

## Business 1

- The Owner/boss of this business said that they are an international company and that what happened in Taverham has little effect on them and that it was possible that they would move out of Taverham in the near future.
  - Being next to Wensum Valley Hotel was useful for their customers.
  - The man I spoke to likes the NDR although he said the roundabouts are of poor design. He said that there was a need to complete the NDR link and for more investment in the area meaning, Norfolk/Norwich.
  - Because of low wages he said there is a need for affordable housing. He said Norfolk offered little work yet it was an expensive area.
  - He also commented that with more houses the infrastructure needed to be looked at.
  - The boss/owner also said that the middle speed bump on Beech Avenue was too high and aggressive on his cars suspension.
  - The traffic at the top of Beech Avenue was also an issue. Two employees also commented on the amount of traffic and the time it takes to get to work.
  - One person said that as they hold courses it is important that people are able to get there in good time and traffic can prevent this. She also said that the NDR needs to be completed.
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## Business 2

- The owners don't really use Taverham as they don't live locally but were pleased to move here because they are now closer to Norwich than they were before, so it's easier for people to get to.
- They also now have larger premises which suits their needs as they needed the extra space. The owners feel that more housing is good for their business as more houses mean more customers although they are not solely reliant on Taverham for their customers as people come from all over Norfolk.
- They are not bothered about more businesses coming to Taverham but think that any which do should be different types of business from those in Taverham already. They do not want unfair competition for themselves or other small businesses.
- This business has no plans to expand as they are limited by their lease. They use Broadband and are happy with the speed. They deliver their goods nationally so broadband is important to them.
- The owners also said that if more houses are built green spaces are important for children to play and dogs to be walked. They also felt that there should be more infrastructure to go with the new houses.
- The biggest concerns seemed to be regarding traffic as it is very bad now and will be much worse with more houses. They expressed concerns about the children from the school riding their bikes without lights now that it is dark very early. It was also felt there should be a proper crossing for the children to cross the road.
- It was mentioned that traffic on Beech Avenue at leaving off time is really bad and the owners thought that a roundabout at the Beech Avenue / Fakenham road junction would be better than traffic lights or, at the very least, there should be a slip road for those wishing to turn left.

- They felt quite strongly about the problems of traffic in Beech Avenue and in general around Taverham, and said that when the link road is built it needs to be dualled as otherwise when the road becomes a single lane it will create a bottleneck.
- They said the link does not necessarily need to be the cheapest option but the most direct that does not interfere with what is already in place.
- The owners said that it would be helpful to have a sign on Fakenham Road directing people down Beech Avenue for their business as many people had difficulty finding them. They would like to have more advertising such as on signs.
- The owners said that they would like to take on apprentices but would need financial help from the authorities as they cannot afford to do so without help.
- In conclusion, the owners spent a lot of time complaining about the traffic on Beech Avenue and the junction of Beech Avenue and Fakenham Road and although new housing is welcome for footfall, there was some concern about increased traffic.

### **Business 3**

- If there were more business they would simply take on more staff to cope.
- They use broadband for the credit card machine and say they need faster broadband.
- There are no plans to expand.
- There is a lack of advertising and more needs to be allowed.
- They feel it is important to bear in mind current businesses when giving planning permission.

### **Business 4**

- They do use broadband but the speed is not great.
- There are no plans to expand.
- The car park in front of this business is in poor condition and it would be helpful to the business if this was improved.
- The new Lidl's store would help bring in more business.
- He is happy to have more houses built in the area and he likes the NDR as this brings more people into the shop.
- He also commented that when the new building takes place it should not be just concrete but there must be green spaces.

### **Business 5**

- They would be very happy to have more customers and have the capacity to cope.
- The business does have broadband but it is too slow.
- The ability to expand is limited and they have no plans to do so.
- More people through the doors would be helpful and having more houses would help.
- If there are new business areas it would be preferable to have no business the same.

### **Business 6**

- They find the broadband is too slow and would like it to be faster.
- If the opportunity presented itself this business would like to expand.
- They feel that getting people through the door is a challenge.

- The extra housing is seen as a positive as more people means more footfall.
- They also felt that more new businesses could also help..

### **Business 7**

- The broadband speed is somewhat slow.
- There are no plans to expand. The size of the shop is the limitation.
- More footfall would be good. A better path/walkway to the new roundabout would be helpful, as would a bus stop outside the garden centre.
- Expressed a need for detached houses and bungalows rather than flats.
- She felt that it is important to keep the character of the village and the green spaces.
- A new medical centre was suggested. Play parks would also be good so that the new development would not be a concrete jungle.
- Mains sewerage and a 30mph speed limit along Fir Cove road was considered desirable.

### **Business 8**

- They can cope with more customers.
- Not broadband dependent.
- Expansion is a possibility, maybe elsewhere in Taverham, possible new development.
- They say there is no passing trade and the council does not allow them to advertise at the front of the garden centre.
- What would prove helpful, would be to allow them to advertise and the ability to promote the company more in the local area, maybe even allowing them to advertise on roundabouts.
- Their own wish for future growth would be to have better public transport. Talking to coach companies to organise day trips to the garden centre would prove helpful.
- They feel that the new development is taking too long meaning Lidl's etc.

### **Business 9**

- They could always do with more customers.
- Broadband is necessary for them and they find the speed adequate.
- There are no plans to expand.
- The challenges they face are getting people to know that they are there.
- Support from local businesses is helpful as they do help with charity events.
- The representative says that the NDR has brought in more business, but the link with Dereham road is needed.

### **Business 10**

- What businesses are likely to open in Taverham.
- Concerned about the capacity of doctors and schools, the adequacy of.
- They would like more opportunity for advertising and newsletters.
- Concern was expressed about the environment and they would like better recycling facilities.

## **Business 11**

- We need better road systems.
- History should be preserved eg Marriotts Way.
- Roads need improving.
- Better public transport is needed – more stops
- Costessey Lane needs flood improvement.
- If there are more houses, another school is required
- Parking around schools is an issue
- We need more bungalows
- It would be good if the Victoria Road Post Office issued driving licences and a range of similar documents

## **Business 12**

- They're not reliant on business from Taverham but would like more links with Taverham people as they do not get much business from them. The problem as the owner of the business sees it, is that people do not know that they are there.
- They have expanded very quickly and are looking to expand further. The owner said that they like working in Taverham and that it is better than working in the city. If the opportunity arose the business would like to buy new premises with at least 25 parking spaces.
- He also said that he liked the ease of getting to work and having adequate parking.
- More housing would help his business but the increase in traffic could be a problem.
- The owner said that the traffic on Beech Avenue, Fakenham road junction is horrendous at 7.45am and the Ringland road rat run is terrible. He said a slip road to help people turning left at the top of Beech Avenue would be helpful.
- The owner said that new businesses should be directly off the NDR and he thinks the NDR is a great advantage. He thinks that the new link should be as close to the Fir Cove exit as possible, go to the back of the golf course and be dualled.
- Any new housing estates should have a balanced development, reasonably wide roads, ample off road parking and a sensible density (not crammed in housing).
- There are not enough bungalows.
- Green spaces need to be properly managed so that they are not misused
- More housing could have an impact on policing.

## **Business 13**

- The owner of this business is very happy with everything in Taverham as far as her business is concerned and has no plans to leave. They have sufficient on site parking and good facilities, nothing lacking.
- The Broadband is adequate.
- An opportunity to advertise locally could prove useful, although not really proved necessary, and a chance to meet other businesses.
- Would welcome more houses for landlords to buy as they would be right on their doorstep. Infrastructure was mentioned and it was felt that a new school, with newer facilities, and a Doctors surgery would be needed, which would also create more jobs in the area. The owner also said that if there were more houses, she may need to have

larger premises in Taverham, to cope with the extra business. It was also mentioned when new properties are built, there should be ample parking areas, preferably within the boundary of the property itself. She said that some developers are more considerate than others.

- The owner also said that if there were more land for new businesses it should be near the A1270 (NDR, Northern Broadway) and not in the middle of a residential area. She felt that close to the garden centre would be a good place.
- The owner likes the NDR as it makes travelling around Norwich much easier and says the proposed link must be close to Taverham and not go out too far to encourage people to use it.
- An improvement of the junction of Beech Avenue and Fakenham Road is desirable and traffic lights will help, as in her words the traffic on Beech Avenue 'is a nightmare'
- If there is a business consultation the best time would be 8am to 9am on a weekday.