

# Brundall Neighbourhood Plan

## Submission Draft

April 2015





# Preface

This Submission Draft Neighbourhood Plan for Brundall has been prepared over the course of 2014 and 2015 by a Working Group comprising a range of community representatives from the village. Whilst the Working Group has led on the preparation of the Plan it is hoped that the document reflects the community's vision and aspirations for the future of Brundall. In order to create a Plan that represents residents' needs and aspirations, the Working Group has drawn upon a number of sources including evidence gathered for the Parish Plan, Neighbourhood Plan consultation events and a raft of other research and analysis.

The Brundall Neighbourhood Plan Working Group was formed at the end of 2013 after a call for members; it comprises Ingenuity in Business (local business group), Brundall Primary School, Brundall Memorial Hall, Brundall Local History Group, Brundall Riverside Association, Brundall Allotments Association, Broads Society, Brundall Health Centre, Brundall Parish Council and a number of local residents.

Working together the Neighbourhood Plan Working Group has completed a number of phases of work to reach this point:

- Background research; December 2013 – May 2014
- Initial public consultation; May 2014
- Further research, analysis and development of policy ideas; June and July 2014
- Public consultation; June and July 2014
- Policy refinement and development; July – November 2014
- Pre-submission consultation; December 2014 – January 2015
- Preparation of submission draft (this document) – February 2015 to April 2015

Following receipt of comments from the pre-submission consultation process, the Neighbourhood Plan (and Sustainability Appraisal) were revised and reviewed. This Submission Draft Neighbourhood Plan comprises the most up-to-date version and will be submitted to Broadland District Council and the Broads Authority for their consideration.

Following a review and process of further consultation, Broadland District Council will arrange for an independent examination of the Plan. Subject to the examiners recommendation, the plan will then proceed to become the subject of a local referendum where residents of Brundall (Parish) will be asked to vote on the Plan. If more than 50% of votes are in favour of the Plan, it will become an adopted document and help Broadland District Council and the Broads Authority to determine planning applications. It will have sufficient status to help make a real difference to the future of the village and shape future proposals put forward by developers.





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# 1. Introduction



## Section 1: Introduction

The Brundall Neighbourhood Plan provides the first ever statutory planning policy document specifically for Brundall. This means that, if adopted, it will have the same weight as planning policy documents prepared by Broadland District Council and the Broads Authority; it is therefore a truly important landmark for the community.

Neighbourhood Plans such as this were made possible by new community powers contained within the 2011 Localism Act. The Localism Act seeks to decentralise policy making to the local level and give more power to communities to shape where they live.

On a more practical level, higher level planning policy documents such as the Greater Norwich Development Partnership Joint Core Strategy cannot feasibly deal with the countless issues particular to every town and village across Broadland; Neighbourhood Plans can, by providing additional details that reflect specific local circumstances and conditions.

The Brundall Neighbourhood Plan provides a vision for the future of the village up to 2026; which reflects the intended lifespan of the Joint Core Strategy.

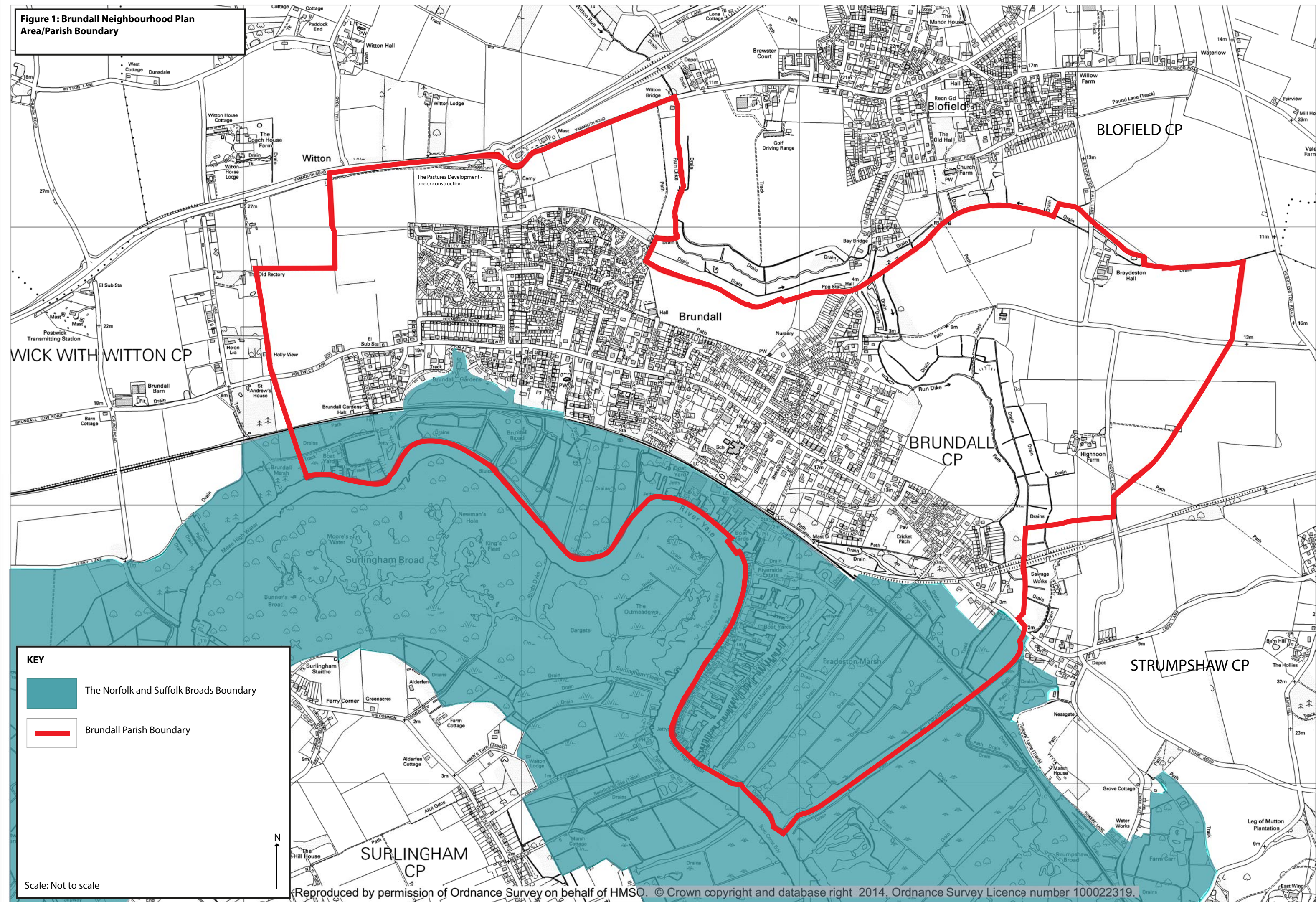
The Brundall Neighbourhood Plan contains a number of policies that any future development in the village must take into account. Alongside a vision and objectives, these policies have been developed over the last 12+ months based on the views of those who live or work in the village and independent research.

This document is intended to be relatively short, clearly laid out and written in a way that is engaging and understandable to people who are not planning experts. It contains a number of sections as follows:

- Life in Brundall today
- A vision for the village
- Brundall policies
- Implementation and monitoring.



Figure 1: Brundall Neighbourhood Plan  
Area/Parish Boundary





## 2. Life in Brundall today





## Section 2: Life in Brundall today

Brundall is an historic rural Norfolk village on high ground overlooking the River Yare and the central arm of the Norfolk and Suffolk Broads. The village is approximately seven miles from the centre of Norwich in the west and 14 miles from Great Yarmouth in the east. Brundall is surrounded on all sides by open countryside and remains a traditional village; this characteristic is highly valued by local residents.

The Parish of Brundall is situated in the south eastern part of Broadland District which arcs around the top of Norwich from Reepham in the west to Halvergate in the east. Parts of the Parish to the south are within the Broads Authority administrative area and form part of the Norfolk and Suffolk Broads which has the equivalent status to a National Park.

The village is a 'linear' settlement that has grown along a ridge of high ground extending roughly west to east overlooking the Yare River Valley. It is likely that the village originally grew along this strip where a route-way (now The Street & Strumpshaw Road), following the high ground, linked Norwich and Brundall to other towns and villages in what was otherwise a marshy landscape.

The linear development pattern of the village was reinforced with the coming of the railway which follows the same west – east alignment as The Street and more recently with the A47 which also runs west – east to the north of the village. Today the village is effectively bounded by the A47 and Run Dike to the north and the River Yare to the south.

### Living in Brundall

Whilst the history of the village stretches much further back in time, the first period of major growth in Brundall was driven by the coming of the railways. Brundall has been described as Norwich's 'metroland' conjuring up images of a new Edwardian middle class escaping life in the city to live in greener and more spacious surroundings. The village has a wealth of impressive residential villas from around this period often occupying prime spots on high-ground overlooking the Broads.

Today the village is a much more mixed community although there is evidence to suggest that it remains a popular destination for people to retire to or use as a base to commute into Norwich.

The population of the village today is around 4,000 with an average age of 47, slightly higher than for Broadland as a whole at 44. Residents in Brundall are generally well educated and working in skilled occupations.

The village contains a number of important community facilities. The largest facility is the Brundall Memorial Hall which comprises an outdoor children's play area, indoor sports hall, meeting rooms and the Parish Council offices. In addition Brundall benefits from a library, the Church Rooms, Scout Hut and St Lawrence Church which all provide important community amenities.

The village contains a primary school (Brundall Primary School) and a nursery and pre-school (Snowy's). There is no secondary school in the village with most students travelling to Thorpe St Andrew on the edge of Norwich. The village also contains a number of dentists, a health centre and nursing homes for the elderly.



The linear pattern of Brundall has meant that no single village centre has ever truly developed. Rather a series of smaller local centres containing a few retailers, business premises and leisure facilities have developed at points along The Street.

### **Working in Brundall**

The economy of Brundall has historically been dominated by its location on the River Yare and its proximity to Norwich. Whether this was as a destination for Victorian and Edwardian day-trippers getting out of the city for recreation or for market gardens growing and transporting fresh produce into the city on the river, the legacy of which can still be seen today in local street names such as Cucumber Lane, Berryfields and Nurseries Avenue.

Whilst the supply of fresh produce in Brundall is largely a thing of the past, the relationship with the river remains strong. The main concentration of employment activity in the village is at Brundall Riverside on a wide meander south of the railway line. This area contains an historic and important group of businesses involved in the boat building supply chain and Broads tourism which help to make up one of the most important concentrations of boat building activity in the UK.

Brundall Riverside is not the only centre for employment activity in the village. There are a number of smaller but important concentrations of employment at points along The Street containing retail, retail service and professional service companies. In 2013 they formed a thriving local business group, 'Ingenuity in Business' with one aim being to secure improvements in the availability of services for business and trade in Brundall.

Despite having a strong business base, we know that a lower percentage of residents work in Brundall today than is likely to have been the case in the past. Presently, only around 20% of employed residents both live and work in the village, with 80% out-commuting, primarily to Norwich. Large proportions of residents are employed in healthcare, retail, education, construction, manufacturing and financial services.

### **Getting around Brundall**

Brundall is well connected via road and rail. The northern part of the Parish contains a junction onto the A47 which links Norwich and the rest of Norfolk in the west to Great Yarmouth and the coast in the east. The A47 provides direct access to the A11 which links Norfolk with the A14 and M11; Cambridge can be reached in around one and a half hours and London in around two and a half hours.

The village benefits from bus services to the centre of Norwich (approximately 30 minutes) and until recently there was a service to Great Yarmouth.

As noted above, the Norwich to Yarmouth railway line runs along the southerly edge of Brundall. For a village of its size it is fortunate to have two dedicated railway stations at 'Brundall Gardens' and 'Brundall' which connects the village with Norwich (15 minutes), Great Yarmouth (30 minutes) and Lowestoft (45 minutes).

Despite the presence of two railway stations and the large flow of workers in and out of Norwich, use of the train as a mode of travel to work remains relatively low with travel to work dominated by use of the private car.



As a pedestrian or cyclist Brundall is more challenging to move around. The nature of The Street, as a both busy through route and focus for business and shopping has created a tension between the need for a wide, efficient road and its function as a village centre. Away from The Street there is a reasonable, albeit fragmented, network of footpaths and cycleways of differing quality connecting up different parts of the village.

### **Brundall's physical environment**

Despite its proximity to Norwich, Brundall remains a rural village surrounded on all sides by a mixture of agricultural land (arable and pasture) and the Broads to the south.

Part of Brundall falls within the Norfolk and Suffolk Broads. The Broads is a unique wetland landscape and is highly protected. Whilst the Broads are difficult to access on foot, Brundall Parish Council owns Church Fen which is publicly accessible and an important area of wet woodland running from Church Lane to the River Yare itself. The Parish Council is in the process of establishing a new Countryside Park on Postwick Lane, five acres of which are already functioning as allotments; the Council has also bought Cremers Meadow on Blofield Road which it plans to maintain as a haven for wildlife. Although both assets are very new, it is hoped they will become important and popular areas of local greenspace.

To the north and east of the village separating Brundall from Blofield is an area of low-lying land known variously as Run Dike, Witton Run or the Lackford Run. This channel drains into the River Yare and is surrounded on both sides by arable and wet grazing land. Alongside the Braydeston Hills, this is considered an important area of greenspace which creates a rural belt between the two villages.

Within the village there are a number of important heritage buildings. For example the Church of St Michael (known locally as Braydeston Church, Braydeston) is Grade I Listed and the Church of St Lawrence (Brundall) is Grade II\* Listed. The signal box at Brundall Station is Grade II Listed and there are four other Grade II Listed properties in the village, two of which are residential and two in commercial use.

Aside from formally Listed buildings there are many other historic buildings distributed across the village, largely along The Street. Alongside the buildings, many of the older streets in Brundall are lined with mature trees including Beech, Lime and various pines which contribute towards the character of the village.

Over the course of the 20<sup>th</sup> century the main concentration of development along The Street has been supplemented by numerous cul-de-sacs and loop roads branching off to the north and south. The pattern of the village today therefore resembles a spine (The Street, Postwick Lane & Strumpshaw Road) with a series of ribs extending north and south. The constraints presented by the relatively steep drop to the south into the Broads and the low lying land to the east has meant that most recently the village has grown to the north and west, along Cucumber Lane up to the junction with the A47.

Further background information on social, economic and environmental conditions in the village is provided in the Sustainability Appraisal Scoping Report.



### 3. A vision for the village





## Section 3: A vision for the village

The Brundall Neighbourhood Plan Working Group consider it important that the Neighbourhood Plan contains a short and simple vision statement that sums up the community's aim for the future of Brundall. The statement below was therefore developed and subsequently tested and refined through consultation with local people. It is hoped that the final vision statement captures the overarching spirit and ambition of the local community and the Neighbourhood Plan.

### Vision

***Our vision for Brundall is to remain a high-quality rural village surrounded by tranquil open countryside and the Broads landscape where people want to live, visit, work and engage with a vibrant and thriving community.***

### Objectives

To accompany the vision the Working Group prepared and tested a number of more detailed objectives. These objectives are designed to address issues identified as specific to Brundall and have provided a basis for the development of the policies set out in the next section.

#### Environment

- To improve links between the village and surrounding countryside including the Broads
- To protect and enhance existing landscape and wildlife areas around the village
- To protect and enhance local distinctiveness in the built and natural environment and to protect the setting of designated heritage assets

#### Economy

- To protect and enhance the unique cluster of marine related businesses at Brundall Riverside
- To support and enhance opportunities for local businesses
- To support and enhance the visitor economy

#### Community

- To support the enhancement and growth of education facilities in the village for all age groups
- To strengthen and enhance the existing village centres along The Street & Strumpshaw Road
- To improve conditions for walking and cycling around and through the village and increase use of public transport.



## 4. Brundall policies





# Policy 1: Improving the pedestrian environment on The Street

## Background & justification

The Street performs the function of Brundall's village centre and provides most people with their first impression of Brundall. Whilst there is no traditional nucleus as is the case in other large local villages such as Acle, The Street performs the role of a village centre for Brundall due to the presence of a number of concentrations of commercial and community activity that have developed at points along its length.

Consultation with the community and survey work identified that the environmental quality around these small village centres is poor and does not positively support the important role they play in the economic and social life of the village. Each centre is relatively small with only a handful of businesses, there is no real sense of place at each location and little in the way of public space or facilities encouraging people to pause and interact.

Alongside the public realm at each of these nodes conditions for pedestrians and cyclists along The Street as a whole have been consistently identified by the local community as a problem. Supporting this, site visits and surveys with the Working Group highlighted a number of particular areas and issues of concern. This included a lack of green infrastructure and planting, speeding traffic, limited parking, parked vehicles obstructing pavements, narrow pavements, uneven pavements and camber that makes movement difficult for wheelchairs, mobility scooters and pushchairs.

## Ambition

This policy seeks to improve the environmental quality of the area around Brundall's local centres for shoppers, visitors and local residents. In doing so, it is hoped that the policy can support businesses located in each of the centres by improving the appearance of their location with a knock-on benefit for trade. The policy also supports the direct strengthening and growth of these centres for economic activity helping to improve the viability and vibrancy of the village.

In parallel to improving the local centres, the policy seeks to create a series of gateways into and out of the village. The ambition of these gateways is to help manage pedestrian and vehicle movement and create a sense of arrival and departure from the village.

The policy seeks to promote high standards in urban and landscape design. Any proposals related to the above should refer to the Urban Design Compendium (I and II) and Manual for Streets (I and II) or successor nationally acknowledged publications for guidance.



## **POLICY 1: IMPROVING THE PEDESTRIAN ENVIRONMENT ON THE STREET**

The Plan supports the introduction of measures to protect and improve the environmental quality of The Street for pedestrians and local businesses (see plan). Specifically the Plan supports measures that fall into two broad categories as follows:

1. Improving the string of local centres along The Street. At the Corner of Cucumber Lane and The Street, the junction of Church Lane / Links Avenue / Finch Way and The Street and between Station Road and the Blofield Road the Plan supports:

- Sensitive enhancements to the public realm such as widening of pavements, improved surfacing, tree planting, improved crossing points and possibly the creation of areas of shared surface. The purpose of any enhancements would be to improve conditions for pedestrians and cyclists moving around the village and help to create focal points for business activity and community interaction.

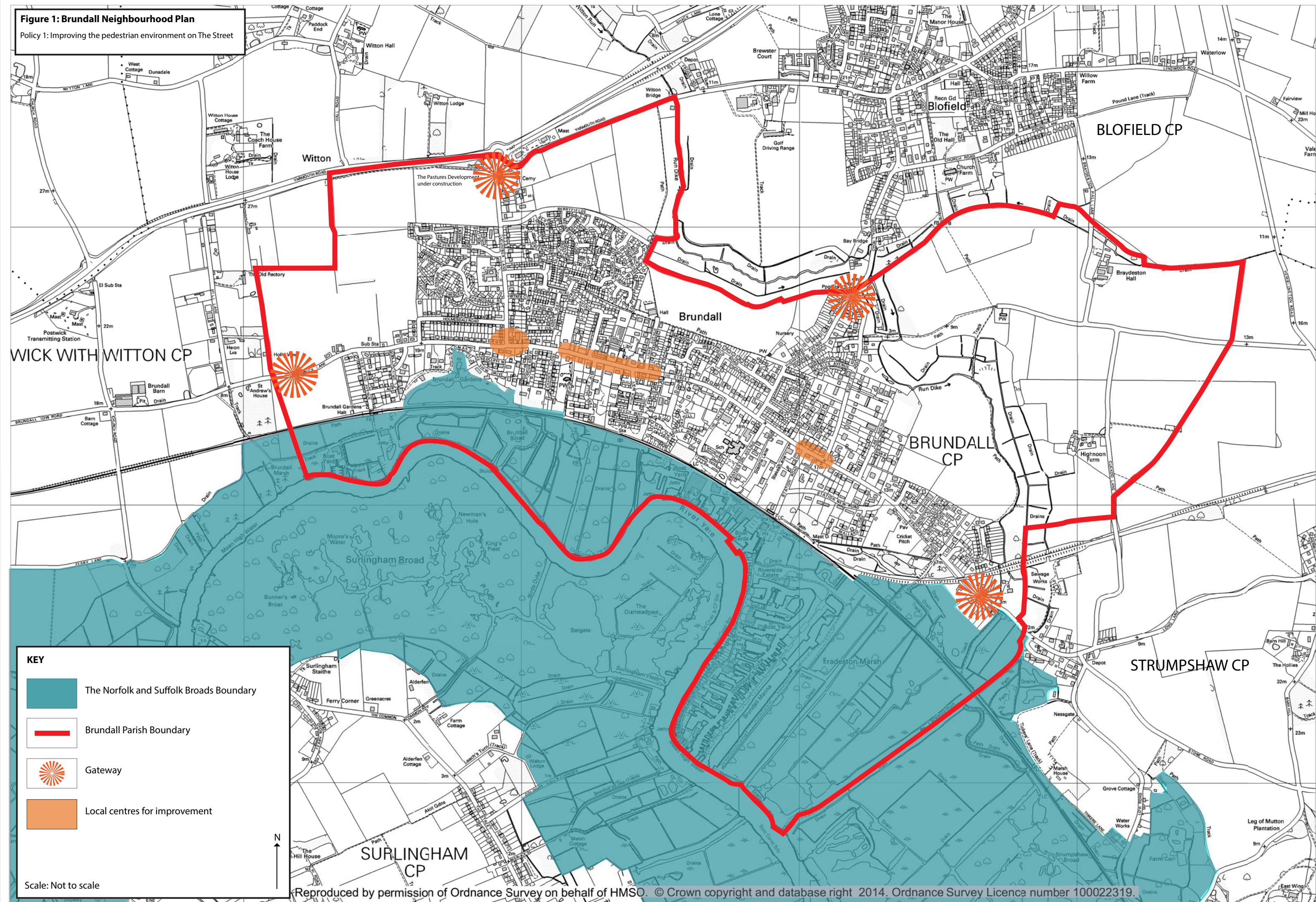
The introduction of new or sensitive redevelopment of existing buildings for retail or small business use will be supported at each centre and the loss of employment floorspace should be avoided.

2. Improving gateways. At Postwick Lane on the western boundary of the Parish combined with new access to the allotments, at the northern limit of Cucumber Lane, where the Blofield Road crosses the Lackford Run and at an appropriate point on Strumpshaw Road the Plan supports:

- The introduction of sensitive and subtle measures to create clear gateways to the village, encouraging motorists to reduce their speed and improving conditions for pedestrians and cyclists.



**Figure 1: Brundall Neighbourhood Plan**  
Policy 1: Improving the pedestrian environment on The Street





## Policy 2: Walking and cycling routes

### Background & justification

Residents have consistently confirmed that they value highly the identity of Brundall as a village in the countryside, surrounded on all sides by agricultural land and the Broads. Related to this, residents have expressed that they value highly access to this landscape through the network of footpaths whether they are walking, jogging, dog walking or even sledging in the winter!

Consultation responses have consistently expressed a desire to see more and improved footpaths and cycleways in and around the village making it easier to move around and improving accessibility to the landscape.

Alongside improving and expanding the network of routes, residents have consistently highlighted that The Street & Strumpshaw Road is a poor environment for pedestrians and cyclists. Issues commonly raised as noted under the previous policy include narrow or uneven pavements, speeding traffic and congested parking. This issue is exacerbated by Brundall's linear nature and the need for residents at either end of the village having to travel to the opposite end to access a particular shop or service; in some cases this has led to residents using their cars to undertake even very local trips within the village.

### Ambition

This policy seeks to provide a joined-up network of paths that make it possible to walk in an orbital route around the village providing an attractive and alternative route to The Street & Strumpshaw Road and an invaluable addition to existing footpaths and cycleways. It seeks to link the cul-de-sacs that have spurred to the north and south off The Street & Strumpshaw Road and improve overall walking and cycling connectivity around the village.

A concept plan is included below to highlight gaps in the network and areas for improvement. This is intended to form the basis for more detailed work and discussions with relevant landowners, funding agencies and statutory bodies and should be reflected in any future development proposals.

### POLICY 2: WALKING AND CYCLING ROUTES

The Plan seeks to provide Brundall with an improved and joined-up network of high quality footpaths and cycleways to help residents and visitors move around more easily and safely on foot or bicycle and reduce the reliance on the private car for local trips.

Specifically the plan supports the provision of a continuous orbital route and comprehensive high quality network around the village linking up:

- The new allotments, new Brundall Countryside Park on Postwick Lane and Brundall Gardens Marina in the south west with Brundall Riverside in the south east
- Postwick Lane in the north west with the Lackford Run in the north east.







## Policy 3: Important views

### Background & justification

One of the natural benefits of Brundall's position on a ridge of high ground is that it provides opportunities to experience attractive views across the surrounding landscape.

Views from the village to the south, out across the Broads are now almost entirely obscured by historic development or limited to private dwellings and back gardens. However, views to the north and east remain and are valued by residents. The Broadland Landscape Character Assessment Supplementary Planning Document comments about this landscape that although field sizes are generally medium to large, the topography of the area helps to create a small scale enclosed character. Views are contained by rolling slopes, providing a variety of close horizons. It goes on to comment that church towers and woodland create memorable features in these views.

Specifically, views to the north east across agricultural land from the busy Memorial Hall community facility and path connecting Links Avenue and Golf Links Road towards Blofield and its prominent Grade I Listed Church of St Andrew and St Peter are considered important. In addition, views back into the village from the Grade I Listed St Michaels Church on the popular Braydeston Hills walk and looking out from Brundall in the opposite direction towards the Hills are considered valuable by residents (see pictures).

### Ambition

This policy seeks to protect and enhance the remaining views across open landscapes to the north and east of Brundall. It is recognised that for this policy to be effective joint working will be needed with Blofield Parish and relevant landowners. This will be addressed further in the implementation report.

#### **POLICY 3: IMPORTANT VIEWS**

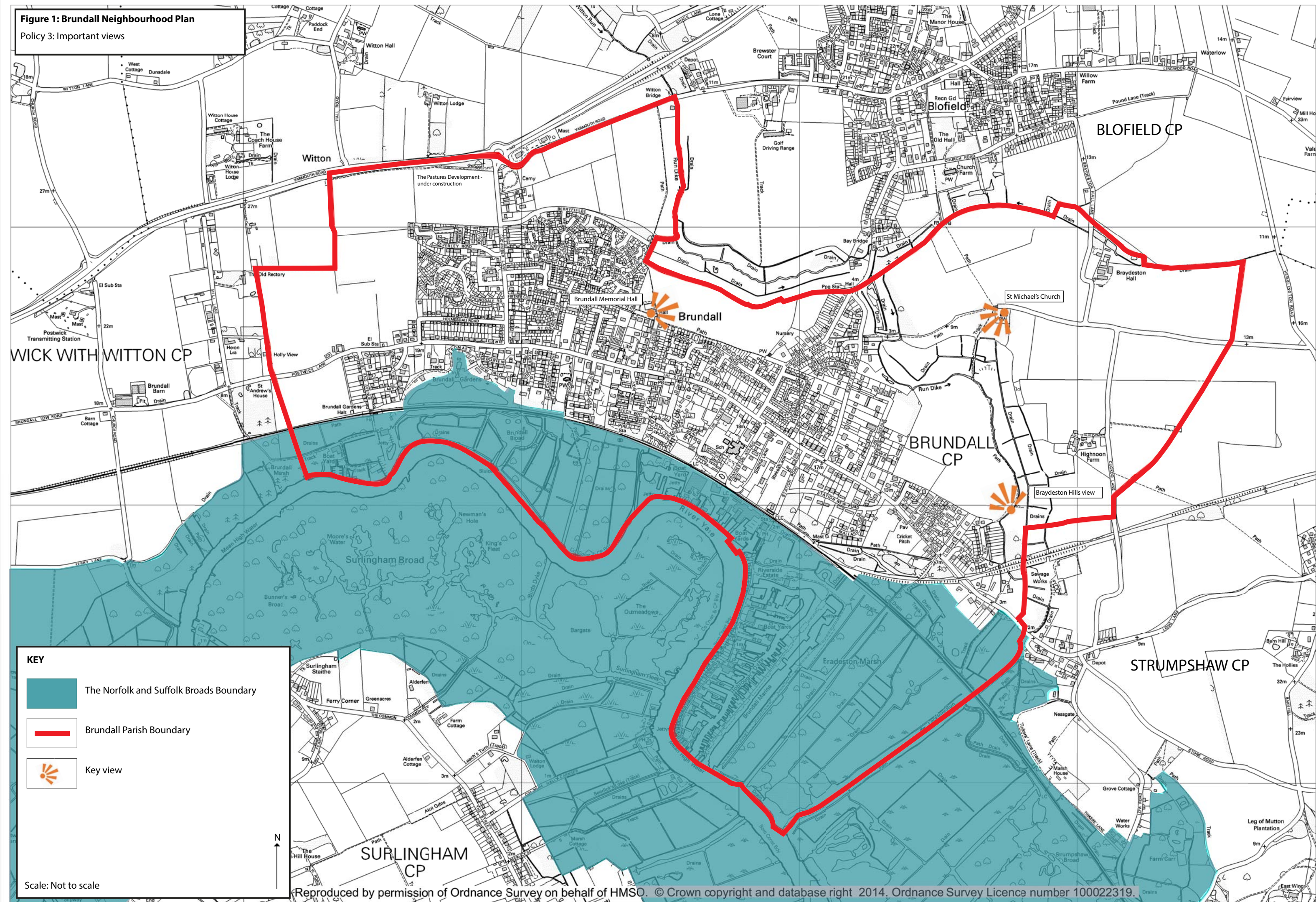
The Plan seeks to protect and enhance the views to the north east from the Memorial Hall and to the south from St Michaels Church and views of the Braydeston Hills to the north from Brundall.

Any development or alterations to an area within these views must ensure that key features of the view can continue to be enjoyed including distant buildings, areas of landscape and the juxtaposition of village edges and open agricultural countryside.

Development within the views that is overly intrusive, unsightly or prominent to the detriment of the view as a whole should be avoided.



**Figure 1: Brundall Neighbourhood Plan**  
Policy 3: Important views





## Policy 3: Important Views

### View to the north east from the Memorial Hall





## Policy 3: Important Views

### View to the south from St Michael's Church





## Policy 3: Important Views

### View of Braydeston Hills to the north from Brundall





## Policy 4: Enhanced recreation provision

### Background & justification

Brundall is home to a limited number of significant recreation facilities, primarily the Memorial Hall and Church Fen. The Memorial Hall provides a valuable community resource comprising a small indoor sports hall, a meeting room and kitchen facilities as well as an outdoor play area, tennis courts and small general recreation area. Church Fen is very different, comprising a semi-natural area of wet-woodland between the railway line and the River Yare. Access to the site is constrained by the need to cross the railway line and limited accessibility via Church Lane.

Aside from these facilities, recreation provision in the village is limited to a well-used network of footpaths and cycleways reaching out into the countryside as noted previously.

The community has indicated historically and during consultation on the Neighbourhood Plan that it values the recreation facilities that it has but wants to see them enhanced and expanded.

Partly in response to this, and in parallel with the production of the Neighbourhood Plan the Parish Council has established a Recreation Development Committee to explore these issues in more detail. Specific priorities being considered include the potential provision of an indoor gymnasium with associated social facilities, additional flexible indoor floorspace, a football pitch, multi-use games area, bowling green and BMX track.

The Parish Council is promoting two sites for allocation for recreation use in the Broadland District Council Site Allocations DPD Submission Draft (see plan) at Berryfields and adjacent to the Memorial Hall. The site adjacent to the Memorial Hall provides a logical focus for any future ‘formal’ recreation provision, for example new indoor facilities complementing those already available in the Memorial Hall, as a result of the critical mass of activity already taking place there, its central location in the village, parking provision and its accessibility via footpaths. The Berryfields site represents a logical site for outdoor sports pitches given the topography of the land in this location. The outcome of this process remained unresolved when this document was drafted and it is not the intention of the Neighbourhood Plan to seek to influence or fetter the outcome.

### Ambition

This policy seeks to support enhanced provision of recreation facilities in the village in the future per se whether they are located at Berryfields or to the east of the Memorial Hall or indeed at both. It does not seek to identify a preferred option but simply supports the position that there is strong community ambition for enhanced provision.

#### **POLICY 4: ENHANCED RECREATION PROVISION**

The plan supports the provision of new and expanded recreation facilities in the village. Subject to the outcome of ongoing detailed work this could include a formal outdoor sports pitch(es), a BMX track, multi-use games area, bowling green or flexible indoor spaces potentially incorporating a gymnasium.



## Policy 5: Enhanced provision for the old

### Background and justification

Housing provision for specific parts of the elderly community in Brundall is poor. The average age of Brundall residents is relatively high and it is an attractive location for retirees. Ensuring that the supply of housing and services meets the needs of this significant component of the local community is therefore important and is likely to be of increasing importance as the population as a whole continues to age.

Whilst there are a number of residential care or nursing homes in the village there is no provision for elderly residents who are no longer able to live entirely independently but do not want or require this intensive level of support. The lack of transitional facilities that provide intermediate support means that elderly residents not in need of full residential care are forced to give up a certain amount of independence and move into full care locally or move away from the village, severing social ties and familial links.

Housing with care provides elderly residents with care and support when it is needed but otherwise allows for complete independent living. Demographic trends suggest that there will be a growing demand for this type of facility and research undertaken by the Parish Council indicates there is demand and support locally for this type of provision.

### Ambition

This policy seeks to support the future provision of housing with care for elderly residents in Brundall. The Policy does not seek to allocate a specific site but supports provision generally and preferably where it can be delivered on previously developed land and in close proximity to existing services.

#### **POLICY 5: ENHANCED PROVISION FOR THE OLD**

Provision of housing with care for the elderly is supported by this Plan. Where possible preference should be given to provision on a brownfield site with good proximity to complementary facilities, amenities and services provided at the various local centres along The Street.



## Policy 6: Enhanced pre-school provision

### Background and justification

Brundall has a small pre-school and nursery facility located on the corner of The Street and Braydeston Avenue. The current facility benefits from a central location within the village and close proximity Brundall Primary School.

The current nursery building is a converted residential dwelling and consultation has suggested that facilities are not ideal and that capacity is limited. Parents of young children are often left with no alternative other than to travel elsewhere to pre-school facilities outside of the village. This situation increases unnecessary journeys by car and undermines the potential positive relationship between residents with nursery school aged children and the local Primary School.

### Ambition

This policy seeks to overcome the currently constrained provision of pre-school facilities by promoting the delivery of improvements to the existing facility or the creation of new supplementary facilities within the village. The policy does not seek to allocate a site but supports the redevelopment of the existing facility or the redevelopment of a brownfield site. The Policy is also intended to support future planning applications and any funding applications to relevant agencies that can help to deliver this aspiration.

#### **POLICY 6: ENHANCED PRE-SCHOOL PROVISION**

The Plan supports the delivery of high-quality, permanent and improved pre-school provision in the village. Any such facilities should be located close to local centres or other major community facilities such as Brundall Primary School.



## Policy 7: Boating and marine businesses

### Background & justification

The greatest concentration of employment activity in Brundall is to the south of the village at Brundall Riverside and Brundall Marina. Whilst this is not the only concentration of employment in the village, these areas contain an historic and important mixture of companies involved with boat building, servicing and related sectors. These businesses operate alongside busy moorings and leisure boat operators using the Norfolk and Suffolk Broads.

The boat building activities at Brundall Riverside form part of an important concentration of related industries operating across Norfolk and Suffolk. Companies involved in this supply chain in Brundall are vital to the success of the Norfolk and Suffolk Broads as a major tourist destination and to the boat building industry within the UK more widely.

It is understood that there is pressure on employment land at Brundall Riverside for alternative land uses such as holiday accommodation. If unchecked, such pressure could slowly erode this important centre of local economic activity and begin to undermine the wider supply chain.

There is currently no undeveloped employment allocation in Brundall Parish and no proposals were made to identify an allocation during the plan preparation process. This means that opportunities for new employment and business are limited to existing employment areas or future changes of use from other use classes.

It is recognised that there is a need to balance future economic development with the environmental protection of the Norfolk and Suffolk Broads and the ongoing risk of flooding through careful design and mitigation measures. As such, any proposals for new economic uses in Brundall Riverside will need to refer to Policy DP2 of the Broads Authority Development Management Development Planning Document and technical guidance accompanying the National Planning Policy Framework regarding flooding which will be used to assess the suitability of proposals.

### Ambition

This policy seeks to protect and enhance existing concentrations of employment activity in the village. Specifically it seeks to protect and enhance boating and marine related activities located at Brundall Riverside and Brundall Marina, recognising their importance in the success of boat building in the region and the Norfolk and Suffolk Broads as a major tourist destination. The policy recognises the constrained accessibility of the location and any proposals would be expected to be accompanied by appropriate mitigation strategies such as travel plans.

#### **POLICY 7: BOATING AND MARINE BUSINESSES**

The Plan seeks to protect and enhance the important cluster of boat building and marine related businesses located in Brundall Riverside. The Plan will support the development of economic activity that contributes towards the boat building supply chain and helps to protect and develop this important component of the local economy. Redevelopment of areas currently used for boat building activities that result in a significant loss of employment and would be to the detriment of the boat building industry should be avoided.



## Policy 8: Leisure and tourism

### Background & justification

Brundall represents an important strategic location for leisure and tourism activity across the Norfolk and Suffolk Broads area. The village is particularly well connected to Norwich by road, rail and water and contains an existing concentration of activity related to tourism on the Broads at Brundall Riverside.

Consultation with local residents confirmed that there is a desire to see some leisure facilities for local people, as well as for tourists, close to the Broads in the Brundall Riverside area. Specifically, consultation supported the provision of a point of public access to the water which has been a long-held community ambition. As noted in section two, the relationship between the village and leisure pursuits on the Broads is one of the main reasons Brundall grew over the last century or so and yet there is little trace of this relationship today.

Despite the presence of moorings and boat hire yards, there are limited related leisure facilities around Brundall Riverside for day trippers and other visitors. The immediate access to public transport at Brundall Station alongside this supply of boating businesses creates an opportunity to enhance the role of this part of the village in the local tourism economy.

### Ambition

This policy seeks to promote leisure and tourism facilities in an area around Brundall Station taking advantage of its public transport accessibility and proximity to the River Yare. The policy does not seek to actively reduce or diminish existing boat building activity supported by Policy 7 but is intended to promote opportunities on un-used or under-used land currently given over to other activities.

The proximity of the area to the Broads and associated environmental designations means that any proposals will need to be particularly sensitive and well considered in terms of flood mitigation. As such proposals should refer to Policy DP2 of the Broads Authority Development Management Development Planning Document and to technical guidance accompanying the National Planning Policy Framework regarding flooding and environmental protection such as the Water Framework Directive which will be used to assess suitability.

### POLICY 8: LEISURE AND TOURISM

The Plan supports the introduction of publicly accessible Broads-related leisure and tourism activities close to Brundall Station within the Brundall Riverside area. Activities that would be supported include food and drink and more general leisure uses that complement the existing provision of boat hire yards and moorings.

It is possible that proposals for more than one site may come forward and so it is important that where practicable, there is a comprehensive and coherent solution that creates a single centre of activity around Brundall Station and not a series of fragmented or disjointed uses.

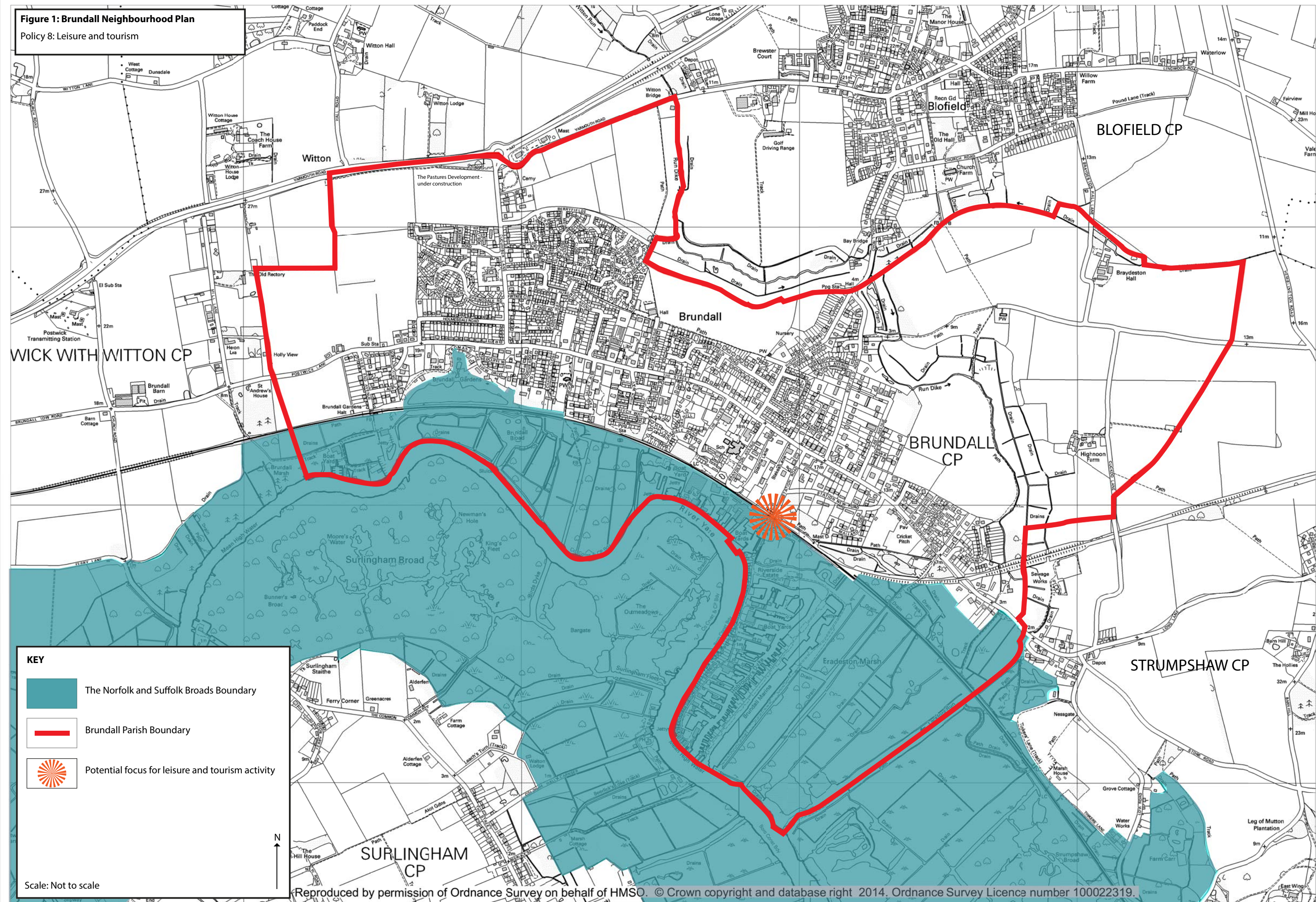


The need for a comprehensive approach is also driven by the aspiration to create a single new public access to the water ideally including a public slipway for the use of the village as well as tourists and the aspiration to create an area of green open space for residents and visitors to enjoy.

All proposals will be expected to promote sustainable movement and access via walking, cycling and use of local train services and minimise access via the private car.



**Figure 1: Brundall Neighbourhood Plan**  
Policy 8: Leisure and tourism





## 5. Implementation & monitoring





## Section 5: Implementation and monitoring

### Implementation

The implementation of the Brundall Neighbourhood Plan will require the co-ordinated input and cooperation of a number of statutory and non-statutory agencies, private sector organisations, local community and neighbouring Parishes. Alongside other strategic policies and documents, the Brundall Neighbourhood Plan is intended to provide a starting point for working together to implement positive physical change in the village.

A separate implementation plan has been prepared alongside the Neighbourhood Plan to provide a framework for implementation. This includes information on parties from whom input and cooperation will be required to progress specific policies, leadership, programming and indicative funding requirements.

### Monitoring

Brundall Parish Council will monitor the implementation of the Neighbourhood Plan. Subject to available resources the Parish Council will prepare annual monitoring reports. These reports will be published on the Council's website and issued to Broadland District Council and the Broads Authority.