



VISION

By 2026, Attleborough will have developed as an enterprising, attractive and prosperous market town. It will be at the centre of a vibrant employment area, which also provides first class services and facilities to its rural hinterland.

Development will be driven by new employment opportunities, which will include advanced engineering, research and development, logistics, food production and agriculture. New retail outlets will provide jobs and help make the town a self-contained community.

New housing of an appropriate tenure, type and mix to meet the needs of the community will have been integrated with new and existing facilities. The town will be well supported by infrastructure improvements, particularly in education, health, social and leisure facilities.

It will be easy to move within Attleborough particularly by walking, cycling and public transport. Improvements to the road network will improve access to and from Attleborough from surrounding areas and support growth to the south of the town.

Existing green spaces will be protected and further green spaces will be created.

The built environment will be protected and improved with high quality design, which employs renewable forms of energy. Protecting the environment will be a key principle of all development so that Attleborough will be at the forefront of sustainable living.

Objectives

1. To view the town as one development area, with new development areas as shown on the map as submitted.
2. To preserve and enhance the historic centre of the town.
3. To identify new employment land which can be developed and to encourage new industry to the town in order to provide a wide range of employment opportunities.
4. To integrate the new housing and facilities into the town with the necessary footpath and cycle ways and address the outstanding traffic congestion in the town centre.
5. To provide housing which meets the needs of all, with a range of housing including sufficient affordable housing and housing which will encourage entrepreneurs and professional people to live in the community.
6. To provide a single health and social care facility.
7. To provide significantly improved sport and leisure facilities in conjunction with Attleborough High School but which will be readily available for use by the community.
8. To ensure that all new buildings incorporate the highest standards of design and employ the latest energy efficiency techniques.
9. To protect the natural environment and provide additional public open space.