

Greater Norwich
Development Partnership

**Greater Norwich
Employment Sites and
Premises Study**

Appendix 5: Broadland
District Council

GNDP

**Greater Norwich
Employment Sites and
Premises Study**

Broadland District
Council

April 2008

Ove Arup & Partners Ltd
13 Fitzroy Street,
London W1T 4BQ
Tel +44 (0)20 7636 1531 Fax +44 (0)20 775
www.arup.com

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Job number

Job title	Sites and Premises Review	Job number
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Document title	Broadland District Council	File reference
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Document ref

Revision	Date	Filename	Broadland Report 26.03.08 v1.doc		
Draft 1	26/03/08	Description	First draft		
			Prepared by	Checked by	Approved by
		Name			
		Signature			
Final Report	01/05/08	Filename	Final Report		
		Description			
			Prepared by	Checked by	Approved by
		Name	Vicky Evans	Christopher Tunnell	Christopher Tunnell
		Signature			
		Filename			
		Description			
			Prepared by	Checked by	Approved by
		Name			
		Signature			
		Filename			
		Description			
			Prepared by	Checked by	Approved by
		Name			
		Signature			

Issue Document Verification with Document

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Executive Summary

Arup have inspected and collated information in respect of employment sites within the Broadland District Council area.

The area is extensive, predominantly covering rural areas to the west and parts of the north of Norwich with a considerable range of employment sites within the District area. These vary from small converted sites in previous agricultural use areas to those larger established estates and ongoing developments in the Norwich area where these border closely with Norwich City Council.

State of Property Market

In terms of market activity, the office sector has performed well during the past year. The industrial sector has taken performed fairly well, and better than the retail market in Broadland. For investors in the area, the market is becoming less open to those with relatively limited funds. The sub-prime market area is slowing down, as the yield spread with the prime market has tightened to below sustainable levels.

The subsequent success of lettings throughout the Broadland District area is variable, mainly due to the wide variety, not only of the geographical area but the nature, type and availability of the stock in those areas.

Current Demand

Demand varies greatly with take up being mostly on well developed or extended sites with new build stock. An example here is the Abbey Farm Commercial Park at Horsham St. Faith, on the outskirts of Norwich, close to Norwich Airport. The Estate has been extended considerably, with the only vacant building a recently completed office building.

There remains relatively high demand for older but smaller industrial units throughout the District, particularly to serve local businesses in smaller settlements. An example is the Station Road Estate, Lenwade, where despite being restricted in area and having a range of buildings that are generally of low quality, there appears to be full occupancy by local businesses. Those Estates which are at a disadvantage are those in the more rural areas, where transport infrastructure and communications are comparatively poor. The converted Alderford Estate is a particular example in this regard.

Average Rents

For estates and developments in the main Norwich area, such as those in Thorpe St. Andrew (Broadland Business Park etc.), prime industrial rents are in the region of £6.00 to £6.25 per ft. Good quality secondary rents are in the region of £4.50 to £4.75 per sq.ft, whilst older, poorer and less desirable units let at lower rents still. Dependent upon quality, the smaller units provide pro-rata higher rental rates but typically these are at a maximum of £5.00 to £5.25 per sq.ft. for good quality smaller units with gross internal areas of approximately 1,000sq.ft.

Conclusion

Many of the sites we have inspected have been developed to their full geographical potential except for those where there are ongoing design and build opportunities. We are mindful here of the Broadland Business Park and the Aylsham Industrial Estate.

Overall there is a shortage of available freehold land suitable for development on the majority of the estates noted within the Broadland District Council area. Where such sites do become available these are usually infill sites where there has been relatively keen bidding amongst smaller developers whose policy has been often to provide high quality specification smaller units which have a greater success in either attracting tenants or effecting sales in a shorter time period

Broadland	Site Area (in Hectares)	Floor Space (in sq.m)	% Office Use	% Industrial Use	% of site vacant	Employment Totals for Sites*
Acle	0.452	170	10	90	0	6
Alderford	9.106	20450	10	90	0	734
Aylsham	55.072	8100	20	80	5	291
Foulsham	1.62	2382	15	85	0	85
Hellesdon Park Industrial Estate	12	25000	30	70	0	897
Horsford	1.56	4576	15	85	0	164
Horsham St Faith	3.13	8490	15	85	10	305
Morton on the Hill - Lenwade	22.61	33500	10	90	0	1202
Rackheath	48	66000	20	80	4	2368
Reepham	2.438	2100	5	95	0	75
Sprowston	51.26	61000	20	80	2	2189
Thorpe St Andrew (Broadland Business Park)	66.274	69671	50	50	Office space still being built	2500
Thorpe St Andrew (Meridian Business Park)	4.854	Not Available	100	0	0	N/A
Thorpe St Andrew (St Andrews Business Park)	6.631	19000	100	0	2	682

*Based on an average "rule of thumb" density of 300 sq. ft. per employee to obtain an indicative estimate only

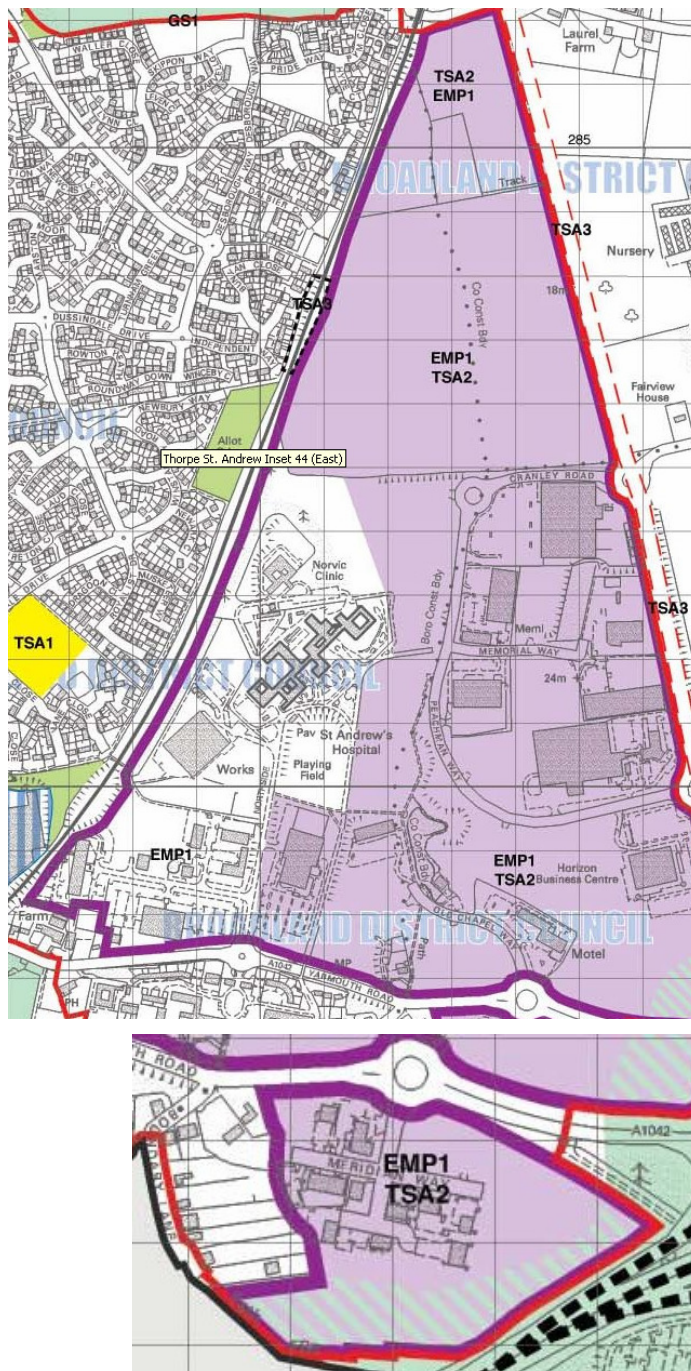
1 Thorpe St Andrew

There are three Business Parks within the Thorpe St Andrew area of Broadland:

- St Andrews Business Park
- Broadland Business Park
- Meridian Way Business Park

These Business Parks are each considered separately in this sites and premises review, but are the sites are allocated under the same policies in the Broadland District Local Plan as EMP1, TSA2 and TSA3.

Figure 1: Thorpe St Andrew Local Plan Employment Allocations



Policy TSA2 states that a total of 78ha is allocated for a high quality business park. A net area of 60ha has been earmarked for development. A large amount of development has already occurred on the site. The land north of the Green Lane/ Smee Lane junction comprises approximately 24.7ha, of which 21ha will be available for employment space. Norwich Union has recently received planning permission for building a data centre on this part of the site, demonstrating that most of the southern allocation is at capacity.

1.1 St Andrews Business Park, Thorpe St Andrew

1.1.1 Brief Description

St. Andrews Business Park is one of three in the Thorpe St. Andrews area of Norwich. The Park is close to the A1042 and the A47 Norwich southern bypass.

The estate comprises of a number of contemporary, high specification office blocks served by generous parking and adopted roadways. Access is via North Side roadway from the A1042 into the main access spine road of Central Avenue.

1.1.2 Site Area

The estate has a site area of approximately 6.6 hectares and is bounded by residential development and North Side Road. A map of the site area is attached.

1.1.3 Floor Space

The total floor space of the current buildings on the estate is approximately 19000 sq m. The majority of the floor space is office use and there is a variety of different tenants.

1.1.4 Summary of Age of Building

The park has been developed over the past 15 years with a variety of high specification office developments. They are in good condition. See attached photographs.

1.1.5 Occupancy Levels

There are presently 2 areas of office space available to rent, representing approximately 2% of the overall floor space on the estate. The buildings are currently occupied under predominantly B1 use with some A1 and A3/A5 use.

1.1.6 Constraints/Suitability

The Business Park has good access from main adopted roads. On site general accessibility and associated parking is good. General parking availability is fair.

1.1.7 Public Transport

The site is well served by public transport. Bus service 14 & 14A to and from the city centre runs regularly every 15 minutes and service 704, 705 & 706 runs every 30 minutes.

1.1.8 Conclusion

St. Andrews Business Park is a recent office development with good quality units, which are occupied by a range of national and large local blue chip covenants. There are some vacant units available at present.



1.2 Broadland Business Park, Thorpe St Andrew

1.2.1 Brief Description

Broadland Business Park has been developed over the past decade and is located in the Thorpe St. Andrew area of Norwich. The Park is adjacent to St. Andrews and Meridian Business Park. The entire area covers 66 hectares, comprising of a wide range of modern built office units in the south and warehouse and production zone in the north. The complexes are served by a developed infrastructure of roadways. Main access to the Park is by the A1042 Norwich Road but the Park otherwise lies directly north of the A47, Norwich southern bypass.

The Park benefits from a range of nearby facilities, including a Bannatyne Health Club, a day nursery, a Travel Inn which includes hotel and conference facilities and the nearby Pound Lane Shopping Centre. An extensive landscaped environment and a network of footpaths and cycleways provides a high quality surroundings for occupiers and employees.

1.2.2 Site Area

The Park has an area of approximately 68 hectares (including Thorpe St Andrews Business Park) and is bounded by main road networks, open land and some residential development in nearby Dussindale.

A map of the site area is attached.

1.2.3 Floor Space

The total floor space of the current buildings on the estate is approximately 69000 sq m. There is a split between office and industrial use of approximately 50%: 50%. Main occupiers of the site include British Telecom, Norwich Union, Bertram Books and Royal Bank of Scotland.

1.2.4 Summary of Age of Buildings

The development of Broadland Business Park began approximately 10 years ago. The Park comprises of a variety of contemporary architecturally designed offices and production units with further development taking place in both zones. Some of the buildings have been custom built for the occupiers. See attached photographs.

1.2.5 Occupancy Levels

Newly built floorspace is currently being marketed by agents and developers. There are a variety of occupiers, principally under B1 and B8 planning uses with some ancillary A3 use.

Norfolk Primary Care Trust is the latest organisation to relocate to Broadland Business Park. The Trust is relocating 250 of its staff from nearby St Andrew's House to the recently completed Lakeside 400 building. Lakeside 400 is the most recent new office building to be opened. The building comprises a total of 26,300 sq ft on three storeys. It is constructed to a very high standard and includes a range of environmentally efficient features aimed at minimising running costs and energy consumption. The building has parking for cars, motorbikes and bicycles.

A further new office building was due for completion by Broadland Unit Trust at the end of December 2007. Lakeside 200 will provide 10,000 sq ft of office space on two floors, together with parking for 31 cars, in a landscaped environment surrounded by mature trees. The building is available as a single letting or in floors of 5000 sq ft.

1.2.6 Constraints/Suitability

The Park has access from main roads, although peak hour traffic generated by the Park is high and the surrounding roads often become congested. On site general access is good, with generous parking availability to developed areas. Although during a site visit, we found that many cars were parked on verges as the official parking areas were at full capacity. Cycle paths connect the Business Park to the City Centre and surrounding residential areas.

1.2.7 Public Transport

Broadland Business Park is served by buses number 17 and 17A, on the South Tuckswood – Norwich – Biofield Heath and South Tuckswood – Norwich – Lingwood routes. The buses are every half an hour at peak times, and hourly throughout the day. Some of the businesses on site run private shuttle bus services to and from the city centre for their staff.

1.2.8 Conclusion

The Broadland Business Park is a recently established estate with ongoing further office and warehouse/production zone development of high quality units. The majority are mostly occupied by large multi-national blue chip companies.







1.3 Meridian Business Park, Thorpe St Andrew

1.3.1 Brief Description

The Meridian Business Park is a recently developed estate located together with the Broadland Business Park and St. Andrews Business Park in the Thorpe St. Andrew area of Norwich.

The estate comprises of recently built office blocks. The majority of buildings are two storeys and are of brick construction under tiled roof surfaces. There are some single storey D1 uses on the Park with a large car retail unit to the northern end of the park. The estate is served by its own road network with access off the A47/A1042 junction.

1.3.2 Site Area

The estate has a site area of approximately 4.85 hectares and is bounded by the main road networks surrounding the estate, namely the A47 southern Norwich bypass and A1042 Norwich road.

1.3.3 Floor Space

The total floor space of the current buildings on the estate was not available at the time of writing. However, the majority of the floor space is occupied by office use.

1.3.4 Summary of Age of Building

The Meridian Business Park has been developed over the past 2 years. The buildings are in new condition. See attached photographs.

1.3.5 Occupancy Levels

There are presently no vacant units. The units are currently occupied under B1, with some A2 and minor D1 (nursery) planning uses. Occupiers include HSBC, Audi and Clydesdale Bank.

1.3.6 Constraints/Suitability

The estate has access from the main junction on to the A47 southern bypass road. On site accessibility is good. There is reasonable public parking available, with good parking arrangements for occupiers.

1.3.7 Public Transport

Meridian Business Park is near to the Postwick Park and Ride site. The site is also served by the regular bus routes running between Castle Meadow and Thorpe Station.

1.3.8 Conclusion

The Meridian Business Park is a relatively new estate with good quality office accommodation units, which are occupied by medium to large businesses. There are no vacant units at present. There is a car retail outlet at one end of the Park. The site is well served by public transport.



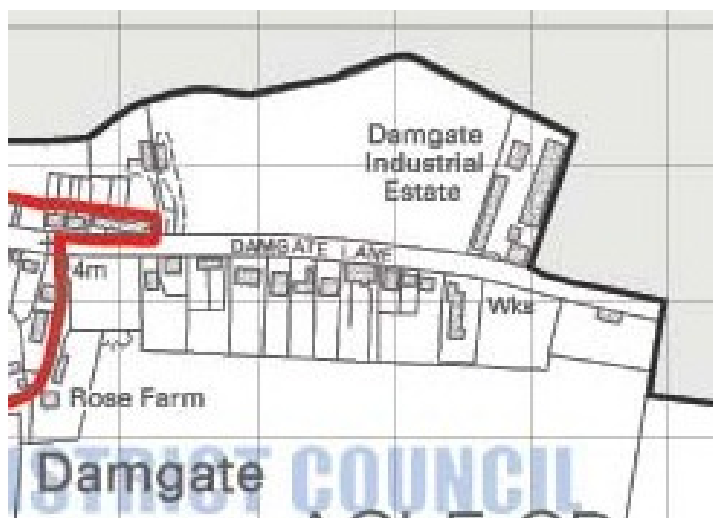
2 Damgate Lane Industrial Estate, Acle

2.1 Brief Description

The subject site is an established estate located 1 mile south of the centre of Acle, and is accessed via rural roadways. The estate is separated from Acle by the A47 Great Yarmouth/Norwich trunk road and the railway line.

The estate comprises of a mix of low level and high level single storey detached and terraced units, and is served by a main spine road and concrete forecourt/parking area. The estate is split into two by Damgate Lane, with the original part of the estate to the north and a further small developed area opposite to the south. The Estate is not allocated in the Broadland District Local Plan.

Figure 2: Damgate Lane Industrial Estate



2.2 Site Area

The estate has a site area of approximately 0.45 hectares and is predominantly bounded by open rural land and a small amount of residential development.

2.3 Floor Space

The total floor space provided by the current buildings on the estate is approximately 170 sq.m. The split between office and industrial use is approximately 10% and 90% respectively.

2.4 Summary of Age of Building

The majority of buildings on the estate originate from the 1950s to the 1990s. There is evidence of a variety of building style and material, ranging from asbestos clad units to plastic coated steel profile steel sheet clad units.

The general condition of the units are fair to good.. A number of the buildings show considerable wear and tear. See attached photographs.

2.5 Occupancy Levels

There are presently no vacant units. The units are currently occupied by B1, B2 and sui generis planning uses.

2.6 Constraints/Suitability

The estate has main access from rural standard adopted public roads. On site general access is fair with reasonable turning areas. General parking availability is poor.

2.7 Public Transport

The site is poorly served by public transport, with one early morning bus a day, the Number 17 (travelling between Acle and Norwich) and one evening bus (Norwich to Acle), via South Tuckswold stopping near the site.

2.8 Conclusion

The Damgate Industrial Estate is an established site with medium to good quality units, the majority of which are mostly occupied by small to medium sized local business users. There are no vacant units and the site is poorly served by public transport.

3 ACL 2, Acle: Broadland Local Plan Allocation

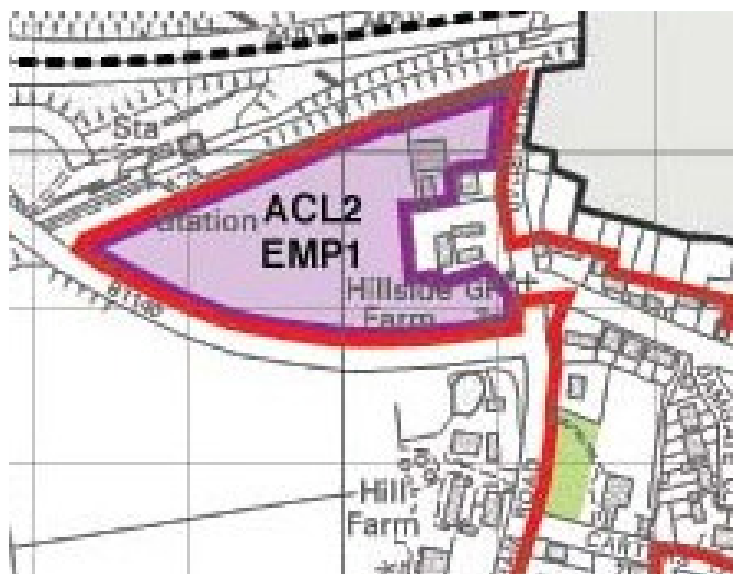
3.1 Brief Description

The subject site is located to the south of Acle town centre on the A47 access road and Reedham Road. The site sits to the south of Acle train station and the train line runs parallel to the north side of the site.

The majority of the site is open land. There is an occupied warehouse at the north east corner of the site. The warehouse is occupied by a timber and builder merchant who also occupy the surrounding land. Hillside Farm is located to the east of the site.

The train line from Great Yarmouth to Norwich lies adjacent to the site on the north side, beyond the train line is Acle town centre. To the East of the site is Damgate and to the south and west the site is surrounded by farmland. The site is allocated as suitable for employment land and is designated as ACL2 and EMP1. Policy ACL2 states that the site is suitable for light or general industrial use within use classes B1, B2 and B8.

Figure 3: Acle Local Plan Allocation



3.1 Site Area

The site has an area of approximately 2.4 hectares.

3.2 Constraints/suitability

The builders merchants to the north of the site (photograph 5) has suitable room for cars to park and move around on the site, access is gained via Reedham Road. Access for the undeveloped part of the site can be gained from the A47 slip road. This ensures that the site has excellent road accessibility. Policy ACL2 describes potential infrastructure and site accessibility issues, including electricity and gas supplies.

3.3 Public Transport

The site is well served by public transport. The site is within 100 meters of Acle train station and there are regular buses from Acle to Norwich.



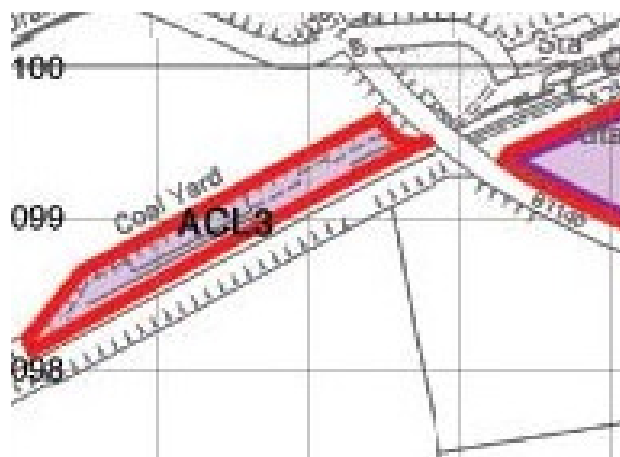
4 ACL 3, Acle: Broadland Local Plan Allocation

4.1 Brief Description

The subject site is located south east of Acle town centre and lies adjacent to the rail line on its south side. The site sits to the east of Acle train station and is accessed via Station Road which leads to a byway that passes under the Norwich Tributary Road

A two storey red brick building sits at the entrance to the site. The majority of the site comprises a dirt track this is being used to park a small number of cars during the day. The west side of the site is fenced off and occupied by industrial use. There is a portacabin located within the fenced off part of the site. The site is allocated as suitable for small scale industrial uses within class B2 and is designated as ACL3.

Figure 4: Acle Local Plan Allocation



4.2 Site Area

The site has an area of approximately 1 hectare. The site is wedged between farmland to the north and the rail line to the south.

4.3 Constraints/suitability

The estate has main access from rural standard adopted public roads. On site access is extremely poor and there is insufficient room for turning and parking due to the width of the site. Access is restricted because of the low bridge, which limits the site to uses which can be operated with a small number of vehicles. Furthermore, there are no main sewers or water mains on site. These infrastructure limitations will make the site extremely difficult to develop as an employment site.

4.4 Public Transport

The site is well served by public transport. The site is within 100 meters of Acle train station and there are regular buses from Acle to Norwich.



5 Alderford

5.1 Brief Description

The subject site is an extension to the current Bernard Matthews premises located in the rural village of Alderford, situated approximately 8 miles northwest of Norwich. Main road access to the site is via Attlebridge from the A1067 Fakenham - Norwich road. The western side of the site is allocated as ALD1

The site comprises of a factory/ food processing plant which is currently used by Bernard Matthews. The site is served by a main concrete access road leading to the anchor unit and to the units located to the rear of the anchor unit. There is also a communal gravel parking area.

Figure 5: Alderford Local Plan Allocation



Policy ALD1 states that an area totalling 6.4 ha is allocated for employment development to allow for the expansion of the existing large scale operation of Bernard Matthews. The policy states that development proposals for other users will not be permitted, as it would be unreasonable to expect further expansion of Bernard Matthews operations on other employment sites.

5.2 Site Area

The estate has a site area of approximately 9 hectares and is bounded by agricultural land and woodland.

5.3 Floor Space

The total floor space of the current buildings on the estate is approximately 20 450 sq m. The split between office and industrial use is approximately 10%/ 90%.respectively.

5.4 Summary of Buildings

Bernard Matthews has expended considerable capital investment in buildings on the site, thus the food processing buildings have been well maintained.

5.5 Occupancy Levels

The site is occupied by a single user, and is 100% occupied.

5.6 Constraints/Suitability

The estate has its main access from rural class roads. On-site accessibility is fair, with generally poor turning areas for vehicles. General parking availability is reasonable.

5.7 Public Transport

The site is not served by public transport.

5.8 Conclusion

The Alderford Local Plan allocation refers to the extension of employment space for the Bernard Matthews food processing factory. As an important employer to Broadland, it is important that this land is safeguarded for the expansion of operations, as referred to in the Local Plan.

6 Aylsham

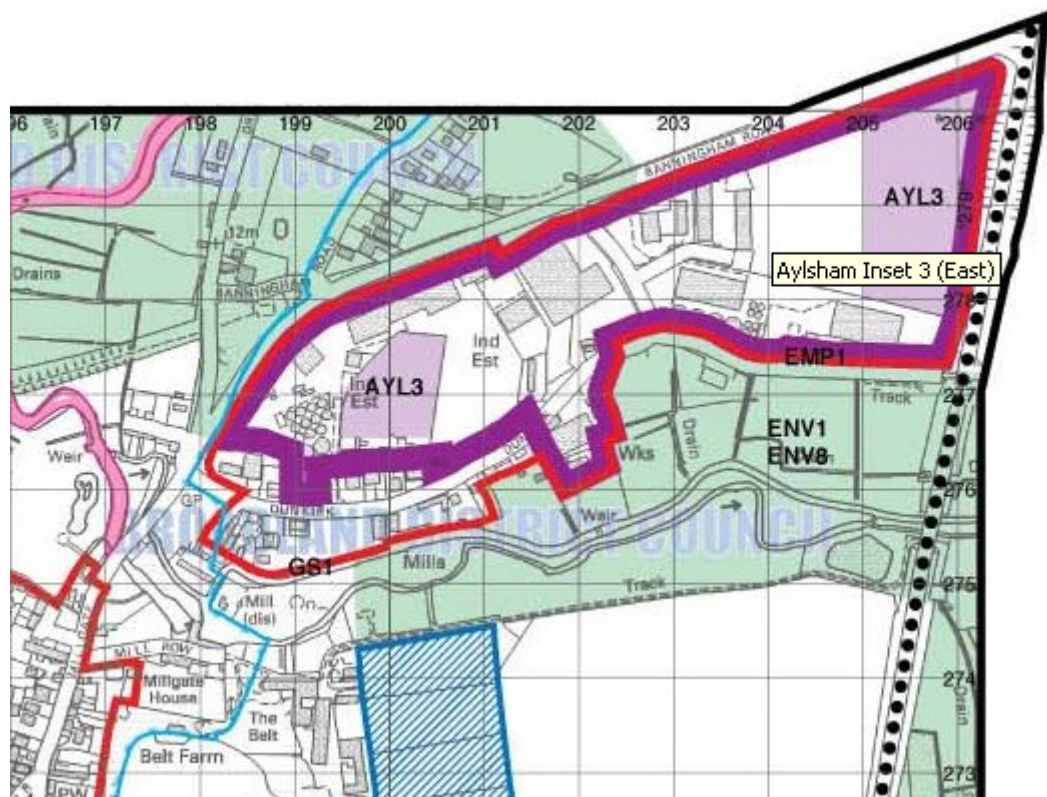
6.1 Brief Description

The subject site is an established estate located in the Dunkirk area to the northeast of Aylsham. Aylsham is a market town, situated off the A140 Norwich to Cromer road. Access to the estate is from the A140 via Banningham Road.

The estate comprises of a range and style of industrial and office use units, served by a main circulatory road and feeder roads into the estate.

The whole industrial estate is allocated as a strategic employment site (EMP1) in the Broadland Local Plan, and encompasses two separate allocations, AYL3, to the north east and to the south west of the site.

Figure 6: Aylsham Local Plan Allocations



North east allocation

The site is currently the largest undeveloped plot of land on the estate and is approximately 2.5ha. There is currently development to the southeast of the site and a recently completed police station sits to the west of the site. Policy AYL3 allocates the site for light or general industrial use, within or adjacent to the existing industrial area. See photographs on page 25.

South west allocation

The site is currently open grassland with a shed located in the southwest corner. The site is bound to the west, north and east by industrial units and to the south by houses situated on Dunkirk Road. The site is approximately 1.1ha. Policy AYL3 allocates the site for light or general industrial use, within or adjacent to the existing industrial area. See photographs on page 26.

6.2 Site Area

The estate has a site area of approximately 55 hectares and is predominantly bounded by rural land and some residential development. A pro-map of the site area is attached.

6.3 Floor Space

The total floor space of the current buildings on the estate is approximately 8100 sq m. There is a split between office and industrial use of approximately 20%: 80%.

6.4 Summary of Age of Building

Ages of buildings on the estate range from 1940s to contemporary new build. There is evidence of a variety of building styles, ranging from basic prefabricated single storey units to modern industrial sheds.

The general condition of the units is variable - ranging from poor to very good. A number of the buildings are showing signs of considerable wear and tear. See attached photographs.

6.5 Occupancy Levels

There are presently 9 vacant units, representing approximately 5% of the overall floor space on the estate. The units are currently occupied under B1, B2, B8 and sui generis planning uses. Occupiers are mainly light industrial users, and include a conservatory business, electricians and double glazing workshops.

6.6 Constraints/Suitability

The estate has main access from Banningham Road, via Richard Oakes Road, which is a short distance from the junction of the A140 Norwich to Cromer Road. The size of the site makes it suitable to support large vehicles, appropriate turning space and parking.

6.7 Public Transport

The site is well served by the following bus routes:

- Buses numbered 4, and 43 on the Holt- Sheringham – Cromer – Aylsham – Norwich route, which provides a fairly regular service between 7 and 9am (approximately every 20 minutes) but are much less frequent throughout the rest of the day. (Sanders service).
- Bus number 44 on the Norwich – Melton Constable – Cromer route, which are once hourly throughout the day. (Sanders service).
- Bus number 50 on the Norwich – Sheringham, via Aylsham and Cromer route, which are once hourly throughout the day (Eastern Counties service).

6.8 Conclusion

The Aylsham Industrial Estate is an established one with mainly poor quality units, which are occupied by small to large local and nationwide business users. Currently, there are a few vacant units. There is ongoing new build development to the northern most aspect of the Estate and two Local Plan Allocations on site for the development of light or general industrial use.





