

North Norfolk Local Plan

2016 - 2036



REGULATION 18 CONSULTATION

Stalham Local Plan Workshop **FEEDBACK SUMMARY**

June 2016

**North Norfolk District Council
Planning Policy Team**

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Braille, audio, large print or in other languages.
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1 Overview

1 Overview

Introduction & Background

- 1.1 North Norfolk District Council commenced a review of the existing Local Development Framework (LDF) for North Norfolk in early summer 2015. The current adopted Development Plan consists of the adopted Core Strategy and Development Management Policies (2008) and the Site Allocations Plan (2011) and covers the period up to 2021. A new Single Local Plan will cover the period 2016 – 2036 and is a key document that will guide development in the District over the next 20 years.
- 1.2 There have been a number of key changes to the planning system since the previous suite of planning documents was prepared. Key changes have included the revocation of Regional Spatial Strategies and the publication of the National Planning Policy Framework and new national Planning Policy Guidance.
- 1.3 The Council consulted under Regulation 18⁽¹⁾ in August 2015 on the topic areas that the new single Local Plan will consider. These topics included a review of the housing target for the District and how this housing growth will be spatially distributed. The Local Plan will, amongst other topics, set the strategic approach to development in relation to the level and distribution of employment, retail, the protection and management of the natural and historic environment, and how to approach development in the countryside.
- 1.4 Key to setting the scope of the Local Plan is the identification of issues and opportunities and translating these into a vision for the district and for each of the larger settlements. National guidance promotes a Local Plan which reflects a collective vision incorporating priorities from neighbourhoods, business and communities which should reflect the strategic priorities for the area.
- 1.5 It is the aim of the Council that the Vision(s) for the Local Plan is grounded in these locally identified priorities and aligned with key strategies and plans, produced by the Council, its key partners and the wider community. In this way the plan should be locally specific and sustainable.
- 1.6 In continuing with the Regulation 18 stage of plan production a series of workshops were held throughout May and June 2016 with Town Councils and District Councillors. The results of the workshops will be used to inform the future town visions, which in turn will help to inform the emerging Local Plan Vision from which the planning policies and site allocations will be developed.
- 1.7 Through a variety of interactive means each session was designed to aid discussion and seek areas of consensus. By the end of each session the aim was that groups would:
 - Have clarity on the process for preparing a Local Plan, the work undertaken so far, and what will happen next.
 - Have an understanding of the scale of growth which might be required in the town and have the opportunity to identify suitable locations.
 - Have listed the planning issues that they feel are important to address, and, understood if and how the Local Plan can address those issues.
 - Have described the places that give rise to issues, present opportunities, or that should change.

Overview 1

- Have described the positives and negatives about the town and identified the key opportunities for growth in a collaborative manner.
- Have heard other's points of view about matters that affect the area.

Workshop Programme

North Walsham	Tuesday 10 May, 6-9pm
Wells-next-the-Sea	Monday 16 May, 2-5pm
Stalham	Tuesday 17 May, 7-10pm
Fakenham	Thursday 19 May, 6-9pm
Holt	Monday 23 May, 6-9pm
Sheringham	Tuesday 24 May, 6-9pm
Cromer	Thursday 2 June, 6-9pm
Hoveton	Thursday 30 June, 6-9pm

Programme of Town Council Workshops, May - June 2016

Purpose of This Document

- 1.8** This document provides a record and summary of a Local Plan Workshop held with Stalham Town Council - it was prepared immediately following the workshop and returned to the Town Council with an opportunity to make further comment. The feedback will help the Council to prepare broad visions and develop options for the delivery of the required growth in the District.
- 1.9** The agenda and outline for the workshop is included as Appendix 4.

Workshop Structure

- 1.10** Three related sessions were delivered each with opportunity for question and answers, feedback and group discussion:
- **Setting the Scene** - explaining the context for the workshops, what type of Plan is being prepared, what time period will it cover, how much growth is likely to be required in the District and in Stalham, and how might this relate to any proposals for a Neighbourhood Plan.
 - **SWOT Analysis** - to identify the main 'Issues' which need to be considered and might shape future development.
 - **Mapping Exercise** - to spatially record issues identified in SWOT and OPPORTUNITIES for, and CONSTRAINTS that might impact on development.
- 1.11** The outputs from the SWOT analysis and Mapping Exercise are included as Appendix 1 & 2.

Summary Headlines

- 1.12** Participants recognised that Stalham was likely to be a focus for further growth and that depending on the growth options available elsewhere in the District it was suggested the town should accommodate relatively modest growth levels approximately 200 dwellings over the new plan period, however no decisions had been made and the overall distribution in other towns and villages would influence the final figure. The Town Council were asked to think

1 Overview

about the level of growth and the potential differences in infrastructure benefits between large scale growth and the potential for off-site improvements compared to smaller scale growth. It was agreed with members present that the town council welcomed appropriate growth.

- 1.13** It was noted that the opportunities discussed offered only a high level principle. The intention was that any potential sites being identified through the consultation process and the call for sites would feed into the Council's sites assessment process. One of the purposes of the Local Plan is to work with other service providers in order to identify the infrastructure required to facilitate growth, allowing other service providers to forward plan. High level issues raised included discussions around how the affordable housing target is set and the variations delivered on the ground and what tools did planning have with regards controlling second homes. It was confirmed that the Council's position around policies that seek to limit second homes ownership were seen as counterproductive. Restricting occupation to principle residence in new build only directed second home ownership to the existing stock, many of which provided suitable stock for younger people. It was confirmed that there were no current proposals to prepare a Neighbourhood Plan at the moment but the Town Council wished to keep this option open until it was clearer what the Local Plan will propose. It was agreed that a definite decision on this would need to be made by the end of the year.

Other issues identified included:

- How to bring forward brownfield sites and current employment allocations;
- Retention of commercial, retail and industrial units;
- The Abattoir site;
- The High Street.

Workshop Session 1: Setting the Scene 2

2 Workshop Session 1: Setting the Scene

Presentation by the Planning Policy Manager followed by Q&As based on following:

What will the Local Plan include?

- 2.1** The Council is undertaking a wholesale review of the current Core Strategy and the Site Allocations Plan and intends to produce a new single Local Plan document which will cover the period 2016 to 2036. It will contain:
- A refreshed set of planning policies to apply to planning applications.
 - New allocations of development land sufficient to meet identified needs for different sorts of development for the whole of the plan period.
- 2.2** This workshop is an early part in the process and is part of the initial vision setting stage. We are trying to establish:
- What is it which needs to be planned for?
 - What are the options which could be considered?
 - What general approach should be adopted?
- 2.3** In order to establish this overall vision the Council will:
- Gather a range of evidence such as a Strategic Housing Market Assessment (SHMA), employment land studies, Infrastructure and viability reports.
 - Seek community views (this workshop is part of that process)
 - Consult with a range of interest groups (providers of services etc)
 - Start to develop and test a number of options.
- 2.4** At the end of this phase in plan preparation (about a year) there will be one or more periods of public consultation to explain the options considered and which of the options the Council prefers. The final Plan must be submitted for independent examination to test if it is 'legally compliant and sound'. The aim is to have the new plan in place in 2018 or earlier if at all possible.
- 2.5** This workshop is about considering the future Vision through a number of exercises. We will not be considering individual policies – It's really about **what** development and **where**?

What is your current thinking on Neighbourhood Planning?

- 2.6** There was a short discussion around Neighbourhood Planning. It was noted that Neighbourhood Plans should be in general conformity with the district Local Plan and that, should the Town Council wish to undertake a Neighbourhood Plan in advance of the district-wide Local Plan being adopted, that it would be beneficial to have clarity on its content by the end of 2016.

What do we already know?

1. The Plan will cover the period 2016 - 2036.
 2. We will need to deliver approximately 8,500 homes over this period across North Norfolk.
- 2.7** This figure is derived from a document called the Strategic Housing Market Assessment (SHMA) which calculates the requirement for homes (objectively assessed need) based on natural population change, inward migration, average household sizes, vacant and second homes (continued assumption of 15% vacancy rate, to account for second homes, holiday homes & vacant properties), need for affordable homes and to ensure there is a sufficient

2 Workshop Session 1: Setting the Scene

workforce to fill likely jobs forecasts. 8,500 homes over this Plan period equates to around 420 dwellings per year across the North Norfolk administrative area. In comparison to the historical position, we have been delivering between 300-500 per year for the last decade. The revised target is yet to be set but early indications are that it will not be radically different from the figure concluded in the SHMA.

- Up to half of the new dwellings are likely to be required on sites which are specifically allocated for development. Some of which can be carried forward from our current Plan. The remainder of the estimated 8,500 requirement already has planning permission or could be delivered as windfall developments;
- Identified through the Strategic Housing Market Assessment, the Council needs to deliver in the region of 2,500 affordable dwellings i.e. about 20%;
- Around half the population will be over 65 years old by the end of the period. The workforce will age and might shrink, although it is expected that people will work for longer;
- There is not enough brownfield land in the district to accommodate what is required;
- New greenfield allocations will be necessary;
- A mix of small and large sites may be desirable to improve the prospects of delivery. It has proved to be difficult to deliver large scale development proposals (in part due to issues around land assembly, master planning, development viability and market conditions). Some smaller and medium sized sites which can be developed by a single developer are likely to be desirable;
- The role of town centres is changing;
- Jobs growth might be relatively modest and based on growth of existing business;
- Norwich will continue to act as a draw for jobs, services, recreation etc.

Options for Growth Distribution

- 2.8** In the current Plan around 75% of all new development is taking place in the eight towns in the district and about half of the total is in North Walsham, Fakenham, Holt and Cromer. We have deliberately adopted a strategy of limiting growth in the smaller villages because they don't have day to day services and there is a desire to protect the rural character of the district. We will be considering the distribution again as part of this Plan and there may be to some scope for a bit more development in some villages and possibly the former airbases. Nevertheless towns like North Walsham and Fakenham are likely to be strong candidates for further growth, but final numbers and distributions are yet to be determined.

Considerations for Stalham

- What about the High Street and retail provision?
 - If large growth is required where should it be?
 - What are the main constraints - Roads and traffic, small town centre, surface water drainage, lack of supporting infrastructure (health care, schools).
- 2.9** It was noted that the workshops would focus on high level principles. The potential sites along with others being identified through the consultation process along with the feedback from this event would all feed into the Council's sites assessment process and emerging work on the Local Plan.

Workshop Session 2: SWOT Analysis 3

3 Workshop Session 2: SWOT Analysis

- 3.1** The participants were split into three groups, supported by an Officer to identify the Strengths, Weakness, Opportunities and Threats. The SWOT analysis is attached as Appendix 1. Following this, a group discussion was held to seek consensus around the top three issues in each category.
- 3.2** Overall there were similarities between the groups in the identification of Strengths, Weakness, Opportunities and Threats for Stalham but each group identified different priorities. There was consensus around there being a strong community spirit and that the location of the town offered good access to the surrounding countryside. It was also identified that the town was in easy commute of Norwich and Great Yarmouth and that in terms of service provision the town served a wide hinterland offering good education and health (facilities) (excluding dentist). The lack of employment opportunities, non-delivery of employment allocations were highlighted as weaknesses along with the decline of services on the High Street such as banking (Natwest provides a mobile banking service which visits the town each week) and off peak public transport.
- 3.3** In terms of opportunities through the Local Plan the key priorities discussed included the opportunity to deliver employment sites and improve the access to the town through re development of brownfield sites such as the former abattoir site and Station Yard site. Through residential growth it was recognised that there was the potential to improve the mix of dwelling size and address the perceived shortage of family homes and higher value homes as well as the opportunity to satisfy the needs for the elderly through downsizing to appropriate smaller homes. The continued loss of services and local business were seen as a threat along with the potential for large scale growth to impact negatively on the community spirit. Improvements to the attractiveness of Stalham as a tourist destination. The following were identified through discussion as the key items:
- 3.4** The following were identified through discussion as the key items
- **Strengths:** Community spirit, countryside location, commutable to Norwich – good road links, good education and recreational facilities / access to the open countryside.
 - **Weakness:** Lack of local employment for youngsters and lack of employment opportunities / investment. Reducing roll of the High Street and the towns' service role through the loss of bank services to North Walsham. Poor off peak public transport, prominent undeveloped brownfield sites. It was also thought that the A149 separated the town from the Broad's Area.
 - **Opportunities:** Increased local employment facilitation through land allocation and development of brownfield sites. Increased supply of affordable housing for local people improvements to infrastructure identified included the removal of the mini roundabouts on Yarmouth / Ingham Road and A149 / Old Market Road Junction. Bringing derelict sites back into use to improve Stalham's overall attractiveness and improving access to the recreation ground.
 - **Threats:** Sale of affordable housing, in particular social rented properties. Further decline of the high street and in local business'. Not enough growth could lead to stagnation while too much and or the "wrong sort" could erode community spirit and cohesion. There was some concern expressed around the willingness to improve the public realm, the opportunities for investment and the continued decline in retail provision on the high street.

4 Workshop Session 3: Mapping Exercise

4 Workshop Session 3: Mapping Exercise

4.1 Groups were asked to identify any spatial issues identified through the SWOT and mark on the map using the key:

- The green spaces (POS) that should be protected and or opportunities for new Green Infrastructure;
- Suitable areas for employment opportunities;
- Suitable areas for additional retail;
- Suitable areas for residential development;
- Any additional opportunities for road network improvements (plus other transport if time);
- Any areas / broad locations which should not be developed;
- Any other proposed uses of land.

4.2 There then followed the opportunity to discuss these with the aim of seeking consensus.

Group discussion on the potential options identified through the mapping exercise

4.3 There was general recognition and understanding from Members of the Town Council and County Councillor that a positive approach to growth was required in developing a new single Local Plan. Although no consensus was reached on appropriate levels of growth the same significant broad locations / direction were generally identified in the groups. There was consensus around the preference for small scale development opportunities that brownfield sites provided and that any expansion of the existing residential allocation off Ingham Road had the potential to impact significantly in the road network.

Open Space

4.4 Sites that were identified as important and should be protected included the continuation of many of the existing designations such as education sites, sports fields. Groups identified the allotment land and school playing field as important local green space. One group identified the large open space to the south of the town adjacent to the Junior school and Moor lane to be designated as amenity land.

Employment Opportunities

4.5 The former abattoir site, and station road were Identified by all groups as potential sites for employment / retail and or residential. Conversion away from employment/retail of premises in the town centre should not be allowed. The existing employment allocation, though not taken up was identified as offering continued employment opportunities on the outskirts of town, especially when linked to the identified broad direction for residential growth.

Residential Development

4.6 There was a reluctance to identify specific housing targets however the scale of opportunities identified was significant. There was consensus that the broad direction of growth should be to the north west of town. With development there was the opportunity to not only increase the public open space around the existing recreation ground but to facilitate improved access off Brumstead Road. There was also the opportunity to utilise and upgrade Weavers Way footpath as a green corridor connecting the employment allocation at Manor Farm and any proposed residential development to the town.

Workshop Session 3: Mapping Exercise 4

Opportunities for road network improvements

- 4.7** Specific transport improvement schemes identified included improvements to the current multiple mini roundabouts on Yarmouth / Ingham Roads, and junction improvements off the A149 at Tesco's and the High Street. One group identified a site between the library and A149 as a potential "free" car park.

Broad locations which should not be developed

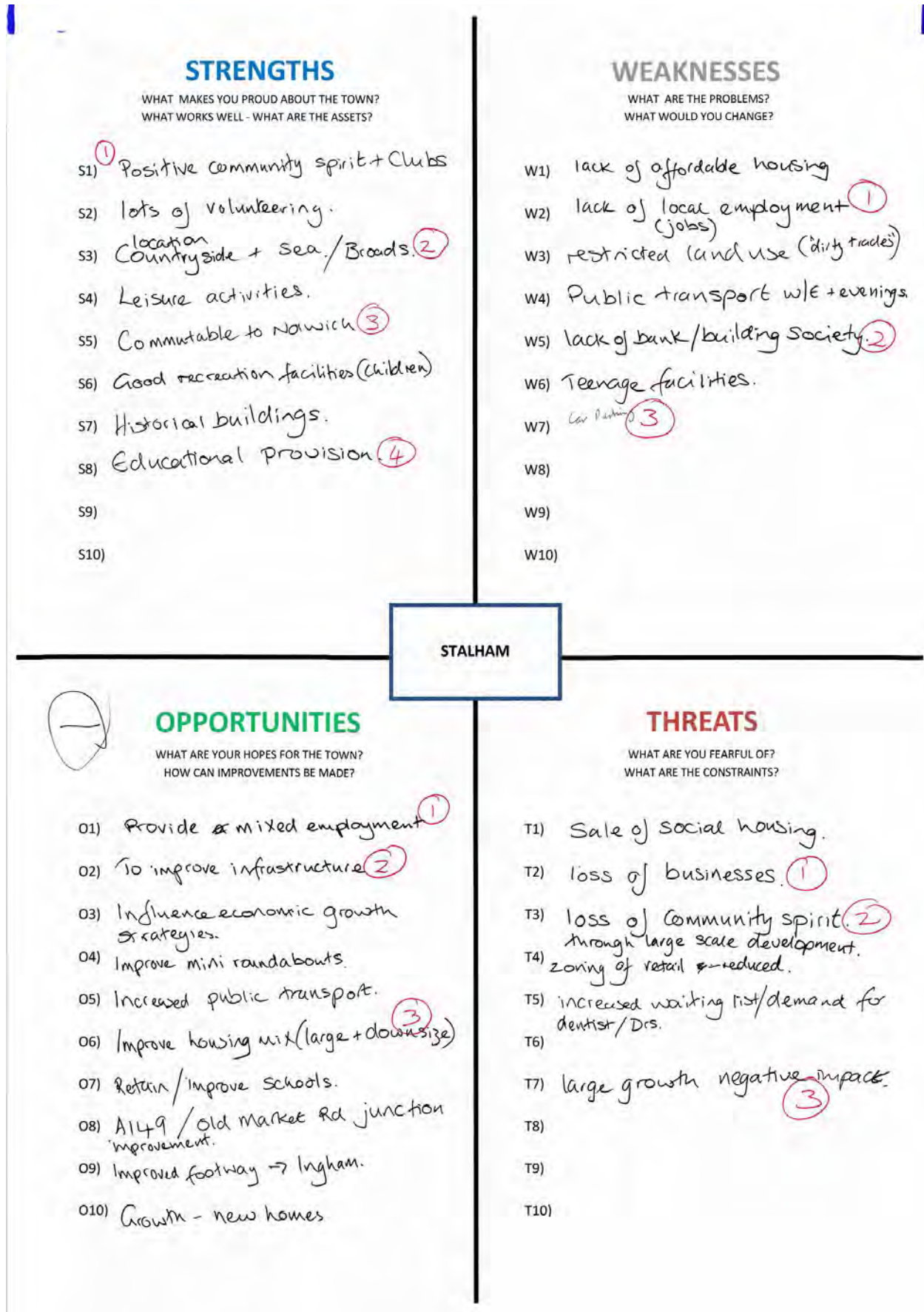
- 4.8** To the south-west separated by the A149 towards Chapel Field Road were seen as areas which should not be developed.

Appendices

SWOT Analysis 1

1 SWOT Analysis

Appendix 1 SWOT Analysis



SWOT Analysis 1

STRENGTHS

WHAT MAKES YOU PROUD ABOUT THE TOWN?
WHAT WORKS WELL - WHAT ARE THE ASSETS?

- S1) Tourism / Strathe (1)
- S2) Community ~~the~~ Spirit
- S3) Available school capacity (not infant).
- S4) History + Heritage
- S5) Health provision (except Dental)
- S6) Successful independent shops. + lg. Spauld.
- S7) A149 - accessibility (3)
- S8) Children's leisure activities (Rec)
- S9) Well populated hinterland (2)
- S10) Countryside around Schools all 3 in one place.

WEAKNESSES

WHAT ARE THE PROBLEMS?
WHAT WOULD YOU CHANGE?

- W1) Lack of ^{frequent public} transport (3)
- W2) Local road network
- W3) Town split by A149
- W4) Parking for employees. (2)
- W5) Local employment opportunities (lack of) (1)
- W6) Lack of central public open space.
- W7) Nothing for youth during evenings.
- W8)
- W9)
- W10)

STALHAM

OPPORTUNITIES

WHAT ARE YOUR HOPES FOR THE TOWN?
HOW CAN IMPROVEMENTS BE MADE?

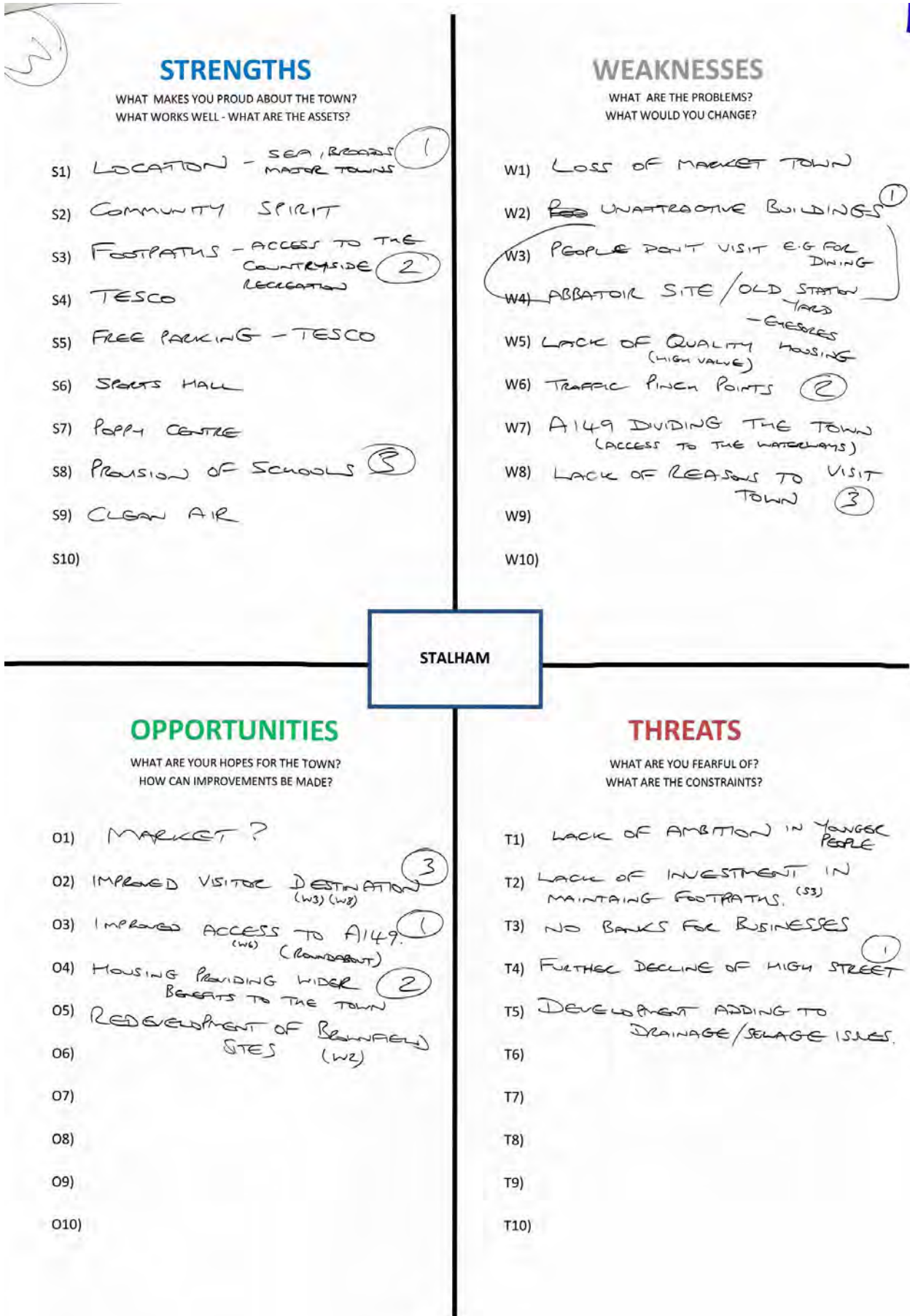
- O1) Local acceptance of new development + people (2)
- O2) Moores Yard - re-development / Abbatist (1)
- O3) Station site cont ↑
- O4) Creation of better links with Gt. Yarmouth.
- O5) Regeneration opportunities —
- O6) (2)
- O7)
- O8)
- O9)
- O10)

THREATS

WHAT ARE YOU FEARFUL OF?
WHAT ARE THE CONSTRAINTS?

- T1) Rural deprivation service withdrawal (1)
- T2) Stalham could become dormitory town.
- T3) Loss of public facilities.
- T4) Growth inhibited. Standing still.
- T5) Not enough accom for elderly (2)
- T6) Coastal erosion - Climate change. Flooding from sea.
- T7)
- T8)
- T9)
- T10)

1 SWOT Analysis

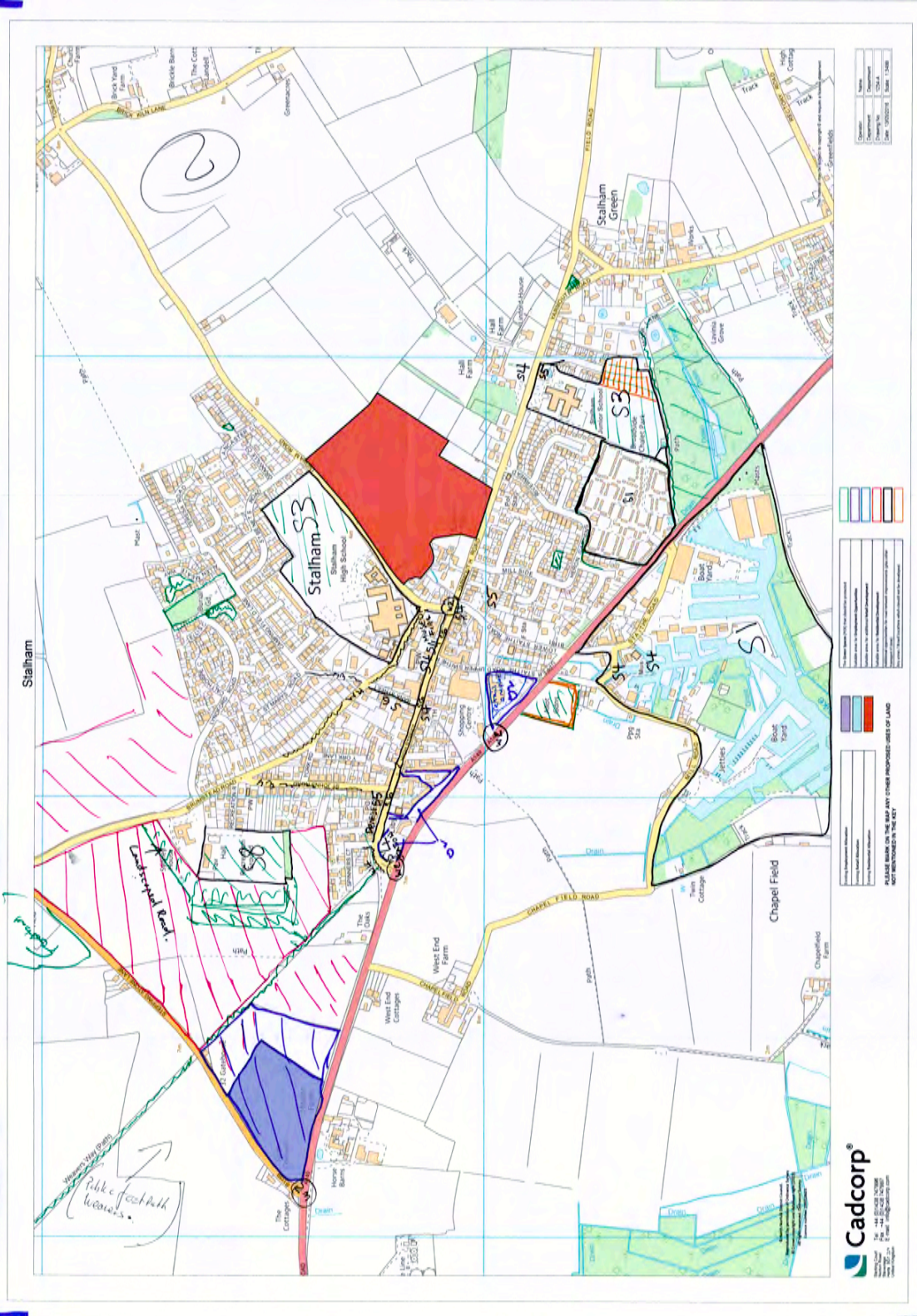


Mapping Exercise 2

2 Mapping Exercise

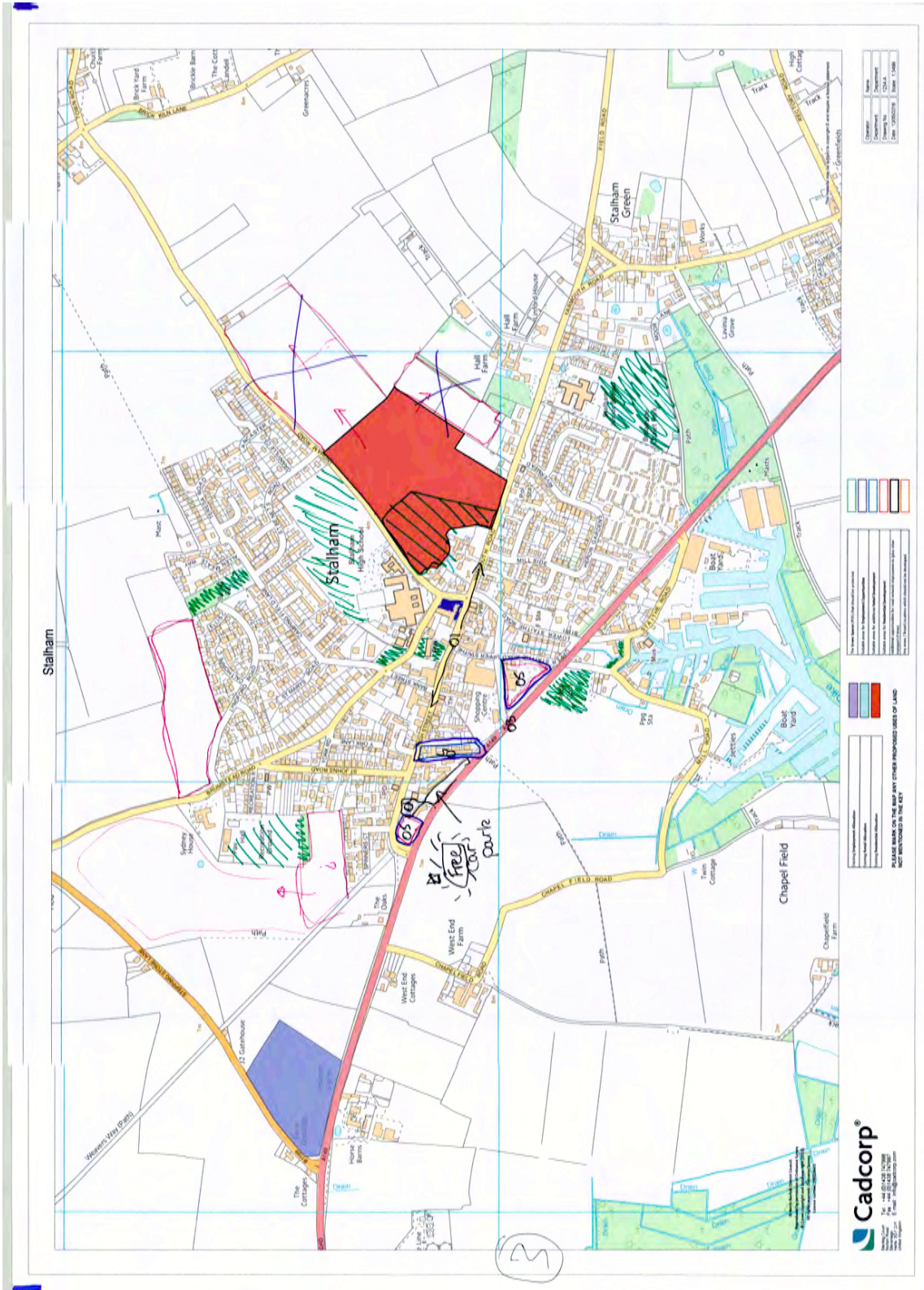
Appendix 2 Mapping Exercise

2 Mapping Exercise



Group 2 Map Exercise

Mapping Exercise 2



Group 3 Map Exercise

Workshop Invitation Letter 3

Workshop Invitation Letter 3

Appendix 3 Workshop Invitation Letter



25 February 2016

Susan Wellerd
Stalham Town Council
Flint House, Low Road
Repps with Bastwick
Great Yarmouth
NR29 5AH

Dear Susan,

North Norfolk Local Plan – Town Council Workshops

As part of our preparation of the new Local Plan we are proposing to hold workshops in April / early May with each of the seven Town Councils in the District.

We think the workshops will be helpful as a way of:

1. Outlining the process for preparing a new Local Plan, the work we have undertaken so far, and what will happen next.
2. Discussing the planning issues which affect your town, and documenting them.
3. Talking about the potential scale of growth that might be required and identifying potential development sites on large-scale maps.
4. Discussing the relationship between the Local Plan and Neighbourhood Planning.

We expect the workshop to take between 3-4 hours and to take place at a venue in the town. Attendance will be limited to Town Council members together with the District and County Council elected Members.

Our purpose in writing is to ask if you would find such a workshop helpful and, if you would, whether there is anything else related to the Local Plan that you would like to add to the Agenda? We are also seeking your view as to potential dates and venues.

Please complete the following table and return to: planningpolicy@north-norfolk.gov.uk, by Friday 4th March if possible. Once we have collected potential dates from all of the Town Councils I will write again to finalise the details.

If you have any questions please feel free to get in touch.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Chris Brown'.

Chris Brown
Project Support Officer (Planning Policy)
01263 516318
chris.brown@north-norfolk.gov.uk

Workshop Agenda 4

Appendix 4 Workshop Agenda



Stalham Town Council Workshop

Tuesday 17 May, 2016, 7pm @ Town Hall

Aim of the workshop

To provide an opportunity for town council members to highlight the issues they feel are important, and to identify the places that need to be improved or protected through planning. The results of this workshop will inform the future town vision, upon which planning policies and site allocations will be developed.

By the end of this session we hope you will:

- Have clarity on the process for preparing a Local Plan, the work undertaken so far, and what will happen next.
- Have an understanding of the scale of growth which might be required in your town and have the opportunity to identify suitable locations.
- Have listed the planning issues that you feel are important to address, and, understand if and how the Local Plan can address those issues.
- Have described the places that give rise to issues, present opportunities, or that you think should change.
- Have described what it is that you are most proud of about your town.
- Have heard other's points of view about matters that affect the area.

Programme

7pm	Welcome & Overview by Mark Ashwell, Planning Policy Manager (NNDC)
7.25 pm	Activity 1 - Looking at the Issues <ol style="list-style-type: none"> a. SWOT Analysis: Collating the positives and negatives about Stalham as a place, identifying any threats, or opportunities that can bring about improvements. b. Prioritising the issues c. Group discussion on the top issues
8.20 pm	<i>Break for refreshments</i>
8.35 pm	Activity 2 - Mapping Issues & Identifying Sites <ol style="list-style-type: none"> a. Map based exercise to record issues relating to specific areas. b. Map based exercise to identify suitable areas for growth or preservation. c. Group discussion on the top sites
9.45 pm	Summary, Questions & Close

Planning Policy Team

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Attendance List 5

Attendance List 5

Appendix 5 Attendance List

Stalham Town Council Workshop

Tuesday 17 May, 2016, 7pm @ Town Hall


 North Norfolk
Local Plan
2016 - 2036

Please sign in:

	Name	Role / Organisation
1.	Chris Brown	Project Support Officer, NNDC
2.	Mark Ashwell	Planning Policy Manager, NNDC
3.	Iain Withington	Planning Officer (Policy), NNDC
4.	Jodie Young	Planning Officer (Policy), NNDC
5.	Sarah Hinchcliffe	Major Projects Team Leader, NNDC
6.	Susan Weller	Town Clerk
7.	Elizabeth Janson	Councillor
8.	Phyl Eden	Councillor
9.	Sonia Thomas	"
10.	Robert Stevens	NNDC Council
11.	Glyn Wilson	Councillor
12.	Phil Harten	"
13.	Michael Hulley	"
14.	Carolyn Gelinas	Council
15.	Duncan Edmond	Councillor
16.	Nicola Dixon	NCC
17.	Melany Balger	Councillor
18.		
19.		

