



Drayton Neighbourhood Plan

Adopted July 2016

Preface

The Adopted Neighbourhood Plan for Drayton is based on over two years of research, consultation with the community and a rolling process of drafting, review and refinement. It has been written by the Drayton Neighbourhood Planning Forum which is made up of community representatives from the village. After a call for membership, this group was set up in 2013 and includes representatives from St Margaret's Parish Church, the Bob Carter Centre, Drayton Tree Wardens, Drayton Community Infant School, Drayton Parish Council and the local community.

In preparing this document, the Neighbourhood Planning Forum has undertaken a process of research, consultation and review. Key stages in this process can be summarised as:

- Applying for the designation of a Neighbourhood Area (November 2013)
- Undertaking background research on local social, economic and environmental conditions in Drayton and the surrounding area
- Undertaking initial community consultation to understand residents aspirations, concerns and ideas (May 2014)
- Going on structured 'walkabouts' led by specialists to understand different areas within the village and particular areas of interest or concern
- Undertaking a second community consultation exercise to test a draft vision and set of objectives for the Neighbourhood Plan and highlight initial policy ideas (June 2014)
- Holding thematic workshops to discuss the strengths, weaknesses, opportunities and threats facing different aspects of life in Drayton and to develop policies
- Undertaking a third community consultation event to test a first draft of the policies for the Neighbourhood Plan (October and November 2014)
- Undertaking a pre-submission consultation exercise for eight weeks over the summer (August and September 2015)
- Submitting the Plan for independent Examination and undertaking suggested modifications (Spring 2016).

Finally, in July 2016 the Neighbourhood Plan was put to the local community by way of a referendum. The community voted in favour of the document, completing the Plan preparation process and triggering its formal adoption.



The background image is a composite. The upper portion shows a white pub with a red-tiled roof, identified by a sign as 'The Red Lion FREE HOUSE • CARVERY'. Bare tree branches are visible against a clear blue sky. The lower portion of the image is a field of vibrant yellow daffodils in full bloom, with some white flowers interspersed. A green rectangular box is overlaid on the right side of the image, containing the table of contents.

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1. Introduction to the Neighbourhood Plan

- 1.1. The area which this Neighbourhood Plan addresses covers the same area as the Civil Parish of Drayton (see **Figure 1**).
- 1.2. The intended lifespan of the Plan is to 2026 which matches the intended lifespan of the Joint Core Strategy. The Joint Core Strategy was produced by the Greater Norwich Development Partnership (of which Broadland District Council is a member). It sets out the over-arching strategy for growth across Norwich, Broadland and South Norfolk.
- 1.3. The production of the Drayton Neighbourhood Plan was made possible by powers contained within the 2011 Localism Act. The Localism Act contains a number of measures and powers which decentralise control over local matters to local communities including the ability to create new planning policy.
- 1.4. Giving local communities the ability to create their own planning policies provides them with a significant and powerful say in what happens in their area. Accordingly the power comes with number of ‘basic conditions’ that must be met including the need to contribute towards the achievement of sustainable development goals, the need to ensure that policies have regard to national policies and are in general conformity with the strategic policies in the development plan such as the Joint Core Strategy.
- 1.5. The Drayton Neighbourhood Plan therefore contains a series of policies developed by the community which have regard to national guidance, are in broad conformity with the local strategic plan and seek to deliver social, economic and environmental sustainability.
- 1.6. In summary the aim of the Plan is to set out a number of simple and practical policies that can add local detail and depth to more strategic documents such as the Joint Core Strategy in order to address specific local issues. Local people have told us what they want and don’t want in the village and how they would like to see it evolve into the future. We have taken those ideas and views and shaped them into this document bearing in mind the basic conditions that must be met.
- 1.7. The remainder of the Plan is set out as follows:
 - 1.7.1. **Section 2: An introduction to Drayton:** This section provides a summary of the social, economic and environmental conditions in Drayton to help illustrate the context in which policies have been created and the issues to which they seek to respond.
 - 1.7.2. **Section 3: A Vision and Objectives for Drayton Neighbourhood Plan:** This section sets out the overarching vision and objectives for the Neighbourhood Plan. This strategic framework underpins the policies.
 - 1.7.3. **Section 4: Neighbourhood Plan Policies:** This section sets out the policies under thematic headings which are at the core of the Plan and are intended to shape future change in the village. Each policy is accompanied by text explaining the justification for the policy and the intention of the policy. This section also includes a number of projects that the community is keen to pursue, these are not planning policies.
 - 1.7.4. **Section 5: Implementation and Monitoring:** This section sets out how the policies and projects will be implemented.

Figure 1: Neighbourhood Plan Boundary



2. An Introduction to Drayton

Location and geography

- 2.1. Drayton is in the Local Authority District of Broadland in the County of Norfolk. The village is situated close to the north western edge of Norwich and is around five miles from Norwich city centre. The Drayton Neighbourhood Plan area covers the same area as the Civil Parish of Drayton.
- 2.2. The Plan area is bounded by the Wensum River Valley to the south which forms part of the Parish of Costessey in South Norfolk District. To the west the Plan area neighbours Taverham Parish; to the north, Horsford Parish; and to the east, Hellesdon all of which are in Broadland District.
- 2.3. The Plan area covers around 556 hectares (1,373 acres) which is relatively small compared to many other Parishes in Broadland. The Plan area is made up of the built up area of the village, open farm land, the river valley and blocks of woodland. The village centre is based around the junction of a number of historic routes including the A1067 between Norwich and the large market town of Fakenham approximately 20 miles to the north-west.
- 2.4. Historically Drayton was a rural Parish containing a small village clustered around a church overlooking the Wensum Valley. By the end of the 20th century the suburbs of Norwich had expanded almost to the southern edge of the village. In parallel, Taverham to the west has expanded and has now grown to the extent that in some places the two settlements form a continuous built up area. Nevertheless, Drayton retains a semi-rural character and residents are passionate about maintaining a separate identity and physical separation from Norwich and surrounding villages.

The local community

- 2.5. At the time of the 2011 Census there were around 5,500 people living in Drayton. To put this into context, the population of the Plan area makes up around 4% of the population of Broadland as a whole.
- 2.6. Compared to the population of Broadland, the population in Drayton is relatively young; for example, the average age of residents in the Plan area is 42 compared to 44 across the District. There are particular concentrations of residents aged between 30 and 44 and children under 18 in the Plan area (2011 Census), which suggests that Drayton is an attractive location for families to live with good access to schools and jobs in and around Norwich.
- 2.7. Analysis of the occupation of residents shows that working age residents in Drayton are more likely to be employed in higher skilled occupations than residents across Broadland as a whole. Perhaps contributing to this, analysis of educational attainment of residents highlights that there are higher proportions of residents in the Plan area with Level 3 and Level 4 qualifications (the highest attainable) than across Broadland as a whole (2011 Census).
- 2.8. The majority of working residents in Drayton travel between 10km and 20km to work suggesting they travel to destinations in and around Norwich. Around 20% work less than 2km away / from home. As is the case across Broadland the vast majority of working age

residents travel to work by car (around 68%) with proportionally fewer residents walking or cycling than across Broadland (5% walk, 4% cycle).

- 2.9. Drayton is well served by community facilities. The largest dedicated community centre is the Bob Carter Centre at the very heart of the village which includes indoor sports facilities, a bar and social club. Close to the Bob Carter Centre is the Drayton Village Hall which is used for a range of community events and activities. Away from the village centre there is also the King George V Playing Field and Pavilion and Thorpe Marriot Village Hall (Longdale Pavilion) and sports pitches.
- 2.10. As noted above, Drayton has grown at the junction of a number of important local roads which feed into a main route into Norwich, the A1067 or Fakenham Road. Whilst it is busy at peak times, this road provides good direct access to the northern side of Norwich and onwards to the regional road network.
- 2.11. It is important to note that the highway infrastructure around the village is likely to change significantly in the future with the delivery of the Norwich Northern Distributor Road or NNDR. This route will provide a northern distributor road for Norwich linking north-west Norfolk to the A47 in the east. The route will run across the northern most part of the Plan area between the Drayton Drewray and the Thorpe Marriot neighbourhood. It is hoped that the delivery of the new road will relieve the village of some through-traffic and ease congestion at peak times.
- 2.12. Alongside road connections a stretch of the Marriott's Way passes through the village which provides a popular local walking and cycling route linking Norwich to the northern parts of Norfolk. The Marriott's Way is part of National Cycle Route 1 which provides a continuous route all the way from Dover to the Shetland Islands. Drayton does not have a train station but is on a number of bus routes serving Norwich and Fakenham.

The local economy

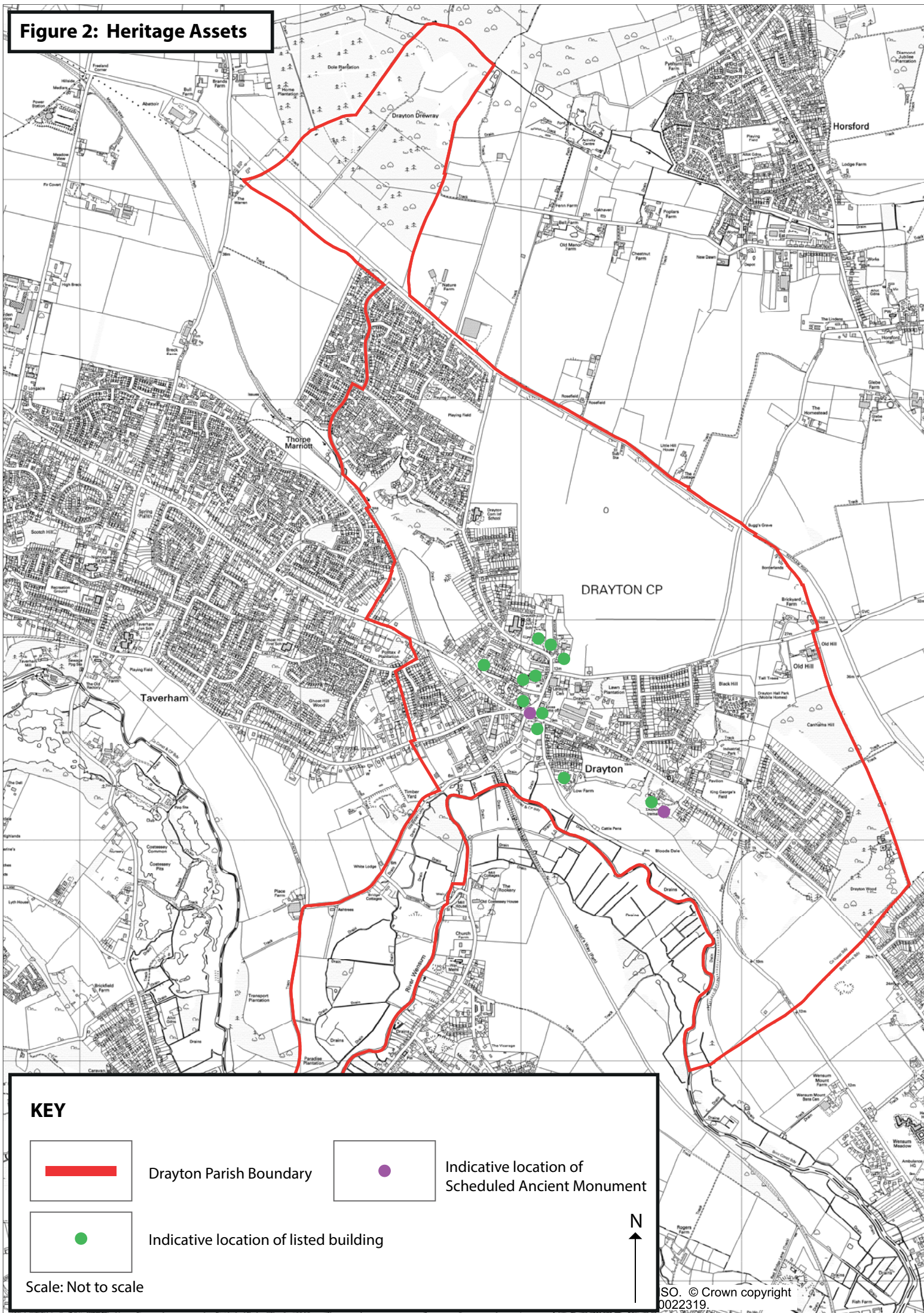
- 2.13. Drayton is a working village with a range of employment sites in the Plan area. However, travel to work data suggests that only a small proportion (under 20%) of working residents still live and work in the village with large daily outflows into Norwich and other towns.
- 2.14. The village centre is a bustling local hub containing a number of shops and retail services, pubs, cafes and a petrol filling station all of which provide opportunities for employment and investment. On the edge of the village centre there is also a medium sized Tesco supermarket.
- 2.15. In the centre of the village is the historic headquarters of R G Carter, a major regional building contractor and developer. 'Carters' occupy a number of sites with a range of different activities taking place such as office space, staff training and storage. The business has been based in the village since the 1920s and has left an important and admirable legacy for the community including the Florence Carter Park and Bob Carter Centre.
- 2.16. Away from the village centre there are two other concentrations of employment activity at the Drayton Industrial Park and Frosts Industrial Estate. Drayton Industrial Park is a modern, compact industrial estate containing a mixture of light industrial and retail warehouse activities. It is an attractive industrial estate located close to the village centre and is well

occupied. Frosts Industrial Estate is a more historic employment area off the A1067 at the Norwich end of the Plan area. Activities taking place here tend towards heavier industrial functions and engineering.

The local environment

- 2.17. The Plan area contains a mixture of urban and rural landscapes and is at the convergence of two 'green infrastructure corridors'; the River Wensum and the Norwich – Reepham – Aylsham corridors.
- 2.18. The River Wensum is a European designated site (Special Area of Conservation) which affords it the highest level of statutory protection (the river itself and its banks). It is also designated as an Environmentally Sensitive Area and Site of Special Scientific Interest which are national designations and provide another layer of protection. A small part of a County Wildlife Site (Wensum Mount Farm) associated with the river valley falls within the Plan area.
- 2.19. Away from the river valley the Plan area contains Drayton Drewray which is a County Wildlife Site containing a mixture of fen, woodland, grassland and heath. Also Drayton Wood and Canham's Hill both of which are valued local green spaces.
- 2.20. The topography of the Plan area and the nature of development in the village has created a situation that means the centre of the village is at particular risk of surface water flooding during times of heavy rain. It is technically therefore one of three 'Critical Drainage Areas' across the Norwich catchment which confirms that surface water flooding is a particular issue.
- 2.21. As noted above, Drayton is an historic settlement that has grown around the convergence of a number of important sub-regional and local transport routes. As a result of its history the village contains around 11 listed buildings including Drayton Lodge which is grade II* listed and a Scheduled Monument, St Margaret's Church which is also grade II* listed and the mediaeval village cross which is grade II listed and a Scheduled Monument. The remaining entries on the national list of buildings of architectural or historic interest area all at Grade II.
- 2.22. In terms of domestic buildings, the area contains around 2,330 homes the majority of which are detached and owner occupied. Away from the historic village centre, housing in Drayton is grouped into a number of neighbourhoods each of which represents a discreet phase of development; Thorpe Marriot for example is a large relatively modern housing estate as are the George Drive, Hurn Road, Cator Road areas. The next of these new neighbourhoods looks set to be delivered off Hall Lane where a scheme was granted outline planning permission in 2013.

Figure 2: Heritage Assets



3. A Vision and Objectives for the Neighbourhood Plan

- 3.1. A vision and set of objectives have been developed for the Neighbourhood Plan. They have been prepared by the Neighbourhood Planning Forum but tested and refined with the community through a number of public consultation events.
- 3.2. The purpose of the vision is to capture in a short paragraph an over-arching statement on how the Plan area will change and develop in the future. It is deliberately ambitious and far reaching and should be part of any consideration of future proposals for the Plan area.

Vision

- 3.3. *The vision of the community of Drayton is based on their desire to maintain the quality of life in their Parish by preserving the balance between the built and green environment, improving negative elements of the built environment and infrastructure whilst developing and strengthening opportunities for the people of the parish, encouraging increased prosperity, and building up the facilities available to residents, and those that work here.*

Objectives

- 3.4. The objectives for the Plan are designed to address issues identified as specific to Drayton and issues raised by the local community. They provide a basis for the policies set out in the next section and a framework for the future which, if fulfilled will ensure the vision for Drayton is achieved.
- 3.5. Objective 1. Preserving the character of the settlement, including the spatial balance between the rural and built environment, historical assets and character whilst improving design based on local vernacular style.
- 3.6. Objective 2. Protecting and enhancing resources available for sports, leisure, community and educational activities.
- 3.7. Objective 3. Facilitating improvements in road transport, traffic, and parking.
- 3.8. Objective 4. Improving the management and possibly increasing the provision of public green spaces of different kinds.
- 3.9. Objective 5. Supporting businesses and local employment.
- 3.10. Objective 6. Improving access and use of route-ways through both urban and countryside for pedestrians and cyclists.

4. Neighbourhood Plan Policies

- 4.1. This section sets out the policies developed by the Neighbourhood Planning Forum over the last two years. The policies are at the heart of the Neighbourhood Plan and are the tools that will be used by Broadland District Council planning officers in the future when considering proposals and applications.
- 4.2. There are 15 policies in total covering issues ranging from surface water flooding to walking and cycling to the historic environment.
- 4.3. The policies have been arranged under three broad thematic headings as follows:

Theme 1: Shaping future development: Policies that will help to shape all proposals across the Plan area

- Policy 1A – 1E: Design Standards and Land Use Mix
- Policy 2A – 2C: Protecting and Enhancing the Historic Environment
- Policy 3: Maintaining Important Views
- Policy 4: Improved Public Parking
- Policy 5: Flooding

Theme 2: Site specific guidance: Policies that have a specific geographic focus within the Plan area

- Policy 6: Village Centre Enhancements

Theme 3: Green spaces and recreation: Policies that relate specifically to areas of green open spaces

- Policy 7: Improved Walking and Cycling Routes
- Policy 8: Nature Conservation
- Policy 9: Increasing the use of the King George V Playing Field

- 4.4. In addition to the policies, the Plan contains a number of projects. These projects are not part of the statutory plan but they represent non-planning initiatives that the community has highlighted as issues to address.

THEME 1: SHAPING FUTURE DEVELOPMENT

Design standards and land use mix

Background

- 4.5. Consultation with the community and discussion within the Neighbourhood Planning Forum indicated that whilst there is not necessarily support for future development in the village, the community recognises that over the full lifespan of the Neighbourhood Plan up to 2026, proposals may come forward within the village for consideration. Comments have suggested that the development of 'brownfield' sites may indeed be supported.
- 4.6. Mindful of the pressure for development, the community is keen to ensure that any proposals that do come forward provide the best possible outcome for Drayton and its residents in a number of ways:
 - 4.6.1. Design: There is a desire to ensure that any future development that may come forward in the Plan area is delivered to high standards of design and sustainability. The community is proud of its identity and character and wishes to see this preserved and enhanced through high quality buildings and neighbourhoods.
 - 4.6.2. Employment: Drayton is a bustling village with a busy centre and a number of successful employment areas. Whilst the community did not express an ambition to identify entirely new employment areas it was considered that if major new development came forward in the future it should include an allowance for some employment floorspace to help provide jobs and business opportunities for local people.
 - 4.6.3. Traffic: Residents and businesses expressed concern about congestion and traffic, particularly in the village centre. The layout of the village means that most traffic is funnelled through the centre. At peak times due partly to the complexity of the layout and partly to the volume of traffic this results in congestion. There is a desire to ensure that any future development around the village does not exacerbate this problem and wherever possible seeks to improve the current situation through the creation of alternative routes and by promoting walking and cycling and public transport use.

Intention

- 4.7. The intention of these policies is to ensure that any proposals for major residential development (over 10 residential units or 0.5 hectares) that come forward in the future take into account a number of particular local issues, aspirations and concerns.

Policies 1A to 1E: Design Standards and Land Use Mix

- 4.8. **Policy 1A: Proposals for development must show how the development would achieve a high standard of design, sustainability and innovation. Development which reflects the historic character of Drayton will be supported.**
- 4.9. **Policy 1B: Proposals for new housing development must have regard to the desirability of providing opportunities for local employment to help reduce the need for travel to work. Development which would provide a mix of housing and employment-related uses will be supported.**

- 4.10. Policy 1C: Development which would have an impact on the natural environment will not be permitted unless it can be shown that the natural environment would not be harmed.**
- 4.11. Policy 1D: Development which would involve the creation of new retail floorspace will not be permitted unless it can be shown that the development would not adversely affect the existing retailing function of the village centre. Development likely to enhance the retailing function of the village centre will be supported.**
- 4.12. Policy 1E: Proposals for development which would help to alleviate traffic congestion in the village centre will be supported, provided that the development would comply with other policies of the plan.**

Protecting and enhancing historic character

Background

- 4.13. An appreciation of and a desire to enhance the historic character of Drayton throughout the Plan area is a strong theme that has arisen from the public consultation exercises carried out with the local community, as well as the discussions within the Neighbourhood Planning Forum.
- 4.14. In accordance with the wishes of the community the Plan seeks to preserve and enhance the character of the existing built environment. This has traditionally consisted of low-density development with generous curtilages often incorporating mature planting of oaks and other native species. This is true of the earlier rural developments in and around the village centre, and of most of the post-1950 development when larger scale housing developments were initiated either along the Parish's ancient routeways or within estates.
- 4.15. Over recent decades, some of the historic character of Drayton, especially in the village centre, has been eroded. The community wishes to see this process halted with greater conservation, enhancement and where possible reinstatement of elements of historic character. Of particular importance is the re-balancing of the form of the village centre by, for example, increasing open green space, reducing the impact of road space and better delineated boundaries of the built environment.
- 4.16. It is important that development preserves and enhances the established character of Drayton, especially regarding elements of the historic environment. This applies to historic spatial relationships, open spaces, and the built environment.
- 4.17. The scale, design, and setting of new buildings should respect the existing historic built environment even though this might currently be quite fragmentary. Traditional building materials of the locality, for example, the village centre, should be the norm for future development. The height of ridgelines and eaves, roof pitch, window to wall ratio, proportions of openings as well as the placing of building lines and the scale of new build, should be appropriate. The mass of any one building should not be allowed to dominate the street scene, although important public buildings might be expected to have more 'presence' than others.
- 4.18. Development proposals should not adversely affect existing heritage assets or the historic character of the Plan area. Existing assets include scheduled sites and listed buildings. Elements that are considered to be essential for the preservation of the historic character of the Plan area include the relationship of open spaces to the built environment, and significant views into and out of the settlement.
- 4.19. In particular, future development within the village centre (see Policy 6) should be in keeping with the historic spatial structure of the village centre, that is, loosely clustered around a green. The aspiration is that the central village green and its historic building lines be restored in some form as part of any future schemes for village centre enhancement. The hill up from the parish church along School Road is the drag (Saxon for 'steep hill') that gave the original settlement its name: future development should ensure that this feature is respected and that views from it to St Margaret's Church are preserved.

Intention

- 4.20. These policies are intended to protect and enhance specific historical assets and character as well as provide a framework within which the historic environment of Drayton may be improved.
- 4.21. The design and management of future development should conform to current best practice for the historic environment as set out in advice from Historic England and other relevant recognised bodies

Policies 2A to 2C: Protecting and Enhancing Historic Character

- 4.22. Policy 2A: Proposals for development which would use traditional building materials found in Drayton will be supported.**
- 4.23. Policy 2B: Development which would intrude into views of St Margaret's Church from School Road will not be permitted.**
- 4.24. Policy 2C: Development which would affect the setting of listed buildings will not be permitted unless the setting would be preserved or enhanced.**

Important views

Background

- 4.25. Part of the high environmental quality of Drayton results from the range of topography that it occupies. Parts of the village occupy high ground above the Wensum Valley and other parts such as the village centre are located in a low-bowl in the landscape. This undulating landscape creates an interesting and attractive series of routes, views and experiences.
- 4.26. The topography of the Plan area creates a range of attractive views that contribute towards the character of the village. For example, there are attractive views down into the village upon approach from the High Road which offer glimpses of the tower of the grade II* listed St Margaret's Church and attractive views from the Fakenham Road up into the area of open agricultural land bounded by mature trees (adjacent Seton Road) that helps to separate Drayton from Taverham. These views, and others, are highly valued by the local community and the community is keen to protect and enhance them wherever possible.

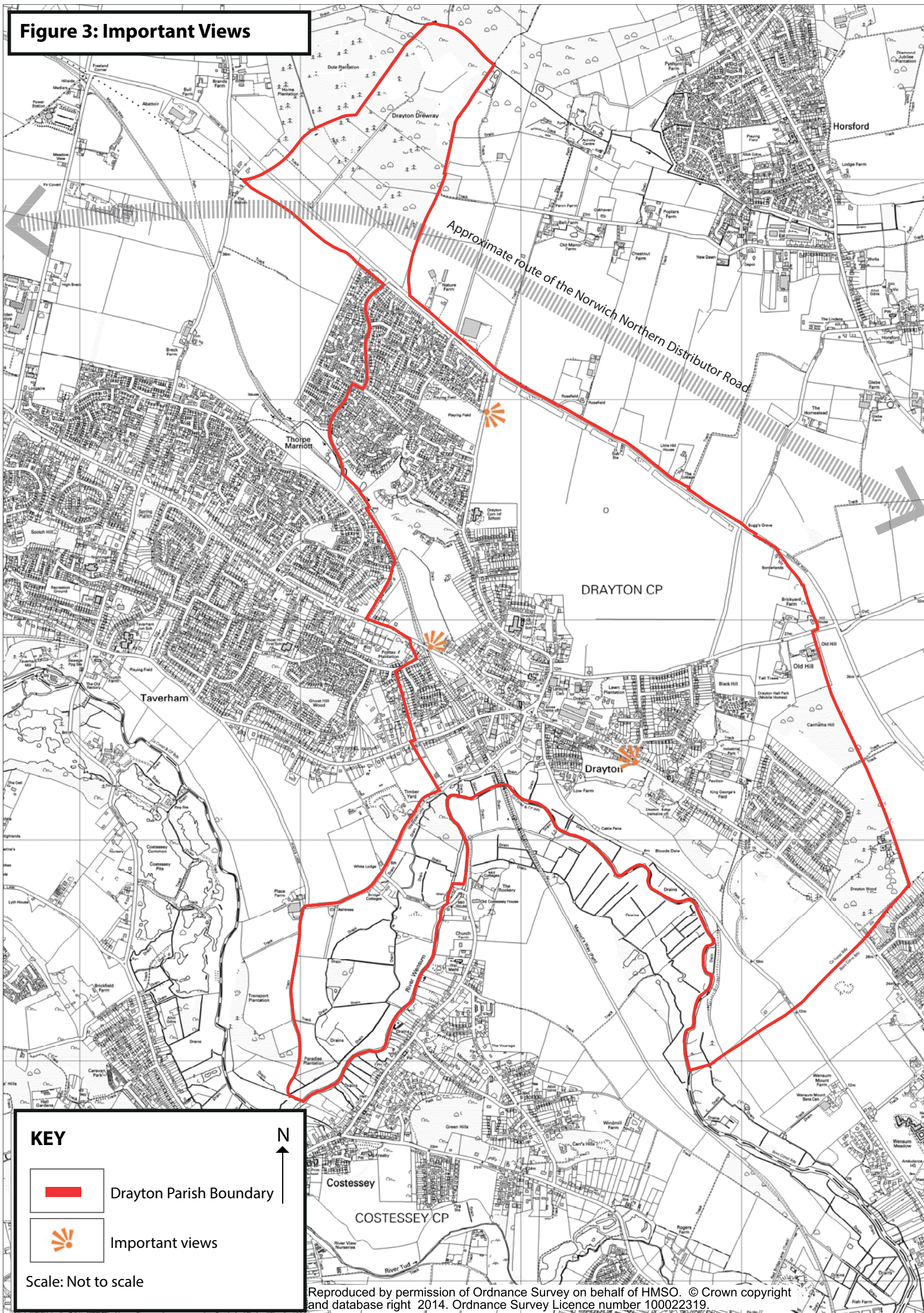
Intention

- 4.27. The Plan recognises that Drayton cannot stand-still and that it will continue to evolve, grow and adapt over time. It is not feasible or appropriate for the Plan to veto development per se and that is not the intention of this policy. However, the Plan does seek to ensure that important characteristics of the village such as views that create a positive and unique sense of place are protected and enhanced wherever possible notwithstanding the potential for future change or development.

Policy 3: Maintaining Important Views

- 4.28. Development which would be prominent in, or would be materially intrusive in, the views described below will not be permitted (see Figure 3):
- 4.28.1. Views of St Margaret's Church tower from routes into the village and from around the village centre.
 - 4.28.2. Views across open land from the top of School Road to the south east towards Hall Lane.
 - 4.28.3. Views over the green gap between Drayton and Taverham from the Fakenham Road to the north and east.

Figure 3: Important Views



Improved public parking

Background

- 4.29. The centre of Drayton is structured around a network of historic routes and buildings. It did not develop early in its history with the expectation of needing to cater for the motor car and this has created a challenge for the village in the 21st century.
- 4.30. Today the centre of Drayton thrives as a local hub as it always has done, providing shopping and services for local residents, a wide range of business activities and a mix of leisure facilities and amenities for visitors and the community. The bustling nature of the village centre means that there is always a steady flow of people arriving and departing by car to access shops, services or their place of work. There is very limited formal off-street public parking and therefore intense pressure for on-street parking and private parking.
- 4.31. Consultation has revealed 'chaotic' and constrained village centre parking has been a long-standing issue of concern for local residents and businesses which the Parish Council has tried to resolve but to date, without success. Further investigation and analysis undertaken as part of the Plan preparation process revealed there are no realistic options for new large scale off-street parking provision and so alternative approaches must be sought.
- 4.32. This Policy does not seek to undermine efforts being made elsewhere to promote walking and cycling in favour of the use of the private car but it reflects that for many driving to and from the village centre is the only practicable means of access at this time.

Intention

- 4.33. Rather than identify a single solution to Drayton's parking constraints in the form of a wholly new car park, the Plan seeks to promote the incremental growth in the number of short-stay public car parking spaces across the village centre over time.

Policy 4: Improved Public Parking

- 4.34. Development which would provide off-street parking for public use in or near the village centre in addition to parking specifically required for the development itself will be supported, provided that it would not harm the appearance and character of the village.**

Flooding

Background

- 4.35. Drayton is identified by the Norwich Surface Water Management Plan as one of three Critical Drainage Areas across the greater Norwich drainage catchment. This confirms the community's view, often put forward during consultation that Drayton is an area which suffers from surface water flooding during times of heavy rain.
- 4.36. The Surface Water Management Plan identifies that the main reason for Drayton being at such significant risk is the presence of a number of 'overland flow paths' where rainwater flows quickly into the village centre and collects primarily around the junction of the Fakenham Road and Low Road before gradually draining away into the Wensum Valley.
- 4.37. The Surface Water Management Plan includes a number of potential actions that can help to alleviate surface water flooding and this issue is currently being considered further by Norfolk County Council and the relevant agencies such as Anglian Water. One of the actions recommended is to include policies within spatial planning documents such as Neighbourhood Plans which reflect the outputs and findings of the Surface Water Management Plan.

Intention

- 4.38. The Plan seeks to contribute towards strategic multi-agency efforts to reduce the risk of surface water flooding in the Drayton Critical Drainage Area. It seeks to promote a range of assessment and mitigation measures that will ensure that any future development or redevelopment will have a positive impact on flooding in the village.
- 4.39. Proposals should demonstrate engagement with relevant agencies and seek to incorporate appropriate mitigation measures to reduce surface water run-off and manage surface water flood risk to the development and wider area such as SuDs (this is the preferred option for surface water disposal) which include permeable surfaces, rainwater harvesting and storage and green roofs and walls.

Policy 5: Flooding

- 4.40. Development proposals which are likely to increase the risk of surface water flooding will not be permitted. Applications for planning permission for development within the Drayton Critical Drainage Area as defined in the Norwich Surface Water Management Plan must be accompanied by a flood risk assessment which considers surface water flooding.**

THEME 2: SITE SPECIFIC GUIDANCE

Village centre enhancements

Background

- 4.41. There is a strong ambition in Drayton to improve the village centre. It is felt that over time the way the road system has changed and expanded in parallel with a proliferation of signage, obsolete street furniture and road markings has significantly eroded the extent to which the area fulfils its original function as a centre for community life. A telling example of this is the fact that the medieval village cross (grade II listed and a Scheduled Monument) is left stranded on a small triangle of the remainder of a village green surrounded on all sides by multiple lanes of traffic. It is inaccessible to visitors and locals and left on a traffic island.
- 4.42. It is recognised that the centre of Drayton has always and will always be a busy intersection of local roads and the Fakenham Road which is a key artery into Norwich. However, there is a strong desire to increase the environmental quality of the village centre wherever practicable for the benefit of local businesses and the community. Attractive and safe space should be available for local people to meet, socialise, celebrate and use their local shops. It should provide an attractive and enticing space to set up and grow a successful business and create an attractive and positive impression on visitors and people passing through.
- 4.43. The function of the village centre should be to bind the community and strengthen the identity of the village. It must not continue to solely be a place for motorists to navigate to the detriment of the people that live there. Place making and the planning of efficient and effective highways can be combined and balanced in a way that would significantly improve the current situation in Drayton.

Intention

- 4.44. The Plan seeks to identify potential opportunities to reduce the impact of the dense network of highway routes through the centre of Drayton. It seeks to create an improved environment for local people and businesses and create a stronger sense of place at the heart of the village. Finally, it seeks to improve conditions for pedestrians and cyclists to access and move around the centre of the village and across the busy network of roads.

Policy 6: Village Centre Enhancements

- 4.45. Proposals for the redevelopment of the buildings currently used as a bank branch and a pharmacy in School Road and the Bob Carter Centre will be supported, provided that these facilities are replaced either on the same site or elsewhere in the village centre.**

Project 1: Village Centre Enhancements

- 4.46. Alongside formal policy, the Parish Council encourages and supports the delivery of long-term interventions that will help to improve the social, economic and environmental quality of the village centre and create a high quality physical heart for the community of Drayton. Possible enhancements could include:
- 4.46.1. The rationalisation of the highway network in and around the village centre to better distribute local and strategic traffic movements, minimise vehicle turning movement

conflicts and improve pedestrian and cyclist road crossing facilities. Alterations to the highway network could include:

- 4.46.1.1. The creation of a new public space around the village cross capable of being used for a range of community events, informal meetings and social interaction. The space would seek to enhance the setting of the medieval village cross which is a Scheduled Monument.
- 4.46.1.2. The creation of enhanced public realm on School Road between the Fakenham Road and Hall Lane.
- 4.46.1.3. Improved visual and physical connections between the new public space and the Florence Carter Park and St Margaret's Church. This could include relocation of the car parking abutting School Road, the expansion and enhancement of the Florence Carter Park and improvements to the setting of St Margaret's Church.
- 4.46.1.4. Tree planting in and around the village centre that reflects historic planting elsewhere in Drayton (acknowledging the need to consult with Anglian Water and other stakeholders), allowing for views through spaces whilst creating a more pleasant environment.
- 4.46.1.5. The comprehensive de-cluttering of the village centre and removal of unnecessary or obsolete street furniture such as guard-railings, signage and highways markings.

THEME 3: GREEN SPACES AND RECREATION

Improved walking and cycling routes

Background

- 4.47. Residents of Drayton have consistently reported how much they value access to the surrounding landscape for walking, cycling, dog walking and taking exercise. Residents enjoy being able to access the Marriott's Way to move between Norwich and outlying towns and villages. They also enjoy being able to access the Wensum Valley to the south, farmland and woodland to the north and east including Drayton Drewray. There is a strong desire to see footpaths retained and where possible expanded to increase access to the countryside.
- 4.48. Elsewhere in the Plan Policy 4 identifies a need for increased public parking in the village centre to allow improved access to local shops and services. Alongside this, it is important to provide and promote the means for those wishing to walk and cycle around the village to shop or travel to work. Increased rates of public transport use, walking and cycling and reduced reliance on the private car can contribute towards reducing the need for additional car parking spaces in the village centre alongside delivering environmental and health benefits.

Intention

- 4.49. The Plan seeks to promote the safe and sustainable movement of people around the village and encourage increased access to the countryside in order to support healthy lifestyles, increase wellbeing and reduce the reliance on the private car.

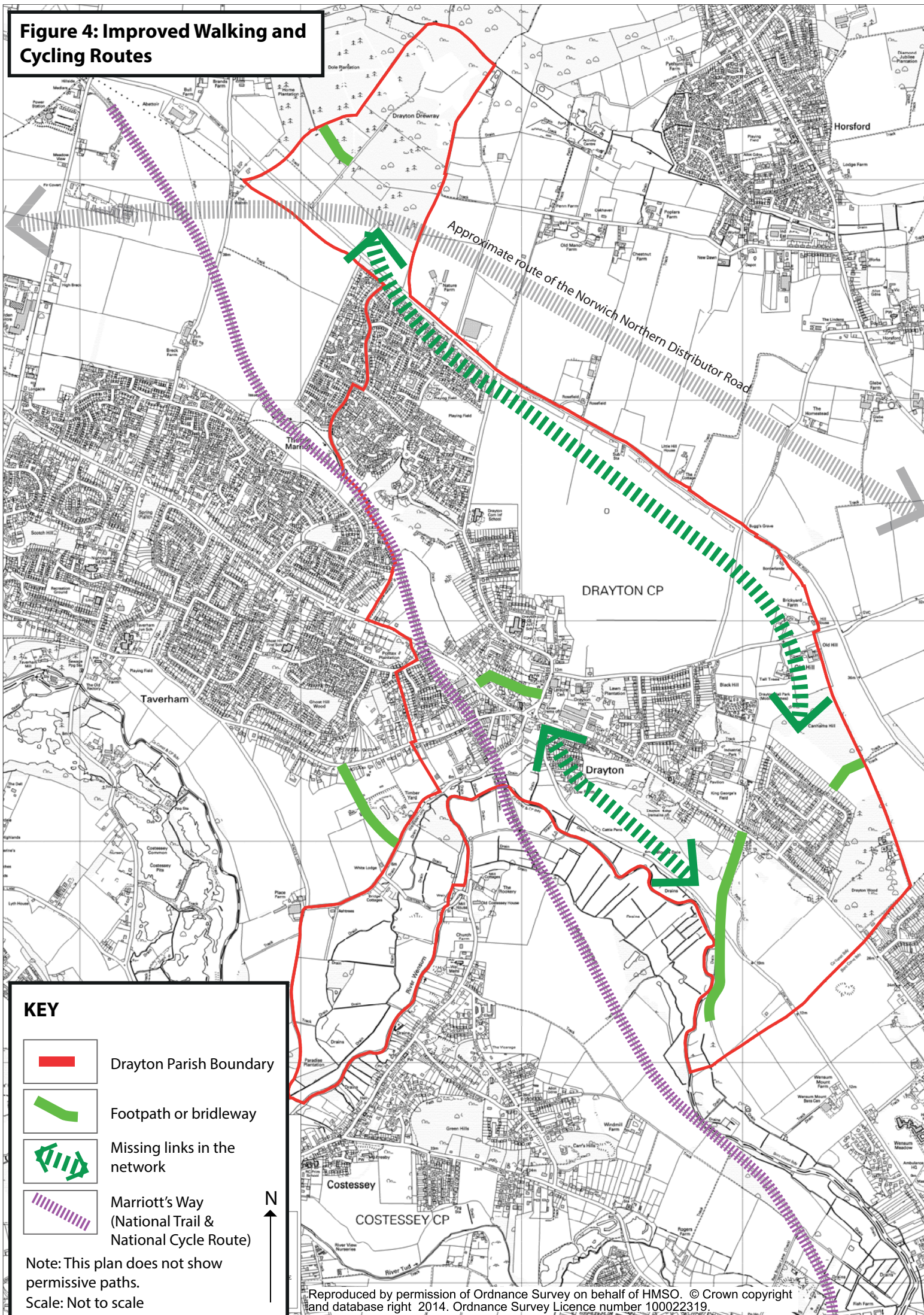
Policy 7: Improved Walking and Cycling Routes

- 4.50. Development which would provide or help to provide improvements to the network of footpaths or cycling routes in Drayton (see Figure 4) will be supported.**

Project 2: Walking and Cycling Routes

- 4.51. Alongside formal policy, the Parish Council supports the protection, enhancement and expansion of the network of footpaths and cycle ways in and around Drayton in order to create a more joined-up route around and through the village.
- 4.52. Specifically the Parish Council supports:
- 4.52.1. The protection and improvement of existing formal and informal routes.
 - 4.52.2. Improved road crossing opportunities and facilities on Fakenham Road.
 - 4.52.3. Improved signage and way-finding in the village centre and at key access points to footpaths and cycle routes such as connections with the Marriott's Way.
 - 4.52.4. The creation of a new contiguous route running from the Low Road in the village centre to Drayton Wood and Canhams Hill and onwards to Hall Lane, School Road and Drayton Drewray and the Marriot's Way.
 - 4.52.5. The introduction of safe, segregated cycle-ways on the existing network and as part of any new road schemes where appropriate.
 - 4.52.6. The introduction of secure cycle parking at bus stops and village centre locations.

Figure 4: Improved Walking and Cycling Routes



Green Infrastructure and Nature Conservation

Background

- 4.53. Drayton is located at the intersection of two important green infrastructure corridors (see plan); the River Wensum green infrastructure corridor and the Marriott's Way green infrastructure corridor (referred to elsewhere as the Norwich – Reepham – Aylsham corridor).
- 4.54. The River Wensum green infrastructure corridor contains a Special Area of Conservation under European law (the SAC designation applies to the river and its banks only) and the Marriott's Way green infrastructure corridor provides a sub-regional green infrastructure link with other strategic green infrastructure corridors in surrounding areas.
- 4.55. These corridors are identified in the Joint Core Strategy in response to the loss and fragmentation of previously extensive areas of habitat with the impact of reduced biodiversity and increased vulnerability. The Joint Core Strategy states that the aim of the network of green infrastructure corridors is to promote connectivity between core areas and through the wider landscape, thus allowing wildlife to move in response to environmental change and other factors... The creation of ecological networks is fundamental to meeting local and regional biodiversity targets but will be a long-term process that is likely to take several decades to complete.
- 4.56. Whilst the local community might not necessarily categorise these areas in the same technical way there is a recognition of their importance; consultation consistently revealed how local people value these areas in assessing quality of life in Drayton. Local pockets of woodland such as the Drayton Drewray (County Wildlife Site), Drayton Wood and Canham's Hill are popular local assets alongside more significant areas such as the River Wensum Valley.

Intention

- 4.57. The combination of Drayton being located at the point of convergence between two major green infrastructure corridors and the value that the local community places on these spaces means that it is important for this Plan to seek to protect and enhance them into the future and contribute positively towards the achievement of a comprehensive and healthy green infrastructure network across Norfolk.

Policy 8: Nature Conservation

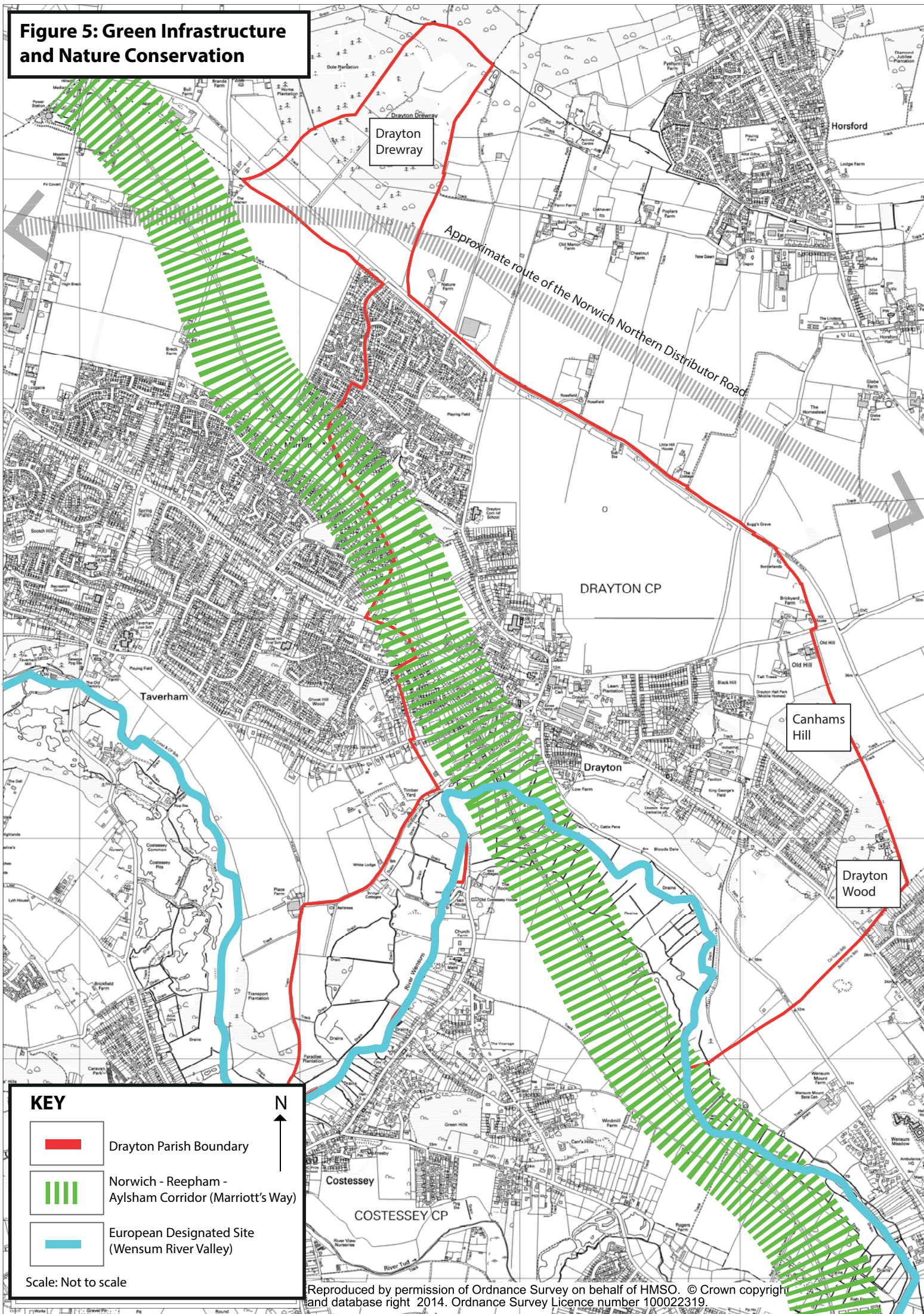
- 4.58. Development which would undermine the integrity of the River Wensum Special Area of Conservation and Site of Special Scientific Interest, or the Marriott's Way green infrastructure corridor as identified in Figure 5 will not be permitted. Development which would enhance the nature conservation interests of these areas will be supported.**

Project 3: Local Green Infrastructure

- 4.59. The Parish Council supports the maintenance, protection and enhancement of the Drayton Drewray, Drayton Wood and Canham's Hill as important components of local green infrastructure. Where possible, opportunities should be explored to enhance the environment between these sites to improve their connectivity.

- 4.60. The Parish Council encourages the provision of safe pedestrian access to Drayton Drewray potentially including a crossing point across the Norwich Northern Distributor Route to ensure the site does not become disconnected from the rest of the Plan area when the new road is delivered.
- 4.61. The Parish Council also encourages the provision of limited formal car parking for visitors to Drayton Drewray to improve accessibility to all. Parking should be provided in a form that is environmentally sensitive and unobtrusive but improves access for those less able to journey to the site on foot or by bicycle. Consideration should be given to the use of permeable surfaces and SUDs in order mitigate any impact on potential surface water flooding across the area. Parking spaces should be accompanied with improved way-marking and interpretation to increase understanding of the site's special character.

Figure 5: Green Infrastructure and Nature Conservation



King George V Playing Field

Background

- 4.62. The King George V Playing Field in Drayton is one of around 470 playing fields across the UK established after the Monarch's death in 1936 as a memorial and to promote the establishment throughout the UK of playing fields for the use and enjoyment of the people. As well as providing a memorial to King George V the initiative focussed deliberately on areas that were urban or urbanising in order to ensure that people had an opportunity for open-air exercise as towns and cities continued to expand. It is easy to consider how in the mid-twentieth century as Norwich and Drayton were expanding there was a clear need to set aside land from development for the community in this manner.
- 4.63. Today the King George V Playing Field is held by the by the Parish Council in Trust meaning it will remain in recreational use as originally intended, in perpetuity.
- 4.64. Despite its well-intentioned foundation the King George V Playing Field in Drayton today is used relatively little. There are outdoor football pitches, a lawn-green bowls club, cricket pitch and pavilion and some children's play equipment. Consultation with the community and within the Neighbourhood Planning Forum consistently expressed that the area is under-used and that opportunities should be explored with the community to provide new and improved facilities. Further more detailed work is required to scope-out the nature and extent of future facilities and this is addressed in the implementation plan accompanying the Neighbourhood Plan.

Intention

- 4.65. This Policy seeks to promote the future delivery of new and improved recreation facilities at the King George V Playing Field where those facilities comply with the legal parameters for the use of the land and where they re-connect the important green space with the local community.

Policy 9: Increasing the use of the King George V Playing Field

- 4.66. Proposals for development which would provide new or improved facilities likely to increase the use of the King George V Playing Field will be supported.**

Project 4: King George V Playing Field

- 4.67. The Parish Council supports provision of new and improved facilities potentially including new recreation buildings that can help to increase the use of the King George V Playing Field. This could include new sports pitches and associated facilities, new informal leisure and recreation areas or enhanced children's play equipment.
- 4.68. The Parish Council supports measures that will improve the safety for pedestrians and cyclists to existing formal and informal access and egress points to the King George V Playing Field. Where possible opportunities to create new, safe formal access and egress points should be explored.

5. Implementation and Monitoring

Implementation

- 5.1. The policies contained in this Neighbourhood Plan will be applied by Broadland District Council to future development proposals.
- 5.2. 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

- 5.3. Drayton Parish Council will monitor the implementation of the Neighbourhood Plan and consider whether formal review and updates are required over the period to 2026.