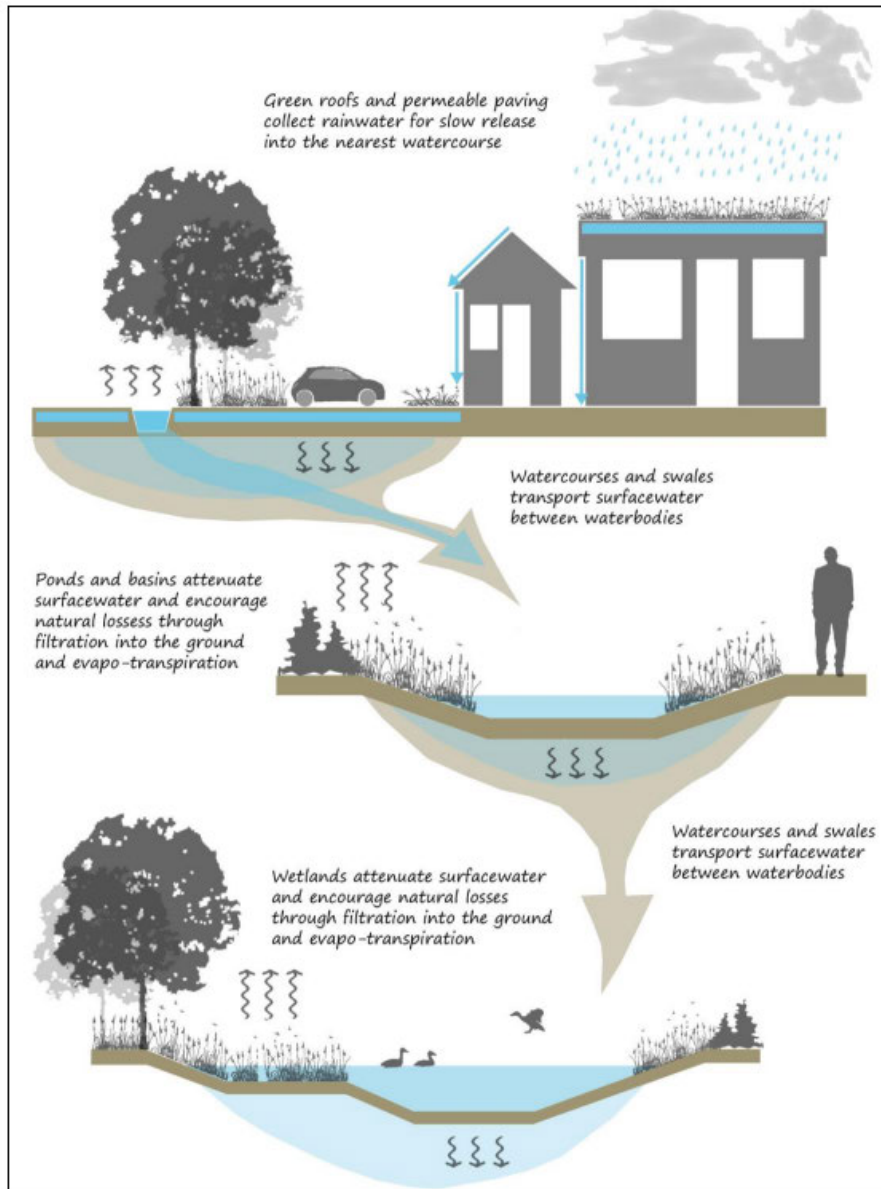


Source: gov.uk

Did you know...

- 4.64. *There are numerous examples across Norfolk where SUDS or 'sustainable urban drainage systems' have been designed into new developments or even retrofitted into existing development. Norfolk County Council highlights a number of good practice case studies such as at Ster Drive and Badgers Brook in Taverham. In this instance surface water flooding occurred that led to properties being flooded. SuDS were retrofitted into the existing landscape and rills/channels were installed to carry water into rain gardens/attenuation basins.*

Figure 26: Diagram illustrating the principles of SuDS



Source: SuDS Design Guidance for Hertfordshire, March 2015

POLICY 10: SURFACE WATER FLOOD RISK

TO BE SUPPORTED DEVELOPMENT PROPOSALS MUST DEMONSTRATE THEY WILL NOT INCREASE FLOOD OF THE SITE OR IN THE WIDER AREA.



Neighbourhood Plan Projects

5. Neighbourhood Plan Projects

- 5.1. In addition to the Policies set out in the previous section, a number of local issues have been highlighted during the preparation of the Plan that are best captured as projects. These do not form part of the statutory architecture of the Neighbourhood Plan but seek to highlight how specific local issues might be addressed. Where relevant, some of these ideas could be taken forward and developed into policies as part of future evolutions of this Plan or other statutory planning documents.
- 5.2. The projects are set out below with further information on delivery and implementation provided in the implementation plan that accompanies this Neighbourhood Plan.

PROJECT 1: OLD SALE YARD SITE

THE NEIGHBOURHOOD PLAN SUPPORTS IMPROVEMENTS TO THE APPEARANCE OF THE OLD SALES YARD SITE CLOSE TO WYMONDHAM STATION WHILST THE SITE REMAINS UNDEVELOPED.

PROJECT 2: PEDESTRIAN AND CYCLIST WAYFINDING

THE NEIGHBOURHOOD PLAN SUPPORTS A COMPREHENSIVE REVIEW OF PEDESTRIAN AND CYCLIST WAYFINDING ACROSS THE PARISH AND THE DELIVERY OF A NEW, EFFECTIVE AND CONSISTENT LOCAL CYCLING AND WALKING INFRASTRUCTURE PLAN INCLUDING ONLINE MEDIA, PHYSICAL MAPS, SIGNAGE AND WAY-MARKING. THE PROPOSED PLAN SHOULD TAKE INTO ACCOUNT THE FULL RANGE OF TYPES OF FOOTPATHS AND CYCLE WAYS AND SEEK TO HIGHLIGHT AND PROMOTE OPPORTUNITIES THAT IMPROVE ACCESS TO THE SURROUNDING COUNTRYSIDE. THE PLAN SHOULD SEEK TO INCORPORATE NATURAL AND BUILT HERITAGE INTERPRETATION WHEREVER POSSIBLE.

PROJECT 3: DIVERSITY OF GREENSPACES

THE NEIGHBOURHOOD PLAN SUPPORTS A REVIEW OF PARKS, GREEN SPACES AND OTHER GREEN INFRASTRUCTURE IN WYMONDHAM AND THE DEVELOPMENT OF A STRATEGY AND VISION THAT ENSURES THE CONDITION, VOLUME AND CHARACTER OF PROVISION MEETS COMMUNITY NEEDS. PARTICULAR CONSIDERATION SHOULD BE GIVEN TO ENSURING THERE IS A BALANCE BETWEEN AMENITY GREENSPACE AND WILDER GREEN SPACES. WHERE CHANGES ARE PROPOSED STAKEHOLDERS WILL NEED TO IDENTIFY HOW LONG-TERM MANAGEMENT AND MAINTENANCE WILL BE ADDRESSED.

PROJECT 4: DE-CLUTTERING

WHEN PUBLIC AREAS ARE REDEVELOPED OR NEW INFRASTRUCTURE IS ADDED OR UPGRADED, THE OPPORTUNITY SHOULD BE SEIZED TO REMOVE OBSOLETE ITEMS AND CONSOLIDATE INFRASTRUCTURE THAT REMAINS REQUIRED. PARTICULAR ATTENTION SHOULD BE GIVEN TO THE TOWN CENTRE WHERE CLUTTER HAS ACCUMULATED IN PARTICULAR LOCATIONS WITH THE CONSEQUENCE OF REDUCING THE QUANTITY OR UTILITY OF PUBLIC SPACE.

PROJECT 5: WYMONDHAM GATEWAYS

THE NEIGHBOURHOOD PLAN SUPPORTS THE ENHANCEMENT OF GATEWAYS TO THE TOWN TO IMPROVE PEOPLE'S FIRST IMPRESSION OF WYMONDHAM AND IMPROVE OVERALL PERCEPTIONS OF THE AREA. ENHANCEMENTS MIGHT INCLUDE THE INSTALLATION OF HIGH QUALITY TOWN SIGNAGE, PLANTING OR GATEWAY MARKERS. GATEWAYS WOULD INCLUDE JUNCTIONS OFF THE A11 AND ARTERIAL ROADS INTO THE TOWN.

PROJECT 6: TOWN CENTRE SIGNAGE

THE NEIGHBOURHOOD PLAN SUPPORTS A COMPREHENSIVE REVIEW OF SIGNAGE, INTERPRETATION AND MAPS IN THE TOWN CENTRE AND THE DELIVERY OF A NEW, EFFECTIVE AND CONSISTENT STRATEGY FOLLOWED BY THE NEW SIGNAGE ITSELF. NEW MATERIAL SHOULD BE DESIGNED TO HELP VISITORS ORIENTATE THEMSELVES AND IN PARTICULAR RECOGNISE THE 'STRING OF PEARLS' OF HERITAGE ASSETS IN THE TOWN FROM THE WYMONDHAM HERITAGE MUSEUM, MARKET CROSS, BECKET'S CHAPEL AND WYMONDHAM ABBEY.



Implementation & Monitoring

6. Implementation and Monitoring

Implementation

- 6.1. The policies contained in this Neighbourhood Plan will be applied by South Norfolk Council to future development proposals. The policies and projects will also be used by Wymondham Town Council to shape future strategy and investment.
- 6.2. The implementation of the projects set out in the Neighbourhood Plan will require the co-ordinated input and cooperation of a number of statutory and non-statutory agencies, private sector organisations and the local community. In order to support the implementation of the projects, a separate implementation plan has been prepared. This document is not part of the Neighbourhood Plan but simply includes information on potential actions to progress the delivery of specific projects.

Monitoring

- 6.3. Wymondham Town Council will monitor the implementation of the Neighbourhood Plan and consider whether formal review and updates are required over the period to 2038. During this period it is likely that the planning system will be subject to change and reform. Significant and substantive changes mean that it will be particularly important to monitor impacts on Neighbourhood Planning and respond as necessary.