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North Norfolk District Council

# Background Paper 3

## Approach to Employment

A non-technical guide which explains the approach that North Norfolk District Council is taking to set an employment land target in the new North Norfolk Local Plan 2016-2036

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<b>Background Paper No 3</b>	<b>Approach to Employment</b>
National Legislation and Guidance	National Planning Policy Framework (2019) National Planning Policy Guidance Town and Country Planning Acts
Related Evidence	North Norfolk Housing and Economic Land Availability Assessment (HELAA) Part 2 – Assessment of Employment Land (2018) Business Growth and Investment Opportunities Study (2015) East of England Forecasting Model (EEFM) North Norfolk Settlement Profiles (2018) National Population and Household Projections.

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## 1. Purpose

- 1.1. This is one of a number of Background Papers which have been prepared to help explain and justify various aspects of the new draft Local Plan which is being prepared by North Norfolk District Council.
- 1.2. The purpose of this Background Paper is to establish the quantum and distribution of employment land that is required through the plan period. The findings of this directly supports Policy ECN 1 'Employment Land' in the emerging draft Local Plan.
- 1.3. This is one of a number of background papers which have been prepared to help explain and justify various aspects of the new draft Local Plan which is being prepared by North Norfolk District Council.
- 1.4. The background papers include:
  - Paper 1 - Approach to setting the draft Housing Target
  - Paper 2 - Distribution of Growth
  - Paper 3 - Approach to Employment (this paper)
  - Paper 4 - Infrastructure Position Statement
  - Paper 5 - Interim Green Infrastructure Strategy
  - Paper 6 - Development Sites Selection Methodology
  - Paper 7 - Housing Construction Standards

## 2. Introduction

- 2.1. The Council is in the process of preparing its Local Plan. This will set out the key elements for the planning framework for North Norfolk covering the period 2016 to 2036. One of the main elements of the Local Plan is the approach to employment and the allocation of employment land within the District. It is important to ensure that over the lifetime of the plan period there is sufficient employment land available to allow for flexibility and choice of development sites across the District. The absence of suitable sites should not hold back employment growth.
- 2.2. The current Core Strategy, adopted in 2008, set a target to facilitate an increase of 4,000 jobs over the plan period 2001 to 2021. It was envisaged that this would be met through growth in the retail, personal services and social care sectors. The Plan sought to allocate employment/mixed-use schemes at Fakenham, Holt and Stalham to assist with the delivery of new jobs.
- 2.3. There is a clear need to take into account the publication and revision of the National Planning Policy Framework (NPPF) since the adoption of the Core Strategy along with the most recent evidence based on up-to-date trends.

2.4. In terms of national policy, Paragraph 81 of the NPPF is clear that planning policies should set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period. However, it is also important to recognise that, as set out within Paragraph 120 of the NPPF, there is a need for local planning authorities to review land allocated within Plans and review land availability. Where there is no reasonable prospect of an application coming forward for the use allocated in a Plan the local planning authority should reallocate the land for a more deliverable use that can help to address identified needs. It is important that each of the previous designations, previous allocations and proposed allocations are in conformity with national planning policy.

2.5. The purpose of this background paper is to explain how the Council has arrived at the proposed policy 'ECN 1 Employment Land', the quantum of employment land within the District and its distribution. It does not address other aspects of employment such as the approach to retail and tourism, nor does it address other policies included in the Plan aimed at supporting employment growth.

2.6. The Council has:

- Assessed the quality and suitability of Employment Areas<sup>1</sup> in order to ensure that these sites are still suitable for employment uses;
- assessed the boundaries of the Employment Areas in order to ensure that the boundaries still represent clusters of B use employment; and
- set out the requirement for future need in terms of allocations within the District.

2.7. This paper is split into three sections: The first section examines the suitability of Employment Areas; the second section looks at the boundaries of the Employment Areas; and the final section synthesises a number of key sources (set out at the start of this background paper) to set key policy recommendations in regards to the location and quantum of future employment allocations.

### 3. Assessment of the suitability of Employment Areas and Employment Allocations within the Site Allocations DPD.

3.1. This section assesses the suitability of the employment areas and the allocations for employment land through the Site Allocations Development Plan Document. The assessment is informed by the North Norfolk Housing and Economic Land

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<sup>1</sup> Employment Areas are those areas which are specifically designated or allocated for employment uses in the proposed plan and are subject to policies which restrict their use to various types of employment generating development.

Availability Assessment (HELAA) Part 2 – Assessment of Employment Land (2018) and the Business Growth and Investment Opportunities Study (2015).

## Assessment criteria

3.2. For each Employment Area a detailed assessment has been carried out. This assessment focuses on three main categories: Strategic Planning Factors, Sustainable Development Factors and Market Attractiveness Factors. These are informed by the following criteria:

### **Strategic Planning Factors**

- Is the site within an area identified as a Large Growth Town or a Small Growth Town within the emerging Local Plan?
- Is the site identified or likely to be required for a specific user or specialist use?
- Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- Is the site the only available or part of a limited supply of land in the locality?
- Are there any other policy considerations, such as emerging strategic objectives or spatial vision which should override any decision to release the site?

### **Sustainable Development Factors**

- Would the site be allocated in the current policy climate for economic development, measured against present sustainability criteria?
- Is employment the only acceptable form of built development on the site?

### **Market Attractiveness Factors**

- Has the site been formally identified for employment for at least 10 years?
- Has there been any recent development activity in the last 5 years?
- Is the site being actively marketed as an employment site?
- Is the site owned by a developer or another agency known to undertake employment development?
- Is the site in multiple ownership / occupation, or owned by an organisation unlikely to bring it forward for development?
- Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?
- Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?
- Has the authority been approached concerning possible development of the site in the last 5 years?

3.3. Each site is then given an assessment 'score' in line with each of these factors: High Importance, Medium Importance or Low Importance. The assessment criteria and the categorisation of how these are scored is summarised below:

**Table 1: Summary of factors considered**

Factors Considered (Summary)	Degree of Importance		
	High Importance	Medium Importance	Low Importance
<b>Strategic Planning Factors</b> <ul style="list-style-type: none"> <li>• Location</li> <li>• Size</li> <li>• Adequacy of supply</li> <li>• Designated for specific use</li> </ul>	<ul style="list-style-type: none"> <li>• The site is a large site within or adjacent to a Large Growth Town</li> <li>• There is limited supply of land</li> <li>• The site is designated for a specific use</li> </ul>	<ul style="list-style-type: none"> <li>• Within or adjacent to a Small Growth Town or situated upon the strategic highway network</li> <li>• Choice of possible sites available</li> </ul>	<ul style="list-style-type: none"> <li>• Not in a Large or Small Growth Town</li> <li>• Would make no meaningful contribution to employment land supply</li> </ul>
<b>Sustainable Development Factors</b> <ul style="list-style-type: none"> <li>• Would the site be allocated today applying sustainability criteria?</li> <li>• Site unsuitable for other uses</li> </ul>	<ul style="list-style-type: none"> <li>• The site would be allocated for employment purposes today having regard to sustainability criteria</li> <li>• Unsuitable for another use</li> </ul>	<ul style="list-style-type: none"> <li>• Unlikely to be allocated today unless part of a limited supply</li> <li>• Unsuitable for another use</li> </ul>	<ul style="list-style-type: none"> <li>• Would not be allocated today having regard to sustainability criteria</li> <li>• Is suitable for another use</li> </ul>
<b>Market Attractiveness Factors</b> <ul style="list-style-type: none"> <li>• Vacancy</li> <li>• Availability</li> <li>• Developer Interest</li> </ul>	<ul style="list-style-type: none"> <li>• The site is fully occupied or is being marketed with Planning Permission and/or there have been expressions of developer interest</li> </ul>	<ul style="list-style-type: none"> <li>• The site is allocated for employment and has been vacant for five years or more</li> <li>• There is no evidence of marketing or development interest</li> </ul>	<ul style="list-style-type: none"> <li>• The site has been vacant for the past 5 years and despite evidence of regular and reasonable marketing there has been no developer interest</li> </ul>

### Summary of Assessment

3.4. All sites have been assessed in line with the assessment criteria and a decision has been made regarding each site. **Table 2** provides a summary of these findings, a detailed assessment pro-forma of each site can be found in **Tables 3** and **4**. A full breakdown of employment land designated through the LDF is found in **Appendix 1**.

- 3.5. The assessment as summarised in Table 2 clearly indicates there is very little available land within the Central Area compared to the Eastern and Western Areas of the District. There is a little employment land available in the towns, with the exception of Fakenham, North Walsham and Holt. It is noted that there is a large amount of land available on the former RAF bases, but these should not be seen as a replacement for employment land within the Districts towns due to their more rural location.
- 3.6. There is further available land on both the Enterprise Zones of Egmere and Scottow. The exact extent of these sites is to be updated and designated as Enterprise Zones on the policies maps to reflect the Enterprise Zone designations made through the New Anglia Local Enterprise Zone.



**Table 2: Summary of assessment of designations and allocations in the LDF (Full breakdown of Employment Land Designated through the LDF found in Appendix 1)**

Location	Designated Employment Areas and Enterprise Zones (* to be confirmed) (ha)	Land remaining (undeveloped land on designated Employment Areas and Enterprise Zones) (ha)	Proposed Re-allocations (ha)	Total available land
<b>Eastern Area</b>	<b>84.78</b>	<b>20.54</b>	<b>5.00</b>	<b>25.54</b>
Catfield	12.01	0.47		0.47
Hoveton	9.88	2.00		2.00
Ludham	0.27	0.00		0.00
Mundesley	0.30	0.00		0.00
North Walsham	47.37	6.07	5.00	11.07
Scottow Enterprise Park	20.00	12.00		12.00
Stalham	1.49	0.00		0.00
<b>Central Area</b>	<b>47.03</b>	<b>7.55</b>	<b>0.00</b>	<b>7.55</b>
Corpusty (Saxthorpe)	1.16	0.00		0.00
Cromer	Function as a Cluster	18.95		
Holt		13.99		
Sheringham		3.95		
Melton Constable	7.68	0.00		0.00
Roughton	1.30	0.00		0.00
<b>Western Area</b>	<b>82.69</b>	<b>14.44</b>	<b>28.50</b>	<b>42.94</b>
Blakeney	0.10	0.00		0.00
Fakenham	58.05	9.44		9.44
Wells	3.04	0.00		0.00
Walsingham Egmere Enterprise Zone	21.50	5.00		5.00
Tattersett Business Park			28.50	28.50
<b>Totals</b>	<b>233.04</b>	<b>42.53</b>	<b>33.50</b>	<b>76.03</b>

## Assessment of designated Employment Land

Table 3: Site assessment of designated employment land

Site Name Site Reference Current Designation	Site Size (ha.)	HELAA Reference land availability Summary of assessment	Strategic Importance	Sustainability	Market Attractiveness	Summary and Recommendation
<b>Blakeney Land off North Road</b>	1.8	N/A	<b>Low</b>	<b>Medium</b>	<b>Low</b>	<p>The site is situated within a Coastal Service Village within the Core Strategy. It is well located to the village and the local highway network. The northern part of the site now includes residential development, however the southern extent of the site includes Blakeney Garage. It represents a limited employment opportunity within the village. Furthermore, the site represents one of the few options for employment land.</p> <p><b>Rec : Designate as part Employment Land part Residential Land in the Local Plan</b></p>
<b>Blakeney Land off Westgate Street</b>	1.4	N/A	<b>Low</b>	<b>Medium</b>	<b>Low</b>	<p>The site is situated within Blakeney, a Coastal Service Village within the Core Strategy. It was subject to a residential application that was refused (PF/18/1462); however, this refusal sets out that the principle of residential</p>

						<p>development on the site is acceptable. Within the Officer Report, reference is also made to an earlier Planning Inspectorate Appeal report, which states that the site may not be suitable for employment development and should not, therefore, be retained as such. It is therefore considered that the site should not be retained for employment use within the emerging local plan.</p> <p><b>Rec : Do not designate as Employment Land within the Local Plan</b></p>
<p><b>Catfield Industrial Estate</b></p> <p>EMP 01</p> <p>Designated as Employment Land within the LDF</p>	12.01	<p>HE0008</p> <p>0.47</p> <p>Suitable, Available and achievable</p>	<b>Medium</b>	<b>Medium</b>	<b>Medium</b>	<p>The site is not located in one of the Large or Small Growth Towns, but is well related to the strategic highway network. There is a limited supply of employment land within this part of the District.</p> <p>The site is well located to Catfield. However, this is within the smallest category of settlement within the settlement hierarchy</p> <p>The 2015 Business Growth and Investment Opportunities Study states that the Stalham/Catfield area has a steady long-term turnover of space, and this is based on a strong engineering and manufacturing base in the area. The Catfield estate provides a reasonable level of floorspace and currently has the greatest</p>

						<p>level of vacant stock to meet needs.</p> <p>The Housing and Economic Land Availability Assessment Part 2 states that 0.47 hectares of land is available on the site. The study scores the site positively overall stating that it is suitable, available and achievable.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>Corpusty (Saxthorpe) Land north of B1149</b></p>	11.5	N/A	<b>High</b>	<b>Low</b>	<b>Medium</b>	<p>The site is situated within Corpusty &amp; Saxthorpe, which is defined as an infill village within the emerging local plan. The site is occupied by a range of rural employment uses and is also identified within the emerging Corpusty and Saxthorpe Neighbourhood Plan.</p> <p><b>Rec : Designate as Employment Land in the Local Plan in line with the Neighbourhood Plan.</b></p>
<p><b>Cromer Holt Road Industrial Estate</b></p> <p>EMP 03</p> <p>Designated as Employment</p>	15.34	<p>HE0025</p> <p>0.37</p> <p>Suitable, available and achievable</p>	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site is almost fully developed and makes a substantial contribution to employment needs in Cromer, a Large Growth Town, and due to the lack of significant alternatives and its size is regarded as strategically important.</p> <p>Only a small number of small sites remain. These are not considered suitable for alternative</p>

Land within the LDF						<p>development due to the proximity of adjacent commercial uses. The site is within close proximity to a Large Growth Town.</p> <p>The 2015 Business Growth and Investment Opportunities Study states that the small infill plots could potentially be suitable for small premises. However, the study states that these would be difficult to develop in isolation but may provide opportunities for expansion of neighbouring uses.</p> <p>The Housing and Economic Land Availability Assessment Part 2 states that 0.3 hectares of land is available on the site. The study scores the site positively overall, stating that the site is suitable, available and achievable.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>Cromer Retail Park</b></p> <p>EMP 04</p> <p>Designated as Employment Land within the LDF</p>	2.95	<p>HE0024</p> <p>0</p> <p>Not assessed through the HELAA due to a lack of</p>	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site is a large site within one of the Large Growth Towns, meaning the site is of high strategic importance and is within a sustainable location.</p> <p>Now fully developed as a retail warehouse site this development fulfils identified need for this type of development in Cromer.</p>

		land remaining.				<b>Rec : Designate as Employment Land in the Local Plan</b>
<b>Fakenham Industrial Estate</b>  EMP 05  Designated as Employment Land within the LDF	31.50	HE0041  1  Suitable, available and achievable	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site is well placed to meet the employment needs of Fakenham and the surrounding area and has high strategic importance. The site is also situated within a sustainable location, being within a Large Growth Town.</p> <p>The site has high occupancy rates, but the HELAA (2015) identified 1 hectare of available land on the site. The study scores the site positively overall, stating that the site is suitable, available and achievable.</p> <p>The 2015 Business Growth and Investment Opportunities Study states that the small infill plots could potentially be suitable for B2 or B8 uses.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<b>Fakenham Commerce park</b>  EMP 06  Designated as Employment	12.14	HE0040  0.6  Suitable, available and	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site is well placed to meet the employment needs of Fakenham and the surrounding area and has high strategic importance. The site is also situated within a sustainable location, being within a Large Growth Town.</p> <p>The HELAA (2015) states that there is 0.6</p>

Land within the LDF		achievable				<p>hectares of available land on the site. The study scores the site positively overall, stating that the site is suitable, available and achievable.</p> <p>The 2015 Business Growth and Investment Opportunities Study states that the remainder of the site is being developed for trade units.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>Fakenham adjacent 30 Holt Road</b></p> <p>EMP 07</p> <p>Allocate as residential development in the LDF</p>	1.02	<p>HE0036</p> <p>0</p> <p>Not assessed through the HELAA due to a lack of land remaining.</p>	<b>Medium</b>	<b>Medium</b>	<b>Medium</b>	<p>The site is situated within Fakenham, a Large Growth Town. The site is small and is therefore not considered of high strategic importance. Being situated within Fakenham the site represents a sustainable site.</p> <p>The site is situated within a location that is likely to be attractive to the market.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>Fakenham 66/72 Holt Road</b></p> <p>EMP 07</p>	1.26	<p>HE0037</p> <p>0</p> <p>Not</p>	<b>Low</b>	<b>Medium</b>	<b>Medium</b>	<p>The site is situated within Fakenham, a Large Growth Town. The site is small and is therefore not considered of high strategic importance. Being situated within Fakenham the site represents a sustainable site.</p>

Designated as Employment Land within the LDF		assessed through the HELAA due to a lack of land remaining.				<p>The site is surrounded by residential development on all sides and could potentially represent an opportunity for redevelopment. However, the site supports a number of local small scale businesses and it is therefore important that the site is subject to an employment designation.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>Fakenham Oxborough Lane</b></p> <p>EMP 08</p> <p>Designated as Employment Land within the LDF</p>	3.63	<p>HE0039</p> <p>1.6</p> <p>Suitable, available and achievable</p>	<b>Medium</b>	<b>Medium</b>	<b>High</b>	<p>The site is situated within Fakenham, a Large Growth Town. The site is small and is therefore not considered of high strategic importance. Being situated within Fakenham the site represents a sustainable site.</p> <p>The HELAA (2015) states that there is 1.6 hectares of available land on the site. The study scores the site positively overall, stating that the site is suitable, available and achievable.</p> <p>The site is situated within a location that is likely to be attractive to the market. Due to its relationship with existing commercial uses and poor quality vehicular access are considered to make the site unsuitable for housing.</p> <p><b>Rec : Designate as Employment Land in the</b></p>



						<b>Local Plan</b>
<b>Fakenham Hempton Road</b>  EMP 09  Designated as Employment Land within the LDF	2.25	HE0038  0  Not assessed through the HELAA due to a lack of land remaining.	<b>Medium</b>	<b>Medium</b>	<b>Medium</b>	<p>The site is situated within Fakenham, a Large Growth Town. The site is small and is therefore not considered of high strategic importance. Being situated within Fakenham the site represents a sustainable site.</p> <p>The site is fully developed, and, as such, not assessed through the HELAA.</p> <p>The site is situated within a location that is likely to be attractive to the market.</p> <p>The site is situated within a location that is likely to be attractive to the market. Due to the site being situated within a flood risk zone the site is considered unsuitable for housing.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<b>Holt Hempstead Road Industrial Estate</b>  EMP 10  Designated as	7.49	HE0060  0.35  Suitable, available and	<b>High</b>	<b>High</b>	<b>Medium</b>	<p>This is the main area of employment development in Holt, a Small Growth Town, and is, therefore, both sustainable and strategic.</p> <p>The HELAA (2015) states that there is 0.35 hectares of available land on the site. The study scores the site positively overall, stating that the</p>

Employment Land within the LDF		achievable				site is suitable, available and achievable.  <b>Rec : Designate as Employment Land in the Local Plan</b>
<b>Holt Old Station Way (Thaxters)</b>  EMP 11  Designated as Employment Land within the LDF	1.37	HE0052  1.37  Suitable, available and achievable	<b>Medium</b>	<b>Medium</b>	<b>High</b>	The site is located within Holt, a Small Growth Town. Although the site is small its prominent position as a 'gateway' into Holt makes the site score more positively in terms of both strategic importance and market attractiveness.  The HELAA (2015) states that there is 1.37 hectares of available land on the site. The study scores the site positively overall, stating that the site is suitable, available and achievable.  The majority of this available area has been cleared. There may be pressure for residential development to come forward on the site, but it is considered that the employment designation should be retained in order to protect current businesses and to provide ongoing employment opportunities in the town.  <b>Rec : Designate as Employment Land in the Local Plan</b>
<b>Hoveton Tunstead Road</b>	7.03	HE0062	<b>Medium</b>	<b>Medium</b>	<b>Medium</b>	The site is a relatively large site situated within Hoveton, a Small Growth Town. The site is

<p>EMP 12</p> <p>Designated as Employment Land within the LDF</p>		<p>2</p> <p>Suitable, available and achievable</p>				<p>considered of higher strategic importance due to the lack of alternative sites in the vicinity.</p> <p>The HELAA (2015) states that there is 2 hectares of available land on the site. Part of this available land on the northern part of the site is now subject to residential outline planning permission (PO/15/0539). Further analysis of the boundaries of employment areas will be considered within part 2 of the study. Taking the site as a whole, protection should be given for the employment uses on the site through employment land designation in the local plan.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>Hoveton Stalham Road Industrial Estate</b></p> <p>EMP 13</p> <p>Designated as Employment Land within the LDF</p>	<p>2.85</p>	<p>HE0061</p> <p>0</p> <p>Not assessed through the HELAA due to a lack of land remaining.</p>	<p><b>Medium</b></p>	<p><b>High</b></p>	<p><b>High</b></p>	<p>The site is a relatively small site situated within Hoveton, a Small Growth Town. The site is considered of higher strategic importance due to the lack of alternative sites in the vicinity.</p> <p>The site has been fully developed out with low levels of vacancy. The site represents one of the few options for employment land within the area.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>

<b>Ludham High Street</b>	2.7	N/A	<b>Medium</b>	<b>Medium</b>	<b>Low</b>	<p>The site is situated within Ludham, which is a Service Village within the Core Strategy. The site itself comprises of Ludham Garage. Whilst the site is not a B-class use it represents a limited employment opportunity within the village. Furthermore, the site represents one of the few options for employment land.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>Melton Constable Industrial Estate</b></p> <p>EMP 14</p> <p>Designated as Employment Land within the LDF</p>	7.68	<p>HE0065</p> <p>0</p> <p>Not assessed through the HELAA due to a lack of land remaining.</p>	<b>Medium</b>	<b>Medium</b>	<b>High</b>	<p>The site is situated within Melton Constable, a Large Service Village within the Core Strategy. The site is a medium sized employment area providing a wider strategic function. The site has been fully developed out, representing high market demand.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<b>Mundesley Land North of High Street</b>	1.6	N/A	<b>Medium</b>	<b>Medium</b>	<b>Low</b>	<p>The site is situated within Mundesley, which is a Coastal Service Village within the Core Strategy. The site itself comprises of Jen-Bar Garage. Whilst the site is not a B-class use it represents a limited employment opportunity within the</p>

						<p>village. Furthermore, the site represents one of the few options for employment land.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<b>Mundesley Land South of Cromer Road</b>	1.4	N/A	<b>Medium</b>	<b>Medium</b>	<b>Low</b>	<p>The site is situated within Mundesley, which is a Coastal Service Village within the Core Strategy. The site itself comprises of a Tesco Express and a car sales yard. Whilst the site is not a B-class use it represents a limited employment opportunity within the village. Furthermore, the site represents one of the few options for employment land.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>North Walsham Industrial Estate</b></p> <p>EMP 15</p> <p>Designated as employment land within the LDF</p>	30.64	<p>HE0085</p> <p>2.5</p> <p>Suitable, available and achievable</p>	<b>High</b>	<b>Medium</b>	<b>High</b>	<p>The site represents the largest industrial area within North Walsham, a Large Growth Town. The site is considered to represent a sustainable site due to the proximity of the site to the town. The majority of the site designated within the previous Core Strategy has been largely developed indicating high market demand for employment land in this location.</p> <p>The HELAA (2015) states that there is 5 hectares of available land on the site. However, further assessment shows that this is approximately</p>

						<p>now 2.5 hectares. The study scores the site positively overall, stating that the site is suitable, available and achievable.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>North Walsham Midland Road</b></p> <p>EMP 16</p> <p>Designated as Employment Land within the LDF</p>	2.1	<p>HE0072</p> <p>0</p> <p>Not assessed through the HELAA due to a lack of land remaining.</p>	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site is situated within North Walsham, a Large Growth Town, and represents a sustainable and strategic location for employment land.</p> <p>The site has now been fully built out indicating high market demand.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>North Walsham CT Baker Building</b></p> <p>EMP 17</p> <p>Designated as Employment Land within the LDF</p>	0.55	<p>HE0067</p> <p>0</p> <p>Not assessed through the HELAA due to a lack of land remaining.</p>	<b>High</b>	<b>Medium</b>	<b>Medium</b>	<p>The site forms part of a larger former employment designation, which was de-allocated and proposed as a mixed use allocation (NW001).</p> <p>The site is situated within North Walsham, a Large Growth Town, and represents a sustainable location.</p> <p>The site is fully developed representing high market demand. Although the site is small in</p>

						<p>scale, it is considered appropriate to maintain the employment land designation in order to help protect employment opportunities.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
<p><b>North Walsham General Trailers Site</b></p> <p>EMP 18</p> <p>Designated as Employment Land within the LDF</p>	10.91	<p>HE0084</p> <p>1</p> <p>Suitable, available and achievable</p>	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site was acquired for redevelopment for employment purposes by the East of England Development Agency (EEDA) in March 2001. The site has been largely built out with Waitrose, Victory Housing and Davenport’s Magic Kingdom, leaving only 1 hectare of land to be developed.</p> <p>Part of the site has been developed as retail. The HELAA (2015) states that there is 1 hectare of available land on the site. The study scores the site positively overall, stating that the site is suitable, available and achievable.</p> <p>The site represents an important strategic site within North Walsham. The site forms part of a key gateway to the town and will sit to the north of a large strategic residential allocation to the town. The provision of a link road through this allocation will enhance the strategic location of this site within the town. The remaining available land is therefore important</p>

						to the longer term employment strategy within North Walsham.  <b>Rec : Designate as Employment Land in the Local Plan</b>
<b>North Walsham Travis Perkins Site</b>  EMP 19  Designated as Employment Land within the LDF	0.6	HE0068  (0 ha remaining – HELAA assessed a larger site and identified 1.95ha remaining)	<b>Medium</b>	<b>High</b>	<b>High</b>	The site is situated within a key gateway location into North Walsham, a Large Growth Town. However, the site is of a smaller in scale than the General Trailers site.  The HELAA (2015) states that there is 1.95 hectares of available land on the site. However, the site included in the HELAA was larger and forms part of the large mixed use site within North Walsham. The study scores the site positively overall, stating that the site is suitable, available and achievable. The existing employment area should be retained as employment land within the Local Plan.  <b>Rec : Designate as Employment Land in the Local Plan</b>
<b>Roughton Land off Norwich Road</b>	1.3	N/A	<b>Medium</b>	<b>Medium</b>	<b>Low</b>	The site is situated within Roughton, an Infill Village within the Local Plan. This site comprises the Roughton Service Station and associated retail outlet. Whilst this is not a B-class use the employment generating function is considered



						to be important for the vitality and sustainability of the village.  <b>Rec : Designate as Employment Land in the Local Plan</b>
<b>Sheringham Site adjacent to Splash Centre</b>  EMP 20  Designated as Employment Land within the LDF	4.29	HE0098  0  Not assessed through the HELAA due to a lack of land remaining.	<b>Medium</b>	<b>Low</b>	<b>Medium</b>	The site is situated on the edge of Sheringham, a Small Growth Town within the emerging Local Plan. Although a relatively small site, the site is considered to be strategic and within a sustainable location.  The site is fully developed and should continue to be designated as employment land.  <b>Rec : Designate as Employment Land in the Local Plan</b>
<b>Southrepps Land off Thrope Road</b>	5.9	N/A	<b>Low</b>	<b>Low</b>	<b>Low</b>	The site is situated on the edge of Southrepps, which is considered to be open countryside. The site comprises farm buildings and appears to have no business use. The site is considered to be in an unsustainable location and not suitable for designation within the Local Plan.  <b>Rec : Do not designate as Employment Land in the Local Plan</b>
<b>Stalham</b>	1.49	HE0108	<b>Medium</b>	<b>Medium</b>	<b>Medium</b>	The represents a small site on the edge of

<b>Nicholson's Yarmouth Road</b>  Allocated as Employment Land within the LDF		0  Not assessed through the HELAA due to a lack of land remaining.				Stalham. The site is fully developed and is occupied by an engineering company. As a result, the site should continue to be designated as employment land.  <b>Rec : Designate as Employment Land in the Local Plan</b>
<b>Stalham Former Bush Abattoir Site</b>  Allocated as Employment Land within the LDF	1.04	HE0113  1.04  Suitable, available and achievable	<b>Low</b>	<b>Medium</b>	<b>Low</b>	The site represents a small site on the edge of Stalham. The site was operational as an abattoir until the 1990's, but has been vacant since 2008.  The site now has planning permission for C3 dwellings and therefore the site should not be allocated for employment use through the local plan.  <b>Rec : Delete Employment Land designation in the Local Plan</b>
<b>Wells Great Eastern Way</b>	3.03	He0120  0  Suitable, Available and	<b>Medium</b>	<b>Medium</b>	<b>Medium</b>	The site is located within Wells-next-the-sea, a Small Growth Town within the Local Plan. The site is well located to the town.  The majority of the designated area is situated within a flood risk zone making it unsuitable for other land uses. The site currently supports a

		Achievable				<p>number of businesses and there is no land available on the site.</p> <p><b>Rec : Designate as Employment Land in the Local Plan.</b></p>
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Assessment of previously allocated sites.

Table 4: Assessment of sites allocated for either Mixed-use or Employment land within the Site Allocations DPD.

Site Name Site Reference Current Designation	Size of Employment Land (ha)	HELAA Reference land availability Summary of assessment	Strategic Importance	Sustainability	Market Attractiveness	Summary and Decision
<p><b>Aldborough Garage Site/ Pitpit's Meadow</b></p> <p>Policy ALD 01/07</p> <p>Allocated for Mixed Use though the LDF.</p>	0.27	N/A	<b>Low</b>	<b>Low</b>	<b>low</b>	<p>The site represents a small mixed use scheme on the edge of Aldborough. The allocation through the LDF proposed that the site would deliver 6-8 dwellings and the provision of serviced commercial properties.</p> <p>An application has been approved on part of the site for 2 dwellings (PO/17/0849). The garage remains in active use.</p> <p>There seems to be little evidence that employment land is required in this location and little evidence to support the re-allocation of the site.</p> <p><b>Rec : Do not allocate as Employment land in the Local Plan.</b></p>

<p><b>Cromer: Land at Jubilee Lane/Cromer High Station</b></p> <p>CO7 (Previously EMP 02)</p> <p>Allocated for Mixed use development through the LDF.</p>	<p>0.3</p>	<p>HE0023</p> <p>0.3</p> <p>Suitable, Available and achievable</p>	<p><b>Medium</b></p>	<p><b>Low</b></p>	<p><b>Low</b></p>	<p>The site is located within a Large Growth Town, but is not large enough to be considered of strategic importance.</p> <p>The site has been allocated through the Core Strategy as a mixed use scheme with only a small proportion (0.3 hectares) allocated for employment land.</p> <p>The Housing and Economic Land Availability Assessment Part 2 states that 0.3 hectares of land is available on the site. The study scores the site positively overall stating that the site is suitable, available and achievable.</p> <p>The 2015 Business Growth and Investment Opportunities Study categorises the site as being undeliverable. Part of the site has now been built out for residential development. However, the site has a number of employment uses on the site that would require protection through the form of employment land designation.</p> <p><b>Rec : Designate as Employment Land in the Local Plan</b></p>
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<p><b>Fakenham: Land North of Rudham Stile Land</b></p> <p>F01</p> <p>Allocated for Mixed use development through the LDF.</p>	<p>7</p>	<p>HE0029</p> <p>7</p> <p>Suitable, Available and Achievable</p>	<p><b>High</b></p>	<p><b>High</b></p>	<p><b>High</b></p>	<p>The site is located within a Large Growth Town has good connectivity to the highway network, being adjacent to the A148.</p> <p>Through the planning application (PO/17/0680) approximately 7 hectares of land adjoining Fakenham Commerce Park has been incorporated into the masterplan. It is important that this land is now designated for employment use through the Local Plan.</p> <p><b>Rec : Designate as Employment Land in the Local Plan.</b></p>
<p><b>Holt: Land at Heath Farm/ Hempstead Road</b></p> <p>H09</p> <p><b>Allocation for Mixed use development through the LDF</b></p>	<p>5</p>	<p>HE0055 and HE0059</p> <p>2.4 (although all the 5 hectares is actually available)</p> <p>Suitable, Available and Achievable</p>	<p><b>High</b></p>	<p><b>High</b></p>	<p><b>High</b></p>	<p>The site is located within Holt, a Small Growth Town. The employment element is spread throughout the large mixed use scheme. However, the sites prominent position as a 'gateway' into Holt makes the site score more positively in terms of both strategic importance and market attractiveness.</p> <p>The residential part of the site is currently being developed out for 213 dwellings (PM/16/1204).</p> <p>The site represents an important element of the employment strategy for</p>

						<p>the District and it is proposed through the Local Plan that the employment elements of the scheme are designated as employment land.</p> <p><b>Rec : Designate two areas of the masterplan as Employment Land in the Local Plan.</b></p>
<p><b>North Walsham: Land at Norwich Road / Nursery Drive</b></p> <p>NW01</p> <p>Allocated for Mixed use development through the LDF.</p>	5.7	<p>HE0074</p> <p>5.7</p> <p>Suitable, Available and Achievable</p>	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site represents a highly sustainable location on the edge of North Walsham with good access on the wider strategic road network. The employment land is of strategic importance and is located within a town that has high levels of demand for employment land.</p> <p>The site for 400 dwellings and 5 hectares of serviced employment land was allocated through the LDF.</p> <p>Two applications have been approved and are currently being built out on the site. The first (PF/13/0866), an application for 176 dwellings was permitted with 1.4 hectares of employment land identified. The second (PF/15/1010), an application for 100 dwellings was approved with 0.89 hectares of employment land.</p>

						<p>It is proposed that the identified employment land of 2.29 hectares and be designated as employment land and the remaining area of the site be re-allocated for 124 dwellings (including the protection of the existing employment uses (approximately 2.71 hectares of employment land).</p> <p><b>Rec : Designate two identified areas as employment land. Allocate remainder of the site as Mixed Use Development</b></p>
<p><b>North Walsham: Land off Laundry Loke</b></p> <p>NW25</p> <p>Allocated for Mixed use development through the LDF.</p>	0.2	0.2	Not assessed	Not assessed	Not assessed	<p>The site was allocated for a Mixed Use Scheme through the LDF for 10 dwellings and 0.2 hectares of employment land. However, an application has been approved on the site for 43 affordable dwellings (PF/17/1951). As a result of the gain in terms of affordable units, the employment land requirement was not pursued through the planning process. As a result, there is no employment land on the site.</p> <p><b>Rec : No designation or allocation through the Local Plan.</b></p>
<b>North Walsham:</b>	5	5	<b>High</b>	<b>High</b>	<b>High</b>	<p>The site was allocated for 5 hectares of employment land through the Core</p>



<p><b>Land off Cornish Way</b></p> <p>E10</p> <p>Allocated for employment use through the LDF.</p>						<p>Strategy.</p> <p>The site represents an extension to the largest employment area within North Walsham and is within an area of high market demand. Whilst the site remains largely undeveloped, the existing Employment Area is now almost fully built out.</p> <p>The land represents an important employment opportunity to meet the needs of the town going forward and should be re-allocated through the Local Plan.</p> <p><b>Rec : Re-allocate for employment land through the Local Plan.</b></p>
<p><b>Stalham: Land adjacent to Church Farm, Ingham Road</b></p> <p>ST01</p> <p>Allocated for Mixed use development through the</p>	0.5	0.5	<b>Medium</b>	<b>Medium</b>	<b>Medium</b>	<p>The site was allocated through the LDF for 160 dwellings and 2 hectares of public open space, community facilities and low-key employment use. An application for 150 dwellings and 3,150sqm of employment land was approved on the site; however, development is yet to start on the employment element of the site.</p> <p>It is important to ensure that the</p>

LDF.						<p>employment land within the allocation is retained. It is therefore important to designate the employment area of the proposal through the Local Plan.</p> <p><b>Rec : Designate the employment area of the planning permission through the Local Plan.</b></p>
<p><b>Stalham: Land South of Weavers Way</b></p> <p>E12</p> <p>Allocated for employment use through the LDF.</p>	4	4	<b>Low</b>	<b>Low</b>	<b>Low</b>	<p>The site was allocated for 4 hectares of employment land through the LDF. The site is distant from the built up area of Stalham.</p> <p>There has been no activity on the site and it is uncertain that the landowner wishes to bring the site forward for employment use. As such it is not considered that deliverability can be demonstrated on the site and it is not considered appropriate to retain the site for employment purposes.</p> <p><b>Rec : Do not re-allocate as Employment Land in the Local Plan</b></p>
<b>Tattersett Business Park</b>	28.5	HE0116 13.42	<b>Low</b>	<b>Low</b>	<b>Low</b>	<p>The site is situated on part of the former RAF Sculthorpe air base.</p>

<p>E7</p> <p>Allocated for Employment Use through the LDF.</p>		<p>Suitable, Available and Achievable.</p>			<p>The site is situated within an area of poor quality infrastructure where substantial upgrades may be required in order to bring the site forward.</p> <p>The site was allocated through the LDF on the back of Policy SS2, which states that ‘one or more employment allocations will be identified for employment uses that cannot be accommodated on other employment land owing to environmental or operational reasons’.</p> <p>Whilst it is acknowledged that there remain constraints regarding the site, a location within the district where employment uses not suitable for existing employment designations should be retained within the Local Plan.</p> <p><b>Rec : Re-allocate for employment land through the Local Plan.</b></p>
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## Assessment of Egmere and Scottow Enterprise Zones

**Table 5: Assessment of Walsingham Egmere and Scottow Enterprise Zones.**

<b>Walsingham Egmere Enterprise Zone</b>	21.5	HE0118  5  Suitable, Available and Achievable.	<b>High</b>	<b>Low</b>	<b>High</b>	<p>The site is situated 6 miles to the north of Fakenham and 4 miles to the south of Well-next-the-sea. The site is a classified as an Enterprise Zone, one of only two within the District. The site was designated as such to support the growing off shore energy sector. The site is distant from key services in sustainability terms, but is well located for renewable energy companies.</p> <p>The site is of high strategic importance. North Norfolk District Council has committed approximately £2.25m towards the scheme. Approximately £750,000 to provide road and utility service and a further 1.5m to develop a premises and then lease out.</p> <p>Tidal Transit, a business providing transport for those working in the offshore energy sector, recently became the first new business to agree to move into the Egmere Business Zone.</p> <p><b>Rec : Reflect Enterprise Park status through the Local Plan.</b></p>
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<p><b>Scottow Enterprise Park</b></p> <p>EMP 20</p> <p>Designated as Employment Land within the LDF</p>	<p>32</p>	<p>12</p> <p>Suitable, available and achievable</p>	<p><b>High</b></p>	<p><b>High</b></p>	<p><b>High</b></p>	<p>The site is situated on the edge of Badersfield. The site is situated adjacent to the former RAF Coltishall airbase. The site is therefore important in terms of the proximity to the former runway. The site itself has relatively good access to the wider strategic road network.</p> <p>The site was granted Enterprise Park Status in 2015 and is therefore subject to reduced business rates, making the site more attractive to the market.</p> <p><b>Rec : Reflect Enterprise Park status through the Local Plan.</b></p>
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## 4. Assessment of Employment Area Boundaries

4.1. In order to ensure that the boundaries of the Employment Areas accurately reflect existing employment uses an assessment of each boundary is proposed to be carried out. This desk top exercise will be carried out following the Regulation 18 assessment, once proposed decisions on employment areas have been consulted upon. However, the following methodology will be used to assess the suitability of the Employment Area boundaries.

4.2. Employment Area boundaries will be amended in the following situations:

- A non-B class use that has limited/no employment generating uses has been granted planning permission and has been implemented on an employment area
- A B-class use has been granted planning permission and been implemented adjacent to an employment area
- Environmental factors (i.e. flood risk) prevent the site being used for an employment use

4.3. For each site an assessment of all the planning applications that are proposed for non-B class uses will be assessed, a review of the boundary will be undertaken and the site size of the Employment Area will be set out following any alterations. The following example pro-forma is intended to be completed for each Employment Area and the amount of employment land in the District amended following this assessment.

### Example Pro-forma (subject to change)

<b>Site Name</b>	
<b>Status</b>	
<b>Site Context</b>	
<b>Planning Permissions on Site</b>	
<b>Proposed alterations to the boundary + justification</b>	
<b>Site Size following alterations</b>	

## 5. Setting out the requirements for future growth within the District.

- 5.1. North Norfolk has a narrow economic base with much employment in the manufacturing, tourism, food production and retail sectors. Whilst rates of unemployment in the district are low (1.1% as of August 2016) there is a seasonal dimension to unemployment and employment opportunities, in terms of choice and quality, remain limited.
- 5.2. Rates of economic activity are low compared to national and regional averages, reflecting the large numbers of retired people living in the district and its rural character. With many young people leaving the district for increased employment prospects and because of the high cost of local housing, there is growing concern that businesses will be unable to recruit and attract staff. There is, therefore, an aspiration to broaden the economy to offer a wider choice of employment opportunities and achieve a more balanced economy and population in the future.
- 5.3. Recent trends have seen many start up business related to plastics, boat-building, wooden products and marine engineering sectors. Many of these businesses are “home-grown” and it is important to provide land, through positive allocations, to support future investments of this type. Demand, as a result, is often localised with companies specifying a very limited geographical area within which they wish to re-locate.
- 5.4. Historically the commercial property market in North Norfolk, in common with many peripheral rural areas of the country, has been relatively weak, with modest rates of employment related development on green-field sites in recent times. However, there has been an intensification of uses within established industrial areas and a turnover of commercial property to the point that many industrial estates/ areas are now fully developed.
- 5.5. The Housing and Economic Land Availability Assessment (HELAA) Part 2, indicated that in 2018 there was approximately 40ha of employment land remaining to be built out. Past trends indicate that 1.44ha per year of employment land are taken up. On this basis, there is enough pipeline supply in theory to ensure that the District can meet its need for approximately 28 years. This presents a misleading picture, however, as the land may not be suitable to ensure that there is a wide choice of sites and a range of employment opportunities within the market. In order to address this, the Council’s approach is to ensure quality, quantity and distribution to ensure that there are opportunities for employment within the District to meet the needs today and throughout the plan period.
- 5.6. Commuting patterns in North Norfolk show a net outflow of workers from the District, predominantly to other areas of the County, particularly Norwich. Despite the overall net outflow of workers from the District, 70.5% of workers that make up the North Norfolk workforce reside in the District and 63.3% of employed residents

of North Norfolk also work within the District. Analysis indicates that 51.2% of the North Norfolk workforce live within the immediate area of employment, while a further 28.5% live within the District. In total 79.7% of the overall workforce within North Norfolk live and work within the district. These figures are higher for areas such as Cromer, Holt and Sheringham and lower for areas around Stalham and Fakenham where trends of outflow are more prevalent.

- 5.7. This data broadly illustrates that the District functions as three separate sub areas. The **eastern area** of the district has a greater relationship to Great Yarmouth, Norwich and the Broads. This area covers North Walsham, Stalham, Hoveton and their surrounds. This area has historically had high levels of employment in agriculture, the defence sector, manufacturing and Broads based tourism. There has been a decline in manufacturing, particularly food manufacturing, but a growth in the plastics and boat building and marine sectors. – with investment and employment growth in these sectors in North Walsham and Catfield. Levels of employment in the tourism sector in this part of the district remain stable but with a change from Broads based boating related activity to small scale land –based accommodation and attractions. The proximity of this part of the district to Norwich has meant that there is increasing levels of out-commuting.
- 5.8. The **western area** of the district has a greater relationship with Kings Lynn and the south. This area of the district covers Fakenham and Well-next-the-Sea. Fakenham acts as a large centre of employment for a large rural area of north-west Norfolk, extending beyond the district boundaries. The town occupies the most accessible location in the district in terms of access to the national road network and as a result has strong manufacturing base and presence of distribution companies and is seen as an attractive location for investment. The town has seen some change in its manufacturing base with the loss of some jobs in the food processing sector, although this remains the single largest employment sector in the town.
- 5.9. The **central area** covers the town of Cromer, Holt and Sheringham and is largely self-contained in terms of employment. Tourism is the dominant sector with the resort towns of Cromer and Sheringham and the Area of Outstanding Natural Beauty providing a large number of jobs in the hospitality sector. There is also a large number of jobs in retailing and public administration – with Cromer being the administrative centre of North Norfolk District Council and having a small district hospital, department of work and pensions office and magistrates court. Evidence within the 2015 Business Growth and Investment Opportunities Study shows that the towns of Cromer, Holt and Sheringham function as a network in terms of movement for employment between the towns.

### Town by Town Analysis

- 5.10. **North Walsham** has strong links with Norwich, with the close proximity of the city encouraging high levels of out commuting for jobs and other services and acting as a discouragement to inward investment. The 2015 Business Growth and



Investment Opportunities Study sets out that approximately 50% of the workers within North Walsham are within the same MSOA (Middle Layer Super Output Area), meaning they are located within the town or the immediate surrounding area.

- 5.11. North Walsham has seen the greatest levels of activity within the District with the town accounting for a quarter of the District's deals over the last 15 years. The town's industrial businesses are focused on manufacturing of machinery and equipment, plastics products and metal fabrication. The 2015 Business Growth and Investment Study sets out that North Walsham's industrial estates are reaching capacity and further employment land would be required to be available to the market in the short terms to ensure continuity of the town's growth. The study also states that there is a critical constrain in the market in Norwich Walsham for both built premises and employment land.
- 5.12. As a result, it is proposed through the Local Plan to allocate at least 7 hectares of employment land through the large urban extension to the west of the town and a further 2 hectares at Norwich Road. As part of the previous Norwich Road allocation employment land that has yet to be brought forward is also proposed to be designated as Employment Land. In addition to this, 5 hectares of land is proposed to be re-allocated at Cornish Way and existing designations are proposed to be retained in order to provide a range of opportunities to ensure that the longer term opportunities are not compromised.
- 5.13. **Stalham** is heavily dependent on Norwich and new development is unlikely to change this. Through the LDF land was allocated for employment use within Stalham and this has yet to be delivered. The 2015 Business Growth and Investment Opportunities Study categorises Stalham and **Catfield** together. The study states that the Catfield estate provides a reasonable level of floorspace, and currently has the greatest level of vacant stock to meet needs. The study recommends that there is potential infill development of the remaining land and that no intervention is required.
- 5.14. Through the Local Plan, it is proposed to re-allocate the 4 hectares of employment land at Stalham. This is considered sufficient to meet the local employment needs in the area over the plan period.
- 5.15. **Hoveton** has a limited supply of allocated employment land, a small site on the Stalham road is fully developed whilst part of the site on the Tunstead Road is subject to a residential planning permission. Whilst there are diverse employment opportunities in the village, retailing and boatbuilding/ hiring industrial are significant sectors. As with other settlement in this part of the District, the close proximity of Norwich may act as a discouragement to inward investment. The railway provides convenient access to Norwich and main line connections to London and the South East.

- 5.16. The HELAA Part 2 (2018) identifies 2 hectares of employment land being available, however the 2015 Business Growth and Investment Opportunities Study highlights that the site is constrained by landownership issues. Further analysis of the site indicates that there is residential demand for the site. It is proposed to continue to designate the land for employment purposes where there are existing employment uses in order to allow the potential for the site to be delivered in the longer term.
- 5.17. **Cromer** has historically seen demand for employment land and the majority of the existing designated areas are now developed. However, the town's economy is not so reliant on industrial development with large number of jobs in retailing, tourism and the public sector. There are a small number of industrial sites on the Holt Road Estate but these may be difficult to bring forward due to either physical or ownership constraints. It is proposed that existing employment designations should be retained.
- 5.18. According to the 2015 Business Growth and Investment Opportunities Study, Cromer has no employment land to meet current or future need. The town has seen limited development since 2006 amounting to around 860sqm, but this low level may well be a consequence of the lack of available land, and there has been market activity such as the acquisition of the former Cromer Crab site by Structure Flex, demonstrating demand. The study goes on to conclude that take-up rates in recent years has probably been depressed due to a lack of supply of appropriate stock as well as lower demand than places such as North Walsham and Fakenham.
- 5.19. The study emphasises that businesses looking to establish a presence in Cromer, either through locating in built stock or building new premises, would have very few options. The study concludes that most of the employment opportunities are self-contained and that there should be capacity in the employment provision for Cromer businesses to expand/upgrade operations within Cromer. The recommended focus for provision of employment land is to have a particular focus on industrial/warehouse units.
- 5.20. Whilst it is acknowledged within the study that there is a need for employment land at Cromer it is also understood that there are fundamental environmental constraints with regard to sites. As Holt Cromer and Sheringham function as a cluster in terms of employment land it is proposed that land at Holt be proposed to support the need in Cromer.
- 5.21. **Holt** is a significant net importer of employees from the surrounding areas, with 42% of the workforce living outside of Holt and the immediate area, but from within the District itself. There is an inter-relationship between Holt, Sheringham and Cromer in terms of the workforce.
- 5.22. There is market demand for employment land within Holt although there has been limited employment development in recent times. The Heath Road site is currently being developed, which provides an additional access onto the A148 and

further employment land. It is proposed that this site is extended through the Local Plan with the addition of further employment land to help meet the needs of the Holt, Sheringham and Cromer area.

- 5.23. **Sheringham** has a limited supply of employment land. There is little demand for new industrial development within the town. The undeveloped element of the employment allocation in the town is in an environmentally sensitive location and poorly related to other developed areas. Approximately 57.2% of the working population find employment in the town but this is often in low paid sectors. The town is therefore a significant net exporter of employees, but many access jobs in nearby Holt and Cromer. Due to the environmental constraints and lack of market demand in the town for new industrial land, no further allocations are proposed through the Local Plan.
- 5.24. **Fakenham** offers a strong opportunity for sustainable development, building off its existing high level of self-containment and its role as an employment centre for surrounding settlements. A high proportion, approximately 65% of those working within the Town, live within the district. Fakenham employs approximately 4,573 employees, approximately 1,400 of these work within the manufacturing sector. Through the LDF a large mixed use allocation was proposed to the north of the town encompassing a significant proportion of employment land. The 2015 Business Growth and Investment Opportunities Study sets out that the employment land allocated through the LDF would provide sufficient employment land over the plan period. Therefore, through the Local Plan it is proposed to designate the employment land that was allocated through the LDF. This, alongside the protection of existing employment land should help to offer choice and flexibility to the market over the plan period.
- 5.25. **Wells next the sea** contains limited supply of employment land; however, there is also little evidence of demand for new industrial development. Tourism and fishing are important sectors to the local economy. The town's location and relative inaccessibility is likely to discourage business start-ups. Any demand is likely to be from local businesses and service providers. The designated employment land in the town is within a tidal flood risk zone and consequently residential development would be inappropriate. Consequently, it is recommended that the existing allocation be retained to ensure that any future demand can be met.

## Other Areas

- 5.26. The District has four redundant defence establishments: Coltishall Airbase, Neatishead (part), Sculthorpe Airbase (part) and West Raynham, which include large areas of brownfield land and have a certain place in North Norfolk's history. Sculthorpe, West Raynham and Coltishall provide significant levels of existing housing but lack the key services and facilities which would make them suitable locations for new housing development. Due to the more isolated location of these sites any further development would lead to increased car journeys and would not be in conformity with the settlement hierarchy and approach to sustainable development.

However, it is also recognised that these locations represent an under-used resource within the district and the council wishes to support the re-use for appropriate uses.

5.27. Land at the former RAF Coltishall airbase was purchased by Norfolk County Council in 2014 and rebranded **Scottow Enterprise Park**. The site received official Enterprise Zone status in April 2016, one of ten sites promoted by the New Anglia Local Enterprise Partnership (LEP). It is proposed through the Local Plan to retain the designation of Scottow Enterprise Park as an 'Enterprise Zone'.

5.28. **Walsingham Egmere** is situated between Fakenham and Wells in the centre of the district. The site received official Enterprise Zone status in April 2016, one of ten sites promoted by the New Anglia Local Enterprise Partnership (LEP). It is proposed through the Local Plan to retain the designation of Egmere Enterprise Park as an 'Enterprise Zone'.

5.29. **Tattersett** is located on the former RAF Sculthorpe airbase. Following the closure of the airbase a number of proposals for the re-use of former airbase buildings on the site have been supported by the Council. The Council have, however, not been supportive of proposals which would require the erection of new buildings. The site was allocated through the LDF on the back of Policy SS2, which states that 'one or more employment allocations will be identified for employment uses that cannot be accommodated on other employment land owing to environmental or operational reasons'. It is proposed through the Local Plan to retain the designation of Tattersett as an Employment Area.

## 6. Summary

- 6.1. Through this background paper, consideration has been given to the recommendations of the 2015 Business Growth and Investment Opportunities Study, the findings of the Housing and Economic Land Availability Assessment (HELAA). Consideration has also been given to the most up to date information, where known, regarding employment land within the District.
- 6.2. Based on the findings of this background paper, the Council consider it is important to retain designations of employment land that were previously designated through the Core Strategy. Furthermore, in order to ensure flexibility within the market over the plan period (2016-2036), the Council is proposing to allocate a total of at least 17 hectares of additional employment land and the re-allocation of a further 33.5 hectares in the following locations:

Location		Proposed Re-allocations (ha)	Proposed allocations
<b>Eastern Area</b>		<b>5.00</b>	<b>11.00</b>
Catfield			
Hoveton			
Ludham			
Mundesley			
North Walsham		5.00	9.00
Scottow Enterprise Park			
Stalham			2.00
<b>Central Area</b>		<b>0.00</b>	<b>6.00</b>
Corpusty (Saxthorpe)			
Cromer	Function as a Cluster		
Holt			6.00
Sheringham			
Melton Constable			
Roughton			
<b>Western Area</b>		<b>28.50</b>	
Blakeney			
Fakenham			
Wells			
Egmere Enterprise Zone			
Tattersett Business Park		28.50	
<b>Totals</b>		<b>33.50</b>	<b>17.00</b>

## Appendix 1: Total Employment Land designated through the LDF

Location	Employment Area Designation (including Enterprise Zones)	Employment Area Designation (including Enterprise Zones)	Total Employment land
	Developed (ha)	Undeveloped (ha)	
<b>Eastern Area</b>	<b>84.78</b>	<b>20.54</b>	<b>105.32</b>
Catfield Industrial Estate	11.54	0.47	12.01
Hoveton Tunstead Road	7.03	2.00	9.03
Hoveton Stalham Road Industrial Estate	2.85	0.00	2.85
Ludham High Street	0.27	0.00	0.27
Mundesley Land North of High Street	0.16	0.00	0.16
Mundesley Land South of Cromer Road	0.14	0.00	0.14
North Walsham Industrial Estate	28.14	2.50	30.64
North Walsham Midland Road	2.10	0.00	2.10
North Walsham CT Baker Building	0.55	0.00	0.55
North Walsham General Trailers Site	9.91	1.00	10.91
North Walsham Travis Perkins Site	0.60	0.00	0.60
North Walsham Norwich Road/ Nursery Drive (North)	0.00	1.68	1.68
North Walsham Norwich Road/ Nursery Drive (South)	0.00	0.89	0.89
Scottow Enterprise Park	20.00	12.00	32.00
Stalham Nicholson's Yard, Yarmouth Road	1.49	0.00	1.49
<b>Central Area</b>	<b>39.48</b>	<b>7.55</b>	<b>47.03</b>
Corpusty (Saxthorpe) Land north of B1149	1.16	0.00	1.16
Cromer Holt Road Industrial Estate	15.37	0.37	15.74
Cromer Retail Park	2.94	0.00	2.94
Cromer Land at Jubilee Lane / Cromer High Station	0.34	0.30	0.64
Holt Hempstead Road Industrial Estate	7.11	0.35	7.46
Holt Old Station Way (Thaxters)	0.00	1.37	1.37
Holt Land at Heath Farm	0.00	5.16	5.16
Sheringham Site Adjacent Splash Centre	3.95	0.00	3.95
Melton Constable Industrial Estate	7.68	0.00	7.68
Roughton Land off Norwich Road	1.30	0.00	1.30
<b>Western Area</b>	<b>68.25</b>	<b>14.44</b>	<b>82.69</b>
Blakeney Land off North Road	0.10	0.00	0.10
Fakenham Industrial Estate	30.50	1.00	31.50
Fakenham Commerce Park	11.55	0.60	12.15

Fakenham Adjacent 30 Holt Road	<b>1.02</b>	0.00	<b>1.02</b>
Fakenham 66-72 Holt Road	<b>1.26</b>	0.00	<b>1.26</b>
Fakenham Oxborough Lane	<b>2.03</b>	1.60	<b>3.63</b>
Fakenham Hempton Road	<b>2.25</b>	0.00	<b>2.25</b>
Fakenham Land of Rudham Stile Lane	<b>0.00</b>	6.24	<b>6.24</b>
Wells Great Eastern Way	<b>3.04</b>	0.00	<b>3.04</b>
Egmere Enterprise Zone	<b>16.50</b>	5.00	<b>21.50</b>
<b>Totals</b>	<b>192.51</b>	<b>42.53</b>	<b>235.04</b>