

## Core Strategy consultation statement



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# 1 Introduction



# 1 Introduction

**1.0.1** As part of the early preparation of the Local Development Framework (LDF) a Statement of Community Involvement (SCI)<sup>i</sup> was prepared which outlined how the community would be involved in the preparation of LDF documents. The Core Strategy must be prepared in accordance with the methods set out in the SCI, and Appendix A ‘: Statement of Community Involvement Compliance Statement’ confirms how we did this.

**1.0.2** Further information on the consultation required by Government Regulations<sup>ii</sup> is contained in the Statement of Community Involvement. However, to summarise, there are two main stages of consultation before a document can be submitted to Government for Examination:

- Regulation 25: A process of informal discussion with stakeholders to identify the key issues facing the area, and prepare options for addressing them; and
- Regulation 26: A formal six week public consultation on the preferred options report to give the wider public the opportunity to comment on the preferred options for addressing the issues.

**1.0.3** This pre-submission consultation statement shows how the community were involved in the preparation of the Core Strategy Development Plan Document (DPD), discusses the main issues raised and explains how they were addressed in the Core Strategy.

**1.0.4** This document is structured as follows;

- Chapter one outlines general / on-going consultation, publicity and commissioned studies which took place during the preparation of the Core Strategy.
- Chapter two outlines the consultation that took place as part of the Regulation 25 stage, broken down into four stages:
  - Understanding the issues
  - Initial options
  - Testing housing distribution scenarios and other views
  - Preparation of preferred options
- Chapter three outlines the consultation that took place at Regulation 26, what issues were raised and how they were addressed.

**1.0.5** Further details of any of the consultation exercises, including minutes and feedback reports can be provided on request.

**1.0.6** It is important to note that until mid 2006 the Council was preparing the Core Strategy and the Site Specific Proposals DPDs in tandem, and that many bodies were consulted on issues and options for both documents at the same time. The preferred options reports were published and the 6 week consultation was held for both documents at the same time from 26/09/06 - 06/11/06. The benefits of this joint consultation were that the public and organisations could see the implications of the proposed Development Strategy in detail (i.e. the number of houses in each town and the suggested locations where they could be accommodated, proposed employment allocations etc). This provided far more detail than would normally be available at this stage and the joint preparation ensured that the Core Strategy was realistic and achievable, based on detailed investigation for the Site Specific Proposals.

i Statement of Community Involvement, NNDC, April 2006. Available on the Council website [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf)

ii PPS12: Local Development Frameworks and The Town and Country Planning (Local development) (England) Regulations 2004.



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**1.0.7** Following the Preferred Options consultation the Government Office and The Planning Inspectorate (PINS) advised that the Site Specific Proposals would not be examined until the Core Strategy had been examined and the Inspectors report published, therefore giving certainty on the number of houses to be provided in each settlement. Therefore further work on the Site Specific Proposals has been delayed until after Core Strategy submission.

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## 1.1 General consultation throughout Core Strategy preparation

**1.1.1** Various methods of consultation have been used at different stages of preparation of the Core Strategy, and in addition to the statutory methods there has been communication on a regular basis through the following;

- LDF Newsletter (quarterly newsletter sent to all consultees held on database (approx 1200))
- Outlook Magazine (quarterly magazine distributed to all households in the District)
- The LDF website ([www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf))
- Members Bulletin (weekly newsletter for all Members)
- Staff Briefing (4 - 6 weekly newsletter for all NNDC staff)

**1.1.2** In addition to these, contact and consultation has been maintained with the following bodies:

### LDF Working Party

**1.1.3** The LDF Working Party was set up in October 2004 specifically to provide guidance on LDF preparation and consists of 9 Members representing a mix of political parties. The meetings are open to the public with agendas and minutes being made available through the NNDC website. Decisions and Working Party papers are subsequently approved by the Council's Cabinet.

**1.1.4** The Working Party can request further information or consultation when required and to date the following seminars have been held;

- Barns seminar – 28 February 2006 – presentations from individuals and organisations involved in reuse of rural buildings to inform the approach on this issue.
- Gypsy and Travellers seminar – 23 May 2006 – presentations from individuals and organisations with responsibility for Gypsy and Traveller issues to allow an informed debate and inform the approach on this issue.

### North Norfolk's Sustainable Community Strategy

**1.1.5** The Sustainable Community Strategy was adopted by the North Norfolk Local Strategic Partnership in May 2006 and was the result of market research to identify the key issues for the people of North Norfolk. This was undertaken at the same time as the Core Strategy consultation on issues and options undertaken in Spring / Summer 2005 . The two fed into each other which ensured that the Core Strategy and the Sustainable Community Strategy are well aligned. The key aims of the Sustainable Community Strategy are:

- Providing more affordable housing to meet local need:

- Developing the local economy to provide better job, career and training opportunities for local residents; and
- Providing more leisure and recreation opportunities for all ages, particularly young people.

## Area Forums

**1.1.6** The Council works closely with the other tiers of local government (Parish Councils, Town Councils and County Council) on a regular basis through meetings, correspondence and three Area Forums. The aim of the forums is to improve communication and to give Parish and Town Councils an opportunity to discuss issues and air concerns with other decision making bodies. Planning has featured regularly throughout the forums and the Planning Policy Team attends meetings when requested to give progress updates and answer questions.

## Liaison with neighbouring authorities

**1.1.7** The following meetings / working groups are established which allow continuous discussion and feedback amongst the authorities in Norfolk regarding cross-boundary issues and general planning policy. They comprise the following members:

- **Norfolk Planning Officer's Group;** Go East, all District Councils and the County Council in Norfolk
- **Planning Policy Implementation Group (PPIG)** – a sub-group of the Norfolk Planning Officers Group. Planning policy officers from Go East, all District Councils and the County Council in Norfolk. These regular meetings provide a means of information dissemination on county-wide and cross-border issues.
- **Norfolk Coast AONB Partnership** – Norfolk County Council, those District Councils within the AONB, Norfolk Coast Partnership officers and other agencies with an interest such as The Countryside Agency and Natural England.
- **Broads Authority LDF steering group** – District Councils and other interest groups with a remit for the Broads area.
- **Local Transport Plan forum / Project Board** all District Councils and Norfolk County Council provides liaison on planning or transport issues. Sub groups of the LTP work includes;
  - **Norfolk Coast Transport Strategy** working group
  - **Broads Area Transport strategy**

## The LDF Consultation Database

**1.1.8** A database was established very early in the LDF preparation process which contains contact details of over 1000 local and national voluntary and interest groups, individuals who have expressed an interest in the planning process, the specific consultees, bodies representing many different interests (such as farming, tourism, health, renewable energy, transport, education, developers agents and landowners etc.) and bodies representing different groups such as the disabled, elderly, businesses, races and religious groups. The 'other consultees' that PPS12 suggests could be involved in the preparation of LDF documents are also included in the database. The database



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was used to ensure that the specific and general consultees were given the opportunity to participate in the Regulation 25 consultation, and a note of which events people were invited to and / or attended is recorded.

**1.1.9** Everyone on the database is contacted at, and informed of, statutory participation periods - through a newsletter or invitation to events or to comment on documents. The database is continually updated as new individuals and organisations get involved.

## 1.2 Evidence gathering and pre-LDF consultation

### Previous consultation

**1.2.1** To inform the review of the Local Plan, workshops and exhibitions were held in 2001 to look at the roles of the towns and specific issues for each settlement. A series of Whole Settlement Strategies<sup>(iii)</sup> were produced in 2001/02 setting out the findings. Rural planning workshops were held in June 2004 looking at issues facing the wider Countryside. These gave a base level of understanding from which LDF work could commence, however subsequent LDF workshops allowed issues to be reviewed and/or confirmed.

**1.2.2** Also, over recent years several individuals and organisations have written to NNDC setting out various issues they wish to see included in the review of the Local Plan / preparation of the LDF. These were all recorded and filed and the issues raised were used to inform the initial assessment of issues facing the District and the content of the Topic Papers prepared in December 2005 (see section 2)

### Evidence gathering

**1.2.3** In order to ensure a thorough understanding of the issues facing the district the Council commissioned, or carried out itself, several studies to inform LDF preparation. Other background information such as census figures was also used. Many of these involved significant consultation with the public and relevant interest groups as outlined below. Presentations on the completed studies were given to the LDF Working Party (which were open to the public)

Table 1.1 Background Studies

| Study (Date published)                                                               | Consultation involved in preparation                                                                                                                                               | Main conclusions                                                               |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <b>Urban Housing Capacity Study</b><br><br>Nov 2005 - North Norfolk District Council | Consultation with Go East, House Builders Federation, Norfolk County Council, adjacent District Councils, Environment Agency, interest groups and key local development companies. | Provided estimates of how much housing is likely to take place in urban areas. |
| <b>Retail &amp; Commercial Leisure Study</b>                                         | 670 face to face interview of a random sample of visitors / shoppers across 8                                                                                                      | Any major new retail and commercial development should be concentrated in      |

iii available from NNDC



| Study (Date published)                                                                                                       | Consultation involved in preparation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Main conclusions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2005 - DTZ Pidea Consulting                                                                                                  | town centres to identify catchment areas & perceptions of centres.<br>1,017 telephone interviews with the main household shopper – random selection across 6 zones including neighbouring districts.                                                                                                                                                                                                                                                                                                                                                                                                  | Fakenham, North Walsham and Cromer. This will need to comprise larger and more flexible shop units to accommodate the modern retailers.<br><br>The Council may need to consider using Compulsory Purchase Order powers to assemble all the town centre opportunity sites.<br><br>Recommends the smaller centres maintain and enhance their niche and specialist offer.                                                                                                                                                                                                                                                |
| <b>Norfolk Coast AONB - The Housing Market &amp; Affordable Housing</b><br>May 2005 - The Three Dragons Planning Consultancy | Consulted with: housing & planning departments at Kings Lynn & West Norfolk Borough Council, NNDC, Great Yarmouth Borough Council (and relevant Members), Rural Housing Enabler for Norfolk, Housing Corporation, Countryside Agency, 4 housing associations, Norfolk County Council (Supporting People & Forward Planning), Blakeney Neighbourhood Housing Society, Deepdale & Brancaster Housing Society.<br>Telephone survey: 6 local developers, 5 local estate agents.                                                                                                                           | A pro-active approach to identify villages suitable for allocated exception sites should be adopted.<br><br>A range of intermediate and social rented housing should be included in affordable housing schemes.<br><br>Possible reduction of the threshold for provision of affordable housing to proposals for more than 2 dwellings in villages with development boundaries.<br><br>A review of allocation cascades for affordable housing to consider whether positive allowance should be made for 'non-local residents'.                                                                                         |
| <b>Norfolk Employment Growth Study</b><br>May 2005<br><br>Roger Tyms and Partners                                            | This study was undertaken by EERA / EDA / NCC in order to identify appropriate job targets for the East of England Plan and to assess the relationship between jobs and homes at a sub-regional level.<br><br>Consultation workshop held in April 2005. Bodies invited included the Management Board of Shaping the Future (which includes business people, and the voluntary, public and private sector), all local authorities and representatives of key business sectors.<br><br>Roger Tyms and Partners reported to a steering group of EEDA, EERA and the local authorities during preparation. | Key conclusions included:<br><br>Norfolk and Waveney's economy is growing but has areas of considerable weakness, geographically and sectorally.<br><br>The more remote areas along the North Norfolk Coast suffer from lack of economic opportunity and an aging population.<br><br>Many people are employed in small number of manufacturing companies, which are increasingly struggling to survive or are looking to relocate overseas to cut costs.<br><br>Substantial improvements in infrastructure are required to improve movement of people within the county and to open up strategically important sites. |



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| Study (Date published)                                                              | Consultation involved in preparation                                                                                                                                                                                                                                            | Main conclusions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                     |                                                                                                                                                                                                                                                                                 | Recommend an employment target of 55,000 for Norfolk and job growth target of 4,000 for North Norfolk between 2001 - 2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Rural Economy Study</b><br>Sept 2005 - Acorus Rural Property Services Ltd        | Farmer Focus Groups – 4 held. 10-20 attendees at each group.<br><br>ADAS North Norfolk Farmer Surveys – 500 postal questionnaires (81 returned & analysed)<br><br>Agricultural Business Survey – 30 interviews with cross-section of businesses that offer services to farmers. | Identifies three main trends – further rationalisation of farm businesses, a broadening of farm based operations to add value to primary produce and further farm diversification.<br>Policies should be formulated that strike the correct balance between protecting the countryside, in particular the AONB, and recognising the significant changes in agriculture both historically and in the future.                                                                                                                                                                                      |
| <b>Functional Analysis of the District</b><br>Oct 2005 - Land Use Consultants       | No consultation required (analysis of Census data)                                                                                                                                                                                                                              | Census 2001 data used to understand travel to work movements between and outside settlements. Provided information on job / homes balance, the function of settlements and general recommended growth levels.                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Landscape Character Assessment</b><br>Sept 2005 - North Norfolk District Council | Relevant landscape / environment bodies were sent the draft LCA and asked for comments.<br>Over 250 specific and general consultees were sent a LCA summary leaflet and invited to comment on the draft report.                                                                 | Provides a typography of landscape character types which will guide how development / landscaping will be considered.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>North Norfolk Tourism Study</b><br><br>Nov 2005 - Scott Wilson Consultants       | Postal survey of 500 accommodation establishments (157 respondents).<br><br>Interviews with key tourism organisations (such as East of England Tourist Board, Norfolk Tourism Attractions Association)                                                                          | Effective Local Plan policies to be retained: improvements to existing hotels, new hotels, new/improved tourist attractions, new visitor centres.<br><br>Policy and guidance that should be reviewed: restricting the loss of large-scale serviced accommodation, conversions of existing buildings to holiday units, adopting a balanced approach to the conversion of touring pitches to static units, new attractions development.<br><br>Strategic recommendations; investigate opportunities to theme attractions, utilise visitor amenities and facilities and develop transport networks. |
| <b>North Norfolk Open Space &amp; Recreation Study</b>                              | Open Space Strategy - Telephone survey – 500 residents.                                                                                                                                                                                                                         | Open Space Strategy:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

| Study (Date published)                                                                                                                           | Consultation involved in preparation                                                                                                                                                                                                                                                                                 | Main conclusions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| July 2006 - Atkins                                                                                                                               | <p>Two focus group meetings – participants from local town councils, sports clubs and youth groups.</p> <p>Recreation Strategy – Surveys of pitch sports clubs, league secretaries, schools &amp; other facilities providers (undertaken 2004).</p> <p>Club survey – 70 teams playing in District postal survey.</p> | <ul style="list-style-type: none"> <li>Public parks are well provided for, especially at strategic level represented by country parks.</li> <li>Good number of large parks well distributed throughout District, however difficulties at more local level, some rural settlements have no children's play areas &amp; none nearby.</li> <li>Much of open space is of high standard. There are opportunities to improve other areas.</li> <li>Recommends the establishment of 'Green Network' to link open space.</li> </ul> <p>Recreation Strategy:</p> <ul style="list-style-type: none"> <li>Pitches distributed widely but unevenly across District.</li> <li>All pitches in secure community use achieve quality standard of 'good'.</li> <li>Lower participation in all sports than national levels, with reduced participation for future years.</li> <li>Need for an additional all weather training pitch identified, Fakenham preferred location.</li> </ul> |
| <p><b>Strategic Flood Risk Assessment</b></p> <p>Stage 1, Jba consultants, October 2006</p> <p>Stage 2, Millards. Draft report due June 2007</p> | <p>Consultation with the Environment Agency, drainage authorities, coastal planners and other relevant agencies.</p> <p>Prepared for North Norfolk District Council / Broadland District Council / The Broads Authority / Norwich City Council / South Norfolk District Council</p>                                  | <p>Stage 1 assembled the information available for the SFRA and provided the brief for the full SFRA.</p> <p>Stage 2 will define flood risk zones 3a and 3b and take account of other sources of flooding and future climate change implications.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><b>Strategic Housing Market Assessment</b></p> <p>Feb 2007 - Fordham Research</p>                                                             | <p>Consultation with local authorities, registered social landlords, house builders and developers, landowners (including the Country Landowners Association) and voluntary bodies. Postal survey of random households across the area.</p>                                                                          | <p>Provided information and evidence on housing need and demand.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## Sustainability Appraisal

**1.2.4** During 2005, as part of the understanding of the issues to be addressed, work was undertaken looking at social, environmental and economic issues facing North Norfolk to inform the



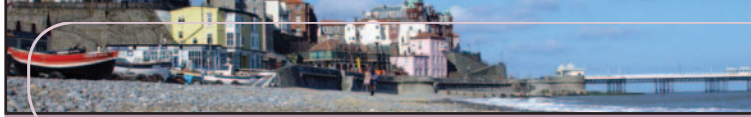
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Sustainability Appraisal Scoping Report which was published in January 2006. This established a framework for carrying out the sustainability appraisal of the Core Strategy and Site Specific Proposals documents. The four statutory environmental bodies (The Countryside Agency, Environment Agency, English Nature and English Heritage) were involved in the preparation of this report.

- 1.2.5** Subsequently, Sustainability Appraisal (SA) was carried out of the Core Strategy preferred options report and the submission document to assess the environmental, social and economic impacts of the proposed policies. The findings informed the development of preferred options and policies to ensure that they contribute to sustainable development. A Sustainability Appraisal Task Group
- 1.2.6** At both the preferred options and submission consultation stages the sustainability appraisal reports were published alongside the Core Strategy.

## 2 Regulation 25: Issues and options





## 2 Regulation 25: Issues and options

### 2.1 Who was consulted?

**2.1.1** During Core Strategy preparation many local and national interest groups and organisations were consulted in accordance with Government Regulations.<sup>(iv)</sup> These Regulations define the following categories of consultees

- **Specific consultation bodies:** Statutory bodies involved in service provision, government agencies working on particular issues and parish and town councils in or adjoining North Norfolk, Norfolk County Council and the other District Councils in Norfolk.
- **General consultation bodies:** A more wide ranging category of local voluntary and community groups including bodies representing the interests of different ethnic and religious groups, disabled persons interests, and business interests.

**2.1.2** The government's definition of specific and general consultees is contained in Appendix 3 of the Statement of Community Involvement. A list of the bodies that fell within this category in North Norfolk and were therefore involved in the early Core Strategy preparation through a variety of methods is contained in Appendix B 'Reg 25 Consultees'.

### 2.2 How were they consulted?

The consultation bodies listed above were involved in Core Strategy preparation in a variety of ways in four stages, as detailed below.

- Stage 1: Understanding the issues
- Stage 2: Preparation of initial options
- Stage 3: Testing housing scenarios and seeking views on key issues
- Stage 4: Preparation of preferred options report

### Stage 1: Understanding the issues

Table 2.1 Reg 25: Stage 1 consultation

| What and when                        | How stakeholders were consulted                                                                                                                                                                                                          | Outcome                                                                                                                                                                                                                                                                           |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Workshops</b><br>June / July 2005 | Over 400 stakeholders, including all specific consultees, were invited to attend workshops in each of the market towns. Participants were asked to review their town's (and surrounding area's) strengths, weaknesses, opportunities and | 201 stakeholders attended. The workshops highlighted over 150 issues for consideration in the development of the Core Strategy whilst non-planning policy issues were used to inform the refresh of the Community Strategy.<br><br>A summary of the SWOT analysis for each of the |

iv PPS12: Local Development Frameworks and the Town and Country Planning (Local development) (England) Regulations 2004

|                                                  |                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                  | threats and then, on aerial photographs and ordnance survey maps, identify, specifically (where possible), sites of weaknesses and opportunity etc                                                                                                                                                                                                          | towns, and a combined analysis for the villages, is contained in Appendix C ‘: Reg 25 SWOT analysis of Towns and surrounding villages’.<br><br>A summary of the feedback is included as Appendix D ‘: Reg 25 Workshop feedback’                                                                                                                                       |
| <b>Focus Groups</b><br>June / July 2005          | Organisations representing particular groups were invited to focus group discussions where key issues, and how they may be addressed, were raised. Focus groups were held covering young people, women, older people and disabled people.                                                                                                                   | The main issues raised at each focus group were recorded and fed into the relevant Topic Papers and subsequently into the preferred options report. Minutes of the focus groups are available on request.                                                                                                                                                             |
| <b>Meetings</b><br>June / July 2005              | Meetings were held with environmental bodies to identify specific issues and concerns.                                                                                                                                                                                                                                                                      | The main issues raised at each meeting were recorded and fed into the relevant Topic Papers and subsequently into the preferred options report. Minutes of the meetings are contained in the Sustainability Appraisal Scoping Report.                                                                                                                                 |
| <b>Letters</b><br>June 2005                      | Selected specific consultees were written to, to enable statutory bodies to raise any issues or proposals that may affect the Core Strategy. See letter in Appendix E ‘: Reg 25 Correspondence’                                                                                                                                                             | Few responses received however those matters raised fed into early Core Strategy preparation                                                                                                                                                                                                                                                                          |
| <b>Meetings</b><br>ongoing                       | Meetings have been held with several bodies, such as Anglian Water, the Environment Agency, Norfolk Constabulary and the Strategic Partnership to discuss specific issues in North Norfolk.                                                                                                                                                                 | The meetings have enabled an understanding of other strategies for the area.                                                                                                                                                                                                                                                                                          |
| <b>Letters</b><br>August 2005                    | 93 significant developers of land in the District and the principal employers were written to and the offer of a meeting given, to ensure they were aware of the LDF and that they had the opportunity to contribute to the debate about the key issues.                                                                                                    | Meetings with key developers and employees to explain process and understand aspirations. Matters raised informed preparation of Core Strategy and Site Specific Proposals documents.<br><br>See Appendix E ‘: Reg 25 Correspondence’                                                                                                                                 |
| <b>Community Strategy refresh</b><br>Summer 2005 | Ten group discussions of eight respondents per group were held. Participants were selected ‘off the street’ and represented a mix of ages, gender, social grade and residence in towns / rural areas.<br><br>Additional in depth interviews were held with ‘hard to reach’ groups: Travellers in the Fakenham area and ethnic residents in the Cromer area. | Views on specific aspects of life in North Norfolk and participants were asked to place key issues in order of importance. The priorities in the previous Community Strategy remained key areas of concern among respondent across all age groups and locations:<br><br><ul style="list-style-type: none"> <li>• Ensuring decent housing for all residents</li> </ul> |



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|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>• Developing the local economy to provide better job, career and training opportunities for local residents</li> <li>• Maintaining the high quality of life and attractive natural environment</li> </ul> <p>These issues informed the Topic Papers and the preferred options report.</p> |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Further information and detail regarding this stage of the consultation is available in Appendix F ‘: Methods of engagement’

## Stage 2: Preparation of initial options

Table 2.2 Reg 25 : Stage 2 consultation

| How and when                                                    | How stakeholders were consulted                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Outcome                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Consultation on Topic Papers</b></p> <p>December 2005</p> | <p>Drawing on the issues raised at the first stage a series of Topic papers were prepared to set out the issues, initial options and strategic development scenarios on the following issues:</p> <ul style="list-style-type: none"> <li>• Housing</li> <li>• Environment</li> <li>• Economy</li> <li>• Development Strategy</li> <li>• Transport</li> </ul> <p>The Topic Papers were prepared to support the housing scenario questionnaire consultation (see Stage 3) and the 470 stakeholders that were sent the questionnaire were advised that the Topic Papers contained background information that could be useful in informing their response. A feedback form was contained within each Topic Paper requesting comments on the Papers. The Topic Papers, and feedback forms, were placed on the Councils website for further information and comment.</p> | <p>Several of those consulted on the questionnaire requested copies of the Topic Papers to inform their response.</p> <p>Ten separate bodies made specific written responses to the Topic Papers See Appendix G ‘: Reg 25 Main issues raised on the Topic Papers’</p> <p>The responses informed preferred options</p> |

## Stage 3: Testing housing scenarios and seeking views on key issues

Table 2.3 Reg 25 : Stage 3 consultation

| How and when                | How stakeholders were consulted                                                                                                                                                                                                      | Outcome                                                                                                                 |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <p><b>Questionnaire</b></p> | <p>This consultation, carried out by community consultants ‘OPERA’, set out various housing allocation scenarios and a corresponding questionnaire. These were posted to 470 stakeholders but could also be viewed and submitted</p> | <p>The consultation had a 30% response rate, with good representation geographically around the North Norfolk area.</p> |



|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                 |
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| <p>November - December 2005</p> | <p>on-line. Consultees were asked to rate various priorities. Three housing scenarios were set out and respondents asked to indicate how each scenario would meet their priorities. See Appendix H ‘: Housing scenario and key issues questionnaire’</p> <ul style="list-style-type: none"> <li>● Scenario A: Concentrating development within existing settlements (allowing infill development within the towns and villages), as the current Local Plan allows ('business as usual' base case)</li> <li>● Scenario B: Further development in the two largest towns (allocate sites in Fakenham and North Walsham, allow infill development in the other towns and restrict housing in villages)</li> <li>● Scenario C: Target new development to address local issues (the towns that have the capacity and need for growth would be the main locations for housing, infill development allowed in the other towns, housing allocations in a limited number of larger villages)</li> </ul> <p>There was also an additional 15 questions on possible development or policy issues that consultees were invited to give opinion on.</p> | <p>The report detailing the results from this consultation can be viewed on <a href="http://www.northnorfolk.org/ldf">www.northnorfolk.org/ldf</a></p> <p>See Appendix I ‘: Reg 25 Main issues raised on the 'Housing Scenarios Questionnaire' for how the 3 scenarios were rated. The issues raised informed the Preferred Options report.</p> |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Stage 4: Preparation of Preferred Options

Table 2.4 Reg 25 : Stage 4 consultation

| How and when                                                     | How stakeholders were consulted                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Outcome                                                          |
|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| <p><b>Targeted Consultation</b></p> <p>January - August 2006</p> | <p>During preparation of the preferred options report preferred approaches were checked with organisations that have a particular remit or responsibility for the issue as they developed. Specifically telephone conversations and email correspondence was held with:</p> <ul style="list-style-type: none"> <li>● Environment Agency</li> <li>● Norfolk Wildlife Trust</li> <li>● Renewables East</li> <li>● Norfolk Landscape Archaeology</li> <li>● English Nature</li> <li>● Countryside Agency</li> </ul> | <p>Views and feedback informed the preferred options report.</p> |

## 2.3 Summary of the main issues raised and how they were addressed

**2.3.1** The initial consultation enabled a clear understanding of the issues facing the District. All of the issues raised were considered and were grouped into 5 general headings (which led to the chapters in the preferred options report).



## Core Strategy Consultation Statement

- Location of new development (Development Strategy)
- Housing
- Environment
- Economy
- Transport

**2.3.2** The tables below show how the issues identified at early stages were carried through to the Core Strategy Preferred Options document. The first table shows how the issues raised in the Community Strategy were addressed in the preferred options report. The second table sets out a summary of the issues raised in the various exercises undertaken for LDF regulation 25 consultation and shows how they were addressed in the Topic Papers that were prepared in 2005, how they related to the housing scenario questionnaire undertaken in 2005 and then how the issues led to the aims and preferred approaches in the Core Strategy preferred options document. The final column shows the number of representations received on each preferred approach during the preferred options consultation (Sept - Nov 2006).

Table 2.5 Community Strategy

| Community Strategy (Top 3 Priorities in bold)                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Preferred Option approach no                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Issues                                                                                    | How addressed in LDF Core Strategy preferred options report                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                            |
| <b>Provide more affordable housing to meet local need</b>                                 | <p>The Development Strategy is designed to restrict infill development and maximise site allocations which can bring forward affordable housing.</p> <p>Other policies should ensure a high proportion of affordable housing is provided, increase the amount of smaller residential units and allow affordable housing on rural exception sites.</p> <p><b>Aims:</b></p> <ul style="list-style-type: none"> <li>To provide at least 65% of housing within the seven towns and Hoveton</li> <li>To ensure that affordable housing constitutes at least 30% of housing supply</li> <li>To provide a variety of housing to support a range of households of different sizes, ages and incomes.</li> <li>In rural areas to provide for local housing needs</li> </ul>                                                                                                                                                                                                             | <p>DS1: Development Strategy</p> <p>H1: Housing Strategy</p> <p>H3: Housing mix</p> <p>H5: Affordable housing: site-size thresholds and targets</p> <p>H6: Affordable housing: rural exception site policy</p>                             |
| <b>Develop the local economy to provide better job, career and training opportunities</b> | <p>The strategy protects / allocates employment land to provide a range of sites across North Norfolk, and rural employment opportunities are provided through reuse of rural buildings, farm diversification and reuse of redundant air bases. Tourism development is encouraged.</p> <p>Retail and leisure opportunities are encouraged in town centres which should assist vitality and viability and job creation and retention in towns.</p> <p><b>Aims:</b></p> <ul style="list-style-type: none"> <li>To broaden the employment base across North Norfolk and ensure there is a good range of sites</li> <li>In rural areas; to promote economic activity which maintains and enhances the character and vitality of the rural area.</li> <li>To improve the commercial health of town centres, increase retention of retail spend within North Norfolk and provide additional retail floor space.</li> <li>To maximise the benefits of sustainable tourism.</li> </ul> | <p>EC1: employment land</p> <p>DS2: reuse of buildings in the Countryside</p> <p>EC2: farm diversification</p> <p>EC3: redundant defence establishments</p> <p>EC4 &amp; EC5: town centres, retail and leisure</p> <p>EC6-EC9: Tourism</p> |
| <b>Provide more leisure and recreation opportunities</b>                                  | <p>The approach seeks to protect open space, retain community facilities, increase access to the countryside and enhance cycle and walking routes.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p>C1: retention of local facilities</p>                                                                                                                                                                                                   |



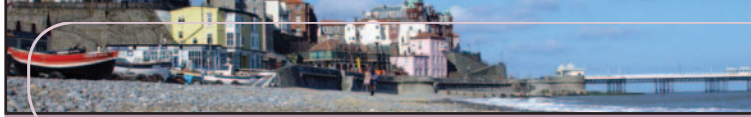
## Core Strategy Consultation Statement

| Community Strategy (Top 3 Priorities in bold)  |                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                        |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <b>for all ages, particularly young people</b> | <p><b>Aims:</b></p> <ul style="list-style-type: none"> <li>To protect and enhance North Norfolk's countryside....and enable people's enjoyment of this resource.</li> <li>To address deficiencies in the level of community services and infrastructure</li> </ul>                                                                                                                                          | C3: open space and recreation                                          |
| Better / more varied shops                     | <p><b>Aim:</b> To improve the commercial health of town centres, increase retention of retail spend within North Norfolk and provide additional retail floor space</p>                                                                                                                                                                                                                                      | EC4 & EC5<br>SD1: Sustainable Development<br>EN5: Design               |
| All year round tourism attractions             | <p><b>Aim:</b> To maximise the benefits of sustainable tourism (in order to increase visitor spend while protecting the environment)</p>                                                                                                                                                                                                                                                                    | EC6 – EC9: Tourism                                                     |
| Safer communities                              | No specific aim, however approaches seek to provide communities that are crime-free, inclusive, healthy and safe from hazards.                                                                                                                                                                                                                                                                              | EN5: Design                                                            |
| Learning and skills                            | <p><b>Aim:</b> To provide better education and training opportunities for the local population... (also the Development Strategy concentrates new development, including education, in towns which should increase accessibility)</p>                                                                                                                                                                       | SD1: Sustainable Development                                           |
| Environment                                    | <p><b>Aims:</b></p> <ul style="list-style-type: none"> <li>To mitigate the effects of climate change and minimise demand for resources</li> <li>To protect the NN countryside</li> <li>To protect landscape and biodiversity</li> <li>To protect the built heritage</li> <li>To minimise exposure to coastal erosion and flooding</li> <li>To improve river water quality and minimise pollution</li> </ul> | EN1 - EN8: Environment approaches                                      |
| Extend train / bus times                       | <p>Development should be located in areas accessible by means other than the car.</p> <p><b>Aim:</b> to improve access to key services by public transport....</p>                                                                                                                                                                                                                                          | T4: rights of way, cycle and other routes<br>DS1: Development Strategy |



Table 2.6 From issues to options

| Regulation 25                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                   | Preferred Options report                                                                                                                                           |                                                                                                                                                                                                      | Representations |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Stage 1: Issues                                                                                                                                                                                                                                                                                                           | Stages 2 - 4: Options                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                      | Core Strategy aims                                                                                                                                                                                                                | Preferred approaches                                                                                                                                               | Number received                                                                                                                                                                                      |                 |
| Summary of issues raised through LDF consultation                                                                                                                                                                                                                                                                         | Topic Paper issues to be addressed in the LDF                                                                                                                                                                                                                                                                                                                                                                                                        | Questionnaire consultation results                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                   |                                                                                                                                                                    |                                                                                                                                                                                                      |                 |
| <b>Location of development</b>                                                                                                                                                                                                                                                                                            | Development Strategy Topic Paper - Aims:                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                   |                                                                                                                                                                    |                                                                                                                                                                                                      |                 |
| General guidance and town specific issues arising from Workshops, studies and Government are summarised in the Development Strategy Topic Paper                                                                                                                                                                           | To protect the countryside....<br>To locate development where it will provide the opportunity for people to satisfy their day to day needs... or in locations which minimise the need to travel and where there are alternative modes of transport available.                                                                                                                                                                                        | Views sought on 3 scenarios for location of new housing.<br><br>The scenario that was seen to have the highest positive impact on respondents priorities was to target new development to address local issues (the towns that have the capacity and need for growth would be the main locations for housing, infill development allowed in other towns, housing allocations in a limited number of larger villages) | To concentrate development in the towns that have the greatest potential to become more self contained and to strengthen their roles as centres for employment, retailing and services: Cromer, Fakenham, Holt and North Walsham. | DS1: Development Strategy<br><br>DS2: Reuse of buildings in the Countryside<br><br>H1: Housing strategy<br><br>H6: Affordable housing: Rural exception site policy | Objections: 240 Support: 46 Observations:66<br><br>Objections: 14 Support: 08 Observations: 09<br><br>Objections: 38 Support: 06 Observations: 11<br><br>Objections: 15 Support: 04 Observations: 10 |                 |
| <b>General comments:</b>                                                                                                                                                                                                                                                                                                  | <b>Conclusions on the towns:</b><br><b>Cromer:</b> Environmental constraints to Greenfield expansion but opportunities for brownfield housing and employment.<br><b>Fakenham:</b> large scale employment and housing growth appropriate<br><b>Holt:</b> Could act as limited employment and housing 'growth centre' for Cromer / Sheringham / Holt cluster<br><b>North Walsham:</b> Employment growth and some housing growth appropriate, but large |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                   |                                                                                                                                                                    |                                                                                                                                                                                                      |                 |
| <ul style="list-style-type: none"> <li>Housing should be located close to jobs and services, and be in areas accessible by walking, cycling and public transport</li> <li>Concern over village cramming</li> <li>Threat of out of town shopping</li> <li>Communities dying from lack of housing and employment</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                   |                                                                                                                                                                    |                                                                                                                                                                                                      |                 |



## Core Strategy Consultation Statement

| Regulation 25                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                       | Preferred Options report                                                                             |                                                                                                               | Representations |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------|
| Stage 1: Issues                                                                                                                                                                                                                                                                                                                                                                                                                                  | Stages 2 - 4: Options                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                          | Core Strategy aims                                                                                                                                                                                                                                                                                                                    | Preferred approaches                                                                                 | Number received                                                                                               |                 |
| <p>Summary of issues raised through LDF consultation</p> <p><b>Villages:</b></p> <ul style="list-style-type: none"> <li>Additional housing should focus on meeting the need for affordable housing.</li> <li>More local employment opportunities are needed</li> <li>Protect the countryside</li> </ul> <p>Travel to work analysis concluded that villages should only have modest development to meet local needs (e.g. affordable housing)</p> | <p>Topic Paper issues to be addressed in the LDF</p> <p>scale housing not appropriate unless infrastructure issues resolved.</p> <p><b>Sheringham:</b> Significant housing growth inappropriate</p> <p><b>Stalham:</b> Small scale development appropriate to achieve regeneration objectives</p> <p><b>Wells:</b> Small scale residential development appropriate to achieve affordable housing objectives.</p> <p><b>Villages:</b> There is strong support for provision of affordable housing in villages, protection of village character and fostering small businesses in rural areas.</p> | <p>Questionnaire consultation results</p> <p>Disagreement that the location of affordable housing should be different from general market housing</p> <p>General support for residential conversions of buildings in the Countryside</p> | <p>In the <b>rural area</b> provide for housing to meet the needs of local people in selected villages and also to provide affordable housing in other locations, to promote economic activity which maintains and enhances the character of rural area and to reinforce the role of selected villages that act as local centres.</p> | <p>Preferred approaches</p>                                                                          | <p>Number received</p>                                                                                        |                 |
| <p><b>Housing</b></p> <p>Significant shortage of affordable housing.</p> <p>Affordable housing has not been well integrated.</p>                                                                                                                                                                                                                                                                                                                 | <p>Housing Topic Paper - Aims:</p> <p>To maximise affordable housing provision, particularly through 'planning gain'.</p> <p>To provide affordable housing without the need for public subsidy</p>                                                                                                                                                                                                                                                                                                                                                                                               | <p>Support for affordable housing being preserved for local people</p>                                                                                                                                                                   | <p>Ensure that affordable housing constitutes at least 30% of housing supply</p>                                                                                                                                                                                                                                                      | <p>H5: Affordable housing thresholds</p> <p>H6: Affordable housing - Rural exception site policy</p> | <p>Objections: 50 Support: 11<br/>Observations: 23</p> <p>Objections: 15 Support: 04<br/>Observations: 10</p> |                 |

| Regulation 25                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                      |                                                                                                             |                                                                                                                                                                                                                            |                                                                                                                                                  |                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Stage 1: Issues                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                      | Stages 2 - 4: Options                                                                                       |                                                                                                                                                                                                                            | Preferred Options report                                                                                                                         |                                                                                                                                                                                                              |
| Summary of issues raised through LDF consultation                                                                                                                                                                                                            | Topic Paper issues to be addressed in the LDF                                                                                                                                                                                                        | Questionnaire consultation results                                                                          | Core Strategy aims                                                                                                                                                                                                         | Preferred approaches                                                                                                                             | Representations                                                                                                                                                                                              |
| <p>Shortage of medium sized homes for young families.</p> <p>Need a well integrated mix of different housing.</p> <p>Need smaller houses which are cheaper.</p>                                                                                              | <p>To provide an appropriate mix of housing on all new developments in order to promote social inclusion</p>                                                                                                                                         | <p>Disagreement that the location of affordable housing should be different from general market housing</p> | <p>To provide a variety of housing in order to support a range of households of different sizes, ages and incomes</p>                                                                                                      | <p>H3: Mix of housing</p>                                                                                                                        | <p>Number received</p> <p>Objections: 10 Support: 04 Observations: 06</p>                                                                                                                                    |
| <p>Unsympathetic design and layout of new housing</p> <p>Town and village cramming and loss of gardens</p> <p>High density is often inappropriate</p> <p>Government requires brownfield development, but there is local concern about infill development</p> | <p>To ensure a high standard of design and layout in all new developments in order to create attractive, high quality living environments.</p> <p>Development Strategy Topic Paper looks at scenarios around restricting development in villages</p> |                                                                                                             | <p>To achieve high quality and inclusive design.</p> <p>To protect and enhance the distinctive character of countryside and villages.</p> <p>To ensure the built heritage and setting of settlements are protected....</p> | <p>EN5: Design</p> <p>DS1: Development Strategy and</p> <p>H1: Housing Strategy restrict housing in many villages</p> <p>H2: Housing density</p> | <p>Objections: 06 Support: 07 Observations: 13</p> <p>Objections: 240 Support: 46 Observations: 66</p> <p>Objections: 38 Support: 06 Observations: 11</p> <p>Objections: 07 Support: 03 Observations: 06</p> |
| <p>Second home ownership competes with locals</p>                                                                                                                                                                                                            | <p>Planning can not control who buys houses on the open market, however it can aim to provide more affordable housing.</p>                                                                                                                           |                                                                                                             | <p>Affordable housing aims</p>                                                                                                                                                                                             | <p>An option could be around 'locals first' letting policy for affordable homes</p>                                                              |                                                                                                                                                                                                              |
| <p>Housing should be close to jobs and services</p>                                                                                                                                                                                                          | <p>See Development Strategy</p>                                                                                                                                                                                                                      |                                                                                                             |                                                                                                                                                                                                                            |                                                                                                                                                  |                                                                                                                                                                                                              |



## Core Strategy Consultation Statement

| Regulation 25                                                        |                                                                                                                                                                      |                                                                        |                                                                                                                                                         |                                                                  |                                                                                                  |
|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Stage 1: Issues                                                      |                                                                                                                                                                      | Stages 2 - 4: Options                                                  |                                                                                                                                                         | Preferred Options report                                         |                                                                                                  |
| Summary of issues raised through LDF consultation                    | Topic Paper issues to be addressed in the LDF                                                                                                                        | Questionnaire consultation results                                     | Core Strategy aims                                                                                                                                      | Preferred approaches                                             | Representations                                                                                  |
| Housing development needs appropriate services and infrastructure.   | Government policy allows use of planning obligations to ensure adequate provision.                                                                                   |                                                                        | To address deficiencies in the level of community services and infrastructure.                                                                          | C5: Developer contributions                                      | Number received<br>Objections: 06 Support: 04<br>Observations: 03                                |
| High and growing % of older people.                                  |                                                                                                                                                                      |                                                                        |                                                                                                                                                         | H8: Nursing and care homes.                                      | Objections: 02 Support: 01<br>Observations: 05                                                   |
| Increasing need for care homes for the elderly                       |                                                                                                                                                                      |                                                                        |                                                                                                                                                         | H10: retirement housing                                          | Objections: 05 Support: 01<br>Observations: 04                                                   |
| Concern about impact of Gypsy of Travellers if not properly managed. | To provide a relevant caravan site to meet the need identified for a Gypsy and Traveller site in the district and to meet the housing needs of other specific groups | Support for provision of appropriately located and managed Gypsy sites | To meet the needs of specific groups including the elderly, the disabled, Gypsies and Travellers.                                                       | H7: Sites for Gypsies and Travellers                             | Objections: 05 Support: 01<br>Observations: 04                                                   |
| <b>Environment</b>                                                   | <b>Environment Topic Paper-Aims</b>                                                                                                                                  |                                                                        |                                                                                                                                                         | <b>Environment Chapter</b>                                       |                                                                                                  |
| Designated areas need strong protection                              | Protect and enhance areas of recognised importance                                                                                                                   |                                                                        | Protect, restore and enhance North Norfolk's landscape and biodiversity and address the impacts of climate change by improving ecological connectivity. | EN1: Conserving and enhancing the natural and built environment, | Objections: 02 Support: 07<br>Observations: 03                                                   |
| Local landscape designations should be replaced by criteria policies | Protect landscape character<br>Minimise loss of undeveloped land and protect the character of the countryside                                                        |                                                                        |                                                                                                                                                         | EN2: Nationally designated areas,<br>EN3: Landscape Protection   | Objections: 01 Support: 04<br>Observations: 04<br>Objections: 08 Support: 06<br>Observations: 04 |
| Countryside character needs protecting                               | Maintain and enhance biodiversity                                                                                                                                    |                                                                        | Protect and enhance the distinctive                                                                                                                     | EN1: Environment                                                 | Objections: 02 Support: 07<br>Observations: 03                                                   |



| Regulation 25                                                                                        |                                                                                  |                                                                    |                                                                                                   |                                                                                                |                                                                                                   |
|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Stage 1: Issues                                                                                      | Stages 2 - 4: Options                                                            |                                                                    | Preferred Options report                                                                          |                                                                                                | Representations                                                                                   |
|                                                                                                      | Topic Paper issues to be addressed in the LDF                                    | Questionnaire consultation results                                 | Core Strategy aims                                                                                | Preferred approaches                                                                           | Number received                                                                                   |
| Habitats and species are declining<br>Climate change implications for biodiversity                   | Enable habitats and wildlife to adapt to future change                           |                                                                    | character of North Norfolk's countryside and villages                                             | EN6: Protecting and enhancing biodiversity                                                     | Objections: 02 Support: 04<br>Observations: 04                                                    |
| Changes in agriculture and farm diversification                                                      | Protect high quality agricultural land                                           |                                                                    | No specific aim                                                                                   | No policy about agricultural land as PPS7 gives advice on protection.                          |                                                                                                   |
| Historic buildings at risk                                                                           | Allow appropriate changes of use                                                 |                                                                    |                                                                                                   | DS2: reuse of buildings<br>EN4: historic environment                                           | Objections: 14 Support: 08<br>Observations: 09<br>Objections: 01 Support: 03<br>Observations: 07  |
| Poor design of new development<br>Village cramming<br>Maintain rural character of towns and villages | Maintain and enhance the quality of landscapes, townscapes and built environment | Protecting the character of villages was one of the top priorities | To ensure that North Norfolk's built heritage and the setting of settlements are protected.       | DS1: Development Strategy limits development in most villages<br>EN4: The historic environment | Objections: 240 Support: 46<br>Observations: 66<br>Objections: 01 Support: 03<br>Observations: 07 |
| Possible conflicts between sustainable construction and historic environment                         | Integrate sustainable construction into the historic environment                 |                                                                    |                                                                                                   |                                                                                                |                                                                                                   |
| Targets for renewable energy production                                                              | Encourage appropriate renewable energy                                           | General support that the environmental                             | Mitigate the effects of climate change and minimise demand for resources by promoting sustainable | EN5: Design<br>EN10: Energy conservation                                                       | Objections: 06 Support: 07<br>Observations: 13<br>Objections: 07 Support: 09<br>Observations: 08  |



## Core Strategy Consultation Statement

| Regulation 25                                                                                                                            |                                                                                                                                           |                                                              |                                                                                                                                                          | Preferred Options report                                                              |                                                                                                                                                    | Representations |
|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Stage 1: Issues                                                                                                                          | Stages 2 - 4: Options                                                                                                                     |                                                              | Core Strategy aims                                                                                                                                       | Preferred approaches                                                                  | Number received                                                                                                                                    |                 |
| Summary of issues raised through LDF consultation                                                                                        | Topic Paper issues to be addressed in the LDF                                                                                             | Questionnaire consultation results                           | Core Strategy aims                                                                                                                                       | Preferred approaches                                                                  | Number received                                                                                                                                    |                 |
|                                                                                                                                          |                                                                                                                                           | benefits of wind energy outweigh the impact on the landscape | design and construction, encouraging renewable energy production and minimising the need to travel.                                                      | EN11: Renewable energy                                                                | Objections: 03 Support: 06<br>Observations: 10                                                                                                     |                 |
| Future water shortages.<br>Need water efficiency<br>Human impact on quality of environment<br>Amount of waste produced                   | Protect water resources<br>Minimise impact on quality of resources and remediate where possible<br>Minimise waste and encourage recycling |                                                              | To improve river water quality and minimise air, land and water pollution<br>Mitigate the effects of climate change and minimise demand for resources... | SD1: Sustainable Development<br>EN9: Pollution and hazard prevention and minimisation | Objections: 04 Support: 08<br>Observations: 03<br>Objections: 00 Support: 04<br>Observations: 00                                                   |                 |
| Climate change, flooding and coastal erosion.<br>SUDS and SFRA recommended.<br>Wider coastal erosion issues around settlement relocation | Adopt a precautionary approach                                                                                                            |                                                              | Minimise exposure of people and property to risks of coastal erosion and flooding                                                                        | SD1: Sustainable Development<br>EN7: Coastal erosion<br>EN8: Flood risk               | Objections: 04 Support: 08<br>Observations: 03<br>Objections: 07 Support: 07<br>Observations: 06<br>Objections: 03 Support: 02<br>Observations: 05 |                 |
| Archaeological remains                                                                                                                   |                                                                                                                                           |                                                              | No specific aim                                                                                                                                          | EN4: Historic environment                                                             | Objections: 01 Support: 03<br>Observations: 07                                                                                                     |                 |

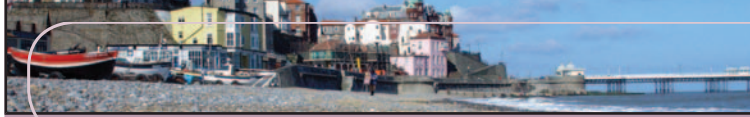
| Regulation 25                                                  |                                                                                                                                                               |                                                                                                           |                                                                                                                                                                                                                |                                                                                                                                                 |                                              |
|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| Stage 1: Issues                                                | Stages 2 - 4: Options                                                                                                                                         |                                                                                                           | Preferred Options report                                                                                                                                                                                       |                                                                                                                                                 | Representations                              |
|                                                                | Topic Paper issues to be addressed in the LDF                                                                                                                 | Questionnaire consultation results                                                                        | Core Strategy aims                                                                                                                                                                                             | Preferred approaches                                                                                                                            | Number received                              |
| Accommodation and public spaces should be fully accessible     | No specific aim, however discussed in section 6. No specific mention, however covered to some extent by DDA regulations                                       |                                                                                                           | To achieve high quality and <b>inclusive</b> design...                                                                                                                                                         | EN5: Design                                                                                                                                     | Objections: 05 Support: 07 Observations: 13  |
| Need to encourage public access to countryside and green space | No specific aim, however increased leisure opportunities is a key Community Strategy aim                                                                      |                                                                                                           | To protect and enhance North Norfolk's countryside and enable peoples enjoyment of this                                                                                                                        | EN1: Environment                                                                                                                                | Objections: 02 Support: 07 Observations: 03  |
| <b>Economy</b>                                                 | Economy Topic Paper - Aims:                                                                                                                                   |                                                                                                           |                                                                                                                                                                                                                |                                                                                                                                                 |                                              |
| Peripheral location                                            | To provide for a diverse local economy that provides well paid jobs in sustainable locations whilst protecting the built and natural heritage of the district | General support that employment land should be provided in or near villages                               | To broaden the employment base across North Norfolk and ensure there is a range of sites available for employment development. To provide better education and training opportunities for the local population | The <b>Economy Chapter</b> seeks to address these, however recognises that the Community Strategy has a role for wider issues such as training. |                                              |
| Narrow economic base                                           |                                                                                                                                                               |                                                                                                           |                                                                                                                                                                                                                |                                                                                                                                                 |                                              |
| Low wage economy and seasonal trends                           |                                                                                                                                                               |                                                                                                           |                                                                                                                                                                                                                |                                                                                                                                                 |                                              |
| Low skills base                                                |                                                                                                                                                               |                                                                                                           |                                                                                                                                                                                                                |                                                                                                                                                 |                                              |
| Changes in farming practices                                   |                                                                                                                                                               |                                                                                                           |                                                                                                                                                                                                                |                                                                                                                                                 |                                              |
| Infrastructure issues and lack of premises                     | To ensure a choice of sites are available for employment by allocating sites and retaining existing employment opportunities                                  | Disagreement that small commercial businesses be encouraged to relocate to larger business parks in towns | To improve the commercial health of the town centres, increase retention of retail spend within North Norfolk and provide additional retail floorspace                                                         | EC1: provision and protection of employment land                                                                                                | Objections: 13 Support: 06 Observations: 04  |
| Commuting patterns – travel to Norwich                         | To enable the provision of premises and infrastructure to                                                                                                     |                                                                                                           |                                                                                                                                                                                                                | SD1: Sustainable Development                                                                                                                    | Objections: 04 Support: 08 Observations: 03  |
|                                                                |                                                                                                                                                               |                                                                                                           |                                                                                                                                                                                                                | DS1: Development Strategy                                                                                                                       | Objections: 240 Support: 46 Observations: 66 |



## Core Strategy Consultation Statement

| Regulation 25                                                                                     |                                                                                                                                        |                                                                                                                                                                                     |                                                                                                                                                                                   |                                                                                                                          |                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Stage 1: Issues                                                                                   | Stages 2 - 4: Options                                                                                                                  |                                                                                                                                                                                     | Preferred Options report                                                                                                                                                          |                                                                                                                          | Representations                                                                                                                                            |
| Summary of issues raised through LDF consultation                                                 | Topic Paper issues to be addressed in the LDF                                                                                          | Questionnaire consultation results                                                                                                                                                  | Core Strategy aims                                                                                                                                                                | Preferred approaches                                                                                                     | Number received                                                                                                                                            |
|                                                                                                   | support small business development and rural diversification                                                                           |                                                                                                                                                                                     |                                                                                                                                                                                   |                                                                                                                          |                                                                                                                                                            |
| Need to support small business                                                                    | See Development Strategy.                                                                                                              | Support for safeguarding sites of existing small businesses                                                                                                                         |                                                                                                                                                                                   | EC4: Town centres<br>EC5: Location of retail and commercial leisure development<br>EC1: Employment land                  | Objections: 06 Support: 07<br>Observations: 05<br><br>Objections: 09 Support: 07<br>Observations: 06<br><br>Objections: 13 Support: 06<br>Observations: 04 |
| Service concentration / loss of village shops                                                     | To maintain and enhance the vitality and viability of town centres whilst protecting their heritage and environmental assets           |                                                                                                                                                                                     |                                                                                                                                                                                   | EC2: Farm diversification<br>EC3: Redundant defence establishments<br>DS2: Reuse of buildings in the Countryside         | Objections: 05 Support: 01<br>Observations: 04<br><br>Objections: 09 Support: 04<br>Observations: 03<br><br>Objections: 14 Support: 08<br>Observations: 09 |
| Need to extend the tourism season<br>Concern about impact of tourism on the Heritage coast / AONB | To improve the range of visitor attractions and the quality of accommodation on offer and retain the best accommodation in holiday use | Moderate support that new holiday accommodation should be allowed in the countryside<br><br>Mixed response about whether the change of use of existing hotels should be restricted. | In the rural areas to promote economic activity which maintains and enhances the character and viability of the rural area<br><br>To maximise the benefits of sustainable tourism | EC6: Tourism Strategy<br>EC7: Retaining a mix of tourist accommodation<br>EC8: Holiday and seasonal occupancy conditions | Objections: 12 Support: 02<br>Observations: 09<br><br>Objections: 02 Support: 01<br>Observations: 03<br><br>Objections: 04 Support: 01<br>Observations: 01 |

| Regulation 25                                                                 |                                                                                                 |                                                                                                                          |                                                                                                                                                                                                                   |                                                                                                                                        |                                                                                                                                                            |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Stage 1: Issues                                                               | Stages 2 - 4: Options                                                                           |                                                                                                                          | Preferred Options report                                                                                                                                                                                          |                                                                                                                                        |                                                                                                                                                            |
| Summary of issues raised through LDF consultation                             | Topic Paper issues to be addressed in the LDF                                                   | Questionnaire consultation results                                                                                       | Core Strategy aims                                                                                                                                                                                                | Preferred approaches                                                                                                                   |                                                                                                                                                            |
|                                                                               |                                                                                                 |                                                                                                                          |                                                                                                                                                                                                                   | Representations                                                                                                                        |                                                                                                                                                            |
|                                                                               |                                                                                                 | General support for restricting self catering tourist accommodation to holiday lets rather than second or holiday homes. |                                                                                                                                                                                                                   |                                                                                                                                        | Number received                                                                                                                                            |
| Lack of affordable housing for low paid workers                               | To provide additional affordable housing                                                        | General support for restricting the number of units that are not shops in town centres                                   | To ensure that affordable housing constitutes at least 30% of housing supply granted planning permission between 2008 and 2021.<br><br>To provide a variety of housing in order to support a range of households. | H3: Housing mix<br><br>H5: Affordable housing - site-size thresholds<br><br>H6: Affordable housing - rural exception site policy       | Objections: 10 Support: 04<br>Observations: 06<br><br>Objections: 50 Support: 11<br>Observations: 23<br><br>Objections: 15 Support: 04<br>Observations: 10 |
| Coastal erosion                                                               | See Environment                                                                                 |                                                                                                                          |                                                                                                                                                                                                                   |                                                                                                                                        |                                                                                                                                                            |
| <b>Transport</b>                                                              | Transport Topic Paper - Aims:                                                                   |                                                                                                                          |                                                                                                                                                                                                                   |                                                                                                                                        |                                                                                                                                                            |
| Rural isolation and car dependency<br><br>Impact of car use on climate change | Reduce the need to travel and improve accessibility to jobs and local services by non-car modes |                                                                                                                          | Aims 1-4: concentrating development in towns that have potential to become more self-contained                                                                                                                    | The Transport chapter seeks to address these, however certain aspects such as public transport are the responsibility of other bodies. |                                                                                                                                                            |



## Core Strategy Consultation Statement

| Regulation 25                                                                                     |                                                                                                                                                 |                                                                   |                                                                                                                                               | Preferred Options report                                                                |                                                                                                                                                             | Representations |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Stage 1: Issues                                                                                   | Stages 2 - 4: Options                                                                                                                           |                                                                   | Core Strategy aims                                                                                                                            | Preferred approaches                                                                    | Number received                                                                                                                                             |                 |
|                                                                                                   | Topic Paper issues to be addressed in the LDF                                                                                                   | Questionnaire consultation results                                |                                                                                                                                               |                                                                                         |                                                                                                                                                             |                 |
| Summary of issues raised through LDF consultation                                                 |                                                                                                                                                 |                                                                   | Aim 10: mitigate the effects of climate change by minimising the need to travel.                                                              | DS1: Development Strategy<br>SD1: Sustainable Development<br>H1: Housing strategy       | Objections: 240 Support: 46<br>Observations: 66<br><br>Objections: 04 Support: 08<br>Observations: 03<br><br>Objections: 38 Support: 06<br>Observations: 11 |                 |
| Peripheral location of North Norfolk and impact on the economy                                    | To provide for strategic transport needs to support quality of life and the local economy.                                                      |                                                                   | No specific aim.                                                                                                                              | EC5: Retail and commercial leisure.<br>EC1: Provision and protection of employment land | Objections: 09 Support: 07<br>Observations: 06<br><br>Objections: 13 Support: 06<br>Observations: 04                                                        |                 |
| Health issues of inactive lifestyles<br>Lack of cycle and bus lanes and cycle and walking routes. | Encourage the use of non car modes with development that maximises the use of walking, cycling routes and public transport.                     |                                                                   | Improve access to key services by public transport and facilitate increased use of sustainable transport options such as walking and cycling. | T1: Sustainable modes of transport<br>T4: Rights of way, cycle and other public routes. | Objections: 01 Support: 04<br>Observations: 05<br><br>Objections: 02 Support: 06<br>Observations: 07                                                        |                 |
| Traffic impact on town centre environments<br>Traffic impact on villages and country roads        | To mitigate the impacts of traffic on people, the natural and built environment and encourage the use of walking, cycling and public transport. | Support for measures to reduce impacts of traffic on town centres | As above.                                                                                                                                     | SD1 and T1 & T4 as above.                                                               | Objections: 04 Support: 08<br>Observations: 11                                                                                                              |                 |
| Inadequate car parking in market towns                                                            | Manage car parking to support the local economy and reduce the impact of traffic in town centres.                                               | Disagreement that restricting                                     | No specific aims                                                                                                                              | T2: Car and cycle parking                                                               | Objections: 05 Support: 04<br>Observations: 05                                                                                                              |                 |

| Regulation 25                                          |                                                                                                            |                                                 |                                                         |                                                                                                                 |                                                                                                      |
|--------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Stage 1: Issues                                        | Stages 2 - 4: Options                                                                                      |                                                 | Preferred Options report                                |                                                                                                                 | Representations                                                                                      |
|                                                        | Topic Paper issues to be addressed in the LDF                                                              | Questionnaire consultation results              | Core Strategy aims                                      | Preferred approaches                                                                                            | Number received                                                                                      |
| Summary of issues raised through LDF consultation      |                                                                                                            |                                                 |                                                         |                                                                                                                 |                                                                                                      |
| Car parking and traffic problems from new development. | Ensure that the transport implications of new development are properly addressed by developers.            | car parking would reduce the level of car usage |                                                         |                                                                                                                 |                                                                                                      |
| Norfolk Orbital Railway (NOR)                          | Do not prevent potential sustainable transport schemes by prejudicial development                          |                                                 | Improve access to key services by public transport..... | NOR not included as future funding is uncertain                                                                 |                                                                                                      |
| Need to provide for future rail freight terminals      |                                                                                                            |                                                 |                                                         | T3: safeguarding routes and sites for rail uses.<br><br>T1: sustainable modes of transport & Community Strategy | Objections: 01 Support: 05<br>Observations: 06<br><br>Objections: 01 Support: 04<br>Observations: 05 |
| Lack of public transport                               | Not covered in the Topic Paper aims, as public transport provision is dependent on County Council funding. |                                                 | No specific aims                                        |                                                                                                                 |                                                                                                      |
| Poor signage                                           | Street signage can be pursued through town centre regeneration schemes                                     |                                                 |                                                         | Not covered by specific approaches, however Design policy looks at importance of signage.                       |                                                                                                      |
| Lack of investment in infrastructure                   | Investment dependent on other bodies funding                                                               |                                                 |                                                         |                                                                                                                 |                                                                                                      |

### 3 Regulation 26: Preferred Options





## 3 Regulation 26: Preferred Options

### 3.1 How were the public consulted?

**3.1.1** The Core Strategy 'Preferred Options' document was published in September 2006 and Public Consultation took place over a six week period commencing midday 25 September 2006 and closing midday 6 November 2006. The Site Specific Proposals preferred options document was published at the same time. This gave a very clear picture of the implications of the Development Strategy as it showed the numbers and suggested locations for development in each of the designated settlements. This consultation aimed to give people the opportunity to comment on how the Core Strategy was being prepared and to ensure that we were aware of all possible options before preparing the submission document.

#### How the documents were made available

**3.1.2** The following were made available;

- Core Strategy and Site Specific Proposals preferred options reports
- Information leaflets (general information on the LDF, dates times and venues of exhibitions, how to submit comments)
- CD ROMs (containing consultation documents, sustainability appraisals, representation forms)
- Settlement Leaflets (individual chapters of the Site Specific Proposals relevant to specific towns and villages)
- Representation forms
- Alternative site proposal forms
- Draft Sustainability Appraisal Reports

**3.1.3** Both the Core Strategy and the Site Specific Proposals preferred options documents were published and sent directly to those who had been involved at the earlier stages of consultation (see Appendix B 'Reg 25 Consultees'). The covering letter that included the DPD matters is contained in Appendix J 'Reg 26 Correspondence'. Everyone on the consultation database was sent an LDF newsletter informing them of the publication of the documents, the consultation period and the methods they could use to make comments.

**3.1.4** All documents were available from;

- Council offices in Cromer, Fakenham and North Walsham,
- Mini-exhibitions were set up in all North Norfolk libraries throughout consultation period. All local libraries in the district and the mobile libraries serving the district held/displayed copies of the consultation documents.
- Consultation details and all documents were available to download on our website, with a statement explaining where and when people could get involved with the consultation. The consultation documents were also available to view in HTML format with links to an interactive mapping system based on our GIS and on-line consultation system.
- At a series of 16 Exhibitions held across the District where people could collect the documents and ask questions about the proposals.
- Several additional copies of documents were sent out via post on request



## Core Strategy Consultation Statement

### How the consultation was promoted

1. Statutory advertisements were placed in;

- The Eastern Daily Press - daily local paper - (22.09.06),
- North Norfolk News - weekly local paper - (22.09.06) and
- Dereham & Fakenham Times – weekly local paper - (22.09.06)

Colour adverts advertising the consultation period were also placed in the main section of the papers above on the same day drawing attention to the statutory advert and giving contact details for further enquiries. (see Appendix K ‘: Reg 26 Consultation notification’ for copies of the statutory advertisement and main advertisement)

2. 36,000 A5 colour leaflets giving basic details of the Core Strategy and Site Specific Proposals, exhibition dates / times, details on how to make a representation where distributed through the above papers on 20.9.06 (EDP) and 22.09.06 North Norfolk News and Dereham & Fakenham Times.

3. Press releases were distributed on 26.07.06 and 20.09.06 to

- EDP/Norfolk News/Dereham and Fakenham Times, Evening News, North Norfolk Advertiser, Town and Country News
- BBC Radio Norfolk, BBC Radio Norfolk Action desk
- BBC Look East, Anglia TV
- North Norfolk Radio, Radio Broadland
- Cromer Times, Crab Line, North Walsham Times, Holt Times, Holt Chronicle, Sheringham Independent, @Sheringham, Fakenham Sun

4. We requested further information / articles and exhibition information be placed in:

- North Norfolk Voluntary Services newsletter
- Norfolk Disability Newsletter
- @Sheringham
- Sheringham Independent
- Crab Line
- Holt Times
- North Walsham Times
- Fakenham Times

5. We contacted **25 local community websites** encouraging the input of articles and requested web-links to our consultation website. These included websites of; Area Partnerships, Norfolk Rural Community Council, individual town and village community sites. (August)

6. We forwarded articles and exhibition details to **45 Parish magazines**. (August)

7. We sent **posters and information leaflets to Town and Parish Councils** and where appropriate, included maps (as posters for exhibition / promotion) illustrating the sites proposed in their town or village.

8. Widespread distribution of posters and leaflets advertising the forthcoming consultation events:- in village shops, community centres, village halls, town and village notice boards. (September)
9. Other promotion / dissemination methods used:
  - Members information dissemination - how they can help their Parish & Town Councils
  - 4 page centrefold spread in NNDC's Outlook magazine (September edition)
  - Autumn LDF Update 'Consultation special' – sent to all consultees on database (approx. 1200) also made available at Council Office reception areas (sent mid September)
  - Members packs – leaflets / posters / question and answer sheets etc (sent early September)
  - Staff information / update seminar

### Additional publicity and information

- On the launch day of the consultation (25.09.06) all Reg 25 consultees, including Parish and Town Councils and Members, were invited to four presentations (at 10am, 1pm, 3pm and 5.30pm) which explained the proposals and gave opportunities for attendees to ask questions and collect consultation documents.
- An exhibition was held in the Council offices in Cromer for the duration of the consultation period which summarised the proposals. This was staffed by officers who were able to discuss issues and answer questions.
- Sixteen (day time and evening) Public Exhibitions were held at various locations across the district. The exhibition was staffed by the Planning Policy Team and consisted of 22 display boards summarising the proposals, direct access to on-line mapping system and various scaled photographic and ordnance survey maps to encourage debate and discussion of the proposals.
- A telephone help-line was available during office hours to assist with general queries.
- Local high schools were offered the opportunity to participate in 'Planning workshops' which were especially designed to encourage students to discuss the development of their town or village in North Norfolk.
- Members of the Youth Action Group were specifically invited to attend the exhibitions

### 3.2 Number of representations made

- Number of representations received against the Core Strategy: 1382
  - 626 objections
  - 281 supports
  - 61 support with conditions
  - 386 observations
  - 30 'other'
- Number of representations received against the Draft Core Strategy Sustainability Appraisal: 2
- Number of people attending exhibitions: approx. 2200



## Core Strategy Consultation Statement

**3.2.1** Following the preferred options consultation all Parish and Town Councils were written to updating them of LDF progress and explaining the spatial strategy and implications for their area. (see Appendix L).

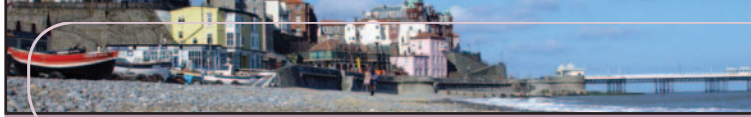
### 3.3 Summary of the main issues raised and how they have been addressed

**3.3.1** The following tables give a **summary** of the key issues raised during the Regulation 26 Public Consultation and the Councils response, ie how the issue was addressed in the Core Strategy (indicating the new policy number where relevant). Each section indicates the number of representations received and the level of support / objection for it. **Individual representations** and the Councils response to each one can be viewed online at [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf) Details of the agendas and minutes of the LDF Working Party meetings that made resolutions regarding the representations made can be viewed on-line at [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf) and follow link to LDF Working Party agendas and minutes from Home page.

| Visions & Aims                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Summary of key Issues                                                                                                                                                                                                 | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                       |
| <b>Vision &amp; Aims for North Norfolk</b> Objections: 16    Support: 21    Observations: 09                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                          |
| Several individual representations were made against the vision for North Norfolk. Please see the individual representations and NNDC responses on the website for these details.                                     |                                                                                                                                                                                                                                                                                                                                                                                                          |
| A selection of the key points made against the visions for each of the settlements is contained below. Please see the individual representations and NNDC responses on the website for further details.               |                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Vision &amp; Aims for Cromer</b> Objections: 06    Support: 00    Observations: 08                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                          |
| The vision for Cromer should take account of the concern that non-residential development also poses a threat to the town's built and natural environment.                                                            | Agreed. The vision will clarify that other development should be provided without compromising the sensitive landscape setting of the town, especially the AONB, or its built heritage. See Vision for Cromer.                                                                                                                                                                                           |
| There were concerns about the identification of Cromer as a focus for additional retail development.                                                                                                                  | Noted, however Cromer functions as a retail centre for the District and was identified in the Retail and Commercial Leisure study as an appropriate place for growth. See Vision and Strategic Policy for Cromer                                                                                                                                                                                         |
| <b>Vision &amp; Aims for Fakenham</b> Objections: 03    Support: 02    Observations: 01                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                          |
| Objection to the assumption that Fakenham can accommodate a 'significant' number of additional dwellings, however another comment supporting the mixed use expansion to the north of Fakenham.                        | The proposed broad distribution of housing development is considered appropriate for addressing the needs and circumstances of North Norfolk, with particular justification provided by the travel-to-work analysis.<br><br>Further work has been carried out to assess the capacity of each settlement and details are provided in the Town strategic Policies and the Sustainability Appraisal Report. |
| Objection to statement that 'Fakenham will provide employment, retailing and other services to a wide catchment including Wells-next-the-sea. This challenges the viability of Wells as a community in its own right. | It is not the intention to undermine the viability of Wells-next-the-Sea as a community and this is reflected in the Vision and Strategic Policy for Wells.                                                                                                                                                                                                                                              |

## Visions & Aims

| Summary of key Issues                                                                                                                                                                                                                                      | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Vision &amp; Aims for Holt</b> Objections: 02    Support: 02    Observations: 03                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Concern about the expansion of Holt and the impact on character.<br><br>The vision for Holt should refer to the protection and enhancement of the historic character of the town.                                                                          | Attention to the design and layout of new housing development will ensure that Holt suffers no loss of character as a result of its designation, however Holt is not appropriate for such levels of growth as envisaged in the other Principal Settlements.<br><br>Further work has been carried out to assess the capacity of each settlement and details are provided in the Town Strategic Policies and the Sustainability Appraisal Report. |
| <b>Vision &amp; Aims for Hoveton</b> Objections: 01    Support: 00    Observations: 00                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Essential infrastructure for water, sewage etc is required in order to protect the quality of the Broads                                                                                                                                                   | Vision for Hoveton now includes reference to protecting the landscape setting and environmental quality of the Broads                                                                                                                                                                                                                                                                                                                           |
| <b>Vision &amp; Aims for North Walsham</b> Objections: 02    Support: 02    Observations: 03                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Support for housing, employment and retail growth in North Walsham, however improvements to infrastructure are needed. Some comments that more housing should be provided there.                                                                           | Noted. The proposed broad distribution of housing development is considered appropriate for addressing the needs and circumstances of North Norfolk, with particular justification provided by the travel-to-work analysis.<br><br>Further work has been carried out to assess the capacity of each settlement and details are provided in the Town Strategic Policies and the Sustainability Appraisal Report.                                 |
| Consideration should be given to the provision of a country park.                                                                                                                                                                                          | This matter could be permitted under the general Aims; however, to date, there is no significant evidence of demand / need for such a facility.                                                                                                                                                                                                                                                                                                 |
| <b>Vision &amp; Aims for Sheringham</b> Objections: 01    Support: 04    Observations: 05                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| The vision for Sheringham should ensure that development does not damage the sensitive landscape setting of the town or its built heritage.                                                                                                                | Vision now states that development should not compromise the sensitive landscape setting of the town or its built heritage. See Vision for Sheringham.                                                                                                                                                                                                                                                                                          |
| <b>Vision &amp; Aims for Stalham</b> Objections: 00    Support: 01    Observations: 00                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| One comment received supporting Para 3.15 point 4 which refers to The Broads                                                                                                                                                                               | The revised vision includes reference to The Broads                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Vision &amp; Aims for Wells-next-the-Sea</b> Objections: 03    Support: 04    Observations: 03                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| There were concerns relating to affordable housing.                                                                                                                                                                                                        | Provision of affordable housing is included in the revised vision.                                                                                                                                                                                                                                                                                                                                                                              |
| Explicit reference should be made to the retention of primary and secondary education facilities in the town.                                                                                                                                              | Retention of primary and secondary education facilities is included in the vision.                                                                                                                                                                                                                                                                                                                                                              |
| Although not mentioned in the vision and aims for Wells-next-the-Sea, a number of comments objected to the Fakenham vision stating that it 'will provide employment, retailing and other services to a wide catchment area, including Wells-next-the-Sea'. | Wells-next-the-Sea is too small to provide a large variety of services and employment opportunities and potential for its growth is significantly constrained by being situated                                                                                                                                                                                                                                                                 |



## Core Strategy Consultation Statement

### Visions & Aims

| Summary of key Issues                                                                                                                             | NNDC Response / How addressed in the Core Strategy                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                   | on the coast and within the Area of Outstanding Natural Beauty. However the revised vision and strategic policy seek to enhance the vitality and viability of Wells.                                   |
| <b>General</b>                                                                                                                                    |                                                                                                                                                                                                        |
| Insufficient attention is paid to tourism in the vision and aims as it is viewed as being of critical importance to the economy of North Norfolk. | The revised vision and aims give specific mention to sustainable tourism, maximising the economic, environmental and social benefits of tourism and encouraging year round attractions and activities. |

### Development Strategy (DS1 & DS2)

| Summary of Issues                                                                                    | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Development Strategy (DS1)</b> Objections: 240    Support: 46    Observations: 66                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 1) Defence Estates requested amendment to wording of policy regarding new build economic development | It is not intended that redundant defence establishments should be viewed as general locations for accommodating new-build employment generating developments of a type that would be appropriate in designated settlements. However, the 'Redundant defence establishments' and the 'Countryside' policy will make clear the scope of development permitted. See <b>Policies SS2 and EC4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 2) Development Strategy does not provide a clear guide to the scale of development in each location. | The scale of development for employment, housing and retailing to be accommodated in the broad locations identified for growth were identified in the tandem Site Specific Proposals preferred options consultation. The Submission Core Strategy will make clear the proposed levels of growth. See <b>Policies SS3, SS5 and SS7 - SS14</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 3) Concerns regarding provision of utilities and infrastructure                                      | It will be made clear how the availability or otherwise of utility and other infrastructure will influence the scale, distribution and timing of development in the broad locations identified for growth. See <b>Section 4 and Policies SS7 - SS14</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 4) Concerns regarding long-term implications for sustainable development in coastal towns.           | <p>Whilst it is accepted that for a number of reasons (e.g. protection of landscape and nature conservation interests, the AONB, flood risk and coastal erosion) the level of development along North Norfolk's coastal area should be carefully controlled, it is also recognised that the area plays an important economic role and is home for a number of rural communities.</p> <p>It is considered appropriate to maintain the Council's preferred approach to the towns of Cromer and Sheringham in respect of this matter; and to designate villages of Bacton, Happisburgh, Mundesley, Overstrand and Weybourne as Coastal Service Villages where land may be allocated for new development and to relocate development at risk. Restrictive policies will apply to development proposals in areas at risk from flooding or lying within the 100-year coastal erosion line identified in the SMP, therefore ensuring a precautionary approach.</p> <p>It is also considered appropriate to revise the Council's approach to development in the Countryside by making provision for development that is deemed suitable for relocation or replacement as a result of its expected loss to coastal erosion or permanent flooding within a set period.</p> <p>Rather than prepare a Coastal Area Action Plan, further study into the implications of coastal erosion will be carried out through a Coastal Management Plan. See <b>Policies SS1, SS4, EN11 &amp; EN12</b></p> |
| 5) Concerns about the long term consequences of                                                      | The Appropriate Assessment (AA) of the preferred options report suggested many                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## Development Strategy (DS1 &amp; DS2)

| Summary of Issues                                                                                                                                                                                  | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| the designation of Stalham and Hoveton as Secondary Settlements and Catfield and Horning as Service Villages given their proximity to the Broads / Broadland Natura 2000 site.                     | amendments to ensure no significant impact on 'European Sites', such as phasing of development in those locations. These recommendations have been incorporated within Core Strategy policies and the AA of the submission policies concluded non significant impact. See the <b>AA report and Policies SS7 - SS14, EN9 &amp; EN13</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 6) Concentrate development in Cromer, Fakenham and North Walsham to encourage urban regeneration.                                                                                                  | The findings of the Council's Urban Housing Capacity Study, Retail and Commercial Leisure Study and study of Employment Land in North Norfolk will continue to inform decisions on the scale, distribution and timing of housing and other development in the Principal and Secondary Settlements. The Core Strategy sets out the scale of growth proposed in each location. See <b>Policies SS3, SS5 &amp; SS7 - SS14</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 7) Development should <b>not</b> be restricted to a few towns and villages. A more flexible approach should be applied.                                                                            | <p>National and emerging regional planning policy requires development to be focused on market towns and to provide for limited development in the villages aimed at meeting local housing and employment needs.</p> <p>The number of Service Villages has been limited in order to minimise the opportunities for permitting windfall developments across the remoter rural areas of North Norfolk - which have given rise to concerns about 'village cramming' - and, instead, to create opportunities for allocating land for small-scale, well-designed housing developments on which a significant element of affordable housing could be secured without damage to village character. This approach is complemented by the Council's promotion of a more flexible approach to the Rural Exception Site Policy elsewhere in the Core Strategy. See <b>Policies SS1, SS2, SS3, HO1, HO2 &amp; HO3</b></p> <p>Allowing development in more villages and the Countryside could give rise to a significant number of additional market dwellings which, for those delivered as single dwellings, would secure no contributions to affordable housing or other 'planning gain'. Moreover, depending on the methodology adopted for selecting these 'infill villages', a large number of these dwellings could be situated in remote locations without convenient access to a variety of services and facilities by means other than the car.</p> |
| 8) Objections to classification of North Norfolk's towns and Hoveton into Principal and Secondary settlements, on the basis that it serves to differentiate between their respective town centres. | It is quite appropriate to set out a hierarchy of settlements - which includes differentiation between towns - in order to lend detail to the process of setting out the broad locations for delivering the housing and other strategic development needs such as employment, retail, leisure, community, essential public services and transport development. See <b>Policies SS1 and SS7 - SS14</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 9) Objection to significant development in North Norfolk's towns because it would prove detrimental to the area's attractiveness to tourists.                                                      | The number of 8,000 dwellings has been promoted on the basis that it could be accommodated without significantly detracting from the distinctive character of its built and natural environment, and is required to achieve social and economic objectives.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10) The development strategy fails to recognise and encourage the role of Service Villages and other small settlements as locations for small-scale employment opportunities.                      | Employment uses are protected in Service Villages (See <b>Village Employment Area allocations on the Proposals Map</b> ). Elsewhere in the Countryside economic development is encouraged through Farm Diversification ( <b>EC1</b> ), Reuse of buildings in the Countryside ( <b>EC2</b> ) and Extensions to existing businesses ( <b>EC3</b> ), Redundant defence establishments ( <b>EC4</b> ) and Tourism ( <b>EC8</b> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 11) Mixed market and affordable housing developments on 'exceptions' sites should be permitted, with the market element helping to subsidise the affordable houses.                                | This is contrary to national policy set out in PPS3, therefore no change to approach. See <b>Policy HO3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 12) Comment that the number of Service Villages is too great and that a lower number should be identified to limit housing in the rural area.                                                      | Noted, however it is considered that PPS3 and the emerging provisions of the Regional Spatial Strategy (ref. Report of the Panel) lend some support to the preferred approach, which is founded on the particular local circumstances in North Norfolk as well as the need to support rural communities and the rural economy. Therefore no change to approach. See <b>Policy SS1 and the Sustainability Appraisal report.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



## Core Strategy Consultation Statement

### Development Strategy (DS1 & DS2)

| Summary of Issues                                                                                                                                                                                                                                                                                                                                                                                                                             | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p>13) <b>Cromer</b>: A number of concerns relate to the ability of Cromer to accommodate the level of housing growth indicated by the joint consultation on the Site Specific Proposals Preferred Options. These include Cromer's environmentally-sensitive setting, the lack of service capacity, particularly education and health, inadequate employment opportunities and the inadequate road infrastructure and parking facilities.</p> | <p>Some of these concerns have already been taken into account in preparing the development strategy (e.g. consideration of the environmental sensitivity of locations in and around settlements identified in the development strategy and a travel-to-work analysis of the Principal and Secondary Settlements which informed an understanding of the 'inter-dependencies' between Cromer, Holt and Sheringham). Issues of infrastructure capacity are dealt with in <b>Section 4</b> of the Core Strategy. Other site issues will be considered in the Site Specific Proposals DPD.</p> <p>The recent decision by the PCT to redevelop Cromer Hospital on the existing site serves to reduce the potential for new housing developments in Cromer on brownfield sites. Therefore alternative provision will need to be investigated to maintain the proposed level of housing.</p> |
| <p>14) <b>Fakenham</b>. Concern expressed about the impact of major residential growth in Fakenham in respect of inadequate road infrastructure and public transport, lack of policing; and lack of employment opportunities.</p> <p>However, comments also made that Fakenham is considered to be the most suitable settlement in North Norfolk for accommodating major growth without significant detriment to its character.</p>           | <p>The concern relating to lack of employment opportunities to support major residential growth in Fakenham is to be addressed through promoting new employment-generating developments in the town (e.g. additional retail and service businesses in the town centre and allocating land for employment purposes elsewhere in Fakenham). See <b>Policies SS5 &amp; SS8</b></p> <p>The travel-to-work analysis also indicated that, out of all of North Norfolk's towns, Fakenham was particularly suited to accommodating growth by virtue of the fact that it was a significant net importer of employees.</p>                                                                                                                                                                                                                                                                      |
| <p>15) <b>Holt</b>. The great majority of comments relate to the impact on the character of Holt that would result from the level of housing growth indicated by the joint consultation on the Site Specific Proposals Preferred Options; the only clear comment in support of more development coming from a body promoting a previously-unconsidered greenfield site.</p>                                                                   | <p>Holt is second only to Fakenham as a net importer of employees and therefore performs an important employment role.</p> <p>Any significant residential growth in Holt will inevitably involve greenfield allocations. In view of the comments, Holt should not receive high levels of housing allocations, however is still considered a 'Principal Settlement' due to its employment role and function in the Cromer / Sheringham / Holt cluster..</p>                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>16) <b>Hoveton</b>. Concern about Hoveton's proposed Secondary Settlement status and other development proposals adding to the current heavy volumes of traffic experienced in the village and the resulting issues of congestion, pedestrian safety and the unsuitability of Wroxham Bridge.</p> <p>Concerns also expressed about the adequacy of education, health, police and fire service provision.</p>                               | <p>These concerns are appreciated; however, one of the considerations in identifying the suitability of the village for limited housing development was the opportunity to access the larger centres of Norwich and North Walsham by rail transport. A fairly low level of housing is proposed for Hoveton, see <b>Policy SS3 and SS11</b>. <b>Section 4</b> of the Core Strategy discusses infrastructure capacity in Hoveton.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>17) <b>North Walsham</b>. The few comments received on North Walsham indicate support for the town's Principal Settlement status, however there is concern relating to employment opportunities not matching residential growth.</p>                                                                                                                                                                                                       | <p>The concern relating to employment opportunities not matching residential growth is to be addressed through promoting new employment-generating developments in the town (e.g. additional retail and service businesses in the town centre and allocating land for employment purposes elsewhere in North Walsham). See <b>Policy SS10</b>.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>18) <b>Sheringham</b>. One comment concerned that the proposed housing will place a strain on education and health facilities in the town.</p>                                                                                                                                                                                                                                                                                             | <p><b>Section 4</b> of the Core Strategy looks at infrastructure capacity in Sheringham. Developer contributions can also be used to address the needs of new development.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>19) <b>Stalham</b>. A few comments about the ability of Stalham to accommodate the level of housing growth</p>                                                                                                                                                                                                                                                                                                                             | <p>Some of these concerns have already been taken into account in preparing the development strategy (e.g. consideration of the areas at risk from flooding and</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



## Development Strategy (DS1 & DS2)

| Summary of Issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <p>indicated by the joint consultation on the Site Specific Proposals Preferred Options. These include concerns about flood risk, healthcare, and inadequate employment opportunities, drainage, road infrastructure and parking facilities.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>proposals for promoting new employment-generating developments in the town). <b>Section 4</b> of the Core Strategy looks at infrastructure capacity in Stalham. Developer contributions can also be used to address the needs of new development.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>20. Service Villages.</b> In view of the concerns regarding the scale of future new housing developments in the Service Villages, especially in Aldborough, Blakeney, Horning and Ludham, further consideration has been given to the maximum number of dwellings that should be provided in Service Villages through allocations. Given the clear difference in size between the villages of Mundesley and Briston &amp; Melton Constable (which are currently designated as 'Large Villages' in the current Local Plan) and the other proposed Service Villages (which are all designated as 'Selected Small Villages' in the Local Plan), it is thought appropriate to make a distinction in the scale of allocations required of these two groups of settlements which is broadly commensurate with their size.</p> <p>Accordingly, it is proposed that provision will be made for up to 50 dwellings through allocations in the villages of Mundesley and Briston &amp; Melton Constable; and in the rest of the Service Villages, provision will be limited to 26 dwellings. These can be provided on one or more sites, therefore allowing smaller site allocations to be made. See <b>Policy SS3</b></p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p><b>21) Aldborough.</b> Objection to Aldborough being designated as a Service Village. Various reasons including:</p> <ul style="list-style-type: none"> <li>● infrastructure</li> <li>● Public Transport</li> <li>● employment opportunities</li> <li>● impact of character of village</li> </ul> <p>A significant number of objections to the designation of Aldborough as a Service Village relate to the proposed level of residential growth associated with this status. Many of the concerns are about the inadequacy of the local road and sewage infrastructure, public transport, school capacity, and local employment opportunities to cope with the potential number of additional dwellings. In addition there are fears for the impact on village character.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>In view of the information made available by the County Council and Anglian Water there is considered to be sufficient sewage treatment and educational capacity to serve a modest amount of additional housing. The other concerns are appreciated, but are not considered, in themselves, to constitute strong reasons for resisting additional housing, especially if attention is paid to the design and layout of new development. <b>Policy SS3</b> makes it clear that new allocations in the majority of service Villages should be to a maximum of 26 dwellings and that this can be one or more sites.</p> <p>Another concern is that, whilst the village benefits from the County Council's target level of public transport provision for a settlement of its population size (as required by the Council's methodology set out in Appendix B of the Preferred Options), it does not benefit from a 'journey to work' service. In response, it is quite clear that the County Council, for reason of viability, does not expect 'journey to work' services to be provided in settlements as small as Aldborough; and it is considered that, whilst such a service may be desirable, it is not essential for addressing the transport needs of the residents of affordable housing.</p> <p>Many of the representations consider that Aldborough already has sufficient affordable housing at 20.5% of the total village housing stock. In response, the Council does not have a view on what is an 'acceptable' proportion of affordable housing in a settlement, although it is mindful of the Government's objective of creating 'sustainable, inclusive, mixed communities in all areas, both urban and rural' (ref. PPS3).</p> |
| <p><b>22) Briston/ Melton Constable:</b> Significant additional housing in Briston/Melton Constable should not be accommodated without improvements to the road network linking the villages with surrounding areas and on-street parking problems within the settlements.</p> <p>Comments that the Service Village allocation in Briston should be 100% affordable housing.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>The concern about the capacity of the local road network is appreciated, and is one of the reasons for limiting the provision of additional housing in the village to an allocation of up to 50 dwellings (See <b>Policy SS3</b>)</p> <p>The provision of 100% affordable housing is not possible because of the lack of public subsidy to fund such an aspiration.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>23) Catfield.</b> Catfield is unsuitable for designation as a Service Village because a residential allocation will damage the character of the village; and if the village shop/post office, which is currently for sale</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>Attention to the design and layout of new housing development should ensure that Catfield suffers no loss of character as a result of its designation as a Service Village. <b>Policy SS3</b> makes it clear that new allocations in the majority of service Villages should be to a maximum of 26 dwellings and that this can be one or more sites.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



## Core Strategy Consultation Statement

### Development Strategy (DS1 & DS2)

| Summary of Issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| and has been on the market for some considerable time, closes the village will not meet the criteria for selection as a Service Village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Service Villages were selected on the basis of those facilities present at the time of survey.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>24) <b>Corpusty /Saxthorpe</b> should not be designated as a Service Village because:</p> <ul style="list-style-type: none"> <li>● there is inadequate education and drainage and sewerage capacity; and</li> <li>● there would be 'increased traffic onto the main B1149'.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | In view of the information made available by the County Council and Anglian Water there appears to be sufficient educational and sewage treatment capacity to serve a modest amount of additional housing. The B1149 has capacity for additional traffic.. <b>Section 4</b> of the Core Strategy looks at infrastructure capacity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 25) <b>Great Ryburgh:</b> Objection to the designation of Great Ryburgh as Countryside seeking its designation as a Service Village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | The arguments in favour of designating Great Ryburgh as a Service Village are appreciated, but, nevertheless, are considered insufficient to merit designation in accordance with the approved methodology for selection. See <b>Policy SS1</b> and the Sustainability Appraisal.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 26) <b>High Kelling:</b> The village of High Kelling should be included within the settlement boundary of Holt by virtue of its proximity to the town centre.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Settlement boundaries for proposed Principal and Secondary Settlements have been based on those set out in the current Local Plan. Accordingly, the village of High Kelling and other areas of development in the vicinity of the principal built-up area of Holt, including Gresham's School, have not been considered for inclusion within the Principal Settlement boundary. See <b>Proposals Maps</b> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p>27) <b>Horning:</b> Objections to Horning's designation as a Service Village because of issues regarding:</p> <ul style="list-style-type: none"> <li>● infrastructure;</li> <li>● pedestrian safety issues;</li> <li>● inadequate local facilities; and</li> <li>● not meeting Service Village status criteria.</li> </ul> <p>The most common concern relates to the inadequacy of the local road network, particularly Lower Street, for accommodating the additional traffic that would be generated by a new housing development. This issue is exacerbated by the problems of on-street parking and inadequate footpaths, again particularly in Lower Street.</p> <p>Other concerns relate to the inadequacy of the local sewerage infrastructure, public transport, school capacity, and local employment opportunities to serve the potential number of additional dwellings. In addition, there are fears for the impact on village character which, in turn, could damage its attractiveness as a tourist destination.</p> | <p>In view of the information made available by the County Council and Anglian Water there appears to be sufficient educational and sewage treatment capacity to serve a modest amount of additional housing. The other concerns are appreciated, but are not considered, in themselves, to constitute strong reasons for resisting additional housing, especially if development is planned without the need to secure access via Lower Street.</p> <p>The comments arguing that Horning does not meet the selection criteria for designation as a Service Village set out in Appendix B of the Preferred Options are not accepted. In particular, the village is considered to benefit from a 'convenience shop' facility. See justification to <b>Policy SS1 and the Sustainability Appraisal report</b>.</p> <p>It is expected that attention to the design and layout of new housing development will ensure that Horning suffers no loss of character as a result of its designation as a Service Village.</p> |
| <p>28) <b>Little Snoring:</b> The main areas of concern emanating from the few representations received relate to the inadequate public transport serving the village and the lack of a safe means to walk and cycle between the village and Fakenham. Comments made that in view of the proposed designation of Little Snoring as a Service Village attention should be given to:</p> <p>the provision of a cycle / footpath link from Little Snoring to Holt Road, Fakenham; and</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | The existing public transport provision serving Little Snoring does meet the minimum standard required for a village of its size by the County Council.. <b>Policy SS6</b> seeks to improve the general conditions for walking and cycling across North Norfolk.. Notwithstanding this situation, it is not considered that these concerns, nor the other matters raised, constitute strong reasons for resisting a modest amount of additional housing in the village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

## Development Strategy (DS1 & DS2)

| Summary of Issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| ensuring that any new housing development makes provision for refuse bins to be stored out of sight.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 29) <b>Little Walsingham:</b> There is no mention of the important tourism function that Little Walsingham performs. Related to this role, there is also no reference to the provision of public transport in the village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Although not made explicit in the development strategy, it is recognised that Little Walsingham is an important tourist destination and, consequently, there are a number of tourism-related and other businesses in the village benefiting from this role that have helped it to meet the criteria for selection as a Service Village. The provision of a certain level of public transport in Little Walsingham has also been a factor in its selection.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 30) <b>Ludham:</b> Objections to Ludham being designated as a Service Village. (various reasons)<br><br>By far the largest number of representations on the development strategy relate to the designation of Ludham as a Service Village. All but one of these clearly oppose its designation in respect of the proposed level of residential growth.<br><br>Many of the concerns are about the inadequacy of the local road and sewage infrastructure, parking facilities, public transport, school capacity, and local employment opportunities to cope with the potential number of additional dwellings. In addition, there are fears for the impact on the character of the village and its setting, which, in turn, could damage its attractiveness as a tourist destination. Also cited are the issue of flood risk, the nearby areas of nature conservation importance and the fear that further 'urbanisation' of the village will follow if the preferred approach for up to 50 dwellings is approved. A final issue for many respondents relates to the fact that it is not proposed that any of the affordable housing secured on the market housing allocation would be subject to a Local Lettings Agreement (i.e. where priority is given to those with a local connection). | In view of the information made available by the County Council and Anglian Water there appears to be sufficient educational and sewage treatment capacity to serve a modest amount of additional housing. The issue relating to flood risk will be taken into account in identifying suitable sites for housing development, and the protection of areas of nature conservation importance would, initially, be addressed through the process of Appropriate Assessment and then, if appropriate, be taken into account in identifying suitable sites for housing development. The other concerns are appreciated, but are not considered, in themselves, to constitute strong reasons for resisting additional housing, especially if attention is paid to the design and layout of new development. <b>Policy SS3</b> makes it clear that new allocations in the majority of service Villages should be to a maximum of 26 dwellings and that this can be one or more sites.<br><br>Given the significant and widespread need for affordable housing across North Norfolk, it is considered that allocations of affordable housing in mixed use schemes should be on the basis of District wide need. However affordable housing provided through Exception Schemes will be subject to a Local Lettings Agreement as it is that specific locations housing need that is justifying housing in a location where it would not normally be permitted. See <b>Policies HO2 and HO3</b> . |
| 31) <b>Potter Heigham:</b> Objection to the designation of Potter Heigham as Countryside and promotion of the settlement as a Service Village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The arguments in favour of designating Potter Heigham as a Service Village are appreciated, but, nevertheless, are considered insufficient to merit designation in accordance with the approved methodology for selection (see <b>Policy SS1 and Sustainability Appraisal report</b> ).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 32) <b>Southrepps:</b> A few comments opposing Service Village status for Southrepps on the basis that there is high unemployment in the area, inadequate road and parking infrastructure and sufficient social housing.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | These comments are not considered, in themselves, to constitute strong reasons for resisting a modest amount of additional housing in the village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 33) <b>Sutton:</b> Objection to the designation of Sutton as Countryside and promotion of the settlement as a Service Village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The comment seeking incorporation of Sutton within the boundary of Stalham is not accepted as it has long been recognised (e.g. in the current Local Plan) that, despite their proximity to each other, they are two distinct settlements (one a town and the other a village) that should be treated separately for planning purposes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 34) <b>Weybourne:</b> Objection to Weybourne being designated as a Service Village due to several points including: <ul style="list-style-type: none"> <li>● lack of employment</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Whilst some of these comments are not relevant to the consideration of the issue, the few observations questioning the manner in which Weybourne meets the selection criteria for Service Village status are appreciated, especially the fact that the school is some distance away from the built-up area of the village. Notwithstanding these                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



## Core Strategy Consultation Statement

### Development Strategy (DS1 & DS2)

| Summary of Issues                                                                                                                                                                                                                                                                                                                                                                         | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <ul style="list-style-type: none"> <li>inadequate public transport</li> <li>no gas supply</li> <li>frequent power cuts</li> <li>the school is over a mile from the centre of the village</li> <li>the only 'other shop' in addition to the post office / convenience store is a hair dressers</li> </ul>                                                                                  | <p>concerns, it is considered that Weybourne should remain a Service Village as it does meet the Service Village criteria and is fairly well located to the surrounding towns of Cromer, Holt and Sheringham.</p>                                                                                                                                                                                                                                                                                                                                                                            |
| <b>The reuse of buildings in the Countryside (DS2)</b>                                                                                                                                                                                                                                                                                                                                    | Objections: 14 support: 08 Observations: 09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>35) The great majority of representations relating to the reuse of buildings in the Countryside are, in effect, seeking to promote the opportunities for conversion to permanent residential across the whole of North Norfolk.</p> <p>Comment that mixed use/ live/work units would provide too much flexibility and that residential should not be permitted in the Countryside.</p> | <p><b>See policies HO9 and EC2.</b> The preferred approaches to relaxing the restriction in respect of buildings situated within stated distances of the boundaries of designated settlements and is founded on the relevant advice contained in PPS7. These distances are a reasonable walking distance and they are considered a realistic basis for restricting the use of buildings in the Countryside as permanent dwellings in the light of national planning policies, including the recently published PPS3.</p> <p>Mixed-use schemes are not included in the submission policy.</p> |

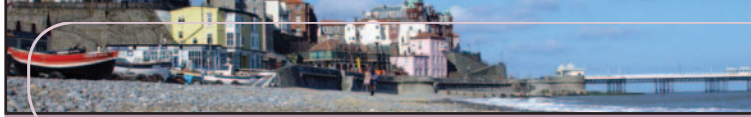
### Housing

| Summary of key issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Housing Strategy (H1)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Objections: 38 Support: 06 Observations: 11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>36) A number of representations argue that insufficient land is being allocated in the LDF to fulfil the dwelling requirement because:</p> <p><b>a)</b> A number of planning permissions which have been granted will not be built and a 7% lapse rate is too low.</p> <p><b>b)</b> The allowance for windfall development is too high because this source is a naturally diminishing resource, the locations where windfall will be allowed will be reduced by only selecting 17 villages, and extrapolating short term trends over a long period is potentially inaccurate. Government advice (PPS3) discourages over reliance on windfall.</p> <p><b>c)</b> A number of the allocated sites are argued to be unsuitable for development, not available, not viable and the dwelling capacities attached to them are too high.</p> <p>As a result of these factors it is argued that the Core Strategy will fail to deliver the 8,000 dwellings required by the RSS and consequently there is a need to identify a higher target for development on allocated land.</p> | <p>The Council has reviewed its housing trajectory and amended the Core Strategy to ensure that <u>at least</u> 8000 dwellings will be built within the plan period. Further information has been incorporated into the submission document to outline the contributions that completed development, windfall development, and development on housing allocations will make to future housing supply and when this is expected to be provided (<b>See Policy SS3 and section 4.3</b>) A housing background paper is published alongside the submission Core Strategy giving comprehensive details. (<b>See Background evidence Paper No1 – Housing</b>)</p> <p>The scope to make housing land allocations has been increased from around 2,700 dwellings to 3,400 dwellings. The contribution that windfall development may make to housing supply has been heavily discounted (by 50%) to take account of the change to the development strategy and the likelihood that some existing planning permissions will not be implemented (10% lapse rate now used).</p> <p>The suitability, availability, and viability of proposed development sites will be tested through the preparation of the Site Specific Proposals Development Plan document.</p> |
| <p>37) Variety of comments including that:</p> <p>Development should be allowed in many of the smaller villages and the Countryside as to restrict development</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>See SS1 and SS3.</b> The pattern of housing distribution in the District identified in the consultation document was informed by a number of key aims, amongst which were:</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



## Housing

| Summary of key issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <p>in these locations will lead to stagnation, the further withdrawal of rural services and not address the need for housing in these locations; or</p> <p>That too much development is being proposed outside of the main towns in locations which lack facilities, are unsustainable and contrary to government advice; and</p> <p>That the amount of development proposed in some of the towns is either too low or too high having regard to their capacity to accommodate growth.</p> | <ul style="list-style-type: none"> <li>● maximising the opportunity to identify development sites as this is considered the best way to ensure delivery of housing, and more particularly, a higher proportion of affordable housing provision.</li> <li>● that housing is built in the most sustainable locations.(recently reinforced by government advice on Climate Change)</li> <li>● addressing identified local needs in a way which takes account of the capacity of settlements to accommodate development.(ie, taking account of character, school places, services, infrastructure and so on)</li> </ul> <p>Some representations argue for development in a wider range of settlements and it could be argued that with a slightly more flexible approach to housing numbers the scope for infill developments in a wider selection of villages could be reconsidered. However it is difficult to see how infill developments, probably of single and non affordable dwellings, would meet the key aims identified above and consequently it is considered that no change of approach is justified.</p> <p>It is felt the Development Strategy strikes the appropriate balance between concentrating development in the main settlements where easy access can be gained to shops, education etc and allowing for limited development in the rural area, which is concentrated in those villages that offer a basic level of local services. (Service Villages)</p> |
| <p>38) There is a widely held view that the numbers of second homes has an adverse impact on the local housing market with equity rich purchasers from outside of the district acquiring properties which might otherwise be available for local people. It is argued that the Core Strategy will not address this issue.</p>                                                                                                                                                              | <p>The purchase of an existing property and its use as a second home does not require planning permission and consequently planning policies are unable to exercise control over this type of use of existing dwellings. The Council is, however, seeking to ensure that the type of housing which is provided on new developments is targeted towards meeting identified local needs. Hence <b>Policies SS3, HO1 and HO2</b> seek to secure a higher proportion of affordable housing and influence the mix of housing to ensure it is more tailored towards meeting local housing needs.</p> <p>There is no planning control over the use of empty dwellings in the District but the Authority provides incentives to encourage re-use via the Empty Homes Strategy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>Housing Density (H2)</b>    Objections: 07    Support: 03    Observations: 06</p>                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>39) Comments that high densities can be detrimental to character, density targets should be flexible and judged on a case by case basis, and if villages are not capable of accommodating developments which make efficient use of land (high density development) they should not be identified as locations for development.</p>                                                                                                                                                      | <p>The final version of PPS3 was published in Nov 2006. This re-states the governments commitment to using land efficiently and suggests that Local Authorities might wish to set out a range of densities targets for different areas. It states that thirty dwellings per hectare should be regarded as a national indicative minimum density 'until local density targets are in place' and that if Local Authorities wish to set lower density targets they will need to justify this.</p> <p>There have been widely expressed concerns about village cramming and the impacts of 'squeezing' dwellings on smaller and smaller sites. Density policies need to balance the objectives of avoiding the wasteful use of land whilst ensuring that other considerations such as character, biodiversity and residential amenity are addressed. <b>Policies HO7 and EN4</b> seek to achieve this.</p> <p>Given the advice of PPS3 it is considered unlikely that a plan which omits density targets will be judged to be sound. <b>Policy HO7</b> therefore sets indicative targets for development in different locations in the district.</p>                                                                                                                                                                                                                                                                                                                                |
| <p><b>Housing Mix (H3)</b>    Objections: 10    support: 04    Observations: 06</p>                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>40) That the approach to the mix of housing is too</p>                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p>The draft Housing Market Assessment identifies that North Norfolk has a higher</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



## Core Strategy Consultation Statement

### Housing

| Summary of key issues                                                                                                                                                                                                                                                                                                                                | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <p>prescriptive. It is not clear that the district wide housing mix is justified by clear evidence. It does not indicate how the policy will be applied to individual development sites relative to their scale, location and local need.</p>                                                                                                        | <p>proportion of larger detached and semi detached properties than elsewhere in the region and the country as a whole. These houses are less affordable to those on lower incomes than smaller dwelling types. Average incomes in the District are lower than many other parts of the country and consequently lower paid local people struggle to access the housing market. The continued provision of larger, higher value properties in the district, for which there is already a good supply, will not assist those on lower incomes in meeting their housing needs. These concerns are more acute in North Norfolk's villages, particularly those in the A.O.N.B, where the gap between local earnings and the costs of entry level housing is even wider.</p> <p>Therefore <b>Policy HO1</b> requires a higher proportion (40%) of two or less bedroomed dwellings on schemes of 4 or more dwellings.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>Extension or replacement of dwellings in the Countryside (H4)</b>    Objections: 03    Support: 03    Observations: 03</p>                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>41) Overall the Preferred Approaches to house extensions and replacement dwellings in the countryside received few representations. Most comments are supportive of exercising controls over the size of both extensions and replacement dwellings. However, views were also expressed that each case should be determined on its own merits.</p> | <p>The existing Local Plan policies (and Preferred Approaches) incorporate specific size limitations on both house extensions (they should be subordinate) and replacement dwellings (should be no larger than the existing dwelling). The objective is to control the individual and cumulative impacts of such developments on the character of the rural area of North Norfolk. Those that argue for more flexibility point out that a blanket approach to restricting the size of buildings fails to take account of individual site circumstances. For example, it could be argued that it might be considered appropriate to replace a bungalow with a two storey dwelling if the resulting building is not prominent in the landscape. The mere fact that the resulting building was bigger would not be the determining factor.</p> <p>It is agreed that the requirements for extensions to be subordinate and replacement dwellings to be no larger than the existing are considered to be insufficiently flexible and do not allow for the circumstances of each site and proposal to be addressed, particular in the context of a development strategy that would result in the 're-classification' of many villages as countryside for planning purposes. Therefore <b>Policy HO8</b> requires that proposals have regard to the size of the existing dwelling and the impacts on the character and appearance of the dwelling and the surrounding area however do not require them to be subordinate.</p> |
| <p><b>Affordable Housing Sites (H5)</b>    Objections: 50    Support: 11    Observations: 23</p>                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>42) Comments that it is inequitable to allow affordable housing in villages but not allow market housing.</p>                                                                                                                                                                                                                                     | <p>The exceptions policy could be seen as inequitable in that it allows for the erection of some types of houses (affordable) but not others. However, it has been acknowledged for a number of years that the housing needs for some sectors of the community, those who are unable to buy or rent properties, are not being addressed and that this has undesirable social consequences. Exceptions schemes are subject to Local Lettings agreements as it is the need in that particular location that justifies residential development where it would not normally be permitted. In villages there are a wide selection of properties available for purchase on the open market. Therefore no change to approach. <b>See Policies SS2, HO2 &amp; HO4</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>43) Exceptions development should be allowed in the area covered by the Coastal Area Action Plan.</p>                                                                                                                                                                                                                                             | <p>The Preferred Options consultation document presumed against allocating for housing and affordable housing exception schemes in the area to be covered by the Coastal Area Action Plan. However in light of the decision not to progress with the Coastal Area Action Plan and the fact that within the coastal villages there are large areas that are not at risk from erosion it is considered appropriate to allow allocations in these locations. Development which is within the 100 year erosion zone is controlled via separate policies which limit all but small scale low risk development. <b>See Policies SS1, EN11 &amp; EN12</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Housing

| Summary of key issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| 44) A wider range of organisations should be allowed to provide affordable housing.                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Historically most affordable Housing in North Norfolk has been provided by Registered Social Landlord (Housing Associations and other similar registered bodies) Until 2004 only RSLs were able to bid for social housing grant from the Housing Corporation. This is no longer the case and bids from non-registered bodies, including private developers can be made. <b>Policy HO2</b> does not seek to limit the types of organisation that can provide affordable housing but does seek to ensure that the type of housing provided is affordable, will meet identified needs and will be available in perpetuity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 45) Various comments that the percentage of affordable housing being requested is either too high or too low.                                                                                                                                                                                                                                                                                                                                                                                                                        | The Housing Needs Assessment and the draft Housing Market Assessment provide a robust evidence base demonstrating that there is a high need for affordable housing across North Norfolk. In fact, even if <u>all</u> new housing development for the remainder of the plan period were to be affordable housing, the identified need for affordable dwellings would not be addressed. Policies SS3, HO1 & HO2 aim to increase the supply of affordable and smaller starter homes as a proportion of total development by requiring private sector developers to provide these as part of their developments. The expectation is that affordable housing will be provided without the need for public subsidy (grants), in effect a proportion of the profits of development cross subsidise affordable housing provision. Consequently care needs to be exercised in setting a target level of affordable housing to ensure that development schemes remain viable. The Housing Market Assessment suggests a District target of 45% increasing to 50% in the rural areas. A separate target of 10% for intermediate forms of affordable housing (which is 'usefully affordable') is also identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Affordable Housing rural exception sites (H6)</b> Objections: 15 Support: 04 Observations: 10                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 46)<br><br>Comments that affordable housing in villages should be subject to a Local Lettings Agreement that restricts occupancy to local people or gives locals priority over others.<br><br><ul style="list-style-type: none"> <li>● Representations ranging from those who argue that 100% of new housing should be affordable to those who considered that lower percentages (20%) should be applied.</li> <li>● That market housing should not be provided in villages if the intention is to address housing needs.</li> </ul> | This was perhaps the most regularly made representation particularly by those attending exhibitions at Ludham and Horning where there were strongly expressed views, firstly that additional housing was inappropriate in these villages and, secondly, that if it were to be provided it should be subject to local occupancy controls which either limit or give priority to local people. The Development Strategy was prepared on the basis that there is a significant need for affordable housing in the District as a whole. Given the large scale of need identified, and the limited opportunities which are likely to be available to address it, it is considered difficult to justify limiting occupancy to local people. Arguably those in highest need should be given priority irrespective of where they live in the district. (For example, if local lettings policies are adopted, those with high needs from, for example, Potter Heigham, could not access properties in Sutton whilst there were individuals in Sutton, albeit with lower needs, seeking affordable accommodation). The inequalities in this situation would not arise if affordable housing was to be made available in every settlement to meet every identified need but, unfortunately, this will not be feasible. A flexible approach to dwelling allocations is therefore desirable to ensure that all those in need in the district have an equal opportunity to access the limited affordable housing that will be available. Therefore the Local Lettings policy is not attached to proposed housing allocations in villages but will continue to apply to those sites developed under the exceptions policy. <b>See Policies SS3, HO2 &amp; HO3.</b> |
| <b>Sites for Gypsies, Travellers and travelling showpeople (H7)</b> Objections: 05 Support: 01 Observations: 04                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 47) Comments that the Authority has not established a need for Gypsy and Traveller sites                                                                                                                                                                                                                                                                                                                                                                                                                                             | A Statutory Assessment of need has been carried out at a Norfolk level – December 2005 and further work was carried out through the Regional Spatial Strategy review of Gypsy and Traveller site provision. These identify no need for a permanent site, but the historic pattern of encampments in North Norfolk indicate the need for two short stay stopping sites.<br><br>Regardless of demand the Council is required to include a Core Strategy policy with respect to the housing / site requirements of Gypsies and Travellers. Such a policy will be used to determine applications from private individuals or                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |



## Core Strategy Consultation Statement

### Housing

| Summary of key issues                                                                                                                                                                                                                                                                                                                                              | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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|                                                                                                                                                                                                                                                                                                                                                                    | organisations and will also guide any future allocation of Gypsy and Traveller sites in the Site Specific Proposals document where a need is identified. <b>See Policy HO4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 48) Comments that sites should be sensitively sited, not effect the local economy or tourism industry in North Norfolk and be an acceptable distance from major residential properties. Suggested addition to ensure that use of a site would not cause nuisance to adjoining public access routes (Public Rights of Way or the Norfolk coast Path National Trail) | <p>The concern expressed in relation to adverse impact of any development proposal on the local economy is acknowledged. However this would equally apply if the Council does not make provision as its ability to manage unauthorised encampments, possibly in high profile locations, will be limited. The Council therefore considers it preferable to identify a site, or sites, which can be properly managed rather than dealing with unlawful encampments.</p> <p>It is suggested that the criteria as drafted would seek to minimise adverse impact by considering environmental factors and nuisance on adjoining properties. It is agreed that the policy could seek to minimise impact on Public Rights of Way. <b>See Policy HO4</b></p> |
| <b>Nursing and Care Homes (H8)</b> Objections: 02    Support: 01    Observations: 05                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 49) No substantial comments were made in respect of this approach and Go East recommended a separate approach was not necessary. It is therefore felt that a separate policy is not needed in respect of nursing and care homes as such proposals would be allowed in residential areas and can be subject to the same criteria as other dwellings.                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Agricultural and other dwellings in the Countryside (H9)</b> Objections: 02    Support: 01    Observations: 03                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 50) Allowance should be made for other types of essential dwellings in the countryside.                                                                                                                                                                                                                                                                            | The preferred approach did not make provision for other types of occupational dwellings which are permissible under PPS7, such as where it can be demonstrated that it is functionally essential to live on the site in association with a business and no suitable dwelling is available. This may include some types of use other than agriculture or forestry, for example, equestrian uses. It is accepted that the policy should include these. <b>See Policy HO5.</b>                                                                                                                                                                                                                                                                          |
| <b>Retirement Homes (H10)</b> Objections: 05    Support: 01    Observations: 04                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 51) No substantial comments were made in respect of this approach and Go East recommended a separate approach was not necessary. It is therefore felt that a separate policy is not needed in respect of retirement homes as such proposals would be allowed in residential areas and can be subject to the same criteria as other dwellings.                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

### Environment

| Summary of issues                                                                                                                                                                                                                                                                                                                                      | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                 |
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| <b>Natural and Built Environment (EN1)</b> Objections: 02    Support: 07    Observations: 03                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                    |
| 52) No substantial issues raised. Issues contained in <b>Policy SS4</b>                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Nationally designated areas (EN2)</b> Objections: 01    Support: 04    Observations: 04                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                    |
| 53) Strong support was received for protection of the AONB, however comments were also received that suitable development necessary to facilitate the economic and social well-being of the AONB should be allowed. The Broads Authority commented that the same level of protection given to the AONB should be applied to the setting of the Broads. | <p><b>Policy EN1</b> balances the need to protect the AONB while allowing necessary development for its economic and social well-being.</p> <p>While the LDF will not cover the Broads area itself, development in North Norfolk can affect views into and out of the Broads and may have other impacts in terms of noise, pollution, light pollution etc. Given the nature of</p> |



## Environment

| Summary of issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | the Broads landscape it is important that the appearance and character of its setting is conserved and enhanced. Therefore the setting of the Broads is included within <b>Policy EN1</b> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Landscape protection (EN3)</b> Objections: 08 Support: 06 Observations: 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>54) Sheringham Park:</b> The National Trust requested that the setting of Sheringham Park is defined on a map in order to prevent inappropriate development in the surrounding landscape that could affect views from the park. The National Trust feel that current policies have been ineffective in protecting the setting and developments have been allowed that are damaging to views out of the park. (Examples given include Cooper Road, Greenlands Way, agricultural development and development at Sheringham High School – photographs provided). They feel that defining the setting would allow more careful scrutiny of proposals that could affect it. | PPS7 advises against rigid local landscape designations, however it is felt that there could be a case for defining the setting of Sheringham Park and applying a policy that requires developments to have particular regard to their impact on the surrounding landscape and long views from the Park. The Park could be considered unique in that the estate is very open and much of the attraction lies in the views to the surrounding area. This is not the case in other historic parks and gardens where woodland or topography limits views to the surrounding area. Therefore <b>Policy EN2</b> includes a criteria protecting the defined setting of Sheringham park which is shown on the <b>Proposals Map</b> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>55) Undeveloped Coast:</b> Some support for the Undeveloped Coast designation and a view that it should prevent housing and employment development, however opposing views that it should be removed and replaced with a criteria based policy that would allow each proposal to be assessed against its impact on the landscape.                                                                                                                                                                                                                                                                                                                                      | <p>The designation could be removed and proposals considered against the Landscape Character Assessment (which would need to emphasise coastal character to a greater extent than currently). However the undeveloped coast designation is based on more than just landscape considerations and is also designed to minimise the impact of additional transport, light pollution and general development on the distinctive coastal area. There is significant pressure for development on the coast and the purpose of the designation is to protect this coastal area from development that would be allowed in the Countryside but is undesirable within the undeveloped coastal strip. For example, general agricultural buildings or new proposals for energy production (biomass plants, CHP schemes etc) should be located further inland. Therefore <b>Policy EN3</b> protects the undeveloped coast designation as shown on the <b>Proposals Map</b>.</p> <p>Policy EN12 allows for relocation of development that is important to the wellbeing of a coastal community, and this would not be compromised by the undeveloped coast designation because it should have already proved that a coastal location is necessary.</p> <p>Affordable housing would be permitted in the undeveloped coast where this was locationally proven through a local housing needs survey.</p> |
| <b>The historic environment (EN4)</b> Objections: 01 Support: 03 Observations: 07                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 56) There was some support for the adoption of a Local List and/or support for protection of important buildings and structures that are not listed and outside Conservation Areas and several concerns over the impact of inappropriate alterations, materials and signage                                                                                                                                                                                                                                                                                                                                                                                               | Local listing would not prevent a building being demolished, however it does signal to developers and other parties that it is considered to be an important building. The exemption to Part L Building Regulations (about double glazing etc) applies in Conservation Areas and also to locally listed buildings outside a Conservation Area. Therefore Policy EN8 applies to Listed and Locally Listed Buildings.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Design (EN5)</b> Objections: 06 Support: 07 Observations: 13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 57) There was support for a strong design policy and concern was expressed about the loss of residential gardens to development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Policy EN4</b> requires that proposals respect the density, landscaping, biodiversity and character of the surrounding area. PPS3 alters the definition of brownfield land and states that 'there is no presumption that land that is previously developed is necessarily suitable for housing development nor that the whole of the curtilage should be developed.' PPS3 also emphasises the importance of good design and states that 'design which is inappropriate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |



## Core Strategy Consultation Statement

| Environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| Summary of issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | in its context, or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted.'                                                                                                                                                                                                                                                                                                                                                 |
| 58) Comments were also made that the policy needs to address the possible conflict between renewable energy/energy efficiency and the requirement for traditional design.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Policy EN4</b> allow flexibility and encourages contemporary design. Modern buildings can, and should, be appropriate to the surrounding area and complement existing buildings and architecture. The updated North Norfolk Design Guide will give further advice on how to reconcile the requirement for energy efficient buildings with the local architecture. A balance needs to be struck, and proposals will be assessed against both criteria.                                                                 |
| <b>Biodiversity (EN6)</b> Objections: 02 Support: 04 Observations: 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 59) General support for the approach. Suggested amendments to focus more on enhancement, not just on protection, give The Broads designations greater recognition and clarify that if compensatory measures cannot be achieved then planning permission should not be granted in designated areas unless the application is of over-riding public interest.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Policy EN9</b> reflects the suggested amendments.                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Coastal Erosion (EN7)</b> Objections: 07 Support: 07 Observations: 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 60) Representations relate mainly to concerns over the implications of the changing coastline and the manner in which coastal communities are able to adapt. There was general support for the concept of preparing an Area Action Plan for the coast, although there were differing views on the geographical extent of that plan. Some opposed the restrictive approach to development advocated in the preferred approaches, arguing that this would limit the capacity of settlements to adapt to the future changes in the coastal alignment; others supported it as a prudent precautionary measure. Other detailed suggestions were made, which the Core Strategy cannot properly address; however, the Area Action Plan should.<br><br>There was strong support from Natural England for the inclusion of the erosion risk zones on the Proposals Map; notably there were no other representations concerning either the principle of showing the risk area or the extent of the boundaries. | It is not proposed to pursue the Coastal Area Action Plan, rather to prepare separate Coastal Management Plans outside of the LDF.<br><br>Coastal Service Villages are identified where land may be identified to provide for new development or for relocation from areas at risk.<br><br>A single risk area (100 year) will be shown so as to simplify the approach to new development and avoid disputes over the drawing of precise lines.<br><br>See <b>supporting text and Policies SS1, SS4, EN11 &amp; EN12.</b> |
| <b>Flood Risk (EN8)</b> Objections: 03 Support: 02 Observations: 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 61) Comment received from the Environment Agency that <i>'the Flood Risk zones should not be shown on the Proposals Map as they are updated regularly and would soon be out of date'</i> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | The Flood risk zones are not shown on the Proposals Map, however they are shown on the <b>key diagram</b> as they are a key constraint . The supporting text to <b>Policy EN10</b> states where the EA flood zone maps can be accessed and refers to the maps to be produced by the Strategic Flood Risk Assessment which will refine the EA maps (and define zone 3a and 3b) and take account of future climate change implications (rising sea levels, increase in peak river flow etc).                               |
| 62) The majority of comments supported the restriction on development in flood risk zones, however there was some concern, and Go-East commented that the statement that allocations will not be made in flood risk zones 2 and 3 is pre-emptive in relation to the sequential test in PPS25 and fails to recognise the different uses subject to sequential testing in PPS25".                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | As large areas of North Norfolk that are suitable for development are in flood zone 1 (low risk) development should be restricted in areas of higher risk. PPS25 distinguishes between zone 3a and 3b in terms of appropriate land uses and the Strategic Flood Risk Assessment (SFRA) should provide this detail as well as taking account of future climate change implications.<br><br>See <b>supporting text and Policy EN10.</b>                                                                                    |

## Environment

| Summary of issues                                                                                                                                                                                                                                                                                                                                          | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| 63) A comment about the difficulty of implementation and adoption of SUDS.                                                                                                                                                                                                                                                                                 | The initial comments from the Environment Agency were that 'developers have a misconception that SUDS cannot always be implemented because of site constraints, however it is usually possible to use one or more of a range of techniques. SUDS should be required, or developers should show through adequate assessment why it is not possible and that other options are being pursued'. The EA and PPS25 have subsequently confirmed this commitment. The implementation of SUDS will require negotiations and commitment by the Council however they are an important step in managing flood risk in the area. Therefore they are still encouraged in <b>Policy EN10</b> .                                                          |
| 64) Go East commented that the statement that 'any development will be carried out at the owners risk' is inappropriate as it appears to constitute a legal disclaimer and should be removed.                                                                                                                                                              | <b>Policy EN10</b> does not contain the statement that 'any development will be carried out at the owners risk'.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Pollution (EN9)</b> Objections: 00 Support: 04 Observations: 00                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 65) Support for approach.                                                                                                                                                                                                                                                                                                                                  | Minor text changes to refer to PPS23 and extra strength given to light / noise pollution in <b>Policy EN13</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Energy Conservation / Sustainable Construction (EN10)</b> Objections: 07 Support: 09 Observations: 08                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 66) Views were expressed that that the requirement that 10% of the energy used on developments over 1,000 square metres or 10 dwellings be from renewable energy does not go far enough and that the target could be higher and the threshold of 10 houses lower. Views were also received querying the viability and practicality of the 10% requirement. | The target of 10% is considered appropriate as it is realistic, achievable and is consistent with the RSS and the draft PPS on Climate Change.<br><br>A higher target is not suggested as it needs to be considered against other requirements on developers, such as contributions towards affordable housing. The experience in Merton is that the requirement adds about 2 to 3% additional build cost, although costs of renewable technology are expected to fall over time as the market expands. Therefore <b>Policy EN6</b> contains a target of 'at least 10% rising to 20% by 2013' to reflect increasing targets at the regional and national level, and also that technology will become more viable and available over time. |
| 67) Comments were also received that the Council should address carbon emissions from existing buildings as new build is only a small percentage of all development.                                                                                                                                                                                       | Building Regulations standards that require improved energy efficiency apply to extensions and renovations as well as new build. Grants are available to improve the efficiency of existing buildings. The Council has recently appointed an environment policy officer, and this post could encourage take-up of energy efficiency schemes etc, as well as assess the energy consumption schemes submitted with applications.                                                                                                                                                                                                                                                                                                            |
| 68) Comments were made that more environmentally friendly buildings should be encouraged, and innovative designs should not be discouraged because they do not reflect local vernacular. One comment that extremely environmentally friendly buildings should be allowed as exceptions schemes.                                                            | <b>Policies EN6 and EN4</b> encourage innovative design and carbon neutral development. However, these are encouraged on allocated sites and in residential areas is permitted rather than allowing homes in unsustainable locations, therefore an exceptions style policy is not proposed.                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Renewable Energy (EN11)</b> Objections: 03 Support: 06 Observations: 10                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 69) Comments were made that the approach should comply more fully with PPS22 and positively support and encourage renewable energy development, whereas the current approach gives 'support in principle' and emphasises where development can not go.                                                                                                     | The draft PPS on climate change states that planning authorities should look favourably on proposals for renewable energy and avoid setting stringent requirements for minimising impact on landscape and townscape other than in exceptional circumstances such as in nationally designated areas such as AONB's.                                                                                                                                                                                                                                                                                                                                                                                                                        |
| However, views were also received supporting the restriction of large scale wind farms on international areas and the criterion that schemes in areas of national importance will only be permitted where the objectives of the designation are                                                                                                            | It is considered that account should be taken of the important environmental designations in North Norfolk and therefore <b>Policy EN7</b> retains the presumption against large scale renewable energy developments in sensitive locations. Also the presumption that small scale renewable energy                                                                                                                                                                                                                                                                                                                                                                                                                                       |



## Core Strategy Consultation Statement

### Environment

| Summary of issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                    |
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| not compromised. Comments include that large scale wind farms are not suitable for North Norfolk but single turbines should be encouraged and that microgeneration on houses should be encouraged.                                                                                                                                                                                                                                                                                        | developments are more suited to the AONB than large scale is considered appropriate. However the policy is generally more positive than the preferred approach.<br><br>The Government is considering removing the need for planning permission for microgeneration on dwellings which could encourage more schemes to be implemented. |
| 70) Anglia Maltings at Great Ryburgh made representations that they are a major user of energy and their plant includes a CHP unit and several heat recovery units. They are currently working on a number of energy related projects and their representation requests that land adjoining their plant be designated for a major alternative energy project and that policies state that energy efficiency plants adjoining existing employment allocations will be generally supported. | Several employment designations are close to dwellings and energy production would not necessarily be appropriate. Great Ryburgh is proposed to be classed as 'Countryside' and renewable energy projects would be permitted under the Countryside policy (SS2).                                                                      |
| <b>Minerals and Waste (EN12)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                       |
| 71) It is proposed to delete this policy as minerals and waste issues will be covered in the Minerals and Waste LDFs prepared by Norfolk County Council.                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                       |

### Economy

| Summary of issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <b>Employment Land Supply (EC1)</b> Objections: 13 Support: 06 Observations: 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 72) The Government Office and others have commented that the preferred approach does not provide sufficient certainty about the broad locations where employment development will go and the scale of development at those locations, in particular the broad locations of any Greenfield release. Furthermore, they identify a need to indicate the number of jobs to be accommodated in the District between 2001-2021 and the employment land requirements to meet these job figures in each location. In the absence of this information it is argued that the Authority could be seeking to retain too much employment land and that some of this land might be more usefully developed for other purposes. | The "jobs growth" target for North Norfolk in the East of England Plan is 4,000 net new jobs between 2001 and 2021, and the Core Strategy should therefore indicate how these jobs will be provided for.<br><br><b>Policies SS5 and SS7 - SS14</b> now set out the distribution and quantity of employment land. A review considering the quantity of existing allocated employment land available together with an assessment of historical development patterns was undertaken in 2006 (Employment Land in North Norfolk 2006 – Background Report for LDF).<br><br>As there is little or no relationship between employment land demand in, for example, Wells compared to North Walsham, it is considered inappropriate to consider the needs of the District as a whole and it is inevitable that relatively high levels of land allocation will result if the principle of maintaining choice of location is retained. The Policies seek to address the needs of each area (town) with the overarching objective of providing the opportunities for the creation of new jobs close to where most people live thereby increasing levels of self containment.<br><br><b>Also see Background Evidence Paper number 3 (Employment Land).</b> |
| <b>Farm Diversification (EC2)</b> Objections: 05 Support: 01 Observations: 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 73) Comments that the range of uses which would be permitted is too narrowly defined, should include residential conversions and there is a conflict with Approach DS2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Policy EC1</b> provides a positive and supportive framework for those types of schemes as outlined in PPS7. The possible range of uses which may be allowed is wide, with the exception that the approach seeks to prevent the conversion of buildings to residential use or the erection of new dwellings. The presumption                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |



## Economy

### Summary of issues

### NNDC Response / How addressed in the Core Strategy

against residential development is consistent with the objective of ensuring that residential proposals are located in the most sustainable locations and is consistent with national planning advice.

The Policy on reuse of rural buildings (**HO9**) only allows residential use where it is within a certain distance of a designated settlement.

**Redundant air bases (EC3)** Objections: 09 Support: 04 Observations: 03

74) A number of matters have been raised in connection with the preferred approach to redundant defence establishments.

Given the rural location of these establishments, and the fact that the majority of the Coltishall and West Raynham Airbases are largely undeveloped save for the runways, **it is** considered appropriate to include them within the Countryside Policy Area.

PPS3 makes clear that not all brownfield sites are suitable for residential development having regard to sustainability issues (ref. para 41); and this approach is echoed in PPS7 (Sustainable Development in Rural Areas). As has been demonstrated in the consideration of representations on the development strategy, the intention to focus the majority of employment and housing development in North Norfolk in the designated Principal and Secondary Settlements is firmly rooted in national and emerging regional planning policy on rural areas, which identifies market and other towns as the most sustainable locations. Since none of the establishments meet the requirements set out in the Service Village methodology, there is no scope for providing additional market housing, either on its own or as part of a mixed-use scheme. However, there is potential for accommodating additional affordable housing under the rural exception site policy.

It is agreed that criteria 1, 2, 4 and 5 of the preferred approach are unnecessary as the requirements are featured elsewhere in the Core Strategy. Therefore **Policy EC4** provides a clearer framework.

**Strategy for the town centres (EC4)** Objections: 06 Support: 07 Observations: 05

**and Location of retail and commercial leisure development (EC5)** Objections: 09 Support: 07 Observations: 06

75) Comment that the use of 'Principal and Secondary settlements' and 'large and small town centres' is confusing.

Also a comment that it is inappropriate to identify different sizes of town centre, and rather that peoples needs should be met at a local level.

The distinction between the concepts of 'Principal and Secondary Settlements' and 'Large and Small Town Centres' is important. The purpose of designating Principal and Secondary Settlements is to make clear that the Council intends to focus the provision of additional (general) development in North Norfolk on the four settlements of Cromer, Holt, Fakenham and North Walsham, rather than more or less equally across the seven towns and Hoveton. In contrast, the purpose of differentiating between Large and Small Town Centres is to make clear the relative roles of the eight settlements in accommodating additional retail and other town centre uses. This is in accordance with the Government's Planning Policy Statement on 'Planning for Town Centres' (PPS6), which states that the Core Strategy should 'set out a spatial vision and strategy for the network and hierarchy of centres' within North Norfolk and indicate how the role of different centres will contribute to the overall spatial vision for the area (ref. para 2.15). This, therefore, allows for the possibility of Holt being designated as a Principal Settlement but also as having a Small Town Centre.

It is considered that the broad distribution of the retail hierarchy will ensure that local needs, as informed by the North Norfolk District Retail and Commercial Leisure Study, will be met in an appropriate manner. therefore **Policies SS5 and EC5** set the framework.



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| Summary of issues                                                                                                                                                                                                                                                                                                                                            | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 76) The approach should recognise the threat of out of town shopping and development should be of a scale appropriate for the town.                                                                                                                                                                                                                          | <p>The Government's key objective for town centres, set out in its Planning Policy Statement on 'Planning for Town Centres' (PPS6), is 'to promote their vitality and viability by planning for the growth and development of existing centres and promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all' (ref. para 1.3).</p> <p>This approach is reflected in the Core Strategy visions strategic policies and in the justification for <b>Policy EC5</b>. It is, therefore, not considered necessary to specifically 'recognise the threats of further out-of-town shopping' in the preferred approach.</p>                                                                                                                                                                                                                                                                                                        |
| 77) Protecting primary shopping areas should involve more than just dealing with the threats of non-A1 uses and also consider the threat from competition of out of centre development                                                                                                                                                                       | <p>The purpose of designating primary shopping areas is to identify the areas where retail development is to be focussed; whereas the purpose of primary retail frontages is to protect against the over-provision of non-A1 uses in selected parts of the primary shopping areas in order to create a core area of retail activity. It is considered that allowing non-A1 uses to exceed 30% of the length of individual primary retail frontages in a given settlement would serve to undermine its overall retail attractiveness, and possibly cause shoppers to use other centres instead. Non-primary frontages within the primary shopping area and elsewhere will provide greater opportunities for flexibility and a diversity of uses. Protecting against 'the threat from the competition of out of centre development' is addressed by the Government's Planning Policy Statement on 'Planning for Town Centres' (PPS6), and the local interpretation of PPS6 in respect of this matter is set in <b>Policy EC5</b>.</p> |
| 78) The thresholds should apply to both allocated and non-allocated sites. There should be a preference for development at the lower end of the scale and a maximum limit on development in each settlement.                                                                                                                                                 | <p>In view of the Government's Planning Policy Statement on 'Planning for Town Centres' (PPS6) and the findings of the North Norfolk District Retail and Commercial Leisure Study, it is agreed that the thresholds in <b>Policy EC5</b> should apply to both allocated and non-allocated sites.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 79) Comments that there appears to be a contradiction in this preferred option that proposals for large and medium retail or commercial developments can only be sited in primary shopping areas or town centres where sites exist. If no sites exist then it is unlikely to be necessary to then show there are no sequentially preferable sites available. | <p>The preferred approach was based on the provisions of the Government's Planning Policy Statement on 'Planning for Town Centres' (PPS6). Para 3.8 states:</p> <p><i>'It is not necessary to demonstrate the need for retail proposals within the primary shopping area or for other main town centre uses located within the town centre.'</i></p> <p>Accordingly, when retail proposals are received outside the acceptable locations defined in <b>Policy EC5</b> it will be necessary to assess them against the four criteria.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Tourism Strategy (EC6)</b> Objections: 12    Support: 02    Observations: 09                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 80) Emphasising the role of Cromer and Sheringham would have a detrimental effect on the east of the District.                                                                                                                                                                                                                                               | <p><b>Policy EC8</b> removes the emphasis on Cromer and Sheringham in favour of all Principal and Secondary Settlements, therefore putting all settlements, including those in the east of the district (Stalham, North Walsham and Hoveton) on equal footing. This would recognise and help promote the tourism role of the east of the district, however would not reinforce the tourism role of Cromer and Sheringham (although this is pursued through other means, such as the designation of public realm in these towns and the relatively low levels of housing allocations that reflect the importance of the natural environment. These towns will still be attractive to inward investment due to their established tourism role).</p>                                                                                                                                                                                                                                                                                   |
| 81) Developments up to 500 metre square would be too large in the villages                                                                                                                                                                                                                                                                                   | <p>In terms of the location of new tourism development, requiring new accommodation or attractions to first look for sites within the Principal and Secondary Settlements is considered appropriate in order that new facilities</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

## Economy

| Summary of issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <p>82) Limiting new tourism development to reuse or extension of existing buildings is too restrictive because new hotels and facilities want rural locations and lots of land. Small scale development should be allowed outside the towns.</p> <p>83) However, other respondents felt that the approach would allow large and indiscriminate expansion in tourism development which would erode the character and tranquillity of North Norfolk. This is what brings people to North Norfolk and over-development would reduce the contribution to the economy and to the quality of life of local people.</p> | <p>are accessible to existing visitors and that new accommodation is provided where visitors can access a range of tourism and other facilities. Also, while North Norfolk has many tourism resources, the main tourism appeal is based on the unique natural environmental assets and it is considered important to direct new development towards the main settlements and existing buildings in order to protect the open countryside.</p> <p>Therefore, within the Service Villages and the Countryside, the presumption should be that proposals first look to re-use of existing buildings, farm diversification and extensions to existing businesses, which would not allow for large new build.</p> <p>The approach as drafted in the preferred options report would also, however, allow for new build accommodation and attractions in the 'inland zone' of the Countryside if there were no sites available in the main settlements and no buildings suitable for conversion. While this would allow investment in the area, CPRE make the argument that allowing new build in the Countryside could have a detrimental effect on the natural environment that outweighs the benefit and could indeed damage the appeal for visitors. It is likely that there would be significant pressure for new build tourist accommodation, such as self catering holiday cottages, if this were to be allowed.</p> <p>Therefore <b>Policy EC8</b> limits new <b>accommodation</b> to sites within the main settlements or reuse of existing buildings, however new build <b>attractions</b> could be permitted in the Countryside.</p> <p>The comment that new hotels should not be restricted to sites within settlement boundaries as they need large areas of land is addressed by allowing hotels to locate on employment land designations (<b>see Policy SS5</b>) if a sequentially preferable site or building is not available. These designations are in locations where the landscape impact, access and other impacts should be generally acceptable. While they are not traditional employment uses they do generate employment and tourism is predicted to be one of the main job growth areas in the North Norfolk economy.</p> |
| <p><b>Retaining a mix of tourist accommodation provision (EC7)</b>    Objections: 02    Support: 01    Observations: 03</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>84) General support for the approach, but some concern about controlling the mix of accommodation. Key issues:</p> <ul style="list-style-type: none"> <li>● Query whether policy, rather than market forces, should control the mix.</li> <li>● Support for approach as it is important to retain a mix of tourist accommodation and once serviced accommodation is lost to housing it is irreplaceable.</li> <li>● The statement that 92% of static caravans are in private ownership and could be categorised as second homes is misleading as many are let-out to visitors.</li> </ul>                     | <p>As the tourism sector is so important to the economy of North Norfolk, some level of control over the level and mix of accommodation to ensure a good range is vital. <b>Policy EC9</b> applies this control, however allows flexibility where it can be demonstrated that there is no reasonable prospect of retention. This would prevent premature closure of facilities where demand still exists however would allow for redevelopment if the use was no longer viable.</p> <p>The policy would also apply to the conversion of touring caravan sites to static caravans, as there is concern about the high level of private ownership of static caravans. The concern is that once they are in private ownership their availability to visitors is not guaranteed and the accommodation stock could be reduced.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>Holiday and Seasonal occupancy conditions (EC8)</b>    Objections: 04    Support: 01    Observations: 01</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>85) Key issues:</p> <ul style="list-style-type: none"> <li>● Objection to the 28 day restriction on holiday-lets as there is important demand for long-lets in the winter and school summer holidays. The time limit should be replaced by a requirement to keep a register of lettings, as per the Tourism Good Practice Guide.</li> </ul>                                                                                                                                                                                                                                                                   | <p>Some level of control is considered necessary to ensure that premises are only used by visitors and do not become part of the housing stock. Current holiday occupancy conditions have been open to misuse as there is no clear definition as to what is deemed to be an acceptable 'holiday' period. Therefore <b>Policy EC10</b> imposes a stricter definition of holiday use to ensure units intended for holiday use are indeed used for that purpose and are used for commercial holiday lets for at least a portion of the year.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



## Core Strategy Consultation Statement

### Economy

| Summary of issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <ul style="list-style-type: none"> <li>Imposing these restrictions would result in several barns that could have been converted falling into disrepair because the limited income from holiday lets would not make conversion viable.</li> <li>Use of barn conversions as second homes meets this demand which otherwise would be placed on the existing housing stock.</li> <li>Support from the CPRE as the current occupancy conditions are open to abuse.</li> </ul>                                                                                                                                                                                                                                                                                                                                | <p>This will ensure the correct balance between encouraging tourism and other policy aims of controlling development in the Countryside.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Static and touring caravan and camping sites (EC9)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Objections: 03 Support: 01 Observations: 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>86) There is a shortage of backpacker camping sites along the National Trail and small sites connected with a pub/B&amp;B or private house where toilet and water are available should be allowed.</p> <p>87) Support the intention to remove the cliff top caravan sites, but if these are directed inland this would affect their viability</p> <p>88) Concern that replacement of static caravan sites with woodland lodges would attract a different market to North Norfolk that would affect the viability of existing tourism businesses.</p> <p>89) Support for restriction on new static sites in the AONB, but new touring sites should be permitted.</p> <p>90) However another view was received that new sites can be accommodated where they are sensitively sited and landscaped.</p> | <p>See <b>Policy EC11</b>. Static caravan sites can have significant visual impact and therefore their development in areas of open countryside in North Norfolk should be resisted. Existing sites are permitted to be extended or intensified if they do not significantly increase the size of the site and where they make improvements to the appearance or landscaping of the site. This will allow continued investment to support this sector of the tourism market, whilst protecting the natural environment that is the main attraction in North Norfolk.</p> <p>New touring camping and caravan sites are also to be restricted in the AONB and Undeveloped Coast because they can also have significant impact on the surrounding area, in terms of permanent ancillary development such as toilet blocks and an increase in traffic movements. The AONB Tourism Impact Analysis Study confirmed that the area has a restricted capacity and that tourism in the AONB should be controlled and managed to mitigate negative impacts. Therefore new static or touring sites will be directed elsewhere</p> <p>Where sites are relocating away from cliff top locations the proposal will be carefully assessed to ensure landscape and other impacts are minimised. It is recognised that their appeal may change if they locate away from the beach, and also that 'woodland lodge' style developments may have a different market from traditional static caravan sites, however this is a growing area and the market will respond to changes in demand over time.</p> |

### Community

| Issue                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <b>Retention of local facilities (C1)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Objections: 03 Support: 06 Observations: 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>91) There was, as expected, support for the protection of community facilities. A representation from The Theatres Trust requested that theatres be included in the list of important local facilities.</p> <p>Several concerns were raised about the specific criteria. Sport England commented that the criteria should be more robust and less ambiguous. They have a concern that developers may try to demonstrate that the use cannot be retained on the basis of age or poor condition which affects viability and demand, however this doesn't reflect actual community need for it. Poor management is often the reason rather than a lack of demand.</p> <p>Other comments on the criteria were that there will almost never be another facility 'within 1km' which would result in no such development ever being lost, which may be desirable, but not practicable. Go East commented that it is unclear how the two criteria</p> | <p>The criteria in <b>Policy CT3</b> seek to control the premature loss of facilities that still have a viable use, but not result in redundant premises being left vacant because they are unable to redevelop for an alternative use. As a large number of the existing Selected Service Villages are expected to become 'Countryside' this will remove some the pressure for conversion as any conversion will be limited to those uses allowed in the Countryside, such as affordable housing, recreation and tourism and community uses but not market housing.</p> <p>There is community support for the protection and designation of hospital s /health care facilities at Cromer, North Walsham and Kelling.</p> <p>Theatres are not considered to be an essential local service and will not be included in the list.</p> |



## Community

| Issue                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <p>would work together, ie if it can be demonstrated that there is no reasonable prospect of the use being retained, but there is public support for its retention how would this work?</p> <p>Comments were received from the PCT that the approach is too restrictive and redundant facilities should have the flexibility to be redeveloped and improved (which may include relocation to meet operational requirements).</p>                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>Telecommunications (C2)</b>    Objections: 02    Support: 01    Observations: 03</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>92) Comments generally made observations that more should be done to conserve the special landscape and character of North Norfolk, particularly the AONB. Also, using electricity pylons to locate new equipment could prejudice the undergrounding programme for overhead lines in the AONB. The Mobile Operators Association supported the approach which it agreed was in general accordance with PPG8.</p>                                                                                                                                                                                                                                                                                                                                                                                                                   | <p><b>Policy CT4</b> requires developers to carry out an assessment of the impacts and benefits of any proposal and also to require that proposals respect the special character of the North Norfolk landscape and townscape. The supporting text states that in the AONB new equipment should not be located on existing pylons, and reference made to the programme of work and funding for undergrounding that is in place.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p><b>Open Space and Recreation Strategy (C3)</b>    Objections: 02    Support: 43    Observations: 09</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>93) Responses from sports clubs and their members in the Fakenham area resulted in over 40 representations supporting the provision of an artificial turf pitch in the Fakenham area (as identified by the Open Space Study and contained in the Reason for preferred approach).</p> <p>94) The County Council commented that when considering replacement provision of formal recreation areas (school fields, outdoor sports facilities etc) account should be taken of the needs of the area and current standards for provision of open space.</p>                                                                                                                                                                                                                                                                            | <p>Allocation for an artificial turf pitch in the Fakenham area to be pursued through the Site Specific Proposals document (see supporting text to <b>Policy SS6</b>)</p> <p><b>Policy CT1</b> requires that development on Formal Recreation Areas will not be permitted unless alternative provision is provided. This replacement provision should take account of the needs of the area and current standards of open space provision but should generally be equivalent, or an improvement, in terms of size, usefulness, attractiveness, quality and accessibility.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Open space provision in residential development (C4)</b>    Objections: 03    Support: 00    Observations: 02</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>and Developer Contributions (C5)</b>    Objections: 06    Support: 04    Observations: 03</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>The comments on open space raise similar issues to those raised on developer contributions and are considered together</p> <p>95) Sport England object to the proposed threshold of 20 dwellings before open space provision is sought from development. They say that contributions should be sought from all new residential developments as they will generate additional demand for open space regardless of their size. Otherwise small housing sites, infill and conversions would not provide for the needs of those new residents and would exacerbate existing deficiencies.</p> <p>96) The County Council raised similar concerns as the current threshold for the County Council planning obligations standards for contributions towards education, fire hydrants, libraries and social services is 20 dwellings.</p> | <p>It is not considered appropriate to require contributions from every single new dwelling as the additional demand placed on existing facilities will be minimal. Contributions need to be directly related to the proposed development and fair and reasonably related in scale and kind. <b>Policy CT2</b> does however apply a threshold of 10 dwellings in line with the definition of major development. This is a recognised threshold of where developments can raise more than local concerns, and developments of this size are more likely to place additional demands on local facilities.</p> <p>A detailed SPD will clarify that new development should contribute to infrastructure, open space, community facilities, public services and utilities to meet the needs of the proposal.</p> <p>The national approach to developer contributions may change as a result of Government consultations on a new system of planning obligations through the Planning Gain Supplement that could apply to every new dwelling, and this could trigger a review of Policy.</p> |
| <p>97) Sport England also object to the preference for on-site open</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p>The SSP document will be making large allocations and where on-site</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |



## Core Strategy Consultation Statement

### Community

| Issue                                                                                                                                                                                                                                                                                                                                                                                                                               | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| space and recreation provision, stating that the majority of the residential developments proposed in the district are unlikely to be large enough to justify the on-site provision of public parks, playing pitches and allotments. They are concerned that on-site provision of children's play space and informal open space will be favoured by developers at the expense of other types of open space which need larger sites. | provision of large areas for public parks, playing pitches and allotments is required this will be stated. The preference for on-site provision arises from the desire to secure provision close to the population it will serve, however it is recognised that if there is limited room on site it is better to seek contributions towards improvement of another facility in the locality rather than creation of isolated pieces of open space that are difficult to maintain. Therefore cases should be assessed on an individual basis depending on the identified need.                                                                                                    |
| 98) Sport England also objected to open space provision being restricted to residential developments. They feel that whilst the guidance in PPG17 indicates that such provision should especially be made in relation to housing developments, it is not exclusive to such developments, and that other development should also be subject to contributions.                                                                        | The <b>Developer Contributions SPD</b> could consider requirements from other types of development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 99) Concern was also expressed over competing demands on developer contributions – whether requirements towards open space, highways, education etc would compromise the ability to secure affordable housing, and vice versa.                                                                                                                                                                                                      | The <b>Developer Contributions SPD</b> will include the details of any financial or other contributions, and this will be subject to community involvement. Infrastructure requirements will be considered in the context of the affordable housing requirements established in the Core Strategy. However, contributions towards affordable housing will only apply over a certain threshold. Affordable housing is the Councils main priority, reflecting the Community Strategy, and it is essential that this is provided for through contributions. The planning obligations protocol will however ensure that the other infrastructure requirements are also provided for. |
| 100) The Norfolk Police Authority object to the lack of reference to the Police and state that a wide variety of development schemes place additional demands on Police resources both in terms of the need for additional capital investments in new police facilities, and funding for additional Police Officer and Police staff, therefore contributions should be sought through planning obligations.                         | It is felt that only schemes for major expansion of an area (e.g. the growth planned at Fakenham) would require new capital investment or significant additions to police resources and this could be specified in development briefs for large allocations. Therefore <b>Policy CT2</b> does not include The Police in the list of general requirements.                                                                                                                                                                                                                                                                                                                        |
| 101) The Home Builders Federation comment that the financial requirements could affect viability and relevant development occurring.                                                                                                                                                                                                                                                                                                | It is a well-established principle that new development should contribute to demands on infrastructure arising from the proposal. Negotiations allow that where, in exceptional circumstances development costs are unusually high, a lower level of contributions may be required. This gives a certain level of flexibility to enable development. See <b>Policy CT2</b> .                                                                                                                                                                                                                                                                                                     |

### Transport

| Issue                                                                                                                        | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                           |
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| <b>Sustainable modes of transport and transport impact (T1)</b> Objections: 01 Support: 04 Observations: 05                  |                                                                                                                                                                                                                                                                              |
| 102) Concern for the existing levels of traffic in the district and the impact of further development on traffic congestion. | All development has some transport impacts, and these need to be addressed at the planning application stage and should not be a reason to object to new development in itself. The Spatial Strategy guides development to locations accessible by means other than the car. |
| 103) Support for the overall approach of encouraging walking, cycling and public transport.                                  | The County Council has responsibility for transport policies and programmes through the Local Transport Plan and the role of the Core Strategy is primarily about addressing the transport impacts of new development.                                                       |
| 104) There was considerable support for promoting walking and cycle routes to support sustainable tourism                    | Support for cycling, walking and public transport noted, and Policies encourage this, see <b>Policies SS6 and CT5</b> .                                                                                                                                                      |

## Transport

| Issue                                                                                                                                                                                                                                                                                                                                                   | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p>but there was some criticism that walking, cycling and public transport particularly in town centres, had not been given due prominence.</p>                                                                                                                                                                                                         | <p>The <b>Core Strategy Aims</b> encourage the integration of walking, cycling and public transport. Policy SS5 states that proposals in town centres should have regard to the integration of public transport and seek to provide pedestrian friendly environments.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p><b>Transport issues</b></p>                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>Car Parking Standards (T2)</b>    Objections: 05    Support: 04    Observations: 05</p>                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>The main representations on the policy dealing with car parking, were calls for increased levels of parking and greater flexibility for car parking according to the location and nature of the development.</p>                                                                                                                                     | <p>The Government Office requires that no minimum standards are identified in the car parking standards as this is contrary to Government Guidance in PPG13. One of the tests of soundness is that the Core Strategy should be consistent with Government Guidance and any plan which flouts these guidelines may be considered unsound.</p> <p>Since the consultation exercise, PPS3 has been published. This states that “Local Planning Authorities should, with stakeholders and communities, develop residential parking policies for their areas, taking account of expected levels of car ownership, the importance of promoting good design and the need to use land efficiently.” In this context there is room for a more flexible approach to residential parking requirements and the parking standards reflect this flexibility in accordance with the location of the development and likely car ownership of occupiers. See <b>Policy CT6 and Appendix C</b>.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>Safeguarding the route of the Norfolk Orbital Railway (T3)</b>    Objections: 01    Support: 05    Observations: 06</p>                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>The consultation responses show both support and opposition to the scheme – support for any long-term potential for reinstating a rail service, but concern regarding the impacts on traffic circulation in Sheringham if a level crossing were re-instated, thus blocking the main access to the High Street, for substantial parts of the day.</p> | <p>The Norfolk Orbital Railway is a scheme to provide rail services between Sheringham, Holt, Fakenham and Dereham, linking back into the main rail network at Wymondham via the Mid-Norfolk Railway. In North Norfolk it involves a link between the Bittern Branch line (operated by One), with the private North Norfolk Railway, via a new level crossing link at Sheringham and progressing a route beyond High Kelling into Holt and beyond, via, Melton Constable, to Fakenham. The wider route cannot be usefully brought forward unless the issue of the Sheringham level crossing is resolved.</p> <p>It should be noted that, to date, although there have been a number of feasibility studies, no study has been undertaken which considers the impact on the overall transport impact on Sheringham if a level crossing were re-installed. Clearly, in addition to the benefits of improved facilities for rail passengers, the dis-benefits in terms of traffic circulation and access would need to be considered. The County Council has not identified any funding for such as study or to support the scheme itself at this stage.</p> <p>The preferred options document proposed safeguarding the crossing at Sheringham, which would be the first stage required to realise the Orbital Railway scheme, but not to protect the route beyond this owing to the level of uncertainty regarding the wider scheme and concern that safeguarding the route may cause unnecessary blight to properties potentially affected by the scheme. The guidance on LDFs makes it clear that schemes included in the LDF documents should be capable of being implemented within the plan period and agencies should be identified to bring such schemes forward. On this basis, it is recommended that the Sheringham link is safeguarded on the Proposals Map, subject to further investigation by the County Council as to the overall transport impacts on the town and the realism of the scheme obtaining adequate funding. It is not recommended to safeguard further lengths of the proposed route until a decision on the Sheringham level crossing has been made.</p> <p><b>See Proposals Maps and Policy CT7</b></p> |



## Core Strategy Consultation Statement

**3.3.2** The 37 representations received on the Settlement Maps reflected a number of detailed issues and in the main sought alterations to boundaries to facilitate development or supported the proposed health care designations. Please see the individual representations and NNDC response for full details.

| Settlement Maps                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Issue                                                                                                                                                         | NNDC Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Several comments requiring specific boundary changes                                                                                                          | Existing settlement boundaries for the selected towns and villages have been retained on their existing Local Plan alignments. At the local level some amendment to existing boundaries may appear acceptable, however in order to be consistent this principle would need to be applied to all selected settlements and all locations adjacent to a settlement boundary. This could create the potential for large numbers of houses arising from small scale developments. In turn this would limit the scope to make housing allocations in the LDF and is likely to result in a lower proportion of affordable housing across the District. Such an approach would therefore undermine one of the central aims of providing more affordable housing. See <b>Proposals Maps</b> |
| <b>Cromer:</b> Map A.2: suggestion that the whole of the area proposed for designation as a 'Town centre' should also be designated as a 'Public realm area'. | The defined area of Public Realm has been extended to include more of the main shopping centre of Cromer. See <b>Proposals Maps</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Query as to why the A148 and B1159 roads into Cromer are considered 'Important approach routes' and the A149 and A140 roads are not.                          | The A149 (Runtun Road) and A140 (Norwich Road) have been designated as 'Important Approach Routes'. See <b>Proposals Maps</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Sheringham:</b> Map A.12: Query regarding the fact that Station Road Car Park is not designated on the inset map.                                          | Car parks are protected in two ways - through those designated on the Proposals map and through Policy EC6. The Sheringham Station road car park is not designated as a car park on the Proposals Map, however is designated as 'town centre' ( <b>Policy SS5</b> ) and is protected by <b>Policy EC6</b> which states that development proposals that result in the loss of important public car parking facilities will not be permitted unless equivalent provision is made.                                                                                                                                                                                                                                                                                                    |
| The Town Centre designation for Sheringham should cover all the commercial facilities on the south side of Cromer Road or it should stop at Station Road      | Although in commercial use the area referred to is functionally poorly related to the town centre. Designation of the area as 'residential' does not prevent the continued use or reuse of properties for commercial purposes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| General comments supporting the 'healthcare facility' designations                                                                                            | Noted. These are identified on the <b>Proposals Maps</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Objection that a number of local businesses are not designated as Village Employment Areas.                                                                   | The VEA designation is not intended to include all sources of local employment. The objective is to prevent the redevelopment of sites to residential development which is often a higher value use. The loss of shops, pubs, hotels and other community facilities are covered by other policies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| Service Village Methodology                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Issue                                                                                                                                                                                                                                                                                                                                                                                         | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| The main comments relate to whether settlements had or did not have the appropriate level of services rather than disputing the methodology itself. One comment however was querying that the methodology had excluded certain large villages because they do not have a school. A specific representation from Anglia Maltings made the case that Great Ryburgh should be a Service Village. | The availability of a school was an important consideration because there is a need to support village schools where they exist and the allocations that will be made in the Service Villages will include affordable housing, including provision for families. The selection of villages did however include villages that do not have a school within the actual village but have one within convenient walking distance. Weybourne and Southrepps were included on this basis. Whilst the arguments in favour of designating Great Ryburgh as |



## Service Village Methodology

| Issue                                                                                                                                                                                                                                                                                 | NNDC Response / How addressed in the Core Strategy                                                                                                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                       | <p>a Service Village are appreciated, the school (at Stibbard) is not considered to be 'convenient walking distance' and therefore Great Ryburgh was not included as a Service Village. See supporting text to <b>Policy SS1</b> and the <b>Sustainability Appraisal report</b> for a justification and explanation of the Service Village methodology.</p> |
| <p>It was suggested that Sculthorpe Airbase should be deleted as a Service Village as it has only 3 of the facilities, however the qualifying criteria in the methodology is stated as requiring four or more of the criteria be met, one of which should be a convenience store.</p> | <p>Noted. Sculthorpe Airbase does not meet the qualifying criteria and should not be a Service Village. See <b>Policy SS1 and the Sustainability Appraisal report</b>.</p>                                                                                                                                                                                  |

## Draft Core Strategy Sustainability Appraisal Report

| Issue                                                                                                                                                                    | NNDC Response / How addressed in the Core Strategy                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <p>The Environment Agency submitted one objection against SA objective ENV3 regarding water saving measures and sustainability of water supplies to new developments</p> | <p><b>Policy EN6</b> requires that Code for Sustainable Homes standards are met which requires water saving measures.</p> |
| <p>The Environment Agency also submitted an observation regarding integrating renewable energy in new development.</p>                                                   | <p>Noted. This is covered by <b>Policy EN6</b></p>                                                                        |



## Appendix A : Statement of Community Involvement Compliance Statement

- 1 This Statement of Compliance has been prepared in accordance with the Town and Country Planning (Local Development) (England) Regulations 2004 and Planning Policy Statement (PPS)12 Local Development Frameworks.
- 2 North Norfolk District Council confirms that it has undertaken consultation and involvement in accordance with the Regulations (25 and 26) and with the process and procedures outlined in the North Norfolk District Council's Submitted Statement of Community Involvement (adopted 2006).

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### Regulation 25 consultation: Issues and Options

- 3 Before preparing the Core Strategy, we consulted with a variety of stakeholders (see Appendix B 'Reg 25 Consultees') held on the Planning Policy Consultees Database as to the Issues facing the District. The Council employed a variety of ways of involving stakeholders including workshops, meetings and a questionnaire.
- 4 The main issues raised at the Regulation 25 stage of consultation are detailed in 2.3 'Summary of the main issues raised and how they were addressed'. We have addressed these issues in the Core Strategy details of which are given in 3.3 'Summary of the main issues raised and how they have been addressed'.

### Regulation 26 Consultation: Preferred Options

- 5 We then prepared the Core Strategy Preferred Options document, and carried out consultation on this for a six week period from 25 September to 6 November 2006. This document was sent to all those involved at the earlier Reg 25 stage. Details of the proposals matters and document availability were sent to all consultees on the Planning Policy database and advertised in local papers ( Appendix K 'Reg 26 Consultation notification'). Details of all methods of promotion and engagement are detailed in 3.1 'How were the public consulted?'.
- 6 All documents have been available as downloads from the Council's LDF website ([www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf)) with the Regulation 26 consultation offering consultees the opportunity to view the documents and interactive mapping system as well as directly submitting comments on-line.

7 Details of the obligations set out in the Council's Statement of Community Involvement as indicated below.

Table A.1 Core Strategy

| The Core Strategy                                                                                                                                                                      |                                                                                           | Purpose of Document                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                             | Minimum requirements                             |  | Plan Preparation and Consultation Stage                                                                                                                                                                                                                                                                                                                                   |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                                                                                                                                                                                        |                                                                                           | The Core Strategy development plan document (DPD) sets out the vision and strategy for the development of North Norfolk up to 2021                                  |                                                                                                                                                                                                                                                                                                                                             | Set out in Regulations 25, 26, 27, 28,29, 31, 34 |  | How we will FEEDBACK at this stage                                                                                                                                                                                                                                                                                                                                        |  |
|                                                                                                                                                                                        |                                                                                           | WHO we will aim to involve                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                             | HOW we will involve them                         |  |                                                                                                                                                                                                                                                                                                                                                                           |  |
| Preparation of issues and alternative options<br><b>Reg 25</b> consultation                                                                                                            |                                                                                           | <ul style="list-style-type: none"> <li>Specific consultees (see appendix 3 for details)</li> <li>National, regional and local organisations and partners</li> </ul> | <ul style="list-style-type: none"> <li>Written correspondence</li> <li>Consideration of other organisations' strategies summarised in Sustainability Appraisal scoping report</li> </ul>                                                                                                                                                    |                                                  |  | <ul style="list-style-type: none"> <li>Results from the exercises will inform the Core Strategy</li> <li>Reports will be produced from workshops and meetings</li> <li>A pre-submission consultation statement will be prepared setting out who we consulted, how they were consulted, the main issues raised and how the issues will be addressed in the DPD.</li> </ul> |  |
|                                                                                                                                                                                        |                                                                                           | <ul style="list-style-type: none"> <li>Participants in a range of evidence - gathering studies (see para 3.7).</li> </ul>                                           | <ul style="list-style-type: none"> <li>Studies include public involvement through surveys, focus groups etc</li> </ul>                                                                                                                                                                                                                      |                                                  |  |                                                                                                                                                                                                                                                                                                                                                                           |  |
|                                                                                                                                                                                        |                                                                                           | The public                                                                                                                                                          | Focus groups and questionnaires to find the key issues and priorities for the District                                                                                                                                                                                                                                                      |                                                  |  |                                                                                                                                                                                                                                                                                                                                                                           |  |
|                                                                                                                                                                                        | Specific and general consultees                                                           |                                                                                                                                                                     | Meetings based on particular themed issues                                                                                                                                                                                                                                                                                                  |                                                  |  |                                                                                                                                                                                                                                                                                                                                                                           |  |
|                                                                                                                                                                                        | Parish councils, local area partnerships, other local stakeholders and general consultees |                                                                                                                                                                     | A series of workshops in the district where key issues are identified and confirmed.                                                                                                                                                                                                                                                        |                                                  |  |                                                                                                                                                                                                                                                                                                                                                                           |  |
| Formal public participation on Core Strategy Preferred Options document and formal Sustainability Appraisal report<br><b>Reg 26</b> public participation<br>6 week period for comments | <b>General public</b>                                                                     |                                                                                                                                                                     | <ul style="list-style-type: none"> <li>The preferred options document, sustainability appraisal report and supporting information will be available for inspection at Council offices and libraries and published on the website.</li> <li>Adverts will be placed in local newspapers stating that the document is available for</li> </ul> |                                                  |  | Acknowledgement letter to those making representations within the six week period.                                                                                                                                                                                                                                                                                        |  |



## Core Strategy Consultation Statement

| The Core Strategy                                 |                                                                                                                                    |                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                             |
|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Purpose of Document                               | The Core Strategy development plan document (DPD) sets out the vision and strategy for the development of North Norfolk up to 2021 |                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                             |
| Minimum requirements                              | Set out in Regulations 25, 26, 27, 28,29, 31, 34                                                                                   |                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                             |
| Plan Preparation and Consultation Stage           | WHO we will aim to involve                                                                                                         | HOW we will involve them                                                                                                                                                                                                                                                                         | How we will FEEDBACK at this stage                                                                                                                                                                                                                                          |
|                                                   |                                                                                                                                    | <ul style="list-style-type: none"> <li>inspection and the places and times it is available.</li> <li>Contact local newspapers with further details about the participation period</li> <li>Articles in Outlook magazine stating the participation period.</li> </ul>                             |                                                                                                                                                                                                                                                                             |
|                                                   | Specific and general consultees involved at the regulation 25 stage                                                                | Documents will be sent (by post or email) to those bodies consulted at the regulation 25 stage.                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                             |
|                                                   | Everyone on consultation database                                                                                                  | <ul style="list-style-type: none"> <li>Inform everyone on the consultation database of the details of the participation period.</li> <li>Leaflets summarising preferred options and asking for views will be widely distributed</li> <li>Public meetings will be held as appropriate.</li> </ul> |                                                                                                                                                                                                                                                                             |
| Consideration of Representations<br><b>Reg 27</b> |                                                                                                                                    |                                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>A pre-submission participation statement will be prepared summarising the main issues raised and how they have been addressed in the document.</li> <li>The representations received will inform the drafting of policies</li> </ul> |
| <b>Submission of Core Strategy</b>                | General Public                                                                                                                     | Submission of Core Strategy development plan document, Sustainability Appraisal report, the                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Representations received will be forwarded to the Secretary of</li> </ul>                                                                                                                                                            |





| The Core Strategy                                                                                        |                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Purpose of Document                                                                                      | The Core Strategy development plan document (DPD) sets out the vision and strategy for the development of North Norfolk up to 2021 |                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                            |
| Minimum requirements                                                                                     | Set out in Regulations 25, 26, 27, 28,29, 31, 34                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                            |
| Plan Preparation and Consultation Stage                                                                  | WHO we will aim to involve                                                                                                         | HOW we will involve them                                                                                                                                                                                                                                                                                                                                                                           | How we will FEEDBACK at this stage                                                                                                                                                                                                                                                         |
| Submission to Secretary of State<br><b>Reg 28</b><br>6 week public participation period<br><b>Reg 29</b> |                                                                                                                                    | <p>pre-submission consultation and participation statements and the submission proposals map</p> <ul style="list-style-type: none"> <li>Advert will be placed in local newspapers stating that the documents are available for inspection and the place and time where they can be inspected.</li> <li>The documents will be available at council offices and libraries, on the website</li> </ul> | <p>State for consideration at the examination</p> <ul style="list-style-type: none"> <li>Copies of representations made will be available to view at council offices and libraries.</li> <li>Acknowledgement letter to those making representations within the six week period.</li> </ul> |
|                                                                                                          | Bodies consulted at Reg 25 stage                                                                                                   | The documents will be sent to those bodies consulted at the regulation 25 stage.                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                            |
|                                                                                                          | Everyone on consultation database                                                                                                  | Inform everyone on consultation database of the details of the participation period.                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                            |
|                                                                                                          | Those requesting notification                                                                                                      | Those who requested to be notified of submission of the DPD to the Secretary of State will be notified.                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                            |
| Examination of Core Strategy                                                                             | Those who made representations on the submitted document.                                                                          | <ul style="list-style-type: none"> <li>At least 6 weeks before the start of the examination the time and place that it is to be held will be advertised in local newspapers and on the website and those who made a representation at the regulation 29 stage will be notified.</li> <li>The Inspector will determine the procedure for the examination.</li> </ul>                                | <p>The Inspector will produce a binding report outlining changes that must be made to the document.</p>                                                                                                                                                                                    |



## Core Strategy Consultation Statement

| The Core Strategy                              |                                                                                                                                                                                                                                                                                                                  |                                 |                                           |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------------------------------------------|
| <b>Purpose of Document</b>                     | The Core Strategy development plan document (DPD) sets out the vision and strategy for the development of North Norfolk up to 2021                                                                                                                                                                               |                                 |                                           |
| <b>Minimum requirements</b>                    | Set out in Regulations 25, 26, 27, 28,29, 31, 34                                                                                                                                                                                                                                                                 |                                 |                                           |
| <b>Plan Preparation and Consultation Stage</b> | <b>WHO we will aim to involve</b>                                                                                                                                                                                                                                                                                | <b>HOW we will involve them</b> | <b>How we will FEEDBACK at this stage</b> |
| Adoption and publication of Core Strategy      | When the document is adopted it will be made available for purchase and inspection at council offices, libraries and published on the website and the adoption statement will be advertised and sent to any person who requested to be notified of the adoption of the DPD.<br>A Proposals Map will be produced. |                                 |                                           |

## Appendix B : Reg 25 Consultees

- 1 In accordance with Government Regulations the following specific and general consultees were consulted at Regulation 25 stage through a variety of methods. The second table shows how the different types of groups were involved.

### SPECIFIC CONSULTEES

#### Govt Agencies

East of England Development Agency (EEDA)  
 East of England Regional Assembly  
 East of England Strategic Health Authority  
 English Heritage/Historic Buildings and Monuments Commission  
 Environment Agency  
 Go-East  
 Natural England  
 The Highways Agency

#### Other specific consultees

Anglian Water  
 Association of Drainage Authorities  
 Atkins OSM (Cable & Wireless)  
 Broads Internal Drainage Boards  
 British Pipeline Agency  
 British Pipeline Agency Ltd  
 British Telecom  
 British Waterways  
 EDF Energy  
 Eon UK (Powergen)  
 Mobile Operators Association (MOA)  
 National Grid  
 Network Rail  
 Norfolk Constabulary (HQ)  
 Norfolk Fire Service

Norfolk Rivers Internal Drainage Board  
 Norfolk & Norwich University Hospital NHS Trust  
 Norfolk Primary Care Trust (PCT)  
 NTL Emley Moor (National Telecommunications)  
 Second Site Properties/British Gas

#### Local Authority

Borough Council of King's Lynn & West Norfolk  
 Breckland District Council  
 Broadland District Council  
 Broads Authority  
 Great Yarmouth Borough Council  
 Norfolk County Council  
 Norfolk County Council Social Services  
 Norfolk Landscape Archaeology  
 Norwich City Council  
 South Norfolk District Council

#### All Parish and Town Councils in and adjoining North Norfolk (see list at end)

#### 12 Norfolk County Council Councillors

#### 48 North Norfolk District Councillors

### GENERAL CONSULTEES

#### Private Sector Businesses

John Shrive Estate Agent  
 Bidwells  
 Bond Architects  
 C&M Architects Ltd  
 Cockertons Chartered Surveyors  
 Cruso & Wilkin Chartered Surveyors  
 David Clarke & Associates  
 Edwin Watson Partnership (NW)  
 Fakenham Designs  
 Framptons



## Core Strategy Consultation Statement

G D Moore Plan Design Service  
Harbord-Hammond Agents  
Level Consulting Ltd  
Norfolk & Norwich Architecture Ltd  
Pike Partnership  
Savills  
Sowerby's Estate Agents  
Tudor Property Agents Ltd  
Beechwood Hotel  
Booker Cash & Carry  
Boots The Chemist  
Century Printing  
Cherryridge Poultry Ltd  
Country Mutual Insurance Brokers  
Creative Constructions (Norfolk) Limited  
Cromer Crab Company  
Deborahs  
East Coast Group Ltd  
East Coast Nursery Ltd  
Express Printing  
Fakenham Golf Club  
Fakenham Laundry Services  
Fakenham Racecourse Ltd  
Fakenham Superbowl  
Godfrey's DIY Superstore  
Gresham Estate Office  
Hayes & Storr  
Heinz Frozen & Chilled Food Limited  
HL Foods Ltd  
Holkham Estate  
Hollywood Cinema  
Kinnerton Confectionery Limited  
Kongskilde UK Ltd.  
Ladbrook MFG Ltd  
Larking Gowen Accountants  
Leftleys Supermarket  
Listawood Holdings Ltd  
NFU Mutual  
Nicholsons  
North Norfolk Hotel & Guest House Association  
North Norfolk Hotel & Guest House Association  
North Norfolk Hotel & Guest House Association  
Omega Citylifts Ltd  
Osprey Foods International Ltd.  
Pensthorpe Waterfowl Park  
Picturecraft of Holt  
Pinewoods Holiday Park  
Pioneering Foods  
PMC Harvesters Ltd  
Premier International Foods  
Rainbow Supermarket  
Roys of Wroxham  
Safeway Stores Plc  
Sainsburys PLC  
Sanders Coaches  
Sheringham Little Theatre  
Spalding & Co.  
Structure-flex Ltd  
Tesco Stores Ltd  
Thaxters  
The Building Department, Holkham Estate  
The Crown Hotel  
Trend Marine Products  
Tribal Group (MJP)  
W J Aldiss Ltd  
W M Morrison Supermarkets (Cromer)  
W M Morrison Supermarkets (Fakenham)  
W Underwood Amusements Ltd

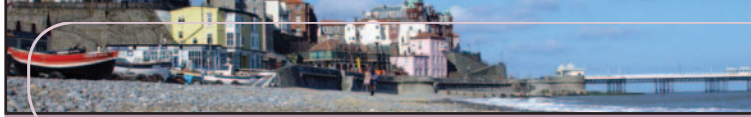
Wayford Bridge Hotel  
Wells Youth Hostel Association  
Witton PC/PG Products Ltd  
Woolworths plc  
Worstead Farms Ltd  
Abbeyfield Fakenham  
Abbeyfield Sheringham  
Abel Developments Ltd  
Anglia Housing Group  
Anglia Regional Co-Op Society Ltd  
Anglian Development Ltd  
Bloor Homes Eastern  
Bovis Homes Ltd Eastern Region  
Broadland Housing Association  
Bullen Developments Ltd  
Castlemore  
Coke Estates Ltd  
Coleman Properties  
Co-op Homes Services  
Cotman Housing Association  
Cripps Development Ltd  
F W Smith Builders Ltd  
Fairstead Homes Ltd  
Flagship Housing Group  
Free Invest Ltd  
Garden Link Homes Ltd  
Grays of Norwich Ltd  
H Bullens & Sons Ltd  
Hanover Housing Association  
Hastoe Housing  
HBF (House Builders Federation)  
Horning Properties  
Housing 21  
J K Developments

John Evennett Associates  
John Grooms Housing Association  
Location 3 Properties Ltd  
Martin King Construction Ltd  
McCarthy & Stone Ltd  
Morston Holt Ltd  
N R Powell Developments Ltd  
Noble Properties Ltd  
Norfolk Homes Limited  
North British Housing  
Orbit Housing Association  
Peal Estates LLP  
Peart & Barrell Ltd  
Peddars Way Housing Association  
Persimmon Homes  
PF & ST Brown Properties Ltd  
R G Carter Ltd.  
Southrepps Development Ltd  
Sterling Developments Ltd (London)  
Sutherland Homes Ltd  
The Guinness Trust  
Thurne Bungalows Management Company Ltd  
WestGate Properties (Anglia) Ltd  
Wherry Housing Association  
Wildmoor Properties

#### **Area Partnerships**

Cromer Regeneration PPF Partnership  
Fakenham Area Partnership  
Griffon Area Partnership (NW)  
North Norfolk Community Partnership  
Sheringham Plus Community Partnership  
Stalham with Happing Partnership  
Wells Area Partnership

#### **Local Interest Group**



## Core Strategy Consultation Statement

- 1960's Pensioners Club
- Access 4 Life
- Access North Norfolk Action (A.N.N.A)
- Access, Research & Development
- Action 4 Youth
- Age Concern (Norfolk)
- Age Concern (North Norfolk East)
- Age Concern Fakenham
- Age Concern North Norfolk
- Age Concern Sheringham
- Aylsham & District Traders Association
- Aylsham Blind Club
- Aylsham Partnership
- Benjamin Foundation & Cromer Twinning Association
- BREAK (Sheringham)
- BREAK (Stalham)
- Broadland Boat Foundation
- Business in the Community
- Business Link For Norfolk
- Citizens Advice Bureau (Fakenham & Wells)
- Connexions North Walsham
- CPRE North Norfolk
- Cromer Chamber of Trade
- Cromer Chamber of Trade and Commerce
- Cromer HEART foyer
- Cromer In Bloom
- Cromer Preservation Society
- Deaf Connexions
- Disability Rights Norfolk
- Elizabeth Fitzroy Support
- EP Youth
- Fakenham & District Day Centre
- Fakenham Area Conservation Team
- Fakenham Business Forum
- Fakenham Chamber of Trade
- Fakenham Chamber of Trade & Commerce
- Fakenham Community Centre
- Fakenham Cricket Club
- Fakenham Local History Society
- Fakenham Museum of Gas & Local History
- Fakenham Rugby Club
- Fakenham Society
- Fakenham Town Football Club
- Federation of Small Businesses
- Friends of the Earth
- Garden History Society
- Geological Society of Norfolk
- Glaven Care
- Heritage House Day Care Centre
- Holt & District Chamber of Commerce
- Holt & District Day Centre
- Holt Bowls Club
- Holt Caring Society
- Holt Cricket Club
- Holt Football Club
- Holt History Group
- Holt Owls WI
- Holt Playing Field Association
- Holt Rugby Club
- Holt Swimming Club
- Holt Visually Impaired Persons Group (VIP)
- Holt Youth Project
- Holt, Melton Constable & Fakenham Railway
- Hotels of North Norfolk
- Maritime & Coastguard Agency
- Mid Norfolk Railway
- National Farmers Union (Holt)

National Farmers Union (North Walsham)  
National Trust (Local Office)  
Norfolk & Norwich Association for the Blind  
Norfolk & Norwich Naturalists Society  
Norfolk & Norwich Transport Action Group  
Norfolk & Waveney Enterprise Services (NWES)  
Norfolk Association for the Disabled  
Norfolk Chamber of Commerce  
Norfolk Coalition of Disabled People  
Norfolk Coast Partnership  
Norfolk County Playing Fields Association  
Norfolk Deaf Association  
Norfolk Farming & Wildlife Advisory Group (FWAG)  
Norfolk Gardens Trust  
Norfolk Green  
Norfolk Historic Buildings Group  
Norfolk Orbital Railway  
Norfolk Ornithologists Association  
Norfolk Rural Business Advice Service  
Norfolk Rural Community Council  
Norfolk Tourist Attractions Association  
Norfolk Wildlife Trust  
Norfolkbroads.com  
North East Norfolk Crossroads  
North Norfolk Community Woodland Trust  
North Norfolk Environment Forum  
North Norfolk Fishermen's Society  
North Norfolk FSB  
North Norfolk Health Forum  
North Norfolk Historic Building Trust  
North Norfolk Older Persons Forum  
North Norfolk Railway Plc  
North Norfolk Social Centre for the Blind  
North Norfolk Transport & Cycle Group  
North Walsham & District Citizens Advice Bureau  
North Walsham & District Womens Institute  
North Walsham Amenity Society  
North Walsham Bowls & Snooker Club  
North Walsham Chamber of Commerce  
North Walsham Community Association  
North Walsham Pensioners Association  
North Walsham Sports centre  
Norwich & District Carers Forum  
Norwich & Norfolk Voluntary Services (Cromer)  
Norwich & Norfolk Voluntary Services (Fakenham)  
Norwich & Norfolk Voluntary Services (North Walsham)  
Owls Residents Association  
Pensioners Association  
Ramblers Association  
Renewables East  
RNLI - Wells Station  
RNLI Sheringham  
Ropes Hill Dyke Residents Association  
Royal British Legion  
Royal Society for the Protection of Birds (RSPB)  
Rural Norfolk Federation of High Schools  
Salvation Army Divisional HQ  
Shelter  
Sheringham & District Preservation Society  
Sheringham & District Sports Association  
Sheringham and District Preservation Society  
Sheringham Chamber of Trade and Commerce  
Sheringham Community Centre  
Sheringham Fisherman's Association  
Sheringham Fishermen's Association  
Sheringham Traders Association



## Core Strategy Consultation Statement

Showmen's Guild /Norwich & Eastern Counties

SIGHT

Southrepps Support Group

St John Ambulance Norfolk

Stalham Business Association

Stalham Environment Group

Sue Ryder Foundation

The Benjamin Foundation

The Bittern Line Partnership

The Broads Society

The Holt Society

The Museum of the Broads Trust

The Norfolk Bat Group

The Norfolk Society

The Open Spaces Society

The Royal British Legion

The Theatres Trust

The Wells & Walsingham Light Railway

The Woodland Trust

Walsingham Society

Wellbeing in North Norfolk

Wells and District Fishermen's Association;  
Salthouse Heath Trustees

Wells Business Forum

Wells Community Association

Wells Flood Action Group

Wells Harbour Commissioners

Wells Local History Group

Wensum Valley Project

Womens Employment Ent & Training Unit  
(WEETU)

Woodfields Residents Association

Worstead Amenity Society

YESU

Young Citizens Guild

Young Enterprise

### Local Services/Agencies

Cromer Job Centre

Cromer Hospital

Job Centre Plus

Kelling Hospital

Norfolk & Waveney Mental Health NHS  
Partnership Trust

Norfolk Constabulary (East)

Norfolk Constabulary (North Walsham)

Norfolk Constabulary Eastern Area

Norfolk Mental Health Care Trust

Norfolk Youth & Community Service

Patient & Public Involvement Forum (PPIF) North  
Norfolk

The Fakenham Medical Centre

Wells Health Centre

Fakenham & District Sun Newspaper

NCC Adult Social Services

Norfolk Constabulary (Acle)

Norfolk Constabulary (West)

Norfolk Fire Service (North Norfolk Area)

Norfolk Police Authority

### National Interest Group

Help the Aged

Housing Corporation

Tyndall Centre for Climate Change Research

### Race/Religious Organisations

Christian Science Society

Churches in Wells

Cromer Parish Church

Fakenham Baptist Community Church

Fakenham Baptist Community Church

Fakenham Congregation of Jehovah's Witnesses

Fakenham Parish Church



Fakenham Roman Catholic Church  
Fakenham Salvation Army  
Fakenham, Wells & Holt Methodist Church  
Holt Methodist Church  
North Walsham Methodist Church  
Norwich & Norfolk Racial Equality Council  
Sheringham Baptist Church  
Sheringham Salvation Army  
St Andrews Church  
St Josephs Catholic Church  
St Nicholas Church  
St Nicholas Parish Church  
St. Peters Church  
The Vine Family Church

#### **Schools/Education**

Adult Education Service (Fakenham)  
Alderman Peel High School  
Aylsham High School  
Broadland High School  
BUILD (Learning Difficulties)  
College of West Anglia  
Cromer High School and Language College  
Cromer Learning for Life Project Manager  
Easton College  
Fakenham College  
Fakenham High School  
Fakenham Learning Centre  
Gresham's School  
Holt Hall Field Study Centre  
Holt Primary School  
Norfolk Careers Service  
Norfolk Connexions  
North Walsham High School  
Paston College

Peacock Childrens Centre  
People First of Norfolk (Learning Difficulties)  
Poppies Day Nursery  
Sheringham High School and Sixth Form Centre  
Stalham High School  
Sure Start North Norfolk (Poppylands)  
Wells Children Centre  
Wells Field Study Centre  
Wells Learning Community  
Youth Action Group

#### **Parish and Town Councils in and adjoining North Norfolk**

Alby With Thwaite Parish Council  
Aldborough & Thurgarton Parish Council  
Antingham Parish Council  
Ashmanhaugh Parish Council  
Aylmerton Parish Council  
Aylsham Town Council  
Baconsthorpe Parish Council  
Bacton Parish Council  
Barsham Parish Council  
Barton Turf & Irstead Parish Council  
Beeston Regis Parish Council  
Belaugh Parish Meeting  
Binham & Warham Parish Councils  
Blakeney Parish Council  
Blickling Parish Council  
Bodham Parish Council  
Brampton Parish Council  
Briningham Parish Council  
Brinton Parish Council  
Briston Parish Council  
Brumstead Parish Council  
Burgh & Tuttington Parish Council



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Burnham Overy Parish Council  
Burnham Thorpe Parish Council  
Buxton with Lamas Parish Council  
Cley Parish Council  
Cley, Langham, Morston, Stiffkey and Wiveton Parish Councils  
Colby Parish Council  
Colkirk Parish Council  
Coltishall Parish Council  
Corpusty & Saxthorpe Parish Council  
Cromer Town Council  
Dilham Parish Council  
Dunton Parish Council  
East & West Beckham Parish Council  
East Rudham Parish Council  
East Ruston Parish Council  
Edgefield Parish Council  
Erpingham Parish Council  
Fakenham Town Council  
Felbrigg Parish Council  
Felmingham Parish Council  
Field Dalling & Saxlingham Parish Council  
Foulsham Parish Council  
Fulmodeston Parish Council  
Gateley Parish Meeting  
Gimingham Parish Council  
Great Snoring Parish Council  
Gresham Parish Council  
Guestwick Parish Meeting  
Guist Parish Council  
Gunthorpe Parish Council  
Hanworth Parish Council  
Happisburgh & Walcott Parish Council  
Helhoughton Parish Council  
Hempstead Parish Council  
Hempton Parish Council  
Heydon Parish Meeting  
Hickling Parish Council  
High Kelling Parish Council  
Hindolveston Parish Council  
Hindringham Parish Council  
Holkham Parish Council  
Holt Town Council  
Horning Parish Council  
Horsey Parish Council  
Hoveton Parish Council  
Ingham Parish Council  
Ingworth Parish Council  
Itteringham Parish Council  
Kelling Parish Council  
Kettlestone Parish Council  
Knapton Parish Council  
Langham Parish Council  
Lessingham & Hempstead with Eccles Parish Council  
Letheringsett With Glandford Parish Council  
Little Barningham Parish Council  
Little Snoring Parish Council  
Ludham Parish Council  
Martham Parish Council  
Matlaske Parish Council  
Melton Constable Parish Council  
Morston Parish Council  
Mundesley Parish Council  
Neatishead Parish Council  
Norfolk County Association of Parish & Town Councils  
North Creake Parish Council  
North Elmham Parish Council

North Walsham Town Council  
Northrepps Parish Council  
Oulton Parish Council  
Overstrand Parish Council  
Paston Parish Council  
Plumstead Parish Council  
Potter Heigham Parish Council  
Pudding Norton Parish Council  
Raynham Parish Council  
Repps with Bastwick Parish Council  
Roughton Parish Council  
Runton Parish Council  
Ryburgh Parish Council  
Salhouse Parish Council  
Salthouse Parish Council  
Scottow Parish Council  
Sculthorpe Parish Council  
Sea Palling & Waxham Parish Council  
Sheringham Town Council  
Sidestrand Parish Council  
Skeyton Parish Council  
Sloley Parish Council  
Smallburgh Parish Council  
Somerton Parish Council  
South Creake Parish Council  
South Walsham Parish Council  
Southrepps Parish Council  
Stalham Town Council  
Stibbard Parish Council  
Stody Parish Council  
Suffield Parish Council  
Sustead Parish Council  
Sutton & Catfield Parish Council  
Swanton Abbott Parish Council  
Swanton Novers Parish Council  
Syderstone Parish Council  
Tattersett Parish Council  
Thornage Parish Council  
Thorpe Market Parish Council  
Thurne Parish Council  
Thurning Parish Meeting  
Thursford Parish Council  
Tittleshall Parish Council  
Trimingham Parish Council  
Trunch Parish Council  
Tunstead Parish Council  
Upper Sheringham Parish Council  
Upton with Fishley Parish Council  
Walsingham Parish Council  
Walsingham Parish Council  
Weasenham St Peter Parish Council  
Wellingham Parish Council  
Wells-next-the-Sea Town Council  
West Rudham Parish Council  
Westwick Parish Meeting  
Weybourne Parish Council  
Weybourne Parish Council  
Wickmere Parish Council  
Wighton Parish Council  
Winterton-on-Sea Parish Council  
Witton Parish Council  
Wood Dalling Parish Council  
Wood Norton Parish Council  
Woodbastwick Parish Council  
Worstead Parish Council  
Wroxham Parish Council



## Appendix C : Reg 25 SWOT analysis of Towns and surrounding villages

Table C.1 SWOT Analysis results from Reg 25 workshops

| Strengths                                                           | Weaknesses                                       | Opportunities                                                          | Threats                                                 |
|---------------------------------------------------------------------|--------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------|
| <b>Cromer</b>                                                       |                                                  |                                                                        |                                                         |
| Quiet lanes and walking routes                                      | Lack of civic space                              | Small scale new housing development                                    | Poor infrastructure                                     |
| Many development opportunities                                      | Some run down buildings                          | Need to expand employment units                                        | Threat of new development ruining environment           |
| Village identity: heritage attractions and traditional charm        | Limited opportunity to expand town               | Brownfield sites for development                                       | Coastal erosion                                         |
| Good beaches, clean and distinctive                                 | Villages have experience 'cramming'              | Extend tourism season                                                  | Type/quality of employment opportunities                |
| Many tourist attractions - pier, promenade, theatre, museum, cinema | Short season                                     | Promote area for green tourism and as a family resort                  | Poor image, including many empty units                  |
| Range of visitor accommodation                                      | Poor range of higher order shops                 | Extend central retail area and develop market                          | Out of town shopping                                    |
| Diverse business and many opportunities with Broadband links        | Poor state of market                             | Encourage more upmarket hotels and restaurants                         | Being left behind through failure to evolve with demand |
| Range of local shops, many independent retailers                    | Isolation of certain age groups                  | Small businesses in villages, including using redundant farm buildings | Lack of affordable housing                              |
| Range of leisure opportunities, especially sports                   | Limited facilities for young people              | Build a civic centre                                                   | Too many expensive and holiday homes                    |
| Strong community, many events eg carnival                           | No youth club                                    | More housing for young people                                          | Lack of support for young people                        |
| Good mix of housing                                                 | Lack of affordable housing and housing imbalance | Improve signage                                                        | Traffic levels and speed in town and residential        |
| Hospital                                                            | Poor traffic management, inc. poor road signage  | Provide car park to East of town                                       | Traffic congestion deters shoppers                      |
| Rail station                                                        | Car parking problems                             | Provide round-town bus service and link to station                     | Lack of parking                                         |
| Quiet lanes and walking routes                                      | No cycle lanes / routes                          |                                                                        |                                                         |
| <b>Fakenham</b>                                                     |                                                  |                                                                        |                                                         |

| Strengths                                                          | Weaknesses                                                     | Opportunities                                                  | Threats                                                    |
|--------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------|
| Attractive built environment                                       | Tatty approaches to town                                       | Scope for new development - housing and employment             | New development - impact on services and flooding issues   |
| Wensum Valley and other environmental assets                       | Restricted access to river                                     | Brownfield sites available                                     | New development - traffic impact                           |
| Agricultural buildings and heritage architecture eg. churches      | Narrow pavements                                               | Increase amount of open space                                  | Danger of unique character being lost as a 'clone town'    |
| Good specialist shops                                              | Low wage economy                                               | Maintain the rural characteristics of the town and villages    | Low wage economy and no jobs in villages                   |
| Market and farmers market with local produce                       | Lack of quality food shops and limited retail shopping choices | Opportunities for new employment                               | Too many fast food outlets                                 |
| Festivals and carnivals                                            | Too much emphasis on tourist economy                           | Improve selection of shops                                     | Out of town shopping                                       |
| Well located employment sites with potential for more              | Lack of village shops and Post Office                          | Make better use of redundant buildings for employment          | Closure of public toilets                                  |
| Racecourse and museum                                              | No CCTV                                                        | Provide new infrastructure - school, renewable energy etc      | Second homes and older population shrink communities       |
| Gateway to North Norfolk Coast, other tourist attraction stop-offs | Lack of affordable housing to meet local demand                | Provide better access to wildlife sites eg. river              | Traveller sites need to be legal and considerably managed  |
| Strong community, good schools and training for all                | No swimming pool                                               | Provide better health provision to the countryside settlements | Traffic levels and speed continue to rise through villages |
| Good facilities -cinema, bowling, sports centre                    | Ageing population                                              | Develop cycleways to link villages with each other and town    | Traffic signs and street clutter                           |
| Cranmer House hospital an important service                        | Poor road maintenance                                          | Improve public transport for villages connecting to towns      | Parking charges and danger of less town centre parking     |
| Good car parking                                                   | Poor signage                                                   |                                                                |                                                            |
| Good road access and bypass                                        | Poor public transport                                          |                                                                |                                                            |
|                                                                    | Parking too expensive                                          |                                                                |                                                            |
| <b>Holt</b>                                                        |                                                                |                                                                |                                                            |
| Historic Conservation Area with 'Old Town' character               | Too few opportunities for new housing                          | Better use of, and access to, the industrial estate            | Suburban sprawl                                            |
| Attractive shops, buildings and country estates                    | Subways are a 'daunting' prospect for many                     | Regeneration of ugly buildings to reinforce character          | Loss of public open space                                  |



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| Strengths                                                            | Weaknesses                                                        | Opportunities                                                     | Threats                                                 |
|----------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------|
| Residential areas are within easy reach of the town centre           | Limited employment opportunities, especially full-time industrial | Farm buildings to be used for homes and business use              | Over-development: Holt currently seen to be at capacity |
| Easy access to countryside for leisure and wildlife                  | Limited training opportunities                                    | Town centre pedestrianisation                                     | High rents discourage new business start-up             |
| Many areas of special environmental and biodiversity value           | Lack of quality eating places                                     | Re-use of the dis-used railways; tourism, leisure, wildlife       | Over-dependence on tourism at expense of serving locals |
| Holt Chamber of Commerce                                             | Poor town centre toilet provision and signposting                 | Small business set-up and promotion                               | Ubiquitous supermarkets; loss of local shops            |
| Many local family businesses                                         | Lack of facilities for young people, especially sport             | Environmental tourism                                             | Rural deprivation                                       |
| Quality and variety of shops; few multi-national companies           | Shortage of housing - Lack of Council / Affordable housing        | A Holt museum                                                     | Ghost settlements and loss of local character           |
| Strong agricultural background                                       | Inappropriate development, design and density                     | Better facilities at, and transport access to, Holt Country Park  | Loss of young people                                    |
| Good range of services / facilities for local community and visitors | Few people to support social, community services                  | Car parking issues should be resolved, eg. Park and Ride          | North-South divide as a result of bypass                |
| Local community spirit, communications and active Town Council       | Less commitment to village life; low aspirations                  | One-way system through town centre                                | Increased traffic in villages                           |
| Very good quality of schools (with important employment)             | Lack of short-term free parking                                   | Improved public transport to local towns                          | Isolation of villages from any investment               |
| Doctors surgery and Kelling Hospital                                 | Lack of public transport                                          | Speed controls on traffic in villages                             |                                                         |
| Unspoilt and inaccessible - keeps it peaceful                        | Bypass creates a physical barrier                                 | Improved cycling and footpath networks                            |                                                         |
| Availability of on-street parking                                    |                                                                   |                                                                   |                                                         |
| North Norfolk Railway connection                                     |                                                                   |                                                                   |                                                         |
| <b>North Walsham</b>                                                 |                                                                   |                                                                   |                                                         |
| Local style of architecture (brick and flint)                        | Ugly approach to town                                             | Land for development is available                                 | Squeeze from housing development without services       |
| Landscape and many woodland areas                                    | Lack of open space and indoor recreation facilities               | Policy could provide exception sites outside development boundary | Quality of environment declines                         |

| Strengths                                                                 | Weaknesses                                                   | Opportunities                                                             | Threats                                               |
|---------------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------|-------------------------------------------------------|
| Conservation Area and architectural value of churches                     | Unfinished enhancement and 1960's precinct                   | Promote North Walsham - Dilham canal for tourism                          | Coltishall RAF base: uncertainty for future use       |
| Farm stewardship and land value increasing                                | Low wage economy                                             | Better use of green spaces and public open space                          | Long-term employment reliance on Youngs and Heinz     |
| Memorial Park                                                             | Lack of employment diversity                                 | Derelict barns converted to workshops and work units                      | Increases in fast food provision                      |
| Facilities on edge of town - garden centre, pool, skateboarding, football | Difficulty in finding the town centre                        | Town centre pedestrianisation                                             | Threats from out-of-town shopping                     |
| Industry confined to one area of town - does not affect residential areas | Limited area of Heritage Economic Regeneration Scheme        | Mitre Tavern Yard - improve links and attractiveness                      | Communities dying from lack of housing and employment |
| Employment opportunities, especially in education                         | Lack of recreation facilities, especially evenings           | Establish a mid-priced hotel for increasing tourism                       | Failure to address inadequate highways                |
| Farm diversification                                                      | Lack of affordable homes to purchase - especially in Hoveton | Coltishall Rf base / general area well located for major tourist facility | Failure to link town to rail station effectively      |
| Market place - weekly market and monthly farmers market                   | No opportunities for the young                               | Open studios for burgeoning artistic talent                               | Withdrawal of services for elderly and young          |
| Variety of shops, including supermarkets                                  | Increasingly elderly population in villages                  | Coltishall an ideal place for key worker housing                          | Investors deterred by transport problems              |
| Thriving community centres inc. youth centre                              | Traffic levels in town centre and congested flow             | Medium sized retail units                                                 | Parking prices too expensive                          |
| Paston College                                                            | Poor highways provision for cyclists                         | Better highway signage                                                    |                                                       |
| Cottage hospital and health services                                      | Lack of short-term free parking                              | Improvements to roads for freight                                         |                                                       |
| Close location to surrounding towns                                       | Footpath network out of town has poor links                  | Public transport interchange around railway                               |                                                       |
| Sufficient car parking in good locations                                  | Highway maintenance and problems from large lorries          |                                                                           |                                                       |
| Public transport - railway station, bus links and community transport     |                                                              |                                                                           |                                                       |
| <b>Sheringham</b>                                                         |                                                              |                                                                           |                                                       |
| Environment - beaches, poppy fields etc                                   | Constraint of settlement boundary prevents westward dev.     | Built heritage and churches                                               | Urban sprawl and over-development of housing          |
| Built environment is 'low rise' & distinct from Cromer                    | Lack of public space                                         | Cultural and social heritage                                              | Increased pressure on service infrastructure          |



## Core Strategy Consultation Statement

| Strengths                                                    | Weaknesses                                                 | Opportunities                                                       | Threats                                                       |
|--------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------|
| Distinctive landscape - Beeston Bump, Commons, Woodlands     | Run-down seafront chalets                                  | Use the coastline as both an attraction and educational asset       | Cliff erosion                                                 |
| Fishing industry and heritage                                | Town cramming and loss of gardens                          | Oddfellows Hall and land around it for development                  | Extension of caravan sites                                    |
| Caravan sites and range of tourist accommodation             | Loss of traditional beach tourism                          | Space in centre of town to develop - library and certain shop units | Supermarkets threaten retailers and investment in town centre |
| Local farm produce                                           | Lack of job opportunities, especially for young people     | Year-round tourism, eg. themed weekends, special-needs groups       | Changes in the role of the town centre                        |
| Diversity in shopping range                                  | Lack of quality outlets and loss of retail to service uses | Diversify the market - local farm produce, crafts                   | Dilution of local distinctiveness                             |
| Range of services (ie. bank, chemist etc)                    | Central garage site does not reach potential               | Clusters of specialist and quality shops                            | Poor facilities for young people                              |
| Recreation - theatre, cinema, playbarn, sports centre, clubs | Lack of facilities for young people                        | Young peoples' facilities                                           | Closure of rural shops, schools, post offices etc             |
| Village pubs and restaurants                                 | Lack of affordable housing for low-paid jobs               | Off-shore windfarms                                                 | Hidden deprivation and homelessness                           |
| Social support groups and networks, community spirit         | Increasing elderly people put pressure on services         | Water sports                                                        | Gypsy and traveller impact of not properly managed            |
| Two railways - commute and tourism value                     | Age profile of town council                                | The Moe remains unused                                              | Narrow pavements cause pedestrian-traffic conflict            |
| Quiet roads which also encourage cycling                     | 'Nimbyism' in the face of development                      | Make town centre more pedestrian friendly                           | Car parks not used effectively                                |
| Heavy traffic can avoid town centre                          | Narrow pavements                                           | Linking the two railways                                            | Lack of investment in public transport                        |
| Distinctive, central shopping area                           | Village rat-runs                                           | Cycle routes linking the villages and towns                         |                                                               |
|                                                              | Location of market - loss of parking                       |                                                                     |                                                               |
|                                                              | Lack of safe cycle routes from villages to Sheringham      |                                                                     |                                                               |
| <b>Stalham</b>                                               |                                                            |                                                                     |                                                               |
| Catfield's new housing and industry                          | Sewerage networks poor                                     | Richardson's Boatyard has tourism potential / for development       | Town is not accessible for disabled                           |
| Hidden older buildings, mews', windmills                     | Poor use of central town space                             | Move slaughterhouse to countryside                                  | Sewerage and infrastructure remains inadequate                |



| Strengths                                                      | Weaknesses                                                     | Opportunities                                                          | Threats                                                  |
|----------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------|
| Biodiversity, nature reserves and bird huts                    | Detrimental over-development that does not fit in              | Create better access to beaches                                        | Poor design of development                               |
| The Broads - quiet, scenic, clean, nature, sailing and fishing | Uninviting approach to the town                                | Wider boundaries around town and villages                              | Flooding and coastal erosion                             |
| High quality coast eg. Sea Palling beach facilities            | Unresponsive businesses                                        | High Street re-invention to promote variety                            | Too much village infill; edges should be developed       |
| Gateway for tourism to the Broads                              | Lack of local employment and low wages                         | Employment growth through small factory units and social services      | Loss of small businesses                                 |
| Sea Palling commercial activity                                | Tourism is not made a high priority                            | Local farming networks and co-operatives                               | Low wages and poor employment opportunities              |
| Historic farming traditions and diverse farm shops             | Lack of suitable shops in villages                             | Market regeneration                                                    | Changes in agricultural practices                        |
| Supermarket is very convenient                                 | Difficulty in accessing youth facilities and limited provision | Better integration of Tescos with town (eg. walking routes)            | Failure to relate development to the needs of the area   |
| Historically a self-sustaining town                            | Age integration is a problem - unbalanced population           | New housing - provide a better local housing mix                       | Stagnation of villages - too much emphasis on towns      |
| Workshop facilities, marina and boat trade                     | Increasing levels of crime                                     | Allocate/restrict housing to local people                              | Poor youth services                                      |
| High school with sports facilities                             | A149 acts to split town in half                                | Improved access between villages with safe cycling links               | Loss of schools / lack of capacity                       |
| Good for artists                                               | Lack of link to Sutton Staithe                                 | Link Staithe with town through better footpath link                    | Lack of balance in housing types                         |
| Well mixed housing                                             | Poor signage does not 'capture' visitors                       | Car parking improvements for residential areas                         | Separation of Broads from the town                       |
| Village identity                                               | Inadequate provision for cyclists/footpaths                    | Partnership relations between NNDC, Broadland and Broads Authority     | Traffic pollution                                        |
| Bus services connecting other towns                            | Traffic speeds too high and villages isolated                  |                                                                        | Industry discouraged from development due to 'bad press' |
| Footpath improvements                                          |                                                                |                                                                        |                                                          |
| <b>Wells-next-the-Sea</b>                                      |                                                                |                                                                        |                                                          |
| Harbour                                                        | Opportunities for development have been constrained            | Prospects for new industry such as cottage industries and niche retail | Risk of additional flooding                              |
| Holkham Hall and other estates                                 | No petrol station                                              | More employment land needed                                            | Detrimental development to the character of the area     |



## Core Strategy Consultation Statement

| Strengths                                                         | Weaknesses                                                           | Opportunities                                                         | Threats                                                            |
|-------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------|
| Nationally recognised location and countryside                    | Industrial estate has an un-encouraging, derelict, shabby appearance | Protect villages from 'cramming'                                      | Failure to attract key workers by quality employment opportunities |
| Rich environment - SSSI's, AONB, salt marshes and bird life       | Flooding creates big problems for businesses                         | Mixed use schemes for redundant farm buildings                        | Decline in fishing industry and tourism                            |
| Holkham beach and approach forms a great tourist attraction       | Visual clutter (eg. signs and overhead power cables)                 | The Harbour and Quay should be the focus / hub / axis of regeneration | Changes in agriculture                                             |
| Buttlands Green and Globe pub                                     | Limited opportunities for starter businesses & seasonal limitations  | Boat building and servicing should be encouraged                      | Increase in out-of-town retailing                                  |
| Wells is a gateway / connector for tourist attractions            | Villages are highly dependent on towns for shopping services         | Redevelop old well sheds for boat services                            | Potential closure of health facilities                             |
| Broadband internet connections help local business                | No recognition given to local educational needs nor characteristics  | Workshop units in villages                                            | Lack of support for the arts                                       |
| Shopping - independent deli and local foods                       | Not enough local amenities                                           | Community shops in villages                                           | Lack of affordable housing                                         |
| Harbour facilities for sailing, fishing and commercial activities | Second homes prompt less community support                           | Farming opportunities for biomass and biofuels                        | Failure to meet projected needs of population                      |
| Very active community support networks and cultural facilities    | Lack of accommodation for local people that is affordable            | Landowners should be given help to identify affordable housing sites  | Demands on limited car parking                                     |
| Hospital and rapid paramedic First Response system are essential  | Lack of accommodation for local people that is affordable            | Tourist attraction aimed at young but in character                    | Lack of investment in infrastructure                               |
| Schools have many places available and offer quality teaching     | Lack of training and work experience                                 | Provide a visitor centre                                              | Increased traffic levels                                           |
| Safe environment                                                  | Isolation of those groups in society that are most in need           | Cultural tourism and the arts                                         |                                                                    |
| Villages have a strong identity                                   | Transport is infrequent and inflexible                               | Remove car parking from the Quay                                      |                                                                    |
| Self-sufficient and self-generating nature                        | No bus shelters                                                      | Small 'Park and Ride' scheme to avoid town traffic congestion         |                                                                    |
| Coast Hopper bus service and Sustrans cycle networks              | Perception of being 'out-on-a-limb' and lacks supporting investment  |                                                                       |                                                                    |

North Norfolk Villages & surrounding areas (Combined)

| Strengths                                                                | Weaknesses                                                                | Opportunities                                                                | Threats                                                                      |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Fantastic built heritage environment inc. large estates, farms, churches | Inappropriate development - densities too high, eyesore designs           | Key Worker housing in strategic locations, inc. Coltishall airfield          | Village character could be damaged by high density developments              |
| Conservation Area and AONB landscape protection                          | Need for more affordable housing (inc Hoveton)                            | Major tourist attractions in the countryside, eg an Eden Centre              | Failure to use existing buildings for productive purposes eg. offices        |
| Distinctive architecture and features, eg. Sutton Windmill, Thatchings   | Poor infrastructure for houses (eg. sewerage)                             | Utilising the coast and wildlife a lot more with regard to tourism potential | Cliff erosion and tidal flooding threaten landscape and devalue properties   |
| Village identity and vibe acts as a 'time-trap'                          | Bad shoreline management and protection against increased tidal height    | Better use of farm buildings eg. for small businesses and homes              | Ribbon development and inappropriate design degrade character                |
| Limited development in villages (good quality housing & uncommercial)    | Visual clutter, cramming of signage                                       | New build to be more in character and of sustainable design                  | Possible lack of employment opportunities in villages & continued low wages  |
| Special environment, nature, landscape, biodiversity, Broads character   | Lack of opportunity for work, little employment diversity, low wages      | More open space for recreation, eg a Fakenham country park                   | Loss of public open space                                                    |
| Clean beaches and country parks                                          | No opportunities for young people                                         | Renewable energy schemes, in particular biofuels in farming                  | Over-reliance on tourism and seasonal dependency                             |
| Recreational opportunities - angling, cycling, walking, sailing          | Loss of traditional beach tourism, lack of adaptation to market changes   | Small businesses in villages                                                 | Stagnation of villages and lack of investment                                |
| Agricultural heritage and modern farm diversification                    | Insufficient shops & high dependence on neighbouring towns                | Environmental and Heritage Tourism potential                                 | Lack of skills / traditional work lost by no continued training              |
| Many tourist attractions and features, eg. Walsingham, Wells, Broads     | Lack of play areas, sports fields and facilities for youth                | Increase market for all-year-round tourism                                   | Changing farming practices affect employment and landscape                   |
| Good provision for tourist care eg. country pubs and accommodation       | Limited access to services, information, advice networks                  | Local farming networks and co-operatives need to be established              | Loss of village shops, facilities and health services                        |
| Businesses and home working assisted by Broadband internet links         | Lack of villages shops and Post Offices                                   | Workshop units, small industrial sites, farm diversification schemes         | Decline in village school provisions and reduced social services             |
| Boating / sailing / fishing heritage and industry                        | Limited recreational facilities and family care schemes, eg. play schools | Community shops and more self-sufficient / sustainable local economies       | Continued loss of young populations in part due to lack of youth attractions |
| Localised shops and produce, arts and crafts                             | Overloaded sewerage capacities and poor service infrastructure            | Improve health provision for the countryside                                 | Too many holiday homes / second homes at expense of housing for locals       |



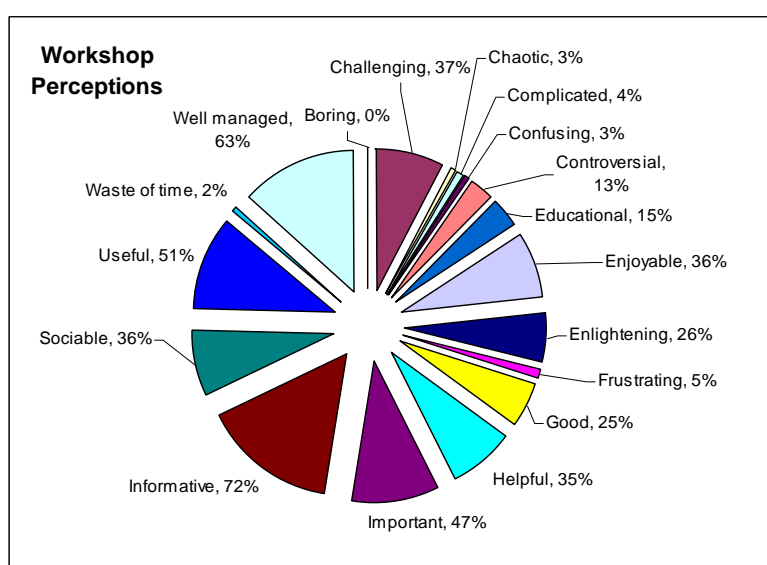
## Core Strategy Consultation Statement

| North Norfolk Villages & surrounding areas (Combined)                   |                                                                        |                                                                       |                                                                               |
|-------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Villages are self-contained and self-sufficient                         | Housing stock is too expensive and ladder is broken across district    | Affordable housing in villages should improve local housing balance   | Affordable housing must include private ownership and school support          |
| Villages isolation for tourism                                          | New housing stock is poor quality and inappropriately designed         | Better use of existing facilities in villages                         | Loss of community age ranges as population age and young leave                |
| An active community spirit and pride (many carnivals, fetes, festivals) | Population age imbalance skewed to elderly, under-represented by young | Reduce traffic speeds through villages, increase 'Quiet Lanes' scheme | Lack of investment in infrastructure, including parking provision in villages |
| Social networks - community transport, churches, health services etc    | Poor signage does not help people find places                          | More cycleways connecting villages to towns                           | Continued poor public transport provision & community schemes withdrawn       |
| Good quality village schools and Wells Field Centre                     | Few main roads link rural area to main highway network                 |                                                                       |                                                                               |
| Quiet Lanes, footpaths and walking routes for recreation esp. coast     | Small lanes under pressure and overused by HGVs and excessive speeds   |                                                                       |                                                                               |
| Rail line connections and Coast Hopper bus service                      | Very poor public transport links across the District creates isolation |                                                                       |                                                                               |



## Appendix D : Reg 25 Workshop feedback

| All seven workshops                                                 |                          |                     |                                                 |                       |
|---------------------------------------------------------------------|--------------------------|---------------------|-------------------------------------------------|-----------------------|
| Number of attendees                                                 | 201                      |                     | Number of feedback response forms returned: 133 |                       |
| As a % of those responded; did attendees feel the workshops were... | <b>Too short</b>         | <b>About Right</b>  | <b>Too Long</b>                                 |                       |
| Length of workshop                                                  | 11%                      | 79%                 | 6%                                              |                       |
| As a % of those responded; how did attendees rate the following...  | <b>Very Disappointed</b> | <b>Disappointed</b> | <b>Satisfied</b>                                | <b>Very Satisfied</b> |
| Facilitators                                                        |                          | 1%                  | 58%                                             | 41%                   |
| Handouts                                                            |                          | 6%                  | 68%                                             | 27%                   |
| Workshop Content                                                    | 2%                       | 5%                  | 56%                                             | 34%                   |
| Refreshments / venue                                                | 1%                       | 2%                  | 53%                                             | 43%                   |
| Administration (invites, worksheets etc)                            | 2%                       |                     | 50%                                             | 46%                   |
| <b>Average</b>                                                      | <b>1%</b>                | <b>3%</b>           | <b>57%</b>                                      | <b>38%</b>            |
| As a % of those responded; did attendees feel that...               | <b>Yes</b>               | <b>No</b>           | <b>No response</b>                              |                       |
| The purpose of the LDF and the workshops was made clear?            | 92%                      | 4%                  | 4%                                              |                       |
| They had ample opportunity to participate?                          | 90%                      | -                   | 10%                                             |                       |
| The workshop discussion and activities were relevant to them?       | 87%                      | -                   | 13%                                             |                       |



Attendees were also asked to select five adjectives that they felt described their experience of the workshop.



## Appendix E : Reg 25 Correspondence

- 1 This appendix contains the letters sent to statutory agencies and developers seeking their views. It also contains the methods of engagement that were used for each type of consultee.

### Stage 1 Reg 25: Correspondence sent to Specific Bodies (June / July 2005)

**EXAMPLE**

**PLANNING POLICY**

Email: [pwake@north-norfolk.gov.uk](mailto:pwake@north-norfolk.gov.uk)

Direct Line: (01263) 516233

Fax: (01263) 516309

7 June 2005

Dear

**North Norfolk District Council Local Development Framework (LDF)**

As you will be aware, the Government has introduced a new planning policy system which replaces Structure Plans and Local Plans with Regional Spatial Strategies and Local Development Frameworks.

As the first stage in preparing new planning policies for its area, North Norfolk District Council is presently gathering information on issues affecting the interests of the local community, service providers and other stakeholders which need to be taken into account at this early stage.

I am therefore writing to enquire whether there are any specific issues or proposals which your organisation would like to bring to our attention at this moment in time.

I would be particularly interested to hear about:

- any proposals regarding land holdings in the area
- changes to service delivery that may affect the area; and
- any strategies you have produced that may have implications for the future planning of North Norfolk.

As well as identifying issues, we would welcome any views you may have on how best these can be addressed through the planning system.

Generally, in terms of scale and location of new development that we will need to accommodate in the area we are working within the following framework set by national and regional planning policies:

- providing between 6,400 and 8,000 new dwellings in North Norfolk between 2001 and 2021.
- the majority of new development should be located in market towns and particularly those towns with a good range of employment opportunities, services and facilities
- residential growth in villages should be restricted to those settlements which have a good range of local facilities and services.

I would welcome any information you can pass on at this stage. If you would like to have a meeting to discuss any issues in greater detail please contact me on the numbers above. Once we have the basic information, the next stage will be to seek your views and assistance in identifying preferred solutions for the scale and location of new development in terms of how the needs arising from it can be serviced and provided for. I look forward to hearing from you in due course.

Yours sincerely

Polly Wake  
Senior Planner

## 2 Correspondence sent to:

- Norfolk County Council
- Highways Agency
- Network Rail/Strategic Rail Authority
- Mobile Operators Association
- Atkins OSM (Cable & Wireless)
- Eon UK (Powergen)
- British Telecom
- NTL Emley Moor (National Telecommunications)
- East of England Energy Group
- Norfolk Constabulary
- Fakenham Fire Station
- Norfolk, Suffolk and Cambridgeshire Strategic Health Authority
- North Norfolk Primary Care Trust
- Norfolk & Norwich University Hospital
- Transco (British Gas)
- Second Sites Properties (British Gas)
- The National Grid Company
- Anglian Water
- British Waterways
- Association of Drainage Authorities
- British Pipeline Agency
- EDF Energy



## Core Strategy Consultation Statement

### Stage 1 Reg 25: Letter sent to Developers, Agents and top 25 employers in North Norfolk (August 2005)

**EXAMPLE**  
**PLANNING POLICY**  
Contact: Mark Ashwell  
Tel. 01263 516325  
11 August 2005



Dear

**Re : Preparation of Local Development Framework**

As you may be aware North Norfolk District Council has commenced work on preparing a Local Development Framework. This is a collection of new documents which will eventually replace the North Norfolk Local Plan and will constitute part of the statutory framework for assessing future development proposals.

The first of the new documents will be prepared over the next eighteen months or so. As with the previous Local Plan there will be periods for formal comment and objection prior to adoption. We are currently working on identifying the key issues which the new plans will need to address and are consulting as wide a range of interested parties as possible to seek their views. We will shortly be commencing work on considering whether individual sites should be allocated for development.

Any new Plans will need to contribute to the aims and objectives of the North Norfolk Community Strategy to

- Ensure decent Housing for all residents
- Develop the local economy
- Maintain a high quality of life and attractive natural environment.

Furthermore in terms of the scale of development and its location the new plans will need to reflect national and regional planning policies which suggest that most new development should take place in Market towns and particularly those towns with a good range of facilities. Residential development in villages should be limited. Until the East of England Plan is agreed we do not know the exact level of housing provision, but it is likely to be between 6,400 and 8,000 new dwellings between 2001 and 2021.

In the next few months we will be undertaking a range of consultation exercises designed to seek views on the main issues. This is prior to formal consultation on policy and site allocation options programmed for the spring of 2006. We recognise that the development industry and significant employers in the District will play a key role. If you would like to contribute to this process we would be pleased to hear from you. We hope that by involving you at an early stage in the plan process we might be able to reduce any areas of disagreement in the later stages of plan preparation. We would be particularly interested to hear if you have any specific development proposals which should be considered as part of the new plans.

I appreciate that there may be a wide range of issues which concern you and that extensive correspondence may not be productive. I would be happy to discuss issues with you, or if you prefer I would be happy to meet with you.

I look forwards to hearing from you.

Yours faithfully,

Mark Ashwell  
Senior Planning Officer  
E-mail. [mashwell@north-norfolk.gov.uk](mailto:mashwell@north-norfolk.gov.uk)



## Appendix F : Methods of engagement

### Consultee involvement at Regulation 25

Two databases have been created to assist with LDF preparation, the first which we have developed to include all those who we have engaged during the Reg 25 stages as well as those organisations or individuals who have asked to be kept up to date with the progress of the LDF. The second 'consultation database' has been created to allow the public to submit representations on-line and purely reflects specific statutory consultation stages.

The table below shows how different bodies were involved at Regulation 25.<sup>v</sup>

Table F.1 Details of those held on the Plannig Policy database and their respective involvement during Reg 25

| Body                                   | Sent regular updates | Invited to June 05 workshops | Sent letter requesting notification issues | Invited to 'themed' focus group meetings | Sent 'Housing Options' question - naire | Sent 'Developer' letter |
|----------------------------------------|----------------------|------------------------------|--------------------------------------------|------------------------------------------|-----------------------------------------|-------------------------|
|                                        | On - going           | June / July 05               | June 05                                    | June 05                                  | November 05                             | August 05               |
| Agents                                 | 168                  | 8                            | 0                                          | 0                                        | 3                                       | 8                       |
| Area Partnerships                      | 11                   | 7                            | 0                                          | 0                                        | 6                                       | 0                       |
| Local businesses                       | 105                  | 52                           | 0                                          | 0                                        | 15                                      | 19                      |
| County Councillors                     | 12                   | 12                           | 0                                          | 0                                        | 0                                       | 0                       |
| Developers                             | 62                   | 5                            | 0                                          | 5                                        | 54                                      | 47                      |
| District Councillors                   | 48                   | 47                           | 0                                          | 0                                        | 47                                      | 0                       |
| Government Agencies                    | 11                   | 0                            | 2                                          | 2                                        | 8                                       | 1                       |
| Local health care facilities           | 11                   | 0                            | 0                                          | 0                                        | 0                                       | 1                       |
| Local Authorities                      | 10                   | 8                            | 1                                          | 3                                        | 8                                       | 0                       |
| Local interest groups                  | 188                  | 100                          | 1                                          | 18                                       | 143                                     | 1                       |
| Local services                         | 39                   | 13                           | 4                                          | 4                                        | 17                                      | 1                       |
| Media                                  | 13                   | 1                            | 0                                          | 0                                        | 0                                       | 0                       |
| National interest groups               | 81                   | 1                            | 13                                         | 1                                        | 12                                      | 1                       |
| Town and Parish Councils               | 155                  | 155                          | 1                                          | 6                                        | 150                                     | 0                       |
| Schools and educational establishments | 90                   | 26                           | 0                                          | 5                                        | 18                                      | 2                       |

<sup>v</sup> NB: The database contains details of over 1200 people and organisations which has been built up over a 3 year period. Requests to be added to / removed from the database are frequent therefore the table above is intended to act as a guide to participation.



## Core Strategy Consultation Statement

| Body                      | Sent regular updates | Invited to June 05 workshops | Sent letter requesting notification issues | Invited to 'themed' focus group meetings | Sent 'Housing Options' question - naire | Sent 'Developer' letter |
|---------------------------|----------------------|------------------------------|--------------------------------------------|------------------------------------------|-----------------------------------------|-------------------------|
| Race and religious groups | 48                   | 16                           | 0                                          | 0                                        | 7                                       | 0                       |
| Individuals               | 190                  | 20                           | 0                                          | 0                                        | 0                                       | 0                       |
| <b>TOTAL</b>              | <b>1243</b>          | <b>471</b>                   | <b>22</b>                                  | <b>44</b>                                | <b>488</b>                              | <b>79</b>               |

Table F.2 General methods of engagement

| Method of engagement                                             | District Council Members | Statutory Consultees | Stakeholders | The general public of North Norfolk |
|------------------------------------------------------------------|--------------------------|----------------------|--------------|-------------------------------------|
| NNDC Outlook magazine distribution                               | YES                      | SOME                 | SOME         | YES                                 |
| LDF Website                                                      | YES                      | YES                  | YES          | YES                                 |
| Quarterly LDF Newsletter distribution                            | YES                      | YES                  | YES          | SOME                                |
| Members Bulletin (weekly) distribution                           | YES                      |                      |              |                                     |
| LDF Working Party attendees                                      | YES                      | PUBLIC MEETINGS      |              |                                     |
| Accessibility to LDF Working party minutes                       | YES                      | YES                  | YES          | YES                                 |
| One to One meetings with Officers if requested / required        | YES                      | YES                  | YES          | YES                                 |
| Reg 25 - Seven workshops                                         | YES                      | SOME                 | YES          |                                     |
| Invites to Targeted meetings or Focus Groups                     | YES                      | SOME                 | YES          |                                     |
| Consultation Information Packs distributed to                    | YES                      |                      |              |                                     |
| LDF briefings and consultation launches (presentations) invitees | YES                      | SOME                 | YES          |                                     |
| Accessibility to Library Exhibitions                             | YES                      | YES                  | YES          | YES                                 |
| Articles in local papers through Press releases                  | YES                      | SOME                 | YES          | YES                                 |
| Articles in Parish Magazines                                     | YES                      |                      | SOME         | YES                                 |
| Articles on Community websites accessible to                     | YES                      | YES                  | YES          | YES                                 |
| Statutory advert in local newspapers                             | YES                      | SOME                 | SOME         | YES                                 |
| Reg 26 - 16 Exhibitions                                          | YES                      | SOME                 | YES          | YES                                 |
| Consultation Documents sent                                      | YES                      | YES                  | YES          | IF REQUESTED                        |
| Posters and Leaflet drops                                        | YES                      | SOME                 | SOME         | YES                                 |
| School workshops                                                 |                          |                      |              | YES                                 |

## Appendix G : Reg 25 Main issues raised on the Topic Papers

- 1 Five Topic Papers were prepared to support the 'Opera' consultation exercise. The table summarises the comments that were made on the Topic Papers

Table G.1 Reg 25: Stage 2 Consultation on Topic Papers

| Main Issues Raised                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Housing Topic Paper:</p> <ul style="list-style-type: none"> <li>Affordable houses should be provided where there is infrastructure.</li> <li>Young people are mobile and not inclined to stay in the area they were born</li> <li>Provision of affordable housing is paramount</li> <li>Suggestion for housing policy based on contributions rather than on site provision for schemes under 5 dwellings, flexibility on schemes of 5 - 15 dwellings and on-site provision for schemes over 15 dwellings. All tiers to have 30 - 40% affordable housing.</li> <li>Support for the 'local first' policy to affordable housing</li> <li>Mixed communities are vital</li> <li>Concern about viability of requesting more than 40% affordable housing</li> <li>Requesting too much affordable housing can result in no provision</li> <li>Dwellings need to be accessible to the elderly</li> <li>Social housing can lead to vandalism and anti social behaviour</li> </ul> <p>Development Strategy:</p> <ul style="list-style-type: none"> <li>Long distance commuting is damaging, and self containment is desirable</li> <li>Stalham needs commercial development to adjust the housing/jobs balance</li> <li>Exceptions sites and cross-subsidy can help achieve affordable housing</li> <li>Barns are more suited to high quality tourist accommodation rather than houses that local people can not afford.</li> <li>Conversion of barns to residential may be appropriate to continue their use</li> <li>A mix of affordable housing types should be provided ie intermediate, shared ownership, social rented etc</li> <li>Development boundaries should be defined for all but the smallest of settlements</li> <li>Concern over methods proposed to achieve more affordable housing</li> <li>Need to consider 'retirement villages' and other types of accommodation to cater for an ageing population</li> </ul> <p>Transport:</p> <ul style="list-style-type: none"> <li>Support for cycle and bus lanes and cycle and walking routes</li> <li>Adequate car parking should be provided in retail developments</li> </ul> <p>Environment:</p> <ul style="list-style-type: none"> <li>Tree and hedge planting should be encouraged</li> <li>Ecological appraisals required prior to development to protect wildlife</li> <li>New hard surfaces should be kept to a minimum to prevent run off &amp; flooding</li> <li>Conservation and good design is critical to the area</li> <li>Coastal erosion is a great concern, and will impact on the economy</li> <li>The requirement for development to provide 10% of energy requirements from renewable sources is too onerous.</li> </ul> |



## Core Strategy Consultation Statement

### Main Issues Raised

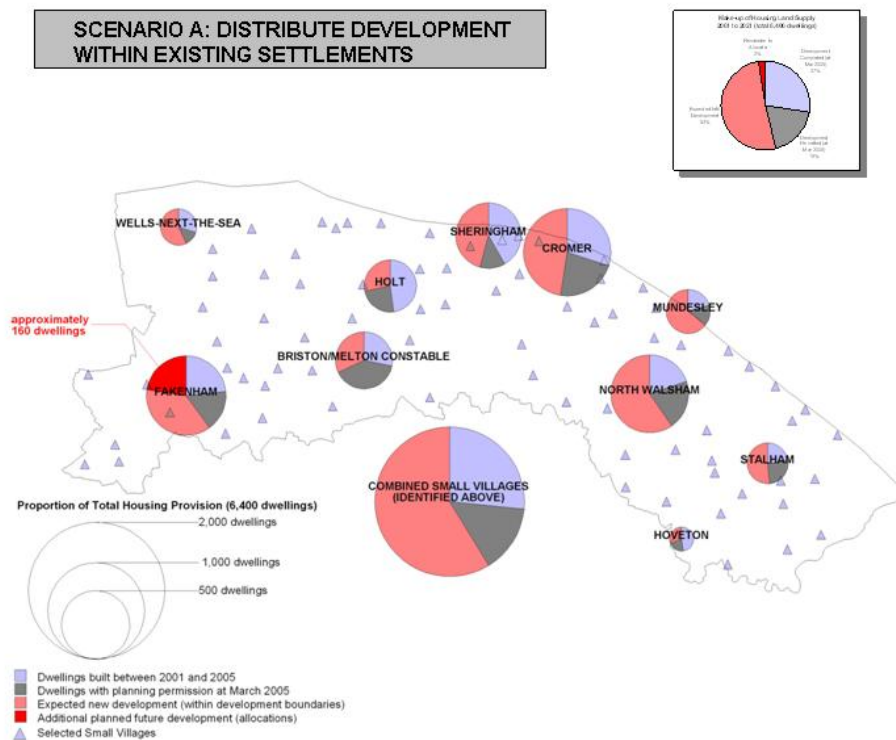
#### Economy:

- Small business development is necessary
- Town centre redevelopment must be in the best interests of a town and where a need has been proven
- All retail centres should be protected
- The aim should be to improve the quality of low paid and seasonal jobs
- There is a need to support appropriate re-use of redundant farm buildings

## Appendix H : Housing scenario and key issues questionnaire

### Housing scenarios that were used for the Reg 25 Consultation: Stage 2

- The following outline of the 3 housing scenarios presented as part of the Reg 25 'Options' questionnaire carried out by community consultants 'Opera'.



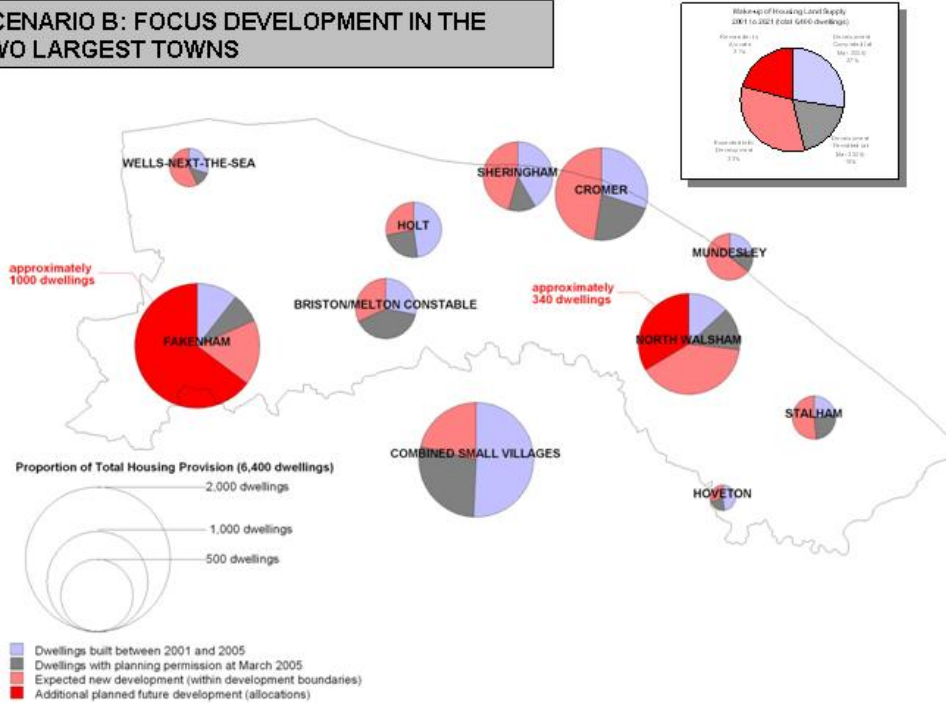
#### Summary of Scenario A

- Allow infill development within the boundaries of the District's towns and villages (as identified in the existing North Norfolk Local Plan).
- Boundaries would only be amended to address anomalies, not to allow for new development.
- A small allocation could also be made, for example in Fakenham.
- No further housing development would be allowed beyond the identified settlement boundaries, either infilling or conversion of existing buildings (e.g. residential conversion of barns).
- Because this scenario would cause 'infill' development to take place in a large number of selected settlements there would be virtually no scope to make housing allocations.



# Core Strategy Consultation Statement

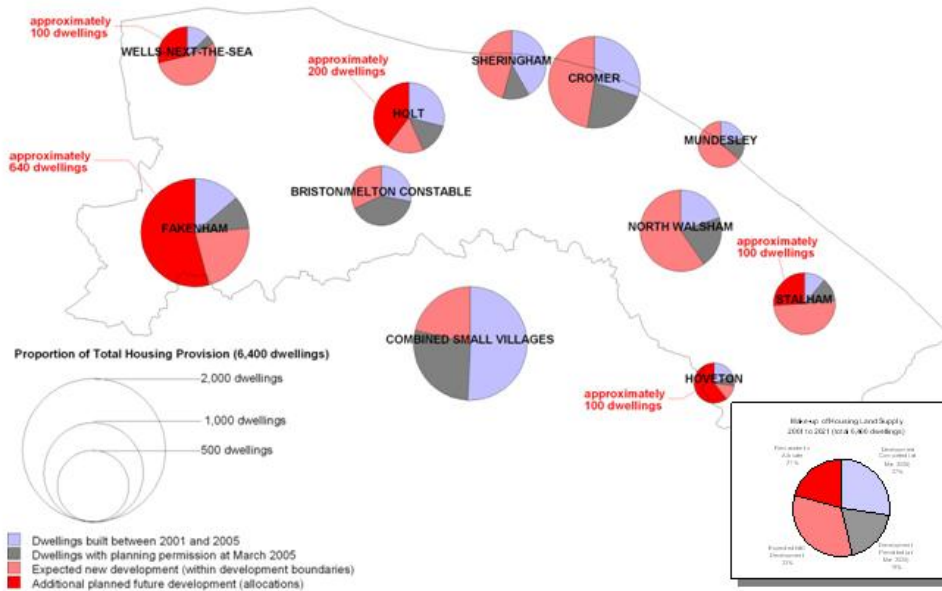
## SCENARIO B: FOCUS DEVELOPMENT IN THE TWO LARGEST TOWNS



### Summary of Scenario B

- Make Fakenham and North Walsham the main focus of new brownfield and greenfield housing development, by allocating sites.
- In the remaining towns and the larger villages infill development only would be allowed.
- No further settlements would have identified development boundaries and therefore no further housing development would be permitted in any remaining villages (except small affordable housing schemes under a new policy).
- No further development would be allowed beyond the identified settlement boundaries, either through infilling or conversion of existing buildings (e.g. residential conversion of barns).
- Under this scenario, opportunities to make allocations in the two main towns would be maximised because the amount of development resulting from infilling would be severely limited.

**SCENARIO C: TARGET NEW DEVELOPMENT TO ADDRESS LOCAL ISSUES**



**Summary of Scenario C**

- Take account of the characteristics of settlements (such as their capacity and environmental sensitivity) and the relationships between them in deciding on the location of new housing development. This would allow new housing development in locations which present the opportunity for more sustainable patterns of travel, and those where it will best meet identified local needs (such as housing need, economic regeneration or environmental improvement) and cause the least harm to the environment.
- The main locations for further housing development under this scenario would be Fakenham, Holt, Stalham, Hoveton and Wells-next-the-Sea. In the remaining towns and three largest villages, infill development only would be allowed.
- Make allocations for small housing schemes aimed at meeting local needs in approximately ten village "service centres"
- No further settlements will have identified development boundaries and therefore no further housing development will be permitted in any remaining villages or the countryside (either through infilling or conversion of existing buildings (e.g. residential conversion of barns)) except affordable housing under a new policy
- No further development would be allowed beyond the identified settlement boundaries
- This scenario would consider the relationship between groups of settlements in the District (clusters). For example, in considering the role of Fakenham, the proximity of Tattersett Business Park and the maltings at Great Rybrough would be taken into account. Cromer, Sheringham and Holt area could be also be clustered together, recognising the different degrees to which each serves as a service centre, employment centre and suitable residential location. Wells could be considered as the centre of a cluster of coastal and inland villages



## Core Strategy Consultation Statement

### Key issues questions

#### Step 4: Additional questions

Please answer the following questions by indicating your agreement or disagreement with each by inserting the relevant number (1 to 5) in the right hand column.

1 = Definitely **YES**, 2 = Yes Probably, 3 = Not sure, 4 = Probably Not, 5 = Definitely **NO**

|            |                                                                                                                                                                                                                                                                                     | Number 1 - 5                                                                                                         |         |           |            |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------|-----------|------------|
| 1)         | Many buildings in the countryside have become unsuitable for their original use. If these are converted to houses this would drastically reduce the number of new houses that could be built in the towns and villages. Should we allow residential conversions of these buildings? | •                                                                                                                    |         |           |            |
| 2)         | Do you think that the environmental benefits of wind energy, in general, outweigh the impact of (on-shore) wind turbine development on the landscape?                                                                                                                               | •                                                                                                                    |         |           |            |
| 3)         | Should the location of affordable housing be any different from general market housing?                                                                                                                                                                                             | •                                                                                                                    |         |           |            |
| 4)         | Should affordable housing be preserved to meet the needs of "local" people?                                                                                                                                                                                                         | •                                                                                                                    |         |           |            |
| 5)         | Should existing sites of small workshops, garages and other commercial businesses be safeguarded for new business use?                                                                                                                                                              | •                                                                                                                    |         |           |            |
| 6)         | Should the type of business, in Q5 above, be encouraged to relocate to larger business parks in the District's towns?                                                                                                                                                               | •                                                                                                                    |         |           |            |
| 7)         | Should land for employment development be provided in or adjacent to villages?                                                                                                                                                                                                      | •                                                                                                                    |         |           |            |
| 8)         | Should we allow new hotels and other holiday accommodation in the countryside areas?                                                                                                                                                                                                | •                                                                                                                    |         |           |            |
| 9)         | Should new self-catering tourist accommodation be restricted to 'holiday lets' rather than second homes or holiday homes?                                                                                                                                                           | •                                                                                                                    |         |           |            |
| 10)        | Should we try to resist the change of use of existing hotels to other uses?                                                                                                                                                                                                         | •                                                                                                                    |         |           |            |
| 11)        | Is there a need for a major new visitor attraction in the District?                                                                                                                                                                                                                 | •                                                                                                                    |         |           |            |
| 12)        | Should the number of units that are not shops in town centres be restricted?                                                                                                                                                                                                        | •                                                                                                                    |         |           |            |
| 13)        | Do you agree that the best way of managing unauthorised travellers sites in the District is by the provision of appropriately located and managed sites?                                                                                                                            | •                                                                                                                    |         |           |            |
| 14)        | Should measures be taken to reduce the impacts of traffic in town centres?                                                                                                                                                                                                          | •                                                                                                                    |         |           |            |
| 15)        | Do you think that in this District restrictions on car parking will reduce the level of car usage?                                                                                                                                                                                  | •                                                                                                                    |         |           |            |
| 16)        | If new infill development is not allowed in small villages what effect do you think this would have? (please circle one)                                                                                                                                                            | <table border="1"> <tr> <td>Harmful</td> </tr> <tr> <td>No effect</td> </tr> <tr> <td>Beneficial</td> </tr> </table> | Harmful | No effect | Beneficial |
| Harmful    |                                                                                                                                                                                                                                                                                     |                                                                                                                      |         |           |            |
| No effect  |                                                                                                                                                                                                                                                                                     |                                                                                                                      |         |           |            |
| Beneficial |                                                                                                                                                                                                                                                                                     |                                                                                                                      |         |           |            |

Thank you for completing this questionnaire.  
Please return this response form in the envelope provided to:

OPERA Research  
Keswick Hall  
Norwich, NR4 6TJ

Tel: (01603) 250555      [www.operagr.com](http://www.operagr.com)





## Appendix I : Reg 25 Main issues raised on the 'Housing Scenarios Questionnaire'

Table I.1 Reg 25: Stage 2: Summary of the responses received on the Housing scenarios and key issues questionnaire

### Main issues raised

The top 5 priorities for respondents were:

- Supporting rural communities
- Protecting the character of villages
- Improving access to jobs and services
- Supporting the viability of market towns
- Maximising the amount of affordable housing

Over 50% of respondents felt that **scenario A** would have a positive impact on their priorities.

**Scenario B** could address priorities well, as fewer people stated it would have a low impact on their priorities, however only 39% of respondents felt that it would have a moderate to high impact on the highest priority 'supporting rural communities'.

**Scenario C** was seen to have the highest positive impact on respondents priorities; over 67% said it would have a moderate to high impact, however only 54% felt it would have a moderate to high impact on the highest priority 'supporting rural communities'.

The consultation also asked about views on the location of possible additional houses, and 66% of respondents stated this should go in the towns, and nearly half thought that development in villages and allowing residential conversions of farm buildings was viable.

Questions were also asked about other subjects, and the following areas are those that respondents strongly agreed with:

- Building affordable housing
- Reducing traffic in town centres
- Managing unauthorised traveller sites via managed sites
- Allowing residential conversions of countryside buildings
- Safeguarding small commercial business sites

The areas where respondents did not agree as positively were:

- The location of affordable housing being different to general market housing
- Making small commercial business relocate to business parks
- Restricting car parking to reduce level of useage

Respondents were also asked if new infill development was not allowed in small village what effect they thought that would have, and 48% responded harmful, 21% no effect, 14% beneficial and 17% no reply.

**Overall, the scenarios were seen to address North Norfolk issues by stakeholders. There are consistent positive responses for all three scenarios; however scenario C was seen more positively, when looking at the most important priorities for stakeholders.**



## Appendix J : Reg 26 Correspondence

Figure J.1 Letter sent to Reg 26 Statutory consultees containing DPD Matters

### PLANNING POLICY

Email: [jfisher@north-norfolk.gov.uk](mailto:jfisher@north-norfolk.gov.uk)  
Direct Line: (01263) 516304  
Fax: (01263) 516309

21 September 2006

### Sent to all Statutory Consultees

Dear *Consultee*,

### North Norfolk Local Development Framework (LDF) Preferred Options Consultation

Following consultation with interest and community groups, North Norfolk District Council has prepared its 'preferred options' reports for the following documents:

- **Core Strategy Development Plan Document** – this will set the overall planning policies for North Norfolk, including the Development Strategy that specifies the general locations for new development.
- **Site Specific Proposals Development Plan Document** – this identifies sites for new houses, employment, retail opportunities, open space in North Norfolk and includes details of the sites which have been considered but are not preferred at this stage.

We have sent you these documents as you have been consulted at previous stages of developing the Local Development Framework for North Norfolk.

A copy of each document is enclosed and we are seeking your views on these under the formal preferred options ('Regulation 26' stage) consultation. Please note that this is a statutory period of consultation and all comments must be received between **midday on 25 September and midday on 6 November 2006** in order to be considered.

Further copies of the consultation documents (in paper format or CD-ROM) will be available from;

- North Norfolk District Council Offices in Cromer and Fakenham, and North Norfolk Housing Trust in North Walsham during normal office hours.
- To view at North Norfolk libraries - please call individual libraries for opening times.
- Our web site - [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf) - all information, including an on-line consultation system for submitting comments is available on the Council's website.
- A series of exhibitions - please refer to the autumn newsletter that you recently received from us or call us for details.

Please note that there is a £10 postage charge for sending additional copies of the documents, however CD-ROMs are provided and posted free of charge. All comments should be made on the response form contained within the documents or via the interactive online system – please see the website for

details. Paper representations should be sent to: Jill Fisher, Planning Policy Manager, North Norfolk District Council, Holt Road, Cromer, NR27 9EN.

Please note that the Site Specific Proposals have been prepared to be in conformity with the Core Strategy, which outlines where new development should be located. Therefore if you wish to comment on the suitability of a particular site allocation in the Site Specific Proposals it may also be necessary to comment on the Development Strategy contained within the Core Strategy document.

**Sustainability Appraisal** reports have been prepared for each document to consider the social, environmental and economic effects of the proposals. These have also been published for consultation and are available on our website, to view in local libraries and can be sent on request on CD-ROM or paper copy (a £10 postage fee applies for paper copies).

A series of background reports and studies, which help to explain how the Council has arrived at the preferred options, are available for information on the website.

#### **Next steps**

All comments received within the consultation period will be acknowledged, reported to Members and will inform the preparation of the revised documents that will be submitted to the Secretary of State for independent examination. The revised Core Strategy is timetabled to be submitted in April 2007 and the Site Specific Proposals in September 2007 - there will be a further period of public consultation at this stage. Please note that you may request with your representation to be notified when the document has been submitted to the Secretary of State for independent examination.

Please take this opportunity to influence the policies and allocations that will determine where new development can go in North Norfolk in the future and I look forward to receiving your views on the enclosed documents.

If you have any queries about the public consultation or the Local Development Framework as a whole, please contact a member of the Planning Policy Team on 01263 516318.

Yours sincerely



Jill Fisher  
Planning Policy Manager



# Appendix K : Reg 26 Consultation notification

## Is future development in North Norfolk going to affect you?

### PUBLIC CONSULTATION

North Norfolk District Council is responsible for preparing plans that will guide where new development is and is not allowed as well as producing policies that impact on North Norfolk's housing, economic and environmental issues.

**We are currently seeking your views on our proposals.**

For further details on how you can comment on our proposals see our advert under 'Public Notices' or visit our website ([www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf)).

**Consultation period: midday 25 September to midday 6 November**

#### LOCAL DEVELOPMENT FRAMEWORK



North Norfolk District Council,  
Holt Road, Cromer, Norfolk NR27 9EN  
Tel: 01263 516318 / 01263 516321  
E mail: [planningpolicy@north-norfolk.gov.uk](mailto:planningpolicy@north-norfolk.gov.uk)



#### LOCAL DEVELOPMENT FRAMEWORK CORE STRATEGY AND SITE SPECIFIC PROPOSALS PREFERRED OPTIONS DEVELOPMENT PLAN DOCUMENTS NOTICE OF PUBLIC CONSULTATION PLANNING AND COMPULSORY PURCHASE ACT 2004 THE TOWN AND COUNTRY PLANNING (LOCAL DEVELOPMENT) (ENGLAND) REGULATIONS 2004

In accordance with the Town and Country Planning (Local Development) (England) Regulations 2004 (Regulation 26) the following information provides details about the Core Strategy and Site Specific Proposals Development Plan Document Preferred Options Reports and consultation process.

##### Core Strategy Preferred Options Document

The Core Strategy Document will set the overall policies for North Norfolk against which planning applications will be considered.

##### Site Specific Proposals Preferred Options Document

The Site Specific Proposals Document identifies sites for new housing, employment and retail opportunities, open space, car parks and other uses in North Norfolk.

##### Sustainability Appraisal Reports

Sustainability Appraisals have been carried out for each of the above documents to appraise their social, environmental and economic effects of the proposals.

##### Consultation Period

We are inviting comments on the above documents during the consultation period which will run for six weeks commencing midday on Monday 25 September 2006 and ending midday on Monday 6 November 2006.

##### Inspection of Documents

Copies of the consultation documents (in paper format or CD-ROM) will be available from:

- North Norfolk District Council Offices in Cromer, Fakenham and North Walsham during normal office hours.
- To view at North Norfolk libraries. Please call individual libraries for opening times.
- Our web site - [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf). All information, including an on-line consultation system for submitting comments is available on the Council's website.
- A series of exhibitions - see below.

##### Submitting Comments

Comments can be made via the Council's web-site at [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf) or in writing using our comments (representation) form. The forms are available in the back of the consultation documents, can be downloaded from our website, picked up at the exhibitions (details below) or posted - Tel 01263 516318 to request one. Comments must be received no later than midday on Monday 6 November 2006 and submitted:

- By post to: FREEPOST RRAY-JSL5-TZTE North Norfolk District Council, Planning Policy Team, Holt Road, Cromer, Norfolk NR27 9EN.
- By fax: 01263 516309
- By e mail: [planningpolicy@north-norfolk.gov.uk](mailto:planningpolicy@north-norfolk.gov.uk)
- On-line at [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf)

Late comments cannot be considered.

A series of exhibitions have been arranged (see below) to enable the public to discuss proposals with planning officers, obtain copies of the consultation documents, and to submit their comments.

| Exhibitions                                    | Date                 | Venue                                             | Open               |
|------------------------------------------------|----------------------|---------------------------------------------------|--------------------|
| Wells-next-the-Sea                             | Tuesday 26.09.06     | The Maltings, Slathe Street, Wells                | 10.00 am - 6.00 pm |
| Holt                                           | Wednesday 27.09.06   | Holt Community Centre, Kerridge Way, Holt         | 10.00 am - 6.00 pm |
| Stalham                                        | Wednesday 04.10.06   | Stalham Town Hall, High Street, Stalham           | 10.00 am - 6.00 pm |
| Cromer                                         | Friday 06.10.06      | Cromer Parish Hall, Church Street, Cromer         | 10.00 am - 6.00 pm |
| Mundesley                                      | Monday 09.10.06      | Coronation Hall, Cromer Road, Mundesley           | 10.00 am - 6.00 pm |
| North Walsham                                  | Thursday 12.10.06    | NW Community Centre, New Road, North Walsham      | 10.00 am - 6.00 pm |
| Sheringham                                     | Wednesday 18.10.06   | Station Road Car Park (mobile unit)               | 10.00 am - 6.00 pm |
| Fakenham                                       | Thursday 19.10.06    | Bridge Street Car park (mobile unit)              | 10.00 am - 6.00 pm |
| Hoveton                                        | Wednesday 25.10.06   | Broadland Community Centre, Stalham Road, Hoveton | 10.00 am - 5.00 pm |
| Cromer Council Offices (Monday to Friday only) | 25.09.06 to 06.11.06 | NNDC Offices, Holt Road, Cromer                   | 9.30 am - 4.00 pm  |
| Evening exhibitions                            | Date                 | Venue                                             | Open               |
| Ludham                                         | Thursday 28.09.06    | Ludham Village Hall                               | 5.00 pm - 7.30 pm  |
| Aldborough                                     | Monday 02.10.06      | Aldborough Community Centre                       | 5.00 pm - 7.30 pm  |
| Southrepps                                     | Tuesday 10.10.06     | Southrepps Village Hall                           | 5.00 pm - 7.30 pm  |
| Little Walsingham                              | Monday 16.10.06      | Little Walsingham Village Hall                    | 5.00 pm - 7.30 pm  |
| Briston                                        | Monday 23.10.06      | Copeman Centre, Briston                           | 5.00 pm - 7.30 pm  |
| Blakeney                                       | Thursday 26.10.06    | Harbour Rooms, High Street, Blakeney              | 5.00 pm - 7.30 pm  |
| NNDC Cromer                                    | Tuesday 31.10.06     | District Council Offices, Holt Road, Cromer       | 5.00 pm - 7.30 pm  |

Any comments/representations should state whether or not you wish to be notified when the documents are submitted to the Secretary of State for independent examination.

For further information: Web: [www.northnorfolk.org/ldf](http://www.northnorfolk.org/ldf)

E-Mail: [planningpolicy@north-norfolk.gov.uk](mailto:planningpolicy@north-norfolk.gov.uk)

Telephone: 01263 516318 or 516321

Write to: Mrs J Fisher, Planning Policy Team, North Norfolk District Council, Holt Road, Cromer NR27 9EN.

## Appendix L : Reg 26: Other correspondence

Picture L.1 Update letter sent to Town and Parish Councils Feb 2007

### EXAMPLE

#### PLANNING POLICY

Email: mashwell@north-norfolk.gov.uk  
 Direct Line: (01263) 516325  
 Fax: (01263) 516309  
 Our Ref: 967/05/04  
 Date: 14<sup>th</sup> February 2007



To all Parish Councils

Dear

#### RE: Update on Preparation of Local Development Framework

I am writing to provide a brief update on the work we are undertaking on producing the Local Development Framework which will eventually replace the North Norfolk Local Plan.

You may recall that last Autumn we asked for comments on two documents, the first outlining our preferred policies and broad strategies for future development (Core Strategy), the second asking for views on a number of possible development sites (Site Specific Proposals). The Authority has decided that the main priority should be to complete the Core Strategy document as soon as possible. It is this document that will determine if your village is identified as a suitable location for further small scale development, how big those developments might be, and what types of development will be considered. It will not identify specific development sites. We will be considering the comments which were made on the Site Specific Proposals when work on the Core Strategy is nearer completion.

The Submission Core Strategy, which is the document that will be submitted to the Government for approval, is currently being prepared and it is hoped that this will be completed, for approval by Full Council, by April and submitted to the Government in early summer. When we submit the document there will be a further six week period of public consultation when the public and stakeholders including the Parish Council will be able to make further comments on the Submission Plan.

In the mean time, I thought, it might be helpful to outline some of the initial views of the Working Party in response to the consultation comments. In doing so, I should stress that these are not final decisions and may be subject to further change as the plan progresses through the various stages towards final adoption.

The Working Party considers that the broad distribution of future development suggested in the consultation document is correct. This would see most new development taking place in towns and a relatively small number of the larger villages in the District. Having carefully considered the representation the Working Party will be recommending that the following villages are identified as suitable locations for a limited amount of new development:

#### Service Villages

- Aldborough
- Bacton
- Blakeney
- Briston & Melton Constable
- Corpusty & Saxthorpe
- Catfield
- Happisburgh
- Horning
- Little Snoring
- Little Walsingham
- Ludham
- Mundesley
- Overstrand
- Roughton
- Southrepps
- Weybourne



## Core Strategy Consultation Statement

If your village is on the list of selected Service Villages the main implications would be:

- The development boundary (the line shown in the current local plan which for planning purposes defines the built up part of the village) would be retained and, in principle, further development within the defined boundary would be acceptable. This means that the Authority would continue to consider granting planning permission for small developments where suitable sites are available. (Usually referred to as 'infill' development).
- The Authority will give further consideration to identifying one or more small areas of land outside of the existing development boundaries to allow further residential development. The Working Party has considered the scale of development which may be appropriate on any sites which may be identified. The Core Strategy consultation document suggested that the Council would consider proposals for up to 50 dwellings. The Working Party considers that in most cases (other than Briston and Mundesley) this is too high and the maximum number should be reduced to approximately 30 dwellings. Furthermore, the plan should make it clear that these 30 dwellings could be built on one or more sites provided the total number in the village does not exceed 30. This change is being recommended to take account of the concerns that in some locations larger scale estate developments may not be appropriate. The final decision on how much development will take place, and on how many sites, will be addressed in the Site Specific Proposals document.
- The Council is concerned about the lack of affordable housing in many villages and the Working Party will be recommending that at least half of all new dwellings in villages, on both small infill sites and allocated development sites, are 'affordable'.
- Many people replying to the consultation felt that if housing were to be built in villages local people in housing need should be given priority. The Working Party has asked for further specialist advice on whether it would be possible to restrict the occupation of a proportion of these affordable houses to local people. This would, however, have implications for addressing the housing needs of those people who do not live in the village and may be seen as discriminating against those in most need.

If your village is not on the selected list the main implications would be:

- The existing development boundary (the line shown in the current local plan which for planning purposes defines the built up part of the village) would be deleted. This would effectively mean that for the purposes of determining planning applications proposals for development in the village would be considered in the same way as those in the wider countryside. Housing on infill plots would not be permitted, however, development for some types of employment, tourism, community and other rural based enterprises would remain possible. The Council would not be seeking to identify any new housing development sites with the exception of proposals for affordable housing.
- Small scale affordable housing schemes would be considered provided there was a locally identified need and the site was well related to other housing areas.

There are a number of other key themes which the Working Party considers may require further consideration and in the next few weeks we will be looking at draft policies which aim to improve the standard of design in all developments, increase energy efficiency, source more power from renewable resources, ensure that the right type of housing is provided in the right places, and provide better opportunities for employment.

Thank you for the comments you have made so far. If you would like to discuss the above or any other issues please do not hesitate to contact me.

Yours sincerely

Mark Ashwell  
Senior Planner