

# North Norfolk Local Plan

2016 - 2036



REGULATION 18 CONSULTATION

## Wells-next-the-Sea Local Plan Workshop **FEEDBACK SUMMARY**

June 2016

**North Norfolk District Council  
Planning Policy Team**

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**All documents can be made available in  
Braille, audio, large print or in other languages.  
Please contact 01263 516318 to discuss your requirements.**



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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 significant changes to the planning system since the previous suite of planning documents were 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<sup>(1)</sup> 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 major settlements. National guidance promotes a Local Plan which reflects a collective vision incorporating priorities from neighbourhoods, business and communities and which reflects the strategic priorities for the area.
- 1.5** It is the aim of the Council is 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
<b>Wells-next-the-Sea</b>	<b>Monday 16 May, 2-5pm</b>
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 Wells-next-the-Sea 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 Wells, 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 Wells-next-the-Sea was located in the AONB and was a valued coastal resort town with a distinct character. Further large scale growth options were thought to be limited due to the landscape constraints. The provision of affordable homes, concerns around the increase in the already high percentage of second homes and the lack of local employment land were identified as high level issues for the town.

# 1 Overview

- 1.13** It was confirmed that there were no current formal proposals to prepare a Neighbourhood Plan but that the Town Council were having informal discussions. It was noted that the Districts approach was one of collaboration in preparing its new single Local Plan, and that any Neighbourhood Plan would have to be in general conformity. If the town council wished to allocate sites then a definite decision on this would need to be made by the end of the year.
- 1.14** There was consensus around the environmental and built heritage strengths with Wells-next-the-Sea offering a high level of social cohesion and interaction across the community. This was aided by the strong local built character of the town and the access to traditional market town services such as banks, post office Library as well as the provision of appropriate health care and good provision of education facilities.
- 1.15** In terms of transport it was identified that at peak times there is considerable congestion not just around Beach Road but throughout the town and that car parking remained an issue.

Other issues identified included:

- Support for the Coast Hopper to expand and provide inland links;
- Opportunity for increased local employment facilitation and redevelopment of the Maryland and Quay areas.

## 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:

1. A refreshed set of planning policies to apply to planning applications.
2. 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 a, or possibly more than one, period of public consultation to explain the options considered and which of the options the Council prefers. As previously, the final Plan must be submitted for independent examination to test if it is 'legally compliant and sound'. The aim was 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 about the possibility of a Neighbourhood Plan being prepared, and what it could /should focus on. General view was that that it might be too early to decide and much would depend on what emerges through the Local Plan process in terms of revised strategic context. It was agreed that the council should reach a definite position by end of 2016 in order to inform further work on the Local Plan. In terms of developers contributions the current approach to collecting infrastructure contributions is through section 106 agreements - it had been demonstrated that the Community Infrastructure Levy, (CIL) was not currently a viable approach in the District.

#### What do we already know?

1. The Local 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

## 2 Workshop Session 1: Setting the Scene

(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 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 typically 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 Wells-next-the-Sea

- The town is set in the AONB
  - What about second homes?
  - If limited growth is required where should it be?
  - What are the main constraints – Roads and traffic, small town centre, second homes, affordable housing?
- 2.9** Discussions focussed on the work that has been undertaken so far with regard to the Local Plan process, the potential scale of growth that might be required in the town, the relationship between the Local Plan and any Neighbourhood Plan and an overview of the next stages and aims of the workshops.
- 2.10** It was noted that the workshops would focus on high level principles. The potential sites along



## Workshop Session 1: Setting the Scene 2

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.

## 3 Workshop Session 2: SWOT Analysis

### 3 Workshop Session 2: SWOT Analysis

- 3.1** The participants were split into two 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 Wells. There was consensus around the environmental and built heritage strengths with Wells offering a high level of social cohesion and interaction across the community. This was aided by the strong local built character of the town and the access to traditional market town services such as banks, post office Library as well as the provision of appropriate health care and good provision of education facilities.
- 3.3** In terms of opportunities through the Local Plan the key priorities discussed included the additional provision of local employment opportunities especially in the provision of small business units. In recognition of the high house prices and abundance of second homes, there was an aspiration to seek ways of influencing second home ownership levels and provide for appropriate affordable housing for local residents in part to help retain younger people, in part to restrict second homes but also in recognition of an ageing population. In terms of transport it was identified that at peak times there is considerable congestion not just around Beech Road but throughout the town. This is exasperated by access issues around car parking. Public transport provision in the form of the Coast Hopper was identified as important to the town, along with the desire for increased links to inland towns. There was consensus around the threat that future development could impact negatively on the distinct local built character of the area.
- 3.4** The following were identified through discussion as the key items
- **Strengths:** Education provision, heritage and the built environment (including the availability of open space and access to service and leisure provision). Strong local community, opportunities for tourism and local rich landscape.
  - **Weakness:** Limited supply of appropriate housing (affordable) - type and tenure, high proportion of second homes, parking congestion at peak times and lack of local petrol station, shortage of suitable employment land, seasonal employment opportunities including impact of low wages.
  - **Opportunities:** Increased local employment facilitation through land allocation and development of Maryland Area. Increased supply of affordable housing for local people; in particular rented properties. Delivery of a Heritage Centre, traffic management in the town including improved road links to Fakenham, residential parking permits, and controls on design and character of proposals.
  - **Threats:** Erosion of the character of Wells, housing development serving the wider area and beyond including in second home ownership missed, opportunities for local employment provision, excessive infill resulting in a threat to Local Green Infrastructure and a wider development threat on the character of the AONB. It was recognised that the population was ageing which in turn could impact on the community and its services. It was also recognised that the growth in tourism brought with it benefits as well as negatives and that planning had a role to play.

## Workshop Session 3: Mapping Exercise 4

### 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 District County Councillors that a positive approach to growth was required in developing a new single Local Plan. However despite the recognition that more affordable housing was provided there was a some reluctance to identify suitable development opportunities, partly due to the potential conflicts with landscape designations and partly due to the potential for growth to support further second home ownership. There was consensus around the preference for small scale development opportunities provided that the type and tenure addressed the local requirements.

#### **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. Both groups identified the allotment land and surrounding fields to the west as important open space stating that any development would not be supported by the town council and that the land was covered by a covenant. Additional areas important to the town were identified as the allotments and adjacent field located to the east adjacent to the dismantled railway and the slipway, along with a small site adjacent to the miniature railway. The old railway route stretching out of town towards Holkham offered the opportunity for improved green infrastructure.

#### **Employment Opportunities**

- 4.5** Maryland area offered a redevelopment opportunity, as did the quay area towards the east of town/coastal path. New Farm and beyond was identified as a potential area for mixed development. A further opportunity for employment provision was also identified off Stiffkey Road adjacent to the miniature railway.

#### **Residential Development**

- 4.6** There was a reluctance to identify specific sites for large scale residential growth, and no clear consensus was reached, however the sites / broad directions identified included Mill Farm and the potential for part of New Farm and adjacent field off Warham Road. A small site off the A149 adjacent to the existing residential development was thought to offer some potential. Hopkins site - small strip - affordable housing extension.

## 4 Workshop Session 3: Mapping Exercise

### **Opportunities for road network improvements**

- 4.7** The desire for improved traffic management around Beech Road, the temporary car park was highlighted with a preference for a one way system being introduced in relation to car parking and potentially the flow of traffic through the town. Traffic management on the B1105, A149, Glebe Road, Theatre Road and Park Road was also identified as an opportunity. The lack of a petrol station was raised though recognised that permission had been granted if not implemented.

### **Broad locations which should not be developed**

- 4.8** Areas in the AONB were seen as important to the town.

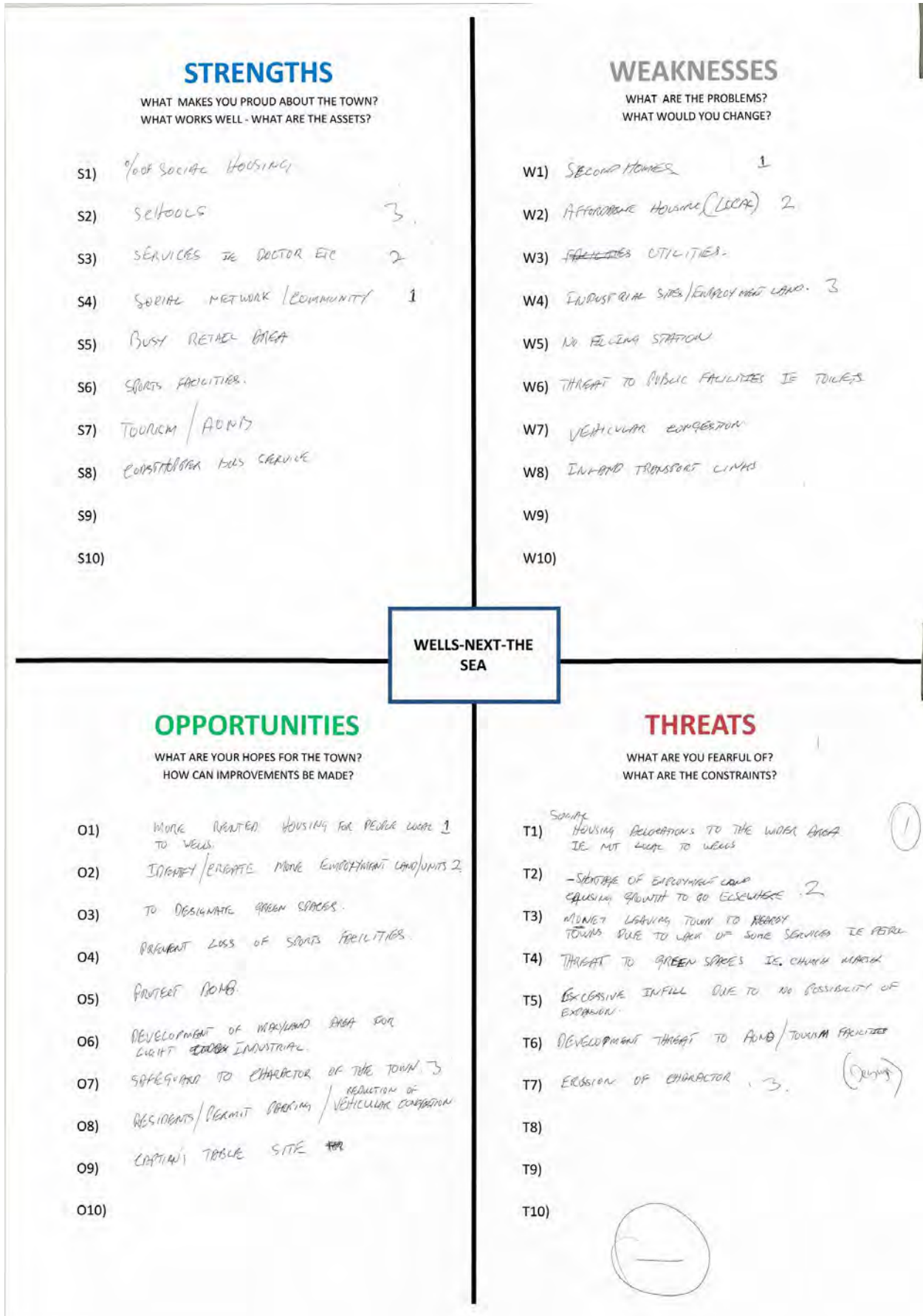
# Appendices



# SWOT Analysis 1

# SWOT Analysis 1

## Appendix 1 SWOT Analysis



# 1 SWOT Analysis

## STRENGTHS

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

- S1) ① Beauty of town & environs <sup>Town Hall</sup>
- S2) Good schools with capacity
- S3) ② Facilities <sup>Shopping - Game Homes, Services - Banks/PC/Library, Health Centre, Community Hospital</sup>
- S4) Vibrant Economy <sup>Offshore, renewable energy, fishing, water tourism, Tourism</sup>
- S5) Coast hoppers
- S6) Low crime rate
- S7) ③ Strong local community <sup>Caring population, Carrianda etc.</sup>
- S8) Committed Parish Councillors
- S9) Open space - Church, marsh etc. <sup>allotments, Battersby, football field, playground, school play</sup>
- S10) The good spiritual support (Church Friends)

## WEAKNESSES

WHAT ARE THE PROBLEMS?  
WHAT WOULD YOU CHANGE?

- W1) ① Lack of adequate parking
- W2) Traffic congestion
- W3) Condition of rural roads
- W4) ③ Low wage & seasonal employment
- W5) ② Lack of affordable housing
- W6) So much land owned by Witham Estate
- W7) Decrease in policing & parking enforcement
- W8)
- W9)
- W10)

WELLS-NEXT-THE-SEA

## OPPORTUNITIES

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

- O1) ① Small business units \* <sup>Compulsory purchase at Stoneham</sup>
- O2) Upgrading of Weller Tattenham road
- O3) Heritage Centre \*
- O4) ③ Creation of new jobs \*
- O5) Residential Parking - (carbourned)
- O6) ② Traffic Management <sup>FF</sup>
- O7) Overflow car park (containing AONB)
- O8) Higher density
- O9)
- O10)

## THREATS

WHAT ARE YOU FEARFUL OF?  
WHAT ARE THE CONSTRAINTS?

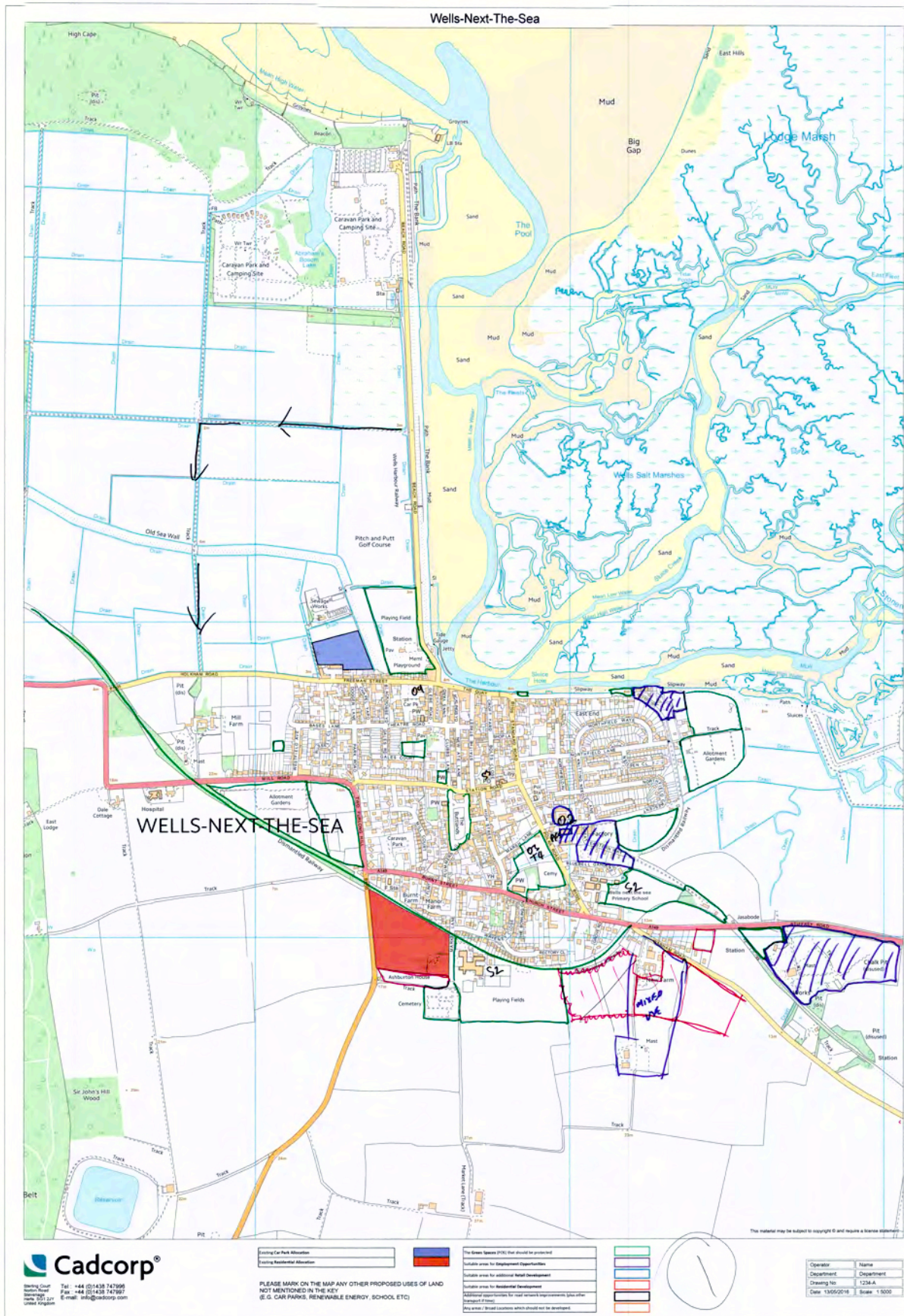
- T1) Bus Service
- T2) Increase in 2nd home housing
- T3) ② Decrease in affordable housing
- T4) Accommodation for ageing population
- T5) ③ Ageing population: decrease in young pop
- T6) Loss of open space <sup>TM</sup>
- T7) ① Flooding - 7 sectors of town -
- T8) AONB - conflicts w boundaries eg parking, and projects.
- T9) Beach Rd congestion (emergency services etc)
- T10)

# Mapping Exercise 2



# 2 Mapping Exercise

## Appendix 2 Mapping Exercise







# Workshop Invitation Letter 3

## Workshop Invitation Letter 3

## Appendix 3 Workshop Invitation Letter



25 February 2016

Mr Greg Hewitt  
Wells-next-the-Sea Town Council  
Wells Community Hospital  
Mill Road  
Wells-next-the-Sea  
NR23 1RF

Dear Greg,

### 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](mailto:planningpolicy@north-norfolk.gov.uk), by Friday 4<sup>th</sup> 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](mailto:chris.brown@north-norfolk.gov.uk)

# Workshop Agenda 4

## Appendix 4 Workshop Agenda



### Wells-next-the-Sea Town Council Workshop

Monday 16 May, 2016, 2pm @ Wells Community Hospital - Day Room

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#### 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

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

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Planning Policy Team

01263 516318 / [planningpolicy@north-norfolk.gov.uk](mailto:planningpolicy@north-norfolk.gov.uk)

[www.north-norfolk.gov.uk/localplan](http://www.north-norfolk.gov.uk/localplan)



# Attendance List 5

## Attendance List 5

## Appendix 5 Attendance List

## Wells-next-the-Sea Town Council Workshop

Monday 16 May, 2016, 2pm @ Day Room, Wells Community Hospital - Day Room


 North Norfolk  
Local Plan  
2016 - 2036

## Please sign in:

	Name	Role / Organisation
1.	Mark Ashwell	Planning Policy Manager, NNDC
2.	Iain Withington	Planning Officer (Policy), NNDC
3.	Martha Moore	Planning Officer (Policy), NNDC
4.	Sandra Bush	PA to Corporate Leadership Team, NNDC
5.	PAULINE CATTON	TOWN COUNCIL
6.	Lois Ayres	" "
7.	Marek Stroy	NCC
8.	MA Gato	TOWN COUNCIL
9.	Rodney Craft	" "
10.	Guy Anthony	Town Council
11.	Guy Wainman	" "
12.	Alex Finner	" "
13.	Lindsay Day	" "
14.	Ray Hewitt	" "
15.	Greg Hewitt	" "
16.		
17.		
18.		
19.		

