

Planning Policy & Built Heritage Working Party



Please contact: Matt Stembrowicz

Please email: matthew.stembrowicz@north-norfolk.gov.uk

Please direct dial on: 01263 516047

Friday, 26 November 2021

A meeting of the **Planning Policy & Built Heritage Working Party** of North Norfolk District Council will be held in the **remotely via Zoom** on **Monday, 6 December 2021** at **10.00 am**.

At the discretion of the Chairman, a short break will be taken after the meeting has been running for approximately one and a half hours

Members of the public who wish to ask a question or speak on an agenda item are requested to notify the committee clerk 24 hours in advance of the meeting and arrive at least 15 minutes before the start of the meeting. This is to allow time for the Committee Chair to rearrange the order of items on the agenda for the convenience of members of the public. Further information on the procedure for public speaking can be obtained from Democratic Services, Tel: 01263 516047, Email: matthew.stembrowicz@north-norfolk.gov.uk.

Anyone attending this meeting may take photographs, film or audio-record the proceedings and report on the meeting. Anyone wishing to do so must inform the Chairman. If you are a member of the public and you wish to speak on an item on the agenda, please be aware that you may be filmed or photographed.

Please note that Committee members will be given priority to speak during the debate of agenda items

Emma Denny
Democratic Services Manager

To: Mr A Brown, Mrs P Grove-Jones, Mr N Dixon, Mr P Fisher, Ms V Gay, Mr P Heinrich, Mr R Kershaw, Mr G Mancini-Boyle, Mr N Pearce, Mr J Punchard, Dr C Stockton and Mr J Toye

All other Members of the Council for information.

Members of the Management Team, appropriate Officers, Press and Public



If you have any special requirements in order to attend this meeting, please let us know in advance

If you would like any document in large print, audio, Braille, alternative format or in a different language please contact us

Corporate Director: Steve Blatch

Tel 01263 513811 **Fax** 01263 515042 **Minicom** 01263 516005

Email districtcouncil@north-norfolk.gov.uk **Web site** www.north-norfolk.gov.uk

A G E N D A

1. APOLOGIES FOR ABSENCE

2. PUBLIC QUESTIONS

3. MINUTES

1 - 6

To approve as a correct record the Minutes of a meeting of the Working Party held on 11th October 2021.

4. ITEMS OF URGENT BUSINESS

To determine any other items of business which the Chairman decides should be considered as a matter of urgency pursuant to Section 100B(4)(b) of the Local Government Act 1972.

5. DECLARATIONS OF INTEREST

7 - 8

Members are asked at this stage to declare any interests that they may have in any of the following items on the agenda. The Code of Conduct for Members requires that declarations include the nature of the interest and whether it is a disclosable pecuniary interest. Members are requested to refer to the attached guidance and flowchart.

6. UPDATE ON MATTERS FROM THE PREVIOUS MEETING (IF ANY)

7. ANY OTHER BUSINESS AT THE DISCRETION OF THE CHAIRMAN AND AS PREVIOUSLY DETERMINED UNDER ITEM 4 ABOVE

8. LOCAL PLAN SITE ALLOCATIONS

9 - 38

Summary: Following consideration of the representations made at Regulation 18 stage of Local Plan preparation this report seeks Member endorsement of revised Site Allocation policies to allow the Plan to progress to the next stages of Plan production incorporating Regulation 19 public consultation.

Recommendations:

- 1. That Working Party agree the revised Site Allocation Policies for Regulation 19 Public Consultation.**
- 2. To delegate minor amendments in the finalisation of the proposed submission version of the Plan to the Planning Policy Manager and Team Leader.**

Cabinet Member(s)	Ward(s) affected
Cllr J Toye	All Wards

Contact Officer, telephone number and email:
Mark Ashwell, Planning Policy Manager, 01263 516325,
mark.ashwell@north-norfolk.gov.uk

9. NORTH WALSHAM WEST CONSULTATION & ENGAGEMENT

39 - 56

Summary: This report provides a detailed update on the public consultation that was undertaken on emerging proposals for growth at North Walsham and outlines the next stages of development brief production.

- Recommendations:**
- 1. To note the results of the public engagement on the emerging principles in the Development Brief, and;**
 - 2. That delegated authority is given to the Planning Policy Manager to progress with the Development Brief work following the Regulation 19 consultation.**

Cabinet Member(s)
All Members

Ward(s) affected
All Wards

Contact Officer, telephone number and email:

Mark Ashwell, Planning Policy Manager,
01263 516325,
mark.ashwell@north-norfolk.gov.uk

Stuart Harrison, Senior Planning officer.
Stuart.harrison@north-norfolk.gov.uk

10. **DRAFT LOCAL PLAN - PRE-SUBMISSION VERSION AND CONSULTATION, COMMUNICATIONS & ENGAGEMENT PLAN** 57 - 64

Summary: This report seeks to agree the consultation arrangements for the Pre-Submission Version of the Draft Local Plan.

Recommendations: That Working Party agree the Communications & Engagement Plan as the basis for conducting Regulation 19 public consultation on the Draft Local Plan and supporting documents.

Cabinet Member(s)

All Members

Ward(s) affected

All Wards

Contact Officer, telephone number and email:

Mark Ashwell, Planning Policy Manager

Mark.ashwell@north-norfolk.gov.uk

Chris Brown, Project Support Officer

chris.brown@north-norfolk.gov.uk (01263 516318)

11. **EXCLUSION OF PRESS AND PUBLIC**

To pass the following resolution (if necessary):

“That under Section 100A(4) of the Local Government Act 1972 the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A (as amended) to the Act.”

12. **TO CONSIDER ANY EXEMPT MATTERS ARISING FROM CONSIDERATION OF THE PUBLIC BUSINESS OF THE AGENDA**

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PLANNING POLICY & BUILT HERITAGE WORKING PARTY

Minutes of the meeting of the Planning Policy & Built Heritage Working Party held on Monday, 11 October 2021 remotely via Zoom at 10.00 am

Committee	Mr A Brown (Chairman) Ms V Gay Mr G Mancini-Boyle Mr J Punchard	Mrs P Grove-Jones (Vice-Chairman) Mr P Heinrich Mr N Pearce Mr J Toye
Members also attending:	Mrs A Fitch-Tillett (substitute for Mr N Dixon) Mrs W Fredericks (substitute for Mr R Kershaw) Dr V Holliday (substitute for Mr P Fisher) Mr T Adams (observing) Mr J Rest (observing)	
Officers in Attendance:	Planning Policy Manager, Planning Policy Team Leader, Democratic Services & Governance Officer (Regulatory) and Democratic Services and Governance Officer - Scrutiny	

26 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors N Dixon, P Fisher, R Kershaw and C Stockton. Three substitute Members attended the meeting as shown above.

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27 PUBLIC QUESTIONS

None.

28 MINUTES

The Minutes of meetings of the Working Party held on 16 August and 13 September 2021 were approved as correct records.

29 ITEMS OF URGENT BUSINESS

None.

30 DECLARATIONS OF INTEREST

Minute 34 - Councillor Mrs A Fitch-Tillett declared that she knew the landowner of sites at Roughton Road, Cromer and had accepted hospitality from him. She would abstain from voting on the matter.

Minute 34 – Councillor N Pearce declared that he lived on land owned by Mr Cabbell Manners but had not accepted hospitality from him, nor entered into any discussion

or correspondence in respect of the proposed site at Roughton Road.

31 UPDATE ON MATTERS FROM THE PREVIOUS MEETING (IF ANY)

None.

32 LOCAL PLAN STRATEGIC POLICIES

The Planning Policy Team Leader presented a report that sought Member endorsement to move to the next stages of Plan production incorporating Regulation 19 – 22 in relation to strategic policies. The strategic policies and contextual front end of the emerging Local Plan had now been brought together into one consolidated document and would be subject to finalisation prior to submission. The final site allocations document would be the subject of a separate report at a future meeting.

The Chairman thanked the Planning Policy Team Leader and his team for their diligence and hard work in producing the document in the face of challenges arising from changes in national planning policy.

Councillor J Punchard added his thanks and asked if there was a rough timeline for the next stage of consultation.

The Planning Policy Team Leader stated that officers were keen to move the process forward. The document was technically in the public domain due to the Working Party and advance copies had been sent to neighbourhood plan groups. A number of documents were still to be finalised, and it was likely that another report would be brought to the Working Party on the consultation process.

The Planning Policy Manager stated that there was still a great deal of work to be done and it was hoped to put the document out to consultation around Christmas or shortly afterwards.

The Chairman noted that weight could start to be given to the new policies at Regulation 19 stage and asked how the Development Committee would be advised to take the emerging policies into account.

The Planning Policy Manager and Planning Policy Team Leader explained that advice would be tailored to each application on a case by case basis through the Officers' reports. The Planning Officers would be seeking advice from the Planning Policy Team as to whether or not weight could be applied to the Regulation 19 Plan. The weight applied to the emerging policies would be determined by the representations that were received at Regulation 19 stage and whether or not there were unresolved objections.

Councillor N Lloyd congratulated the Officers and thanked them for embracing the administration's green credentials. He asked for advice on biodiversity net gain on agricultural land that was cultivated on a crop rotation system with heavy use of chemicals, as he could see no biodiversity value in that type of landscape. He anticipated questions from people living on the boundary with the North Walsham Western Extension regarding loss of countryside.

The Planning Policy Team Leader stated that biodiversity net gain would set a target

for enhancement and it was necessary to measure the existing biodiversity and demonstrate betterment. The emerging policies required the use of metrics produced by DEFRA for this purpose and there would be a training need for both officers and developers in order to understand it.

The Planning Policy Manager added that most housing developments on agricultural land could easily demonstrate the required biodiversity net gain on site through the inclusion of gardens and green spaces.

Councillor J Toye, the Portfolio Holder, thanked the Planning Policy Team. He considered that training, development and understanding were important to be able to assess whether or not genuine biodiversity net gain was being offered by developers. He was comfortable that the Development Management team would bring the policies forward in the way the Working Party envisaged.

It was proposed by Councillor J Toye, seconded by Councillor J Punchard and

RECOMMENDED unanimously

- 1. That the Local Plan strategic policies section be agreed as the basis for undertaking the consultation and submission in line with Regulation 19 – 22.**
- 2. That minor amendments in the finalisation of the proposed submission version be delegated to the Planning Policy Manager and Team Leader.**

33 FIVE YEAR LAND SUPPLY STATEMENT 2021 AND HOUSING DELIVERY TEST RESULT

The Planning Policy Manager presented a report setting out the results of the Housing Delivery Test and the Council's five year land supply position for the period 2021 to 2026, and recommending that the Five Year Land Supply Statement 2021 be published.

The Chairman highlighted the fact that the Council had passed the Housing Delivery Test for the fourth consecutive year and stated that it was a credit to the team that the housing delivery rate over the past 20 years had been predicted with such accuracy. He asked what the consequences would be in terms of the Government's buffer if housing delivery exceeded the target.

The Planning Policy Manager explained that the standard 5% buffer applied irrespective of performance above the target and there was no reward for over-performance. Over-delivery impacted on future land supply as it used up available land at a faster rate and rendered the five-year land supply position more tenuous. Completed dwellings had to be replaced to maintain the supply.

Councillor J Toye considered that maintenance of a land supply consistent with the targets meant that the Council's policies could not be undermined.

The Planning Policy Manager explained that the failure to deliver sufficient homes introduced a presumption in favour of development in sustainable locations but did not mean that development could take place anywhere a developer wanted to build. Applications could still be refused if they were not in sustainable locations. It was important to maintain the land supply so that the Local Plan policies could continue

to be applied.

Councillor G Mancini-Boyle requested clarification regarding the five year land supply position as two recent appeals decisions appeared to be contradictory.

The Planning Policy Manager explained that developers would challenge the five year land supply in terms of the methodology used to set the target for delivery and the number of homes that were likely to be built. The Council had been able to defend its position in terms of its methodology at three public inquiries and he was confident that it could continue to do so. Developers would also challenge the Council's opinion of the deliverability of sites to argue that the Council did not have a five year land supply and that their proposal would help to meet the target. He explained the work involved in assessing the sites in terms of deliverability. The Government had written off four months of housing completions under the Housing Delivery Test due to the pandemic, which had slowed delivery, otherwise the Council would have struggled to meet the test.

Councillor Ms V Gay stated that Members could learn a great deal from sitting in on a Planning Inquiry and hearing the arguments put forward to the Inspector.

Councillor P Heinrich asked if the current shortage of building materials was likely to impact on housing delivery.

The Planning Policy Manager stated that he had been surprised at how well housing delivery had held up despite the pandemic. The big volume house builders were very skilled at knowing what they could sell and were able to deliver to the market at the right time. He was not aware of any concerns being raised by the volume house builders with regard to the supply of materials, although there was concern that materials were very expensive. There would be an impact on building rates if the supply of materials slowed.

Councillor N Pearce asked why the Council had lost the Gladman appeal despite a land supply position in excess of 5 years, whereas it had won the appeal at Sculthorpe.

The Planning Policy Manager explained that planning applications should be determined in accordance with the Local Plan unless material considerations suggested otherwise. In both cases the Inspector had determined that the Local Plan was up to date and the Council had a 5 year land supply. The Inspector had decided that there were no material considerations to justify a departure from policy in the Sculthorpe case and had therefore dismissed the appeal. In the Gladman case the Inspector had determined that the offer of land for a primary school was of sufficient public benefit to justify a departure from policy and, taking into account Norfolk County Council's stated commitment to building a school on the site, had therefore allowed the appeal.

It was proposed by Councillor G Mancini-Boyle, seconded by Councillor J Punchard and

RECOMMENDED unanimously

That the Council publishes the 2021 Five Year Land Supply Statement.

34 LOCAL PLAN SITE ALLOCATIONS - CROMER

The Planning Policy Manager presented a report relating to the suitability of an additional site allocation at Roughton Road, Cromer (C19 and C19/1) and recommended that no allocation be made in respect of these sites.

The Chairman stated that there was a need to be mindful of preserving the AONB and there did not appear to be any overriding public benefit in the allocation of these sites.

The Planning Policy Manager stated that the public interest argument would arise as to whether the Council was doing enough to address the housing need in Cromer by allocating land for 600 dwellings. Cromer was constrained by the AONB and there was a balance to be struck between housing growth as a mechanism to deliver more affordable housing and the harm that would be caused by releasing more land in the AONB, which would be challenged through the examination process.

The Chairman considered that the judgement was more difficult with the known constraints of the AONB and the coast. He stated that the Working Party had always maintained the ethos that the development strategy was plan led and not developer led and Members should have confidence in the Planning Policy team to make the right judgment in cases such as this.

Councillor N Pearce supported the recommendation not to include C19 and C19/1 as the AONB was a staple part of the Council's policies and protection of the AONB was a statutory duty. He stated that the allocation of land on the opposite side of Roughton Road had been very controversial locally, and a green break should be maintained between settlements to preserve the natural beauty. It was important to consider future need but it was of the utmost importance that growth was plan led.

Councillor P Heinrich considered that there were strong arguments both for and against the allocation of C19 and C19/1, but he supported the Planning Policy Manager's recommendation.

In response to a question by Councillor V Holliday as to whether there was a relationship between Roughton Road and the Clifton Park site, the Planning Policy Manager explained that there was a relationship insofar as the comparison between a non-AONB site and a site within the AONB was part of the plan making process. The Working Party had considered alternatives at the previous meeting and had rejected the Clifton Park site against a positive recommendation in favour of it. He was confident that 600 dwellings was enough to make a reasonable contribution towards housing need in Cromer and the surrounding area.

Councillor T Adams, a Member for Cromer Town Ward, stated that he was in favour of the recommendation to reject C19 and C19/1 as they were poorly related to the highway network.

It was proposed by Councillor N Pearce, seconded by Councillor P Heinrich and

RECOMMENDED by 10 votes to 0 with 1 abstention

That land off Roughton Road (site references C19 and C19/1) is not included as a proposed allocation in the Regulation 19 version of the Local Plan.

35 NEIGHBOURHOOD PLANS UPDATE

With the consent of the Chairman, the Planning Policy Team Leader informed the

Working Party that Stalham Town Council had applied to become a Neighbourhood Planning area. The decision was delegated to the Planning Policy Manager and Portfolio Holder as Stalham was a parished area. The proposed designation included part of the Broads Authority area and it had agreed to support this approach. Decision notices would be sent to the Planning Policy Manager and Portfolio Holder for signing off in the near future. The local Members had been informed and had made no comments.

Councillor Mrs P Grove-Jones, a local Member for Stalham, stated that she had not commented as she had been presented with an outline only, which was difficult to comment upon, but she considered that there would be comments as the matter progressed.

The Chairman asked if there were any neighbourhood plans that were nearing fruition.

The Planning Policy Team Leader stated that Holt Town Council and Blakeney Parish Council had been persuaded to undertake an independent health check of their proposed submissions and were currently working through the reports. Neither of those Councils had responded to a request to submit a timeline for progressing their plans.

Councillor Mrs A Fitch-Tillett informed the Working Party that Overstrand Parish Council was preparing a neighbourhood plan but progress was very slow.

The Chairman stated that slow progress was understandable as most Town and Parish Councillors were laypersons and the process could be challenging and time consuming, although it was worthwhile.

The meeting ended at 11.39 am.

Chairman

Declarations of Interest at Meetings

When declaring an interest at a meeting, Members are asked to indicate whether their interest in the matter is pecuniary, or if the matter relates to, or affects a pecuniary interest they have, or if it is another type of interest Members are required to identify the nature of the interest and the agenda item to which it relates. In the case of other interests, the member may speak and vote. If it is a pecuniary interest, the member must withdraw from the meeting when it is discussed. If it affects or relates to a pecuniary interest the member has, they have the right to make representations to the meeting as a member of the public but must then withdraw from the meeting.

Have you declared the interest in the register of interests as a pecuniary interest? If Yes, you will need to withdraw from the room when it is discussed.

Does the interest directly:

1. Affect yours, or your spouse / partner's financial position?
2. Relate to the determining of any approval, consent, licence, permission or registration in relation to you or your spouse / partner?
3. Relate to a contract you, or your spouse / partner have with the Council
4. Affect land you or your spouse / partner own
5. Affect a company that you or your partner own, or have a shareholding in

If the answer is "yes" to any of the above, it is likely to be pecuniary.

Please refer to the guidance given on declaring pecuniary interests in the register of interest forms. If you have a pecuniary interest, you will need to inform the meeting and then withdraw from the room when it is discussed. If it has not been previously declared, you will also need to notify the Monitoring Officer within 28 days.

Does the interest indirectly affect or relate to any pecuniary interest you have already declared, or an interest you have identified at 1-5 above?

If yes, you need to inform the meeting. When it is discussed, you will have the right to make representations to the meeting as a member of the public, but must then withdraw from the meeting.

Is the interest not related to any of the above? If so, it is likely to be another interest. You will need to declare the interest, but may participate in discussion and voting on the item.

Have you made any statements or undertaken any actions that would indicate that you have a closed mind on a matter under discussion? If so, you may be predetermined on the issue; you will need to inform the meeting and when it is discussed, you will have the right to make representations to the meeting as a member of the public, but must then withdraw from the meeting.

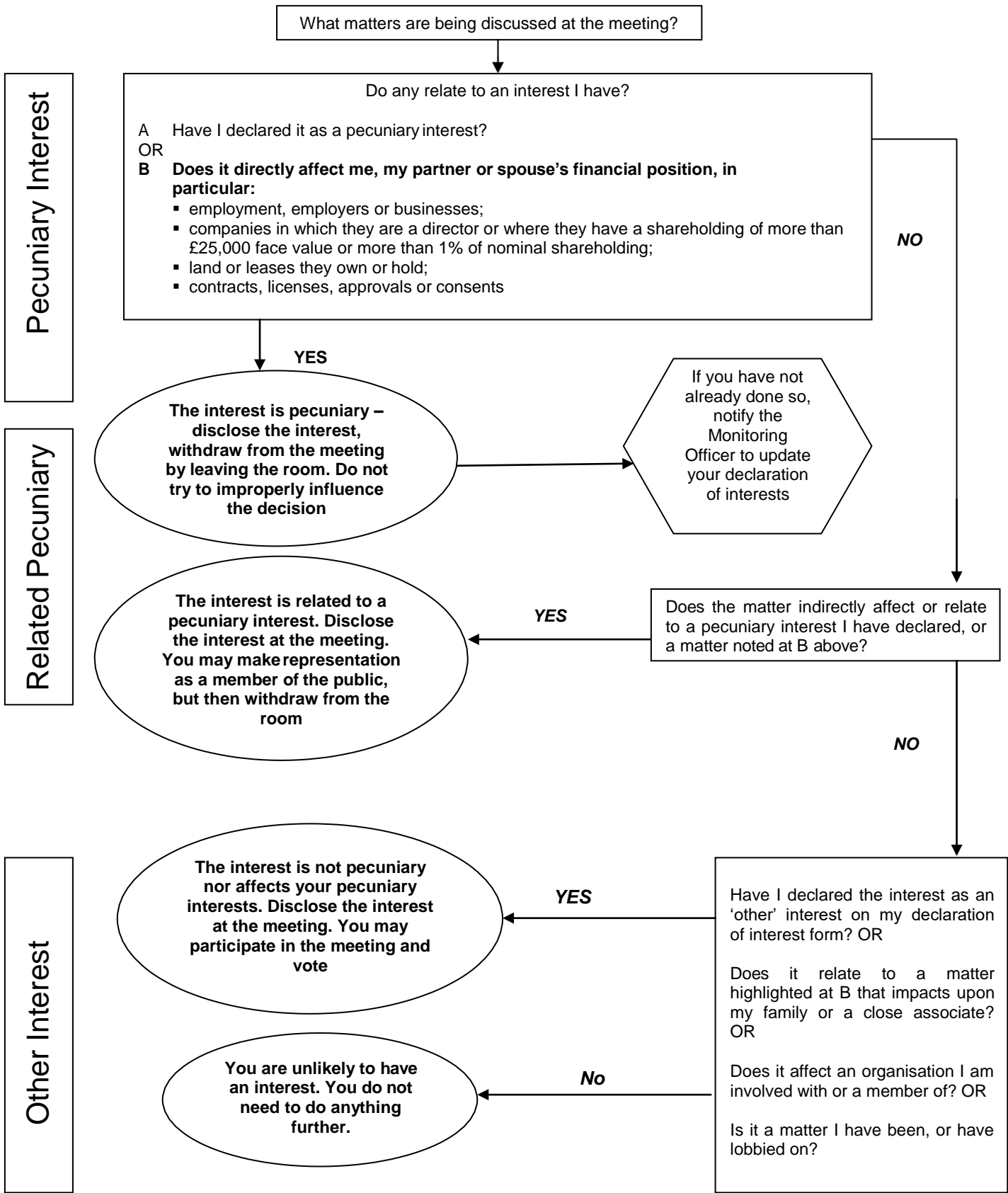
FOR GUIDANCE REFER TO THE FLOWCHART OVERLEAF

PLEASE REFER ANY QUERIES TO THE MONITORING OFFICER IN THE FIRST INSTANCE

DEVELOPMENT COMMITTEE MEMBERS SHOULD ALSO REFER TO THE PLANNING PROTOCOL

Declarations of Interest at Meetings

DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF



LOCAL PLAN SITE ALLOCATIONS

Summary: Following consideration of the representations made at Regulation 18 stage of Local Plan preparation this report seeks Member endorsement of revised Site Allocation policies to allow the Plan to progress to the next stages of Plan production incorporating Regulation 19 public consultation.

Recommendations:

- 1. That Working Party agree the revised Site Allocation Policies for Regulation 19 Public Consultation.**
- 2. To delegate minor amendments in the finalisation of the proposed submission version of the Plan to the Planning Policy Manager and Team Leader.**

Cabinet Member(s)	Ward(s) affected
Cllr J Toye	All Wards

Contact Officer, telephone number and email:
Mark Ashwell, Planning Policy Manager, 01263 516325, mark.ashwell@north-norfolk.gov.uk

1. Introduction

- 1.1 The emerging North Norfolk Local Plan has been subject to public consultation at Regulation 18 stage of The Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) during May and June 2019. Each of the proposed Site Allocations has since undergone review and detailed scrutiny through Working Party discussions with the aim of producing a revised Draft Local Plan incorporating justified modifications in order for the authority to consult at Regulation 19 Draft Plan publication stage, ahead of subsequent submission for examination. At the last Working Party meeting, Members endorsed the final selection of development sites (Cromer) enabling the completion of the Site Allocations section of the Plan.
- 1.2 Regulation 19 represents the Publication Stage of the Draft Local Plan and is also known as the Proposed Submission Version. It is the stage of Plan production following which, the LPA can give "weight" to the emerging policies and site allocations as a material consideration in the determination of planning applications. Weight is determined around the degree of unresolved objections, the degree of consistency with the NPPF and the stage of plan preparation. The policies and proposals included in the Plan at this stage should be those that the Authority intends to submit for examination and which it would be content to adopt.

- 1.3 Regulation 19 consultation offers a further opportunity for statutory and general consultees to make representation to the examining Inspector on the proposed submission version of the Plan.

2. The Site Allocations

- 2.1 The proposed Site Allocations are a critically important component of the Plan, they include proposals to deliver around half of the required growth in the District and address one of the central soundness tests that the Plan should be positively prepared and address all likely future housing and other development needs.
- 2.2 Over the last year, the Authority has considered the representations which were made at the previous consultation stage. This has resulted in the draft Plan being modified. Changes to sites include the identification of an alternative site at Cromer (enlarged Norwich Road site to replace Clifton Park), the addition of a new site at Fakenham following the resolution of previous highway issues (Shell Garage site), and a wholesale review of the specific policy requirements which would be attached to each of the sites. The proposals for North Walsham West have also been enlarged and the specific policy requirements redrafted following the separate public consultation which was undertaken in relation to the content of a proposed Development Brief for the site (see separate report on this Agenda).
- 2.3 Additionally, all of the draft policies have been subject to review which has included:
 - Adjustment of the approximate housing numbers that each site is expected to deliver making allowance for other uses required to be accommodated and in particular including a minimum quantum of on-site open space. This has generally resulted in some small reductions in expected housing delivery on a small number of sites but not to the extent that the Plan will fail to deliver it's overall target.
 - The inclusion of a phasing requirement in each policy where mixed uses are proposed to require that all uses on the site, including those where elderly persons care accommodation is required, are delivered in a timely and comprehensive fashion. This is intended to make sure that development is not delivered in a piecemeal fashion.
 - Addition of any specific requirements arising from the completion of Habitat Regulation Assessment and Heritage Impact Assessments. These areas may require further minor modification to reflect the conclusions of a final Habitat Regulation Assessment before the Plan is published.
 - Inclusion of a standard requirement to contribute towards a strategy to mitigate the impacts on designated wildlife sites arising from increased visitor pressures. This is a legal requirement under the Habitat Regulations and is an approach that is being adopted by all Authorities in Norfolk as part of the Duty to Co-operate.

- A general update of policy wording so that it is clear to applicants and those making decisions what is required in order to secure planning permission.

The updated policies for approval are attached as **Appendix 1**.

3. Next stages

- 3.1 The Working Party has previously agreed the final topic based policies of the Plan and the Authority is now reaching the position to move to Regulation 19 consultation, following which the Plan can be submitted for examination. The timetable and process of consultation is subject to a separate report.
- 3.2 A further report will be prepared following the Reg 19 consultation seeking authority to submit the Plan for examination. At this stage the Authority is able to invite the examining Inspector to consider a schedule of any desirable minor modifications.

4 Recommendations

- 1. That Working Party agree the appended Site Allocation Policies for the purposes Regulation 19 Public Consultation**
- 2. To delegate minor amendments in the finalisation of the proposed submission version to the Planning Policy Manager and Team Leader**

5. Legal Implications and Risks

- 5.1 The Council must produce a Local Plan which complies with various regulatory and legal requirements and in determining its policy approaches must be justified and underpinned by up to date and proportionate evidence, be informed by appropriate sustainability appraisals and take account of and demonstrate how public feedback, national policy & guidance have been used to inform the production through the application of a consistent methodology.
- 5.2 The statutory process requires plan production to accord to the statutory requirements as set out in The Town and Country Planning (Local Planning), (England) Regulations 2012 (as amended). Failure to undertake plan preparation in accordance with the regulations and NPPF is likely to render the plan 'unsound' at examination and result in the need to return to earlier stages. Substantial additional costs would be incurred.
- 5.3 There remains a residual risk of planning reform which, could undermine the production of the Plan to date through the proposed White Paper along with further changes to the National Planning Policy Framework, either through incremental changes or substantive changes leading to wholesale replacement. Early consultation reduces the risks associated with changes in government policy and puts the authority in a stronger position to take advantage of any subsequent transitional arrangements should they be introduced. If the Council has not reached the previously required Regulation 19 stage there remains an increased risk of early Plan review and substantial costs along with increased pressure and challenge on the continued use of existing adopted policies.

6. Financial Implications and Risks

- 6.1 Failure to undertake Plan preparation in accordance with the regulations and NPPF is likely to render the Plan 'unsound' at examination and result in the need to return to earlier stages. Substantial additional costs would be incurred.
- 6.2 Failure to reach the required stage of plan production ahead of any transitional arrangements introduced through planning reform would introduce substantial delay and costs into the production of a revised Local Plan.

Appendices

Appendix 1 – DRAFT - Proposed Submission modified policies for approval.

Appendix 1 – Draft ‘final’ versions of Site Allocations policy wording for Working Party approval for purposes of Regulation 19 consultation.

The following policies represent the final drafts of the specific policies which will be attached to each of the Site Allocations in the Regulation 19 submission version of the Local Plan. They may require some minor further editing and adjustments for consistency and to incorporate any conclusions of the final Habitat Regulation Assessment but include all of the substantive site-specific requirements that development proposals would need to comply with. All development proposals must also comply with the general topic based policies of the Plan as stated at the commencement of each policy.

Maps showing site locations will be available at the meeting if required.

Blakeney

Policy BLA04/A

Land East of Langham Road

Land amounting to 1.5 hectares is allocated for residential development of approximately 30 dwellings, public open space and on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan, and the following site-specific requirements:

1. Delivery of high quality design which pays careful attention to site layout, building heights, materials and glazing in order to minimise the impact of the development on the Norfolk Coast Area of Outstanding Natural Beauty, wider landscape, views of Blakeney Church, and to protect the residential amenities of adjacent occupiers.
2. Provision of convenient and safe vehicular access from the Langham Road, including carriageway widening at the site frontage to a minimum of 5.0m
3. Footway improvements along the Langham Road, including the provision of a 2.0m wide footway along the site frontage extending within the highway to link with existing footway at Kingsway;
4. Improvements to the footway crossings at the New Road junctions with Saxlingham Road and Wilson’s Way;
5. Extension of the 30mph speed limit to southern extent of site;
6. Provision of high quality landscaping along the northern, eastern and southern site boundaries, including the retention and enhancement of all existing boundary trees and hedgerows, having particular regard to the northern boundary and integration of public footpath FP6 into the development to facilitate access and protect amenity.
7. Provision of a scheme to deliver off-site improvements to FP6 and FP18 to provide a safer route to the primary school, including an off carriageway facility at the Saxlingham Road;
8. The submission, approval and implementation of a Surface Water Management Plan ensuring that there are no adverse effects on European Sites and greenfield run off rates are not increased;
9. The submission, approval and implementation of a Foul Water Drainage Strategy including how additional foul flows will be accommodated within the foul sewerage network;
10. On site delivery of not less than 0.08 hectares of public open space.
11. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy

(RAMS).

Briston

Policy BRI01

Land East of Astley Primary School

Land amounting to 1.4 hectares is allocated for residential development of approximately 25 dwellings, public open space, school parking and associated supporting on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan and the following site-specific requirements:

1. Retention of existing roadside hedges and setting back of development on both road frontages;
2. provision of a car parking area for the school (pick up and drop off);
3. on site delivery of not less than 0.07 hectares of public open space, to the south west area of the site in addition to, and incorporating, the retention and enhancement of the existing pond and provision of green infrastructure corridors to support biodiversity;
4. provision of a layout of development which protects, or relocates, the existing water main that crosses the site;
5. submission, approval and implementation of a Foul Drainage Strategy including how any additional foul flows will be accommodated in the foul sewerage network ;
6. provision of convenient and safe vehicular access solely from The Lane and incorporation of footpath/cycle link through the development to the primary school; and
7. appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Policy BRI02

Land West of Astley Primary School

Land amounting to approximately 2 hectares is allocated for residential development for approximately 40 dwellings, public open space, school parking and associated supporting on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan and the following site specific requirements:

1. Setting back of development from road frontage along Fakenham Road;
2. provision of a convenient and safe vehicular access from either Fakenham Road or Hillside;
3. provision of a car parking area for the school (pick up and drop off);
4. development layout that does not prejudice the potential development/ redevelopment of land to the south and west including provision of a vehicular access point to the land to the south;

5. provision of landscaping, pedestrian and cycle access, and green wildlife links through the site;
6. submission, approval and implementation of a Foul Drainage Strategy including how additional foul flows will be accommodated within the foul sewerage network;
7. on-site delivery of not less than 0.10 hectares of public open space on the site frontage with Fakenham Road.
8. provision of pedestrian and cycle access through the site to connect with the existing network;
9. retention and enhancement of existing hedgerows and landscaping to all the site boundaries particularly to the east and west; and
10. appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Cromer

Policy C07/2

Land at Cromer High Station

Land amounting to approximately 0.8 hectares is allocated for development of approximately 22 dwellings, public open space and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan, and the following site specific requirements:

1. Provision of convenient and safe vehicular access including alterations at the Station Road junction with the A149, to increase separation between the junctions and to reduce the speed of vehicles joining the A149 southbound;
2. Provision of waiting restrictions to the south of the vehicular access to ensure visibility does not become obscured;
3. The northbound bus stop on the A149 should be improved with the addition of a bus shelter;
4. Retention and enhancement of the existing landscaping;
5. Provision of a landscaped buffer between the site and the adjacent business and residential properties to the west of the site;
6. The submission, approval and implementation of a Surface Water Management Plan and greenfield run off rates from the site are not increased;
7. The submission, approval and implementation of a Foul Drainage Strategy, details of any enhancements and setting out how additional foul flows will be accommodated within the foul sewerage network and delivered prior to occupation of any dwellings;
8. On site delivery of not less than 0.60 hectares of public open space
9. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Policy C16

Former Golf Practice Ground

Land amounting to approximately 6.4 hectares is allocated for development of approximately 150 dwellings, elderly care accommodation, public open space and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan and the following site specific requirements:

1. Careful attention to site layout, building heights and materials in order to minimise the visual impact of the development on the Norfolk Coast Area of Outstanding Natural Beauty;
2. Provision of convenient and safe vehicular access from Overstrand Road and Northrepps Road to include associated improvements, carriageway realignment and widening to a minimum of 5.5m, and provision of a frontage footway at the Northrepps Road access;
3. The submission, approval and implementation of a Transport Impact Assessment to assess the impact of the development on the strategic road network and identify areas where mitigation may be required and propose appropriate schemes;
4. On site delivery of not less than 1.31 hectares of multi-functional open space together with measures for its on-going maintenance;
5. Retention and enhancement of hedgerows and trees around the site, including the protection of existing woodland within site and the provision of a landscaped buffer along the northern and western boundaries;
6. The submission, approval and implementation of a Surface Water Management Plan ensuring that there is no adverse effects on European sites and greenfield run off rates are not increased;
7. The submission, approval and implementation of a Foul Drainage Strategy, details of any enhancements and setting out how additional foul flows will be accommodated within the foul sewerage network;
8. Enhancement to sewerage infrastructure should be undertaken prior to the first occupation of any dwelling to prevent detriment to the environment and comply with Water Framework Directive obligations;
9. Delivery of comprehensive development in accordance with agreed phasing which ensures delivery of all aspects of the allocated uses;
10. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

New Policy C22/b new enlarged site with new reference
Land West of Pine Tree Farm

Land amounting to **18.1** hectares is allocated for development of approximately 400 dwellings, elderly persons accommodation, sport and recreational facilities and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan, and the following site specific requirements:

1. Provision of a new segregated cycle/pedestrian footway along the Norwich Road including a dedicated footbridge (or suitable alternative) crossing over the railway;
2. Provision of two vehicle access points onto the A149 including the provision of a roundabout at the southern access
3. The submission, approval and implementation of a Transport Impact Assessment should be undertaken to include analysis of the impact the development would have upon the road network, identify areas where mitigation may be required and provide solutions;
4. careful attention to site layout, building heights and materials in order to minimise the visual impact of the development on the Norfolk Coast Area of Outstanding Natural Beauty;
5. On site delivery of not less than 4.86 hectares of multi-functional open space together with measures for its on-going maintenance;
6. The delivery of not less than 10 hectares of land suitable for sports pitch provision and agreed contributions towards delivery.
7. Provision of additional green infrastructure on the site which maximises connectivity between the residential development and the open space. Biodiversity improvements and access should be provided to Beckett's Plantation. Open spaces should provide a distinct character and create a sense of place.
8. Retention and enhancement of hedgerows and trees around and within the site, including the protection of existing woodland within site and the provision of a landscaped buffer along the southern boundaries;
9. The existing public footpath through the site should be retained and upgraded to a surfaced route within in a green corridor and a new route should be provided from the site to connect with Roughton Road;
10. The submission, approval and implementation of a Surface Water Management Plan ensuring that there is no adverse effects on European sites and greenfield run off rates are not increased;
11. The submission, approval and implementation of a Foul Drainage Strategy, details of any enhancements and setting out how additional foul flows will be accommodated within the foul sewerage network;
12. Enhancement to sewerage infrastructure should be undertaken prior to the first occupation of any dwelling to prevent detriment to the environment and comply with Water Framework Directive obligations;
13. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).
14. Delivery of comprehensive development in accordance with agreed phasing which ensures delivery of all aspects of the allocated uses.
15. Development should preserve and enhance the setting of the grade II listed Pine Tree Farmhouse through careful layout, design and landscaping. The southern half of the site should be left open and used for public open space and green infrastructure and the eastern boundary of the site, adjoining the farmhouse should be carefully landscaped.

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and

Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

Fakenham

Policy F01/B

Land North of Rudham Stile Lane

Land amounting to 26.5 hectares is allocated for residential development of approximately 560 dwellings inclusive of elderly persons' accommodation, public open space, and associated on and off-site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan and the following site specific requirements:

1. The prior approval of a Master Plan to address access and sustainable transport, layout, landscaping, phasing and conceptual appearance
2. Prior approval of a comprehensive access strategy and Transport Assessment providing for safe and convenient access to the A148 together with any necessary junction improvements along the length of Fakenham by-pass including at the A148/B1105 and A148/A1065 junctions.
3. Provision of off-site mains water reinforcement;
4. The submission, approval and implementation of a Foul Water Drainage Strategy, including any enhancements and that it is demonstrated that there is adequate capacity in the water recycling centre;
5. retention or replacement of existing sporting uses including the rugby club and sports centre;
6. On site delivery of not less than 7.53 hectares of multi-functional open space together with measures for its on-going maintenance;
7. Submission, approval and implementation of the findings of a Health Impact Assessment;
8. Delivery of comprehensive development in accordance with agreed phasing which ensures delivery of all aspects of the allocated uses.
9. Appropriate contributions will be secured towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Policy F02

Land Adjacent to Shell Petrol Filling Station, Wells Road

Land amounting to 2.4 hectares is allocated for approximately 70 dwellings, public open space and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies in this Plan, and the following site specific requirements:

1. Delivery of a carefully designed development taking into account site layout, building heights, topography;
2. Provision and retention of strong landscaping on the western boundary of the site, and the retention and enhancement of landscape buffers along the eastern and southern boundaries of the site;
3. Provision of highway access off Wells Road with improvements to the existing access into the forecourt;
4. The submission, approval and implementation of a Foul Water Drainage Strategy including any enhancements to the network capacity;
5. On site delivery of not less than 0.19 hectares of multi- functional open space together with measures for its on-going maintenance;
6. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Policy F03

Land at Junction of A148 & B1146, Opposite Petrol Filling Station

Land amounting to 2.2 hectares is allocated for development of approximately 65 dwellings, public open space and associated on and off-site infrastructure.

Planning permission will be granted subject to compliance with the policies in this Plan, and the following site specific requirements:

1. landscaping buffers should be provided to soften the boundaries between the development and the A148;
2. Retention of hedgerows and trees on the western and southern boundaries of the site;
3. Provision of convenient and safe vehicular access to Toll Bar/Old Wells Road, including carriageway widening to a minimum of 5.5m between the site access and C590 Creake Road;
4. Provision of footway at site frontage connecting directly with the existing facility at the south side of Creake Road and to the existing footway at Toll Bar;
5. Improvements required to enable safe pedestrian route between the site and Fakenham High School via Toll Bar/Old Wells Road and Rudham Stile Lane Public Right of Way;
6. Retention of land to be made available to facilitate a capacity improvement scheme at the A148/ A1065 roundabout;
7. The submission, approval and implementation of a Foul Water Drainage Strategy including any enhancements to the network capacity;
8. On site delivery of not less than 0.17 hectares of multi-functional open space together with measures for its on-going maintenance;
9. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority

Policy F10

Land South of Barons Close

Land amounting to 4.1 hectares is allocated for development of approximately 55 dwellings, 2.6 hectares of public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies within this Plan and the following site specific requirements:

1. Retention and enhancement of landscaping around the site boundaries, and planting along the western boundary;
2. Provision of a landscaped buffer to the south of the site to include ecological connectivity;
3. Provision of a convenient and safe vehicular and pedestrian access from Baron's Hall Lane, including improvements to the restricted byway to the west of the site;
4. Retention of the footpath at the site entrance and its extension to provide direct links to the town centre and new river side park
5. No development shall be located in areas of flood risk, as demonstrated by a site-specific Flood Risk Assessment;
6. Phased delivery of not less than 2.6 hectares of multi-functional open space together with measures for its on-going maintenance;
7. Submission of adequate information in order to undertake a project Level Habitat Regulation Assessment, HRA addressing hydrological issues, site design, layout, drainage and habitat surveys;
8. The submission, approval and implementation of a Surface Water Management Plan, including the provision of SUD's in accordance with best practice;
9. The submission, approval and implementation of a Foul Water Drainage Strategy including any enhancements to the network capacity;
10. Enhancement to sewerage infrastructure should be undertaken prior to the first occupation of any dwelling to prevent detriment to the environment and comply with the Water Framework Directive obligations;
11. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor

policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority

Holt

Policy H17 Land North of Valley Lane

Land amounting to 0.9 hectares is allocated for residential development of approximately 27 dwellings, public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies in this Plan and the following site specific requirements:

1. Carefully and sensitively designed development incorporating suitable open space and landscaping will be required to preserve and where opportunities arise to enhance the setting of the Conservation Areas and Listed Buildings to the north.
2. Site layout, scale and massing which incorporates suitable landscaping and buildings that retain a soft edge to the settlement from Spouts Hill;
3. retention and enhancement of mature hedgerows and trees around the site;
4. access to be provided from Pounds Close with an acceptable junction with the A148;
5. improved pedestrian access across the site into the Spout Hill from the town;
6. The submission, approval and implementation of a Surface Water Management Plan ensuring that there is no increase off site and safe access and egress;
7. The submission, approval and implementation of a Foul drainage Strategy, including any enhancements and setting out how additional foul flows will be accommodated within the foul sewerage network;

8. Enhancement to sewerage infrastructure should be undertaken prior to the first occupation of any dwelling to prevent detriment to the environment and comply with the Water Framework Directive;
9. On site delivery of not less than 0.07 hectares of public open space or the agreed payment of an equivalent financial contribution for the extension or improvement of local open space provision;
10. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Policy H20

Land at Heath Farm

Land amounting to 7.1 hectares is allocated for residential development of approximately 180 dwellings, elderly persons accommodation, public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies within this Plan and the following site specific requirements:

1. Access being delivered off Nightjar Road and new A148 roundabout and delivery of footpath connections to footpath FP9a;
2. submission of a heritage impact assessment incorporating suitable open space and landscaping to preserve and enhance the setting of the Listed Buildings at Heath Farm to the south east of the site;
3. submission of a Transport Assessment identifying sustainable traffic mitigation measures to include; **delivery of** enhanced pedestrian access improvements across and along the A148 to facilitate pedestrian access to the medical centre, and bus stops on Cromer Road and the east of the town ;
4. that the existing Anglian Water Main is protected by easements and should not be built over or located in private gardens where access for maintenance and repair could be restricted. The existing water mains should be located in highways or public open space.
5. A layout of development which protects the alignment of the medium pressure gas main which crosses the site
6. submission and approval of effective Surface Water Management Plan ensuring that there is no increase in greenfield run off rates;
7. submission of a Foul Drainage Strategy setting how additional foul flows will be accommodated within the foul sewerage network and implemented prior to first occupation of any dwellings;
- 8.** on-site provision of minimum of 1.55 ha open space.
9. submission of adequate information in order to undertake a project Level Habitat Regulation Assessment, HRA addressing hydrological issues, site design, layout, drainage and habitat survey and provision of suitable long term drainage maintenance strategy designed to mitigate impacts on European sites.

10. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority

Policy H27/1

Employment Land at Heath Farm

Land amounting to 6 hectares is allocated for employment development.

Planning permission will be granted subject to compliance with the policies of this Plan and the following site specific requirements:

1. the layout and landscaping of the development will have to be sensitively designed in order to preserve the significance of the listed buildings and their setting and, where opportunities arise, enhance the setting of the Conservation Area;
2. access being delivered off Nightjar Road and new A148 roundabout and no access from Hempstead Road
3. submission of a Transport Assessment identifying traffic mitigation measures to include enhanced pedestrian access improvements across and along the A148;
4. contributions towards a new pedestrian/cycle crossing of the A148 and provisions of enhancements to the public footpath - FP9a;
5. a marketing strategy to demonstrate how the site will be brought to the commercial market;
6. submission and approval of effective Surface Water Management Plan ensuring that there are no adverse effects on European sites and greenfield run off rates are not increased;
7. submission of adequate information in order to undertake a project Level Habitat Regulation Assessment, HRA, addressing issues relating to supporting habitats and localised recreational impacts and hydrological issues; and
8. provision of suitable long term drainage maintenance strategy which demonstrates that there will be no adverse impacts on the Norfolk Valley Fens SAC;
9. submission of adequate information in order to undertake a project Level Habitat Regulation Assessment, HRA addressing hydrological issues, site design, layout, drainage and habitat survey and provision of suitable long term drainage maintenance strategy designed to mitigate impacts on European sites

10. appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority

Hoveton

Policy HV01/B

Land East of Tunstead Road

Land amounting to 6.4 hectares is allocated for mixed use development of approximately 120 dwellings, inclusive of open space and at least 1 hectare of land for elderly care accommodation and associated on-site and off-site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies within this Plan and the following site specific requirements:

1. Delivery of a carefully designed residential development that will integrate into the surrounding character;
2. Provision of highway access on Tunstead Road to provide a through connection for all vehicles to the new Stalham Road roundabout;
3. Provision of pedestrian and cycle connections through the development which encourage walking and cycling into Hoveton and neighbouring areas, including green access corridors to the open space and to the existing cycle path which runs through the south west of the site;
4. Provision of a landscaping buffer to the north of the site to soften the boundary between the development and the agricultural land to the north;
5. Delivery of not less than 1.07 hectares of multi-functional open space together with measures for its on- going maintenance;
6. Retention of existing trees and hedgerows around the site;
7. Provision of developer contributions to the measures identified in the Wroxham and Hoveton Network Improvement Strategy Action Plan to help address existing transport constraints and improvements to facilitate the growth needed;
8. Provision of a site-specific Water Catchment and Foul Water Drainage Strategy prior to the commencement of development and be aligned with a wider catchment strategy produced by Anglian Water and ensure there is no adverse impact on the integrity of the Broads SAC/SPA;
9. Enhancement to sewerage infrastructure should be undertaken prior to the first occupation of any dwelling to prevent detriment to the environment and comply with Water Framework Directive obligations;
10. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

11. Delivery of comprehensive development in accordance with agreed phasing which ensures delivery of all aspects of the allocated uses.

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

Ludham

Policy LUD01/A

Land South of School Road

Land amounting to approximately 0.57 hectares is allocated for residential development of approximately 15 dwellings inclusive of open space and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies within this Plan and the following site specific requirements:

1. Provision of a highway access via Willow Way;
2. Provision of pedestrian footway to connect with the school bus service stop on School Road;
3. The footway between Grange Close and Ludham Primary School should be improved and widened to 2.0m, to include an adequate crossing point to enable safe crossing of Catfield Road;
4. Retention and safeguarding of trees along the western boundary that are covered by a group Tree Preservation Order;
5. Delivery of a high quality landscaping scheme particularly along the western boundary;
6. Development should have careful attention to form and site layout in order to allow for views from School Road to the Grade 1 Listed church;
7. Submission, approval and implementation a foul drainage strategy setting out how additional foul flows will be accommodated within the foul sewerage network and it is demonstrated that there is adequate capacity in the water recycling centre;
8. Provision of required off-site water mains reinforcement;
9. Provision of adequate information in order to undertake a project Level Habitat Regulation Assessment, HRA, addressing issues relating to sewerage infrastructure;
10. Delivery of not less than 0.05ha of public open space
11. Provision of a satisfactory Flood Risk Assessment and completion of any necessary flood mitigation measures;
12. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Policy LUD06/A

Land at Eastern End of Grange Road

Land amounting to approximately 0.57 hectares is allocated for the residential development of approximately 15 dwellings, inclusive of open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies within this Plan and the following site specific requirements:

1. Provision of highway access via Grange Close;
2. Delivery of a footway between Grange Close and Ludham Primary School that should be improved and widened to 2.0m, to include an adequate crossing point to enable safe crossing of Catfield Road;
3. Retention and safeguarding of trees along the western boundary that are covered by a group Tree Preservation Order;
4. The submission, approval and implementation of a foul drainage strategy setting out how additional foul flows will be accommodated within the foul sewerage network and it is demonstrated that there is adequate capacity in the water recycling centre;
5. Provision of adequate information in order to undertake a project Level Habitat Regulation Assessment (HRA) prior to the commencement of development addressing issues relating to sewerage infrastructure;
6. Delivery of not less than 0.03ha of public open space or the agreed payment of an equivalent financial contribution for the extension or improvement of local open space provision.
7. Appropriate contributions will be secured towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Mundesley

Policy MUN03/A

Land off Cromer Road & Church Lane

Land amounting to approximately 2.2 hectares is allocated for residential development of approximately 30 dwellings inclusive of open space and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies of this Plan and the following site specific requirements:

1. Development proposals should be stepped back from Cromer Road, and Church Lane, and the Coastal Change Management Area to take account of coastal change and maintain key landscape and heritage views through siting, scale, massing, materials, vernacular style and design to conserve, and where appropriate enhance the Mundesley Conservation Area and grade II listed All Saints Church;
2. Careful attention to layout and building design to ensure no unacceptable overlooking or overshadowing of properties on Church Lane;
3. Delivery of a highway access from Cromer Road;
4. Off-site provision for a new pedestrian and cycle route that uses the former railway embankment to connect Cromer Road and Church Lane, and a new pedestrian and cycle route which provides a continuous footway on Church Lane/All Saints Way to Links Road with appropriate crossing points and access into the site;
5. On-site delivery of not less than 0.08ha of public open space;
6. Submission, approval and implementation of effective Surface Water Management plan, ensuring that there is no increase of surface water run-off off site
7. Enhancements to the sewage network capacity ahead of occupation of dwellings to prevent detriment to the environment and comply with Water Framework Directive obligations.
8. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

Policy NW01/B

Land at Norwich Road & Nursery Drive

Land amounting to 18.6 hectares is allocated for a mixed-use development including approximately 350 dwellings, elderly persons accommodation the retention 2 hectares of existing employment land and provision of 3.5 hectares of public open space and supporting infrastructure.

Planning permission will be granted subject to compliance with relevant Policies of this Plan and the following site specific requirements:

1. Delivery of an estate road providing a through highway connection with adjoining residential developments to the north-east and south-west prior to occupation of no more than 150 dwellings;
2. the delivery of 3.5 hectares of public open space and additional green infrastructure on the site which maximises connectivity between the residential development and the open space. Open spaces should provide a distinct character and create a sense of place;
3. the retention of the two existing business on employment land of no less than 2 hectares.
4. to provide a landscape buffer of no less than 6 metres between the development site and the existing properties at Norwich Road and Nursery Drive;
5. provision of improved off site pedestrian and cycle links to the railway station, town centre and local schools;
6. submission and approval of effective surface water management ensuring that there is no increase of surface water run-off off site
7. that enhancement to sewerage infrastructure is undertaken ahead of occupation of dwellings to prevent detriment to the environment and comply with Water Framework Directive obligations; and
8. appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).
9. Delivery of comprehensive development in accordance with agreed phasing which ensures delivery of all aspects of the allocated uses.

Policy NW62/A

North Walsham West

Land to the west of North Walsham to provide a mixed-use sustainable urban extension amounting to 108 hectares as identified on the Policies Map is allocated for approximately 1,800 dwellings, 7 hectares of employment land, green infrastructure, community facilities and a road linking Norwich Road, Cromer Road and the industrial estate.

Planning permission will be granted subject to compliance with the relevant policies of this Plan and the following site specific requirements:

Development Brief and Design Code

1. Prior approval and adoption of a comprehensive **Development Brief** and site wide **Masterplan** as an SPD demonstrating how the development will respond to the particular characteristics of the site and detailing the delivery of all of the uses and infrastructure required in this policy.
2. Prior approval of a site wide **Design Code** to compliment the Development Brief detailing the design principles for all development and land uses.

Green infrastructure

3. Prior approval a **Green Infrastructure Strategy** detailing the delivery of the green infrastructure including new areas of open spaces, play areas, sports pitches, strategic landscaping and green corridors. The Green Infrastructure Strategy should complement principles in the Design Code and Drainage Strategy. Delivery of on-site green infrastructure should provide the opportunity to contribute towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS);
4. Development proposals will provide the following specific green infrastructure:
 - i. at least 17.47 hectares of new public open space including a new 'town park' of at least 2ha, new sports pitches of 2ha and a minimum of 2.4ha of allotments;
 - ii. a substantial area of strategic green infrastructure at a minimum of 10ha to the south and western countryside edge of the development to create a new green edge of the town;
 - iii. enhancement of the Weavers Way corridor acting as a green access spine through the development including improving biodiversity along the corridor. It will provide a pedestrian & cycle crossing point across the link road that prioritises these uses over vehicle traffic;
 - iv. a new green corridor which will traverse north to south through the development providing an access and biodiversity corridor;

Environmental mitigation

5. Prior approval of a **Drainage Strategy** detailing the delivery of sustainable drainage and flood mitigation & storage measures that will be integral to the urban development and green infrastructure, including using surface water runoff as a resource that contributes to water sensitive urban design (WSUD) and integrating the water cycle within the built and green environment;
6. Proposals should protect and enhance heritage assets and their settings including designated and non-designated heritage assets including the 'Battlefield Site'. This should include a design, layout and landscaping that protects and enhances the Listed Buildings at Bradmoor Farm;

7. Landscape buffers and/or green corridors will be provided along the existing urban edge of the town to protect the amenity of existing residential areas;

Sustainable transport

8. Provision of a network of interconnected streets, squares, green corridors and public spaces which prioritise moving around on foot and by cycle over the use of private motor vehicles;
9. Delivery of appropriate public transport measures on site providing facilities and regular services to/from the town and key services;
10. Provision of off-site pedestrian and cycle route improvements to the town centre, key services and railway station;
11. Delivery of a new road designed as an attractive main residential street through the development with mixed-use frontage usages and segregated cycle paths and footways. This new road should be suitable for HGV traffic (including high sided vehicles) and will connect Norwich Road to Cromer Road and provides a suitable route over the railway for access to the Lyngate/Folgate Rd industrial estate together with appropriate junctions. It should be delivered, in full, at the earliest opportunity;
12. Off-site improvements to the highways and transport network including key junctions that require intervention and mitigation;
13. Delivery of appropriate restrictions will be placed on the amount of private traffic (including HGV vehicles) that can travel along the Aylsham Road and Skeyton Road;

Community facilities and employment

14. Provision of community facilities including a new 2 form entry primary school focused in a broadly central location within the development, a local centre providing options for local convenience retail and health services and other community uses;
15. Options for the enhancement of facilities at North Walsham Football Club should be considered in line with local and national standards and guidance from Sport England and other sports bodies;
16. Delivery of approximately 7 hectares of employment land located to the north of the allocation site in the Cromer Road/Bradfield Road area, reflecting the prevailing character of the town and recent development provided with direct access from the new link road and major road network.

New homes

17. Delivery of approximately 1,800 homes built with a mix of dwelling types, sizes and tenures. A range of densities and layouts will provide variety within the scheme in line with the approved Design Code.

Policy NW52

Land East of Bradfield Road

Land amounting to approximately 2.4 hectares is proposed to be allocated for employment development, subject to:

1. Provision of acceptable highway access, including provision for a connection to a future access road from Bradfield Road to Cornish Way including the safeguarding of land along Bradfield Road for highway improvements;
2. New access road will be constructed to adoptable standard and existing Cornish Way will be brought up to an adoptable standard;
3. provision of extra landscaping around the site;
4. effective surface water management plan ensuring that there are no adverse effects and greenfield run off rates are not increased;
5. details of a foul drainage strategy setting how additional foul flows will be accommodated within the foul sewerage network;

Sheringham

Policy SH04

Land Adjoining Seaview Crescent

Land amounting to 1.7 hectares is allocated for residential development of approximately 45 dwellings, public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan, and the following site specific requirements:

1. Delivery of high quality design that pays careful attention to site layout, design and landscaping having regard to the sites location within the Norfolk Coast Area of Outstanding Natural Beauty.
2. Provision of a pedestrian and cycleway route across the site from Holway Road to Morley Hill;
3. Retention of vista across the site towards Morley Hill through careful attention to site layout and building heights, and to minimise the impact on the residential amenities of the dwellings to the north and south of the site;
4. Submission, approval and implementation of comprehensive Surface Water Management Plan and Drainage Strategy ensuring no increase in flood risk to and from the site, and that any SUD's features are to be constructed outside the flow path (west side of the site);
5. Provision of a landscaped buffer around the site boundaries including appropriate landscaping along the western and eastern boundaries, enhancement and extension to existing hedgerows, retention of scrub and grassland and new tree planting within the site and wildlife mitigation and enhancement measures;
6. Provision of suitable access for pedestrian and maintenance purposes across the site from Sheringham Community Centre to Morley Hill;
7. Provision of a pedestrian crossing on Holway Road including a refuge island to provide access to bus stops and schools;
8. Provision of convenient and safe vehicular access directly onto the A1082 (Holway Road);
9. Provision of an additional access via Seaview Crescent;
10. On site delivery of not less than 0.12 hectares of public open space
11. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS)

Policy SH07

Former Allotments, Weybourne Road, Adjacent to Splash

Land amounting to 1.7 hectares is allocated for residential development of approximately 40 dwellings, public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan, and the following site-specific requirements:

1. Delivery of high quality design which pays careful attention to site layout, design, scale and massing and materials with overall building heights not exceeding two storeys in order to minimise the visual impact of the development on the Norfolk Coast AONB and any impact on the defined setting of Sheringham Park Registered Park and Garden;
2. Provision of substantial high quality landscaped frontage along the Weybourne Road and western boundary, including the conservation and enhancement of the landscape features on the site, retention of perimeter trees and hedgerows and the setting back of the development from the Weybourne Road;
3. Provision of convenient and safe vehicular access from the A149 Weybourne Road;
4. Provision of an extension to the 30mph speed limit to cover the whole site frontage;
5. Provision of a 3.0m wide cycleway/footway along the Weybourne Road site frontage, between the site access, eastwards to the swimming pool, and to the residential area to the south;
6. On site delivery of not less than 0.11 hectares of public open space or the agreed payment of an equivalent financial contribution for the extension or improvement of local open space provision;
7. Submission of comprehensive surface water management plan and drainage strategy ensuring no increase in flood risk to and from the site, Provision of a layout setting the development back from the north eastern boundary to avoid encroachment to the pumping station;
8. Provision of a site layout designed to take into account the existing water main within the site;
9. Submission of details to demonstrate the safeguarding of suitable access for the maintenance of water supply infrastructure;
10. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS)

Policy SH18/1B

Land South of Butts Lane

Land amounting to 1.7 hectares is allocated for residential development of a maximum of 48 dwellings, public open space, and associated on and off-site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan, and the following site specific requirements:

1. Delivery of high quality design which pays careful attention to site layout, design, building heights, materials and landscaping having regard to the site's location within the Norfolk Coast AONB, Upper Sheringham Conservation Area, Sheringham Park Registered Park and Garden and their setting;
2. Provision of a scheme for the retention and enhancement of perimeter trees and hedgerows;
3. Provision of substantial landscaped buffer along the western boundary and between the development and woodland to the south to minimise any visual impact from the

- Upper Sheringham Conservation Area and the setting of Sheringham Park and Garden, along with biodiversity enhancements and mitigation measure;
4. Submission of comprehensive foul drainage strategy (standard wording)
 5. Submission of details to demonstrate the safeguarding of suitable access for the maintenance of water supply infrastructure;
 6. Provision of a site layout designed to take into account the existing water main within the site;
 7. Provision of a site layout and design which minimises the loss of amenity to residents of dwellings to the north.
 8. Provision of convenient and safe access from the A1082 (Holway Road) via the existing access road from the development to the east
 9. Provision of on-site and off-site improvements to enable safe cycling and walking connectivity and access to Public Right of Way (PROW) FP27, including provision of footpath and cyclepath connection to Cooper Road;
 10. On site delivery of not less than 0.13 hectares of public open space
 11. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS)

Stalham

Policy ST19/A

Land Adjacent Ingham Road

Land amounting to approximately 2.3 hectares is allocated for residential development of approximately 70 dwellings, public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies within this Plan and the following site specific requirements:

1. Provision of safe vehicle access to Ingham Road;
2. Provision of a 2.0m footway along the full width of the southern frontage;
3. widening of Ingham Road carriageway to 6.0m for the full width of the site frontage;
4. Provision of a Transport Assessment to assess whether off-site highway mitigation works are necessary. Specifically, consideration is required of traffic capacity at any junctions between the site and the A149;
5. Delivery of layout, design and landscaping of the site that respects the setting of the site on the edge of the town and careful attention to building heights and materials;
6. Provision of a suitable landscaping scheme including retention of mature trees and planting of new trees within the site;
7. Provision of appropriate landscape buffering to soften the views from the north of the site;
8. Provision of a Foul Drainage Strategy setting how additional foul flows will be accommodated within the foul sewerage network prior to the commencement of development clear plans should be agreed for any necessary sewerage infrastructure improvements which will need to be confirmed at a project level HRA;(new wording required)
9. Delivery of not less than 0.19 hectares of multi-functional open space together with measures for its on- going maintenance;
10. Site layout and design should take account of the existing water main within the site;
11. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS).

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority

Policy ST23/2

Land North of Yarmouth Road, East of Broadbeach Gardens

Land amounting to approximately 4.1 hectares is allocated for mixed use development of approximately 80 dwellings, not less than 1 hectare of employment land, open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the relevant policies within this Plan and the following site specific requirements:

1. Prior approval of a master plan to address access, mix of uses including the provision of serviced employment land, layout, density of development, landscaping and conceptual appearance;
2. Retention and enhancement of mature trees and hedgerows around the site;
3. Provision of safe highway access from Yarmouth Road, and a pedestrian/cycle link to the developed area to the north to improve permeability;
4. Provision of a Transport Assessment to assess whether off-site highway mitigation works are necessary. Specifically, consideration is required of traffic capacity at any junctions between the site and the A149;
5. No buildings or SUDs features should be constructed in the area of ponding in the South East corner of the site;
6. Provision of a foul drainage strategy setting how additional foul flows will be accommodated within the foul sewerage network, prior to the commencement of development clear plans should be agreed for any necessary sewerage infrastructure improvements which will need to be confirmed at a project level HRA;
7. The layout, design and landscaping, particularly on the eastern and western boundaries of the site, should be implemented in order to protect and respect the settings of the adjacent Listed Buildings and Conservation Area;
8. Delivery of not less than 0.21 hectares of multi-functional open space together with measures for its on-going maintenance;
9. Provision of landscape buffering on the western boundary of the site to mitigate impacts on nearby heritage assets and the Stalham Conservation Area;
10. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS);
11. Delivery of comprehensive development in accordance with agreed phasing which ensures delivery of all aspects of the allocated uses.

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority

Wells

Policy W01/1

Land at Market Lane

Land amounting to 0.7 hectares is allocated for residential development of approximately 20 dwellings, public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies in this Plan, and the following site specific requirements:

1. Delivery of high quality design that pays careful attention to site layout, building heights and materials in order to minimise the impact of the development on the Norfolk Coast AONB;
2. Provision of convenient and safe vehicular access from Home Piece Road to the north, and Market Lane to the west;
3. Retention and enhancement of mature hedgerows and trees around the site boundaries;
4. The submission, approval and implementation of a Surface Water Management Plan ensuring that there is no adverse effects on European sites and greenfield run off rates are not increased;
5. The submission, approval and implementation of a Foul Water Drainage Strategy setting out how additional foul flows will be accommodated within the foul sewerage network;
6. On site delivery of not less than 0.05 hectares of public open space.
7. Upgrading and enhancement of the public right of way (BR23) to the south of the site to provide pedestrian and cycle access, including access from Ashburton Close;
8. Provision of landscaping to the south and west of the site to minimise the visual impact of the development from Holkham Hall Registered Park and Garden (Grade I);
9. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS)

Policy W07/1

Land Adjacent Holkham Road

Land amounting to 2.6 hectares is allocated for residential development of approximately 50 dwellings, 0.6 hectares public open space, and associated on and off site infrastructure.

Planning permission will be granted subject to compliance with the policies of this Plan, and the following site specific requirements:

1. Delivery of high quality design that pays careful attention to site layout, building heights and materials in order to minimise the visual impact of the development on the Norfolk Coast AONB and long distance wider landscape views;
2. Provision of 0.6 ha of high quality public open space including facilities for play & informal recreation;
3. Provision of convenient and safe vehicular access to the site from Mill Road;
4. Retention and enhancement of mature hedgerows and trees around

the site boundaries including provision of landscaping along the northern and eastern boundaries;

5. Provision of cycle and step free pedestrian access from Mill Road through the site and public open space to both Bases Lane and Holkham Road, including footway improvements to a minimum width of 2.0m between the Holkham Road pedestrian and cycle access and the boundary of the property known as 4 Laylands Yard;
6. The submission, approval and implementation of a Surface Water Management Plan ensuring that there is no adverse effects on European sites and greenfield run off rates are not increased;
7. The submission, approval and implementation of a Foul Water Drainage Strategy including details of any off-site mains water reinforcement, enhancements and setting out how additional foul flows will be accommodated within the foul sewerage network;
8. Delivery of a scheme that pays careful attention to design and landscaping to minimise any potential impacts on Holkham Hall Registered Park and Garden (Grade I) to the south and west of the site, and to the Wells Conservation Area directly adjacent to the north east and east of the site.
9. Appropriate contributions towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (RAMS)

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

NORTH WALSHAM WEST CONSULTATION & ENGAGEMENT

Summary: This report provides a detailed update on the public consultation that was undertaken on emerging proposals for growth at North Walsham and outlines the next stages of development brief production.

Recommendations:

- 1. To note the results of the public engagement on the emerging principles in the Development Brief, and;**
- 2. That delegated authority is given to the Planning Policy Manager to progress with the Development Brief work following the Regulation 19 consultation.**

Cabinet Member(s)	Ward(s) affected
All Members	All Wards

Contact Officer, telephone number and email:
Mark Ashwell, Planning Policy Manager, 01263 516325,
mark.ashwell@north-norfolk.gov.uk
Stuart Harrison, Senior Planning officer.

1. Introduction

- 1.1 The report details the consultation and engagement that has been undertaken on emerging North Walsham West Development Brief proposals, and in particular, provides feedback on the consultation exercise that was carried out in May and June 2021.
- 1.2 The report outlines the next stages for North Walsham West taking into consideration the consultation feedback and technical evidence base.

2. Background

- 2.1 The North Walsham Western Extension has been identified as one of the 3 sites to be allocated in North Walsham. At the December 2020 Working Party it was resolved that the Western Extension (site NW62A) should be considered as a preferred option for allocation and should be taken forward into the Regulation 19 stage of the Local Plan.
- 2.2 Officers are in the process of producing a development brief for the Western Extension. The purpose of the Western Extension development brief is to provide a clear framework for the development and inform any planning application and it will set out site-specific principles to guide development proposals. This will help ensure that any development on the site is appropriate and meets the aspirations and needs of the local community, stakeholders and the requirements of the Local Plan.

- 2.3 Preparation of the development brief for the Western Extension is a collaborative process between the council, landowners and local stakeholders. The development brief will be worked up over multiple iterations, however, it will ultimately progress through a statutory process, leading to formal adoption as a 'Supplementary Planning Document' (SPD). Legally, SPDs do not form part of the Local Plan itself and they are not subject to independent examination, however, they are material considerations in the determination of planning applications. Prior approval of a Development Brief **before** any development can proceed on the site is a policy requirement of the Draft Plan.

3. Regulation 18: First Draft Local Plan Consultation

- 3.1 The Council undertook a major consultation exercise at the formal Regulation 18 stage on an emerging First Draft Local Plan and a range of supporting documents in May and June 2019. This consultation included presentation of the draft proposals for the site allocations including the sites in North Walsham.
- 3.2 The 2019 consultation included an all-day engagement event that was held at the Community Centre, which was attended by over a 150 people. In addition, 27 specific comments were received from members of the public to the draft North Walsham West proposals via the consultation portal.
- 3.3 The responses and the feedback from the public, Town Council and stakeholders from the 2019 consultation have helped shape the next iteration of proposals for North Walsham West.

4. Communication & Engagement with Stakeholders

- 4.1 Over the course of 2020/21, officers held a number of meetings with key stakeholders including the Town Council, Regenerate North Walsham and other local groups.
- 4.2 There have also been regular meetings with the Highway Authority regarding emerging highways proposals, including the joint commissioning of evidence to examine the feasibility of the development in highways terms and particularly the delivery of a new link road.
- 4.3 These meetings and the constructive engagement and dialogue greatly assisted in the development of the principles that would form the basis of the recent consultation in 2021. Some of the key principles around high quality design, walkable streets and the design of the link road were directly informed by the input and suggestions of stakeholders.

5. Local Plan Website and Newsletter

- 5.1 The public have been kept informed of progress on the Planning Policy web pages and through the Local Plan newsletter that is distributed to all persons and organisations included on our consultation database.

6. The 2021 North Walsham West Consultation

- 6.1 A consultation on the high level principles for North Walsham West ran from 24th May to 24th June and this was a web based consultation, supported by a number of technical

and stakeholder workshops. It presented an illustrative Master Plan of the site (described as one option) an overarching Vision and a set of topic based objectives intended to inform the detailed content of the subsequent Brief.

6.2 Publicity and communications

6.3 The consultation was supported by a range of publicity, social media posts and press releases organised by the NNDC Communications Team. An extract of the Facebook engagement impact provided by the Communications team can be seen below in *figure 1*.

6.4 This Facebook interaction demonstrates the positive, and effective social media engagement, with the post reaching 10,286 people, and 2,632 direct engagements. The interactions with the post itself show a very healthy engagement rate with the content - as 344 people directly clicked on the link to the consultation website.

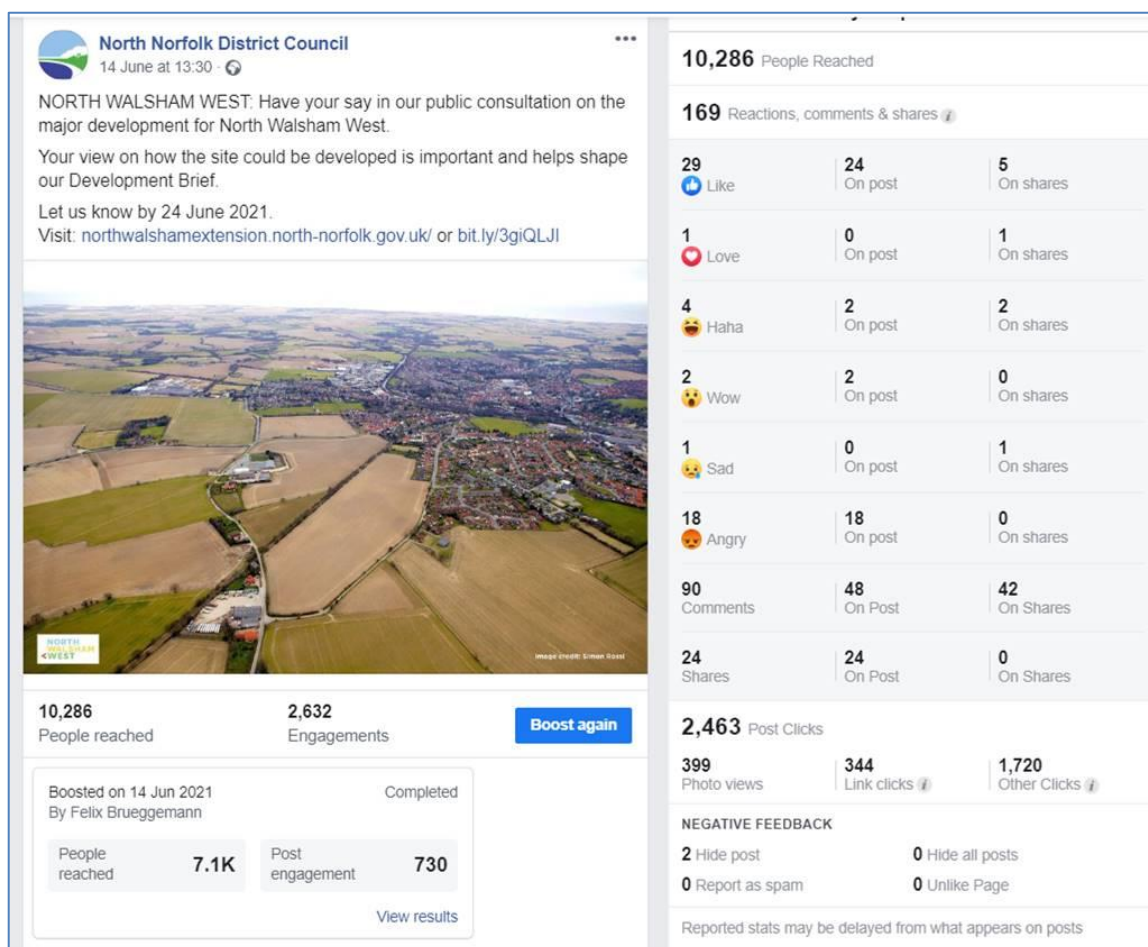


Fig. 1: Facebook engagement report extract

6.5 The consultation event was also publicised with publicity posters located on Town Council notice boards and in prominent locations around the town.

6.6 A number of news articles appeared in the North Norfolk News and Eastern Daily Press including the online editions which provided direct links to the consultation website.



6.7 Consultation Website

6.8 During May/June 2021 the country was still part way through the Government's 'Roadmap out of lockdown' provides a four-step approach that offered a route back to a more 'normal' and unrestricted life and way of working. However, the ongoing restrictions and wider public caution meant that face to face public events, where members of the public are invited to 'drop in', where still not possible or recommended.

6.9 Officers produced a bespoke Western Extension engagement website that presented the high level information regarding the key themes for the development brief. The information was presented on the website arranged around the following key themes and areas:

- The Vision
- Homes & Housing
- Environment & Climate Change
- Transport & Movement
- Green Infrastructure & Open Space
- Design Quality
- Community Facilities & Employment
- Infrastructure



Fig.3: The North Walsham West website front page

6.10 The website included an Illustrative Plan which demonstrated one way in which the various uses on the site could be laid out. It showed the potential alignment of the main street which passes through the development, and beyond, to provide a new route to North Walsham Industrial Estate.

6.11 The illustrative plan suggested that the site might be developed in three of four character areas, with the central area containing key facilities such as a new Primary School, possible health facilities and a small shopping area to provide a focus to the development. The emphasis would be on walking and cycling so that all residents would enjoy safe and attractive access to all of the facilities on the site, the adjacent town and adjoining countryside.

6.12 Stakeholder virtual meetings

6.13 A number of meetings were arranged with local stakeholders (e.g. the Town Council), landowners and technical specialists. These meetings covered general principles for the site, including highways design and green infrastructure, climate change and open space. The Town Council and other local stakeholders had first sight of the proposals in advance of the consultation.

7. Consultation representations

7.1 The highly effective publicity and promotion of the North Walsham West consultation resulted in a significant amount of visitation to the consultation website and, in turn, resulted in over 430 responses to the consultation portal, which covered numerous topic areas. For example, although there were 57 direct responses to the 'Transport and Movement' section,

there were actually over 200 transport related comments as many respondents tended to discuss multiple topic areas within a singular response.

7.2 In general, people understood and appreciated the basis for the consultation and although there were negative comments, including some vehement objections, people did focus their representations on what they would like to see on the site, the potential impact of proposals and on wider mitigation measures.

7.3 The following sections detail the numbers of responses received and summarises the main areas of feedback. This report also details how the consultation feedback is to be considered and how suggestions will be taken forward as proposals develop.

Number of individuals who responded	Number of topic area comments
180 people (including those representing organisations) responded to the consultation via the website consultation portal.	In turn they made 434 specific comments to the sections on the website. e.g. an individual may have commented on all the sections on the site (which was the approach we encouraged).

Table 1: total number of representations

Subject Area comments.		Total number of related comments (by key word).
The Vision	76	N/A
Environment & Climate Change	32	Environment – 49 Sustainable – 39 Climate Change – 14
Homes & Housing	49	Community – 57 Affordable – 43
Transport and Movement	57	Traffic – 110 Transport - 32 Cycling – 21 Walking – 18
Green Infrastructure and Open Space	26	Countryside – 33 Wildlife – 31 Habitat – 16 Open Space – 14 Horse riding/Equestrian – 24 Weavers Way – 25
Design Quality	13	Design – 35
Community Facilities and Employment	44	Before/First – 81 Jobs – 19 Employment – 25
Infrastructure	27	Infrastructure – 74 Facilities – 66 Services – 36 School – 63 Doctors – 52 Dentist – 42 NHS – 24 GP – 10 Shops – 18 Water – 20
Illustrative Plan	44	N/A
About this consultation	33	N/A

Table 2: number of comments by topic area and keyword

8. Subject area summaries and potential response to the consultation

8.1 The table below at 8.3 summaries the main points from the consultation.

8.2 The tables also include an outline of the proposed response. In particular, how the representations are going to inform the next stage of the process or by providing information on how the evidence and further work will influence certain issues.

8.3 The Vision
<ul style="list-style-type: none"> • A number of representations welcomed the Vision, however, there were concerned that the potentially ambitious elements will not be delivered. • There are concerned that the development will be a separate community on the outskirts of town and will have a detrimental impact on the town. • The vision should focus more on the environment and infrastructure delivery. • The vision should have a stronger focus on mitigation and benefits for the existing community.
The proposed response
<ul style="list-style-type: none"> • It is important that the Vision sets out a clear and ambitious strategy for development on the site. The Vision will go through ongoing iterations to ensure it continues reflects the overarching strategy for the site.
8.4 Environment & Climate Change
<ul style="list-style-type: none"> • The development (including construction) will not be carbon neutral. • New homes must be built to the highest standards of energy and water consumption. • Homes should aim for passive standard. • Habitats on the development must be planned for at the outset. • There should be extensive tree planting on the site. • Impact of the development on existing wildlife will be significant. • Swift boxes, hedgehog houses and runs, etc., need to be included. • Development should consider light pollution and the impact of such on wildlife. • The development will have an impact on nearby SSSI's and European sites. • The development should build less roads and not prioritise the car. • Solar power and all renewable energy sources should be considered. • Brownfield sites should be used first. • The Battlefield Site should be protected. • There should be EV charging points through-out the development. • Existing trees and hedgerows should be protected. • The site must promote cycling and walking. • Concern that there will be an increase of trespass and damage to the neighbouring land.
The proposed response

<ul style="list-style-type: none"> • A number of the policies in the emerging Draft Local Plan are promoting high levels of sustainability in relation to building construction, sustainable energy, EV charging, water management and the natural environment. • We will be commissioning specific work for North Walsham on the enhancement and provision of Green Infrastructure. This strategy will underpin the Development Brief and Design Code to ensure that habitat creation, the environment and cycling & walking are at the heart of the placemaking and development principles for North Walsham West. • The Development Brief and Design Code will put a strong emphasis on the environment, green infrastructure and sustainable transport principles.
8.5 Homes & Housing
<ul style="list-style-type: none"> • Homes have to be built to the highest environmental standards to reduce carbon emissions. • There should be a high level of social housing to accommodate local people. • There should be provision of 4 bed affordable housing. • The needs of the elderly, disabled and those with special needs should be considered. • The 15% affordable homes percentage is too low. • Bungalows should be provided for those less mobile. • All homes on the development should be for local people. • The special care housing is welcomed but there should also be provision of day & community centres. • Affordable homes should be peppered potted through the development. • Shared ownership or starter homes should be provided for those who want to buy a house and not rent.
The proposed response
<ul style="list-style-type: none"> • We will ensure that we have the most up to date information and evidence to inform the housing types, size and tenures to meet the locally identified need – including the level of affordable housing provision. • A minimum of three sites within the development will be for specialist care facilities including for the elderly and others requiring day-to-day care. At least half the homes built will have three bedrooms or fewer. • National standards of construction are improving but North Norfolk wants to go further and ensure all new homes significantly reduce their impact on climate change. We also want homes to be fit for modern lifestyles and to provide space for wildlife such as bird, bat and hedgehog habitats.
8.6 Transport and Movement
<ul style="list-style-type: none"> • The idea of the link road acting as the main street is welcomed but needs work to ensure it is not dominated by HGV's and through traffic. • The main road should go around the outside of the development – keeping the bulk of the traffic out of the residential area. • The provision of the northern link to the industrial estate is costly and unnecessary for the predicted volume of traffic. • Concerns over existing network capacity, congestion and traffic • Existing road network in town centre is medieval and cannot cope • Link Road will not be delivered (early or at all)

- Aylsham Road requires significant mitigation and removal of HGV's as a minimum
- Cycle links into town are poor
- No provision for horse riders as part of proposals
- Link Road should be provided first and at the outset
- Impact on traffic in neighbouring villages and further afield – such as Coltishall and Wroxham.
- Traffic speeds should be limited to 30mph on the main road.
- The infrastructure for cycling and walking has to be high quality.
- Links to the rail station need to be improved together with the services.
- Public transport through the site needs to be a priority.
- Roundabouts and traffic lights need to be provided to ensure good traffic flow at key junctions.
- Secure cycle parking needs to be installed in the houses and at the train station.
- Cycle routes should be improved to all existing services such as schools 7 supermarkets.
- The Link to the industrial estate should go in first to improve HGV traffic in the town at the outset.
- The public transport system generally needs massive improvements to provide more frequent services to reduce car dependency.
- Rather than the proposals for Bradfield Road – the existing rail bridges should be raised.
- The Weavers Way will be significantly impacted by the new road and priority should be given to how the Weavers Way crosses the road for pedestrians and cyclists.

The proposed response

- Cycling and walking and sustainable transport will be a key and up front consideration in the development brief work. Design work will be focused on making North Walsham West a walkable place and to reduce the dependency on car travel.
- We are commissioning further transport studies into the feasibility of the whole link road. Initial evidence suggests that the provision of the Link Road will mitigate some of the impact of the development and will improve some of the existing transport issues. North Walsham West does provide an opportunity to address some of the long standing traffic issues in the town – potentially Aylsham Road, traffic through Station Road & Mill Road and the low bridges.
- We have a close partnership working with NCC Highways and partners such as Active Norfolk.

8.7 Green Infrastructure and Open Space

- Should be more reference to wildlife and the creation of corridors for wildlife movement.
- Proposals should include access routes for equestrians.
- The Weavers Way should be provided as a linear park – rather than a constrained corridor.

- A 1ha town park appears to be inadequate for the size of the development.
- The Weavers Way is currently not a public right of way and should be dedicated as a route for all non-motorised users.
- New open spaces should be registered as Town Greens.
- There is an opportunity to provide high quality green infrastructure that provides a recreational facility, improves biodiversity and takes pressure off existing sensitive sites.
- The proposals should provide attractive green buffers between the development and the existing residential areas.
- The public rights of way should be protected through the site and run uninterrupted through the development and across the link road.
- Disabled access and access for those with mobility issues should be integrated into the proposals and principles.
- The new town park should be made big enough to meet the needs for all the new residents.
- Facilities should be provided for older children and teenagers.
- Inclusive play parks should be provided for all of the North Walsham Community.
- A creative approach to new sporting facilities should be adopted with consideration for a range of sports and not just football.
- Need for other sports facilities – such as hockey, cricket and tennis.
- Dog walking routes and plenty of dog bins throughout the development need to be provided.
- Keeping the football club and the proposed expansion is welcomed.
- Should be a green buffer between the development and the countryside.
- There should be an emphasis on native tree planting.

The proposed response

- A Green Infrastructure Strategy for the site will outline how North Walsham West will provide an integrated network of spaces, improve walkability, and enhanced biodiversity. Garden layout and design, together with amenity greenspace and landscape planting will all contribute to the site wide green infrastructure strategy. This strategy will take into account all of the representations that we have received from the public and stakeholders including working with the British Horse Society on equestrian access and with disability and mobility groups on inclusive access.
- We will work with local and national sports bodies to ensure the development provides a rich mix of opportunities for a range of sports.
- North Walsham West will deliver enhancements to access existing Public Rights of Way and access routes such as Weaver's Way and Paston Way, as well as enhancements to recreational opportunities in the local area to attract residents and local visitors. The Weavers Way is a vital resource for the town and a strengthened linear park focussed around the route is a concept that will be considered.

<ul style="list-style-type: none"> • It will deliver large scale open space and integrated green infrastructure as a core feature of the site to provide recreational opportunities and delivery on biodiversity net gain. • Landscape buffers on the countryside edge and on the edge of existing residential areas will also be considered as part of the overall design and landscaping strategy.
<p>8.8 Design Quality</p>
<ul style="list-style-type: none"> • New development must integrate with the town. • Should be a green/landscape buffer between new houses and old. • New homes should have generous plots and off road parking. • The houses should be ‘Listed Buildings’ of the future. • There should be a focus on internal space that works for families. • The design should fully incorporate ‘green’ design features such as living walls and green roofs. • There should be public art through-out the development – local sculpture and art works. • The development should put North Walsham ‘on the map’ for innovative and exciting architecture. • The design code should have consideration of the character of existing areas – e.g. the low high properties at Skeyton Road. • Will high design standards come at a reasonable cost? • Design should enhance local vernacular and reinforce the character of North Walsham. • Planting trees, hedges and bushes will enhance design and improve the environment. • The design should be bold and innovative and not full of generic off the shelf housing.
<p>The proposed response</p>
<ul style="list-style-type: none"> • Three significant documents will be produced that will provide the detail and clarity on design and placemaking at North Walsham West. • The Development Brief and Masterplan will set out the parameters of what is expected both in spatial terms and for development character. • The Green Infrastructure Strategy will detail how the green spaces, landscaping, access routes, drainage solutions and habitat creation will all provide a cohesive and overall green and environmental emphasis to the development and design. • Finally, the Design Code will provide more detail on what is expected in terms of residential development and non-residential development. It will define the key character areas such as the main residential street (Link Road), Local Centre and Squares and Streets. • Formulation of these documents should take into account the varied and constructive comments that we have received and build on this consultation with further engagement on design and placemaking.
<p>8.9 Infrastructure, Community Facilities and Employment</p>
<ul style="list-style-type: none"> • A Community Hub for the Development including smaller shops, a Primary school and medical/NHS dental facilities is generally supported I f delivered.

<ul style="list-style-type: none"> • All Infrastructure should be provided early or first. • Existing key services are already overstretched. • Will have a negative impact on existing services in the town centre. • The existing Doctors surgeries and dentists are already under pressure and not meeting needs. • Need for new petrol station. • There is need for a new supermarket and retail park. • Need for a new GP Surgery & Dentist on the site. • Impact on water pressure & drainage. • New community facilities are not needed – the existing are all underfunded and underutilised. • There are vacant industrial units and land on the industrial estate – more are not needed. • A new sewage plant is required. • It is unrealistic to provide employment land as there are unlikely to be any large scale employers coming to the area. • A new community centre should be built and particularly facilities for toddler groups, day care and youth clubs. • The Council needs to hold the developers accountable for the delivery of the infrastructure. • Will there be adequate super-fast broadband? • Plans should be in place prior to development for the funding of the infrastructure. • Previous developments in the town have not delivered the promised infrastructure.
<p>The proposed response</p> <ul style="list-style-type: none"> • We have a strong understanding of the issues and constraints and will work with partners and providers – so we fully understand what North Walsham West has to provide. We are having ongoing dialogue with education, libraries, utility companies and Anglian Water (amongst others). • There are no significant constraints or hindrances identified as far as infrastructure provision is concerned. • On health specifically. We are continuing to liaising directly with the NHS, Primary Care Trusts and have a very constructive dialogue and process in place to consider health and care needs in detail. North Walsham West cannot provide the funding for doctors, dentists and nurses – but it will provide the land and potentially the buildings and make sure it is delivered in an appropriate way.

9. Technical Evidence update

9.1 The 2020 Link Road Feasibility Study provided a high-level traffic assessment was prepared to inform the proposed new growth in the emerging Local Plan in North Walsham. This study focused on the feasibility of delivering a Western Link Road (WLR) around the town, linking Norwich Road, Cromer Road and the industrial estate.

- 9.2 The report concludes that there will be a significant amount of new traffic associated with the sites proposed for allocation in the emerging Local Plan. However, the WLR is expected to alleviate the majority of the traffic impacts that the growth could cause.
- 9.3 Additionally, the WLR is expected to solve some of the existing routing issues for HGVs caused by the low bridges in the town. This high-level study suggests that the WLR should provide a northern link along Link Road and Bradfield Road to connect with the industrial estate to deliver the maximum transport benefits for the town.
- 9.4 In summary, the 'link road' will provide a new road from the B1150 Norwich Road north west across Skeyton Road towards Aylsham Road. This new road will continue towards Cromer Road. New junctions will be provided at the key road connections and the road will be designed in such a way that will provide a route for all types of vehicles. The northern section of the link road will look at upgrades and widening of the existing Bradfield Road, access over the railway and a new highway entrance and road into the proposed expanded western edge of the industrial estate.
- 9.5 In 2021 NNDC and Norfolk County Council jointly commissioned a stage 2 highways feasibility report to examine in more detail the feasibility of the link road from Cromer Road through to Cornish Way & Folgate Road including the capability of the Bradfield Road rail bridge to accommodate the potential re-routed HGV traffic associated with the link road route from Cromer Road to the industrial estate (and the town centre) and considers wider impacts on the highway network.
- 9.6 The report also considers the feasibility of providing a new access and road off Bradfield Road into the industrial estate with upgrades to the existing Cornish Way which are required to provide the final section of the link road that would connect into the industrial estate and the wider highway network.
- 9.7 The Bradfield Road HGV route would be the promoted and preferred for high sided vehicles that cannot use the Norwich Road (at 3.9 metre) or Cromer Road (4m) low rail bridges. 5.03m is the normal minimum clearance under highway bridges in the UK and any bridges under this height require signing as a 'low bridge'.
- 9.8 Aylsham Road rail bridge is 4.8m high (still classified as a 'low bridge') and is the usual route for high sided vehicles into the town, however, some vehicles may still be too high/wide for Aylsham Road and there has been bridge strikes in the recent past. A significant section of Aylsham Road between Howlett Close and Cherry Tree Lane is narrow and has no footways necessitating pedestrians, cars and HGV's to 'share' the narrow carriageway. Furthermore, a number of the frontages of the properties along Aylsham Road are close to the carriageway.
- 9.9 **Bradfield Road Rail Bridge Options**
- 9.10 Bradfield Road provides a link from Cromer Road, over the railway line to Lyngate Road. The existing bridge appears to be the original Victorian (circa. 1870) structure built at the time of the railways construction. It is of brick construction with a single carriageway over the bridge deck. It currently has no usage restrictions on types of vehicle, length, height or weight and all users, including pedestrians, have to use the single carriageway with care on the approaches and whilst crossing.

- 9.11 There are a number of options that can be considered regarding the routing of traffic over the Bradfield Road rail bridge, namely:
- **Option 1: Do minimum to existing bridge.** This option is considered the “low cost option” where the existing highway bridge over the railway is used without structural modification, however this would permit single lane traffic across the bridge with the addition of traffic signals on the approaches on Bradfield Road.
 - **Option 2: Structural improvements to existing bridge.** This option would seek improvements to the parapets, potential new segregated pedestrian bridge constructed and potential bridge structure improvements.
 - **Option 3: New bridge at Bradfield Road.** This option would mean the construction of a new bridge built to modern highway design standards. This structure could be built on the line of the existing bridge or ‘off line’. This option would require a significant land take as the approach ramps could be up to 200m long on either side in order to reach the design standard gradient and deck height. The ‘off-line’ option could significantly impact on the potential to deliver employment or housing growth in the area, but would deliver a ‘future proof’ new road infrastructure.
- 9.12 The proposed allocations in the new local plan will safeguard the land required to deliver the physical improvements on the ground. The preferred option for the rail bridge needs to consider the likely volume and type of traffic that will use the Bradfield Road bridge, the structural integrity and safety improvements that would be required to make the bridge suitable all balanced against the financial and viability constraints.
- 9.13 In the officers’ view, the highways evidence suggests that the northern, Bradfield Road, section of the link road is technically feasible. What will need to be examined further as the development proposals are progressed in more detail and work through the planning process is the exact nature of the interventions required along the link road, exactly what type of infrastructure is required and how this is to be delivered and funded through the planning process.
- 9.14 It is expected that as North Walsham West development moves towards the planning application stage that further highways evidence such as traffic counts and modelling will be refined to inform a site specific Transport Assessment for the site. The Transport Assessment will not only consider the car and motor vehicle elements of the development but will also consider how sustainable transport will be enhanced to facilitate sustainable local journeys within the development, and into town, and ultimately influence a modal shift from the car to cycling and walking and public transport.
- 9.15 **Development Brief Update**
- 9.16 In June this Council submitted a bid for UK Community Renewal Funding. This bid requested funding of £600k and would have funded the Development Brief and Design Code work together with a number of technical reports on drainage, natural environment & green infrastructure, an archaeology study of North Walsham Battleground and feasibility

reports on health, libraries and education. The outcome of this funding round was due to be announced end of July 2021.

- 9.17 The decisions on the UK Community Renewal Funding were not announced until early November and unfortunately, the Council was unsuccessful in its funding bid for the North Walsham (and Fakenham) projects. The Council have stated *“We will now need to discuss with local partners in Fakenham and North Walsham our collective capacity to take forward any elements of the proposed programmes in each town without Government funding.”*
- 9.18 This uncertainty on funding did have an impact on the timing and delivery of work for the Development Brief. The work on the development brief will recommence following the Regulation 19 Local Plan consultation in consultation with stakeholders such as the Town Council.
- 9.19 **Landowner and site promoter Update**
- 9.20 The landowner consortium that controls the majority of the land between Cromer Road and Norwich Road is in advanced stages of securing an agreement with a developer and site promoter partner. This developer and site promoter will commence their technical work in the new year and are eager to start direct engagement with the town council and other local stakeholders.
- 9.21 The imminent appointment of the site promoters is a positive step forward and demonstrates that North Walsham West is seen as an attractive proposition for the development industry. Officers have already built a constructive relationship with the prospective site promoters which has built on an excellent working relationship with the landowners and their agent.

10. Conclusions

- 10.1 The Council undertook a successful and worthwhile public engagement on emerging principles for North Walsham West in June. The response from the public and stakeholders was significant and provided a great deal of useful and constructive input. This input will shape how the proposals are taken forward through the development brief process.
- 10.2 On the highways evidence presented to date it is technically feasible for the Bradfield Road section of the link road to be delivered, however, what the exact bridge infrastructure will be will be determined when further, detailed, technical evidence is developed during the planning process.
- 10.3 Officers remain confident that the appropriate course of action is the allocation of North Walsham West and the continuation of the Development Brief work through-out 2022. This does mean that a development brief (or a draft) will not be available at the time of the Regulation 19 consultation on the new Local Plan. However, the response to the emerging principles provided to the public suggest that the councils approach to development, design and infrastructure is correct and moving forward. Furthermore, the existing technical evidence and the imminent appointment of site promoters all provide a high level of confidence on the delivery of North Walsham West during the plan period.

11. Recommendations

- 11.1 **To note the results of the public engagement on the emerging principles in the Development Brief, and;**
- 11.2 **That delegated authority is given to the Planning Policy Manager to progress with the Development Brief for North Walsham West following the Regulation 19 consultation.**

12. Legal Implications and Risks

- 12.1 There are no legal implications associated the production of the North Walsham Western Extension Development Brief.

13. Financial Implications and Risks

- 13.1 There are financial implications in relation to the production of the Development Brief and associated technical workstreams as detailed above. Some of the costs associated with the delivery of these elements of work are expected to be delivered through existing budgets.

DRAFT LOCAL PLAN – PRE-SUBMISSION VERSION CONSULTATION, COMMUNICATIONS & ENGAGEMENT PLAN

Summary: This report seeks to agree the consultation arrangements for the Pre-Submission Version of the Draft Local Plan.

Recommendations: **That Working Party agree the Communications & Engagement Plan as the basis for conducting Regulation 19 public consultation on the Draft Local Plan and supporting documents.**

Cabinet Member(s)	Ward(s) affected
All Members	All Wards

Contact Officer, telephone number and email:

Mark Ashwell, Planning Policy Manager

Mark.ashwell@north-Norfolk.gov.uk

Chris Brown, Project Support Officer

chris.brown@north-norfolk.gov.uk (01263 516318)

1. Introduction

- 1.1 This report presents a programme of community engagement for the Draft Local Plan Consultation. The report details what has already been undertaken, what we are required to do in the plan making regulations, and what we propose to do in order that those with an interest in the Local Plan have the opportunity to engage in this important stage of the process and are suitably informed.

2. Background

- 2.1 The way in which Local Plans are to be prepared is specified in regulations. There are two specific regulatory stages of public consultation referred to as Regulation 18 and Regulation 19.
- 2.2 The Local Plan review was initiated in May 2015. A number of consultation events took place at the time as part of the launch, including an 8-week Regulation 18¹ consultation entitled ‘Subjects of the Local Plan’. The principle purpose of that consultation was to *notify* specific consultees of the Council’s intention to prepare a Local Plan and to invite representations as to which subjects the Local Plan should address. This was a high-level consultation which did not at that stage include any details of proposed policies.

¹ Regulation 18 - The Town and Country Planning (Local Planning) (England) Regulations 2012

- 2.3 A second period of formal public consultation took place over an eight-week period in May and June of 2019. This sought feedback from the community and statutory consultees regarding the emerging content of the First Draft Local Plan and presented drafts of the proposed policies, provisional preferred development sites in the larger towns and four selected villages (Mundesley, Ludham, Briston and Blakeney) together with details of all the alternatives considered. As well as the Draft Plan and alternative options, the Council published a large number of supporting documents including a comprehensive library of evidence and a number of background papers explaining various aspects of the Plan.
- 2.4 Over the last 18 months the Planning Policy and Built Heritage Working Party has considered the representations made and a substantially modified version of the Plan responding to consultation comments has been produced.

3. Regulation 19 : What we are now required to do?

- 3.1 Local Plan consultation is informed by an adopted Statement of Community Involvement (SCI). This lays down the ground rules for public engagement both when preparing Local Plans and dealing with planning applications and is informed by national policy and legislative processes. The latest and most up to date SCI was adopted by Cabinet on 5 January 2016. **This is the adopted document that guides officers, members of the public and the Planning Inspectorate** around the level of engagement the council will undertake. The engagement programme outlined in this report is designed to meet and exceed the objectives of the SCI and to ensure we obtain as much constructive feedback from the community as is possible within staff and financial resource constraints.
- 3.2 At Regulation 19 stage the Council has produced a Plan which it considers meets the formal tests of soundness and is suitable for submission for independent examination. The Council is essentially saying that subject to successful examination it is the intention to adopt this version of the Plan. Prior to this examination, the Plan is subject to public consultation and interested parties are invited to comment on the soundness of the Plan, and if thought unsound, how it should be modified. Representations made at this stage are considered by an Independent Inspector rather than the Council, although if the Council considers further changes are desirable it can invite the Inspector to incorporate a list of scheduled modifications. If substantial issues are raised the Council would need to withdraw the Plan from Inspection, make changes, consult further, and then resubmit.
- 3.3 It is important to note that at this stage the representations made must relate to the soundness and legality of the Plan. This means that those making representations must state why the Plan is unsound or unlawful and how it should be modified. The soundness tests are:
- has the plan been positively prepared;
 - is it justified by proportionate evidence;
 - will it be effective; and
 - is it consistent with national policy.

4. Communication & Engagement Plan - Draft Plan Submission Consultation

- 4.1 The proposed approach to consultation and engagement is divided into three areas:

- a) promotion before and during the consultation period
- b) document production and availability
- c) consultation process

a) promotion before and during the consultation period

4.2 The consultation will be promoted by officers and the Council’s communication team through a variety of methods including media releases, social media, the use of newsletters, posters and events in person. The details are outlined in the following table:

Table 1 - Proposed Reg 19 Consultation Arrangements Promotion

Promotion Task (Intended)	Involving	Proposed implementation
Launch Events	<ul style="list-style-type: none"> • Members Briefing – All Members offered the opportunity of a briefing to explain the highlights of the Local Plan and the consultation arrangements. 	Late Dec/Early January - date TBC
Local Plan Newsletter (Task 1)	<ul style="list-style-type: none"> • All on Consultee Database (including all Parish & Town Councils and All Members) advising of consultation dates and arrangements. 	Mid Dec
Targeted Letters	<p>The Consultation Database contains details of those individuals and interested parties that have registered to receive direct updates such as developers and agents (currently 1750 individuals and organisations). It also includes organisations representing a range of those considered harder to engage and all of the statutory bodies.</p> <p>Targeted letters / statutory notices with relevant information will be send advising of the start, duration and how to be involved in the consultation .</p>	Start of consultation
News Release Comms Team to issue 2 x news releases prior to and during the consultation	<ul style="list-style-type: none"> • EDP, North Norfolk News, Fakenham & Wells Times, Fakenham Sun • Radio Norfolk, Heart, North Norfolk Radio, KLFM • Look East, Anglia News, That’s TV Norfolk • Just Cromer, Just Holt, Just North Walsham, Just Sheringham, Just Wroxham & Coltishall, North Norfolk Post, Cromer Times, NW Times, Holt Chronicle, Sheringham Independent, Norfolk On My Mind • Town & Country News 	1) Mid Dec 2) 2 weeks prior to close of consultation
Paid Advertising Sponsored Ads Comms Team	<ul style="list-style-type: none"> • Facebook / Instagram (may be seen by a younger audience + local organisations) 	Mid Dec
Consultation Notice / Poster Distributed to P&TCs + Members for placement in the locality.	<ul style="list-style-type: none"> • Parish notice boards / parish meetings 	Mid Dec

Social Media NNDC posts throughout the consultation period	<ul style="list-style-type: none"> • Facebook / Instagram • Twitter 	Mid Dec
Other information outlets to be utilised	<ul style="list-style-type: none"> • NNDC Home Page • Staff Intranet • Members Bulletin • NNDC Local Plan Web Page • NNDC News Page • NNDC 'Council Consultations' web page 	Throughout consultation

b) Document production and availability

4.3 The consultation includes a number of statutory documents and further background papers and supporting evidence. It is not practical or cost effective to print hard copies of all material. The consultation documents are written and published using a bespoke online publishing software and Consultation Portal. In-line with this, modern working practice, efficiency and as advised in the National Planning Policy Framework, consultation responses will be encouraged through the online portal. All electronic documents will be available on the council's website. A number of hard copy documents however will be produced of the main statutory consultation documents. Those wishing to make paper representations will be enabled to do so.

4.4 The details of physical consultation materials are outlined in the table below:

Table 2 - Proposed Consultation Materials

Document	Details
Main Consultation Documents	Copies of main consultation documents will be printed and made available at advertised consultation points.
Newsletter	Primarily distributed by email / online. Copies will be printed and distributed to: <ul style="list-style-type: none"> • Members • Libraries (including Mobile Libraries where in service) • Council Offices
Comments Form	Those wishing to make comments will be directed to the online method. Copies of paper representation forms will be available on request at Council offices, libraries and by post on request.

6. Other Considerations

Consultation Period

6.1 It is proposed that the consultation period lasts for eight weeks. Officers are currently working to a commencement date of 10th January 2022.

7. Supporting Evidence

- 7.1 It is a legal requirement that at each stage of production the Plan is subject to Habitat Regulation Assessment. This has been completed for each of the earlier drafts and a similar process is required to be undertaken before consultation commences. Now that a final set of policies and site proposals have been agreed, and to reflect the recent changes in the housing market, an up to date Viability Assessment has been commissioned. It is not expected that either of these will necessitate any further significant changes to the Plan.

8 Recommendation

1. That Working Party agree the Communications & Engagement Plan as the basis for conducting Regulation 19 public consultation on the Draft Local Plan and supporting documents with consultation commencing on the 10th of January.

2. That the Working Party delegate any further minor changes to the Plan arising from the Habitat Regulation and Viability Assessments to the Planning Policy Manager in consultation with the Chair of the Working Party.

9 Legal Implications and Risks

- 9.1 The Local Planning Regulations require consultation at this stage of the Local Plan process). A meaningful and well promoted engagement plan strengthens the Council's ability to demonstrate compliance with the NPPF and related conformity tests at the examination stage. The Council is keen to hear views from the public and business sectors in order to help shape a robust Final Local Plan for independent examination.
- 9.2 A recent presentation by the Consultation Institute highlighted examples where Local Planning Authorities (LPA's) have been ruled against in High Court Appeals. The Institute's main message was that following the Regulations is not always enough and there are High Court case law examples where LPA's have been found to have not consulted adequately. The key points are that in undertaking consultation the Council should demonstrably:
- Be open to influence (evidenced by post-consultation reports including officer comments)
 - Give sufficient information (evidenced by implementing a communications and engagement programme and through the content of consultation documents)
 - Give sufficient time (evidenced by meeting the regulations and SCI minimum time requirements)
 - Demonstrate conscious consideration (evidenced by post-consultation reports including officer comments)
 - Must demonstrate alternatives to a proposal (evidenced by the 'Alternatives Considered' document).
- 9.3 The above considerations are based on the 'Gunning Principles' which apply to all UK public consultations and this communications and engagement plan is designed to help mitigate the risks of Local Plan delay due to a failure in the above points.

9.4 Once the promotional tasks in this Plan have been initiated there is a risk of reputational damage should the Council delay or abandon the consultation.

10 Financial Implications and Risks

10.1 Failure to undertake plan preparation in accordance with the regulations and NPPF is likely to render the plan 'unsound' at examination and result in the need to return to earlier stages. Substantial additional costs would be incurred.

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