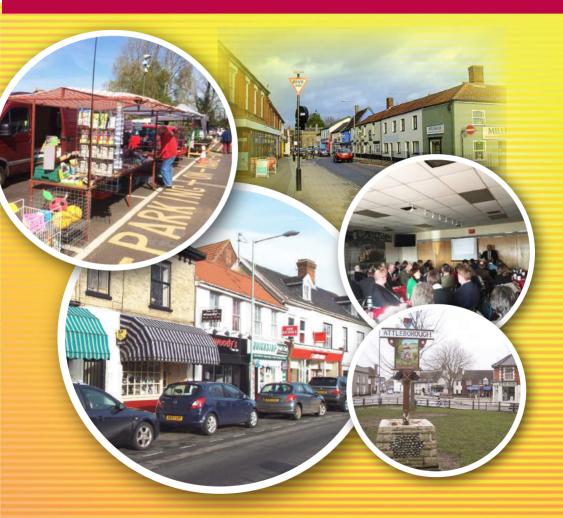
## ATTLEBOROUGH MATTERS

Issue 7



EMPLOYMENT • EDUCATION • TRANSPORT • HEALTH AND SOCIAL SPORTS AND LEISURE • DEVELOPERS

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Supporting your local neighbourhood plan

### **THIRSTY LAWN?**

## Your lawn needs water to grow and stay healthy. Read our tips on how to keep your lawn green this summer.

It's that time of year again when the weather starts playing havoc with our nice green lawns. But why do our lawns dry off, even when everything else stays green (including the weeds!)?

### **GIVE YOUR LAWN A DRINK!**

Watering your lawn is the only way to compensate for low rainfall and maintain a heathy lawn. Using a sprinkler is the most effective way to water a large area of lawn. The amount of watering required will differ from lawn to lawn and depends on the lawn's soil content. Sandy soils allow the water to penetrate quite quickly, but may also cause the water to drain away. Clay soils make it more difficult for water to penetrate.

The best way to check if your soil is wet enough is to dig a small hole, around one to two inches deep. This is the area within which the roots of the grass plants grow in abundance and is therefore the area we want to keep wet. Some soils may only require 20 minutes of watering but some soils may require a lot longer. The best method is to allow the sprinkler to water an area for 20 minutes, then move it to another area, allowing the first application of water to saturate the soil. Once you have watered the second area, move it back to the first area and water it again for 20 minutes. This method will help the water saturate deeper in to the soil.

### WHAT ELSE CAN GO WRONG?

During times of low rainfall, soils (especially clay based) will start to compact. These areas of compaction can remain compacted, even after the soil becomes saturated again. These areas are called localised compaction. There are various treatments available to help alleviate compaction such as aeration and top-dressing. Localised compaction can also be cured during the spring/summer and your local Tom Thumb Lawn Care lawn expert can help advise you on the best course of action.

For more information on Tom Thumb's lawn treatment plan, call **01842 250 026**, email **info@tomthumblawncare.co.uk**, or visit **www.tomthumblawncare.co.uk** 



## Welcome to the latest edition of Attleborough Matters, focusing on business and employment in the town.

Whilst the country is in a relatively stable position as far as employment numbers are concerned, there is always room for improvement. We know that it is a real feel good factor to have lots of people employed but what does that exactly mean? Well it's not just about the economy of the country, it's about the local economy too. When more people are employed in the area they live in, the spending power of those people naturally stays in that area too.

Now that may seem a bit simplistic but in general terms that's all there is to it. These ideals are trying to be incorporated into the Attleborough Neighbourhood Plan (ANP) by creating employment land and making sure that infrastructure is suitable for any company looking to relocate or start up in Attleborough, and that they are not only made welcome but they have what they need to start and continue to thrive. Set in the policies of the ANP, there are a certain amount of "nursery units" for start-up companies within the employment areas. These are a vital part of any economically driven town, they are part of our future. We also need to support the existing businesses that are already here. We should make it easy for them to transport goods, communicate and thrive.

As I said in the last edition of Attleborough Matters there was good news from this sector when R G Carter announced they were to relocate to a site on London Road just outside Attleborough. Their initial designs were quite sympathetic to the ideals of the ANP. They had incorporated some landscaping and open spaces on the road frontage, with quality designed office buildings on the main part of the site. This, I believe, is just the sort of use of employment land we would like to see.

In the Breckland Council Local Plan consultation we have asked to increase the amount of employment land that was first suggested. A simple calculation revealed that if we get 4,000 new homes, we need 4,000 new jobs to be able to accommodate the influx of residents. This would prevent "leakage" and the potential contribution to the valuable economy commuting to Cambridge, Norwich, Wymondham and Thetford. I dare say it's not possible for everyone to get jobs here, but you can see what I mean.



Your support is crucial for the ANP to be implemented, we can't do it without you, so please sign up to keep up to date with the plan by registering through the website www.attleboroughnp.org.uk

**Tony Perkins** 

**ANP Steering Group and Town Councillor** 

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### THE LOCAL ECONOMY

What is the 'local' economy? Being a small town, Attleborough thrives on its links within and outside of the local area. A majority of its residents, for example, commute out to work - but they bring that household income back to the town. On the other hand, of the more than 4,000 people who work in town half travel in from outlying areas; the challenge both ways is for households to have good reasons to spend their hard-earned money locally in Attleborough. It is the same story for business. If firms, which started up in the town and are now looking to expand, can stay and supply big national and international companies, local employment will be supported.

Britain's economy has been picking up and the Eastern region's unemployment rate is below average and falling faster. Breckland is faring better than Norfolk overall and the New Anglia LEP is confident that Attleborough can be part of future economic growth down the A11 to Cambridge's science park area. But, conversely, at county-level the town risks playing second fiddle to Thetford's expansion and Norwich's commercial centres. Breckland district's local plans accept that with more homes there needs to be more space for more jobs - that is if we are to avoid new 'dormitory' dwellings where commuters just head up to Norwich and elsewhere. County and district level planning consultant reports have shown the big pictures of population growth and retail catchments and major development sites for relocating companies, but one town report can often seem much like any other. Recently, however, some special studies and initiatives are paying more attention to the particular vitality Norfolk's market towns offer.

### Town centre vitality

A key objective in our
Neighbourhood Plan is to attract
new businesses and industries
and create a wider range of
employment opportunities.
To this end, we need to know
how things are now and so a
survey of sites and activity was
conducted in March this year
to enhance our local knowledge.
Walking the streets of Attleborough
I found a vibrant mix of specialist

retailers, salons, cafes and restaurants, and useful charity shops and out in industrial areas many established firms.

'Attleborough town centre is well balanced in terms of its range of services, the majority of which are independent businesses' says the recent county-wide market towns report.

The market town has a strong character to be conserved as it expands; the survey found however that it could be enhanced in two ways. Firstly, the evening is a good time to attract residents for meals out and entertainment. There are eateries, bars and a central pub but a major attraction such as an arts venue or civic centre would put Attleborough on the regional culture map. A second concern is that the traditional Thursday Market currently held in the Queens Square Car Park has lost stallholders and is in need of a boost. Market fairs, special events initiatives and even a new location could help revive this essential feature of a market town.

### Technology corridor

Attleborough has an equally important position in being a competitive location for industries and investing companies wanting to be situated on the A11 towards Cambridge and London. The New Anglia LEP's vision is for a 'technology corridor' that attracts advanced technology and production, and the high-skilled jobs that come with this. From the B1077 direction, Bunns Bank, Station Road and Gaymers Road industrial estates have sites for future manufacturing and commercial development should local transport constraints be eased. Industrial access is served well from the Breckland Lodge A11 roundabout, with both London Road and Haverscroft Industrial Estate areas offering good potential for small and medium-sized firms. Attleborough has interesting clusters of employers in a number of industries – automotive engineering, farming-related, printing and design, construction and fitting-out – as well as in professional, financial, legal and civil engineering sectors located in the town centre. A final and vital side to the local economy is the educational, health and community services that provide good employment and support the social infrastructure. The Academy and the Community and Enterprise Centre have places to learn, gain skills and get support in job-seeking and welfare.

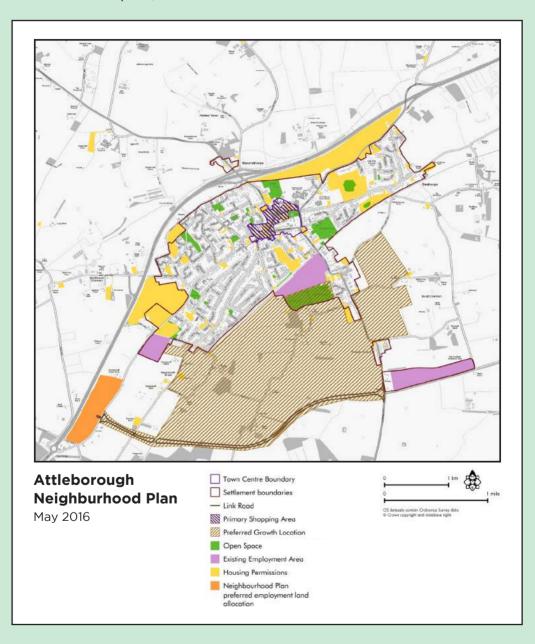


So the 'local' economy has big plans. There are high aspirations for a good level and range of sustainable employment for local residents both current and new over the longer term. Attleborough itself is competing for the growing demand to invest in business, to work, and to live in the Eastern region. Through the Neighbourhood Plan the employment sites, enterprise support networks and vitality of the town are being promoted to those investing their future in the town

It could be said however that more 'comparison goods' retailers such as clothes and shoes, leisure activities, and designer home-wares would enhance the appeal. An advantage of the additional housing in and around the town is that developers can justify new retail capacity to meet the extra demand, and attract some national brands. While major multiples take some trade from local shops overall, with more shoppers and 'footfall' milling around Attleborough's centre, all would benefit therefore investing their future in the town.

### **Attleborough is Growing**

The map shows existing development in Attleborough, and recent housing permissions and the proposed Strategic Urban Extension and link road. It also shows the additional area for an employment park which the Attleborough Neighbourhood Plan is proposing for small and medium sized enterprises, near to the A11



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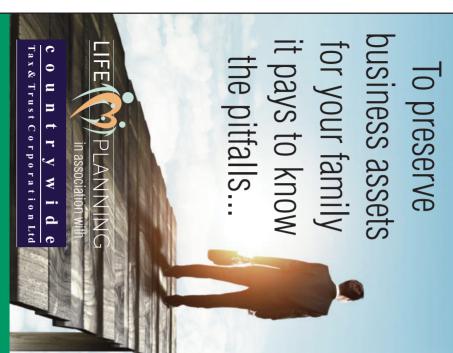
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### **TOWN CENTRE WORKS**

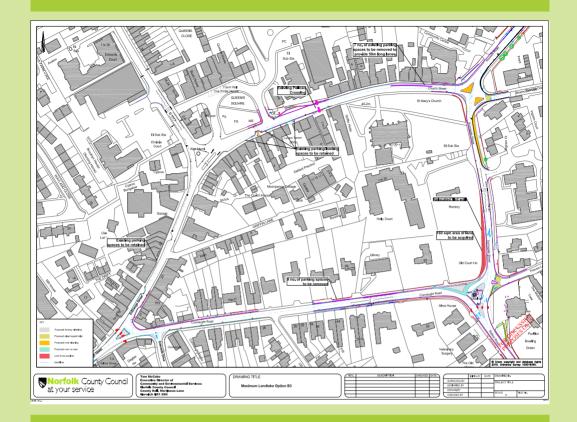
To support the growth plans for Attleborough of 4,000 new homes and 10 hectares of employment land improvements to the road network will be required. Work has identified the need for a new link road between the A11 near Breckland Lodge and the B1077 near Bunns Bank. In addition to the link road, other transport improvements are required within the town including improvements to the one-way system and closing the level crossing at Leys Lane and building a footbridge.

Working with the Attleborough Development Partnership, Attleborough Town Council and ANP representatives, the housing developer Ptarmigan and Breckland Council, Norfolk County Council has identified road improvements that will make the current town centre one-way system work better and support the early phases of growth before the link road is in place. Following a successful bid through The New Anglia LEP, the body that manages government funding for infrastructure, £4.5m has been secured for transport measures to support the growth proposed for Attleborough. This funding will be used to bring forward the first set of transport improvements in the town and the footbridge over the railway line.

Fresh traffic surveys were carried out in autumn 2015 and have enabled an in-depth assessment of the traffic situation. This information has been used to look at the current traffic system and identify options for its improvement. Options investigated included making Surrogate Street and Connaught Road two-way to divert through traffic away from the main shopping areas. The work showed that in the short term this was only possible for Surrogate Street.

The work has shown that making Surrogate Street two-way with and traffic signals put in at the junctions at Church Street and Connaught Road, together with signals at the Exchange Street and Connaught Road junction will bring an improvement to current traffic conditions and improve the opportunities for pedestrians to cross the road at these junctions.

The plan (opposite) shows some early ideas for town centre improvements. Design work is underway and town council and ANP Team are working with the Attleborough Development Partnership and Norfolk County Council to shape the proposals.



Furthermore, the investigations have shown that introducing signals at the Queens Road junction will further improve traffic conditions in the town centre. There is also an opportunity to look at the pelican crossing near the school on Norwich Road to link that in with the proposed new signals.

The County Council will continue to share information and detail the town centre improvements as they develop.

The Attleborough Neighbourhood Plan welcomes comments on the above, any subjects raised in Attleborough Matters and on the town council website. Please forward your comments to **enquiries@attleboroughtc.org.uk** or telephone **01953 456194** 

### Doing Business Over Breakfast...

Originally set up in 2011 to encourage a closer relationship between local businesses and Breckland Council, the Attleborough and Snetterton Business Forum has gone from strength to strength and now boasts a membership of 60 local business people, from businesses of all sizes. The forum meet quarterly to network, enjoy a full English breakfast and to catch up on local and national issues which could have an effect on their business.

The group has been quite a collective force when presented with subjects such as local planning, highways, business rates and other topics. The breakfast also serves to encourage business exchange, keeping the  $\pounds$  local and has also been a useful feed into other business areas, including the newly formed retailers action group as well as the Attleborough Neighbourhood Plan.

It's not just about work, the occasional social events are thrown in as well including a themed Christmas breakfast and a trip to the zoo.

Attleborough has a vibrant business community situated close to the A11 and with easy access to the rest of the country, with the recently dualled A11. The town has a strong employment history in engineering, motorsport, hospitality and food manufacturing, and more recently attracting new industries including technology companies, green energy and even canoe manufacturing; the diverse choice of employment should attract a wide skills base and place demands on housing needs as such.

The business forum and other activity around employment is further supported by an online directory of local organisations **www.brecklanddirectory.co.uk**. The site offers a free listing to any business trading in the district and also carries news and other information which is of use to both the business community as well as residents. Next time you need a plumber or an electrician, retail therapy or a place to eat, search the website and support a local business by choosing their product or service.



If you are a business based in Attleborough or further afield in the Breckland area, you are entitled to a free listing on the website. You can register your business details online at www.brecklanddirectory.co.uk. You can also sign up for the monthly business newsletter there too. If you are interested in coming along to a business breakfast, contact Robert on 01603 702374 or email robert@thelivelycrew.co.uk

### Bratwurst or Bangers... nearly time to decide!

At the recent Attleborough and Snetterton Business Forum breakfast, business leaders from the town were given an overview from both sides on the forthcoming vote to stay in or leave the FU.

George Freeman MP represented the "Britain Stronger in Europe" side whilst Paul Smyth UKIP and Norfolk County Councillor, represented Brexit with his views on the benefits of the UK going it alone.

The 65 business people in the room heard views on key areas which are at the fore in the media and quite often mis-represented with facts and figures developed around assumptions to suit the specific case. The breakfast was chaired by Mike Brown of The Lively Crew who encouraged the audience to take the opportunity to gain clarity on potential outcomes for the economy, security and the EU reform moving forward, as individuals continue to ask "should we vote to stay or should we vote to go".



Both Paul and George delivered fact filled information to assist local business people with their decision making process and pointed forum members to **www.fullfact.org**, a website which dissects statements released by both sides and comments in a fair and independent way on questions raised and across the UK.



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## ATTLEBOROUGH ABOUT TO DOUBLE IN SIZE IT'S ALL HAPPENED BEFORE

The Victorian developments

The population of Attleborough in 1801 was 1,333, most of the inhabitants were employed in agriculture or associated trades or in the industry that had grown up around the urnpike that passed through the town

The ceremonial opening of the railway line through the town took place on 29th July 1845.

The station soon became a hive of

activity for passengers as it was quicker and cheaper than the horse drawn coaches that plied the turnpike. The railway attracted businessmen who wanted access to this faster and cheaper means of importing materials and delivering their products and soon the station had several sidings and goods sheds. By 1900 three private sidings were in use at Zedekiah Long's granaries and maltings, John Park Wick's coal yard and granaries and also William Gaymer & Son's cyder factory that at its peak employed 300 workers.

By 1900 The Station Hotel, The Old Railway and New Railway public houses were trading as well as Mr Buckinghams, Station Mill where corn was ground in the tower windmill, all these premises were within a short distance of the railway station.

This commercial expansion led to many jobs being available and residential housing was in demand, local builders, the Ketteringham's in particular became very busy providing large detached houses in Station Road for the employers, reasonable sized semi-detached houses in Connaught Road for professional managers and many terraced houses in New North Road for the workers.



By 1901 the population had risen to 2209 and this increase resulted in profitable times for the shop keepers and the 22 hotels, inns and beer houses in the town.

### Post World War 2 developments

By 1948 there was a desperate need for housing, what with war damage and large numbers of people coming to this country. It has to be remembered that 260,000 Poles stayed here after the war alone. The first emergency housing locally was to use all the air base accommodation that was available, even old railway carriages were used and many prefabs were erected in Halford Road. The Cyprus Council Estate was built in the early 1950s and the only commercial development was the construction of the Briton Brush factory in Halford Road resulting in more local jobs. It was not until the council extended the settlement boundary and the building of the private housing estates in the 1960s & 70s commenced that the town really expanded. The 2,500 people living in the town were against this expansion, stating that the infrastructure would not cope, but the building of Arlington Gardens, Fairfield Estate, Ollands Estate, Croft Green and many other smaller developments went

By 1971 the population had risen to 4,079, and soon the town's one-way system came onto being, to cope with the extra traffic, the schools had to resort to using mobile classrooms and the doctors had to use temporary sectional buildings, it was many years before these were

ahead anyway.

replaced.



### The future development of the town

The obvious difference between the earlier two periods of development is that the first was brought about by the commercial expansion resulting in jobs being available locally whereas the second resulted in the town becoming more of a dormitory town leading to an increase in travelling to out of town destinations to work.

The town is on the threshold of another development that will see the town and population double in size and numbers.

Will lessons learnt from past mistakes be taken note of? It is good to know that the provision of a new school has been decided on and that a transport survey has been completed to help the powers that be decide on what improvements could be made at an early stage. The big question is will enough money be available to build the new roads before the houses are built? I very much doubt it. The town will have to put up with a large increase in congestion caused by the amount of construction traffic for many years.

By Cliff Amos, Chairman, Attleborough Heritage Group.





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### Welcome to the new Mayor

Tony Perkins handed over the chains of office to Jeremy Burton who will preside as Mayor of Attleborough for the next year. At the same time two new councillors joined the town council, filling vacant posts. Meet the new team members below.

### **Jeremy Burton**

I am delighted to be elected as Mayor for the forthcoming civic year having previously been Mayor 10 years ago. Having lived in the town for 28 years, and an active member of many groups, I have seen rapid growth in the number of houses but know only too well that there has been little investment in the infrastructure and facilities. I fully support the ANP and its aims and vision. As residents we must do all we can to ensure that Attleborough continues to be a thriving, community based town with all associated facilities for future generations.



### **Keith Montague**

My wife and I moved from the centre of Norwich to the attractive town of Attleborough almost two years ago. Being retired, I feel that I have more time to devote to the community. I already undertake voluntary work at the Norfolk and Norwich University Hospital as well as with Ormiston Families at Norwich Prison and feel that I want to be more involved with life in Attleborough.

Before retiring I spent twenty-five years at British Rail, starting in a ticket office at Harrow and Wealdstone and progressed to a senior position dealing with Royal trains and VIPs. On privatisation of the railways I started my own

company providing information to the various train operators and the Department for Transport, employing over one hundred people when the company was sold some five years ago. I am a Fellow of the Institute of Directors.

### **Anthony Busk**

I am so pleased to have been co-opted onto Attleborough Council. For many years I have worked and lived in East Anglia, before moving to the South and then the North of England, before coming 'back home'. Working within the interface of education, business, and political spheres has greatly enriched my understanding of the challenges and opportunities facing town councils and I hope to contribute in these areas. Attleborough is a lovely market town with character and a long heritage that has to be protected alongside its spiritual roots. It is a community of people, with aspirations and genuine concerns whose needs must not be forgotten. Externally, policies can quickly overwhelm the social order, and I feel privileged in joining a council which has the whole community and its future at its heart.





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### **Attleborough Market**

Attleborough was granted a royal charter to hold a Thursday market way back in the 12th Century. It has been held at several locations in the town and is currently located on the Queens Square car park from 8am to 1pm on Thursday mornings. Sadly, over the years it has declined to just a handful of stalls with the rise of pound shops and online shopping having an

effect and disappointingly the number of customers has declined sharply.

We would welcome anyone interested in setting up a stall and our rates are very favourable.

Please get in touch by calling **Terry on 07876 171829.**We are tucked away being on the car park

but welcome all customers old and new.





### Ready, Teddy, Go!

Preparations for the 13th Teddy Bear Festival are under way in Great Ellingham. To date, the festival has raised over £50,000 for various good causes; this year's nominated charity is East Anglia's Children's Hospices.

The festival is a chance for villagers to get creative and make straw bears with inventive designs and characters. The Teddy Trail opens on Saturday 2nd July when the village comes alive with the infectious sound of happy children.

This year's sponsorship and contributions have exceeded expectations and have enabled the team to plan the most ambitious event to date – "Tedfest". This will include live music, great food and fun activities as well as entertainment to suit all ages. It will be held at Great Ellingham Recreation Centre on Saturday 16th July from 11am to 5pm.

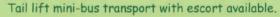
The team are hosting several other events including garage sales, an art exhibition, a craft day, a golden oldies music night and an evening of mediumship.

For details of all the events, please visit the NEW website at <a href="https://www.teddyfestival.org.uk">www.teddyfestival.org.uk</a> or keep up to date with all the latest teddy gossip on Facebook and Twitter.



Attleborough Day Centre, where older people maintain independence, enjoy a freshly prepared meal, get help with bathing, shopping, appointments etc.

A break from home, a chance to meet new friends and respite for carers. Activities include; Arts and crafts, exercise opportunities, quizzes and games, talks and slide shows, live entertainment and much more......





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 $For more information \ please \ visit our \ website: www. attleborough day centre. co.uk$ 



Alongside a plethora of other acts this year brings both a Little Mix tribute (Mini Mixx) and a One Direction tribute (Only One Direction) to Attleborough. As one of the largest not-forprofit events in the local area it looks set to be as much of a fantastic night as previous years.

### Sunday 10th July – Carnival Fun Day, Recreation Ground, Attleborough Gates open - 12.30pm, Adults (16+) £3, 11-15s, £1, Under 10s go free

A procession kicks off the Carnival at 12.30pm made up of local schools, groups and businesses and will make its way across the town to the site. This year sees the return of judging and prizes for the procession entries, so be sure to get out early and secure your spot to watch the once a year spectacle make its way through Attleborough. Once you have followed the procession to the Recreation Ground you will be in for a full day of entertainment with a large main arena filled with acts such as sheep racing, falconry and a mountain bike display. There is even a rumour there will be high wire tightrope displays and motorbike trials demos! Alongside all of this there will also be a large stage with local bands playing all day.

Both events feature a large selection of food vendors, a fully licensed bar and L.Gray and Sons Funfair. As with previous years everyone is permitted to bring their own food and drink to the event but the committee asks that no-one brings any glass or knives please. With regret, bags may be searched on entry to the event to ensure the safety and enjoyment of everyone. If you require more information or would like to be involved with this year's events please get in touch with the Attleborough Town Summer Carnival Committee by emailing info@attleboroughcarnival.co.uk or by calling 07729 592960.





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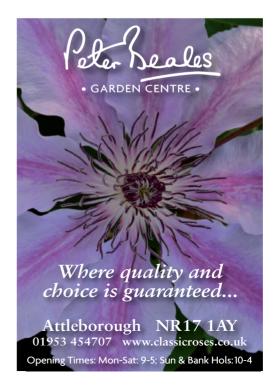
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