NORTH NORFOLK

# Local Development Framework

# Monitoring Report
2018-2019

## Covering the period
## 1 April 2018 to 31 March 2019

Annual Monitoring Report Final (2019)v1

January 2020

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## Appendices





# 1 Introduction

## Purpose of the Monitoring Report

1.1 This report presents key facts and figures relevant to the North Norfolk District Area. It identifies the types and quantities of development which took place between **1 April 2018 - 31 March 2019**, compares this to previous years and presents information on the progress of the development of the emerging Local Plan (2016- 2036). It also includes some information used in the development of the emerging Local Plan. The content allows the Council and others to monitor the progress that is being made in meeting a range of targets and test the effectiveness of policies contained in the adopted Core Strategy.

1.2 Monitoring progress of adopted and emerging planning policies, and the performance of these policies is critical to the process of "plan, monitor, review" which underpins the existing Local Development Framework and which helps to inform the new Local Plan. It ensures the early identification of issues and provides a clear mechanism for checking that targets have been met. The main purposes are:

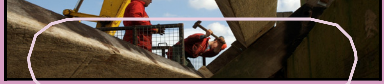
- To establish what is happening and to anticipate what might happen.
- To assess how plan policies are performing. Are they having any unintended consequences?
- To establish whether policies need to be changed and inform the development of new policies.

1.3 The process is linked to a set of targets and performance indicators, each of which are related to key policy objectives.

## Structure of the Report

1.4 Previous reports in this series have reported on a wide range of long term contextual indicators, annual performance indicators, and progress (plan making) indicators. Many of the indicators remain relatively static across a number of years and do not provide a suitable mechanism for monitoring short term change. Some of the indicators highlighted within this report have been removed or changed since the implementation of the NPPF and National PPG. However, for the purpose of this report, the policies within the Core Strategy need to be monitored against the indicators notwithstanding the recent changes to ensure consistency of monitoring.

1.5 This report focuses on a number of core areas related to housing and economic growth in the district. Where published and measurable targets are available these are referred to in the text and the summary tables at the start of each chapter. Targets which have been achieved or are on track to be achieved are indicated in "Green" and those which have not been achieved highlighted in "Red". Table 4 in the implementation and Monitoring section of the Core Strategy sets out how each indicator relates back to Core Strategy objectives and policies, providing the important link between this report and the monitoring of key policy objectives.





## Summary

1.6 The council is working on a replacement Single Local Plan which will run between 2016 and 2036. Suitable development sites have been identified and Regulation 18 consultation took place from the 7th May to the 19th June 2019. This followed the stage of considering sites brought forward through the 'call for sites' process and commissioning evidence. As part of evidence gathering the council in partnership with adjoining authorities commissioned Opinion Research Services, (ORS) to produce a Strategic Housing Market Assessment (SHMA) in order to identify a functional Housing Market Area and provide an objectively assessed need (OAN) for North Norfolk. Since then, the publication of the National Planning Policy Framework implies a new approach to establishing a housing need. The NPPG advises the taking into account the anticipated need and demand for new housing and consideration of the factors which are likely to influence future delivery rates. Assessments should be realistic and be made publicly available. The new approach (the national standard methodology) has resulted in an increase in the future requirement from a current average of 409 dwellings per year identified in the Central Norfolk Strategic Housing Market Assessment 2017 to an annual baseline requirement to deliver 553[1] net additional dwellings.

1.7 In 2019 the Council commissioned Opinion Research Services to undertake a partial review of the 2017 SHMA. In light of this evidence the Council resolved not to follow the national standard methodology when assessing the local need for new homes but instead to base its assessment of future needs on the 2016-based projections. As a result of this the requirement is now to deliver **479** net additional dwellings.

1.8 More information on Local Plan preparation is contained in the Local Development Scheme or alternatively more information can be found at www.north-norfolk.gov.uk/localplan.

1.9 During the year commencing April 2018 to March 2019 some 534 dwellings were completed in the District. Completion rates in each of the preceding four years 2014 -18 exceeded the requirement for new dwellings identified in the most up to date evidence (SHMA). Since April 2014, the base date of the latest available National Household Projections, some 2,504 dwellings have been built in North Norfolk.

1.10 Increasing the supply of affordable housing continues to remain a key priority for the Council. Notwithstanding the changes made from central government (and following the adoption of the Council's Housing Incentive scheme) which has seen the requirement for affordable housing removed for sites for 10 dwellings.

1.11 North Norfolk District Council's Housing Delivery Incentive Scheme was revised and then published in June 2017 (See Appendix A), after being first introduced in September 2013. The scheme was designed to speed up the delivery of approved housing development, as well as a response to difficult economic conditions. The revised scheme considered:

- The gap between the number of dwellings required and those being built;
- The abolition of the national Code for Sustainable Homes and replaced its building standards with enhanced Building Regulation requirements which apply to all new dwellings;
- Recovery of the Market where many of the national house builders reported improved profit margins;
- The publication of a new Housing White Paper which includes some provisions which would further assist with scheme viability

[1] Based on 2014 National Household Projections with 2019 based affordability ratio uplift





1.12 The revised scheme continues to exclude the west of the district from the scheme, as finished development values remain high and there was no evidence that policy compliant developments were difficult or unviable to deliver. Improved market conditions and the inclusion of Starter Homes within the planning definition of affordable homes was considered and the proportion of affordable homes on Incentive Scheme proposals increased slightly from 20% to 25% inclusive of the new Starter Homes category, with no more that 10% of the total number of dwellings on qualifying schemes being Starter Homes.

1.13 The adoption of the Site Allocations Development Plan Document in February 2011 made land 'available' for the erection of around 3,300 dwellings. Since adoption of this Plan (up to 31 March 2016) the Council has resolved to grant planning permission for 2,589 dwellings (949 of which have outline permission on the eight large allocated sites), of which 473 are affordable (167 of which have outline permission).

In the period 2016/17 planning permissions for 1159 dwellings were granted, of these permissions (Reserved Matters/ Full/ Outline) were for 649 dwellings on allocated sites. Permissions for 220 affordable dwellings, formed part of the total.

In the period 2017/18 planning permissions for 571 dwellings were granted, of these permissions (Reserved Matters/ Full/ Outline) were for 86 dwellings on allocated sites. Permissions for 85 affordable dwellings, formed part of the total.

In the period 2018/19 planning permissions for 484 dwellings were granted, of these permissions (Reserved Matters/ Full/ Outline) were for 108 dwellings on allocated sites. Permissions for 69 affordable dwellings, formed part of the total.

1.14 The First Draft Local Plan (Part 1) which was consulted on, proposes Allocations for residential development subject to compliance with the site specific and general policies of the plan for 4,397 – 4,466 dwellings.



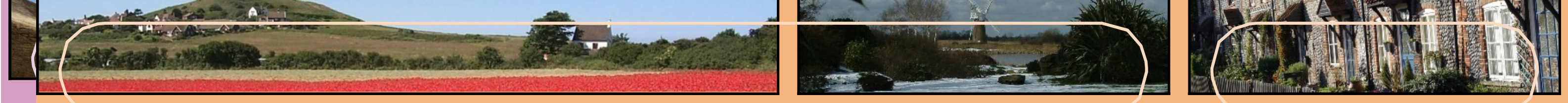


# 2 Housing

## Housing: Objectives & Targets

**Core Strategy Aim: to address the housing needs of the whole community**

- To provide a variety of housing types in order to meet the needs of a range of households of different sizes, ages and incomes and contribute to a balanced housing market.
- To meet the needs of specific people including the elderly, the disabled and the Gypsy and Traveller community.





## Targets

| Measure | 2014/2015 | 2015/2016 | 2016/2017 | 2017/2018 | 2018/2019 | Notes |
|---|---|---|---|---|---|---|
| To ensure that over a period of 5 years an average of 420 dwellings are provided each year | 503<br>5 Year Average -329 | 479<br>5 Year Average - 389 | 442<br>5 Year Average - 410 | 546<br>5 Year Average - 471 | 534<br>5 Year Average - 501 | Over the last 5 years, on average, 501 dwellings were completed. |
| To ensure 70% of all new dwellings are located in either a Principal or Secondary settlement | 55% | 70% | 72 | 65% | 79% | A total of 449 new dwellings were completed of which 354 were located in Principal and Secondary settlements. |
| To ensure 60% of new dwellings are built on previously developed land | 50% | 50% | 33 | 20% | 15% | Continues to be a reduction in the amount of new dwellings built on PDL, due to limited supply and as a result of garden development no longer being included as PDL, resulting in 66 of the total of 449 new dwellings being completed on previously developed land. |
| To ensure that all new dwellings in towns are built to net density of at least 40 dwellings per hectare (dph) and at least 30 dph elsewhere | Achieved on 35% of developments in towns and 13% in service Villages. | Achieved on 32% of developments in towns and 26% in service Villages. | Achieved on 25% of developments in towns and 16% in service Villages. | Achieved on 41% of developments in towns and 23% in service Villages. | Achieved on 25% of developments in towns and 8% in service Villages. | Of the total 354 new dwellings in towns, only 89 were on developments with a net density of 40 dph.<br>Of the total 95 new dwellings in towns, only 8 were on developments with a net density of 30 dph. |
| To provide a minimum of 300 new affordable homes over the period 2008-2011 | 74 provided 14/15 | 65 provided 15/16 | 83 provided 16/17 | 90 provided 17/18 | 120 provided 18/19 | 120 Affordable homes, Affordable Rent and Shared Equity were completed in the period 2018/19 |
| To ensure that 80% of new affordable housing provided through Core Strategy Policy H02 comprises social rented accommodation | 81 | 83% | 81% | 77% | 78% | Of the 120 affordable dwellings completed in 2018/19, 94 were Affordable Rent. |
| To ensure that each development of ten or more dwellings in towns includes at least 45% affordable units | Not achieved | Not achieved | Not achieved | Not achieved | Not achieved | Developments in towns granted permission with more than 10 dwellings:<br>Fakenham - 78 Dwellings (2 AH); Hoveton 25 dwellings (7 AH);<br>North Walsham 43 dwellings (43 AH); Stalham 42 dwellings (0 AH)<br>Not achieved. Number of New dwellings permitted on sites with over 10 dwellings = 188, no. of affordable dwellings 52, with one site with all 43 dwellings being affordable.<br>Only one development meet the "at least 45%" criteria and only because the applicant is a housing trust, registered charity & provider of affordable homes. Therefore, in effect, the criteria has not been met for any planning permission granted in in 2018/19. |
| To ensure that on each development of two or more dwellings in villages at least 50% comprise affordable dwellings | Not achieved | Not achieved | Not achieved | Not achieved | Not achieved | Developments in villages granted permission with more than 2 dwellings:<br>Bacton: 2 dwellings (0 AH): Briston: 23 dwellings (0 AH)<br>Knapton: 14 dwellings (14 AH): Little Snoring: 20 dwellings (5 AH)<br>Raynham: 3 dwellings (0 AH): Southrepps: 2 dwellings (0 AH)<br>Not achieved. Number of New dwellings permitted on sites with 2 or more dwellings = 64, no. of affordable dwellings 14, with one site with all 14 dwellings being affordable.<br>Only one development meet the "at least 50%" criteria and only because the applicant is a housing trust, registered charity & provider of affordable homes. Therefore, in effect, the criteria has not been met for any planning permission granted in in 2018/19. |
| To maximise the number of rural exceptions schemes permitted | 1 Completed | 0 Completed | 0 Completed | 2 Completed<br>1 Permitted | 3 Completed<br>2 Permitted | Ryburgh development of 5 dwellings; Fakenham development of 2 dwellings & Bodham development of 16 dwellings completed.<br>Knapton development of 14 dwellings & Hoveton development of 28 dwellings permitted. |
| To ensure that at least 40% of new dwellings built have two bedrooms or less | Unknown | Unknown | Unknown | 44% | 49% | There were 219 dwellings with 2 or less bedrooms out of 449 new dwellings completed. |
| To provide two short stay stopping places for Gypsies and Travellers by 2009 | Achieved | Achieved | Achieved | Achieved | Achieved | Holt Road, Cromer, on land next to the District Council offices.<br>South of the A148 Holt Road to the north-east of Fakenham, 300 meters east of the Clipbush Lane/Fakenham bypass roundabout |

**Table 2.0**





## Housing Permissions

2.1 This section sets out the position in terms of new housing in the District over the period of **1 April 2018 to 31 March 2019**. It looks at the amount of permissions granted, the number of dwellings completed, the Five Year Land Supply, expected future rates of building (Housing Trajectory), the amount of affordable housing provided and average property values amongst other information. Further information is available in the latest Statement of Five Year Supply of Housing Land and Housing Trajectory.

| Parish | Ref. | Total | No. of Affordable Housing | % of Affordable Housing | No. of AH Potential * | Permission Date | Notes | Location |
|---|---|---|---|---|---|---|---|---|
| **Hoveton** | PF/17/1802 | 25 | 7 | 28.0% | 11 | 25/02/2019 | Shortfall in the no. of Affordable Housing. | Residential Development Church Field |
| **Knapton** | PF/17/1675 | 14 | 14 | 100.0% | 14 | 03/12/2018 | Victory Housing Trust | Residential Development Land off, School Close, Knapton |
| **Little Snoring** | PM/18/0334 | 20 | 5 | 25.0% | 10 | 26/09/2018 | Shortfall in the no. of Affordable Housing. | Residential Development Land adjacent to Kettlestone Rd. |
| **North Walsham** | PF/17/1951 | 43 | 43 | 100.0% | 22 | 01/02/2019 | Victory Housing Trust | Residential Development Land at Laundry Loke. |
| **TOTAL** | | **102** | **69** | **67.6%** | **57** | | | |

2.2 The table above shows the 2018/19 Permissions for delivering affordable Housing

2.3 At 31 March 2019 the dwelling stock in North Norfolk was approximately 56,623.

2.4 The table below shows the total number of dwellings that were permitted each year in the district over the past five years:

| Year | Number of dwellings permitted |
|---|---|
| 2018/19 | 484 |
| 2017/18 | 572 |
| 2016/17 | 1055 |
| 2015/16 | 631 |
| 2014/15 | 867 |

**Table 2.5 Number of dwellings permitted Source: NNDC monitoring data).**

**2.5** Number of permissions peeked in 2016/17, with close to 650 of these dwellings were on eight allocated sites. The numbers has fallen to 484 in 2018/19, the lowest since 2012/13.

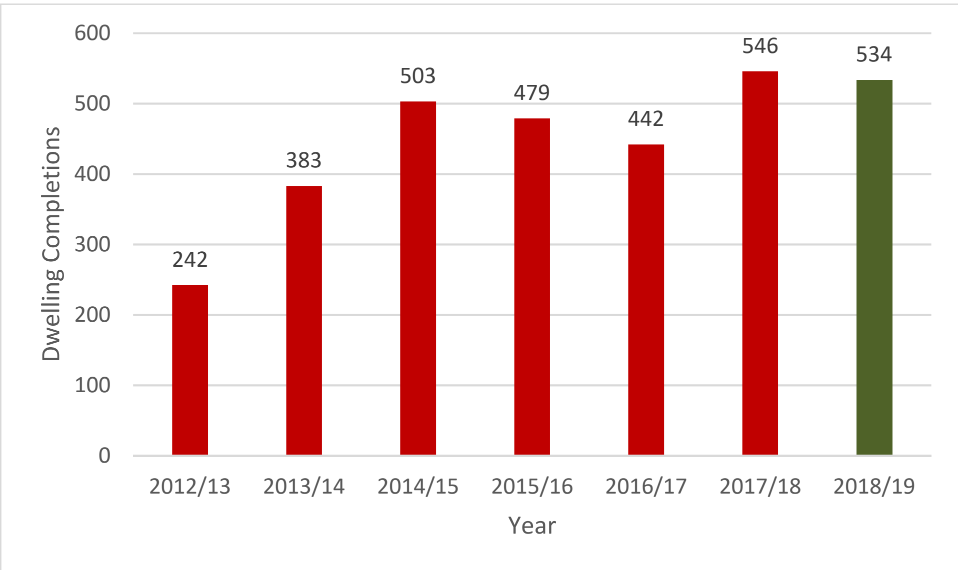
| Permissions 2018/19 | No. of Dwellings |
|---|---|
| Outline Permissions | 44 |
| Barn Conversions | 42 |
| Change of Use | 53 |
| Conversions | 5 |
| New Dwellings | 296 |
| Garden Plots | 29 |
| Cert. Lawfulness | 0 |
| Removal of Condition | 15 |
| Permissions Total 2018/19 | 484 |

**Table 2.6a Type & Number of dwellings permitted 2018/19 (Source: NNDC monitoring data).**

**2.6** Prior to 2015, planning permission allowed 5 years for a scheme to commence and the relevant permission to be implemented. However, this was changed to a period of 3 years from March 2015. Once started, there is no time limit for completions. Therefore, there is no certainty on when the permissions granted may come forward, and approximately 10% of permissions never get built. The Interim Statement: Five Year Supply of Housing Land & Housing Trajectory (June 2019) looks at all sites with planning permission for 10 or more dwellings and site allocations and estimates that **2747** dwellings are likely to come forward from this source in the next 5 years.

## House Building Rates

**2.7** There were **534** dwelling completions in North Norfolk during 2018/19 which compares to 546 in 2017/18. The annual average number of dwellings built in the last 5 years is 501. The graph below shows dwelling completions by year.




**Graph 2.8 Total dwelling completions by year since 2012 (Source: North Norfolk District Council, 2018)**





2.8 The number of housing completions has seen an increased since 2016/17, which is due to a more vigorous approach from the council when checking housing completions through performing site visits rather than relying solely on building control records. This more accurate and thorough approach has been adopted since 2017 to ensure the accuracy of monitoring.

2.9 The table below shows how many of the new dwellings provided, over the last four years, were new build, conversions, change of use or other – the findings indicate that new builds make up a significant proportion of dwelling completions.

| Type of dwelling completed | 2015/16 | | 2016/17 | | 2017/18 | | 2018/19 | |
|---|---|---|---|---|---|---|---|---|
| | (No.) | (%) | (No.) | (%) | (No.) | (%) | (No.) | (%) |
| New build | 299 | 62% | 305 | 69% | 423 | 77% | 449 | 84% |
| Conversions | 67 | 14% | 91 | 21% | 61 | 11% | 44 | 8% |
| Change of use (inc. removal/variation of conditions) | 113 | 24% | 46 | 10% | 62 | 11% | 41 | 8% |
| **Total** | **479** | | **442** | | **546** | | **534** | |

**Table 2.10 Break-down of dwelling completions by type**
**(Source: North Norfolk District Council, 2018)**

| Bedrooms on Completions Financial Year 18/19 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Flats | | House | | | | | | Total |
| | 1 Bed | 2 Bed | 1 Bed | 2 Bed | 3 Bed | 4 Bed | 5 Bed | Unknown | Units |
| **Totals** | **52** | **51** | **19** | **123** | **179** | **68** | **14** | **28** | **534** |

**Table 2.10a Break-down of dwelling completions by bedrooms.**
**(Source: North Norfolk District Council, 2018)**

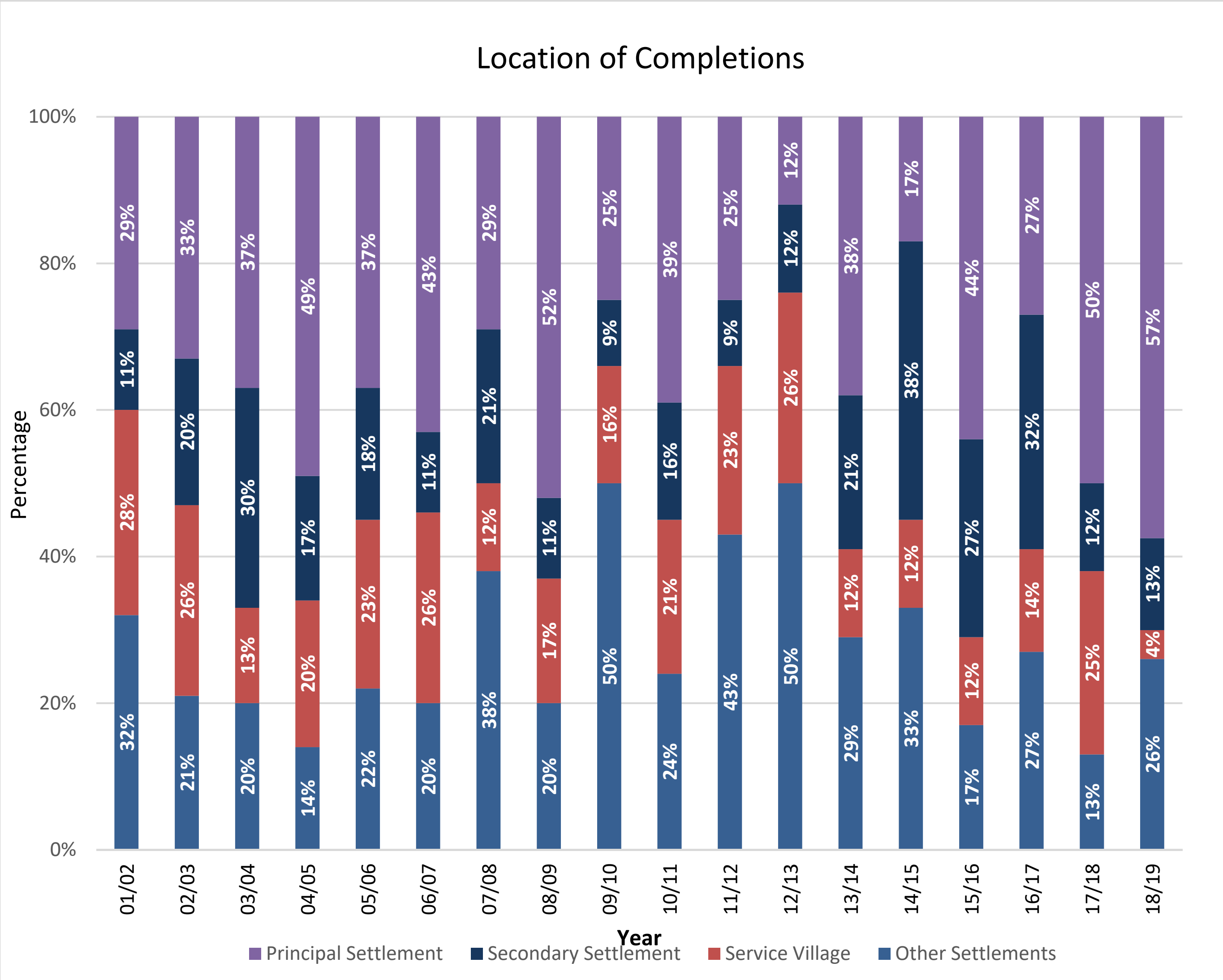




2.10 The following table shows dwelling completions by ward and indicates the general location of development, while table 2.10 Location of dwelling completions' shows the distribution between service villages, principal settlements, secondary settlements and other settlements. The Core Strategy seeks to deliver a high proportion of new development in towns and some of the large villages in the district compared to the more rural areas (50% of new dwellings in the principal settlements, 20% of new dwellings in the secondary settlements and the remaining 30% in the service village or rural exception schemes/conversions of rural buildings).

| Ward | 12/13 | 13/14 | 14/15 | 15/16 | 16/17 | 17/18 | 18/19 |
|---|---|---|---|---|---|---|---|
| Astley | 7 | 14 | 8 | 3 | 9 | 2 | 5 |
| Briston | 17 | 14 | 8 | 22 | 5 | 8 | 12 |
| Chaucer | 4 | 2 | 0 | 0 | 11 | 2 | 0 |
| Corpusty | 2 | 1 | 8 | 7 | 11 | 2 | 27 |
| Cromer | 10 | 30 | 38 | 157 | 41 | 25 | 25 |
| Erpingham | 1 | 0 | 2 | 4 | 2 | 0 | 4 |
| Gaunt | 3 | 2 | 11 | 1 | 4 | 19 | 3 |
| Glaven Valley | 11 | 15 | 32 | 3 | 8 | 14 | 3 |
| Happisburgh | 1 | 4 | 12 | 5 | 5 | 0 | 5 |
| High Heath | 4 | 4 | 11 | 12 | 1 | 1 | 2 |
| Holt | 3 | 1 | 22 | 1 | 7 | 55 | 99 |
| Hoveton | 0 | 52 | 67 | 4 | 1 | 0 | 1 |
| Lancaster | 4 | 31 | 15 | 12 | 26 | 58 | 99 |
| Mundesley | 9 | 1 | 10 | 6 | 18 | 48 | 25 |
| North Walsham | 11 | 82 | 12 | 42 | 47 | 139 | 84 |
| Poppyland | 4 | 44 | 20 | 14 | 32 | 31 | 17 |
| Priory | 9 | 14 | 69 | 41 | 61 | 30 | 18 |
| Roughton | 16 | 5 | 3 | 12 | 12 | 30 | 3 |
| Scottow | 10 | 2 | 1 | 7 | 1 | 1 | 0 |
| Sheringham | 7 | 9 | 33 | 10 | 20 | 32 | 57 |
| St. Benet | 5 | 1 | 1 | 3 | 1 | 1 | 1 |
| Stalham & Sutton | 19 | 11 | 44 | 74 | 61 | 17 | 7 |
| The Raynhams | 56 | 18 | 26 | 0 | 22 | 18 | 9 |
| The Runtons | 2 | 4 | 20 | 2 | 1 | 1 | 3 |
| Walsingham | 6 | 4 | 3 | 6 | 8 | 0 | 0 |
| Waterside | 12 | 2 | 6 | 7 | 5 | 5 | 5 |
| Waxham | 2 | 7 | 6 | 7 | 0 | 3 | 4 |
| Wensum | 1 | 3 | 4 | 8 | 14 | 1 | 12 |
| Worstead | 6 | 6 | 11 | 9 | 8 | 3 | 4 |
| **TOTAL** | **242** | **383** | **503** | **479** | **442** | **546** | **534** |

**Table 2.10 New Dwelling Completions 2012/13 to 2018/19 (Source: North Norfolk District Council, 2019)**




**Graph 2.10 Location of dwelling completions** **(Source: North Norfolk District Council, 2019)**





## Housing Trajectory

2.11 In 2011 the Council adopted a Site Allocations Development Plan which allocated land for an additional 3,400 dwellings. These allocated sites represent an entirely new source of housing land supply that had not previously been available in the District.

2.12 Completion rates in each of the preceding three years exceeded the requirement for new dwellings as identified in the national Housing Delivery Test (HDT) with the result that the District delivered **126%** of its housing requirement over the period. Since April 2014 some **2,504** dwellings have been built in North Norfolk.

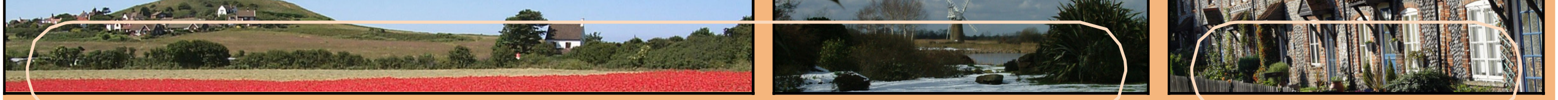
2.13 In 2018 government indicated that a new approach should be taken to the way in which future housing requirements are assessed. Where a Local Plan is more than five years old, as is the case with the North Norfolk Core Strategy, this new approach is based on the 2014 National Household Projections with a single standardised adjustment to these to take account of local evidence in relation to the affordability of homes. The standard national methodology results in an increase in the future requirement from a current average of 409 dwellings per year identified in the Central Norfolk Strategic Housing Market Assessment 2017, to an annual baseline requirement to deliver 553[2] net additional dwellings.

2.14 In May 2018 the 2016 based Sub National Population Projections were published by the Office for National Statistics. For North Norfolk these show a significant slowdown in the projected rate of growth compared to the earlier 2014 based projections which are currently used in the standard methodology. These population projections were reflected in the Household Projections published in September 2018 which show a similar reduction in the projected number of households, and hence the number of dwellings that might be needed in the District. More recently a further slowing of expected growth rates is projected in the latest 2018 based Sub National Population Projections. However, the standard methodology continues to rely on the 2014 Household Projections and the higher growth forecasts contained within them.

2.15 In June 2019 the Council commissioned Opinion Research Services (ORS) to undertake a partial review of the Strategic Housing Market Assessment (SHMA). This review was focused on establishing the future need for homes in the District and in particular considered if the 2014-based National Household Projections represented a robust starting point for assessing future requirements. The 2014 Projections had previously been accepted as being flawed and shown to overestimate the requirement for new homes in the District. The revised SHMA (2019) concludes that the 2014 Projections overestimate housing requirements by a significant amount and in light of this the Council has resolved that pending the on-going review of the standard methodology the requirement for new homes in North Norfolk is **479** dwellings per annum. This figure is derived from the 2016-based National Household Projections and incorporates the standard affordability uplift required by the national methodology together with a further 5% buffer to extend choice as required by the NPPF.

2.16 Taking account of the planning permissions which have been granted, the allocated development sites in the Site Allocations Development Plan and making an allowance for windfall developments there is a total assessed deliverable supply of land suitable for some **2,747** new homes.

[2] Based on 2014 National Household Projections with 2019 based affordability ratio uplift



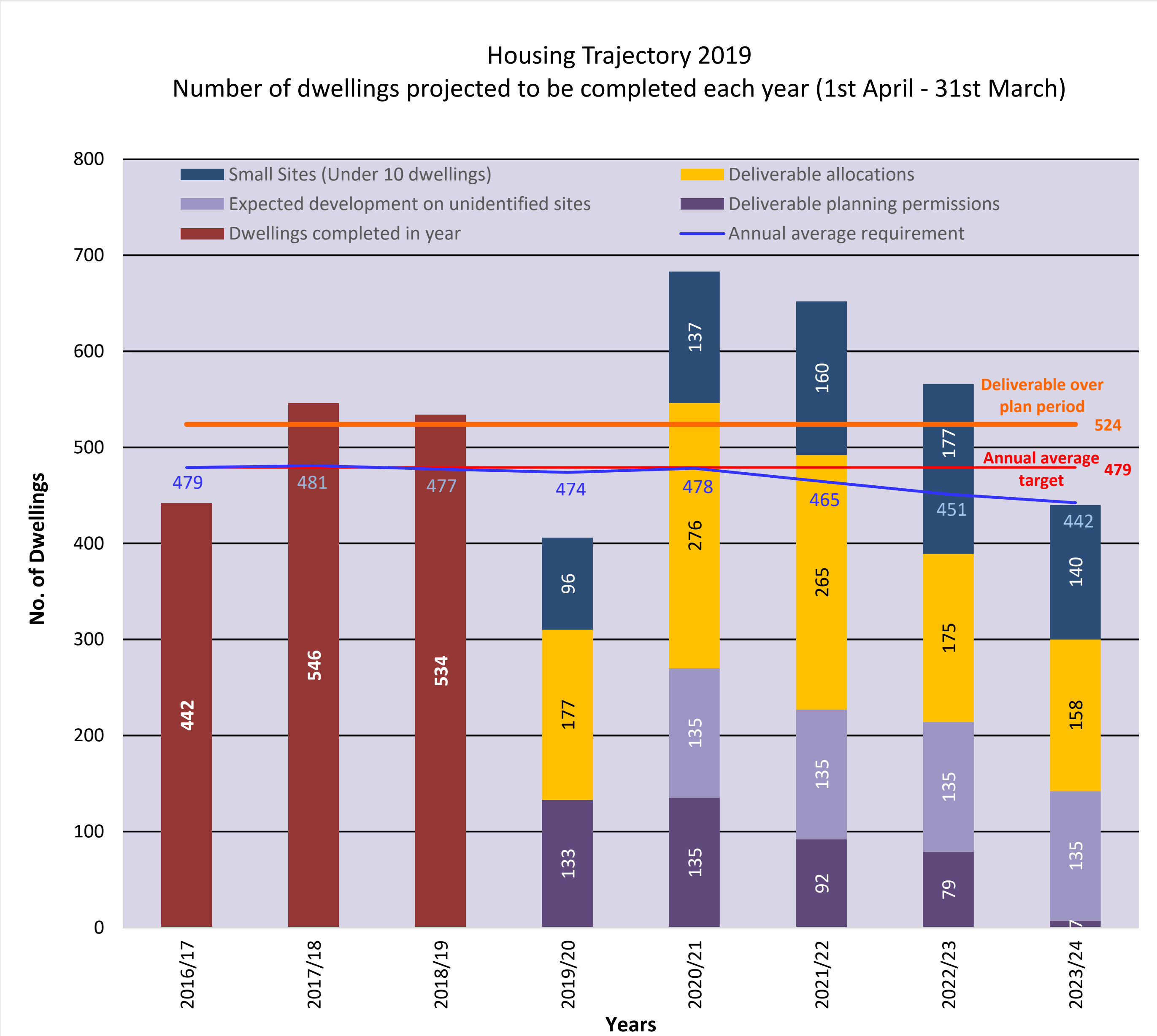


2.17 Total expected dwelling completions during the plan period are shown in the table below. The total figure is projected to be **9,235** by 2021.

| Sources of Housing Supply 2001 -2021 | Total |
|---|---|
| Dwellings built 2012-2019 | 3,129 |
| Commitment (planning permissions minus 10% lapse rate and under constructions) | 1,449 |
| Estimated 'windfall' development including rural building conversions and 'exception' development schemes | 2,295 |
| Proposed LDF allocations | 2,362 |
| **Total dwellings expected within remaining plan period** | **9,235** |

**Table 2.14 Total Housing Provision within Plan Period** (Source: NNDC)

2.18 A Housing Trajectory is a useful tool for monitoring the rate, and expected rates, of housing developments against a target number of dwellings over a given time period. The trajectory illustrates the position as of 1st April 2019 and shows the number of dwelling recorded complete on an annual basis since 2012. The second trajectory shows the projection of the likely number of dwellings up until the end of the plan period 2036 and shows how many future allocations are required to meet the overall housing target of 9,580 dwellings. Future housing supply is broken down into various sources of supply including sites with planning permission which have yet to be built, new sites allocated for development in the Site Allocations Development Plan Document, and an estimate for housing completions that will occur on unidentified sites (Windfall). Further information is available in the latest Interim Statement of Five Year Supply of Housing Land and Housing Trajectory 2019 - 2024.

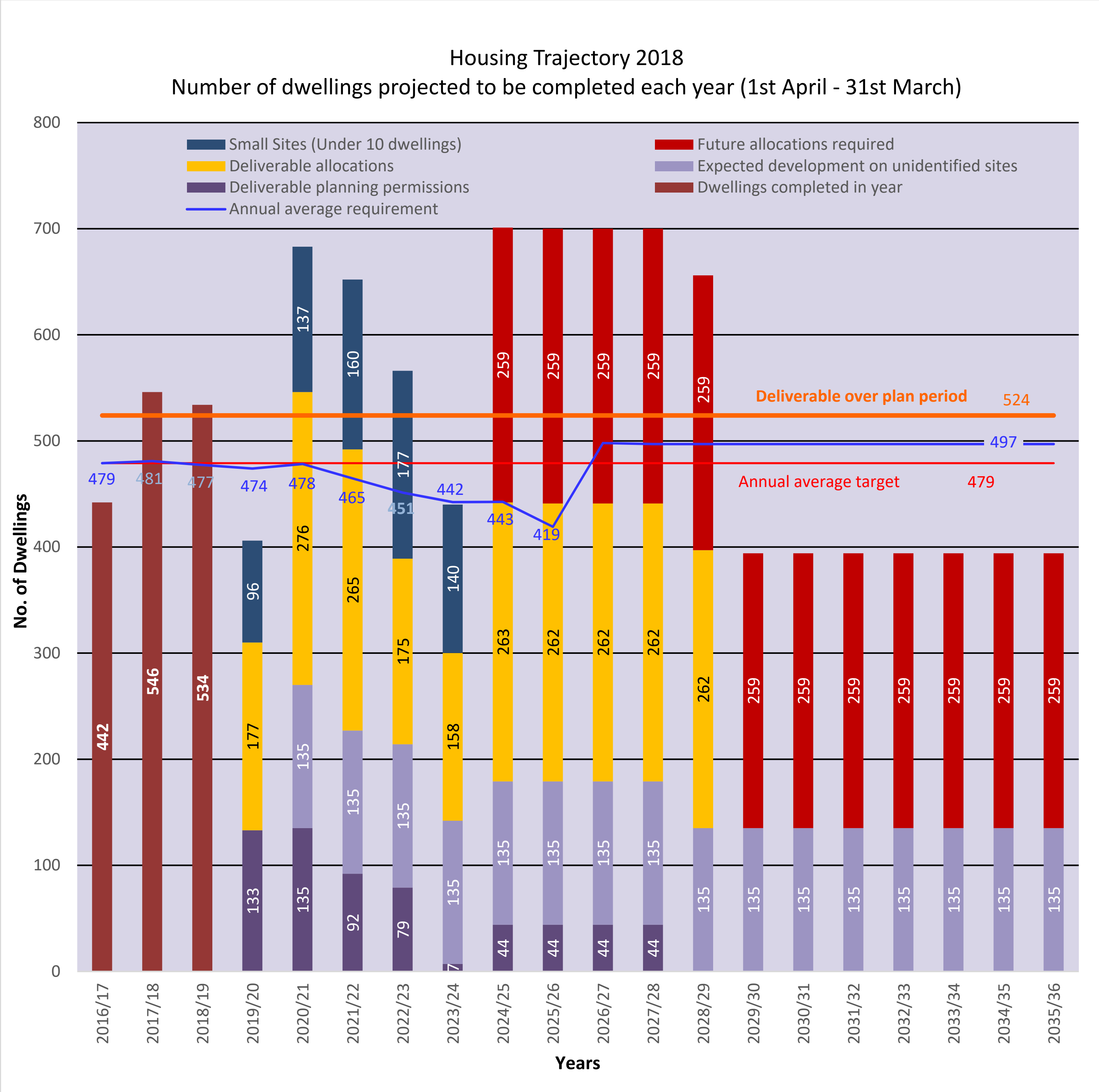



**Graph 2.3 Housing Trajectory (Source: Statement of 5 Year Supply of Housing Land and Housing Trajectory, 2019)**

2.19 The trajectory indicates that dwelling completions in the District are projected to remain above the annual average requirement of 479 over the next 5 years. The trajectory takes account of the availability of key infrastructure to support new development and models expected rates of development accordingly. The Council will regularly review the trajectory on an annual basis.








**Graph 2.16 Housing Trajectory showing Allocations required (Source: North Norfolk District Council, 2018)**

2.20 The NPPF requires Local Authorities to demonstrate that there is a 5 year supply of land for housing development. The Council's latest Interim Statement: Five Year Land Supply Statement (2018/19) shows that there is **5.73** years supply of housing land available.





## New Local Plan 2016 -2036. (Reg. 18)

2.21 The Council will aim to deliver between 10,500 and 11,000 new homes over the plan period 2016-2036. A minimum of 2,000 of these will be provided as affordable dwellings. To achieve this specific development sites suitable for not less than 4,500 new dwellings will be identified for development as follows:

| Total Projected Housing Growth 2016 - 2036 | Settlement | Dwellings With Planning Permission at January 2019 | Proposed New Allocations | Total Growth (2016 - 2036) | Total Growth (2016 - 2036) at Dec 2019 |
|---|---|---|---|---|---|
| **Large Growth Towns** | North Walsham | 218 | 2,150 | 2,590 | 2,483 |
| | Fakenham | 1,163 | 680 | 1,972 | 1,913 |
| | Cromer | 244 | 592 | 909 | 879 |
| **Small Growth Towns** | Holt | 411 | 327 | 823 | 698 |
| | Sheringham | 255 | 135 | 479 | 469 |
| | Stalham | 73 | 150 | 303 | 298 |
| | Wells-next-the-Sea | 31 | 80 | 190 | 200 |
| | Hoveton | 31 | 150 | 183 | 181 |
| **Large Growth Villages** | Briston & Melton Constable | 113 | 80 | 221 | 223 |
| | Mundesley | 46 | 50 | 117 | 85 |
| | Blakeney | 5 | 30 | 54 | 54 |
| | Ludham | 9 | 40 | 50 | 52 |
| **Small Growth Villages** | Villages named in Policy SD3 | 276 | 400 | 865 | 757 |
| **Remainder of District** | All remaining settlements and countryside | 377 | 0 | 560 | 570 |
| **Windfall Development 2019-2036 Across Entire District** | | | | 2,295 | 2,528 |
| **TOTALS** | | **3,252** | **4,864** | **11,611** | **11,390** |

**Table 2.15 Housing Growth 2016 - 36 (Source: North Norfolk District Council, 2019) Reg. 18 May 2019**

### Housing Density

2.22 In the current Core Strategy in relation to density, it is still important to monitor the density of new development.

2.23 Adopted Core Strategy policy H07 requires that developments optimise the density of sites in a manner that protects or enhances the character of the area and says that the council will aim to achieve the density of not less than 40 dwellings per hectare on the Principal and Secondary settlements (excluding Hoveton) and not less than 30 dwellings per hectare in Service Villages.





2.24 The North Norfolk Design Guide sets out the guidance as to minimum densities both in terms of location and in terms of scale of development. A summary of this is set out as follows:

- Urban[3] Centre : 30-50dph
- Urban Fringe: 20-40dph
- Village[4] Centre: 15-35dph
- Village Fringe: 10-30dph

2.25 In terms of conformity with the spatial strategy of the Local Plan, the term 'urban' relates to Large and Small Growth Towns and 'village' refers to Service Villages and Infill Villages. Further detail can be found in the North Norfolk Design Guide.

| Permissions 2018/19 | | | | | | |
|---|---|---|---|---|---|---|
| **Settlement** | **Density Required** (dwellings/ha) | **Number Permissions** | **Number of Dwellings** | **Average Density** (Dwellings/ ha) | **No. of dwellings which met density requirement** | **% of dwellings which met density requirement** |
| **Principal** | 40 or more | 5 | 155 | 43 | 146 | 94% |
| **Secondary Settlement** | 30 or more | 4 | 104 | 31 | 51 | 49% |
| **Service Villages** | 30 or more | 2 | 39 | 22 | 0 | 0% |
| **Coastal Villages** | 30 or more | 0 | 0 | n/a | n/a | n/a |
| **Elsewhere** | 30 or more | 0 | 0 | n/a | n/a | n/a |

**Table 2.19a Density by settlement type 2018/19** **(Source: North Norfolk District Council, 2019)**

| Permissions 2018/19 - Breakdown. Sites - 9 Dwellings + | | | | | |
|---|---|---|---|---|---|
| **Settlement** | **Parish** | **Planning Ref.** | **Site Area** | **No. dwellings** | **Density** |
| **Principal Settlement** | **Cromer** | PO/18/2193 | 0.16 | 9 | 56 |
| | **Fakenham** | PM/17/1183 | 1.95 | 78 | 40 |
| | **Holt** | PF/17/1190 | 0.48 | 9 | 19 |
| | **North Walsham** | PF/17/1435 | 0.31 | 16 | 52 |
| | **North Walsham** | PF/17/1951 | 0.94 | 43 | 46 |
| | **Principal Settlement** | **5** | | **155** | **43** |
| | **No. of Units at => 40/ ha** | | | 146 | |
| **Secondary Settlement** | **Hoveton** | PO/15/0539 | 1.53 | 28 | 18 |
| | **Hoveton** | PF/17/1802 | 2.1 | 25 | 20 |
| | **Stalham** | PF/17/1524 | 0.81 | 42 | 52 |
| | **Wells** | PF/17/1939 | 0.28 | 9 | 32 |
| | **Secondary Settlement** | **4** | | **104** | **31** |
| | **No. of Units at => 30/ ha** | | | 51 | |
| **Service Village** | **Briston** | PF/17/1265 | 0.97 | 19 | 20 |
| | **Little Snoring** | PM/18/0334 | 0.85 | 20 | 24 |
| | **Service Village** | **2** | | **39** | **22** |
| | **No. of Units at => 30/ ha** | | | 0 | |

**Table 2.19b Density by settlement Detail 2018/19** **(Source: North Norfolk District Council, 2019)**

[3] "Urban" relates to Large and Small Growth Towns
[4] "Village" refers to Service Villages and Infill Villages



### Brownfield Land

2.26 A key Government objective as stated in the NPPF is that local authorities should continue to make effective use of land by re-using land that has been previously developed. In North Norfolk 20% of dwellings completed in 2017/18 were on brownfield land. Garden plots were excluded from the definition of previously developed land in the revision to PPS3 which was published in June 2010. This is reflected in the revised target of 50%

| Percentage of new homes on previously developed land | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Period** | **2004/05** | **2005/06** | **2006/07** | **2007/08** | **2008/09** | **2009/10** | **2010/11** |
| **Target** | 60% | 60% | 60% | 60% | 60% | 60% | 60% |
| **Actual** | 77% | 74% | 80% | 82% | 89% | 90% | 79% |

| Percentage of new homes on previously developed land (Cont.) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Period** | **2011/12** | **2012/13** | **2013/14** | **2014/15** | **2015/16** | **2016/17** | **2017/18** | **2018/19** |
| **Target** | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| **Actual** | 84% | 78% | 50% | 55% | 52% | 62% | 20% | 10% |

**Table 2.24 New Homes on Previously Developed Land (Source: North Norfolk District Council, 2019)**

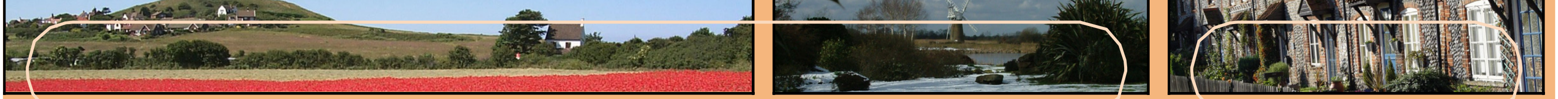
## Affordable Housing

**2.27** The provision of a greater number of affordable dwellings is a key priority for the Council. Former Local Plan policies sought to secure a proportion (40%) of all new developments which were over 25 units in size as affordable housing. The adopted Core Strategy introduced new requirements in relation to affordable housing provision in order to try and increase supply. Smaller development sites (ten dwellings in towns and two in villages) are required to provide at least 45% (towns) or 50% (villages) of the new dwellings as affordable units where it is viable to do so. There is evidence to show that there is a continued need for affordable homes in North Norfolk and to help address existing need over the plan period, it will be necessary to provide approximately 2,000 affordable dwellings. Anticipated through the emerging Local Plan, the table below shows an indication of numbers and the mix for the provision for affordable homes.

| Size of Scheme (Dwellings) | % Affordable Homes Required | | Required Market Housing Mix | Required Affordable Housing Mix | Number of Serviced Self-Build Plots | Specialist Elderly / Care Provision |
|---|---|---|---|---|---|---|
| | Affordable Zone 1* | Affordable Zone 2* | | | | |
| 0-5 | No requirement | No requirement | No requirement | No requirement | No requirement | No requirement |
| 6-25 | At least 15%. Option of financial contribution on schemes of 6-10 dwellings | At least 35%. Option of financial contribution on schemes of 6-10 dwellings | Not less than 50% two or three bedroom properties | Not more than 10% Low Cost Home Ownership, remainder Rented | No requirement | No requirement |
| 26-150 | At least 15% on site provision | At least 35% on site provision | Not less than 50% two or three bedroom properties | Not more than 10% Low Cost Home Ownership, remainder Rented | At least one plot or 2% of total number of units proposed, whichever is the greater | No requirement |
| 151-300 (plus each additional 150 dwellings). | At least 15% on site provision | At least 35% on site provision | Not less than 50% two or three bedroom properties | Not more than 10% Low Cost Home Ownership, remainder Rented | At least one plot or 2% of total number of units proposed whichever, is the greater | Minimum 80 bed spaces and further 40 bed spaces for each additional 150 dwellings thereafter |

1. *Size and tenure split determined on case by case basis in accordance with local needs evidence*
2. *2. A plot of land of agreed dimensions which is serviced and made available for self-build housing on terms to be agreed with the LPA for a period of not less than two years from the date of its availability*

**Table 2.25 Draft Affordable Homes (Source: North Norfolk District Council, Local Plan First Draft (Part 1) Consultation 2019)**





2.28 In 2018/19, 120 Affordable Homes were completed. The table below shows the detail of the units delivered

| Affordable Housing Completed 2018/19 (Detail) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Parish | Application Ref. | Total | Previously Completed | Completer 2018/19 | Shared Equity | Affordable Rent | Registered Social Landlords | Developer Contributions |
| Binham | 15/1221 | 14 | - | 7 | 2 | 5 | 7 | - |
| Bodham | 14/0859 | 10 | - | 10 | 3 | 7 | 10 | - |
| Cromer | 13/0247 | 40 | 28 | 4 | 4 | - | - | 4 |
| Fakenham | 15/0642 | 2 | - | 2 | - | 2 | 2 | - |
| Fakenham | 15/1167 | 35 | - | 35 | - | 35 | 35 | - |
| Fakenham | 16/1084 | 1 | - | 1 | - | 1 | 1 | - |
| Fakenham | 16/1188 | 1 | - | 1 | - | 1 | 1 | - |
| Holt | 15/1578 | 18 | - | 9 | 3 | 6 | - | 9 |
| Mundesley | 15/1534 | 8 | - | 8 | 2 | 6 | - | 8 |
| North Walsham | 15/1010 | 21 | - | 11 | 4 | 7 | - | 11 |
| Rybrugh | 15/1228 | 5 | - | 5 | - | 5 | 5 | - |
| Stalham | 16/1729 | 6 | - | 6 | - | 6 | 6 | - |
| Stalham | 10/0869 | 4 | 1 | 3 | - | 3 | 3 | - |
| Trunch | 15/1227 | 12 | - | 12 | 4 | 8 | 12 | - |
| Trunch | 17/1889 | 6 | - | 6 | 2 | 4 | 6 | - |
| **Total** | | **183** | **29** | **120** | **24** | **96** | **88** | **32** |

**Table 2.26 Affordable Housing Completed 2018/19 (Source: North Norfolk District Council, 2019)**

2.29 Of the 120 affordable homes completed, 24 were Shared Equity, 96 Affordable Rent. 32 were delivered through Developer Contribution and 88 through Registered Social Landlords.

2.30 Since 2011/12 **662** affordable dwellings have been completed in the district.

| Affordable housing completed Year | Number of affordable housing completed |
|---|---|
| 2018/19 | 120 |
| 2017/18 | 90 |
| 2016/17 | 83 |
| 2015/16 | 66 |
| 2014/15 | 74 |
| 2013/14 | 152 |
| 2012/13 | 18 |
| 2011/12 | 64 |

**Table 2.28 Number of Affordable Housing Completed (Source: NNDC monitoring data).**





2.31 With the aim of maximising housing delivery including the provision of affordable housing across the District, North Norfolk District Council works in partnership with the Homes England, Registered Providers and the community to assist in the effective delivery of new affordable homes.

## Mix and Tenure of Affordable Housing

2.32 Core Strategy policy H02 requires that the mix and tenure of affordable housing provided reflects the identified housing needs at the time of the proposal and contributes to the Council's target of providing 80% of affordable housing as social rented accommodation. The table below shows the percentage achieved.

| Mix and Tenure of Affordable Housing | 11/12 | 12/13 | 13/14 | 14/15 | 15/16 | 16/17 | 17/18 | 18/19 |
|---|---|---|---|---|---|---|---|---|
| % of affordable housing that comprises social rented accommodation | 90% | 100% | 96% | 81% | 83% | 81% | 77% | 80% |

**Table 2.30a Percentage of Affordable Housing that is social rented accommodation. (Source: NNDC monitoring data).**

| No. Of Completions by Funding Source | 11/12 | 12/13 | 13/14 | 14/15 | 15/16 | 16/17 | 17/18 | 18/19 |
|---|---|---|---|---|---|---|---|---|
| Wholly funded by Registered Social Landlords and/or Local Authority | 64 | 13 | 110 | 31 | 49 | 8 | 58 | 88 |
| Wholly funded through Developer Contributions | 0 | 0 | 42 | 43 | 17 | 75 | 30 | 32 |
| **Total** | **64** | **13** | **152** | **74** | **66** | **83** | **90** | 120 |

**Table 2.30b No. Of Completions by Funding Source, (Source: NNDC monitoring data).**

2.33 The number of Affordable Housing completed and the number of New Build.

| Affordable Housing Completed - New Build | | | |
|---|---|---|---|
| Year | Affordable Homes | Total New Build | Five Largest Sites (For affordable home numbers) |
| 2018/19 | 120 | 449 | 1. Land off Yarmouth Road, Stalham (68)<br>2. Land off Two Furlong Hill and Market Lane (55)<br>3. Land west of Roughton Road, Cromer (40)<br>4. Land off Stalham Road, Hoveton (54)<br>5. Saxon Way, Fakenham (35) |
| 2017/18 | 93 | 423 | |
| 2016/17 | 87 | 305 | |
| 2015/16 | 66 | 299 | |
| 2014/15 | 74 | 294 | |
| 2013/14 | 152 | 269 | |
| 2012/13 | 18 | 105 | |
| 2011/12 | 65 | 182 | |

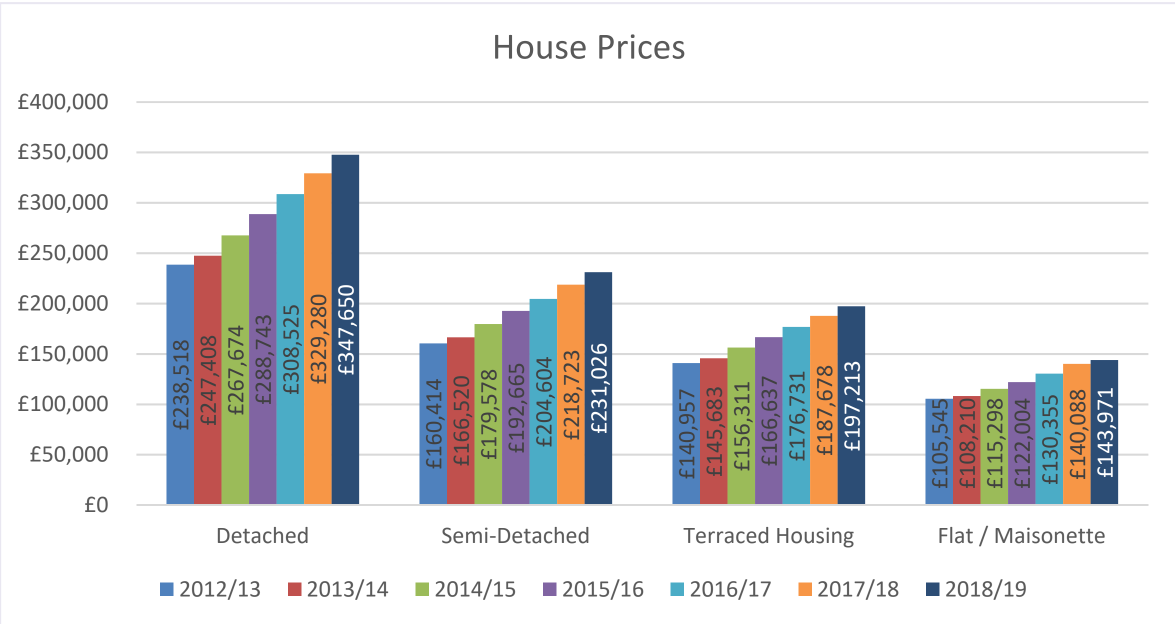
**Table 2.31 Affordable Housing completed and the number of New Build, (Source: NNDC monitoring data).**

## House Prices

**2.34** The housing stock within North Norfolk has more detached houses than other house types with the majority of houses owner occupied, either outright or with a loan or mortgage. Prices continue to increase for different types of house, shown in the table below.

| UK-House Price Index- North Norfolk | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | 2018/19 |
|---|---|---|---|---|---|---|---|
| Detached | £238,518 | £247,408 | £267,674 | £288,743 | £308,525 | £329,280 | £347,650 |
| Semi-Detached | £160,414 | £166,520 | £179,578 | £192,665 | £204,604 | £218,723 | £231,026 |
| Terraced Housing | £140,957 | £145,683 | £156,311 | £166,637 | £176,731 | £187,678 | £197,213 |
| Flat / Maisonette | £105,545 | £108,210 | £115,298 | £122,004 | £130,355 | £140,088 | £143,971 |

**Table 2.32 House Prices (Source:** gov.uk/government/statistical-data-sets)




**Graph 2.32 House Prices (Source:** gov.uk/government/statistical-data-sets)

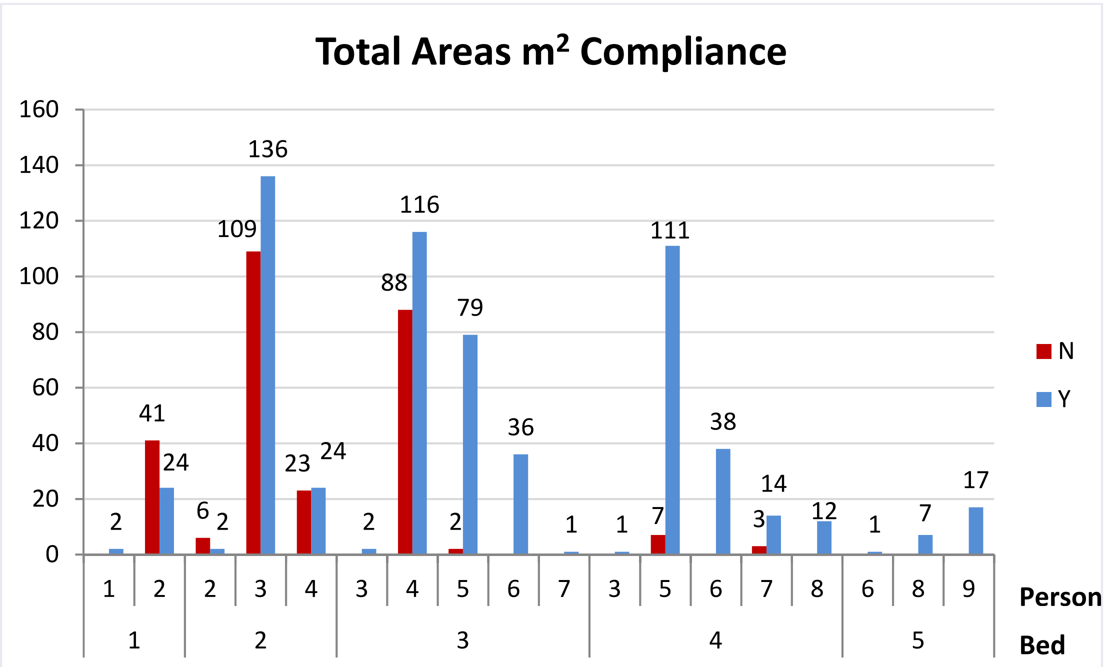
## Space Standards

**2.35** Considering all the specifications for space, it was found that 58% (528 dwelling) did not meet one or more of the standard(s) for Flats, the percentage split was 50% (118 dwellings).

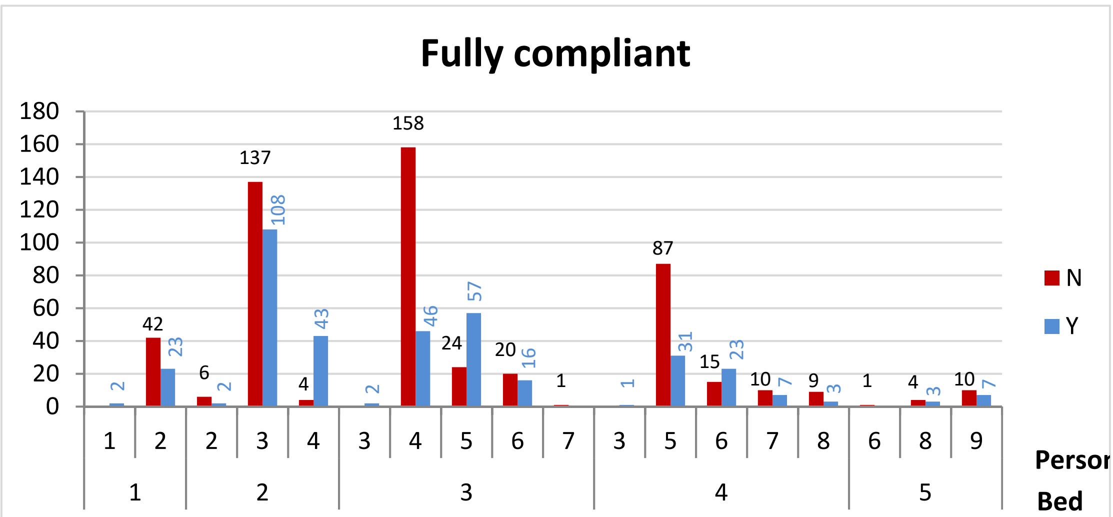
**2.36** Introduced through the Ministerial Statement (March 2015) the nationally described standards set out requirements for the gross internal floor area of new dwellings as well as minimum floor areas and dimensions for key parts of the home, such as bedrooms, storage and floor to ceiling height and are suitable for application across all tenures.

**2.37** To determine "compliance" to national space standards on new developments within North Norfolk, a sample review of existing larger scale planning permissions, from across the District, was undertaken and compared to the prescribed standards. A sample size of 902 dwellings was taken, and the results are shown below.

**2.38** Total Area Compliance




**Graph 2.29a Total Area Compliance**




**Graph 2.29b Compliant for total Area & room sizes.**

**2.39** Considering all the specifications for space, it was found that 58% (528 dwelling) did not meet one or more of the standard(s) for Flats, the percentage split was 50% (118 dwellings). Intension to bring policy evoking Government's Technical Standards - Nationally describes Space Standards, through the emerging Local Plan. Further detail can be found in the Local Plan 2016-2036; Background Paper 7: Housing Construction Standards.

**2.40** From the analysis, as detailed above, 69% of dwelling assessed meet or exceed the national space standards for total area. For the largest proportion of dwellings, the 1, 2 & 3 bed dwellings (3/4 of the total), the % compliant dropped to 61%. 31% of dwellings had a gross internal area less than the national standard. The floorspace of the double (or twin) bedroom(s) was found to meet the NDSS, in 78% of the cases. The floorspace of the single beds only met the standard in 62% (38% not meeting standard).

**2.41** For the main double bedroom, 92% met the standard for minimum width and for additional double/ twin bedrooms, the percentage dropped down to 82%. For one bedroom, 74% met the standard for minimum width. The majority of those that did not meet the standard, were found to be in the 3 bed, 4 persons (43% meeting the standard) & 4 bed, 5 persons (56% meeting the standard) categories.

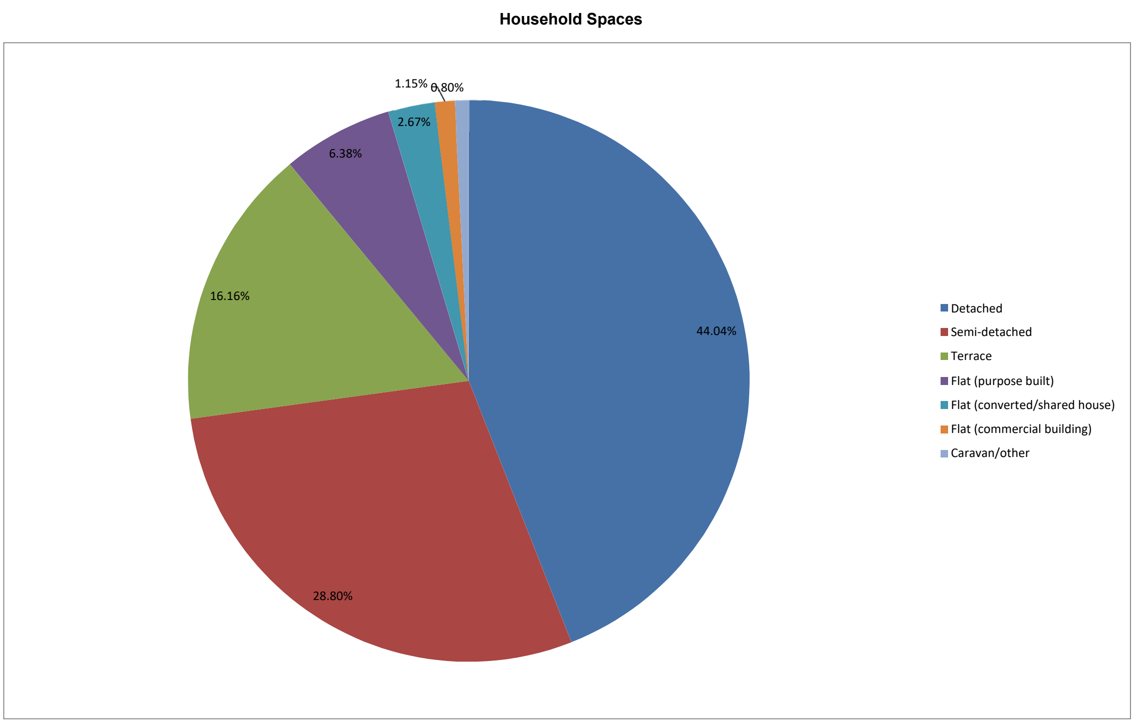
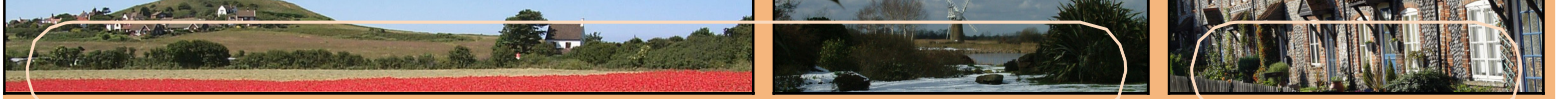



**Figure 2.34 North Norfolk Household Spaces (Source: Census 2011)**





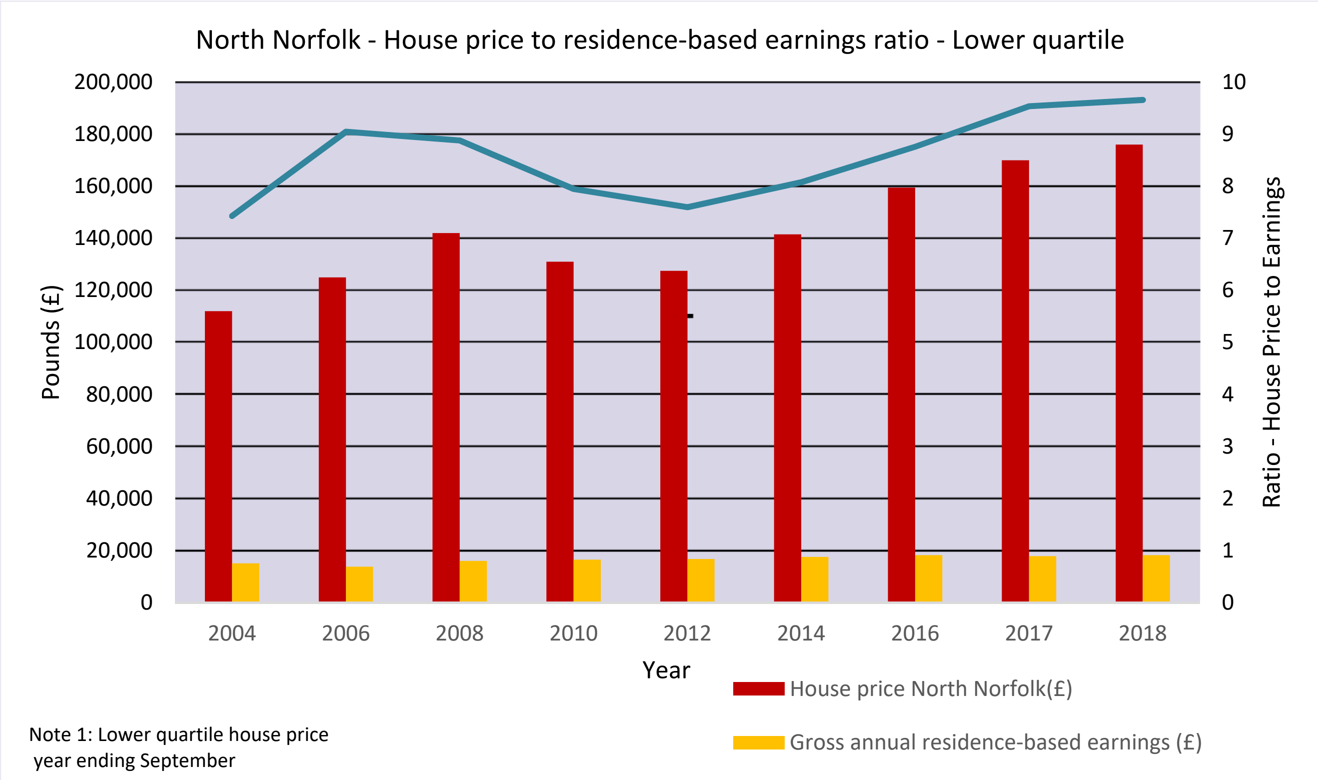
## Affordability

2.42 North Norfolk - **House price to residence-based earnings ratio - Lower quartile**. The table below shows that the Ratio of house price to gross annual residence-based earnings, has steadily increased over the years to its figure of 9.66 in 2018.

| | House price to residence-based earnings ratio | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Lower quartile | **2002** | **2003** | **2004** | **2005** | **2006** | **2007** | **2008** | **2009** | **2010** |
| House price North Norfolk(£) | 73,250 | 89,950 | 112,000 | 120,000 | 125,000 | 136,000 | 142,000 | 129,950 | 131,000 |
| Gross annual residence-based earnings (£) | 13,451 | 14,866 | 15,075 | 12,140 | 13,806 | 14,147 | 15,984 | 17,255 | 16,486 |
| Ratio of house price to gross annual residence-based earnings | 5.45 | 6.05 | 7.43 | 9.88 | 9.05 | 9.61 | 8.88 | 7.53 | 7.95 |

| | House price to residence-based earnings ratio (Con.) | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Lower quartile | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** |
| House price North Norfolk(£) | 125,000 | 127,500 | 130,000 | 141,500 | 147,000 | 159,500 | 170,000 | 176,000 |
| Gross annual residence-based earnings (£) | 17,286 | 16,766 | 17,390 | 17,512 | 17,762 | 18,201 | 17,814 | 18,214 |
| Ratio of house price to gross annual residence-based earnings | 7.23 | 7.6 | 7.48 | 8.08 | 8.28 | 8.76 | 9.54 | 9.66 |

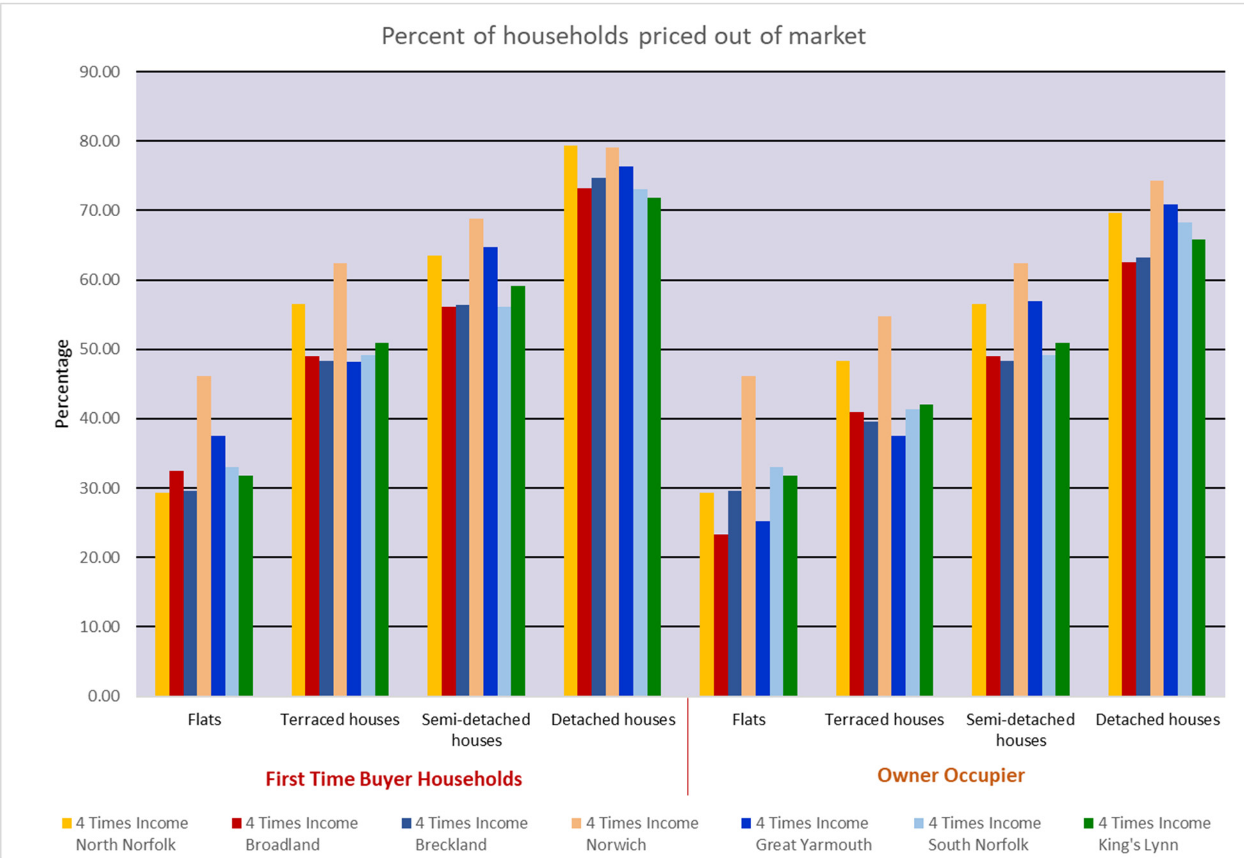
**Table 2.40a House price to residence-based earnings ratio, (Source: NNDC monitoring data).**



2.43 This table shows the percentage of households priced out of the market in the area. The analysis differentiates between house types and whether or not the purchasers are first time buyers.

| Percent of households priced out of market 4 Times Income | North Norfolk | Broadland | Breckland | Norwich | Great Yarmouth | South Norfolk | King's Lynn |
|---|---|---|---|---|---|---|---|
| **First Time Buyers** | | | | | | | |
| Flats | 29.27 | 32.48 | 29.62 | 46.08 | 37.59 | 33.02 | 31.72 |
| Terraced houses | 56.57 | 48.98 | 48.3 | 62.46 | 48.14 | 49.19 | 50.94 |
| Semi-detached houses | 63.53 | 56.05 | 56.37 | 68.8 | 64.66 | 56.13 | 59.05 |
| Detached houses | 79.36 | 73.23 | 74.63 | 79.02 | 76.3 | 73.07 | 71.77 |
| **Owner Occupiers** | | | | | | | |
| Flats | 29.27 | 23.36 | 29.62 | 46.08 | 25.17 | 33.02 | 31.72 |
| Terraced houses | 48.33 | 40.91 | 39.54 | 54.75 | 37.59 | 41.28 | 42 |
| Semi-detached houses | 56.57 | 48.98 | 48.3 | 62.46 | 56.94 | 49.19 | 50.94 |
| Detached houses | 69.70 | 62.54 | 63.22 | 74.32 | 70.92 | 68.25 | 65.82 |

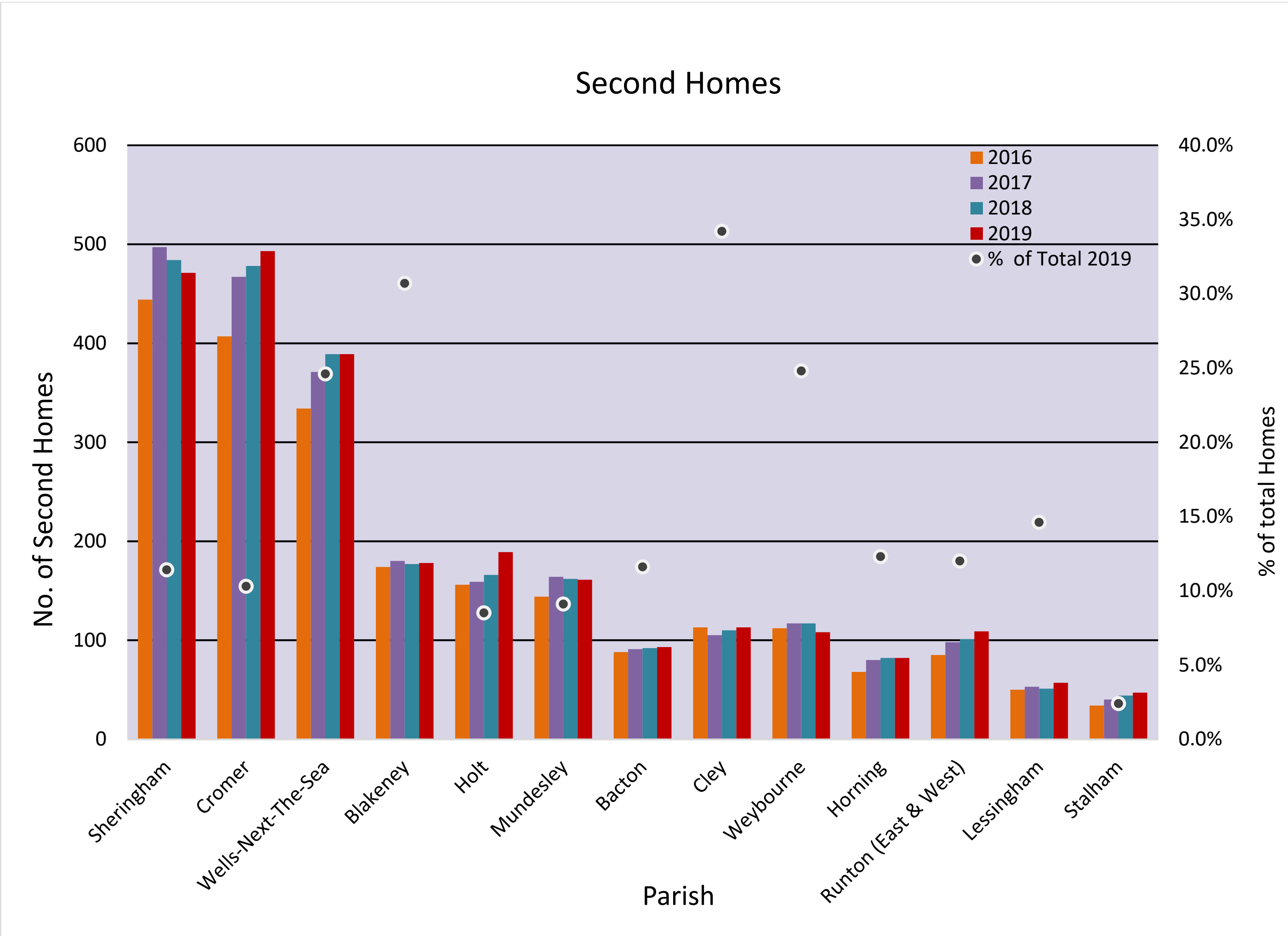
**Table 2.41 House price to residence-based earnings ratio,**
**(Source: Hometrack Automated Valuation Model and the incomes data is supplied by CACI).**



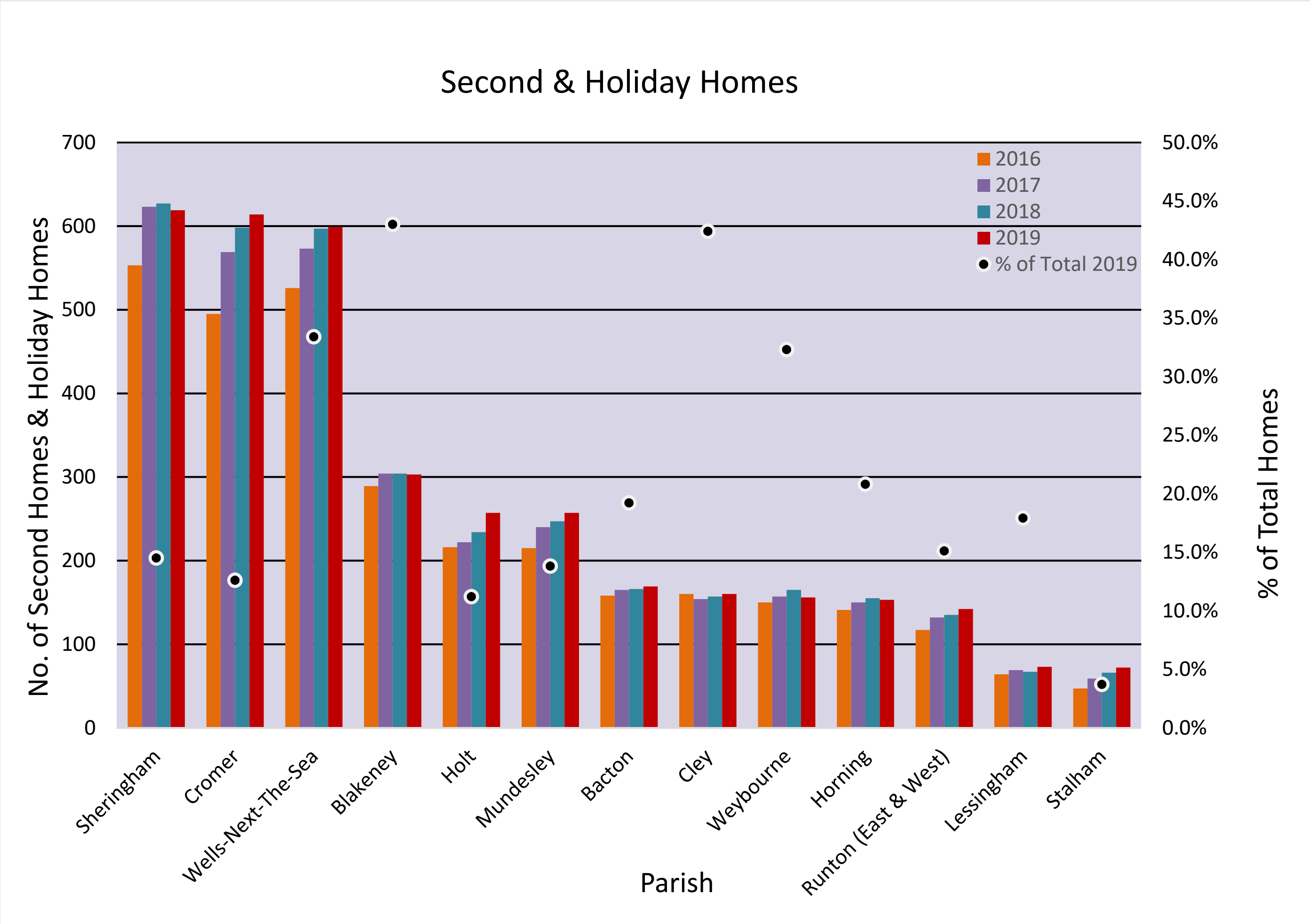

2.44 Affordable demand - Assuming a 4x income multiplier, 29% of first-time buyer households, and same percent of owner occupiers are priced out of the market for flats. 17% of the population are 20-39 year olds, a difference of -10% compared to the region. It is this group that forms the majority of demand for shared ownership. 13% of the population are in private rented accommodation, a difference from the regional figure of -2%.

## Second Homes

2.45 North Norfolk has a high proportion of second homes. This is not uniform across the district and in some areas this is far higher. The graph below shows figures for second homes in parishes and Second Homes + Holiday Homes, and for periods 2016-17. Certain coastal areas are still 'hot spots' for second home ownership, namely Cromer, Sheringham, Wells-Next-the-Sea & Blakeney.




**Graph 2.43: Second Homes Trend (NNDC 2019)**




**Graph 2.33: Second Homes + Holiday Homes Trend (NNDC 2019)**

## Empty Homes

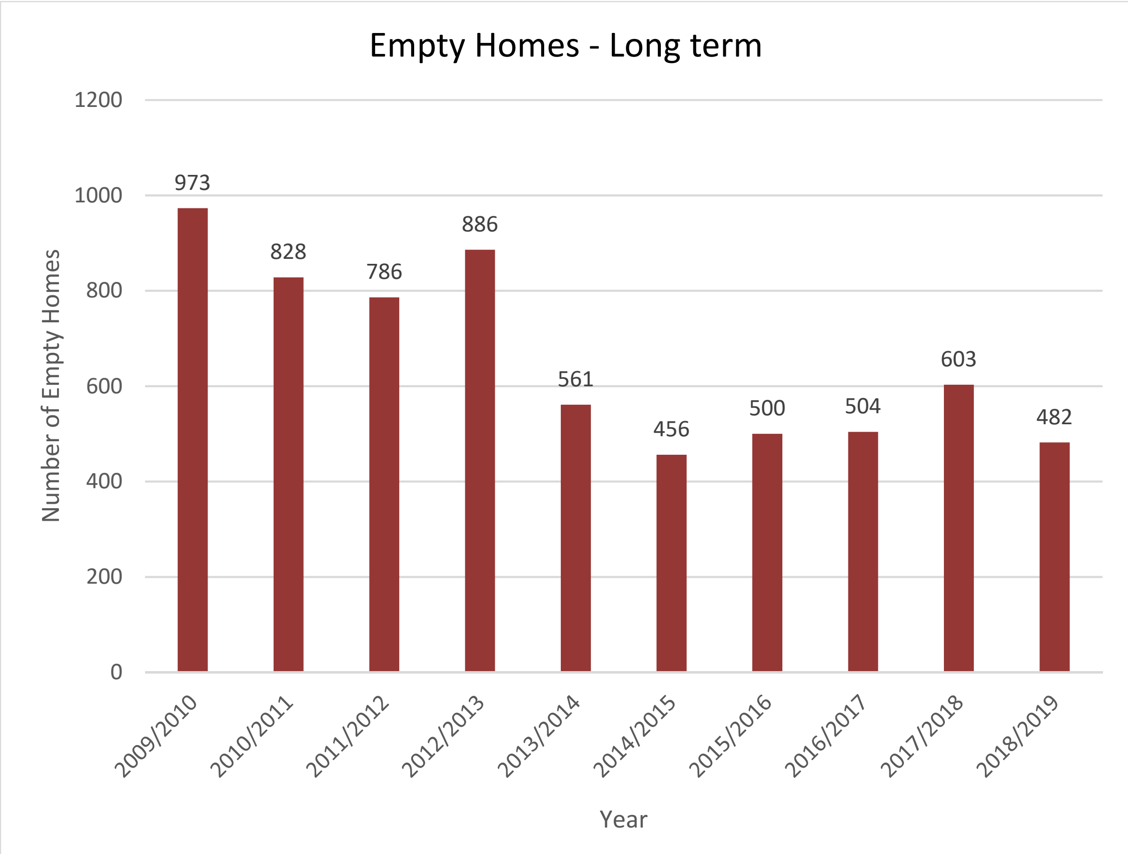
2.46 In 2018/19, **482** dwellings were classified as being long term vacant (6 months or more as at October each year).

2.47 The Government provided incentives to local authorities and charitable & social enterprise housing, through a mix of grants & loans to bring these properties back into use, but this ended in 2015, resulting in the increase in the numbers of empty homes ever since.

2.48 In 2018 there had been an overall decrease in Long Term Empty properties over the previous year. 603 to 482.

By October 2018 Using an 'enforcement board', collaborative approach for the last four years the Council has helped to bring hundreds of homes back into use through a wide range of action from working together with owners to support renovations, demolition and re-building to taking enforcement action and undertaking compulsory purchase where owners fail to make positive changes.

Currently, less than 1% of North Norfolk's housing stock is classed as being empty which is below the national average. In the last twelve months, North Norfolk District Council has reduced the number of empty properties by 20% from 603 to 482.




**Graph 2.46: Empty Homes - Long term (NNDC 2019)**

## Special Housing Needs

2.49 The East of England Regional Assembly carried out a study to assess the need for additional Gypsy and Traveller caravan pitches in the East of England up to 2011. It suggested that across the Region some 1,220 pitches were required. The breakdown for Norfolk is shown below. It indicates that there is no need for any permanent site in North Norfolk, but noted that no assessment of pitch provision for transit (short-stay) sites had been made at that stage.

| County | Estimated caravan pitches on authorised sites (January 2006) | Need for additional authorised caravan pitches identified by research study up to 2011 |
|---|---|---|
| Norfolk | 165 | 94 |
| Breckland | 26 | 13 |
| Broadland | 2 | 1 |
| Great Yarmouth | 2 | 1 |
| Kings Lynn & West Norfolk | 94 | 53 |
| North Norfolk | 1 | 0 |
| Norwich | 16 | 5 |
| South Norfolk | 25 | 21 |

**Table 2.47 Table showing results for additional Gypsy and Traveller caravan pitches (Source: The East of England Regional Assembly, January 2006)**

2.50 North Norfolk has historically experienced low levels of Gypsy and Traveller activity compared with other Districts in Norfolk. A small number of families reside in the District who occupied pitches for periods during the year. Most activity in the area is from those passing through, visiting religious festivals, looking for work orfor recreational purposes in the summer period. The Norfolk Caravans and Houseboats Accommodation needs Assessment including for Gypsies, Travelers and travelling Show people, Oct 2017 concluded that there is a low need for additional pitches to be provided over the five-year period, with an annualised need of 0.4 pitches. The two sites administered by NNDC at located at Holt Road, Cromer, on land next to the District Council offices and South of the A148 Holt Road to the north-east of Fakenham, 300 meters east of the Clipbush Lane/Fakenham bypass roundabout

2.51 Counts of Gypsy and Traveller caravans present in the District are carried out on a specific day by the Council and the results are shown in the table below.

| Count of Traveller Caravans | Jan-16 | Jul-16 | Jan-17 | Jul-16 | Jan-18 | Jul-18 | Jan-19 |
|---|---|---|---|---|---|---|---|
| Socially Rented Caravans | 3 | 1 | 0 | 1 | 0 | 1 | 5 |
| Private Caravans: Temporary Planning Permission | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| Permanent Planning Permission | 7 | 7 | 9 | 2 | 9 | 2 | 0 |
| All Private Caravans | 9 | 9 | 9 | 2 | 9 | 2 | 0 |
| No. of Caravans on Sites on Travellers' own land: "Tolerated" | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| No. of Caravans on Sites on Travellers' own land: "Not tolerated" | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| No. of Caravans on Sites on land not owned by Travellers: "Tolerated" | 1 | 5 | 1 | 1 | 1 | 1 | 0 |
| No. of Caravans on Sites on land not owned by Travellers: "Not tolerated" | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total All Caravans | 13 | 15 | 10 | 4 | 10 | 4 | 5 |

**Table 2.49 Count of Traveller Caravans (Source: MHCLG, Statistics traveller-caravan count.)**





## Population

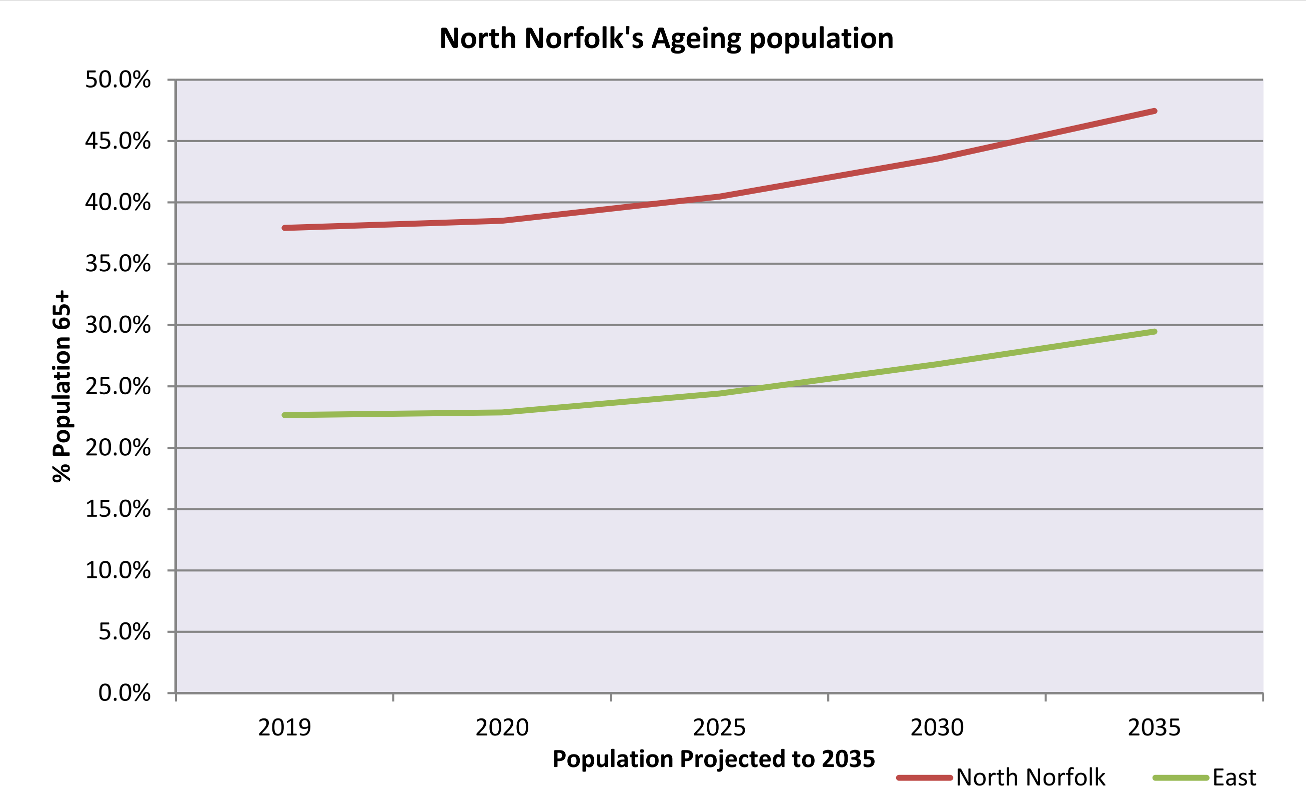
2.52 Although there are no Core Strategy targets or indicators in relation to population, it is important to monitor changes to see if planning policies meet the needs of the current and future population.

North Norfolk District had an estimated resident population of 104,600 in 2018 and is predicted to have a population of 112,100 by 2036 according to the ONS population projections. The main settlements in the District are its seven towns (Cromer, Fakenham, Holt, North Walsham, Sheringham, Stalham and Wells-next-the-Sea) and three large villages; Hoveton, Briston / Melton Constable, and Mundesley. These settlements are distributed more or less evenly across the District, and accommodate around half of the population. The other half live in the large number of smaller villages, hamlets and scattered dwellings which are dispersed throughout the rural area. Overall the District is one of the most rural in lowland England. The ONS midyear population estimates for 2018 was 104,100. (Source NOMIS 2019)

| Age | M | F | Total | M | F | Total | M | F | Total |
|---|---|---|---|---|---|---|---|---|---|
| | 2016 | | | 2019 Projections | | | 2036 Projections | | |
| Aged 0-4 | 2,141 | 2,087 | 4,228 | 2,092 | 2,013 | 4,105 | 2,015 | 1,937 | 3,952 |
| Aged 5-9 | 2,408 | 2,322 | 4,730 | 2,426 | 2,398 | 4,824 | 2,225 | 2,157 | 4,382 |
| Aged 10-14 | 2,405 | 2,220 | 4,625 | 2,499 | 2,377 | 4,876 | 2,477 | 2,391 | 4,868 |
| Aged 15-19 | 2,437 | 2,328 | 4,765 | 2,350 | 2,120 | 4,470 | 2,504 | 2,373 | 4,877 |
| Aged 20-24 | 2,199 | 2,135 | 4,334 | 2,089 | 2,037 | 4,126 | 2,074 | 1,985 | 4,059 |
| Aged 25-29 | 2,277 | 2,195 | 4,472 | 2,224 | 2,103 | 4,327 | 2,168 | 2,113 | 4,281 |
| Aged 30-34 | 2,251 | 2,144 | 4,395 | 2,276 | 2,284 | 4,560 | 2,003 | 1,978 | 3,981 |
| Aged 35-39 | 2,099 | 2,161 | 4,260 | 2,273 | 2,309 | 4,582 | 2,169 | 2,232 | 4,401 |
| Aged 40-44 | 2,469 | 2,508 | 4,977 | 2,257 | 2,294 | 4,551 | 2,601 | 2,628 | 5,229 |
| Aged 45-49 | 3,204 | 3,351 | 6,555 | 2,975 | 3,081 | 6,056 | 2,880 | 2,986 | 5,866 |
| Aged 50-54 | 3,529 | 3,797 | 7,326 | 3,504 | 3,801 | 7,305 | 3,081 | 3,269 | 6,350 |
| Aged 55-59 | 3,699 | 4,004 | 7,703 | 3,843 | 4,200 | 8,043 | 3,319 | 3,570 | 6,889 |
| Aged 60-64 | 3,810 | 4,165 | 7,975 | 3,993 | 4,260 | 8,253 | 3,974 | 4,258 | 8,232 |
| Aged 65-69 | 4,719 | 4,998 | 9,717 | 4,185 | 4,478 | 8,663 | 4,993 | 5,244 | 10,237 |
| Aged 70-74 | 4,043 | 4,074 | 8,117 | 4,656 | 4,754 | 9,410 | 5,093 | 5,220 | 10,313 |
| Aged 75-79 | 2,783 | 3,123 | 5,906 | 3,141 | 3,429 | 6,570 | 4,200 | 4,390 | 8,590 |
| Aged 80-84 | 2,184 | 2,541 | 4,725 | 2,298 | 2,687 | 4,985 | 3,174 | 3,525 | 6,699 |
| Aged 85+ | 1,715 | 3,062 | 4,777 | 1,907 | 3,105 | 5,012 | 3,774 | 5,100 | 8,874 |
| Aged 90+ | 501 | 1,216 | 1,717 | 546 | 1,276 | 1,822 | 1,298 | 2,070 | 3,368 |
| Total | 50,372 | 53,215 | 103,587 | 50,988 | 53,730 | 104,718 | 54,724 | 57,356 | 112,080 |

**Table 2.50 Population projections 2016-2036 by gender and age.** (Nomis on 27 November 2019)

2.53 North Norfolk has a significantly aging population. Both the 2014 and 2016 based projections show that there will be a significant increase in both numbers and proportion of the population aged over 65. By 2036, the end of the Local Plan period there will be over 44,700 people aged over 65 in North Norfolk, an increase of 11,500. Overall the percentage of people aged over 65 increases from 32% to 39.9% of the Districts population by 2036 (2016 ONS). Conversely collectively population growth from all other age groups increase at a slower rate with the net result that overall proportions of those under 65 are projected to fall from 68% of the total population to 60%, table 2 ONS 2016 Sub national projections It should also be noted that in some age cohorts the population is predicted to fall by 2036, notably 0-9 and 20-29 and 40 – 59.

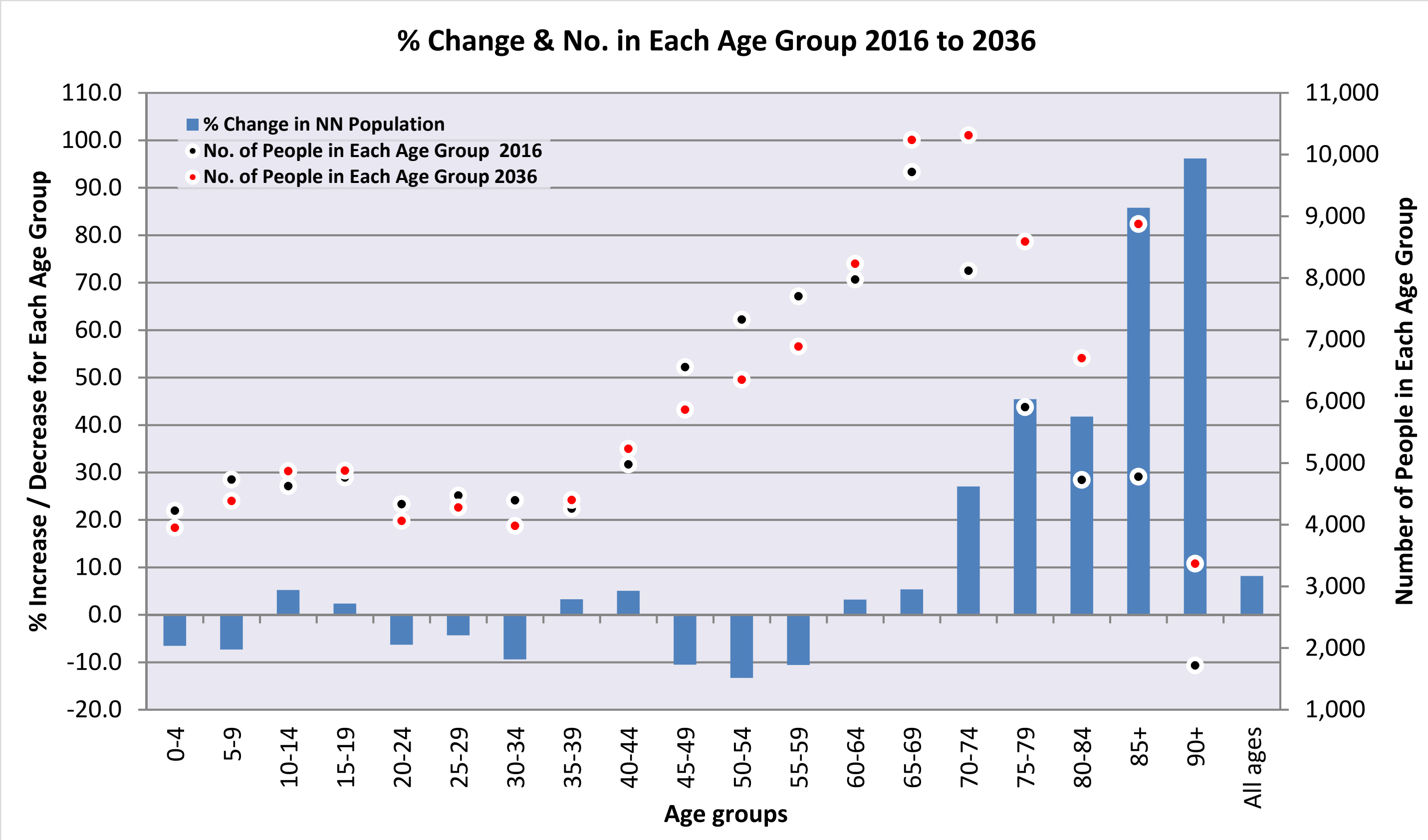



Figures are taken from Office for National Statistics (ONS) subnational population projections by persons, males and females, by single year of age. The latest subnational population projections available for England, published 24 May 2018, are full 2016-based and project forward the population from 2016 to 2041.

**Graph 2.51 Ageing Population 65+**

2.54 The percentage change within the age ranges, from 2019 to 2035 is predicted to fall on average for those below 65 years of age and significantly rise for those 65+.

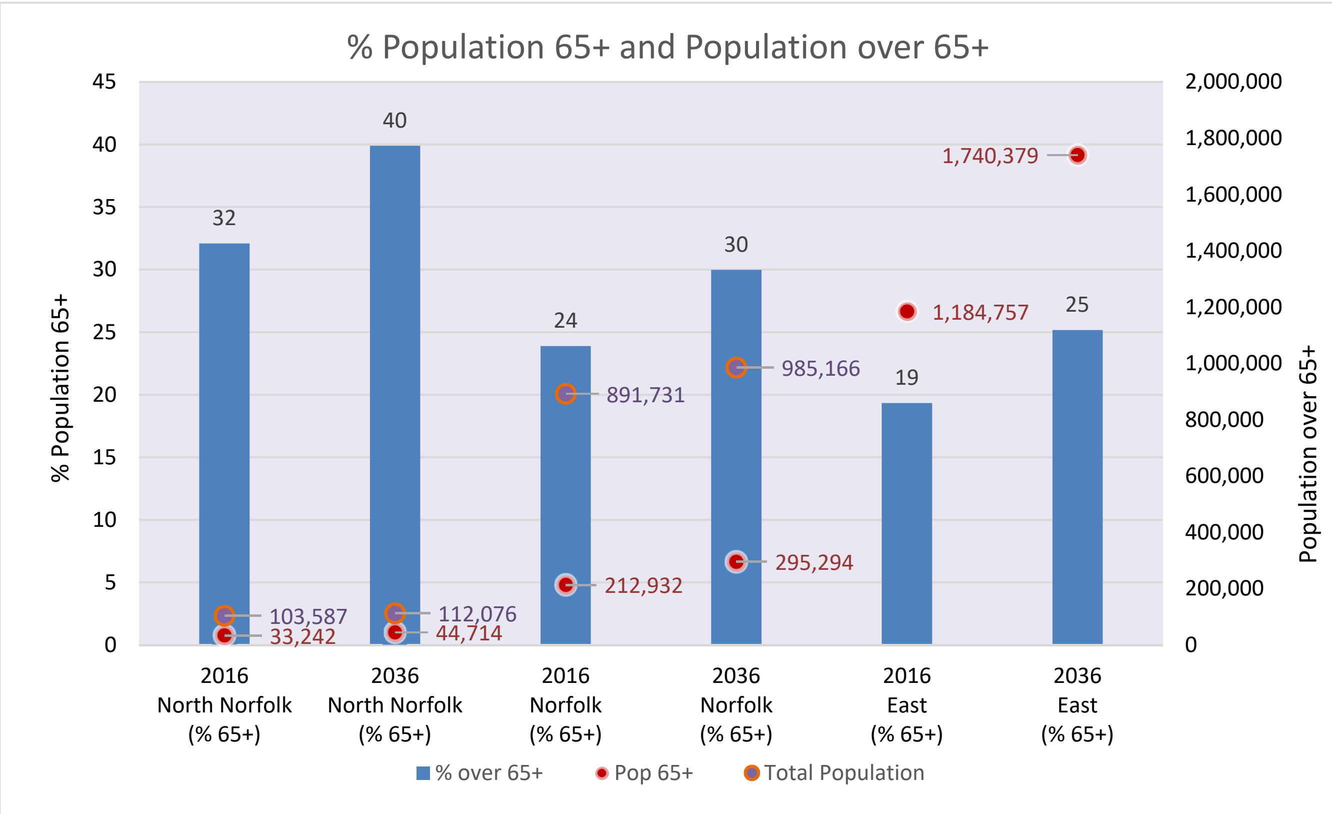
2.55 In the graph 2.52, it can be seen that the percentage change for age groups below 70 years of age decreases, where as there is a considerable increase for those over the ages of 70+, from 2016 to 2036. There is also an increase in population over the same period, and notably, for those over 85+ years there is an increase of nearly 4,100 people.




Graph 2.52 Age Group Change

**Note 1: NNDC - ONS projections 2016 Based. Note 2: The figures for 85+ and 90+ are mutually exclusive.**

2.56 It is predicted that by 2036 the percentage of people 65+ in North Norfolk, will be 40% of its total population, which will be higher than in whole of Norfolk and the East.







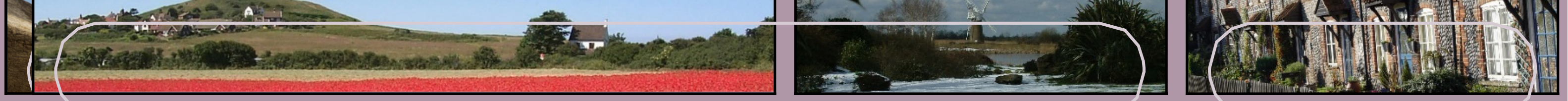
# 3 Economy

## Economy: Objectives & Targets

### Core Strategy Aims

**Core Aim 5: To develop a strong, high value economy to provide better job, career and training opportunities**

- To ensure there is a range of sites and premises available for employment development and encourage the growth of key sectors
- To improve education and training opportunities building on existing initiatives and institutions
- To maximise the economic, environmental and social benefits of tourism and encourage all year round tourist attractions and activities
- To improve the commercial health of town centres and enhance their vitality and viability consistent with their role and character.



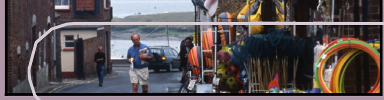
## Employment Land

3.1 Core Strategy policies seek to ensure there are sufficient sites and premises available for employment development and encourages the growth of key sectors. It is therefore important to monitor the supply of employment land and ensure it meets the needs of businesses in the area. During the year 2006/07 the Authority undertook a review of employment land in the District. This considered the supply of land in the main towns in the District. This identified 170 hectares of land designated for employment use of which 116 hectares was developed. Approximately 53 hectares was judged to be suitable and available for development (Employment Land in North Norfolk - LDF background report).

3.2 There are approximately 233.04 ha of designated employment land in the District. The table below tracks and shows the amount of employment land available. (HELAA _Part 2 – Data at 31/12/2017)

| Location | Designated Employment Areas and Enterprise Zones (ha) | Land remaining (undeveloped land on designated Employment Areas and Enterprise Zones) (ha) |
|---|---|---|
| **Eastern Area** | **103.32** | **20.54** |
| Catfield | 12.01 | 0.47 |
| Hoveton | 9.88 | 2.00 |
| Ludham | 0.27 | 0.00 |
| Mundesley | 0.30 | 0.00 |
| North Walsham | 47.37 | 6.07 |
| Scottow Enterprise Park | 32.00 | 12.00 |
| Stalham | 1.49 | 0.00 |
| **Central Area** | **47.03** | **7.55** |
| Corpusty (Saxthorpe) | 1.16 | 0.00 |
| Cromer | 18.95 | 0.67 |
| Holt | 13.99 | 6.88 |
| Sheringham | 3.95 | 0.00 |
| Melton Constable | 7.68 | 0.00 |
| Roughton | 1.30 | 0.00 |
| **Western Area** | **82.69** | **14.44** |
| Blakeney | 0.10 | 0.00 |
| Fakenham | 58.05 | 9.44 |
| Wells | 3.04 | 0.00 |
| Egmere Enterprise Zone | 21.50 | 5.00 |
| **Totals** | **233.04** | **42.53** |

**Table 3.2: Summary of assessment of designations and allocations in the LDF (Source HELAA- Part 2)**

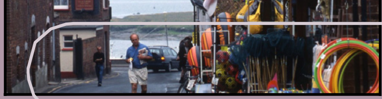






3.3 For the period 2016-2036 there will be a total of 285.54ha of Land designated/ allocated and retained for employment generating development.

| Location | Existing Employment Areas (Including Enterprise Zones) - Already developed (ha) | Existing Employment Areas (Including Enterprise Zones) - Undeveloped (ha) | New Proposed Allocations (ha) | Total Employment Land |
|---|---|---|---|---|
| **Eastern Area** | **84.78** | **20.54** | **16** | **121.32** |
| Catfield | 11.54 | 0.47 | | 12.01 |
| Hoveton | 9.88 | 2 | | 11.88 |
| Ludham | 0.27 | 0 | | 0.27 |
| Mundesley | 0.3 | 0 | | 0.3 |
| North Walsham | 41.3 | 6.07 | 14 | 61.37 |
| Scottow Enterprise Park | 20 | 12 | | 32 |
| Stalham | 1.49 | 0 | 2 | 3.49 |
| **Central Area** | **39.48** | **7.55** | **6** | **53.03** |
| Corpusty (Saxthorpe) | 1.16 | 0 | | 1.16 |
| Cromer | 18.28 | 0.67 | | 18.95 |
| Holt | 7.11 | 6.88 | 6 | 19.99 |
| Sheringham | 3.95 | 0 | | 3.95 |
| Melton Constable | 7.68 | 0 | | 7.68 |
| Roughton | 1.3 | 0 | | 1.3 |
| **Western Area** | **68.25** | **14.44** | **28.5** | **111.19** |
| Blakeney | 0.1 | 0 | | 0.1 |
| Fakenham | 48.61 | 9.44 | | 58.05 |
| Wells | 3.04 | 0 | | 3.04 |
| Egmere Enterprise Zone | 16.5 | 5 | | 21.5 |
| Tattersett Business Park | 0 | | 28.5 | 28.5 |
| **Totals** | **192.51** | **42.53** | **50.5** | **285.54** |

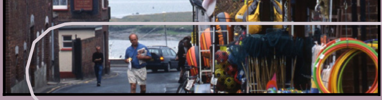
**Table 3.3 Allocated/ designated employment Land** (Source: First Draft Local Plan Part 1: Consultation 2019) Reg. 18



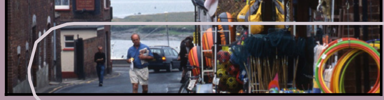

3.4 The following tables show employment development permitted in 2018/19.

| Parish | Reference | Site Address | Proposal | NNDC LP policy | Brown field (B)/ Green field (G) | Existing Use Class | Proposed Use Class | Other Use Class | **Gained - Floor Area (m2)** | **Gained CU/ Con - Floor Area (m2)** | **Lost - Floor Area (m2)** |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Alby** | **PF/18/2014** | Wayside, Church Lane, Alby, Norwich, NR11 7HB | Siting of a Portakabin for use as an office (B1) | No | G | SG | **B1a** | | 16 | | |
| **Bacton** | **PF/18/0370** | National Grid Terminal, Paston Road, Bacton, Norfolk, NR12 0JE | Change of use of existing store (B8) to incident/meeting room (B1) | No | B | B8 | **B1** | | | 135 | |
| | **PF/18/0370** | National Grid Terminal, Paston Road, Bacton, Norfolk, NR12 0JE | Change of use of existing store (B8) to incident/meeting room (B1) | No | B | **B8** | B1 | | | | 135 |
| **Blakeney** | **PF/18/0412** | The National Trust at, Friary Farm, Cley Road, Blakeney, Holt, NR25 7NW | Siting of 2 no. portakabins for temporary office use for up to 2 years | No | G | SG | **B1a** | | 75 | | |
| **Bodham** | **PF/18/1096** | Hill House Farm, Kelling Road, Lower Bodham | Erection of side extension to light industrial (Class B1) unit - Unit 9 | No | B | SG | **B1a** | | 200 | | |
| | **PF/18/1411** | Crayford And Abbs, Weybourne Road, Bodham, Holt, NR25 6QJ | Alterations to south/west elevations and conversion of offices and kitchen to car showroom/reception and re-location of toilet facilities | No | B | B1a | **B2** | SG | | 76 | |
| **Catfield** | **PF/18/1147** | G R Hurst And Co, Ludham Road, Catfield, Great Yarmouth, NR29 5PY | Erection of building for use as warehouse | | | | | | 228 | | |
| **Fakenham** | **PF/18/0612** | 7A Norwich Road, Fakenham, NR21 8AU | Change of use of first floor from offices (B1) to health & beauty clinic (suis generis) | No | B | B1a | **SG** | | | | 123 |
| | **PF/18/1379** | 13 George Edwards Road, Fakenham, NR21 8NL | Creation of MOT bay | Yes | B | SG | **B1c** | | | 356 | |
| | **PF/18/1378** | 13 George Edwards Road, Fakenham, NR21 8NL | Change of use from factory canteen to (A5) hot food takeaway (retrospective) | Yes | B | B2 | **A5** | | | | 80 |
| | **PF/18/0510** | 2 Market Place, Fakenham, NR21 9AS | Change of use of upper floors from ancillary storage to a two bedroom flat (Class C3); new external access walkway & stairs | No | B | B8 | **C3** | | | | 153 |




| Parish | Reference | Site Address | Proposal | NNDC LP policy | Brown field (B)/ Green field (G) | Existing Use Class | Proposed Use Class | Other Use Class | **Gained - Floor Area (m2)** | **Gained CU/ Con - Floor Area (m2)** | **Lost - Floor Area (m2)** |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Hoveton** | **PM/18/1580** | Unit 29, Stalham Road Industrial Estate, Littlewood Lane, Hoveton, Norwich, NR12 8DZ | Erection of 3no. commercial units (Buildings B, C & D) - total floorspace 867sqm within B1 and B8 use classes (office / light industrial / storage/distribution): Reserved Matters relating to Access, Layout, Scale and Appearance, pursuant to Outline planning permission ref PF/16/0733 | No | G | SG | **B1a** | B8 | 579 | | |
| | **PF/18/1339** | Unit 5, Station Business Park, Horning Road West, Hoveton, NORWICH, NR12 8QJ | Change of use from shop / workshop (Class A1 / B1) to gym (Class D2) | Yes | B | B1a | **D2** | A1 | | | 12 |
| **Hoveton** | **PM/18/1580** | Unit 29, Stalham Road Industrial Estate, Littlewood Lane, Hoveton, Norwich, NR12 8DZ | Erection of 3no. commercial units (Buildings B, C & D) - total floorspace 867sqm within B1 and B8 use classes (office / light industrial / storage/distribution): Reserved Matters relating to Access, Layout, Scale and Appearance, pursuant to Outline planning permission ref PF/16/0733 | No | G | SG | **B1c** | B1a/ B8 | 192 | | |
| | **PF/18/2107** | Broadland Products, Stalham Road Industrial Estate, Littlewood Lane, Hoveton, Norwich, NR12 8DZ | Two storey extension to industrial unit | Yes | B | B2 | **B2** | | 231 | | |
| | **PM/18/1580** | Unit 29, Stalham Road Industrial Estate, Littlewood Lane, Hoveton, Norwich, NR12 8DZ | Erection of 3no. commercial units (Buildings B, C & D) - total floorspace 867sqm within B1 and B8 use classes (office / light industrial / storage/distribution): Reserved Matters relating to Access, Layout, Scale and Appearance, pursuant to Outline planning permission ref PF/16/0733 | No | G | **SG** | **B8** | B1a/ B1c | 95 | | |

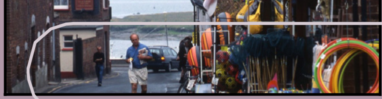






| Parish | Reference | Site Address | Proposal | NNDC LP policy | Brown field (B)/ Green field (G) | Existing Use Class | Proposed Use Class | Other Use Class | Gained - Floor Area (m2) | Gained CU/ Con - Floor Area (m2) | Lost - Floor Area (m2) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Kettlestone** | **PU/18/2070** | Barn East of Church Farm Barn, Little Snoring Road, Kettlestone | Prior approval for change of use from light industrial building (B1) to 3 residential dwellings | No | B | **B1c** | C3 | | | | 246 |
| **Kettlestone** | **PU/18/2071** | Church Farm Barn, Little Snoring Road, Kettlestone, FAKENHAM, NR21 0JH | Prior approval for change of use from light industrial building (B1) to 5 residential dwellings (C3) | No | B | **B1c** | C3 | | | | 465 |
| **Letheringsett with Glandford** | **PF/18/0897** | Unit 12, Bayfield Brecks, Wall's Lane, Bayfield, Holt, NR25 7DZ | Change of Use of premises from Offices (B1 Business) to preparation of hot food for local delivery (sui-generis) | No | B | **B1a** | A5 | | | | 66 |
| **Morston** | **PF/18/1368** | Sunnyside, 23-25 The Street, Morston, Holt, NR25 7AA | Erection of detached single storey workshop & storage building | No | B | SG | **B1a** | | 122 | | |
| **Mundesley** | **PF/18/0986** | The Durdans, 36 Trunch Road, Mundesley, Norwich, NR11 8JX | Conversion and extension of outbuilding to 2no. counselling rooms and reception (D1 Non residential Institutions), erection of single-storey front and side extensions and installation of first floor balcony | No | B | SG | **B1a** | A2/ A3 | 14 | | |
| **Mundesley** | **PF/18/1942** | Medical Centre, Munhaven Close, Mundesley, Norwich, NR11 8AR | Retention of storage container (PF/15/1190 refers) | | B | **B8** | **B8** | | | | |
| **Neatishead** | **PF/18/0664** | Unit 2, The Granary, School Road, Neatishead, Norwich, NR12 8BU | Single storey extension to industrial unit | No | B | SG | **B2** | | 123 | | |
| **North Walsham** | **PF/18/1387** | 1A St Nicholas Court, Vicarage Street, North Walsham, NR28 9BY | Change of use from D1 (Non residential institutions) to B1 (Office space) | No | B | D1 | **B1a** | | | 510 | |
| **North Walsham** | **PF/18/1950** | 10 Folgate Road, North Walsham, NR28 0AJ | Change of use from Business (Class B1) to clinic/health centre (Class D1) | Yes | B | **B1c** | D1 | | | | 233 |



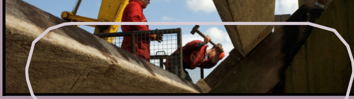
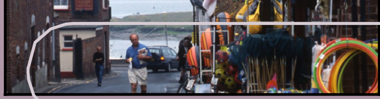
| Parish | Reference | Site Address | Proposal | NNDC LP policy | Brown field (B)/ Green field (G) | Existing Use Class | Proposed Use Class | Other Use Class | Gained - Floor Area (m2) | Gained CU/ Con - Floor Area (m2) | Lost - Floor Area (m2) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Paston** | **PF/18/1753** | Perenco, Bacton Gas Terminal, Paston Road, Bacton | Proposed single storey extension to existing security office | No | G | SG | **B2** | | 42 | | |
| **Sculthorpe** | **PF/18/1264** | Hawk And Owl Trust, Turf Moor Road, Sculthorpe, Fakenham, NR21 9GN | Proposed erection of timber outbuilding for use as office accommodation | No | G | SG | **B1a** | | 32 | | |
| **Stalham** | **PF/17/1524** | Slaughter House, Upper Staithe Road. NR12 9AX | Demolition of existing buildings and the erection of retirement living housing for the elderly (category II type accommodation), including 30 retirement living apartments, 12 retirement bungalows, communal facilities, access, car parking, landscaping and ancillary development at Slaughter House, Upper Staithe Road, Stalham, Norwich, NR12 9AX | No | B | **B2** | C3 | | | | 5200 |
| **Stody** | **PF/18/0459** | Stody Hall Barns, Brinton Road, Stody | Change of use and alterations of agricultural building to (Class B8) Storage or Distribution | No | G | SG | **B8** | | | 572 | |
| **Sustead** | **PF/18/0084** | Sustead Village Hall, Aylmerton Road, Sustead, Norwich, NR11 8RU | Change of use of village hall (D1) to light industry (B1c) use (retrospective) | No | B | D1 | **B1c** | | | 71 | |
| **Upper Sheringham** | **PF/18/0469** | Unit 4, Lodge Farm, Sheringham Road, West Beckham, Holt, NR25 6PF | Change of use of agricultural building to car storage (retrospective) 13/0588 | | G | SG | **B8** | | | 910 | |




| Parish | Reference | Site Address | Proposal | NNDC LP policy | Brown field (B)/ Green field (G) | Existing Use Class | Proposed Use Class | Other Use Class | Gained - Floor Area (m2) | Gained CU/ Con - Floor Area (m2) | Lost - Floor Area (m2) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Wells-next-the-Sea** | **PF/18/1214** | Yaffle House, 7 Southgate Close, Wells-next-the-Sea, NR23 1HG | Change of use of part of domestic garage for use for cycle hire business and associated storage (retrospective) | No | B | SG | **B2** | | | 24 | |
| | **PF/17/1939** | Units at Old Coal Yard, Maryland, Wells-next-the-Sea, NR23 1LX | Demolition of existing grain store building and erection of 9 dwellings comprising of a detached two storey dwelling, 3no. two storey terrace dwellings and 5no. three storey terrace dwellings with associated car parking, access and erection of external steps to facilitate means of escape. | No | B | B8 | **C3** | | | | 900 |
| **Total** | | | | | | | | | **1949** | **2654** | **7613** |

**Table 3.4 Employment permissions in North Norfolk 2018-19 (Source: North Norfolk District Council, 2019)**




3.5 One of the Core Strategy aims is to develop a strong, high value economy and to provide better job and training opportunities. The provision of a range of employment land and premises, along with a supportive policy framework, should help increase the amount of jobs available in the area. The working age population in North Norfolk has a working age population of 55,700 (53%), compared to 61% for the East and 62.7% for Great Britain (Employment and unemployment (Jul 2018-Jun 2019) (Source: Nomis). The key employment sectors in North Norfolk are retail, health, manufacturing, accommodation and food services and education, which has been case for the last few years. Common with many coastal districts, recreation and tourism are important parts of the local economy.

| Economically active All people | North Norfolk (Numbers) | North Norfolk (%) | Eastern (%) | Great Britain (%) |
|---|---|---|---|---|
| All people working age (16-64) | **55,700** | 53.3 | 61.0 | 62.7 |
| Economically active | **45,700** | 82.0* | 80.9 | 78.9 |
| In employment | **44,800** | 80.4* | 78.3 | 75.6 |
| Self employed | **10,900** | 19.6* | 11.7 | 10.7 |
| Unemployed | **1,100** | 2.0* | 3.2 | 4.1 |

Employment and unemployment (Jul 2018-Jun 2019) (Source: Nomis) (* Re-calculated using 55,700 as 100%)

3.6 The following tables are taken from NOMIS, which show information relating to Employment and training, and commentary provided, relating to the figures.

3.7 Working Age Population in North Norfolk has been reducing since 2014 from 56,800 to its lowest level of 55,700 in 2017, since 2011.

| Working Age Population Estimates | North Norfolk (No.) | North Norfolk (%.) | East (%) | Great Britain (%) |
|---|---|---|---|---|
| 2011 | 57,600 | 56.6 | 63.4 | 64.7 |
| 2012 | 56,800 | 55.8 | 62.8 | 64.2 |
| 2013 | 56,400 | 55.2 | 62.4 | 63.8 |
| 2014 | 56,400 | 54.8 | 62.0 | 63.5 |
| 2015 | 56,100 | 54.3 | 61.8 | 63.3 |
| 2016 | 55,800 | 53.9 | 61.5 | 63.1 |
| 2017 | 55,700 | 53.5 | 61.3 | 62.9 |

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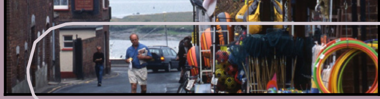


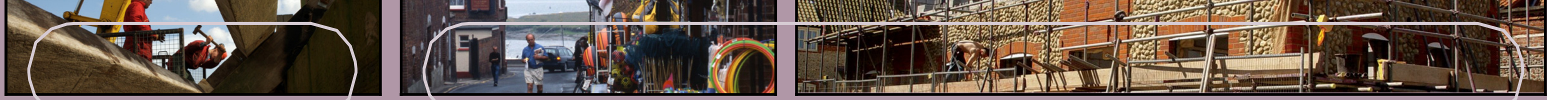



3.8 In North Norfolk, there are 45,700 economically active people (aged 16 and over), equating to 82.0% of the those aged 16-64.

3.9 In addition, the following tables below show the amount of economically active people in North Norfolk within various sectors.

| Employee Jobs | North Norfolk (employee jobs) | North Norfolk (%) | Eastern (%) | Great Britain (%) |
|---|---|---|---|---|
| Total employee jobs | **31,000** | **-** | - | - |
| Full-time | **19,000** | **61.3** | 64.7 | 67.6 |
| Part-time | **13,000** | **41.9** | 35.3 | 32.4 |
| **Employee Jobs by Industry** | **North Norfolk (employee jobs)** | **North Norfolk (%)** | **Eastern (%)** | **Great Britain (%)** |
| G : Wholesale and retail trade; repair of motor vehicles and motorcycles | **6,000** | **19.4** | 16.7 | 15.2 |
| I : Accommodation and food service activities | **4,500** | **14.5** | 6.7 | 7.6 |
| Q : Human health and social work activities | **4,000** | **12.9** | 12 | 13.2 |
| C : Manufacturing | **3,000** | **9.7** | 7.6 | 8.1 |
| P : Education | **3,000** | **9.7** | 9.2 | 8.9 |
| M : Professional, scientific and technical activities | **1,750** | **5.6** | 9.8 | 8.7 |
| F : Construction | **1,500** | **4.8** | 5.5 | 4.7 |
| R : Arts, entertainment and recreation | **1,500** | **4.8** | 2.4 | 2.5 |
| H : Transportation and storage | **1,250** | **4.0** | 5.7 | 4.8 |
| N : Administrative and support service activities | **1,250** | **4.0** | 10.6 | 9.1 |
| O : Public administration and defence; compulsory social security | **1,000** | **3.2** | 3 | 4.3 |
| S : Other service activities | **700** | **2.3** | 1.7 | 2 |
| E : Water supply; sewerage, waste management and remediation activities | **450** | **1.5** | 1 | 0.7 |
| L : Real estate activities | **450** | **1.5** | 1.6 | 1.7 |
| J : Information and communication | **350** | **1.1** | 3.6 | 4.2 |
| K : Financial and insurance activities | **250** | **0.8** | 2.4 | 3.5 |
| B : Mining and quarrying | **175** | **0.6** | 0.1 | 0.2 |
| D : Electricity, gas, steam and air conditioning supply | **50** | **0.2** | 0.3 | 0.5 |

**Table 3.9 Business Register and Employment Survey: open access (Source: ONS, Nomis, 2018)**

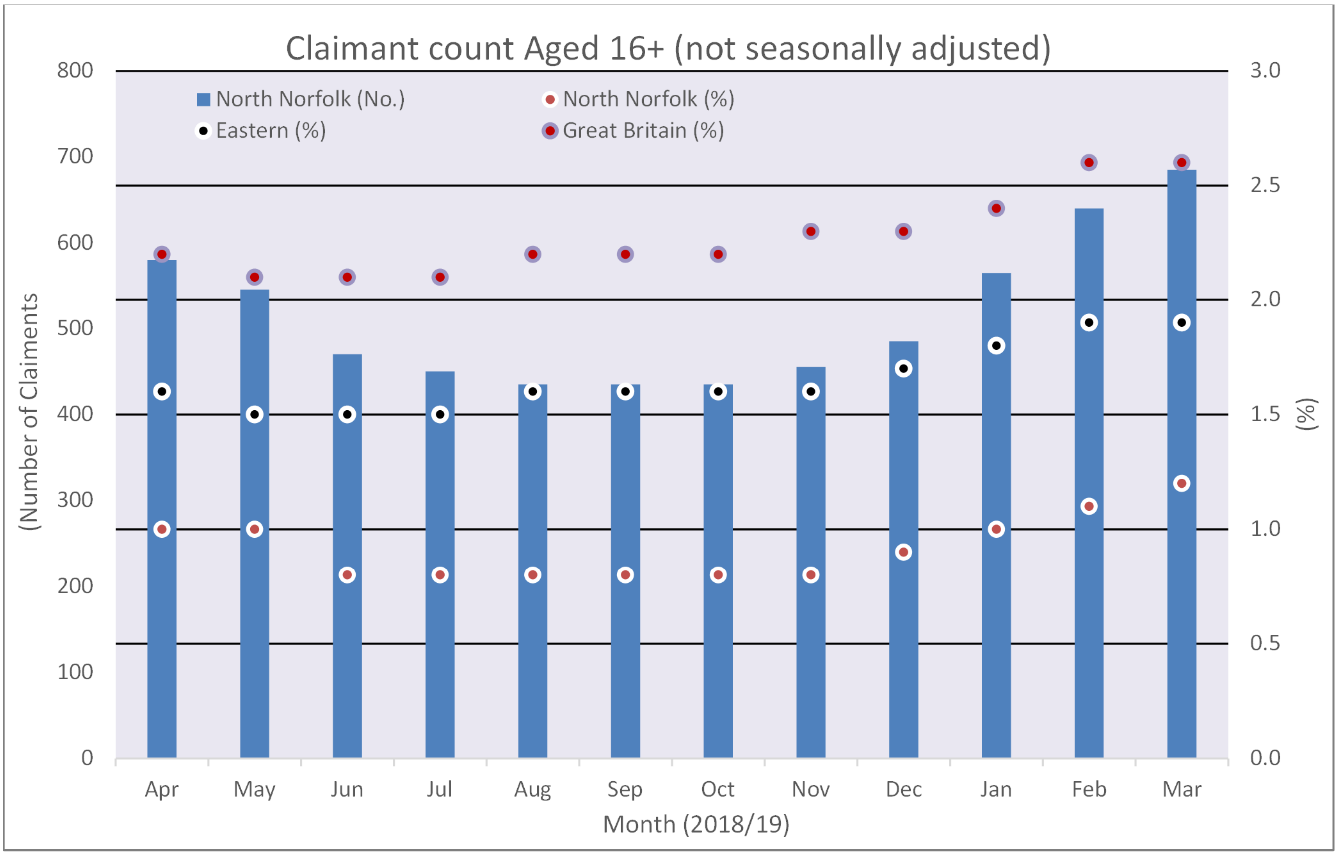




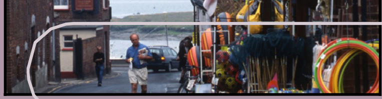
3.10 In North Norfolk 685 people were claiming benefit (March 2019), principally for the reason of being unemployed. Under Universal Credit a broader span of claimants are required to look for work than under Jobseeker's Allowance. As Universal Credit Full Service is rolled out in particular areas, the number of people recorded as being on the Claimant Count is therefore likely to rise. Unemployment benefits normally only apply to people aged 18 years and over. They can only be claimed by 16 and 17 year olds in exceptional circumstances.

| Out-Of-Work Benefits: Claimant count by age - not seasonally adjusted | North Norfolk (employee jobs) | North Norfolk (%) | Eastern (%) | Great Britain (%) |
|---|---|---|---|---|
| Aged 16+ | 685 | 1.2 | 1.9 | 2.6 |
| Aged 16 to 17 | 0 | 0 | 0.2 | 0.2 |
| Aged 18 to 24 | 150 | 2.5 | 2.9 | 3.6 |
| Aged 18 to 21 | 95 | 2.9 | 3.3 | 3.8 |
| Aged 25 to 49 | 325 | 1.3 | 2 | 2.7 |
| Aged 50+ | 210 | 0.9 | 1.7 | 2.3 |

**Table 3.10 Numbers of Benefits claimants (March 2019 (Source: Nomis, 2019)**




**Graph 3.10 Numbers of Benefits claimants (Apr 2018 - Mar 2019 (Source: Nomis, 2019)**





3.11 Jobs Density: This is the level of Jobs per resident aged 16-64. A job density of 1 would mean that there is one job for every resident aged 16-64. The figures below show that the job density in North Norfolk (2017) was 0.73, more residents aged 16-64 then there are jobs.

| Jobs density (2016) | Jobs | North Norfolk (Density) |
|---|---|---|
| **North Norfolk** | **41,000** | **0.73** |
| Breckland | 54,000 | 0.67 |
| Broadland | 61,000 | 0.81 |
| Great Yarmouth | 42,000 | 0.72 |
| King's Lynn & West Norfolk | 73,000 | 0.85 |
| Norwich | 102,000 | 1.07 |
| South Norfolk | 63,000 | 0.80 |
| Eastern | 3,224,000 | 0.85 |
| Great Britain | 35,509,000 | 0.85 |

**Table 3.11 Jobs Density (2017) (Source: Nomis, 2019)**

Jobs density is defined as the number of jobs in an area divided by the resident population aged 16-64 in that area. For example, a jobs density of 1.0 would mean that there is one job for every resident aged 16-64.

3.12 Core Strategy policies also seek to improve education and training opportunities, to meet the needs of business and help residents' access better quality jobs. The average full time weekly earnings for those living in North Norfolk have increased from £390.70 in 2012 to £487.90 in 2018, which still remains lower than the Eastern region and the UK as a whole.

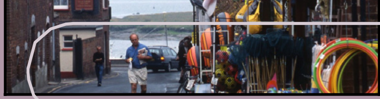
| Earnings by place of residence (2019) Gross weekly pay | North Norfolk (Pounds) | East (Pounds) | Great Britain (Pounds) |
|---|---|---|---|
| Full-time workers | 494.90 | 610.40 | 587.00 |
| Male full-time workers | 515.20 | 659.40 | 632.00 |
| Female full-time workers | 435.00 | 537.80 | 528.90 |

**Table 3.12 Average gross full time weekly pay (2019) (Source: Nomis, 2019)**

3.13 The number of residents with qualifications to NVQ4 and above has increased from 23% in 2015 to 32.7% in 2018, and remains below the percentage for the eastern region as the table below shows.

| Qualifications (Jan 2018-Dec 2018) | North Norfolk (Numbers) | North Norfolk (%) | Eastern (%) | Great Britain (%) |
|---|---|---|---|---|
| **NVQ4 and above** | 17,800 | 32.7 | 35.2 | 39.3 |
| **NVQ3 and above** | 27,600 | 50.8 | 53.1 | 57.8 |
| **NVQ2 and above** | 39,200 | 72.1 | 72.8 | 74.9 |
| **NVQ1 and above** | 46,900 | 86.3 | 86 | 85.4 |
| **Other qualifications** | # | # | 6.5 | 6.8 |
| **No qualifications** | 6,000 | 11 | 7.4 | 7.8 |

**Table 3.13 Qualifications Jan 2018 - Dec 2018 (Source: Nomis, 2019)**

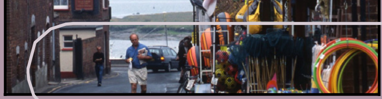



## Tourism

3.14 In 2018 North Norfolk attracted nearly 9.6m day and overnight trips, with a total visitor spend of £421.4m, up from £403.5m in 2016 (see table below). The total value of tourism in North Norfolk was an estimated £511m, supporting an estimated 8,268 tourism related jobs, an increase of 4% compared to 2016.

| Tourism | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|---|
| **Number of Day Trips** | 6,733,000 | 7,451,000 | 7,392,000 | 7,755,000 | 8,207,000 | 9,008,000 |
| **Number of Overnight Trips** | 569,000 | 545,600 | 558,700 | 553,500 | 620,700 | 584,700 |
| **Total Number of Visitor Trips** | **7,302,000** | **7,996,600** | **7,950,700** | **8,308,500** | **8,827,700** | **9,592,700** |
| **Adjusted Direct and Associated Visitor Spend** | £357,685,550 | £386,736,033 | £399,284,033 | £403,569,250 | £415,686,250 | **£421,429,378** |
| **Indirect/induced spend** | £77,178,000 | £83,281,000 | £85,472,000 | £86,788,000 | £89,423,000 | £89,647,000 |
| **Total Tourism Value** | **£434,863,550** | **£470,017,033** | **£484,756,033** | **£490,357,250** | **£505,109,250** | **£511,076,378** |
| **Total Number of Nights Stayed by Overnight Visitors** | 2,934,000 | 2,614,000 | 2,383,000 | 2,415,000 | 2,644,000 | 2,468,000 |
| **Direct Full Time Equivalent Jobs** | 5,599 | 6,058 | 6,249 | 6,337 | 6,528 | 6,607 |
| **Indirect and Induced Full Time Equivalent Jobs** | **1,403** | **1,542** | **1,583** | **1,607** | **1,656** | **1,660** |
| **Total Full time equivalent jobs** | **7,002** | **7,600** | **7,832** | **7,944** | **8,184** | 8,268 |
| **Total actual tourism related employment (No. of jobs)** | **9,709** | **10,543** | **10,868** | **11,020** | **11,352** | **11,461** |
| **Percentage of all employment** | **24.0%** | **26.4%** | **27.2%** | **27.5%** | **28.4%** | 28.7% |

**Table 3.13 Economic Impact of Tourism North Norfolk – 2018. (Source: Destination Research Ltd.**




3.15 The trips by accommodation by staying visitors, decreased by 6%, in 2018 compared to 2017, to 585,700. The largest proportion of visitors to North Norfolk come from the UK 95.4%.

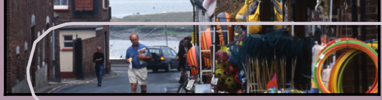
| Trips by Accommodation<br>Staying Visitors - Accommodation Type | UK | Overseas | Total |
|---|---|---|---|
| Serviced | 89,000 | 1,600 | 90,600 |
| Self-catering | 98,000 | 3,800 | 101,800 |
| Camping | 68,000 | 1,400 | 69,400 |
| Static caravans | 111,000 | 600 | 111,600 |
| Group/campus | 32,000 | 4,100 | 36,100 |
| Paying guest | 0 | 0 | 0 |
| Second homes | 32,000 | 1,400 | 33,400 |
| Boat moorings | 18,000 | 0 | 18,000 |
| Other | 17,000 | 1,200 | 18,200 |
| Friends & relatives | 94,000 | 12,600 | 106,600 |
| **Total (2018)** | 559,000 | 26,700 | 585,700 |
| **Comparison (2017)** | 592,000 | 29,000 | 621,000 |
| **Difference** | **-6%** | **-8%** | **-6%** |

3.16 Spend by Accommodation Type: The top four spend by accommodation types are Static caravans, Self-catering, Serviced accommodation and camping, which make up 75.7% of that in the other areas.

| Spend by Accommodation Type (2018) | UK | Overseas | Total |
|---|---|---|---|
| Serviced | 24,895,000 | 604,000 | 25,499,000 |
| Self-catering | 24,774,000 | 4,980,000 | 29,754,000 |
| Camping | 22,083,000 | 296,000 | 22,379,000 |
| Static caravans | 26,802,000 | 170,000 | 26,972,000 |
| Group/campus | 5,203,000 | 4,051,000 | 9,254,000 |
| Paying guest | 0 | 0 | 0 |
| Second homes | 2,876,000 | 729,000 | 3,605,000 |
| Boat moorings | 3,108,000 | 0 | 3,108,000 |
| Other | 5,449,000 | 157,000 | 5,606,000 |
| Friends & relatives | 8,093,000 | 3,965,000 | 12,058,000 |
| Total 2018 | 123,283,000 | 14,952,000 | 138,235,000 |
| Comparison 2017 | 128,362,000 | 17,161,000 | 145,523,000 |
| Comparison 2016 | 123,066,000 | 17,952,000 | 141,018,000 |
| Difference 2017-18 | -4% | -13% | -5% |

**Table 3.16 Staying visits by accommodation type (Source: Destination Research: 2018)**

| Headline Figures 2018 | No. / £ / % |
|---|---|
| Total number of trips (day & staying) | 9,592,700 |
| Total staying trips | 584,700 |
| Total day trips | 9,008,000 |
| Total staying nights | 2,468,000 |
| Total staying spend | £138,233,000 |
| Total day trip spend | £279,853,000 |
| Associated spend | £30,289,378 |
| Total visitor spend | £421,429,378 |
| Indirect / induced spend | £89,647,000 |
| Total Tourism Value | £511,076,378 |
| Full time equivalent jobs | 8,268 |
| Total actual tourism related employment | 11,461 |
| Percentage of all employment | 28.7% |



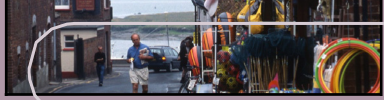

3.17 Across North Norfolk, there is a broad range of tourist accommodation available including (but not limited to) caravan sites, camp sites and glamping sites for all year round and seasonal uses. These sites provide a range of permanent and temporary buildings as well as differing in size and location. Collectively they create a diverse choice of places for tourists to stay. The provision of a diverse range of tourist accommodation is desirable and tourists visiting the area can have positive impact on the economy.

### Tourist Accommodation Stock

3.18 The table below summaries permissions for new (and lost) tourist accommodation granted.

| Parish | Proposal (Summary) | Application No. |
|---|---|---|
| Bacton | Sub-division of dwelling to create 2no. Units of holiday accommodation. | PF/18/2037 |
| Calthorpe | Removal of condition for holiday purposes only, to unrestricted residential occupation. | PF/18/1259 |
| Corpusty | Allow use of annex for holiday let or ancillary residential use. | PF/18/1530 |
| Cromer | Conversion of stable to holiday unit. | PF/18/1784 |
| Dilham | Conversion of barn to 2no. Units of holiday accommodation. | PF/18/1403 |
| Edgefield | Conversion of agricultural building to form dwelling for holiday let. | PF/18/0101 |
| Felbrigg | Removal of condition for holiday purposes only, to unrestricted residential occupation. | PF/18/1908 |
| Great Ryburgh | Conversion and extension of store/kennel/outbuilding to form holiday let. | PF/18/1070 |
| Gresham | Erection of 5 no. holiday lodges. | PF/17/2150 |
| Hoveton | Change of use of loft storage area of detached garage to a unit of holiday accommodation. | PF/18/2082 |
| Ingham | Change of use of barn to one unit of holiday accommodation (retrospective). | PF/18/0594 |
| Mundesley | 8no. holiday lodges. | PF/16/1743 |
| Neatishead | Erection of building to provide one unit of holiday accommodation. | PF/18/0177 |
| North Walsham | Erection of 2 no. detached timber outbuildings for use as holiday accommodation. | PF/18/1763 |
| Roughton | Stationing of four static caravans for holiday use | PF/19/0201 |
| Sculthorpe | Removal of condition for holiday purposes only, to unrestricted residential occupation. | PF/18/2319 |
| Sea Palling | Allow the permanent use of caravan site for all year round holiday purposes. | PF/18/0395 |
| Sea Palling | Allow 12 no. static caravans to be occupied for all year round holiday purposes. | PF/18/0396 |
| Sea Palling | Allow 22 no. static caravans to be occupied for all year round holiday purposes. | PF/18/0397 |
| Sheringham | Permit detached annexe to be used as holiday let. | PF/18/0989 |
| Sutton | Change of use of detached annex to holiday let. | PF/18/1143 |
| Thornage | Removal of condition for holiday purposes only, to unrestricted residential occupation. | PF/18/0965 |
| Walsingham | Change of use from lodgings to four self-contained holiday lets. | PF/18/0660 |
| Waxham | Two static caravans for an 11 month holiday rental period (retrospective). | PF/18/0689 |
| Witton | Removal of condition for holiday purposes only, to unrestricted residential occupation. | PF/18/1251 |
| Wolterton | Conversion of stables to form 5 holiday lets and events/function facility. | PF/18/0344 |

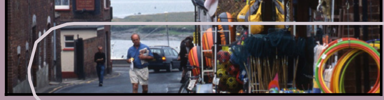
**Table 3.18 Tourist Accommodation Permissions, April 2018 to March 2019 (Source: NNDC, 2019)**




3.19 The Core Strategy states, in North Norfolk the tourism economy is heavily dependent on the quality of the natural environment and the towns also contain many attractions and act as a focus for visitors. New tourist accommodation are permitted where it is demonstrated that it will have a minimal effect on the environment and where Principal & Secondary Settlements are the preferred locations for new development. Although there have not been significant application received in these preferred locations.

3.20 Within the Service Villages and countryside, where re-use of existing buildings is preferred, it can be seen from the table above that a significant number of applications were received for conversions and change of use to tourist accommodation.




## Town Centres

3.21 The Settlement Hierarchy identifies a hierarchy for the District;

- **Large Growth town:** *Cromer, Fakenham, North Walsham*
- **Small Growth town:** *Hoveton, Holt, Sheringham, Stalham and Wells-next-the-sea*

3.22 The Large and Small Growth Towns all have town centres, which attract a significant amount of economic activity. Historically Norfolk County Council monitored the number of units in each market town, ceased to do so after 2010. Previous AMR's show details of number of units in all the towns. The new Local Plan suggests High streets and town centres face considerable challenges, not least with the growth in online retail as well as the traditional larger regional centres. The change to the national planning legislation to allow for buildings, under Permitted Development rights, in town centre uses to be changed from one use to another without the need for planning permission, could potentially assist in revitalizing and enhancing town centres. Monitoring of Town Centres will therefore take on a new approach in following years, in line with the new Local Plan

| Town | Convenience Goods (Sq.M Gross) | Comparison Goods (Sq.M Gross) | Food and Beverage (Sq.M Gross) |
|---|---|---|---|
| Cromer | 0 | 1,182 | 253 |
| Fakenham | 0 | 1,042 | 228 |
| Holt | 0 | 297 | 196 |
| North Walsham | 1,124 | 559 | 161 |
| Sheringham | 588 | 457 | 268 |
| Hoveton/Wroxham | 0 | 342 | 88 |
| Stalham | 323 | 137 | 53 |
| Wells-next-the-Sea | 11 | 84 | 96 |
| Other North Norfolk | 0 | 268 | 433 |

**Table 3.22 Projections & suggested distribution 2016 - 2026. (Retail & town Centre Uses Study NNDC 2017)**

3.23 In previous years the County Council have also monitored vacancy rates, which also ceased after 2010. The same principle for monitoring will be applied as stated in 3.22.

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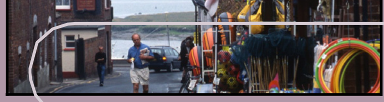





3.24 The North Norfolk Retail and Main Town Centres Uses Study (Mar 2017) makes reference to the economic downturn which has had a significant impact on the retail and leisure sectors. A summary of existing retail provision is shown in Table 3.24

| Centre | Retail Hierarchy | Town Centre Class A1-A5 Units | Convenience Sq.M Net Sales Floorspace * | Comparison Sq.M Net Sales Floorspace * |
|---|---|---|---|---|
| Fakenham | Large town centre | 130 | 6,651 | 12,540 |
| Cromer | Large town centre | 181 | 5,539 | 10,270 |
| North Walsham | Large town centre | 110 | 5,088 | 3,491 |
| Holt | Small town centre | 164 | 1,510 | 6,739 |
| Sheringham | Small town centre | 162 | 2,310 | 4,350 |
| Hoveton/Wroxham | Small town centre | 58 | 1,692 | 4,000 |
| Stalham | Small town centre | 73 | 1,910 | 2,030 |
| Wells-next-the-Sea | Small town centre | 82 | 933 | 1,650 |
| **Total** | | **960** | **25,633** | **45,070** |

**Table 3.24 Existing retail provision. (Retail & town Centre Uses Study NNDC 2017)**
*** includes out of centre food stores and retail warehouses**

3.25 The report goes on to say: “All centres have a reasonable proportion of comparison goods shops when compared with the national average. Holt has a particularly strong comparison goods offer due to the large number of independent specialists. Conversely Holt has a relatively low provision of convenience retail facilities and A1 non-retail services.” And : “The vacancy rate is lower than the national average in all centres with the exception of North Walsham. The provision of Class A3/A5 is particularly strong in Hoveton/ Wroxham, Wells-next-the-Sea and Sheringham, reflecting the role of the centres as tourist destinations.”

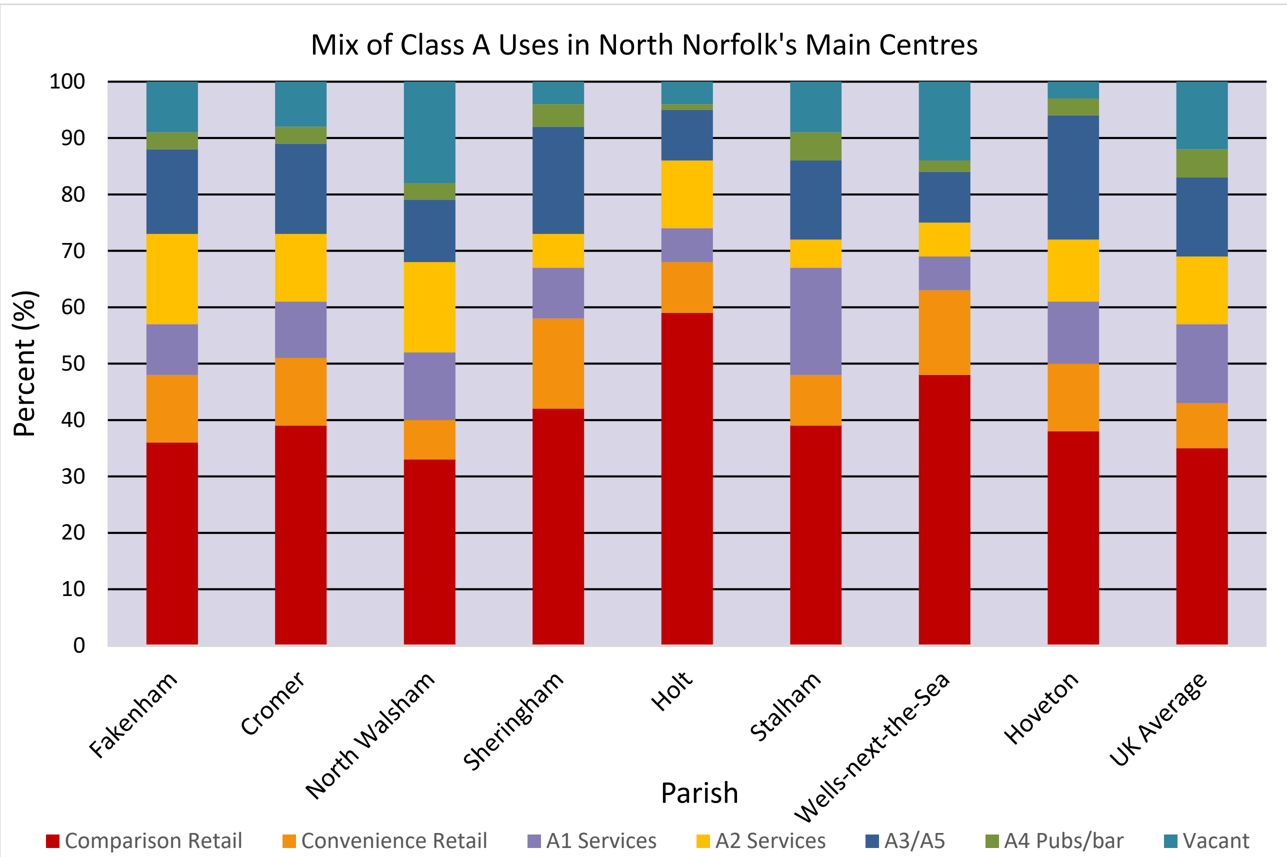
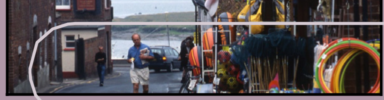



**Table 3.25 Source: Lichfields’ Survey (September 2016) and Goad National averages for town centres**




3.26 Convenience shopping – *Source: North Norfolk Retail & Main Town Centre Uses Study: Appendix 5*

i. Fakenham - Large Tesco (2,033 sq.m net) and an Aldi (1,051 sq.m net) and a number of small convenience outlets which serve basket/top-up food shopping trips. In addition to these town centre facilities Fakenham has out of centre Morrison's (2,656 sq.m net) and Lidl (970 sq.m net) stores.

ii. Cromer - Cromer town centre includes a Bugden's (746 sq.m net) and an Iceland (446 sq.m net) and a number of small convenience outlets which serve basket/top-up food shopping trips. There is a large edge of centre Morrison's (2,526 sq.m net), and out of centre Co-op (1,087 sq.m net) and a Lidl (1,030 sq.m net) stores

iii. North Walsham - Lidl (1,373 sq.m net) store is located within the town centre which is supported by 6 additional convenience shops that serve basket/top-up food shopping trips. There is a large Sainsbury's (3,006 sq.m net) and a Lidl (1,373 sq.m net) within the town centre boundary. There is a medium sized Waitrose (1,507 sq.m net) beyond the town centre boundary.

iv. Sheringham - The main food stores in Sheringham is a mid -sized Tesco (1,355 sq.m net). The Tesco is supplemented by a Sainsbury's Local (222 sq.m net) and 23 additional convenience stores.

v. Holt - The main food store in Holt is a mid-sized Bugden's (1,033 sq.m net) which is supplemented by 13 small convenience shops. A new Aldi store is proposed and will improve food store provision in the town.

vi. Stalham - The main food store in Stalham is a mid-sized Tesco food store (1,689 sq.m net), supported by 6 small convenience units within the centre.

vii. Wells-Next-the sea - the main food stores in Wells-next-the-Sea is a small Co-op (614 sq.m net) which is supported by 12 small convenience shop.

viii. Hoveton and Wroxham - the main food store in Hoveton and Wroxham is the Roys of Wroxham (4,708 sq.m net) which is supplemented by the Broads Centre Supermarket, a newsagent and 4 additional convenience units.

3.27 Comparison shopping – *Source: North Norfolk Retail & Main Town Centre Uses Study: Appendix 5.*

i. Fakenham - Good range of independent shops and a small range of multiples (chain stores) selling a range of comparison goods.

ii. Cromer - reasonable range of independent shops selling a range of comparison goods. There is a limited range of multiples (chain stores) include a Boots, Mountain Warehouse, M&Co and a Superdrug.

iii. North walsham - reasonable range of comparison goods retailers within the centre, comprising independent retailers and a couple of national multiples including a QD and a Boots Pharmacy.

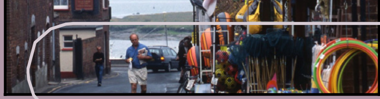
iv. Sheringham - The main food stores in Sheringham is a mid -sized Tesco (1,355 sq.m net). The Tesco is supplemented by a Sainsbury's Local (222 sq.m net) and 23 additional convenience stores.

v. Holt - A good range of independent comparison goods retailers, comprising a high number of specialist/gift shops and galleries. There is also a small number of good quality multiple retailers including a Fat Face, Mountain Warehouse and a Joules. The Bakers & Larners department store acts as an important anchor store.

vi. Stalham - a limited range of independent retailers. There is a Boots Pharmacy.

vii. Wells - a reasonable range of independent retailers comparison within the centre.

viii. Hoveton & Wroxham - Roys of Wroxham plus a limited range of independent retailers.




3.28 Services

i. Fakenham - A post office, a good range of high street national banks, and a reasonable selection of cafés, restaurants, takeaways, travel agents and hairdressers/beauty parlours.

ii. Cromer - A post office, a good range of high street national banks, and a reasonable selection of cafés, restaurants, takeaways, travel agents and hairdressers/beauty parlours.

iii. North Walsham - A Post Office, a good range of high street national bank, travel agency, a reasonable selection of cafés, restaurants, takeaways and hairdressers/beauty parlours.

iv. Sheringham - A Post Office, a reasonable range of high street national bank, dry cleaners, shoe repairs, hairdressers/beauty parlours and a good selection of cafés, restaurants, takeaways.

v. Holt - Tourist information centre, dry cleaners, shoe repairs, a number of hairdressers/beauty parlours and a good selection of cafés, restaurants and takeaways.

vi. Stalham - reasonable range of service units including hairdressers and a beauty salon, funeral directors, a dog groomer and a limited selection of cafés and takeaways.

vii. Wells - A limited range of service units including a post office, tourist information centre, a hairdresser and a good selection of cafés, restaurants, takeaways.

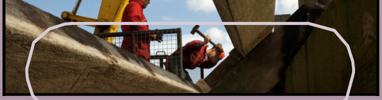
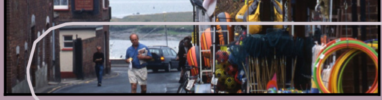
viii. Hoveton & Wroxham - a limited range of service units including a tourist information centre, hairdressers and a good selection of cafés, restaurants, takeaways.

| Parish | Type of Unit | Units within Primary Shopping Area (PSA) | Total Town Centre Units | % of Total Units | % of Total Units - UK Average |
|---|---|---|---|---|---|
| Fakenham | Comparison Retail[5] | 39 | 47 | 36.2 | 35.8 |
| | Convenience Retail[6] | 13 | 16 | 12.3 | 8.4 |
| | A1 Services (2) | 8 | 11 | 8.5 | 12.3 |
| | A2 Services (3) | 18 | 21 | 16.2 | 12.3 |
| | A3/A5 | 13 | 20 | 15.4 | 14.9 |
| | A4 Pubs/bar | 0 | 3 | 2.3 | 4.5 |
| | Vacant | 7 | 12 | 9.2 | 11.8 |
| | Total | 98 | 130 | 100 | 100 |

| Parish | Type of Unit | Units within Primary Shopping Area (PSA) | Total Town Centre Units | % of Total Units | % of Total Units - UK Average |
|---|---|---|---|---|---|
| Cromer | Comparison Retail | 51 | 72 | 39.8 | 35.8 |
| | Convenience Retail | 18 | 20 | 11 | 8.4 |
| | A1 Services (2) | 11 | 18 | 9.9 | 12.3 |
| | A2 Services (3) | 13 | 21 | 11.6 | 12.3 |
| | A3/A5 | 19 | 30 | 16.6 | 14.9 |
| | A4 Pubs/bar | 3 | 6 | 3.3 | 4.5 |
| | Vacant | 5 | 14 | 7.7 | 11.8 |
| | Total | 120 | 181 | 100 | 100 |

[5] Products clustered together, which consumers purchase relatively infrequently and evaluated on prices, features and quality levels before purchasing. Examples of **comparison** goods include cars, televisions and major appliances

[6] A **convenience** shop, **retail** business that stocks a range of everyday items such as coffee, groceries, snack foods, confectionery, soft drinks, tobacco products, over-the-counter drugs, toiletries, newspapers, and magazines.



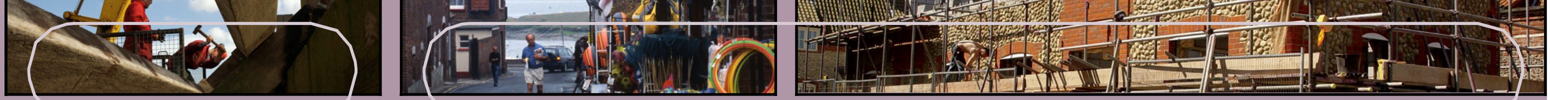

| Parish | Type of Unit | Units within Primary Shopping Area (PSA) | Total Town Centre Units | % of Total Units | % of Total Units - UK Average |
|---|---|---|---|---|---|
| North Walsham | Comparison Retail | 30 | 37 | 33.6 | 35.8 |
| | Convenience Retail | 7 | 7 | 6.4 | 8.4 |
| | A1 Services (2) | 9 | 14 | 12.7 | 12.3 |
| | A2 Services (3) | 15 | 16 | 14.5 | 12.3 |
| | A3/A5 | 9 | 13 | 11.8 | 14.9 |
| | A4 Pubs/bar | 4 | 4 | 3.6 | 4.5 |
| | Vacant | 17 | 19 | 17.3 | 11.8 |
| | Total | 91 | 110 | 100 | 100 |

| Parish | Type of Unit | Units within Primary Shopping Area (PSA) | Total Town Centre Units | % of Total Units | % of Total Units - UK Average |
|---|---|---|---|---|---|
| Sheringham | Comparison Retail | 59 | 68 | 42 | 35.8 |
| | Convenience Retail | 24 | 27 | 16.7 | 8.4 |
| | A1 Services (2) | 9 | 13 | 8 | 12.3 |
| | A2 Services (3) | 9 | 10 | 6.2 | 12.3 |
| | A3/A5 | 28 | 32 | 19.8 | 14.9 |
| | A4 Pubs/bar | 1 | 6 | 3.7 | 4.5 |
| | Vacant | 3 | 6 | 3.7 | 11.8 |
| | Total | 133 | 162 | 100 | 100 |

| Parish | Type of Unit | Units within Primary Shopping Area (PSA)/ Town Centre | % of Total Units | % of Total Units - UK Average |
|---|---|---|---|---|
| Holt | Comparison Retail | 98 | 59.8 | 35.8 |
| | Convenience Retail | 14 | 8.5 | 8.4 |
| | A1 Services (2) | 10 | 6.1 | 12.3 |
| | A2 Services (3) | 19 | 11.6 | 12.3 |
| | A3/A5 | 15 | 9.1 | 14.9 |
| | A4 Pubs/bar | 1 | 0.6 | 4.5 |
| | Vacant | 7 | 4.3 | 11.8 |
| | Total | 164 | 100 | 100 |

| Parish | Type of Unit | Units within Primary Shopping Area (PSA) | Total Town Centre Units | % of Total Units | % of Total Units - UK Average |
|---|---|---|---|---|---|
| Stalham | Comparison Retail | 18 | 29 | 39.7 | 35.8 |
| | Convenience Retail | 6 | 6 | 8.2 | 8.4 |
| | A1 Services (2) | 9 | 14 | 19.2 | 12.3 |
| | A2 Services (3) | 1 | 4 | 5.5 | 12.3 |
| | A3/A5 | 6 | 10 | 13.7 | 14.9 |
| | A4 Pubs/bar | 3 | 3 | 4.1 | 4.5 |
| | Vacant | 4 | 7 | 9.6 | 11.8 |
| | Total | 47 | 73 | 100 | 100 |

**Table 3.16 Percentage of A1 and vacant units within retail frontages (Source: North Norfolk District Council: 2015)**





# 4 Plan Making

4.1 The Local Development Framework suite of documents were adopted in 2008 (Core Strategy) and 2011 (Site Allocations). The Council is in the process of producing a new single new Local Plan for the district covering the period 2016-2036.

4.2 The Council undertook a major consultation exercise on its emerging First Draft Local Plan and a range of supporting documents between 7 May and 28 June 2019. A significant promotional campaign was undertaken in order to promote the consultation to residents and businesses. This included a series of drop-in events in key settlements across the District where members of the public could see the proposals and discuss them with planning staff. For those who missed the events, you can still view our exhibition displays: Part 1 About the Local Plan and Part 2 Town and Village Proposals.

4.3 The feedback from this consultation is currently being considered and will help us to prepare a revised version of the Plan for further consultation. The next stages of preparing the Plan will be determined by the scale of changes that the Council feels are required following this consultation, and whether further evidence is required.

4.4 For more information on the emerging Local Plan, please go to the Planning Policy page on the Council's web site www.north-norfolk.gov.uk/section/planning/ . The consultation documents and supporting evidence can be found in the Document Library



# 5 Duty to Cooperate

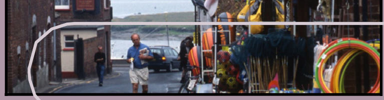
5.1 The duty to cooperate was created in the Localism Act 2011 introducing a legal duty on local planning authorities and other prescribed bodies, to engage constructively, actively and on an ongoing basis to maximise the effectiveness of the Local Plan preparation in the context of strategic cross boundary matters.

5.2 The Town and Country Planning Regulations (2012) requires Local Authorities to give details of what action they have taken under the Duty to Cooperate within the Annual Monitoring Report.

| Strategic Issue | Purpose | Key Outcomes |
|---|---|---|
| Delivery | To develop a comprehensive understanding of development delivery issues across the area to inform the drafting of the Norfolk Strategic Framework (NSF). To summarise, analyse and present the evidence in accordance with the agreed timetable. | Non-Strategic Framework |
| Housing | To develop a comprehensive understanding of the housing market across the area to include demand, need and capacity for all types of dwellings to inform the drafting of the Norfolk Strategic Framework (NSF) and to summarise and present the evidence in accordance with the agreed timetable. | Strategic Housing Market Assessment |
| | | Housing and Economic Land Availability Assessment (HELAA |
| | | Gypsy and Travellers Assessment |
| Economy | To liaise closely with the business community to develop a comprehensive understanding of both current market and economic development issues in the area (including main town centre uses) and future quantitative and qualitative requirements for land, floorspace and job growth. To summarise, analyse and present the evidence in accordance with the agreed timetable to inform the drafting of the Norfolk Strategic Framework (NSF). | Housing and Economic Land Availability Assessment (HELAA) |
| Infrastructure | To develop a comprehensive understanding of the strategic infrastructure issues across the area to include impact of known investment, the need for further investment, capacity issues and constraints to inform the drafting of the Norfolk Strategic Framework (NSF). To summarise, analyse and present the evidence in accordance with the agreed timetable. | Habitats Regulation Assessment / Visitor Pressure Report.<br>Strategic Flood Risk Assessment |

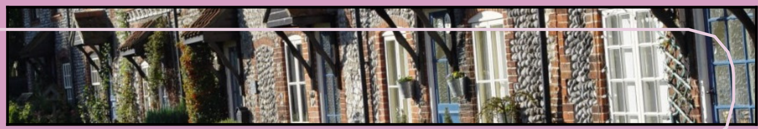
**Table 5.6 Duty to Co-operate Purposes and Key Outcomes**

The Norfolk Authorities agreed to formally cooperate on a range of strategic cross-boundary planning issues through the preparation of this Norfolk Strategic Planning Framework. A draft strategic Framework was produced and consulted on over the summer of 2017. The final document was issued winter 2017/18. Within the document the Norfolk Local Planning Authorities have agreed to formally cooperate on a range of strategic cross-boundary planning issues through the preparation of the next generation Local plan s. The full document can be found: https://www.north-norfolk.gov.uk/info/planning-policy/emerging-local-plan/background-policy-evidence-pages/norfolk-strategic-planning-framework-nspf/


Annual Monitoring Report 2018 - 2019

# Appendices

# Appendix A: Extract from the Housing Incentives Scheme

- **Incentive 1** - Increasing the number of dwellings which will be permitted on a development before seeking a contribution towards affordable housing. The Council will allow schemes of up to 10 dwellings (new build and conversions) without seeking contributions towards affordable housing. This incentive relates to the affordable housing usually made available via a Housing Association or similar registered social landlord. Smaller, lower cost housing for sale will continue to be required within larger schemes (Policy H01 of the adopted Core Strategy). This incentive is available for outline, reserved matters and full planning applications on request.

- **Incentive 2** - Reducing the quantity of affordable housing to 25% on large scale development proposals of 11 dwellings or more in defined parts of the district (see 'Appendix 2: Affordable Housing Zones Map'). This is available in association with full and reserved matters planning applications only where quick implementation and phased delivery of development is agreed. This incentive is not available at outline planning stage and is only available by formal application (specific application form required).

- **Incentive 3** - Renewable Energy: Removing the requirement that part of the schemes energy needs should be generated from on-site renewable sources. This is available in association with full and reserved matters applications only where quick implementation and phased development is agreed.

# Appendix B: Affordable Housing Zones

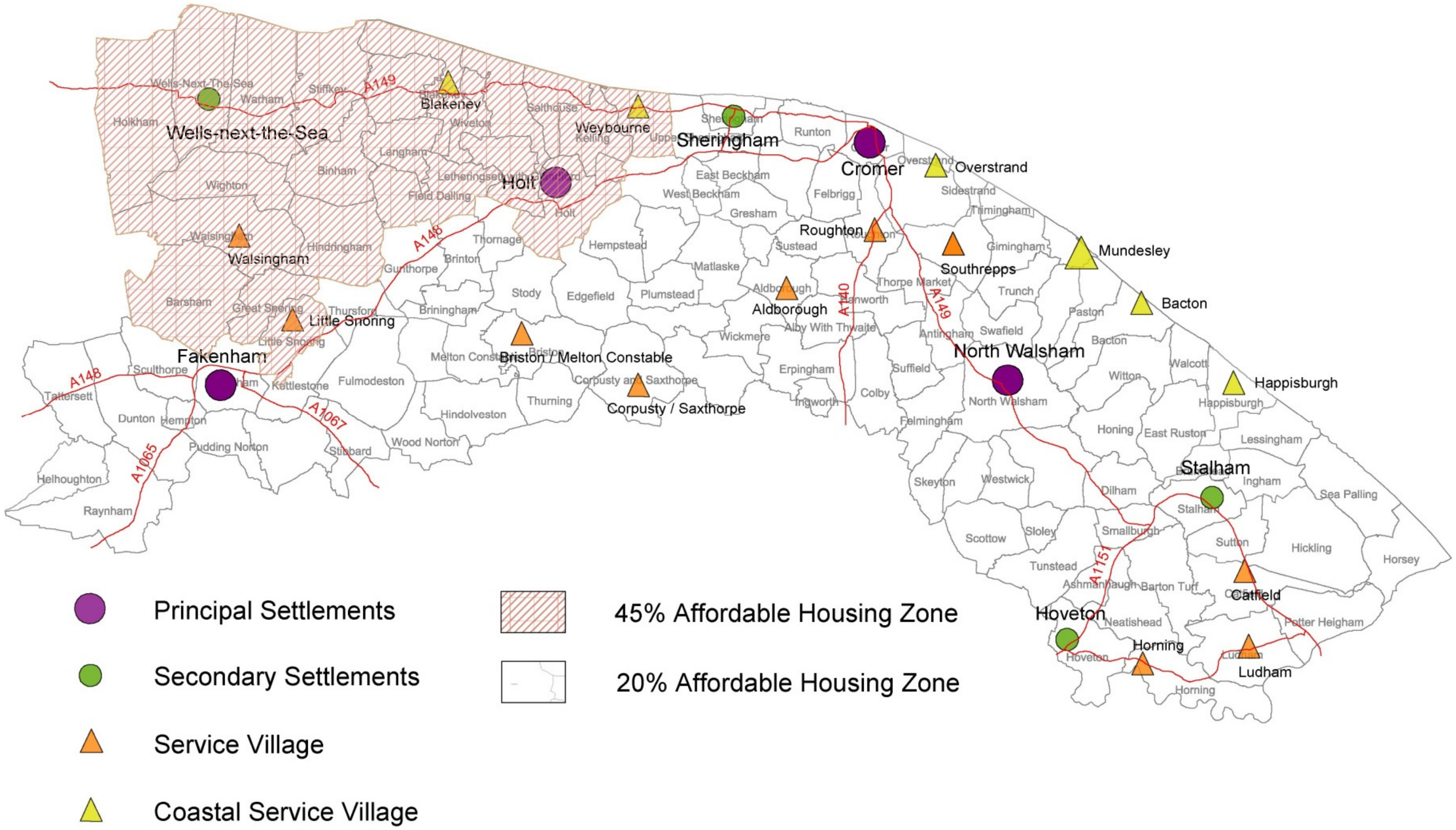
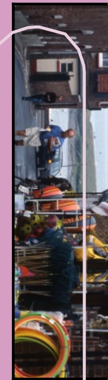
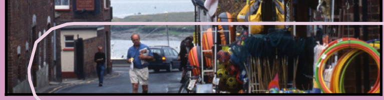



**Figure B.1 Affordable Housing Zones**








# Appendix C: Neighbourhood Development Plans

These are not Local Plan documents but do on adoption form part of the overarching Development Plan for the District

Made Plans

| Document | Geographical Area | Area Designation | Pre submission Consultation | Submission | Adoption |
|---|---|---|---|---|---|
| **Corpusty & Saxthorpe** | Parish area | 02 December 2013 | 5 Jul 2017 - 24 July 2017 | 01 June 2018 | 01 April 2019 |

Emerging Plans

| Document | Geographical Area | Area Designation | Pre submission Consultation | Submission | Adoption |
|---|---|---|---|---|---|
| **Holt** | Parish area | 02 December 2013 | 11 Jan – 23 Feb 2018 | NA | NA |
| **Happisburgh** | Parish area | 01 February 2016 | N/A | N/A | NA |
| **Overstrand** | Parish area | 01 October 2016 | N/A | N/A | NA |
| **Ryburgh** | Parish area | 01 April 2017 | 12 Aug – 23 Sept 2018 | N/A | NA |
| **Blakeney** | Parish area | 01 November 2017 | 03 Oct – 15 Nov 2019 | N/A | NA |
| **Wells-next-the-Sea** | Parish area | 11 February 2019 | N/A | NA | NA |