



Ben Burgess – Addendum to Assessment of Alternative Sites



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1 THE SEARCH FOR A NEW SITE

- 1.1 It has been recognised by local land agents and property consultants including Bidwells, Savills and Arnolds Keys, all with offices in Norwich and the surrounding areas, that since 2012 Ben Burgess has been seeking a new site and inviting them to find one, however extremely little has become available that fulfils the site selection criteria. The company has specifically worked with South Norfolk Council and their economic development team as this is the target area. More recently the Greater Norwich Growth Board has become involved, but no further opportunities have been identified. The Keswick site which was allocated (included with alternative sites assessment) was the most encouraging opportunity, however this was rejected in a meeting in early 2016 with the developer/freeholder (Matt Bartram and Ollie Dannatt) at South Norfolk's office with the senior South Norfolk planning team (Tim Horsepole, Julian Munson, Tracey Lincoln and Helen Mellors) based on use of space and associated land values. This is one the sites that has been explored further by Ben Burgess and their agents in 2020 as detailed within the Addendum to the Assessment of Alternative Sites, July 2020.
- 1.2 The site search criteria for a site has been in place with South Norfolk since 2014, as per correspondence from Tracey Lincoln, Senior Planning Officer at South Norfolk dated 12 September 2014 included in appendix 1. There have also been meetings with David Disney, Operational Economic Development Manager at South Norfolk Council, Tom McCabe, the Head of Paid Service and Executive Director of Community and Environmental Services at Norfolk County Council, and latterly with Stephen Scowen, Economic Development Manager at Broadland District Council (following their collaborative partnership with South Norfolk). With these requirements clearly communicated for in excess of eight years there have been numerous opportunities to assist Ben Burgess in locating a suitable site based on location, land value and size by allocating a single occupier site of appropriate size. Ben Burgess acknowledges that a large quantity of employment allocations are proposed by the Greater Norwich Local Plan (GNLP) but contends that these are not of the right type or in the right locations to meet the operational needs of its business with insufficient recognition of the need for large single occupier employment sites.
- 1.3 A number of possible sites (many along the A47) have been investigated as detailed within the Addendum to the Assessment of Alternative Sites, July 2020, however, these do not meet the criteria as set out in great detail within the section titled requirements for new depot/headquarters. For example, the freehold is unobtainable at viable figures, the site is too highly constrained, or the Ben Burgess use was inappropriate i.e. sites for small-scale retail or community uses (D2) and primary schools adjacent proposed residential development.
- 1.4 The freehold interest in the former Uniglaze property at Forest Way, Costessey was considered in detail. The property would have been ideal in terms of the key physical attributes at the time based on accessibility, visibility/prominence, size of site and building and modernity of building. The guide price for the freehold interest of approximately £2.32-£2.79 per sqm, reflected the depressed state of the market at that time, equating to approximately 25% of the cost of acquiring a vacant site and design and construction of a unit of that size, being extraordinarily good value. Nevertheless, despite the various compelling reasons to pursue this property, Ben Burgess declined to do so because it was outside the area of search. Relocating to Costessey would have infringed on the catchment of the Beeston branch, which would have impacted on the effectiveness and viability of both Beeston and the new branch (headquarters). Furthermore, once the western link road is built it would also compete with the Aylsham site and therefore the overlap/repeat of services between depots and the lack



of 30 minute travel times for customers located within areas including Lowestoft and South Norfolk meant the site had to be dismissed.

- 1.5 The above decision demonstrates that due to franchise criteria detailed in the document titled Ben Burgess Background and context to need for relocation July 2020, Ben Burgess was unable to compromise in respect of location and with patience waited for a property to become available that met their requirements in every respect, even if it involved them investing significantly in the new site to meet the key locational criteria of the business.
- 1.6 The greatest challenge with the search for a new site is finding a site which has a minimum size of circa 6 hectares across a single area of land area and with a willing freehold vendor. The Addendum to the Assessment of Alternative Sites, July 2020 demonstrates the extent of analysis that has gone into the search for an alternative site for Ben Burgess's headquarters to relocate to within both the South Norfolk and Broadland areas, looking at a range of unallocated and allocated sites.
- 1.7 Allocated sites without conditions restricting their density and/or number of occupiers create an allocation where the value of the site is maximised by achieving the optimal density of development on the net developable site area, particularly those coming forward speculatively with no specified user identified. Lower density developments of the type required by large single occupier site users such as Ben Burgess do not support the level of land value, higher plot density developments generate, pricing out owner/occupiers looking to develop bespoke buildings in a low density development with low building coverage.
- 1.8 To summarise, there appears to have been insufficient recognition of the need for large single occupier employment sites with the specific needs of the agricultural machinery sector. Through the application process considerable evidence has been produced by and on behalf of Ben Burgess to demonstrate that land west of Ipswich Road, Swainsthorpe is the only site that meets the requirements for the development of the new headquarters facility.
- 1.9 Ben Burgess acknowledges that a large quantity of employment allocations have been allocated or are proposed by the GNLP but contends that these are not of the right type or in the right locations to meet the operational needs of its business, with little consideration for the specific needs of the agricultural machinery sector. Whilst it may be the case there is a surplus of employment land for typical warehouse, office and industrial uses, those that demonstrate the needs of a site for a new Ben Burgess headquarters and the ancillary components for the next generation of business growth appear to be missing.
- 1.10 Ben Burgess has undertaken a long term search and considerable research into potential sites, for a location for the new headquarters to satisfy operational requirements with a detailed analysis of 19 sites, with South Norfolk Council proposing seven sites for consideration. The assessment of alternative sites has reviewed each of these proposed alternative sites against the requirements.
- 1.11 This has not been a rushed or imprecise search for a suitable site. Ben Burgess has been very careful to appraise various opportunities where they have arisen and have exercised considerable patience in waiting for the optimum site to become available. Crucially, the land at Swainsthorpe would deliver the business with a freehold site:

- i) Of appropriate size, prominence and accessibility;
- ii) at an affordable price that reflects the low density nature of the proposed development;
- iii) that is deliverable within an acceptable timescale;
- iv) allowing further investment in skills, training and employment to be undertaken;
- v) all within a geographical location that meets the joint requirement of access to the established customer base and connectivity to the rest of the business; and
- vi) with the ability to develop a low density, highly landscaped head office complex of the quality and flexibility needed by a growing and successful Norfolk company.

1.12 The search concludes that as presently stands, and also taking into consideration the draft GNLP that land west of Ipswich Road, Swainsthorpe is the only site that meets the requirements for the development of the new headquarters facility.

2 POSSIBLE SITES IN SOUTH NORFOLK

- i) Brooke (Policy BKE3: Brooke industrial park)
- ii) Bixley (Park Farm - HELAA site reference GNLP0323)
- iii) Costessey (Policy COS3: Longwater employment area)
- iv) Uniglaze 2 site
- v) Easton/ Honingham Thorpe (Easton food hub Local Development Order site)
- vi) KES 2 – land west of Ipswich Road
- vii) Long Stratton (Policy LNGS2: Land west of Tharston Industrial Estate);
- viii) Wymondham (Policy WYM5: Land at Browick Road)
- ix) Land east of Harford Bridge Park and Ride
- x) Land north of A47 (Redundant Buildings and Farmhouse)
- xi) Land south of Harford Bridge Tesco
- xii) Land west of Ipswich Road, Keswick (Opt A)
- xiii) Land adjoining La Farge Quarry Site
- xiv) La Farge Quarry Site
- xv) Old Stoke Road, Arminghall
- xvi) Hethel Technology Park
- xvii) Swainsthorpe (land west of Ipswich Road – HELAA site reference GNLP0604)

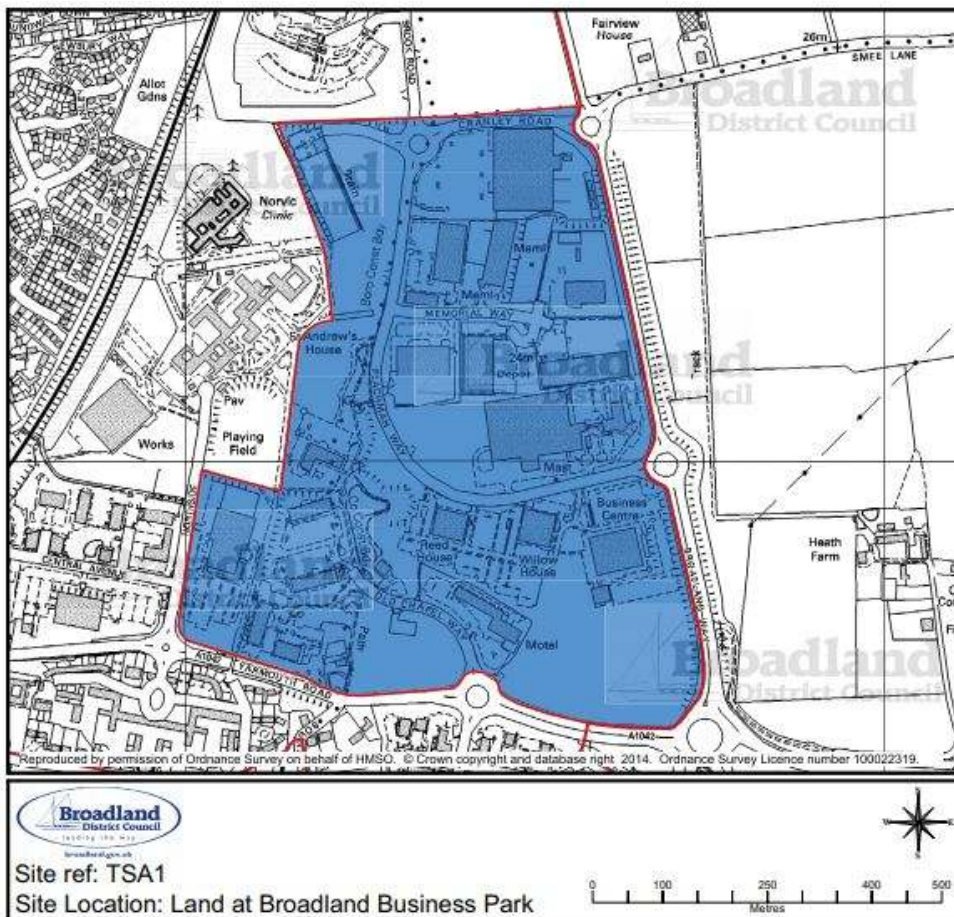
3 POSSIBLE SITES IN BROADLAND

- i) SA1 – Broadland Business Park
- ii) GT9 – Broadland Business Park North Site
- iii) GT10 – Broadland Gate
- iv) GT11 – Land east of Broadland Business Park
- v) GT21 – Land east of Broadland Business Park (North Site)

4 ADDITIONAL SITES EXPLORED IN 2020

4.1 Following the submission of the initial planning application the following allocated sites have been explored further by Ben Burgess and their agents in 2020 as detailed below.

TSA1 – Broadland Business Park

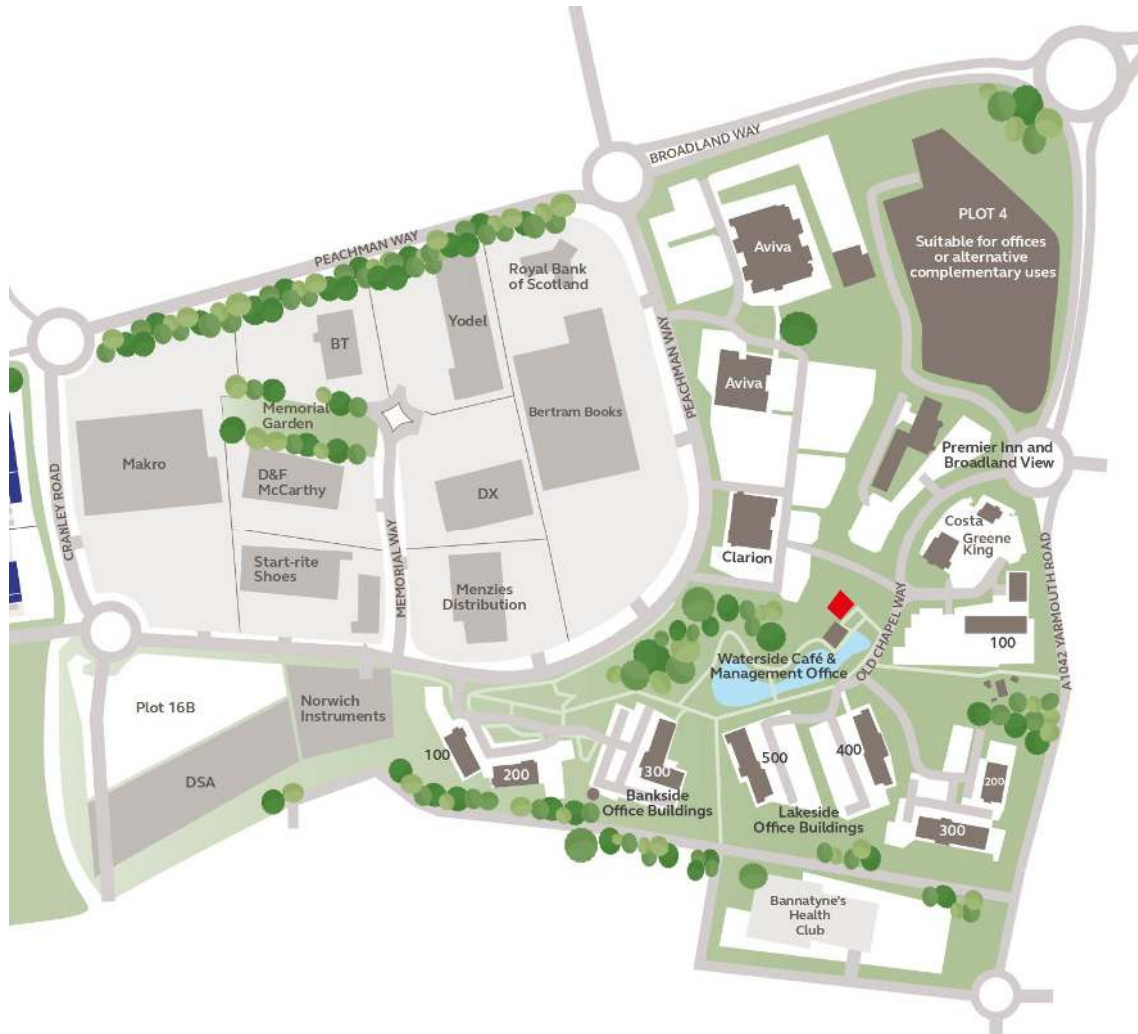


Extract of Site Allocation DPD May 2016

4.2 As per the Site Allocations DPD Plan Adopted May 2016 the area based policy for Broadland Business Park referred to as TSA1 is a site of approximately 55ha and is allocated for employment uses (Use Classes B1, B2, B8), for the completion of this part of the business park. It is now expected that all development will be determined through individual planning permissions. The outline planning permission provided for employment

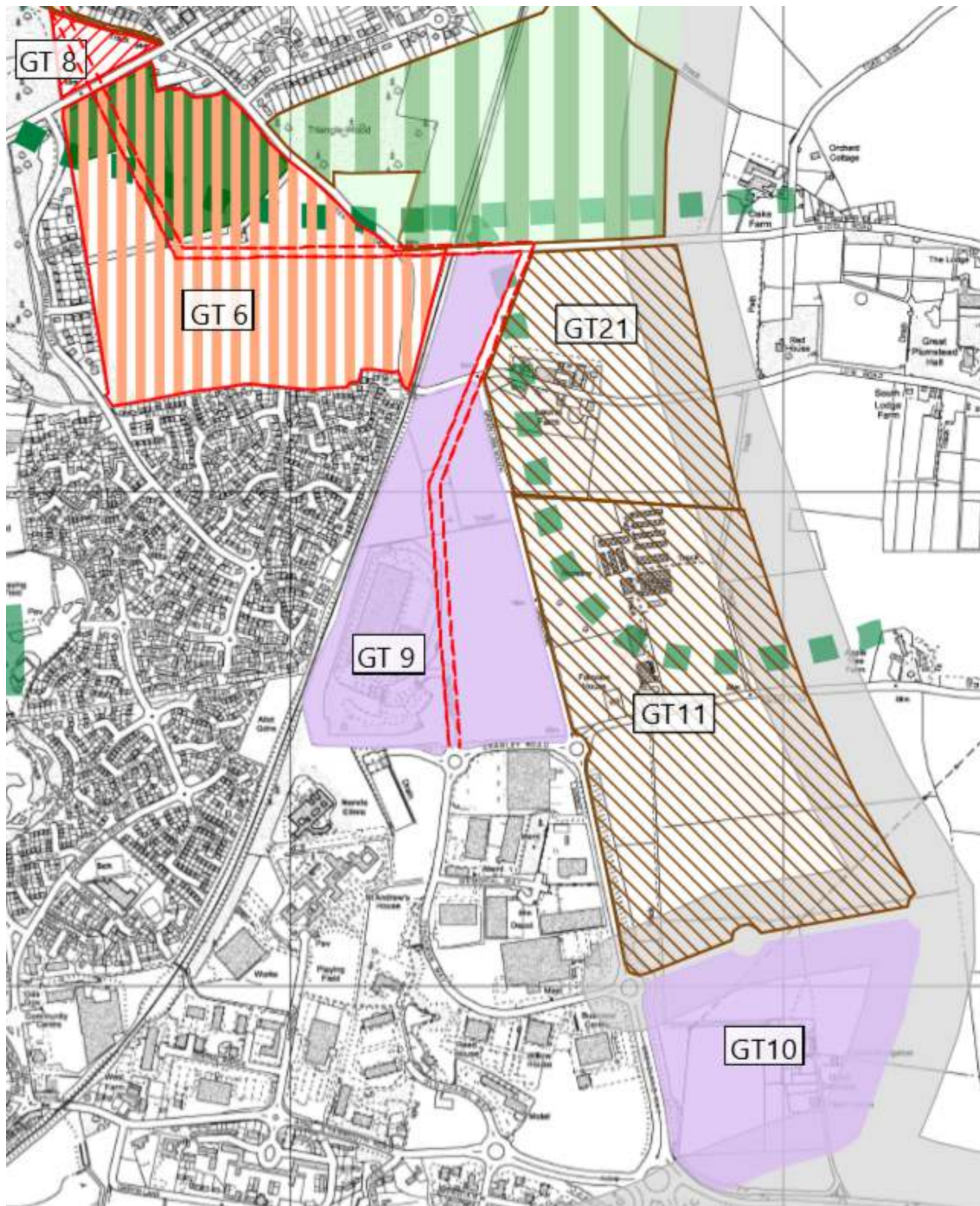
floorspace of approx. 127,000m² of which 113,000m² has been completed, with remaining capacity for an estimated 18-20,000m² of employment space.

- 4.3 The nature of the company's existing and proposed business requires that the proposal site's location meets the range of criteria discussed within document titled Ben Burgess Background and context to need for relocation July 2020. It should be noted that the sites at TSA1 Broadland Business Park do not fulfil these criteria, with the sites not being located within south Norfolk and not being visible from a main road (with the exception of plot 4). However, we have explored this option further to ascertain if there is a site of suitable size with acceptable site specific constraints.
- 4.4 The remaining employment land for B1, B2, B8 uses contained within the TSA1 allocation is split into number of employment land parcels known as Plot 4 3.64 hectares, Plot 16B 1.1 hectares, Lakeside 100 and Bankside 200 as per the sales drawing. We have broken these down into the various parcels below and discussed their opportunities and constraints further.
- 4.5 Plot 4 is 3.64 hectares. The plot has been subdivided in this approach as the site is constrained by Aviva to the north, Broadland Way to the east, the A1042 to the south and Brewers Fayre to the west. It is also noted that this site is more suited to offices and complementary uses akin to leisure, retail, showroom and roadside uses than the proposal. It would also command a significant per hectare premium on the freehold value as it is notably one of the most valuable sites on the business park with significant road frontages and direct highway access. Nevertheless, the site is also constrained on all four boundaries, meaning Plot 4 at 3.64 hectares is unsuitable based on the site size alone.
- 4.6 Plot 16B is 1.1 hectares. The plot has been subdivided in this approach as the site is constrained by the DVSA test centre to the north and west, Peachman Way to the east, and Greenleaf Holdings to the south. Therefore, the site is constrained on all four boundaries, meaning Plot 16B at 1.1 hectares is unsuitable based on the site size alone.
- 4.7 Lakeside 100 and Bankside 200 are both infill sites that are suitable for offices or complementary uses, including hotel, leisure and retail. Lakeside 100 is suitable for a building of approximately 5,000 sqm and Bankside 200 is suitable for a building of approximately 1850 sqm. Therefore, the sites which are infill sites and constrained on all four boundaries are unsuitable based on the site size alone.
- 4.8 Having reviewed the sites at TSA1 Broadland Business Park, there is neither a single plot nor a group of plots which meet the site size criteria, with the most acceptable site being only 60.26% of the required minimum site size.



Sites at TSA1 – Broadland Business Park

GT9 - Broadland Business Park North Site



Extract of Area Action Plan Proposed Allocations - Growth Triangle Action Plan July 2016 (Plan includes GT9 – Broadland Business Park North Site, GT10 – Broadland Gate, GT11 – Land East of Broadland Business Park and GT21 – Land East of Broadland Business Park (North Site))

- 4.9 As per the Growth Triangle Action Plan Adopted July 2016 the area based policy for Broadland Business Park (North Site) referred to as GT 9 is a site of approximately 28.2 ha and is to be completed in accordance with the adopted allocation and planning application 2009/0886 for a high quality business park comprising a co-ordinated development of office, industry and warehousing (B1, B2 and B8 uses) on land north of Cranley Road.



The allocation and outline planning permission are dependent on the final scheme providing the following (only matters relevant to the alternative sites assessment are discussed);

- 1) mix of employment uses contained within class B of the town and county planning act including no more than 49,676 sqm of B2/B8 general industrial / storage use and no more than 7,805 sqm of B1 use. (any variation to this would be restricted by a maximum allocation allowance of 50% of the site area being B1 ie maximum 28,740.5 sqm of B1.)
 - 2) The development of this allocation is dependent upon the provision of a new road linking Cranley Road to Plumstead Road East which has a safeguarded route as per the polices map.
 - 3) Within the site masterplan L2 had an allowance of 31,321 sqm of B2 or B8 and L3 had an allowance of 19,355 sqm of B2 or B8 based on a one storey building (with mezzanine) with eaves heights between six and 12 metres, ridge height of 14 metres, a building width between 15 metres and 100 metres and a building length between 30 metres and 200 metres. L4 had an allowance of 7,805 sqm of B1 based on a 2-3 storey building with eaves heights between eight and 12 metres, ridge height of 15 metres, a building width between 12 metres and 20 metres and a building length between 24 metres and 70 metres.
- 4.10 Planning application 2009/0886 for Lothbury Property Trust Company Ltd, the present landowners was approved in June 2013 by Broadland District Council for the development of sustainable urban expansion comprising 600 dwellings, link road, 14.6ha of employment land for B1, B2, B8 purposes, Local Centre (including 1035m² of A1 retail / community hall), site for railway halt and associated open space. Various discharge of condition applications have been submitted varying in date from 2017 to 2018 which have either been discharged or are awaiting determination. Of note is application 2017/0421 which includes the phasing plan (which also sets the context), 2017/0414 / 2018/1939 / 2017/0421 which include the detailed design for the relevant part of the link road, commencing with an extension of Brook Road, through to Plumstead Road East.
- 4.11 The nature of the company's existing and proposed business requires that the proposal site's location meets the range of criteria discussed within the document titled Ben Burgess Background and context to need for relocation July 2020. It should be noted that the sites at Broadland Business Park (North Site) do not fulfil these criteria, with the sites not being located within South Norfolk and not being visible from a main road. However, we have explored this option further to ascertain if there is a site of suitable size with acceptable site specific constraints.
- 4.12 The employment land for B1, B2, B8 uses contained within 2009/0886 is split into number of employment land parcels known as L2, L3 and L4 as per the phasing plan drawing ref: 16266_LSI_XX_XX_DR_A_0100 M dated 13 February 2017. We have broken these down into the various parcels below and discussed their opportunities and constraints further. Appendix 2 illustrates the overall masterplan.



Sites at GT9 – Broadland Business Park North Site

- 4.13 L2 has been broken down for indicative site analysis purposes into Plot L2A 0.91 hectares, Plot L2B 0.72 hectares, Plot L2C 0.67 hectares, Plot L2D 0.63 hectares, Plot L2E 0.65 hectares, Plot L2F 0.52 hectares and Plot L2G 2.26 hectares. In general, L2 is bordered by plot L3A to the north (discussed further under plot L3A), Green Lane to the east, Cranley Road to the south and part existing / new road linking Cranley Road to Plumstead Road East to the west. There is currently a planning application 2019/1973 for Plot L2A (revised site size of 1.2 hectares) for an office and workshop under use class B2. We can assume that 5.43 hectares of L2 is still available, albeit the area behind L2A would be more suited to a smaller occupier. Therefore, the site is constrained on all four boundaries, meaning Plot L2 at 5.43 hectares is unsuitable based on the site size alone.
- 4.14 L3 has been broken down for indicative site analysis purposes into Plot L3A 2.28 hectares and Plot L3B 3.48 hectares. These plots have been subdivided in this approach as the site is constrained by the new road linking Cranley Road to Plumstead Road East (west of plot L3A and east of plot L3B) which is required to be delivered as part of the site allocation (safeguarded route as per the policies map and detailed design as per application 2017/0421). Due to the existing alignment of Brook Road and the requirement to link onto Middle Road there is extremely limited scope to amend this, especially taking into consideration the works involved in application 2009/0886 (outline approval relating to whole site) and the various proposals which were discussed at public consultation.
- 4.15 L3A is bordered by the new road linking Cranley Road to Plumstead Road East to the north and west, Green Lane North to the east and Plot L2 to the south (bordered by number of nature trees, proposed footpath between Brook Road and the green lane and strategic landscaping enhancements). Green Lane North is the boundary of land within the promoter's ownership and therefore the least constrained boundary is that bordering L2. It is also noteworthy that the site is wedge shaped making this site more suitable for subdivision into smaller sites, as per the site masterplan within 2009/0886. Therefore, the site is constrained on all four boundaries, meaning Plot L3A at 2.28 hectares is unsuitable based on the site size alone.



- 4.16 L3 B is bordered by Green Lane North to the north, the new road linking Cranley Road to Plumstead Road East to the east, Hewlett Packard Data Centre to the south and the Norwich to Sheringham railway known as the Bittern Line to the west. The detailed design as per application 2017/0421 indicate that although Green Lane North is to be stopped up in five locations via traffic regulation orders it is to become a footway / cycle lane known as a greenway between the proposed residential development, the proposed Bittern Line rail halt and Broadland Business Park. Due to the existing alignment of Green Lane and the requirement for a bridge to go under / over the railway line (current proposal utilises the existing bridge) it would not be viable to relocate this feature. Therefore, the site is constrained on all four boundaries, meaning Plot L3B at 3.48 hectares is unsuitable based on the site size alone.
- 4.17 L4 is 2.92 hectares. The plot has been subdivided in this approach as the site is constrained by the new road linking Cranley Road to Plumstead Road East to the north and east of the Plot, Green Lane North to the south and the Norwich to Sheringham railway known as the Bittern Line to the west. Therefore, the site is constrained on all four boundaries, meaning Plot L4 at 2.92 hectares is unsuitable based on the site size alone.
- 4.18 We have explored the option of combining part of site L2 and L3A to create a larger area. If we were to use the remainder of the full depth area of Plot L2 which equates to 4.71 hectares and Plot L3A the site would total 6.99 hectares. This option would however require revision to 2009/0886 (outline approval relating to whole site) and as it would require the removal of a number of nature trees, relocation of the proposed footpath between Brook Road and the Green Lane and removal of strategic landscaping enhancements. It is also noted that the current phasing plan for the development only allows for delivery of L2 in phase one, to allow for the delivery of employment land in parcels L3 and L4 the entire scope of the new link road needs to be completed, following delivery of the first 270 dwellings. This plot has been allocated for B1, B2 and B8 uses.
- 4.19 Furthermore the site would not be visible from a main road and levels across the total site drop from the north to the south from approximately 24 AOD to 17.5 AOD i.e. a level difference of 6.5 metres, with a level difference of five metres between L2 and L3A making the site difficult to develop as a single occupier site whilst retaining access to/from the new link road with the shape of the site more suited to a smaller occupier.
- 4.20 It is also noted that the east boundary abuts the proposed housing submitted as part of the GT11 allocation which indicates dwellings immediately adjacent Green Lane and therefore substantial landscaping would be required as indicated on the masterplan to create a buffer between the development and the proposed housing. Allowing screening along this boundary at a depth of 15 metres and provision for relocation of a link between Brook Road and the Green Lane and would equate to an approx. area of 1.2 hectares, with earthworks utilising an further area of approximately 0.6 hectares to create a level site including embankments, etc meaning the overall site size would need to be an absolute minimum 7.844 hectares based on the site specific constraints, noting the available site area of 6.99 hectares.



Combination of part L2 and L3A totalling total 6.99 hectares (site outlined in red)

- 4.21 Having reviewed the sites at GT9 – Broadland Business Park North Site, there is neither a single plot nor a group of plots which meet the site size criteria within the current planning approval, with the most acceptable site being only 89.90% of the required minimum site size
- 4.22 We have however explored the option of combining part of site L2 and L3A to create a larger site equating to 6.99 hectares, however taking into consideration specific site constraints the site would need to be 7.844 hectares which does not meet the site size criteria, nevertheless it has been carried forward into the detailed assessment of alternate sites.

GT10 – Broadland Gate

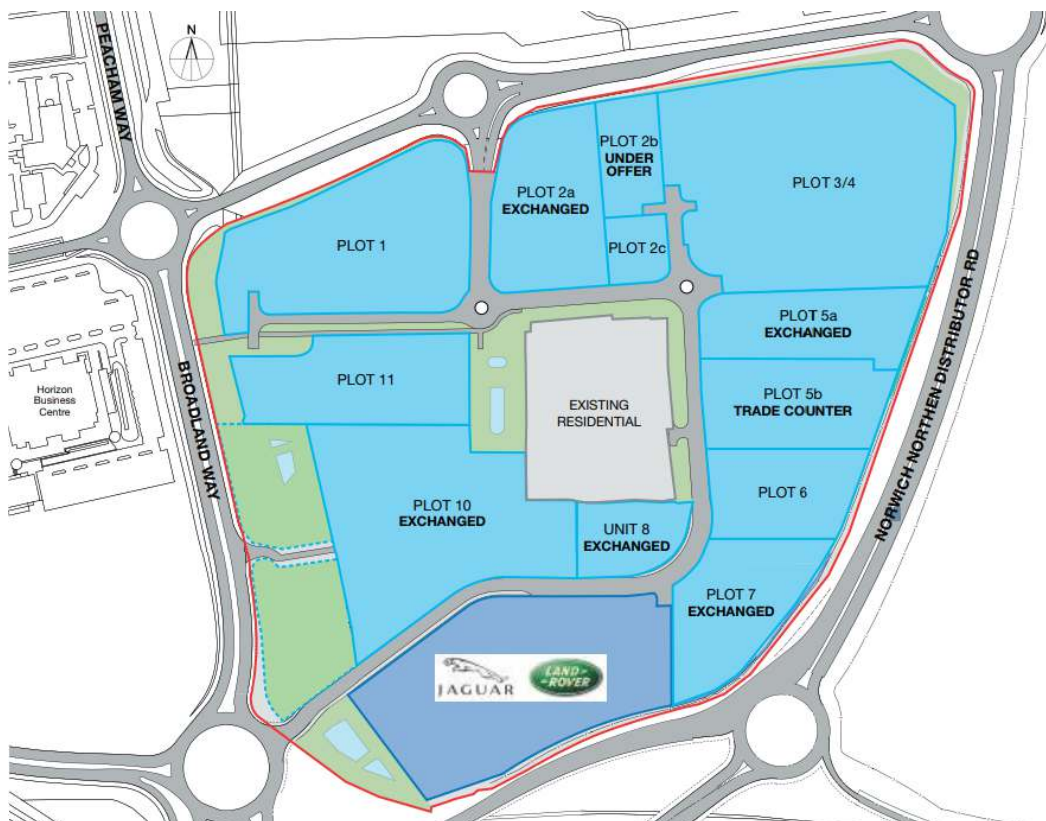
- 4.23 As per the Growth Triangle Action Plan Adopted July 2016 the area based policy for Broadland Gate referred to as GT 10 is a site of approximately 21.5 ha and is to be completed in accordance with the adopted allocation and planning application 2008/1773 (as amended by 2017/0827) for a high quality business park, business village, community zone, hotel, leisure facilities and car showroom (B1, B8, A1, A2, A3, A4, C2, C3, D1, C1, A3, A4, D2 and car showroom) on land to the east of Broadland business park. The allocation and outline planning permission are dependent on the final scheme providing the following (only matters relevant to the alternative sites assessment are discussed):

- 1) A mix of uses contained within the town and county planning act which must not exceed 42,000sqm of B1 and B8 uses, 4,500sqm of A1, A2, A3 and A4 uses (within a business village), 4,920sqm of C2 and D1 uses (within a community zone), 5,780sqm of A3, A4 and D2 uses (within a leisure zone) and 7,100sqm of sui generis (car showroom).
- 2) The site master plan has restrictions on maximum building heights, plot 1 not to exceed eight metres, plot 2, 3, 4, 5 and 6 not to exceed 16 metres, plot 7, 8 and 9 not to exceed 10 metres and plot 10 not the exceed eight metres.
- 3) In order to ensure that a range of business uses are achieved on site no more than 50% of the gross land area of the site should be within any one business use.

- 4.24 Planning application 2008/1773 (as amended by 2017/0827) for Ifield Estates Ltd, the promoter and principle developer was approved in October 2011 (2017/0827 in September 2017) by Broadland District Council for the

development of a business park containing a commercial zone, business village, community zone, hotel, leisure facilities, car showroom and associated infrastructure together with junction improvements at Postwick Interchange. Since planning permission (20081773) was granted, the Postwick Hub, has been constructed and is now fully operational, providing improved strategic road infrastructure from the site to the A47 and the local highway network.

- 4.25 Various discharge of condition applications have been submitted varying in date from 2016 to 2019 which have either been discharged or are awaiting determination. Of note are applications 2016/1303, 2016/1304, 2016/1307, 2017/1573, 2017/1575 and 2019/1992 which include the detailed design for the relevant part of the estate roads and landscaping, the majority of which has already been constructed, and therefore the planning permissions implemented.
- 4.26 The nature of the company's existing and proposed business requires that the proposal site's location meets the range of criteria discussed within the within the document titled Ben Burgess Background and context to need for relocation July 2020. It should be noted that the sites at Broadland Gate do not fulfil these criteria, with the sites not being located within South Norfolk. Plots 3 / 4, 5, 6, 7 and 9 have roadside frontage, with plots 1, 2, 8, 10 and 11 not being visible from a main road. However, we have explored this option further to ascertain if there is a site of suitable size with acceptable site specific constraints.
- 4.27 The employment land uses contained within 2017/0827 are split into number of employment land parcels known as plots 1 to 11 as per the development framework plan drawing ref: 2534-PL-002 N dated 20 November 2009. We have broken these down into the various parcels below and discussed their opportunities and constraints further. Appendix 3 illustrates the overall masterplan.



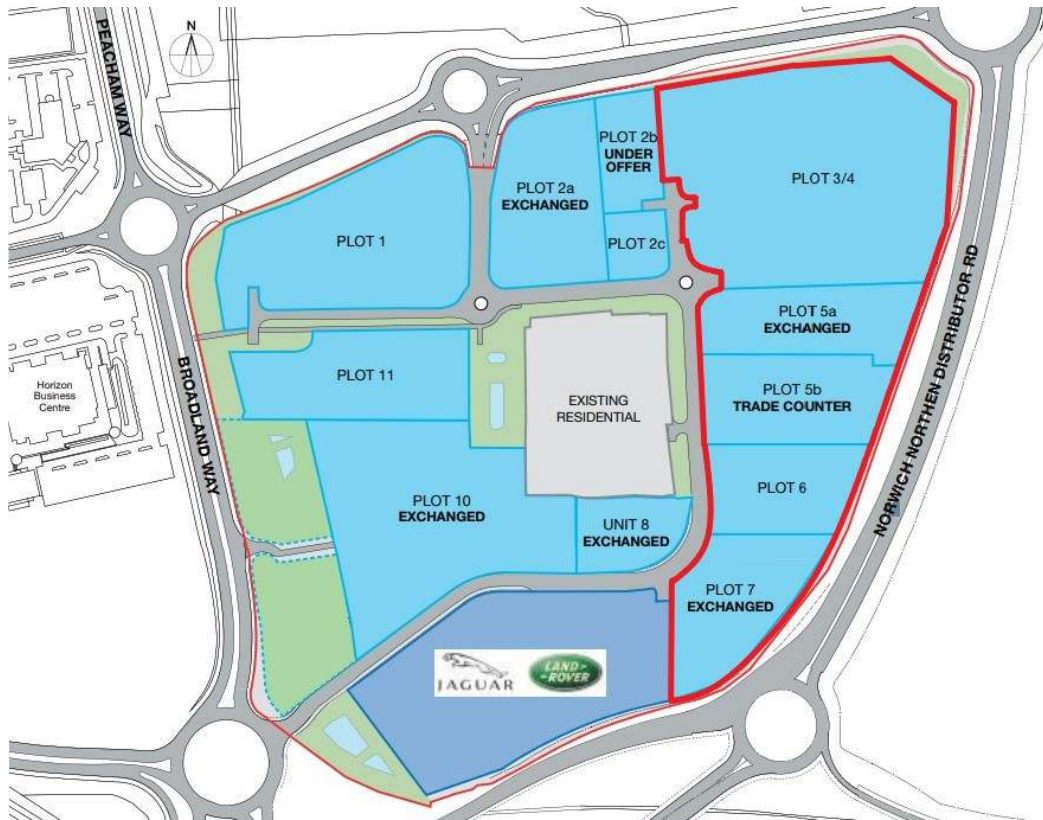
Sites at GT10 – Broadland Gate

- 4.28 Generally the layout of plots 1-11 have been constrained by the road layout of the Postwick Hub which borders the site to the north, east, south and west which has been constructed and is fully operational as part of the site allocation and detailed design (application 2008/1773).
- 4.29 Plot 1 is 1.69 hectares. The plot has been subdivided in this approach as the site is constrained by the Postwick Hub to the north and west, the main spine estate road to the east approved via the discharge of conditions relating to 2008/1773 which been constructed, and an internal estate road to the south which has been located to enable the retention of the existing mature trees and hedging and enable a proposed footpath between Broadland Way and the development with associated toucan crossing and bus stop (pending planning application 2019/1992). Therefore, the site is constrained on all four boundaries, meaning Plot 1 at 1.69 hectares is unsuitable based on the site size alone. It is also noted that this plot has been allocated for A1, A2, A3 and A4 uses.
- 4.30 Plot 2 has been broken down for indicative site analysis purposes into Plot 2a 0.99 hectares, Plot 2b 0.37 hectares and Plot 2c 0.22 hectares. In general, Plot 2 is constrained by the Postwick Hub to the north, proposed internal estate road and Plots 3 and 4 to the east, and the main spine estate road to the south and west which been constructed. Therefore, the site is constrained on all four boundaries, meaning either the individual sites (2a, 2b or 2c) or the overall total of plot 2 at 1.58 hectares is unsuitable based on the site size alone. It is also noted that plots 2a has exchanged and 2b is currently under offer.
- 4.31 Plot 3 and 4 has been broken down for indicative site analysis purposes into one plot known as Plot 3/4 3.03 hectares. In general, Plot 3/4 is constrained by the Postwick Hub to the north and east, Plot 5 to the south and the proposed internal estate road and Plots 2b and 2c to the west. Therefore, the site is constrained on all four boundaries, meaning Plot 3/4 at 3.03 hectares is unsuitable based on the site size alone.
- 4.32 Plot 5 is 1.62 hectares. The plot has been subdivided in this approach as the site is constrained by Plot 3/4 to the north, the Postwick Hub to the east, Plot 6 to the south and the main spine estate road to the west which has been constructed. Therefore, the site is constrained on all four boundaries, meaning Plot 5 at 1.62 hectares is unsuitable based on the site size alone. It is also noted that part of Plot 5 is sold to Norfolk Land Development Ltd with a proposal submitted under planning application 2020/0499 for B8 use class together with ancillary trade counter.
- 4.33 Plot 6 is 0.66 hectares. In general, Plot 6 is constrained by Plot 5 to the north, the Postwick Hub to the east, Plot 7 to the south and the main spine estate road to the west which been constructed. Therefore, the site is constrained on all four boundaries, meaning Plot 6 at 0.66 hectares is unsuitable based on the site size alone.
- 4.34 Plot 7 is 0.85 hectares. In general, Plot 7 is constrained by Plot 6 to the north, the Postwick Hub to the east and south and Plot 9 to the west. Therefore, the site is constrained on all four boundaries, meaning Plot 7 at 0.85 hectares is unsuitable based on the site size alone. It is also noted that Plot 7 has exchanged.
- 4.35 Plot 8 is 0.40 hectares. In general, Plot 8 is constrained by the retained Heath Farm residential area to the north, the main spine estate road to the east and south which has been constructed and Plot 10 to the west. Therefore, the site is constrained on all four boundaries, meaning Plot 8 at 0.40 hectares is unsuitable based on the site size alone. It is also noted that Plot 8 has exchanged (Pinnacle Consulting Engineers) with a proposal approved

under application ref 2019/1372 for an office building. This plot has been allocated for C1, A3, A4 and D2 uses, although the submitted proposal is for a B1 use.

- 4.36 Plot 9 is 2.28 hectares. In general, Plot 9 is constrained by the main spine estate road to the north which has been constructed, Plot 7 to the east and the Postwick Hub to the south and west. Therefore, the site is constrained on all four boundaries, meaning Plot 9 at 2.28 hectares is unsuitable based on the site size alone. It is also noted that Plot 9 has been sold to Inchcape Estates Ltd, with a proposal approved under application 2017/1352 for a car showroom (with associated MOT facilities). This plot has been allocated for a sui generis use ie car showroom.
- 4.37 Plot 10 is 2.14 hectares. In general, Plot 10 is constrained by Plot 11 to the north, the retained Heath Farm residential area to the east, the main spine estate road to the south which been constructed and the Postwick Hub to the west. Therefore, the site is constrained on all four boundaries, meaning Plot 10 at 2.14 hectares is unsuitable based on the site size alone. It is also noted that Plot 10 has exchanged (The Police and Crime Commissioner for Norfolk) with a proposal submitted under application 2020/0403 for new police station building and construction of associated ancillary buildings. This plot has been allocated for C1, A3, A4 and D2 uses, although the submitted proposal is for a sui generis use ie police station.
- 4.38 Plot 11 is 1.01 hectares. The plot has been subdivided in this approach as the site is constrained by an internal estate road to the north, the retained Heath Farm residential area to the east, Plot 10 to the south and the Postwick Hub to the west. Therefore, the site is constrained on all four boundaries, meaning Plot 11 at 1.01 hectares is unsuitable based on the site size alone. It is also noted that this plot has been allocated for C2, C3 and D1 uses.
- 4.39 It is noted from the above that the least constrained boundaries are those bordering adjoining plots and therefore we have further explored the option of combining plots to create a larger site.
- 4.40 We have explored the option of combining Plot 1 and Plot 11 to create a larger area. If we were to use the full area of Plot 1 and Plot 11 and remove the proposed internal estate road to create a single land parcel the site would total 2.70 hectares plus the areas of the removed road. This option would however require revisions to 2008/1773 and 2017/0827 (outline approval relating to whole site) and as it would require the removal of existing mature trees, hedging and a proposed footpath between Broadland Way. It is also noted that this area is allocated for A1, A2, A3, A4, C2, C3 and D1 uses. Nevertheless, the site would still unsuitable based on the site size alone.
- 4.41 We have explored the option of combining Plot 2 (2a, 2b or 2c) and Plot 3/4 to create a larger area. If we were to use the full area of Plot 2 and Plot 3/4 and remove the proposed internal estate road to create a single land parcel the site would total 4.61 hectares plus the areas of the removed road. This option would however require us to purchase plots 2a which is exchanged and 2b which is currently under offer and therefore this would command a premium, if at all possible. Nevertheless, the site would still unsuitable based on the site size.
- 4.42 We have explored the option of combining Plot 3/4, Plot 5, Plot 6 and Plot 7 to create a larger area. If we were to use the full area of Plot 3/4, Plot 5, Plot 6 and Plot 7 to create a single land parcel the site would total 6.17 hectares. Plot 7 has been included to bring the site up to the required minimum site size however the shape and position of this site mean it is more suited to a smaller occupier. Furthermore, this site would extend to the

full extent of the site from the north to the south, with levels rising from approx. 20 AOD to 26 AOD making the site difficult to develop as a single occupier site whilst retaining access to / from the estate road. This option would however require the purchase of Plot 5 which is currently sold and Plot 7 which has exchanged and therefore this would command a premium, if at all possible.



Combination of Plot 3/4, Plot 5, Plot 6 and Plot 7 total 6.17 hectares (site outlined in red)

- 4.43 Having reviewed the sites at GT10 – Broadland Gate, there is neither a single plot nor a group of plots which meet the site size criteria within the current planning approval, with the most acceptable site being only 50.16% of the required minimum site size.
- 4.44 We have however explored the option of combining Plot 3/4, Plot 5, Plot 6 and Plot 7 to create a larger site equating to 6.17 hectares which meets the site size criteria and therefore has been carried forward into the detailed assessment of alternate sites.

GT11 – Land East of Broadland Business Park

- 4.45 As per the Growth Triangle Action Plan Adopted July 2016 the area based policy for land east of Broadland Business Park referred to as GT 11 is a site of approximately 45ha for a mixed use development and is to be completed in accordance with the adopted allocation and subsequent planning applications. The allocation and outline planning are dependent on the final scheme providing the following (only matters relevant to the alternative sites assessment are discussed):

- 1) A mixed use development as part of the wider land east of Broadland Business Park allocation. The 45ha site is identified for residential development (including 33% affordable housing), local transport



improvements, social infrastructure (including nursery facilities, a site for a new primary school a community hall and police deployment centre).

- 4.46 Policy GT1 of the GT AAP explains that, where a site is allocated for mixed use, the development should include in the region of 1 sqm of employment, retail or community floorspace for each 30 sqm of residential development. It is however critical that any mixed use development incorporates a range of uses, typically including convenience retail, small scale A class uses, land for employment uses, community building and primary school facilities. However, the scale of these facilities is likely to vary based upon local circumstance.
- 4.47 GT11 has been broken down for indicative site analysis purposes into two plots, land north of Smee Lane and south of Smee Lane which are being promoted separately by different land owners. We have broken these down into the various parcels below and discussed their opportunities and constraints further.
- 4.48 The nature of the company's existing and proposed business requires that the proposal site's location meets the range of criteria discussed within the document titled Ben Burgess Background and context to need for relocation July 2020. It should be noted that the sites at land east of Broadland Business Park do not fulfil these criteria, with the sites not being located within South Norfolk and not being visible from a main road. However, we have explored this option further to ascertain if there is a site of suitable size with acceptable site specific constraints.
- 4.49 Planning application 2008/0193 by Landform Norwich Ltd, the present promoter for land north of Smee Lane was approved in December 2018 by Broadland District Council for the demolition of existing buildings and associated hardstanding, development up to 272 residential dwellings, a 2ha site for a two form entry primary school inclusive of flexible community space (use class D), public open space and associated infrastructure with all matters reserved except access as per the site master plan. (this only represents part of GT11). Appendix 4 illustrates the overall masterplan.
- 4.50 The proposal includes for 9.41 ha of residential area, master planned as per the submitted accommodation schedule at 29,500sqm of residential use, therefore 1 sqm of employment, retail or community floorspace for each 30 sqm of residential development would equate to 983sqm. A 2FE primary school would be in the range of 2072m² to 2,726m².
- 4.51 The local authority confirmed within the delegated report that whilst the application is in outline and therefore the precise scale (and therefore floorspace) of development is reserved, the indicative housing mix and inclusion of a 2ha site for a primary school and community (D2) uses would, at this outline stage, meet the definition of mixed use in GT1. Furthermore, the inclusion of a site for a primary school (which could accommodate other community uses such as nursery facilities or be used for a community hall) also complies with the requirement of GT11 to deliver social infrastructure. The site is therefore allocated and the application provides for a range and scale of uses sufficient to conclude that the development is acceptable in principle.
- 4.52 Planning application 2018/1601 by Larkfleet Homes Ltd, the present promoter for land south of Smee Lane was submitted in October 2018 to Broadland District Council for the erection of up to 205 dwellings with associated infrastructure, public open space, primary school, crèche, community hall, day nursery, outdoor/indoor sports facilities, (Outline) and a full application for the erection of 315 dwellings, accesses and associated works (this only represents part of GT11). Appendix 5 illustrates the overall masterplan.

- 4.53 The proposal includes for 14.60ha of residential area, master planned as per the submitted accommodation schedule at 29,520sqm of residential use, therefore 1 sqm of employment, retail or community floorspace for each 30 sqm of residential development would equate to 984sqm. A 2FE primary school would be in the range of 2072m² to 2,726m². Furthermore, the application provides an additional 0.21ha as community allotments.
- 4.54 Therefore, in light of approved application 2008/0193 and the discussions the applicant would be progressing with Broadland District Council it can be assumed that the inclusion of a 2ha site for a primary school and community (D2) uses would, at this stage, meet the definition of mixed use in GT1.
- 4.55 Therefore, although the land east of Broadland Business Park referred to as GT 11 is a site of approximately 45ha allocated for a mixed use development including community use of a scale depending on the adjacent development, it is clear the sites would not meet the required site size or be suitable for the scale or use of the proposed development.



GT11 – Land east of Broadland Business Park master plans (GT11 and GT21)

GT21 – Land east of Broadland Business Park (North Site)

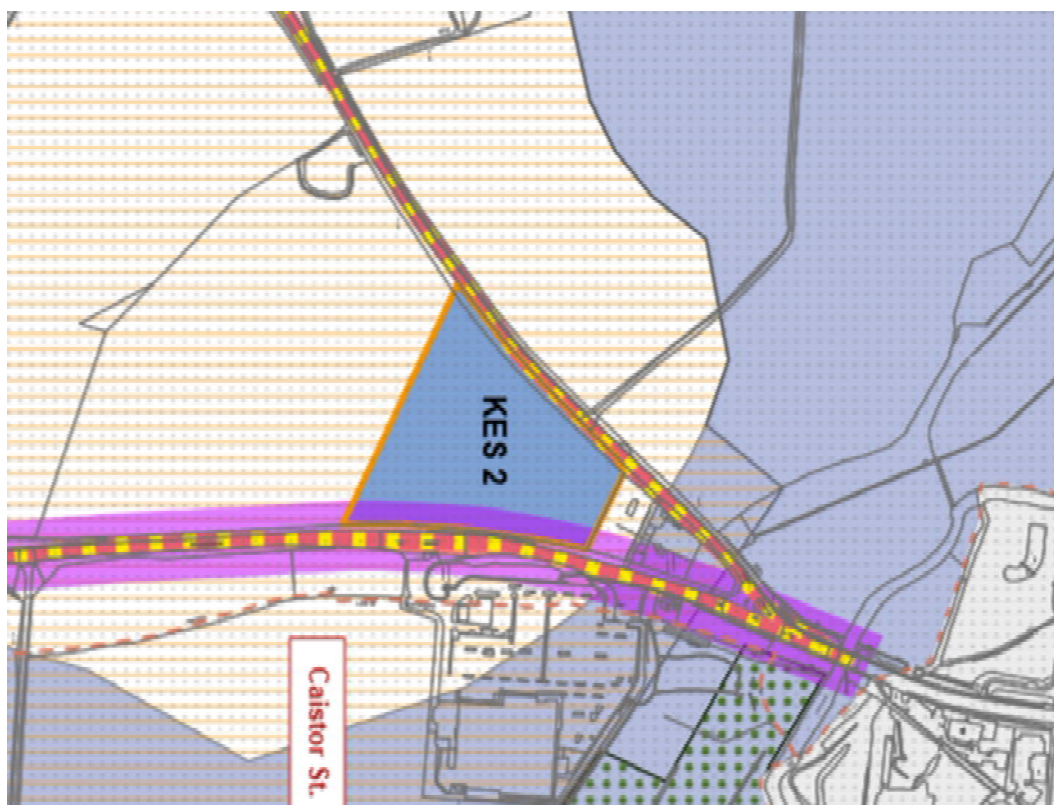
- 4.56 As per the Growth Triangle Action Plan Adopted July 2016 the area based policy for land east of Broadland Business Park (North Site) referred to as GT 21 is a site of approximately 20 ha for a mixed use development and is to be completed in accordance with the adopted allocation and subsequent planning applications. The allocation and outline planning are dependent on the final scheme providing the following (only matters relevant to the alternative sites assessment are discussed);

1. A mixed use development as part of the wider land east of Broadland Business Park allocation.

- 4.57 The nature of the company's existing and proposed business requires that the proposal site's location meets the range of criteria discussed within the section titled Requirements for New Depot/Headquarter. It should be noted that the sites at land east of Broadland Business Park do not fulfil these criteria, with the sites not being located within south Norfolk and not being visible from a main road. However, we have explored this option further to ascertain if there is a site of suitable size with acceptable site specific constraints).

- 4.58 No application has presently been submitted for the site however in light of 2008/0193 and 2018/1601 and with this being the smaller of the sites, it be assumed there will be in region of 750 – 1000sqm of employment, retail or community floorspace required based on 1 sqm of employment, retail or community floorspace for each 30 sqm of residential. Therefore, in light of the above it can be assumed that the inclusion of a 2ha site for a primary school and community (D2) uses would, at this stage, meet the definition of mixed use in GT1.
- 4.59 Therefore, although the land east of Broadland Business Park (North Site) referred to as GT 21 is a site of approximately 20ha allocated for a mixed use development including community use of a scale depending on the adjacent development, it is clear the sites would not meet the required site size or be suitable for the scale or use of the proposed development.

KES 2 - Land west of Ipswich Road



Extract of Local Plan - Site Specific Allocations & Policies DPD

- 4.60 As per the Joint Core Strategy Adopted Jan 2014 the area based policy for Land west of Ipswich Road referred to as KES 2 is a site of approximately 4ha and is to be completed in accordance with the adopted allocation for a high quality business park comprising a co-ordinated development of industrial / workshop type uses (B1) on Land west of Ipswich Road. The allocation is dependent on the final scheme providing the following (only matters relevant to the alternative sites assessment are discussed);
1. Employment uses restricted to uses in classes type B1.
 2. Landscaping/bunding to protect properties to the north.
- 4.61 Planning application 2017/2794 for Mr Matt Bartram, the present landowners was approved in May 2018 by South Norfolk Council for a proposed employment development consisting of B1, B2 and B8 uses, associated

access and landscaping; and proposed link road between the A140 and the B1113, including new roundabout. This application varied both the use of the allocation to allow for a maximum of 28,329sqm in floor space, broken down into a maximum of 9443sqm B1, maximum 9443sqm of B2 and a maximum 9443sqm of B8) and also increased the site area to 12.7ha (note that the operational areas including access, new link road, internal estate roads, buildings and car parking is 7.85ha). A discharge of condition applications has been submitted in 2020 which is awaiting determination. Of note on application 2017/2794 is the proposed link road between the A140 and the B1113 including new roundabout, with the detailed design for this element submitted. It is also noted that the operation development heights have been restricted to 10.5 metre maximum for the B1 use, 9 metre maximum for the B2 and 10 metre maximum for the B8.

- 4.62 The nature of the company’s existing and proposed business requires that the proposal site’s location meets the range of criteria discussed within the document titled Ben Burgess Background and context to need for relocation July 2020. It should be noted that the sites at land west of Ipswich Road does fulfil these criteria, with the site being located within South Norfolk and being visible from a main road. However, we have therefore further explored this option to ascertain if there is a site of suitable size with acceptable site specific constraints.
- 4.63 The employment land for B1, B2, B8 uses contained within 2017/2794 is split into number of employment land parcels depending on their use class and existing site levels as per the parameters plan drawing ref: HER001-0315 dated November 2017. We have broken these down into the various parcels below and discussed their opportunities and constraints further. Appendix 6 illustrates the overall masterplan



Sites at KES 2 – Land west of Ipswich Road

- 4.64 The land to the north of the proposed link road is to be utilised for a mixture of B1 use, green buffer and basin. The operational development area for the B1 use is 0.68 hectares. In general, this area of land is constrained by existing residential dwellings to the north (not in the developers ownership), the A140 to the east, the

proposed link road between the A140 and the B1113 which is required to be delivered as part of the site allocation (detailed design as per application 2017/2794) to the south and the B1113 to the west. This area is also accessed directly off the B1113 as opposed to the proposed link road which is more suited to large vehicle movements. Therefore, the site is constrained on all four boundaries, meaning the land to the north of the proposed link road at 0.68ha is unsuitable based on the site size alone.

- 4.65 The land to the south of the proposed link road is to be utilised for a mixture of B1, B2 and B8 uses depending on existing site levels and green buffer landscaping including regrading boundary to allow operational areas to be set into existing landscape.
- 4.66 The operational development area totals 6.5 hectares with B1 use of 0.80 hectares, B2 use of 2.56 hectares and B8 use of 3.14 hectares. In general, this area of land is constrained by the proposed Link Road to the North, the A140 to the east, agricultural land to the south (under the ownership of the developer) and the B1113 to the west. This area is also accessed directly off the proposed link road being suited to large vehicle movements.
- 4.67 We have explored the option of combining the B1, B2 and B8 use areas to create a larger area. If we were to use all of the land to the south of the proposed link road to create a single land parcel the site would total to 6.5 hectares. This option would however require revision to 2017/2794 (outline approval relating to whole site) and as it would require the use to be changed from a mixture of B1, B2 and B8 to sui generis. Furthermore, this site would extend to the full extent of the site from the north to the south, with levels rising from approx. 11 AOD to 25 AOD i.e. a level difference of 14 metres making the site difficult to develop as a single occupier site whilst retaining access to / from the estate road and keeping within the parameters of the maximum building heights. This can be confirmed by the site master planning as per 2017/2794 and the below section indicating a range of occupiers, enabling building to be situation on different levels.

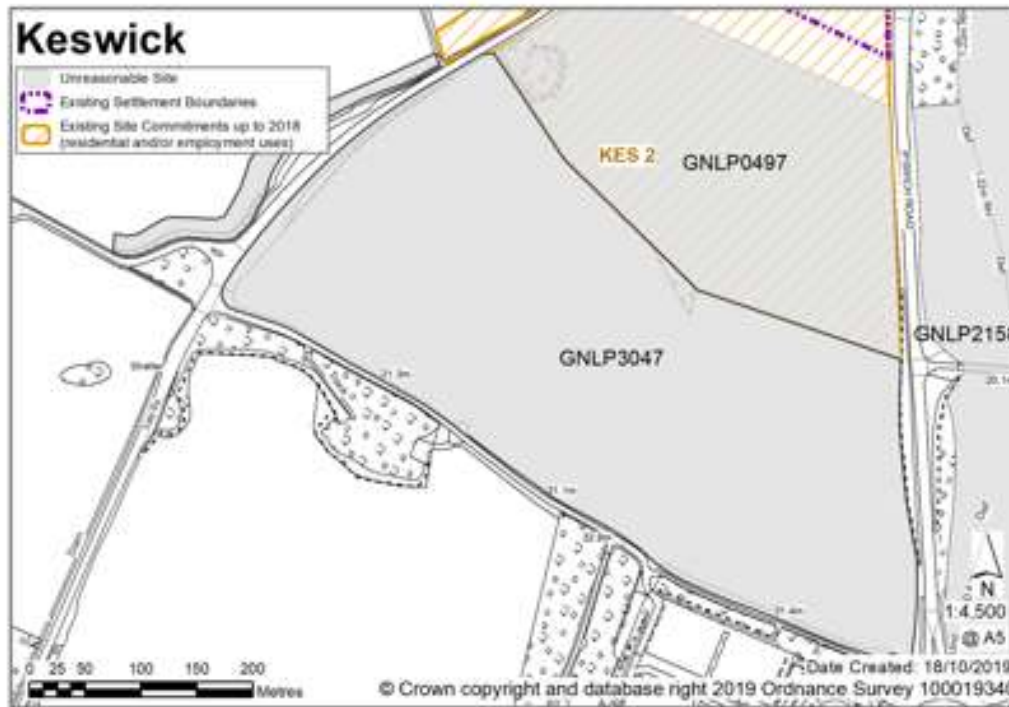


Section of site as per 2017/2794



Combination of B1, B2 and B8 uses totalling total 6.5 hectares (site outlined in blue)

- 4.68 The above options require approximately 90% of the total developable area. The developer's principle is illustrated by the masterplan which shows a high density development, with the aim to maximise gross development value which be enhanced by maximising development density. The contrast in usage is demonstrated by the plot ratios (area of the site covered by buildings) which for the preferred Ben Burgess site at Swainsthorpe is 7.48% and the Keswick site 36.1%.
- 4.69 Having reviewed the sites at KES 2 – land west of Ipswich Road, there is neither a single plot nor a group of plots which meet the site size criteria within the current planning approval, with the most acceptable site being only 51.90% of the required minimum site size.
- 4.70 We have however explored the option of combining the B1, B2 and B8 use areas to create a larger site equating to 6.5 hectares which meets the site size criteria and therefore has been carried forward into the detailed assessment of alternate sites. The option was explored further with the managing agent Roche in April 2020 where they advised that the client (freeholder) is unable to provide 6.5 hectares on the site as they have commitments already and accordingly there is insufficient land. They suggested further land to the south of the site as a Phase 2 development, advising they have made representations to the GNLP within the emerging local plan.



4.71 On further review this is known as GNL3047, A140/ Mulbarton Road, Kewswick with a site area of 16.10 hectares and has been considered as an unreasonable non-residential site. The GNL3047 states “The site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. This area is outside the planning application boundary for the extended KES2 allocation in the South Norfolk Local Plan”.

4.72 The full letter from Sam Kingston at Roche can be found in appendix 7.

5 SUMMARY

5.1 In summary having explored Broadland Business Park, Broadland Business Park North Site, Broadland Gate, Land East of Broadland Business Park, Land East of Broadland Business Park (North Site) and Land west of Ipswich Road further there are three sites which meet the required site size and have therefore been carried forward into the detailed assessment of alternate sites including 6.99 hectares at Broadland Business Park North, 6.17 hectares at Broadland Gate and 6.5 hectares at Land west of Ipswich Road.

5.2 The table under section 6 looks at the all the various sites in summary, however greater detail can be found in the appendix.

5.3 The decision to purchase the farm at Swainsthorpe in 2016 was only made after a positive meeting with the chairman of South Norfolk Council John Fuller and senior planning officers where it was said this was “achievable but Ben Burgess and Company must engage with planning professionals and Highways”, so a team was put together by K Garnham Design and CODE Development Planners. Initial contact was made with Norfolk County Council Highways, but a meeting was declined, with advice to submit a pre planning application and they would engage through the consultation process. South Norfolk then arranged a meeting. Mark Allen from Create Consulting Engineers was engaged with initial correspondence commencing during May 2016.

- 5.4 The Managing Director of Ben Burgess has always spoken to South Norfolk Council prior to investing time and money on any prospective application, with Swainsthorpe being the ninth site suggested to them. Ben Burgess has however looked at in excess of 19 sites and this site was not selected based on the initial land cost as could be perceived as the development from the outset was going to require a range of complex and expensive solutions to overcome the site constraints including highways and surface water, however, it is in the ideal place for the customer base of Ben Burgess and Company. The site meets the needs of Ben Burgess which is the highest weighted on the site selection criteria and this outweighs any of the potential initial land cost savings.
- 5.5 The application site masterplan as included in appendix 8 shows the differences between the density of the proposal and the alternative sites.
- 5.6 The site assessment criteria against which each site has been assessed is set out in the table below. The criteria are presented in order of priority, but all are considered to be critical factors in enabling Ben Burgess to fulfil their immediate needs and long-term growth aspirations. Therefore, if a site does not meet all site selection criteria Ben Burgess will not consider relocation as the investment required in a new headquarters would be undermined by sub-optimal site suitability. This is reflected in the time that Ben Burgess has taken to identify a suitable site. An explanation of how each of the criteria has been considered is also presented. This defines the assessment methodology for each criterion.
- 5.7 Site specific planning constraints are also considered as part of the assessment criteria, however, whilst planning constraints are an important consideration in assessing the overall suitability of any site for development, the assessment does not consider individual site constraints as critical to achieving the proposals sought by Ben Burgess. This is because it is generally accepted that most development sites will be constrained in some way, requiring appropriate mitigation, design solutions and/or consideration of material considerations to be explored to overcome them.
- 5.8 Each site is assessed against the criteria with consideration to how well it meets the parameters defined within the assessment methodology. This does not include site constraints. Each site can achieve a green, amber or red indication based on its ability to meet each of the criterion. These colours represent the following.

Green	Amber	Red
Meets the criterion	Partially meets the criterion	Does not meet the criterion

6 ASSESSMENT OF ALTERNATIVE SITES SUMMARY TABLE

- 6.1 Assessment of Alternative Sites Summary Table (full details can be found in Appendix 10);

Site name	Size	In South Norfolk	Proximity to Trowse / A47 junction	Visible from main road	Access to strategic route	Proximity to existing Depot	Demonstration space	Freehold (timescale / figure)	Suggested by
Brooke (Policy BKE3: Brooke industrial park)	4.8ha 0.5ha undeveloped but utilised	Yes	4.3 miles	Yes	No	25-35 minutes' drive	Off site	Not Aware	SNC
	Opportunities/ Constraints	Opportunities. Ben Burgess owns and farms land beside it, Existing employment site. Constraints. Poor access, Potential contamination. Following planning application 2016/1420/FUL and 2017/1560/DOC it would appear the whole allocation is in commercial use, albeit not developed with physical buildings.							
Bixley (Park Farm - HELAA site reference GNLP0323)	9.8ha 7ha undeveloped	Yes	1 mile	No	No	25-35 minutes' drive	Yes	Freehold not available	BB
	Opportunities/ Constraints	Opportunities. No planning applications registered in the past 5 years so assumed available. Appears in GNLP HELAA (site reference GNLP0323). Right side of city, reuse of redundant buildings, space for expansion, surrounding agricultural land. Constraints. Severe access constraints, potential contamination, surface water flooding, impact on heritage assets. South Norfolk Council officer opinion that it could not support a formal application.							
Costessey (Policy COS3: Longwater employment area)	13.3ha 5.5ha undeveloped over 4 sites	Yes	9.5 miles	No	No	More / Less than 30 minutes' drive	No	Allocated land available	SNC
	Opportunities/ Constraints	Opportunities. Existing allocation within Local Plan (COS3) and no planning permissions or planning applications within last five years so assumed it is available. Constraints. Potential contamination, environmental consideration in-light of Longdale county wildlife site.							
Easton/ Honingham Thorpe (Eastonfood hub)	56ha 54.78ha undeveloped	Yes	10.4 miles	Yes	Yes	More / Less than 30 minutes' drive	Yes	Allocated land available	SNC
Local Development Order site)	Opportunities/ Constraints	Opportunities. There is a Local Development Order for food related uses. Constraints. Potential contamination and land instability from historic landfill use, surface water flooding.							

Site name	Size	In South Norfolk	Proximity to Trowse / A47 junction	Visible from main road	Access to strategic route	Proximity to existing Depot	Demonstration space	Freehold (timescale / figure)	Suggested by
Long Stratton (Policy LNGS2: Land west of Tharston Industrial Estate)	2.5ha 1.8ha undeveloped	Yes	10.6 miles	No	No	More / Less than 30 minutes' drive	No	No	BB
	Opportunities/ Constraints	Opportunities. Existing employment site. Constraints. A recent planning approval for extensions to existing buildings and curtilage has been implemented therefore the site is assumed unavailable. Access restrictions across third-party land.							
Land west of Ipswich Road, Swainsthorpe	11ha 11ha undeveloped	Yes	4.3 miles	Yes	Yes	25-35 minutes' drive	Yes (on and off site)	Yes	BB
	Opportunities/ Constraints	Opportunities. Ben Burgess owns and farms adjacent land. Constraints. Surface water and Roadside Nature Reserve. See site master plan in Appendix 8.							
Wymondham (Policy WYM5: Land at Browick Road)	22ha 22ha undeveloped over 2 sites	Yes	10 miles	Yes	Yes	More / Less than 30 minutes' drive	No	Allocated land available	BB
	Opportunities/ Constraints	Opportunities. Existing allocation with Wymondham Area Action Plan with no planning applications or extant permissions within last five years so is assumed to be available. Constraints. Impact on setting of Wymondham Abbey, landscape considerations, environmental sensitivities, water main crossing site.							
Uniglaze 2 Site	4.19ha	Yes	9.3 miles	Yes	Yes	More / Less than 30 minutes' drive	No	Recently Sold (was examined by BB when marketed)	BB
	Opportunities/ Constraints	Opportunities. Freehold was for sale at viable price, Modern Building, Immediately available, sufficient access to the road networks Constraints. Demonstration Areas / Expansion potential.							



Site name	Size	In South Norfolk	Proximity to Trowse / A47 junction	Visible from main road	Access to strategic route	Proximity to existing Depot	Demonstration space	Freehold (timescale / figure)	Suggested by
Old Stoke Road, Arminghall	4.11ha	Yes	1.7 miles	No	No	25-35 minutes' drive	Yes	Recently Sold (was examined by BB when marketed)	BB
	Opportunities/ Constraints	<p>Opportunities. Use of local land for Demonstrations, Building could be refurbished, Freehold was for sale at viable price.</p> <p>Constraints. Poor access via Trowse and White Horse Lane or Arminghall, South Norfolk Council officer opinion that new slip road off the A47 East Bound Only Unlikely to gain support.</p>							
Hethel Technology Park	20ha	Yes	8.8 miles	No	No	More / Less than 30 minutes' drive	No	Allocated land available	BB
	Opportunities/ Constraints	<p>Opportunities. Allocated Land</p> <p>Constraints. Technology park for B1 use associated with or supporting advance engineering/manufacturing sectors.</p>							
Land East of Harford Bridge Park and Ride	3.61ha	Yes	2.8 miles	Yes	Yes	25-35 minutes' drive	Yes	Not Aware	BB
	Opportunities/ Constraints	<p>Opportunities. Good Access, Steep bank at the rear, Use of local land for Demonstrations.</p> <p>Constraints. South Norfolk Council officer opinion that it could not support a formal application</p>							
Land North of A47 (Redundant Buildings and Farmhouse)	6.67ha	Yes	2.8 miles	Yes	Yes	25-35 minutes' drive	Yes	Not Aware	BB
	Opportunities/ Constraints	<p>Opportunities. Well positioned, Good Access, Flat site, Old Redundant Farm Buildings & House, Use of local land for Demonstrations.</p> <p>Constraints. Visual Impact, South Norfolk Council officer opinion that it could not support a formal application.</p>							

Site name	Size	In South Norfolk	Proximity to Trowse / A47 junction	Visible from main road	Access to strategic route	Proximity to existing Depot	Demonstration space	Freehold (timescale / figure)	Suggested by
Land South of Harford Bridge Tesco	4.6ha	Yes	2.8 miles	Yes	Yes	25-35 minutes' drive	No	Not Aware	BB
	Opportunities/ Constraints		<p>Opportunities. Access via Tesco Traffic Lights or Farm Entrance, Use of local land for Demonstrations.</p> <p>Constraints. South Norfolk Council officer opinion that it could not support a formal application.</p>						
Land West of Ipswich Road, Keswick (Opt A)	6.10ha	Yes	2.8 miles	Yes	Yes	25-35 minutes' drive	Yes	Not viable as land owner does not wish to sell.	SNC
	Opportunities/ Constraints		<p>Opportunities. Promoted by SNC for Ben Burgess.</p> <p>Constraints. Level differences, Landscaping and Visual Impact, Land ownership.</p>						
Land adjoining La Farge Quarry Site	15.0ha (8.8 dev area)	Yes	3.0 miles	No	Yes	25-35 minutes' drive	Yes	Yes, Freehold was available at viable price.	BB
	Opportunities/ Constraints		<p>Opportunities. Ben Burgess and Norwich Cattle Market on one site. Use of local land for Demonstrations</p> <p>Constraints. Temporary Access, No Buildings South of the A47. South Norfolk Council officer opinion that it could not support a formal application</p>						
Norwich NR4 6DZ La Farge Quarry Site	16ha	Yes	3.0 miles	No	Yes	25-35 minutes' drive	Yes	Yes, Freehold was available at viable price	BB
	Opportunities/ Constraints		<p>Opportunities.</p> <p>Good Natural Security via Steep banks, Hidden but easy Access. Use of local land for Demonstrations.</p> <p>Constraints. Access, Land has to be returned to Lakes, South Norfolk Council officer opinion that it could not support a formal application</p>						



Site name	Size	In South Norfolk	Proximity to Trowse / A47 junction	Visible from main road	Access to strategic route	Proximity to existing Depot	Demonstration space	Freehold (timescale / figure)	Suggested by
Broadland Business Park North	Site of 5.19ha allowing for constraints	No	3.8 miles	No	Yes	25-35 minutes' drive	No	Part Under offer	GN DP
	Opportunities/ Constraints	<p>Opportunities. Access off road network</p> <p>Constraints. Removal of a number of nature trees, relocation of the proposed footpath between Brook Road and the Green Lane and removal of strategic landscaping enhancements. Phasing of Link Road. Level differences, site shape, abuts housing development required screening.</p>							
Broadland Gate	Site of 6.17ha	No	3.3 miles	Yes	Yes	25-35 minutes' drive	No	Part Sold, Part Exchanged	GN DP
	Opportunities/ Constraints	<p>Opportunities. Access off road network, High visibility.</p> <p>Constraints. Level differences, Land ownership, Shape and position of site.</p>							
KES 2 - Land west of Ipswich Road	Site of 6.5ha	Yes	2.8 miles	Yes	Yes	25-35 minutes' drive	Yes	Not viable as land owner does not wish to sell.	SNC
	Opportunities/ Constraints	<p>Opportunities. Access off proposed link road, Use of local land for Demonstrations.</p> <p>Constraints. Level differences, Landscaping and Visual Impact, Land ownership.</p>							



7 **APPENDIX 1: Letter from SNC Planners Dated September 2014**



My ref: ENQ/20140839
Contact: Miss T Lincoln
Telephone: 01508 533814

By email only – Ben Turner (benturner@benburgess.co.uk)

Date: 12th September 2014

Dear Mr Turner,

Re-Location of Ben Burgess Head Office from Europa Way, Norwich

I write in respect of the above and following various discussions and meetings. Having fully considered the proposal I have the following observations.

Development Description

New Head Office for Ben Burgess with agricultural repair centre and retail base. The proposal therefore includes office accommodation, agricultural machinery repair and storage of agricultural machinery and retailing.

We have explored the issues you are facing at your current site and the requirements of the new location. I have summarised your requirements for the new site below:

- 10-12 acres (approx. 5 hectares)
- Two buildings: 1- offices and workshop (office floor space approx. 2880sqm and workshops approx. 1900sqm) and 2. storage shed (approx. 1500sqm)
- Somewhere near the A47. Cannot be located so as to draw trade from their outposts at Aylsham, Dereham or Newmarket.
- Timeframe is ideally moving in to new building in 18 months. Hope to submit an application in the next two months.
- Adequate space to allow expansion in the future.
- Ability to have extra space for best practice demonstration fields.
- Want to create a centre of excellence for farming including show areas and demonstration fields for best practice farming techniques and practices.
- See the business as a destination business as there is no reliance on passing trade.
- Approx 75% of the vehicles hired from the business will be from this main site. The rest would be from other existing locations.

History of planning discussions

As a note of the understanding of what sites and issues have been discussed to date I have summarised these below:

Applicant's Issues with the site adjacent to KES2

- Cost of infrastructure required
- Timing
- Limitations of size of site (concern that the landowner will seek further commercial development around them and they will have same issue with being unable to expand as they have with their existing site)

Points raised with Ben Turner re KES2 site

- Council's preferred site is that adj to KES 2 so would still encourage BB to liaise with the landowner to bring this forward.
- BT advised that discussions with the land owner have gone cold. They had asked for unrealistic price for the land but were not being responsive recently to discussion regarding the site.

- Acknowledged BB concerns with costs, timing and limited expansion capacity with landowner wanting to develop around BB site.
- All other sites that had previously been suggested (as discussed at meeting on 4/6/14 with TL and JH) would not be encouraged, mainly for reasons of sustainability.
- BT wanted to pursue and discuss the Bixley site further and had prepared some layout plans as to what would be envisaged.

Proposal at Bixley site

Bixley is a redundant dairy farm with 2-3 existing residential dwellings on site. Access is currently from both B1332 and A146

BB considerations of the site:

Not the most ideal site as not visible to the public here but there are benefits to the site:

- Right side of the city and good links to the highway network
- Re-uses the redundant agricultural buildings
- Enough space for expansion in the future
- Fields around to allow rental for demonstration fields for best farming practices
- Site is available and landowner is engaged – currently in talks with Ben Burgess re the site and leases etc.

What is being proposed at Bixley?

- Demolition of existing farm buildings
- New building for office/workshop use (approx. 4800sqm)
- New building for storage of machinery and vehicles (approx. 1500sqm)
- Outdoor loading, work area
- Staff parking area
- Customer parking area
- Grassed display area to the front of the site
- Rental of adjacent fields for demonstration fields for best and new practices for farming.
- Use of existing farm access on to B1332

Issues raised through meetings regarding Bixley site

- Location in the Countryside policy area and the general lack of sustainability of the site for a retail led employment use.
- General policy context of new employment generating uses/retail in the countryside
- Landscape impact – BT indicates site is not overly visible due to topography
- Highways issues – concern with sustainability of the location, no access to A146 and issues with access to B1332, but if from B1332 would need RHTL on B1332 to site and visibility splay at access.
- What distinguishes this proposal from any other commercial/industrial use that may similarly want to re-locate to an unsustainable rural location e.g. a car dealership?

Highways comments:

This site is in an unsustainable location. Just because this is an existing farm, does not make it suitable for an industrial use. Again the A146 is a Principal Route and we would resist any new access or intensification of access along it. Access onto the B1332 is also not desirable in this location. It is an intensification of an access on what is a busy main distributor road. The B1332 at this point is a 60mph road and is long and straight so speeds are likely to be close to the limit. If this were to be considered, a right hand turn lane would be required and significant improvements to the access. Visibility would need to be in accordance with DMRB and would be 4.5m x 215m which is likely to involve

some initial hedge loss on either side. It is estimated that a RHTL would cost a minimum of £150,000.

Relevant Policies for the principle of the development

The NPPF

The NPPF supports the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings (para 28), subject to sustainable economic growth (para 21) and the need to promote sustainable transport (para 30, 34, 35).

Local Plan 2003 –

Policy ENV8 of the adopted Local Plan policy restricts new development in the open countryside except in very specific circumstances which include if the development is requisite for agriculture or forestry; or is justified to sustain economic and social activity in rural communities and demands a rural location; or is for the suitable adaptation and re-use of an existing rural building.

Policy EMP3 allows for the re-use of rural buildings for employment purposes but this would only be permissible if the existing buildings are soundly constructed and suitable for adaptation and re-use without extensive alteration, re-building and/or substantial extensions, including outbuildings, would conserved the intrinsic qualities of the building and its landscape setting; it would not cause demonstrable harm to the viability of the farm concerned; the scale of the proposal is appropriate for its location.

Policy EMP4 gives provision for new employment in the countryside if:

- There are no alternative sites or premises within the identified development limits or village boundaries which are suitable or available; and
- The site is on land adjacent to a town or village with a defined settlement boundary; and
- Road network is suitable for the scale and nature of the proposal; and
- Is for small business, modern growth industry or would specifically address local unemployment; and
- Small in scale and designed to blend with the setting of the settlement concerned; or
- Exceptionally – if proposal is for agricultural related industry which must be located close to a farm to which it relates; or is unneighbourly and unsuitable for a built up area; or reliant on large areas of open storage and would represent an inefficient use of serviced employment land; preference for previously developed land over greenfield sites.

JCS

JCS policy 5 – The economy

- The local economy will be developed in a sustainable way to support jobs and economic growth both in urban and rural locations.
- Sufficient employment land will be allocated in accessible locations consistent with the 'policies for places' in this strategy to meet identified need and provide for choice.
- Larger scale needs will be addressed through the allocation of sufficient land to provide a choice and range of sites.
- The rural economy and diversification will also be supported by... a preference for the re-use of appropriate redundant non-residential buildings for commercial uses...

JCS policy 6 – Access and transportation

- Concentration of development close to essential services and facilities to encourage walking and cycling as the primary means of travel with public transport for wider access
- 5.44 indicates that 'the transport strategy will promote sustainable economic development, improve local quality of life, reduce the contribution to climate change, promote healthy travel choices and minimise the need to use the private car...'

JCS Policy 17 – Smaller rural communities and the countryside

- In the countryside....Farm diversification, home working, small scale and medium scale commercial enterprises where a rural location can be justified... will also be acceptable.

Emerging Local Plan

Please note that these policies are not yet part of the Development Plan. They were submitted to the Planning Inspectorate on 17th April 2014 but have not yet completed the Examination stage. Full weight cannot be given to them until final adoption which is likely to be at the end of 2014. In line with paragraph 216 of the National Planning Policy Framework (2012) some weight can be applied to emerging policies as they advance through their preparation. Some policies subject to objections have not been included in this list as these issues are unlikely to be resolved within the time frame of the application, and therefore should be afforded little weight.

Policy DM 1.1 Ensuring development management contributes to achieving sustainable development in South Norfolk

Policy DM 1.3 – The sustainable location of new development (challenged on minor points)

Development will not normally be permitted in the countryside except where this is necessary to meet specific needs of the rural economy and is carried out in accordance with the specific policy requirements of the DM policies or otherwise demonstrates overriding benefits in terms of economic, social and environment dimensions

Policy DM 2.1 – Employment and business development (substantially challenged)

Directs employment to allocated sites or sites within the development boundary. Positive consideration given to new employment sites in the countryside that: re-use redundant rural buildings and hard standings; are located on sites well related to rural towns and villages and demonstration there are no sequentially preferable sites available; and create accessible jobs and business opportunities on the rural area.

Policy DM 2.10 – Conversion and re-use of buildings in the countryside for non-agricultural use

Re-use of existing building without substantial alteration or extension to affect original rural character; the development (inc use of external space) is sympathetic to the setting; any retail element should not adversely affect vitality and viability or rural towns and villages)

Policy DM 3.11 -Sustainable transport

All development should support sustainable transport, utilise all opportunities to integrate with local sustainable transport networks and be designed to reduce need to travel and maximise the use of sustainable forms of transport appropriate to the location.

Other relevant documents

South Norfolk Place-Making Guide – Supplementary Planning Document September 2012



Summary of policies:

Presumption generally against new employment/retail in the countryside unless there are particular overriding operational justifications and or the proposal requires a rural location as is tied to the agricultural use of the land.

Officer Opinion

You will note from the relevant policies detailed above that there is a general presumption against new employment generating uses/retail in the countryside. The policy directs new employment to sites within development boundaries first, then adjacent to development boundaries in the interest of achieving sustainable development and preventing the dispersal of employment and buildings across the countryside.

There is some provision for the re-use of existing buildings if the scale and nature of the proposal is appropriate for its location, however clearly in this case new buildings would be required.

You will note that policy EMP4 would allow for, in exceptional circumstances, new employment in the countryside if the proposal is for agricultural related industry which must be located close to a farm to which it relates; or is unneighbourly and unsuitable for a built up area; or reliant on large areas of open storage and would represent an inefficient use of serviced employment land.

Whilst not yet in force, as is due for examination later this year, you will also note that policy DM2.1 again directs employment to allocated sites or sites within the development boundary. It does detail that positive consideration will be given to new employment sites in the countryside that: re-use redundant rural buildings and hard standings; are located on sites well related to rural towns and villages and demonstration there are no sequentially preferable sites available; and create accessible jobs and business opportunities on the rural area.

Whilst the development is for employment, its use is akin to retail and that is a concern in respect of the accessibility and sustainability of the location proposed and impacts on the hierarchy of centres which focuses retail at existing centres.

Having fully reviewed the site and proposal, given the unsustainable location of the site the Council does not consider it could support an application at this time for Bixley should it be formally submitted.

Should you, as discussed, still feel that you want to make an application for the site, as discussed I consider that you would need to address the following issues:

- That consideration and assessment of other more preferable sites has been made and why these have been ruled out – suitability and availability.
- What sets this proposal apart from any other commercial/industrial/retail use wanting to locate to an unsustainable rural location – i.e. what are the overriding operational requirements justifying the need for the location and or ties to the use of the land as agricultural
- How does the proposal help to create accessible jobs and business opportunities and deliver aims of sustainable transport? Where are customers travelling from and employees travelling to for purposes of the business.
- Why it would not harm the character of the wider landscape or impact on the undeveloped approaches to Norwich (as defined by emerging Policy DM 4.7)
- How it complies with all other policies.

Should you submit an application the following would apply:

CIL



The Council has implemented CIL, to which new development is liable. You can find details of the requirements of CIL at the following link <http://www.south-norfolk.gov.uk/planning/5191.asp>

As detailed by the County Highway Authority a new Right Hand turn Lane would be required and expense borne by the applicant.

As discussed I have attached the fee regime for planning applications.

KES2 site

As discussed and whilst we appreciate some of the issues you have highlighted in relation to cost and timing of the KES2 site, we would direct you back to this site as the more appropriate site for this development. Recent discussions have been had between the landowner and site promoter and the Council where the landowner has expressed interest in moving the site forward. We would like to believe that there is scope for a scheme and deal to be put together for the KES2 site that would be appropriate for yourselves and the landowner.

I trust the above has satisfactorily detailed the Councils position and apologies that it has taken some time to get to where we are at, you will appreciate that the matters are complex and finely balanced and full and due consideration has had to be had to all of the matters including the potential for development of alternative sites.

You will appreciate that the views expressed in this letter are those of an officer and are not binding on the Council or any of its Committees when considering any subsequent related planning applications.

Yours sincerely

Miss Tracy Lincoln
Senior Planning Officer
Tel: 01508 533814
Email: tlincoln@s-norfolk.gov.uk



From: Tracy Lincoln [<mailto:tlincoln@S-NORFOLK.GOV.UK>]
Sent: 23 December 2014 12:45
To: Ben Turner <BenTurner@benburgess.co.uk>
Cc: Jo Hobbs <jhobbs@S-NORFOLK.GOV.UK>
Subject: Re-location of Ben Burgess

Afternoon Ben,

Thanks for coming in yesterday.

I just thought I would drop you an email to cover the main points of the meeting and the agreed actions.

You highlighted the issues with the existing site and the search parameters for the new site.

We discussed KES2 site, that no contact had been had with Matt Bartrum, and that the EIA screening request was now in for that site. (I have attached the link to that application should you wish to take a look) <https://info.south-norfolk.gov.uk/online-applications/simpleSearchResults.do;jsessionid=624974680506B0195EE0243A4C2EDEF1?action=firstPage>

We discussed potential sites for you to explore further which were:

Wymondham site allocation (WYM5) – which you will explore and discuss with land owner.
Easton (although question whether the site is advanced enough and you indicated too close to their Beeston site).
Brooke site allocation (BKE3) – you will explore.

You were then going to put some information to us on those three sites plus KES2 to suggest why these are not feasible/viable (if in fact they are not) which we would discuss with senior colleagues before further considering Bixley.

Following the meeting Jo and I also thought we should also mention two other sites to bring to your attention and for possible consideration – COS3 at Costessey (link to proposed site allocations doc where you will find these sites attached) and Long Stratton will have an employment site as part of the proposed allocation to the north (this is not at an advanced stage).

Site specific allocations doc – link:

http://www.south-norfolk.gov.uk/planning/media/B122_Site_Specific_Documents_Proposed_Submission_Doc_Part_1.zip

http://www.south-norfolk.gov.uk/planning/media/B122_Site_Specific_Documents_Proposed_Submission_Doc_Part_2.zip

http://www.south-norfolk.gov.uk/planning/media/B122_Site_Specific_Documents_Proposed_Submission_Doc_Part_3.zip

http://www.south-norfolk.gov.uk/planning/media/B122_Site_Specific_Documents_Proposed_Submission_Doc_Part_4.zip

Link to proposed Long Stratton Area Action Plan:

<http://www.south-norfolk.gov.uk/planning/4954.asp>

I trust this is of assistance and look forward to helping you progress this in the new year.

Kind regards,



Tracy

Tracy Lincoln
Senior Planning Officer
t 01508 533814 e tlincoln@s-norfolk.gov.uk www.south-norfolk.gov.uk



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8 APPENDIX 2: Broadland Business Park North Site Masterplan





9 **APPENDIX 3: Broadland Gate Masterplan**



The illustrative masterplan shows how the site can be developed to achieve the quality business park environment while retaining and enhancing its landscape features.

AMENDED PLAN

BROADLAND DISTRICT COUNCIL
20 Nov 2009
20081773AP
PLANNING CONTROL



4.0 MASTERPLAN PROPOSAL

4.8 ILLUSTRATIVE MASTER PLAN





10 **APPENDIX 4: North of Smee Lane Site Masterplan**



11 APPENDIX 5: South of Smee Lane Site Masterplan





12 APPENDIX 6: Land West of Ipswich Road Site Masterplan



NOTES

1. This drawing has been electronically generated from the latest approved drawings. All dimensions are to individual units unless stated otherwise.

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It is your responsibility as client to make yourself aware of your role under CDM 2015 and all regulations.

Key:

Gross Floor Area 28,328m²

81..... 8,483m²

82..... 8,483m²

88..... 8,483m²

Application boundary 12.7m

A. Operational Development Area 78,448m²

B. Green Buffer Area - 48,504m²

PURPOSE OF DRAWING	MA for Masterplan
DRAWING STATUS	SI - For Information
PROJECT FILE	0351/0000
CLIENT	Heritage Development
DRAWING TITLE	Masterplan
SCALE	1:2500/043
DATE	27/11/17
DRAWN BY	DO
CHECKED BY	TU
DRAWING NUMBER	0351 - 00 - 401 -
PROJECT NO	0351
LABEL NO	401
REVISION	-

PROFESSIONAL LANDSCAPE ARCHITECTS

NEWBOLD STREET, BOSTON, LINCOLN, LN4 3EG
 TEL: 01509 511811 WWW.LANPRO.CO.UK



13 APPENDIX 7: Email to / From Roche Chartered Surveyors dated March 2020



13/05/2020

Email - James Garnham - Outlook

RE: Land west of Ipswich Road - APEX

Sam Kingston <Sam.Kingston@rochesurveyors.co.uk>

Mon 27/04/2020 09:15

To: James Garnham <james@kgarnham.co.uk>

📎 1 attachments (3 MB)

phase 2 land..PNG;

James,

Our clients are unable to provide 6.5 hectares on the site- as they have commitments already and accordingly there is insufficient land.

They do have an option on phase 2 land which is the ploughed (brown) land to the south of the Apex. They would be looking for £400,000 per acre for this land . It would be serviced and have consent for B1,2 and 8.

I assume this is for Ben Burgess. I did speak to Ben Turner about it, but have had to chase the client to get the above- your email reminded me!

If you need anything further, please let me know.

Regards

Sam

From: James Garnham <james@kgarnham.co.uk>

Sent: 27 April 2020 08:53

To: Sam Kingston <Sam.Kingston@rochesurveyors.co.uk>

Cc: Karen Garnham <karen@kgarnham.co.uk>

Subject: Land west of Ipswich Road - APEX

Dear Sirs,

We are working on behalf of a retained client who is looking to obtain a site within the Greater Norwich Local Plan area of approx 6 hectares. Could you please advise how much land to the South of the proposed link road is available?

If approx 6 hectares is available could you also please advise the initial asking price of a 6.5 hectare freehold serviced plot for a B1, B2, B8 use class?



13/05/2020

Email - James Garnham - Outlook



Indication of area in blue line

I look forward to hearing from you in due course however should you have any questions please do not hesitate to contact me.

Regards

James

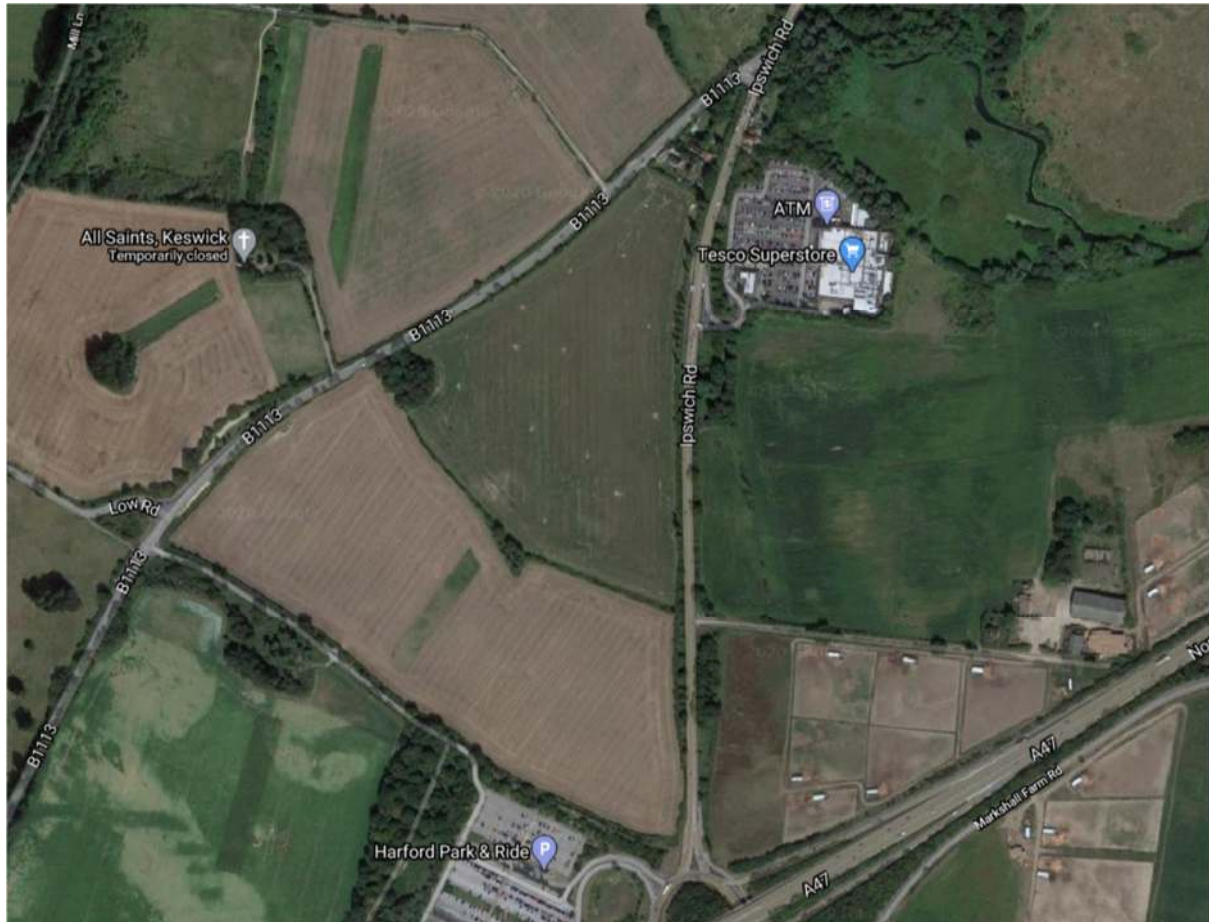
James G Garnham

BA (Hons)

t. 01603 616884 w. www.kgarnham.co.uk e. james@kgarnham.co.uk

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Option 2 Land Image



14 **APPENDIX 8: Application Site Masterplan**



- LEGEND**
- Soft Landscape**
- Building trees: to be retained, place into architectural report for further details
 - Proposed conifer trees
 - Proposed specimen trees
 - Proposed building frontage trees
 - Proposed wood area/woodlot
 - Proposed hedgerow
 - Proposed street planting
 - Proposed groundcover
 - Proposed mown grass
 - Proposed wild over meadow
 - Proposed permeable L21 pond edge (asphalt etc) or similar approved
 - Proposed seasonal water attenuation
 - Existing roadside meadow - to be protected
- Hard Landscape**
- Proposed concrete
 - Proposed tarmac
 - Proposed footpath
 - Proposed Church Europe block paving 2000x2000mm in Diamond pattern
 - Proposed gravel
 - Red line boundary
- 1** Wild south meadow fence

Rev	Date	Description
1	17/07/20	Issue for consultation

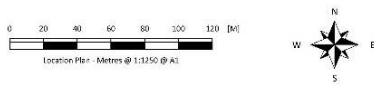
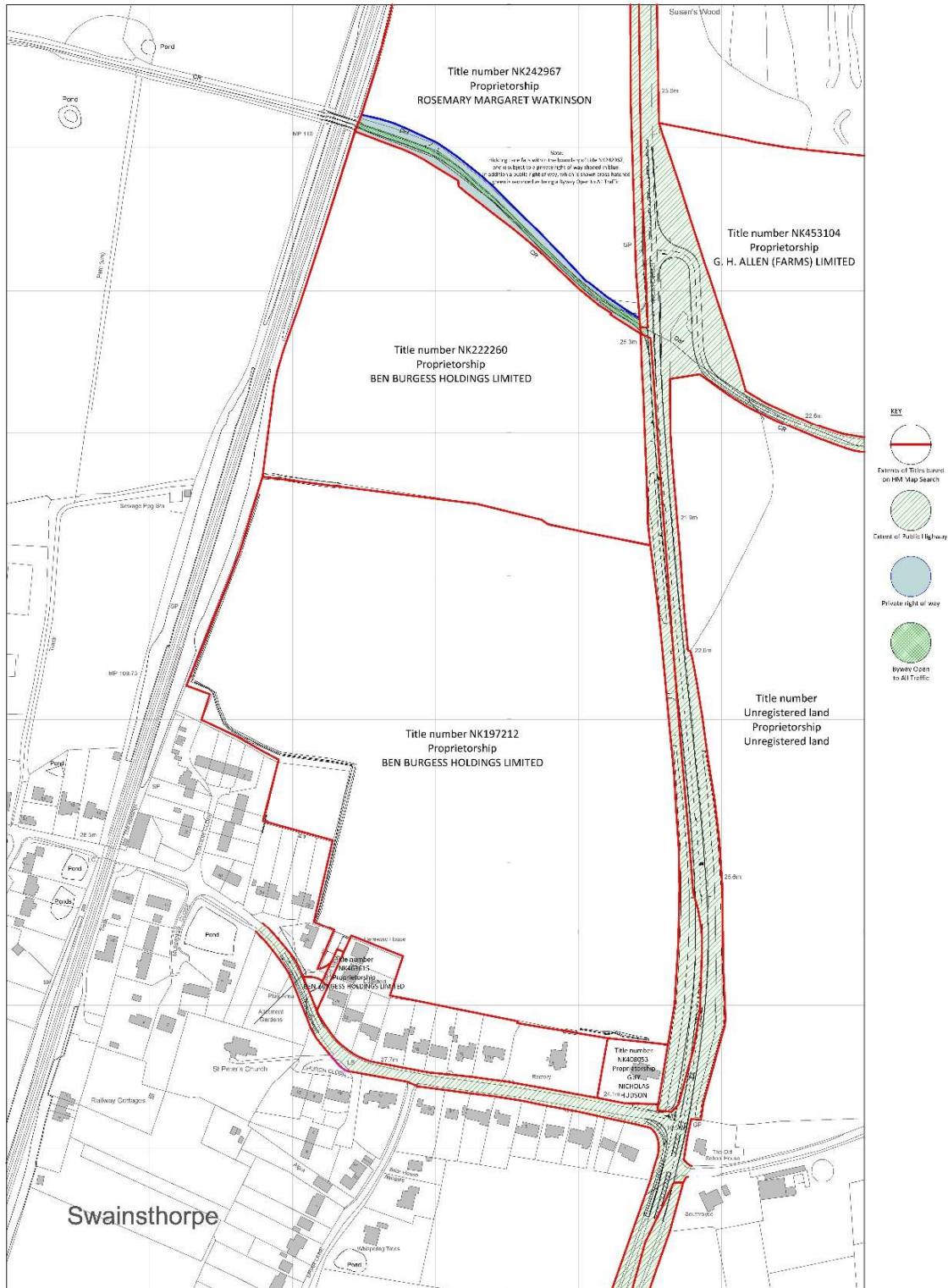
Title: Her Majesty the Queen
 Project: L21 Pond - Site E
 Client: LIZ LAKE ASSOCIATES
 Date: September 2019
 Scale: 1:500
 Drawn By: SIMON A
 Checked By: [blank]
 Approved By: [blank]

LIZ LAKE ASSOCIATES
 100, The Quadrant, Swainsthorpe, York YO21 2JH
 Tel: 01904 611111 Fax: 01904 611112
 Email: info@lizlake.co.uk Website: www.lizlake.co.uk



15 **APPENDIX 9: Land Ownership Drawing**


Land West of Ipswich Road (A140), Swainsthorpe, Norwich.





16 **APPENDIX 10: Assessment of Alternative Sites**

Site name	Brooke Industrial Park		
Total site area (ha)	4.8ha	Current use	Employment site
Undeveloped land (ha)	0.5ha undeveloped but utilised	Grid reference	628269 300556
Criteria	Comments	Score	
Size	The site does not meet the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 4.3 miles from the Trowse/A47 junction		
Visible from main road	Yes		
Access to strategic route	No direct access to strategic route		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Offsite - Ben Burgess owns and farms land beside it		
Available	Existing employment site with no extent planning permissions within last 5 years. Therefore, assumed that vacant land remains available. Following planning application 2016/1420/FUL and 2017/1560/DOC it would appear the whole allocation is in commercial use, albeit not developed with physical buildings.		
Site constraints	Poor access, Potential contamination.		

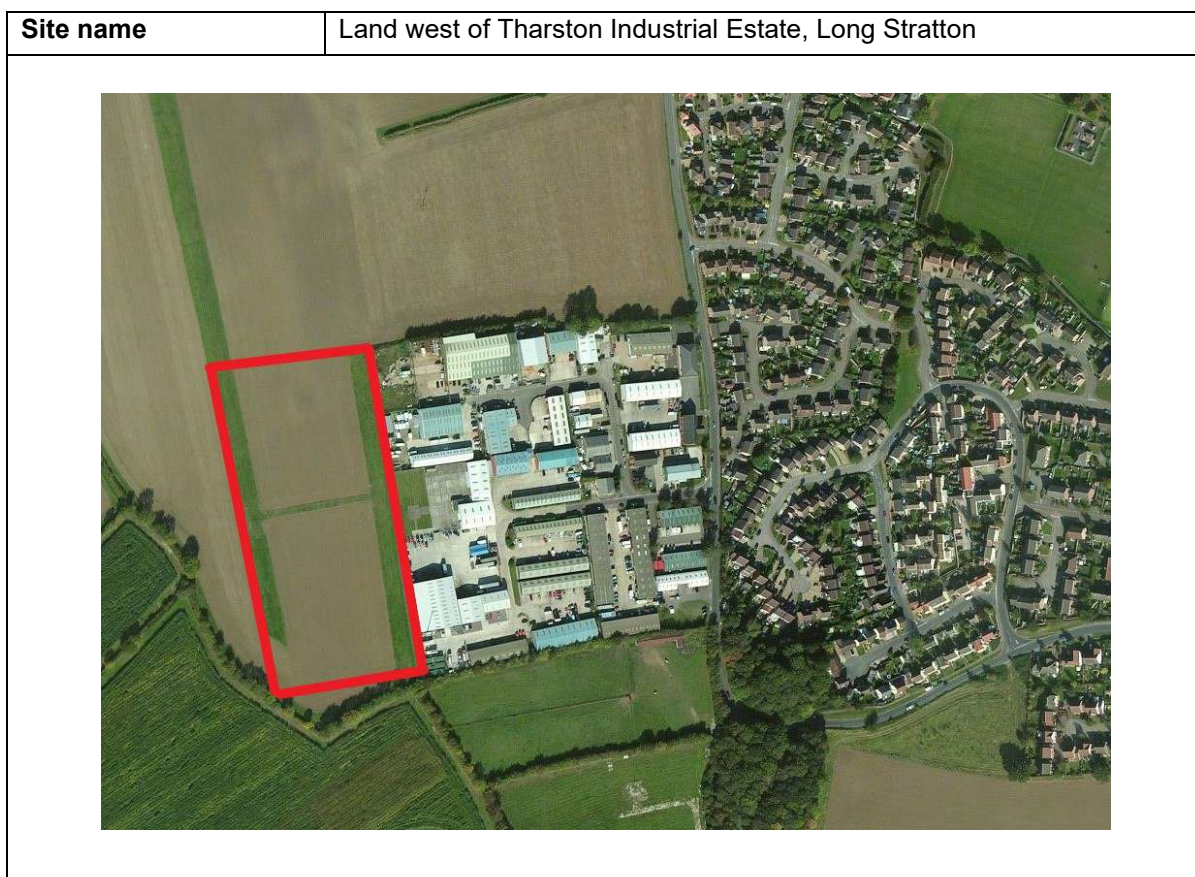
Site name	Park Farm, Bixley		
			
Total site area (ha)	9.8ha	Current use	Dairy farm
Undeveloped land (ha)	7ha	Grid reference	625982 305313
Criteria	Comments	Score	
Size	The site meets the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 1 mile from the Trowse/A47 junction		
Visible from main road	The site is isolated with restricted views to Bungay Road and the A146		
Access to strategic route	The site does not have direct access to a strategic		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Yes		
Available	No planning applications registered in the past 5 years so assumed available. Appears in GNLP HELAA (site reference GNLP0323) Freehold not available		
Site constraints	Severe access constraints, potential contamination, surface water flooding, impact on heritage assets, considered 'unsuitable' by HELAA capacity assessment		

Site name	Longwater employment area		
Total site area (ha)	13.3ha	Current use	Mineral processing and concrete production (brownfield)
Undeveloped land (ha)	5.5ha	Grid reference	615407 311133
Criteria	Comments		Score
Size	Total site area split over four sites		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 9.5 miles from the Trowse/A47 junction		
Visible from main road	No		
Access to strategic route	Access through retail park		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is More / Less than a 30 minutes' drive		
Demonstration space	Limited scope and cost in ground preparation works to make an area suitable for ploughing etc		
Available	Existing allocation within Local Plan (COS3) and no extant planning permissions or planning applications within last five years so assumed it is available		
Site constraints	Potential contamination, environmental consideration in-light of Longdale county wildlife site to the north		

Site name	Honingham Thorpe (Easton food hub)
------------------	------------------------------------




Total site area (ha)	56ha	Current use	Arable
Undeveloped land (ha)	54.78ha	Grid reference	612652 310815
Criteria	Comments	Score	
Size	The site meets the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 10.4 miles from the Trowse/A47 junction		
Visible from main road	Yes		
Access to strategic route	Yes, via A47		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is More / Less than a 30 minutes' drive		
Demonstration space	Yes		
Available	There is a Local Development Order for food related uses.		
Site constraints	Potential contamination and land instability from historic landfill use, surface water flooding		



Total site area (ha)	2.5ha	Current use	Arable/vehicle parking
Undeveloped land (ha)	1.8ha (following recent permission)	Grid reference	618592 292401
Criteria	Comments	Score	
Size	The site does not meet the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 10.6 miles from the Trowse/A47 junction		
Visible from main road	No		
Access to strategic route	No direct access to strategic route		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is More / Less than a 30 minutes' drive		
Demonstration space	The site does not meet the criteria		
Available	A recent planning approval for extensions to existing buildings and curtilage has been implemented therefore the site is assumed unavailable		
Site constraints	Access restrictions across third-party land		

Site name	Land west of Ipswich Road, Swainsthorpe		
			
Total site area (ha)	11ha	Current use	Arable
Undeveloped land (ha)	11ha	Grid reference	622011 301269
Criteria	Comments	Score	
Size	The site is close to the top end of the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 4.3 miles from the Trowse/A47 junction		
Visible from main road	Yes the site is adjacent to the A140		
Access to strategic route	Yes directly onto the A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Yes (on-site and within close proximity to the site)		
Available	Yes		
Site constraints	Surface water and Road Side Nature Reserve		

Site name	Land at Browick Road, Wymondham		
Total site area (ha)	22ha	Current use	Arable
Undeveloped land (ha)	22ha	Grid reference	612361 301400
Criteria	Comments	Score	
Size	The site meets the criteria although is divided between two individual land parcels	Green	
Within south Norfolk	Yes	Green	
Proximity to Trowse/A47 junction	The site is 10 miles from the Trowse/A47 junction	Red	
Visible from main road	Yes, the site is visible from the A11	Green	
Access to strategic route	Yes, via B1135 on to A11	Green	
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is More / Less than a 30 minutes' drive	Red	
Demonstration space	No	Red	
Available	Existing allocation with Wymondham Area Action Plan with no planning applications or extant permissions within last five years so is assumed to be available	Green	
Site constraints	Impact on setting of Wymondham Abbey, landscape considerations, environmental sensitivities, water main crossing site	Orange	

Site name	Uniglaze 2 Site		
			
Total site area (ha)	4.19ha	Current use	Commercial
Undeveloped land (ha)		Grid reference	614917 310853
Criteria	Comments	Score	
Size	The site does not meet the criteria	Orange	
Within south Norfolk	Yes	Green	
Proximity to Trowse/A47 junction	The site is 9.3 miles from the Trowse/A47 junction	Red	
Visible from main road	Yes	Green	
Access to strategic route	Yes	Green	
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is More / Less than a 30 minutes' drive	Red	
Demonstration space	The site does not have capacity for demonstration space	Red	
Available	Recently Sold (was examined by BB when marketed)	Red	
Site constraints	Demonstration Areas / Expansion potential	Orange	

Site name	Old Stoke Road, Arminghall
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Total site area (ha)	4.11ha	Current use	Commercial
Undeveloped land (ha)		Grid reference	623754 305515
Criteria	Comments	Score	
Size	The site does not meet the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 1.7 miles from the Trowse/A47 junction		
Visible from main road	Yes		
Access to strategic route	Yes		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Yes, Local land		
Available	Recently Sold (was examined by BB when marketed)		
Site constraints	Poor access via Trowse and White Horse Lane or Arminghall		

Site name		Hethel Technology Park	
Total site area (ha)	20ha	Current use	Arable
Undeveloped land (ha)		Grid reference	615501 299920
Criteria	Comments	Score	
Size	The site is above the top end of the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 8.8 miles from the Trowse/A47 junction		
Visible from main road	No		
Access to strategic route	No		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is More / Less than a 30 minutes' drive		
Demonstration space	No		
Available	There is an existing outlines approval for employment development		
Site constraints	Technology park for B1 use associated with or supporting advance engineering/manufacturing sectors.		

Site name	Land East of Harford Bridge Park and Ride		

Total site area (ha)	3.61ha	Current use	Arable
Undeveloped land (ha)	3.61ha	Grid reference	622004 304193
Criteria	Comments	Score	
Size	The site does not meet the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 2.8 miles from the Trowse/A47 junction		
Visible from main road	Yes, from A140		
Access to strategic route	Yes, via A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Yes (within close proximity to the site)		
Available	Not Aware		
Site constraints	Landscape considerations		


Site name		Land North of A47 (Redundant Buildings and Farmhouse)	
			
Total site area (ha)	6.67ha	Current use	Arable
Undeveloped land (ha)	6.67ha	Grid reference	622374 304371
Criteria	Comments	Score	
Size	The site is close to the low end of the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 2.8 miles from the Trowse/A47 junction		
Visible from main road	Yes, from A47		
Access to strategic route	Yes, via A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Yes (on-site and within close proximity to the site)		
Available	Not Aware		
Site constraints	Landscape considerations		


Site name	Land South of Harford Bridge Tesco		
Total site area (ha)	4.6ha	Current use	Arable
Undeveloped land (ha)	4.6ha	Grid reference	621983 304523
Criteria	Comments		Score
Size	The site does not meet the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 2.8 miles from the Trowse/A47 junction		
Visible from main road	Yes, from A140		
Access to strategic route	Yes, via A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	The site does not have capacity for demonstration space		
Available	Not Aware		
Site constraints	Landscape considerations		

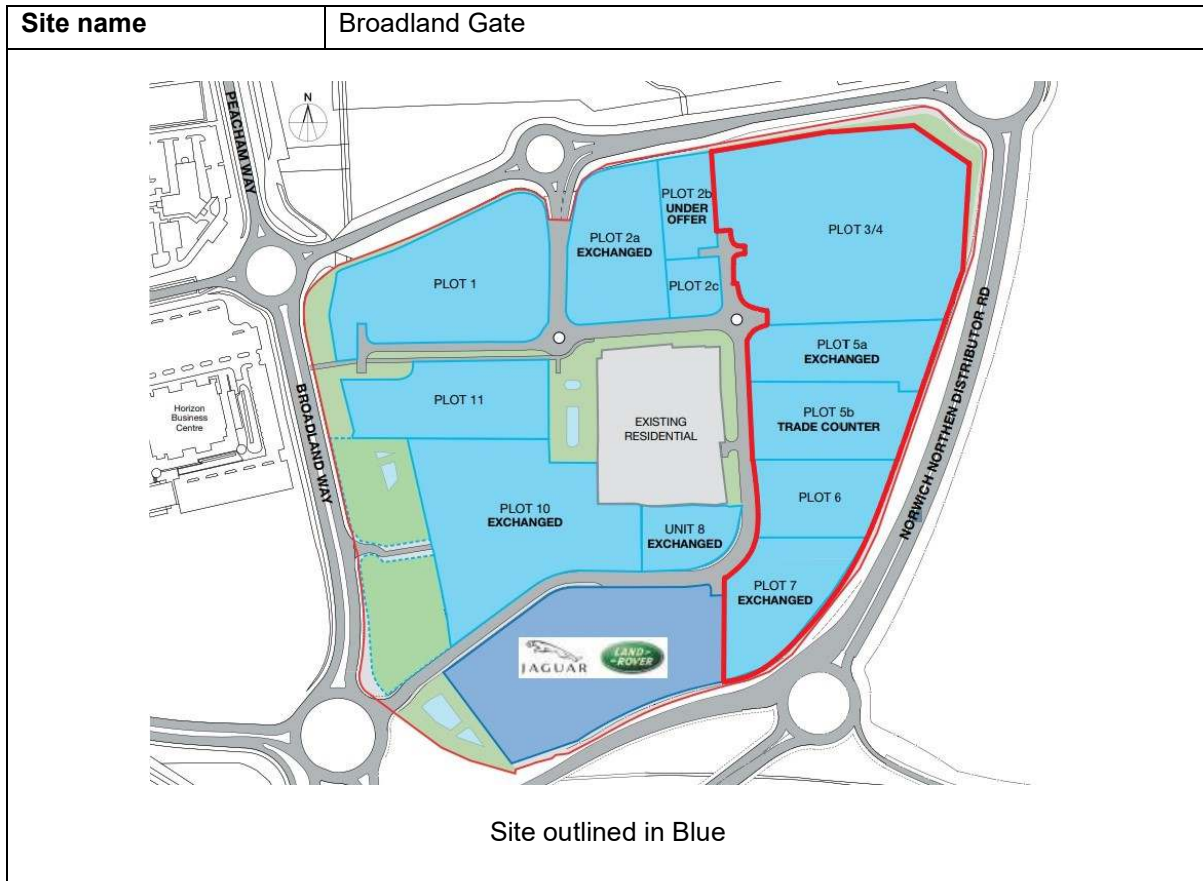
Site name	Land West of Ipswich Road, Keswick (Opt A)		
			
Total site area (ha)	6.10ha	Current use	Arable
Undeveloped land (ha)	6.10ha	Grid reference	621741 304540
Criteria	Comments		Score
Size	The site is close to the low end of the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 2.8 miles from the Trowse/A47 junction		
Visible from main road	Yes, from A140		
Access to strategic route	Yes, via A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Yes (on-site and within close proximity to the site)		
Available	There is an existing outline approval for employment (B use-class) development on part of the site. Not viable as land owner does not wish to sell.		
Site constraints	Level differences, Landscaping and Visual Impact, Land ownership.		



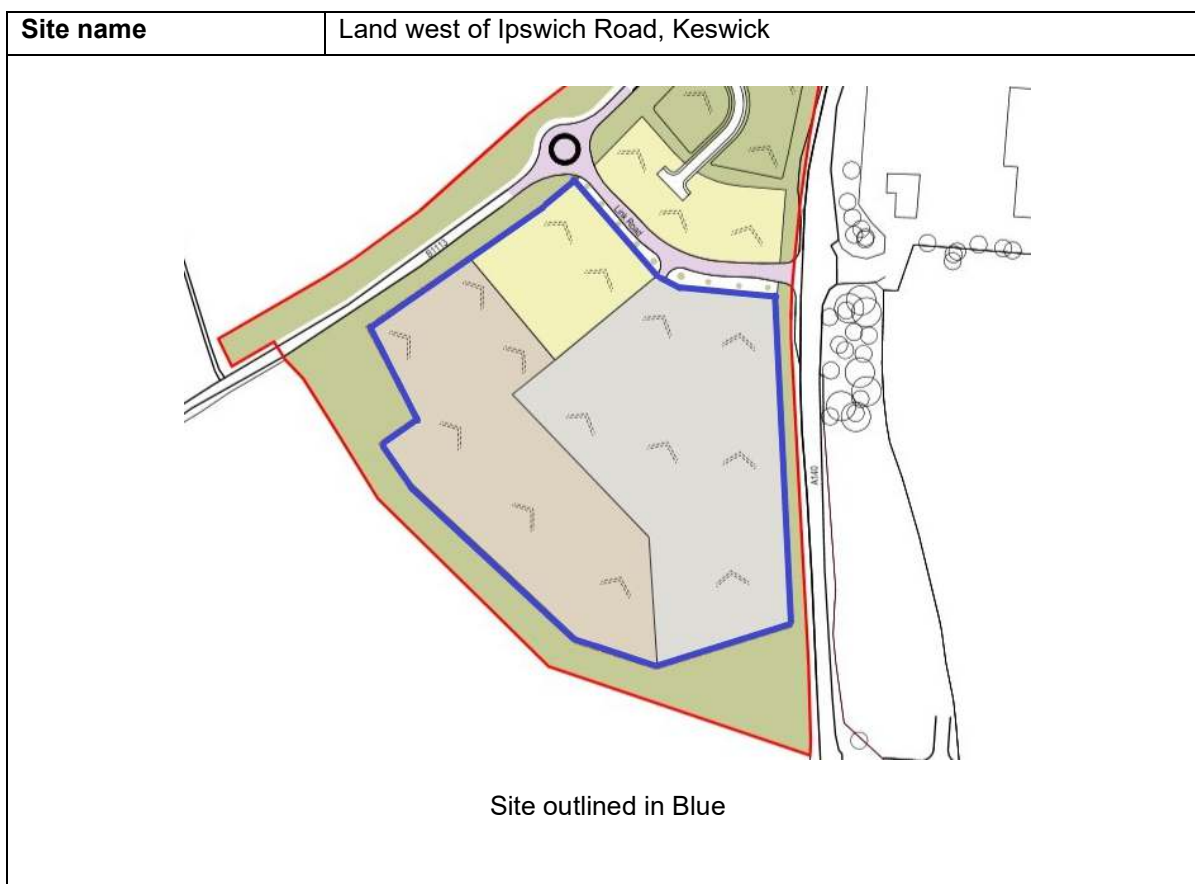
Total site area (ha)	15ha	Current use	Arable
Undeveloped land (ha)	8.8ha	Grid reference	622092 303434
Criteria	Comments	Score	
Size	The site is towards the top end of the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 3.0 miles from the Trowse/A47 junction		
Visible from main road	No		
Access to strategic route	Yes, via A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is 25-35 minutes' drive.		
Demonstration space	Yes (on-site and within close proximity to the site)		
Available	Yes, Freehold was available at viable price		
Site constraints	Temporary Access, No Buildings South of the A47.		

Site name		Norwich NR4 6DZ La Farge Quarry Site	
			
Total site area (ha)	16ha	Current use	Quarry
Undeveloped land (ha)	16ha	Grid reference	622092 303434
Criteria	Comments	Score	
Size	The site is above the top end of the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 3.0 miles from the Trowse/A47 junction		
Visible from main road	No		
Access to strategic route	Yes, via A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is 25-35 minutes' drive.		
Demonstration space	Yes (on-site and within close proximity to the site)		
Available	Yes, Freehold was available at viable price		
Site constraints	Access, Land has to be returned to Lakes.		

Site name	Broadland Business Park North		
 <p>Site outlined in Red</p>			
Total site area (ha)	6.99ha	Current use	Arable
Undeveloped land (ha)	6.99ha	Grid reference	628435 309662
Criteria	Comments	Score	
Size	Site size of 5.19ha allowing for constraints		
Within south Norfolk	No		
Proximity to Trowse/A47 junction	The site is 3.8 miles from the Trowse/A47 junction		
Visible from main road	No		
Access to strategic route	Yes		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is 25-35 minutes' drive.		
Demonstration space	The site does not have capacity for demonstration space		
Available	There is an existing outlines approval for employment (B use-class) development. Part Under offer.		
Site constraints	Removal of a number of nature trees, relocation of the proposed footpath between Brook Road and the Green Lane and removal of strategic landscaping enhancements. Phasing of Link Road. Level differences, site shape, abuts housing development required screening.		



Total site area (ha)	6.17ha	Current use	Arable
Undeveloped land (ha)	6.17ha	Grid reference	629151 308931
Criteria	Comments	Score	
Size	The site is close to the low end of the criteria		
Within south Norfolk	No		
Proximity to Trowse/A47 junction	The site is 3.3 miles from the Trowse/A47 junction		
Visible from main road	Yes		
Access to strategic route	Yes		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is 25-35 minutes' drive.		
Demonstration space	The site does not have capacity for demonstration space		
Available	There is an existing outlines approval for employment (B use-class) development. Part Under offer.		
Site constraints	Level differences, Land ownership, Shape and position of site.		



Total site area (ha)	6.5ha	Current use	Arable
Undeveloped land (ha)	6.5ha	Grid reference	621741 304540
Criteria	Comments	Score	
Size	The site is close to the low end of the criteria		
Within south Norfolk	Yes		
Proximity to Trowse/A47 junction	The site is 2.8 miles from the Trowse/A47 junction		
Visible from main road	Yes, from A140		
Access to strategic route	Yes, via A140		
Proximity to existing Ben Burgess dealership	The nearest Ben Burgess dealership is a 25-35 minutes' drive		
Demonstration space	Yes (on-site and within close proximity to the site)		
Available	There is an existing outline approval for employment (B use-class) development. Not viable as land owner does not wish to sell.		
Site constraints	Level differences, Landscaping and Visual Impact, Land ownership.		