

# THE BLAKENEY

## NEIGHBOURHOOD PLAN

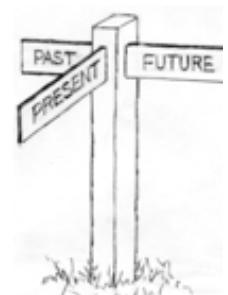


*Pointing Blakeney towards the future*

**2020 - 2040**

**Made Version**

**November 2023**



Prepared by:

Blakeney Neighbourhood Plan Steering Group on behalf of  
Blakeney Parish Council with support from ABZAG Ltd

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## Foreword

### *Pointing Blakeney towards the Future*

On behalf of the Blakeney Parish Council and Neighbourhood Plan Steering Group, welcome to the Blakeney Neighbourhood Plan. A great deal of energy and hard work by many in the local community has underpinned the production of this document. We believe it will make a real difference to the future of Blakeney and its residents.

Neighbourhood planning was introduced by the Government's Localism Agenda to ensure that local communities are closely involved in the decisions that affect them. Having carried out consultation events and circulated a village wide survey it was obvious to those on the Steering Group that there are some key areas that the residents wished us to focus on. Topics such as 'local housing provision' and 'second home ownership' are not only emotive subjects but complex in their legislation. We hope we have gone some way to fulfilling the 'Village Wishlist' and that you will be both pleased and excited by the document that follows.

The Blakeney Neighbourhood Plan was developed by a Steering Group that included Parish Council members, residents, and representatives from the local community. Support and advice was provided by North Norfolk District Council (NNDC), ABZAG Ltd, Ministry for Housing, Communities and Local Government (MHCLG) and Locality.

Blakeney Parish Council would like to thank all those who have worked hard in the production of this Neighbourhood Plan and the wider community for their engagement and input that has shaped and determined the Vision, Objectives and needs for the future, in what was a difficult and unprecedented time with the COVID virus and resulting pandemic.

Sam Curtis  
Chairman  
Neighbourhood Plan Steering Group

Rosemary Thew  
Chairman  
Blakeney Parish Council

# Map 1: Blakeney Neighbourhood Area



	<b>Blakeney Neighbourhood Area</b>  <b>Map Key</b>  Boundary of Neighbourhood Area	1:20,000	CB	© Crown Copyright and database right 2017 Ordnance Survey 100018623  Aerial Photos ©Getmapping plc
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# Executive Summary

## *Pointing Blakeney towards the Future*

There are going to be many changes in Blakeney over the coming years, many of which will result from factors that are outside the control and scope of this Neighbourhood Plan, such as future coastal erosion protection or North Norfolk District Council identifying and allocating sites to provide for growth in Blakeney in the District's Local Plan.

Neighbourhood planning is a way to give our community a voice in shaping how change happens, how we would like to see developments look and be more sustainable.

By creating the Blakeney Neighbourhood Plan we are seeking to positively influence the new developments to benefit both existing residents, and our new neighbours. The Blakeney Neighbourhood Plan is a formal part of the wider Development Plan for North Norfolk insofar as the parish of Blakeney is concerned. This means that planners at North Norfolk District Council as the Local Planning Authority, developers, landowners and agents and residents must take into account the policies in the Blakeney Neighbourhood Plan along with the strategic policies set out in the Council's Local Plan and national planning policy and guidance as planning applications and decisions about our parish are made in the future.

In this way local voices will be heard when planning decisions are taken that affect our daily lives.

The Blakeney Neighbourhood Plan comprises 17 policies, grouped in three themes created to support the Vision for Blakeney and the Neighbourhood Plan Objectives (see pages 20 and 21). Each policy emerged from a series of consultation events finalised by the Neighbourhood Plan Steering Group before the plan underwent independent examination, prior to being accepted through a public referendum held in September 2023.



As a brief overview to the focus of each policy:

- **Policy 1** Extends the approach for affordable housing to include proposals within the settlement boundary.
- **Policy 2** focuses on new houses only being used as 'principal homes' – not second homes.
- **Policy 3** looks to control the circumstances where change of use from residential to holiday accommodation will be supported, whilst **Policy 4** will

ensure holiday accommodation reverting to residential use will only be used as a 'principal home' - not a second home.

- **Policy 5** ensures that extensions to holiday accommodation are mindful of their impact of nearby residents.
- **Policies 6 and 7** identify a number of elements to facilitate the building of better homes for people to live in.
- **Policies 8 and 9** seek to address the issues raised with infill development and replacement homes.
- **Policy 10** looks to reduce the flood risk and ensuring new development does not cause flooding issues.
- **Policy 11** seeks better access to the countryside, biodiversity net gain, inclusion of elements to enhance wildlife habitats and retention of trees and hedgerows.
- **Policy 12** wants to see the dark night skies over Blakeney maintained and reduce the future impact of light pollution.
- **Policy 13** provides protection for our identified Valued Sites and **Policy 14** address the issue of funding for the ongoing management and maintenance of new open space.
- **Policy 15** supports the local economy through new employment opportunities, with **Policy 16** seeking to retain business premises.
- **Policy 17** focuses on the circumstances where development associated with tourism would be supported.



The Blakeney Neighbourhood Plan has been written to enable the local community to have a positive influence on planning in the parish of Blakeney for the benefit of its residents. The success of the Neighbourhood Plan will become apparent over the coming years as it gives our community a voice in the complex planning process and a way of shaping future development within Blakeney.

To aid understanding, a glossary of the planning terms can be found in **Appendix 1** and the various reference documents referred to in the Blakeney Neighbourhood Plan are listed in **Appendix 2**.



# Blakeney Neighbourhood Plan

## Made Version - November 2023

### Section 1: Introduction & Background

- 1.1. In April 2012 the Localism Act 2011 amended the Town and Country Planning Act 1990 introducing new rights and powers to allow local communities to shape new development in their community by preparing a Neighbourhood Development Plan, which can establish planning policies for the development and use of land in the neighbourhood to reflect and respond to the unique characteristics and planning context of the specific neighbourhood area for which it has been prepared. As with the wider development Plan, any neighbourhood plan needs to be in general conformity with the strategic approaches set out in the Local Plan and the National Planning Policy Framework (NPPF), and only seek to add local distinction where necessary and justified through proportionate evidence. This document is a Neighbourhood Development Plan, as defined in the Act, for Blakeney.

#### Submitting Body

- 1.2. This document, entitled the Blakeney Neighbourhood Plan, is produced by Blakeney Parish Council, which is recognised as the Qualifying Body for Blakeney as defined by the Localism Act 2011.

#### Neighbourhood Area

- 1.3. The Blakeney Neighbourhood Plan applies to the entire parish of Blakeney in the North Norfolk District.
- 1.4. North Norfolk District Council, the local planning authority, approved the Neighbourhood Area application from Blakeney Parish Council in November 2017 and the entire parish of Blakeney is designated as the Neighbourhood Area, as shown on **Map 1**.

#### Plan Period, Monitoring and Review

- 1.5. The Blakeney Neighbourhood Plan has a plan period of twenty years, from 2020 to 2040. It is, however, a response to the needs and aspirations of the local community as understood today and recognises that current challenges and concerns are likely to change over the plan period.
- 1.6. Blakeney Parish Council, as the Qualifying Body, will be responsible for maintaining and periodically revisiting the Blakeney Neighbourhood Plan to ensure relevance and to monitor delivery.



### Neighbourhood Plan Process

1.7. The community of Blakeney has been heavily involved in shaping the Blakeney Neighbourhood Plan. A summary of the process and key steps are set out below:

1.8. Blakeney Parish Council asked for volunteers to form a Neighbourhood **Plan Steering Group** to participate in the neighbourhood planning process and to oversee the production of the Blakeney Neighbourhood Plan. Membership comprises of a cross-section of the community made up of:

Jane Armstrong	Joanna Dawson	Helen Horabin
Tracey Bayfield	Jenny Girling	John Seymour
Margaret Benson	Don Glaister	Rosemary Thew
Sam Curtis (Chairman)	Tom Green	Iain Wolfe

### The Pre-Submission Stage Consultation

1.9. A draft ('Pre-Submission') Neighbourhood Plan was published for a six-week period of consultation between 3 October and 15 November 2019, in line with Regulation 14 of the Neighbourhood Planning General Regulations 2012 (as amended). A number of responses to the consultation were received and details of these along with the changes made to the Plan as a result are set out in the Consultation Statement submitted at time of examination.

### Submission Stage & Consultation

1.10. This version of the Plan represented Blakeney Parish Council's final proposed Neighbourhood Plan document. It was submitted to North Norfolk District Council on 26 November 2021 in line with Regulation 15 of the Neighbourhood Planning General Regulations 2012 (as amended), along with a number of other prescribed documents for independent examination:

- **Basic Conditions Statement:** The purpose of this document was to set out, in the view of the parish council, how the Neighbourhood Plan met the prescribed Basic Conditions tests which were applied by the appointed examiner who inspected the Submission Version Plan. The document also considers whether the Plan is in general conformity with local and national planning policy and does not breach EU law (as amended), and other basic conditions applying at the time.
- **Consultation Statement:** The purpose of this document is to set out how Blakeney Parish Council & Neighbourhood Plan Steering Group has engaged with the community in preparing the Plan. The main focus of the 'Consultation Statement' is on the 6-week Regulation 14 Pre-submission stage consultation but also details earlier events and feedback. The Consultation Statement shares the feedback received during the Neighbourhood planning process, the comments made through the consultations and, where necessary and appropriate, how the comments received have been considered in developing the Plan.

### **Publication of Draft Plan**

- 1.11. NNDC published the Submission Version Blakeney Neighbourhood Plan and supporting documents for a 6-week period of public consultation in accordance with Regulation 16 of the Neighbourhood Planning General Regulations 2012 (as amended). The consultation took place between Monday 28 March and Monday 9 May 2022.

### **Independent Examination**

- 1.12. Mr. Andrew Freeman was appointed by NNDC in association with the parish council to carry out an independent examination of the submitted draft Neighbourhood Plan. The examination commenced on Monday 4 July 2022 and concluded with the submission of the Examiners final report, submitted Thursday 19 January 2023. The examination was conducted by a process of written representations and did not involve a public hearing.
- 1.13. The Submission Version Plan and accompanying statements, evidence base and representations received during the Regulation 16 consultation were forwarded to the Examiner and published on the NNDC web site. The full list of information and evidence considered by the examiner is detailed in the Examiner's report.
- 1.14. Further information can be seen at [www.north-norfolk.gov.uk/blakeneynp](http://www.north-norfolk.gov.uk/blakeneynp)

### **Examiners Report**

- 1.15. The Examiner issued his independent report to NNDC on Thursday 19 January 2023. An interim Decision Statement issued on 17 February 2023 gave notice that the District Council intended to modify the draft neighbourhood plan in-line with the Examiner's recommend

modifications, subject to the incorporation of further proposed modifications that the Local Planning Authority (LPA) considered were also necessary. The Council sought representations on the additional proposed modifications and the reasons for them over a six-week period between 23 February 2023 and 6 April 2023.

## Decision

- 1.18. It is the responsibility of NNDC as the Local Planning Authority to determine if the Plan meets the Basic Conditions tests, with or without modifications, and whether it should proceed to referendum. Under the regulations (Town & Country Planning Act section 4b and Neighbourhood Planning Regulations, 2012) (as amended), officers have considered the recommendations made in the report and the reasons for them, and the representations received on the additional proposed modifications, and were satisfied that the Plan could proceed to public referendum subject to the incorporation of the modifications set out in the examiner's report, the additional modifications consulted on, and any necessary factual and consequential changes to the supporting text. A Decision Statement to this effect was issued on Thursday 29<sup>th</sup> June 2023, as required by the regulations.
- 1.19. While the Blakeney Neighbourhood Plan could not be formally 'made' (adopted) until after a positive referendum result, government guidance at the time stipulated that emerging Neighbourhood Plans, and in particular 'post-examination' plans, should be given weight in decision making where that Plan is a material consideration to the application:
- *'An emerging neighbourhood plan is likely to be a material consideration in many cases. Paragraph 48 of the revised National Planning Policy Framework sets out that weight may be given to relevant policies in emerging plans in decision taking. Factors to consider include the stage of preparation of the plan and the extent to which there are unresolved objections to relevant policies. A referendum ensures that the community has the final say on whether the neighbourhood plan comes into force as part of the development plan. Where the local planning authority publishes notice of a referendum, the emerging neighbourhood plan should be given more weight, while also taking account of the extent of unresolved objections to the plan and its degree of consistency with NPPF.'*
  - *'Section 70(2) of the Town and Country Planning Act 1990 (as amended) provides that a local planning authority must have regard to a post-examination draft neighbourhood development plan, so far as material to the application.'*
- 1.16. Consequently, the issuing of the Decision Statement on Thursday 29<sup>th</sup> June 2023 brought into force the Blakeney Neighbourhood Plan as a material consideration in the planning application process and where appropriate, proportionate weight began to be applied in decision making.



## The Referendum

1.17. A public referendum on whether to approve the Blakeney Neighbourhood Plan was held on Thursday 14 September 2023. People residing in the Blakeney Neighbourhood Area who were registered to vote on the electoral register at the time were entitled to vote at the referendum.

1.18. At the referendum a specific question was asked of the local community:

***Do you want North Norfolk District Council to use the Neighbourhood Plan for Blakeney Neighbourhood Area to help it decide planning applications in the neighbourhood area?***

1.19. The Neighbourhood Plan successfully passed the Referendum stage with a clear majority over the 50% required minimum threshold voting 'yes'.

## Made Plan

1.20. In accordance with Regulation 19 of the Neighbourhood Planning Regulations 2012 (as amended), North Norfolk District Council issued a Decision Statement on 10 November 2023. The Blakeney Neighbourhood Plan took full effect from this date as part of the Development Plan for north Norfolk, alongside the North Norfolk Local Plan and National Planning Policy. This Neighbourhood Plan is a material consideration in the determination of current and future planning applications in the Blakeney Neighbourhood Area.

## Section 2: About Blakeney

2.1. Situated on the North Norfolk coast, Blakeney geographically lies to the northwest of the North Norfolk District, positioned along the A149 coastal road.

2.2. In terms of distance, Blakeney is 28 miles (42 kilometers) from the centre of



Blakeney looking toward the sea

the City of Norwich and just over 5 miles (7.5 kilometers) from the market town of Holt.

### History of Blakeney

2.3. To understand the distinctiveness and diversity of Blakeney it is important to have an appreciation of how the village has grown and developed over time.

2.4. Blakeney traces its recorded origins to the Domesday Book, the time of the Carmelite Friary and the 13<sup>th</sup> century St Nicholas' church. The village gradually grew to support a thriving port handling mainly agricultural exports, including Norfolk grain, to other UK and continental ports, particularly countries of the Hanseatic League. Its importance as a trading port peaked in the 18<sup>th</sup> century.



Snitterley Domesday Slate

2.5. The houses were mostly clustered along the High Street with the buildings associated with warehousing and numerous shipping trades concentrated along the quayside.

2.6. Evidence of this rich heritage remains to this day. Much of the High Street is an attractive example of the traditional North Norfolk built environment.



- 2.7. During the 19th century, as the growth of railways began to dominate the way in which goods were being transported, the navigable channel through Blakeney Harbour to the Quay became too silted for trading vessels and Blakeney's position as a port rapidly faded. Despite these challenges, the channel to Blakeney remains, to this day, an important navigable waterway for local and visiting craft.
- 2.8. As the fashion for seaside visits and holidays developed throughout the 19<sup>th</sup> and early part of the 20<sup>th</sup> century, the railway system, as well as private motorcars, made the village more accessible to those wishing to experience the charm of a small old seaport.
- 2.9. A number of new houses and holiday homes began to be built in places such as Back Lane and along the Morston Road. Blakeney Harbour proved to be an ideal location for small boat sailing on the estuary in the shelter of the Blakeney shingle spit and the Point. In the early 20<sup>th</sup> century wildfowling and the collecting of rare birds and eggs were gradually replaced by bird watching.
- 2.10. The quintessential ingredients of the popular Coast Path, the diverse nearby wildlife and the seal trips to Blakeney Point are an important attraction for many of the people who live or visit here.



2.11. The Quay and views across the creeks and marshes towards the sea are the primary focus of the village scene for all.

2.12. Although employment linked directly to Blakeney's fishing and port function has all but gone, this is now partly compensated for by a wide range of newer employment opportunities servicing the resident and part-time village population, tourism and leisure pursuits.



2.13. Part of the diverse parish of Blakeney stretches all the way to the sea and most of the immediate coastline has the protection of ownership and management by environmental bodies.

2.14. The picturesque Glaven Valley and the hinterland south of the village provide a vital and dramatic backdrop, which includes the famed esker landscape feature on the glacial ridge. Despite being within a designated Area of Outstanding Natural Beauty, parts of the parish continue to be vulnerable to building development pressures.



2.15. Other challenges to the tranquility of the village now come from the increase in car ownership over recent years. This has led to seasonal congestion, parking problems and the need for traffic management measures as the popularity of North Norfolk has grown as a tourist, second home and retirement destination.

2.16. The past has created the unique character and vibrant community of the village. Blakeney is well-served by its variety of shops, and amenities such as a doctor's surgery, churches, the village halls, recreation facilities, hotels, public houses, cafes, tea rooms and galleries.

2.17. As the village continues to grow, there is a general ambition to seek ways to better ensure a balance between the commercial and employment benefits of further growth in new housing and tourism with the preservation of the traditional buildings, social makeup, valuable open spaces, the landscape and the natural environment.



- 2.18. Blakeney has a great deal of built heritage, including 102 listed and scheduled monuments and a conservation area. The Blakeney Conservation Area Appraisal and Management Plan details key elements of our heritage, please see Section 1, Theme 1: Built Environment for more details.



- 2.19. **Blakeney Guildhall** – This building was once two storeys, today only the 14<sup>th</sup> century basement remains. Although traditionally called the Guildhall, nothing is known of the building's early history. The building may have been erected as a Merchants House, with the undercroft being used for storage of merchandise as it closely resembles buildings of this type in other medieval towns.
- 2.20. It is possible that the Guildhall was once owned by the nearby Carmelite Friary, it has belonged to the village for well over 400 years. A series of deeds record the transfer of ownership from one group of trustees to the next, each deed providing for the property to be used for the benefit of the village.
- 2.21. A report of the Charity Commissioners (1834) reported that the Guildhall was being used as a coal store by Messrs. Brereton for a rent of 63 bushels of coal, delivered each year to 63 poor families in Blakeney (a quarter of all households in the village.) During the later 1800s and the first half of the 1900s the Guildhall had a variety of uses, including boat store and mortuary for drowned sailors. These days it is in the guardianship of English Heritage, assisted by the Parish Council.



- 2.22. Although the actual population of the village has not changed dramatically over the last one hundred years, the lack of affordable housing for local people is a serious challenge to sustaining the diverse village community. The one-time council housing stock and that provided by the Blakeney Neighbourhood Housing Society continues to provide a lifeline for some local people.
- 2.23. However, like numerous other attractive coastal villages, the demographic and social imbalance has become more entrenched with the increasing proportion of relatively wealthy people moving into Blakeney to retire or to obtain second home accommodation or rental investment properties.
- 2.24. Market forces have put homeownership and the price of most rental accommodation beyond the reach of many local younger people, families, essential workers and those wishing to live and work locally.
- 2.25. Blakeney Neighbourhood Plan seeks to address this issue, and in so doing help to reinstate a social and demographic balance more representative of society at large.
- 2.26. Part of this process has been to investigate ways to provide more affordable housing and encourage full-time residency in new housing developments.



### **Section 3: Vision & Objectives for Blakeney**

- 3.1. Blakeney is an attractive coastal village in Norfolk and its residents are

proud of its appearance, sense of community and amenities. In February 2018 a community event was held, and residents were asked what they 'liked', 'disliked' and would 'change' to make Blakeney a better place.

- 3.2. Vision and Objectives were shared with local residents and stakeholders in Edition 2 of the Newsletter and at a community event in July 2018.

## VISION

*'Pointing Blakeney towards a future that reflects the needs of local residents, preserving its unique character and supporting a vibrant and sustainable community.'*





## OBJECTIVES

1. To accommodate appropriate change and development so that the intrinsic character and appearance of the village is retained and enhanced.
2. To support the provision of affordable housing and to balance the number of 'second' homes with the housing needs of the local community so that Blakeney continues to be a place where people of all ages can live and work.
3. To give people with a connection to Blakeney priority for affordable homes.
4. To support and promote the development of new and existing local businesses and employment opportunities.
5. To protect green open spaces and footpaths within the village to promote wellbeing, preserve the local environment and protect wildlife.
6. To make sure any development is of the highest standards of design and meets local needs.
7. To maintain a navigable port in Blakeney for leisure and commercial craft.

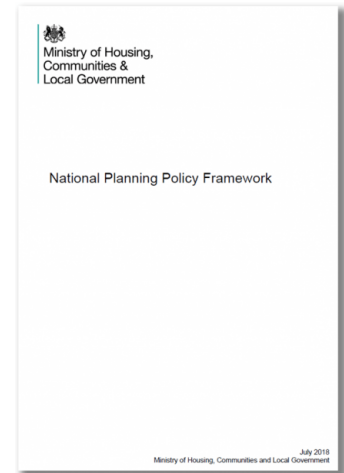


## Section 4: Sustainable Growth and Spatial Context

### Sustainable Growth

4.1. The National Planning Policy Framework is about positive growth and development that is sustainable. This is measured and tested by three dimensions that define 'sustainable' in planning terms.

- **Economic** – contribute to building a strong, responsive and competitive economy.
- **Environmental** – contribute to protecting and enhancing our natural, built and historic environment.
- **Social** – supporting strong, vibrant and healthy communities.

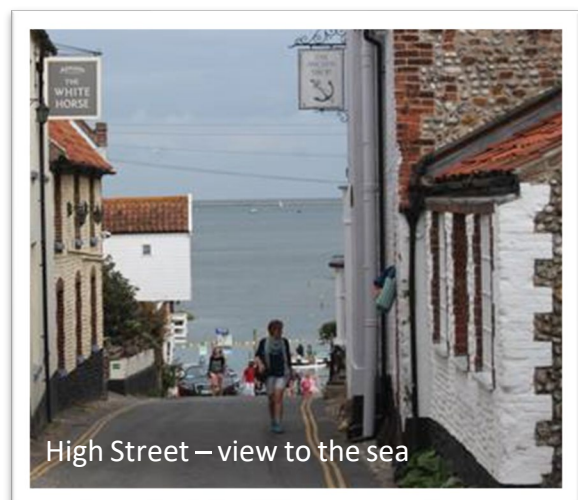


4.2. Appropriate housing and other development is expected to contribute towards improving local services and infrastructure, including contributions towards new infrastructure (such as transport, education, library provision, fire hydrant provision, open space etc.) through planning obligations and via a S106 agreement / S278 agreement or use of planning conditions. National planning policy states that such Planning obligations must only be sought where they are necessary to make the development acceptable in planning terms, directly related to the development and fairly and reasonably related in scale and kind to the development.

4.3. Residents of Blakeney feel it is a great place to live, they appreciate the special qualities it has and want to protect the village. Knowing that there are pressures for further growth and that it is likely to come, there is great concern that new development could erode the very qualities that make Blakeney special. It is imperative that development is carefully managed in terms of its scale, design and integration.

4.4. The Blakeney Neighbourhood Plan is not anti-development, and the community understands the need to accommodate housing growth, new people and businesses. To achieve this Blakeney Parish Council will work positively with North Norfolk District Council Planning Officers, landowners and developers to plan how Blakeney will change to the benefit of the whole community.

4.5. The Blakeney Neighbourhood Plan outlines the approach and, on this basis, the local community will look to positively engage with the statutory planning process to guide future development. As growth





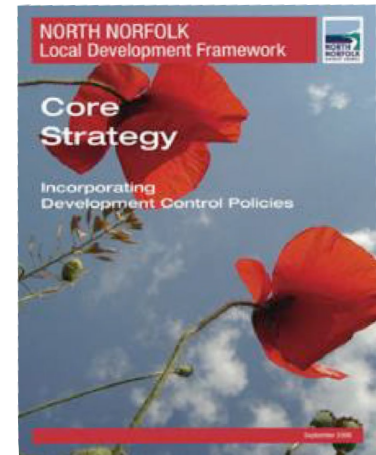
comes it must create developments of quality that contribute to the character of Blakeney and provide additional local benefits. It must be more than an exercise in meeting housing supply 'numbers' through the addition of characterless estates that destroy the rural feel of Blakeney.

- 4.6. The aim, therefore, is to enable the provision of a choice of new homes to meet the needs of all sections of the community in a manner that respects the character of the parish.

### Strategic Context

- 4.7. At the time of preparing this Neighbourhood Plan, the adopted Local Plan, covering north Norfolk District and including Blakeney Neighbourhood Area, comprises of:

- Core Strategy Incorporating Development Control Policies (September 2008)
- Proposals Map (September 2008)
- Site Allocations Development Plan Document (February 2011)



- 4.8. Other documents which provide guidance included:

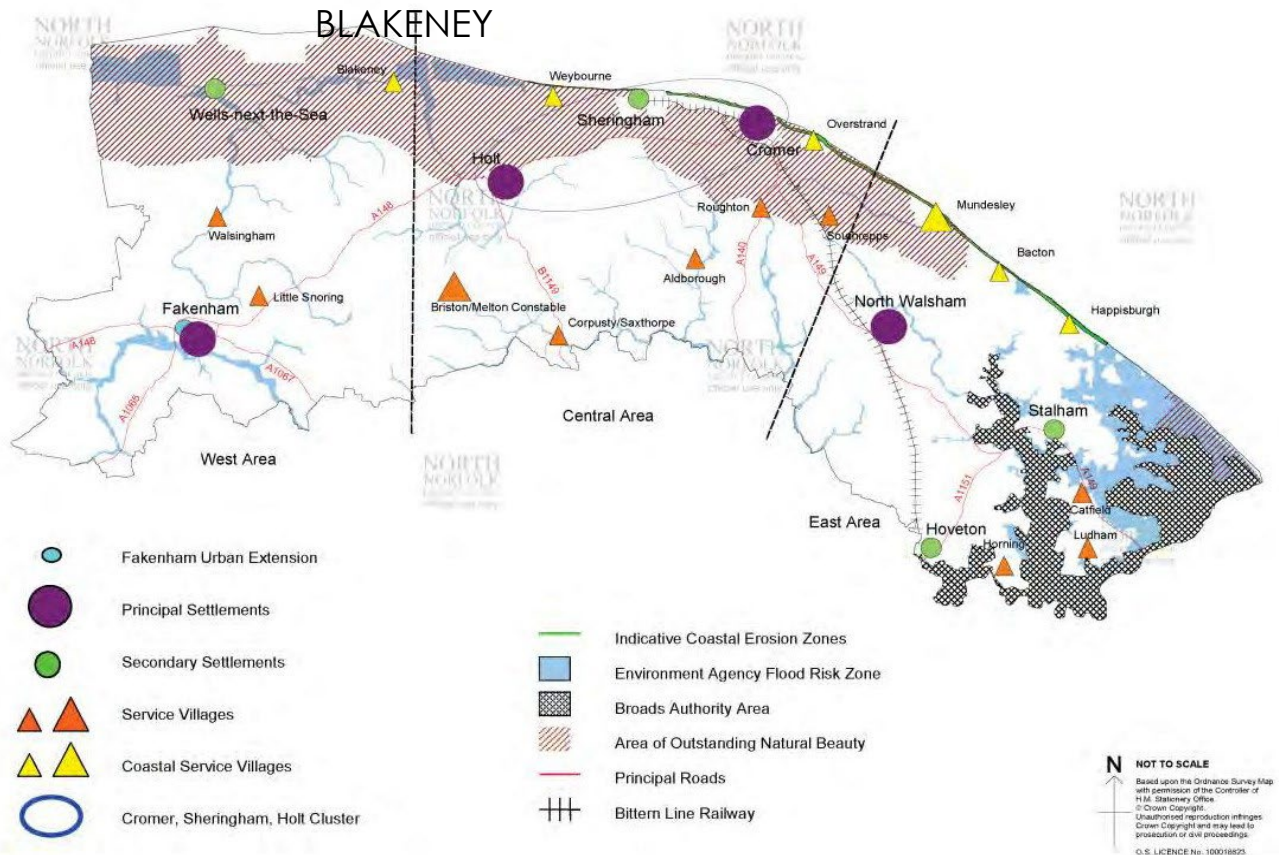
- Landscape Character Assessment Supplementary Planning Document, (SPD), NNDC, 2021
- Landscape Sensitivity Assessment SPD, NNDC, Jan 2021
- Emerging Coastal Adaptation SPD 2022/2023
- Development Management Guidance Coastal Erosion April 2009
- Design Guide SPD, NNDC, December 2008
- Emerging Updated Design Guide, Draft SPD, NNDC 2019
- Amenity Green Space Study 2018 (& updates 2019 & 2022)
- Open Space Assessment and Appendices, NNDC, 2020

### North Norfolk District Council's Core Strategy Development Plan Document

- 4.9. The Core Strategy sets the strategic policies of the District that applied at the time of preparing this Plan. It sets out a settlement hierarchy which seeks that most new development in the District is concentrated in four of the larger towns in North Norfolk (Cromer, Fakenham, Holt and North Walsham) with lower levels of development in Hoveton, Sheringham, Stalham and Wells-next-the-Sea.
- 4.10. In addition, the Strategy identifies 16 larger villages where small-scale housing development will be focused to support rural sustainability and services and to help meet identified local needs.
- 4.11. Blakeney is identified in Policy SS1 Spatial Strategy for North Norfolk as one of the six **Coastal Service Villages**. See **Map 2**. The policy states "Development in these Coastal Service Villages will support local coastal communities in the face of coastal erosion and flood risk. Land may be identified in or

adjacent to these settlements to provide for new development or relocation from areas at risk.”

**Map 2: Core Strategy Key Diagram<sup>1</sup>**



## North Norfolk Core Strategy, 2008 Spatial Vision and Core Aims

4.12. Spatial Planning Vision and Objectives in the North Norfolk District Council's Core Strategy provide the framework to monitor the success of the Core Strategy. The objectives contained in the Core Strategy are set out in the following table and have been considered in relationship to Blakeney – see right hand column, below.

### North Norfolk District Council's Core Strategy Spatial Vision

In 2021 North Norfolk will be an area with strong local distinctiveness where the unique coastal and rural environment will be protected for its own sake. The District will have a diverse, high-value economy with attractive and vibrant towns and villages that act as employment and service centres for the surrounding rural hinterland. Residents will have a high quality of life, and there will be an increased range of housing and job opportunities for all, to help maintain socially balanced and sustainable communities.

The Core Strategy identifies Blakeney as a Coastal Service Village; development in the six Coastal Service Villages will support local coastal communities in the face of coastal erosion and flood risk. Land may be identified in or adjacent to these settlements to provide for new development or relocation from areas at risk. Homes should be provided to help meet the needs of local people without compromising the setting of Blakeney within the Glaven Valley Conservation

<sup>1</sup> Core Strategy Incorporating Development Control Policies (2008), NNDC: Figure 3

**Core Aim 1:** 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.

**[Note: Core Strategy Aim as applied to Blakeney]**

The subsequent strategic policy allocation for Blakeney BLA03, which has now been completed, was selected to minimise landscape impact and includes 26 new homes, including 50% of much needed affordable homes.

A Housing Needs Survey has not been undertaken specifically to inform this Blakeney Neighbourhood Plan, The NP relies upon the 2018 housing waiting list information (NNDC), In 2018 706 households on the NNDC Housing List identified they would like to live in Blakeney with 79 households identified as having a 'local connection'. (As of May 2023, this increased to 820 households stating a preference but identified that only 59 households could demonstrate a local connection.

An aspiration of the Parish Council is that further affordable homes be made available to meet the local housing needs and be of an appropriate mix, size, type and tenure.

**Core Aim 2:** To provide for sustainable development and mitigate and adapt to climate change

- To concentrate development in the settlements that have the greatest potential to become more self-contained and to strengthen their roles as centres for employment, retailing and services.
- In the rural area, to:
  - Retain and reinforce the role of selected villages that act as local centres for the surrounding areas;
  - Provide for housing in selected villages and provide for affordable housing in other locations; and
  - Promote economic activity, which maintains and enhances the character and viability of the rural area.
  - To mitigate and adapt to the effects of climate change and minimise demand for resources by:
    - Promoting sustainable design and construction in all new development
    - ensuring new development is designed and located so as to be resilient to future climate change;
    - Encouraging renewable energy production; and
    - Ensuring new development encourages use of a choice of

**[Note: Core Strategy Aim as applied to Blakeney]**

Blakeney will only support designs of the highest standards and that have a sustainable approach- utilising water efficiency measures and technological advances – developments that promote zero and low carbon, reduce the output of 'greenhouse' gases and the impact of climate change.

Improvements to footpaths, cycle networks and public transport will encourage greater use of sustainable transport modes. The expansion of routes and timings for public transport would reduce dependency on the car.

Local concern continues in relation to road safety, especially in the busy tourist season and the resulting congestion and parking issues.

The appearance, characteristics and features of Blakeney (both built form and natural environment) should be preserved, maintained and enhanced in new developments.

sustainable travel modes>	
<p><b>Core Aim 3:</b> To protect the built and natural environment and local distinctive identity of North Norfolk, and enable people's enjoyment of this resource</p> <ul style="list-style-type: none"> <li>• To provide for the most efficient use of land without detriment to local character and distinctiveness;</li> <li>• To ensure high quality design that reflects local distinctiveness To protect and enhance the built environment;</li> <li>• To protect, restore and enhance North Norfolk's landscape, biodiversity and geodiversity and improve ecological connectivity; and</li> <li>• To improve river water quality and minimise air, land and water pollution.</li> </ul>	<p><b>[Note: Core Strategy Aim as applied to Blakeney]</b> New developments will be expected to respect the setting of listed buildings and preserve the character and appearance of Blakeney whilst enhancing the green infrastructure with linkages between habitats.</p> <p>The many designated and non-designated heritage assets underpin the distinctive feel and look of Blakeney – these need protecting and, where possible, their settings enhanced.</p> <p>The natural environment that surrounds Blakeney provides the open spaces, landscape and habitats needed to promote biodiversity and maintain the ecological balance.</p>
<p><b>Core Aim 4:</b> To mitigate and adapt to impacts of coastal erosion and flooding</p> <ul style="list-style-type: none"> <li>• To restrict new development in areas where it would expose people and property to the risks of coastal erosion and flooding;</li> <li>• To establish a sustainable shoreline management policy which takes account of the consequences of the changing coast on the environment, communities, the economy and infrastructure; and</li> <li>• To enable adaptation to future changes.</li> </ul>	<p><b>[Note: Core Strategy Aim as applied to Blakeney]</b> Blakeney is part of the Norfolk Coast Area of Outstanding Natural Beauty and respects the natural environment whilst recognising tourism is key to the local economy.</p> <p>Residents are impacted by coastal flooding and understand the importance of protecting the existing coastline, minimising erosion and reducing the risk of flooding.</p>
<p><b>Core Aim 5:</b> To develop a strong, high value economy to provide better job, career and training opportunities</p> <ul style="list-style-type: none"> <li>• To ensure there is a range of sites and premises available for employment development and encourage the growth of key sectors;</li> <li>• To improve education and training opportunities building on existing initiatives and institutions;</li> <li>• To maximise the economic, environmental and social benefits of tourism and encourage all year round tourist attractions and activities; and</li> <li>• To improve the commercial health of town centres and enhance their vitality and viability consistent with their role and character.</li> </ul>	<p><b>[Note: Core Strategy Aim as applied to Blakeney]</b> Economic growth is supported within Blakeney that will create opportunities for local jobs, although it is recognised that, outside of the tourism sector, there is going to be limited scope.</p> <p>Within the Core Strategy the need to improve, expand and enhance provision of educational facilities to develop local skills and create additional employment opportunities, improving prosperity and wellbeing has been identified.</p> <p>Blakeney residents are well educated (see Blakeney Baseline Data document) and support economic growth.</p> <p>It must be recognised there are limitations, Blakeney, as a small coastal village, has to attract new and modern technologies and/or industries to the area.</p>
<p><b>Core Aim 6:</b> To improve access for all to jobs, services, leisure and cultural activities</p> <ul style="list-style-type: none"> <li>• Protect and improve existing infrastructure, services and facilities;</li> </ul>	<p><b>[Note: Core Strategy Aim as applied to Blakeney]</b> Across Blakeney local facilities, services and cultural activities will continue to be well supported. There is a strong local</p>



- To improve access to key services by public transport and facilitate increased walking and cycling; and
- Ensure adequate provision to meet open space and recreation needs and encourage creation of a network of accessible green space.

desire for improved public transport services to aid wider access without using the car.

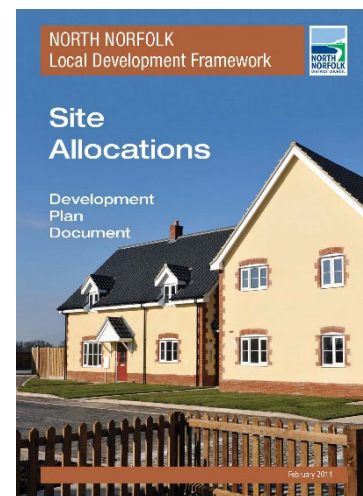
Investment in improving facilities for recreational use (including the Blakeney Channel and Harbour), for all age groups, will continue. Preserving and improving access to open space and the recreational and sports facilities for all age groups will promote wellbeing while assisting with integration between new and existing communities. Any new development will bring benefits for local residents and create a safe, healthy and sustainable community.

## North Norfolk Site Allocations Development Plan Document (2011)

4.13. In the Core Strategy Blakeney is identified as a 'Coastal Service Village', the Core Strategy indicates that small-scale housing allocations would support rural sustainability.

4.14. The opportunities for allocations within the settlement boundary of Blakeney are limited as there are few sites, much of which is designated as open space and is also part of a designated Conservation Area. Many of those sites that are undeveloped provide important green spaces and recreation areas which are an essential part of the character of the village.

Expansion of the village beyond its existing boundaries raises concerns in relation to the potential for landscape impact within the Norfolk Coast Area of Outstanding Natural Beauty. The adopted Site allocations document assessed the available options and allocated a potential development site, BLA03, Land West of Langham Road, in order to meet the needs identified in the 2008 Core Strategy and to increase the supply of affordable housing in Blakeney, which would otherwise have been limited to rural exception schemes. The site now known as Harbour View has been built out and is fully occupied.



4.15. In section 12.0.5. of North Norfolk District Council's Site Allocations document 2011, it is indicated by Anglian Water that Blakeney at the time had limited capacity in relation to water supply and/or foul water disposal.

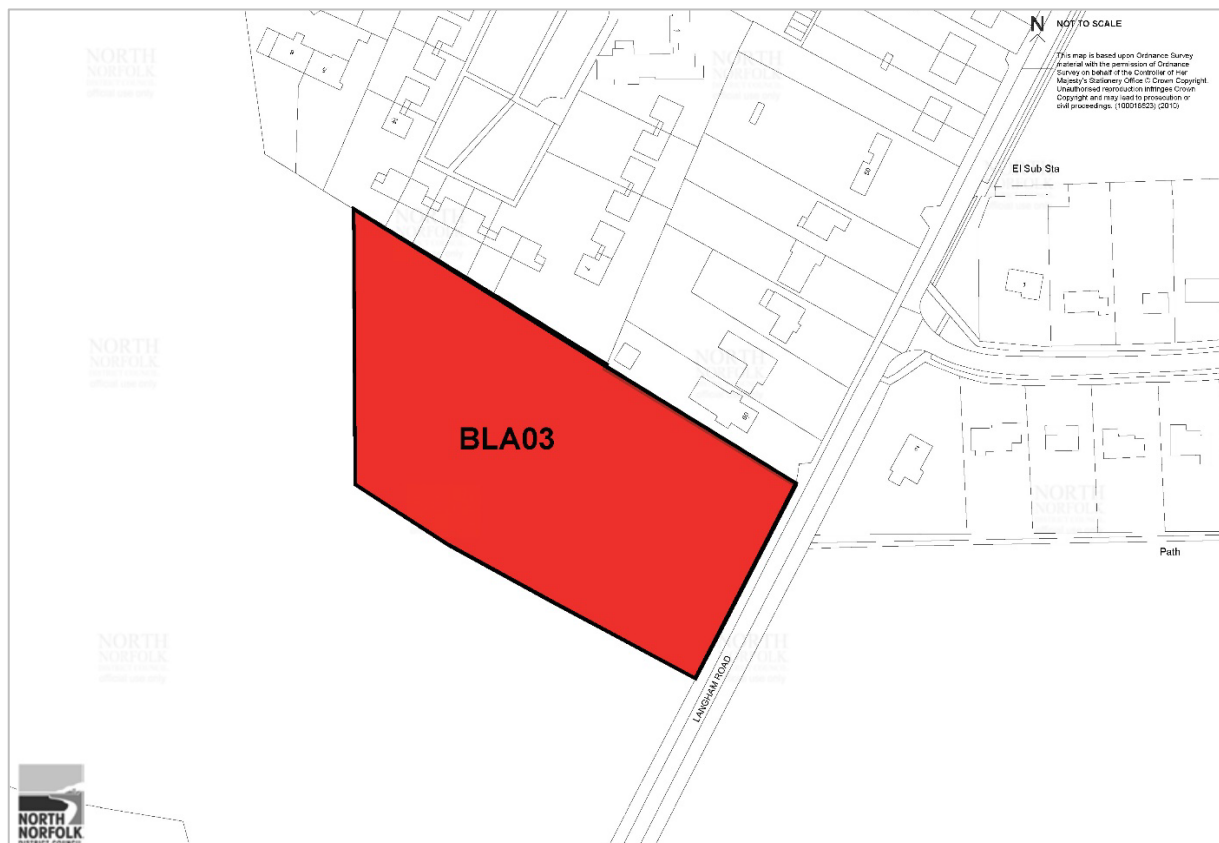
### Policy BLA03: Land West of Langham Road

4.16. Land amounting to approximately 1 hectare was allocated in February 2011 for residential development of 26 dwellings, located on the south-western fringe of the village. It is within the Norfolk Coast Area of Outstanding Natural Beauty (AONB) and the site, and surrounding area, is identified as being prominent in the local landscape particularly when



viewed from the higher ground to the south. The area identified as suitable for development was selected in order to minimise landscape impact. Development of allocation site BLA03 has now been completed and occupied. See **Map 3** for site location. The site has now been fully developed.

**Map 3: Land West of Langham Road (BLA03)<sup>2</sup>**



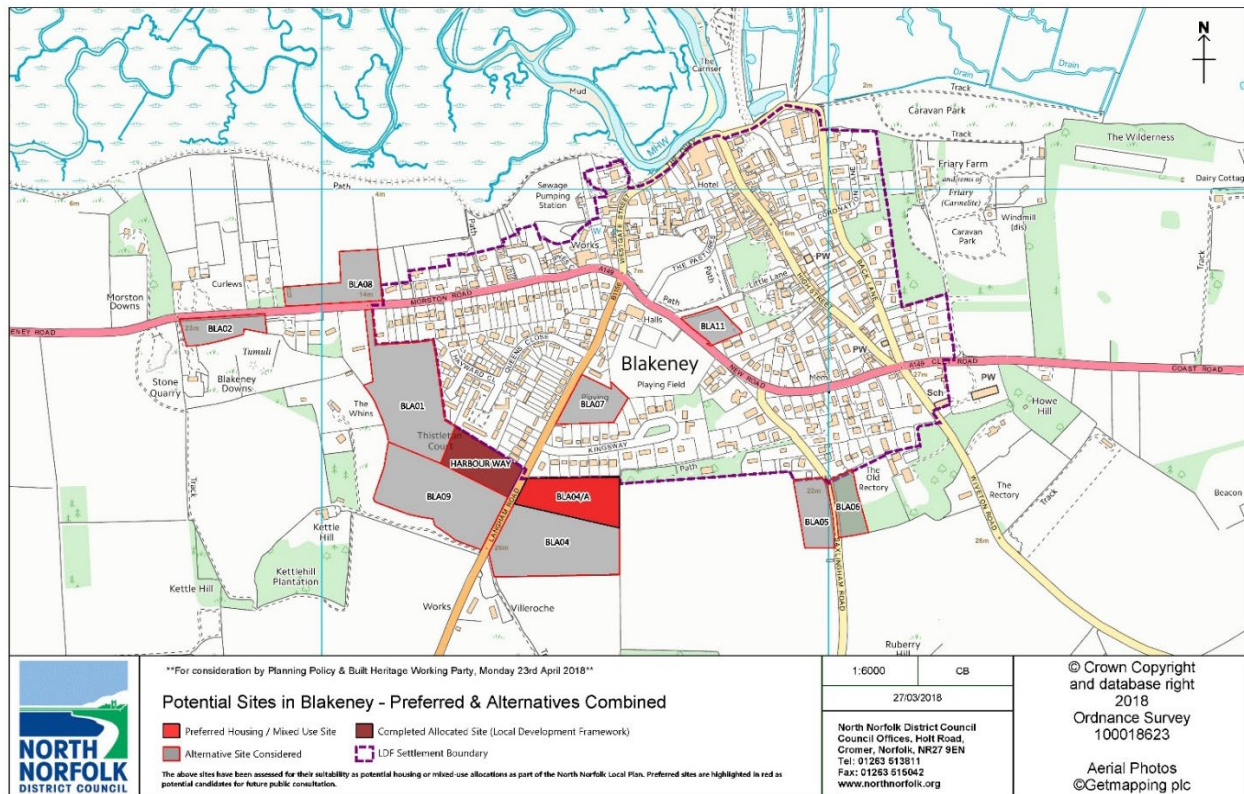
## Emerging New Local Plan

- 4.17. North Norfolk District Council is undertaking the production of a new Local Plan that will provide the strategic planning policy context for development across the whole of North Norfolk, including Blakeney, until at least 2036. Although this work had not been completed at the time of implementing this Plan, several stages had been completed and the emerging Plan was significantly advanced. The final pre-submission consultation took place in January 2022 and the emerging Local Plan was submitted to the Secretary of State for examination in May 2023. It is expected that the new Local Plan will soon be adopted by North Norfolk District Council, therefore, the Blakeney Parish Council and this Neighbourhood Plan will need to be mindful of the emerging content and outcomes of the new Local Plan and its status.
- 4.18. Through the 'call for sites' process for the NNDC emerging Local Plan a number of sites were proposed and put forward by landowners and promoters. **Map 4** illustrates the different sites and North Norfolk District

<sup>2</sup> Site Allocations Plan: Section 12.3: Allocations for Blakeney Major Growth Locations

Council's preferred site as of 2019.

### Map 4: Emerging Local Plan Preferred Site<sup>3</sup>



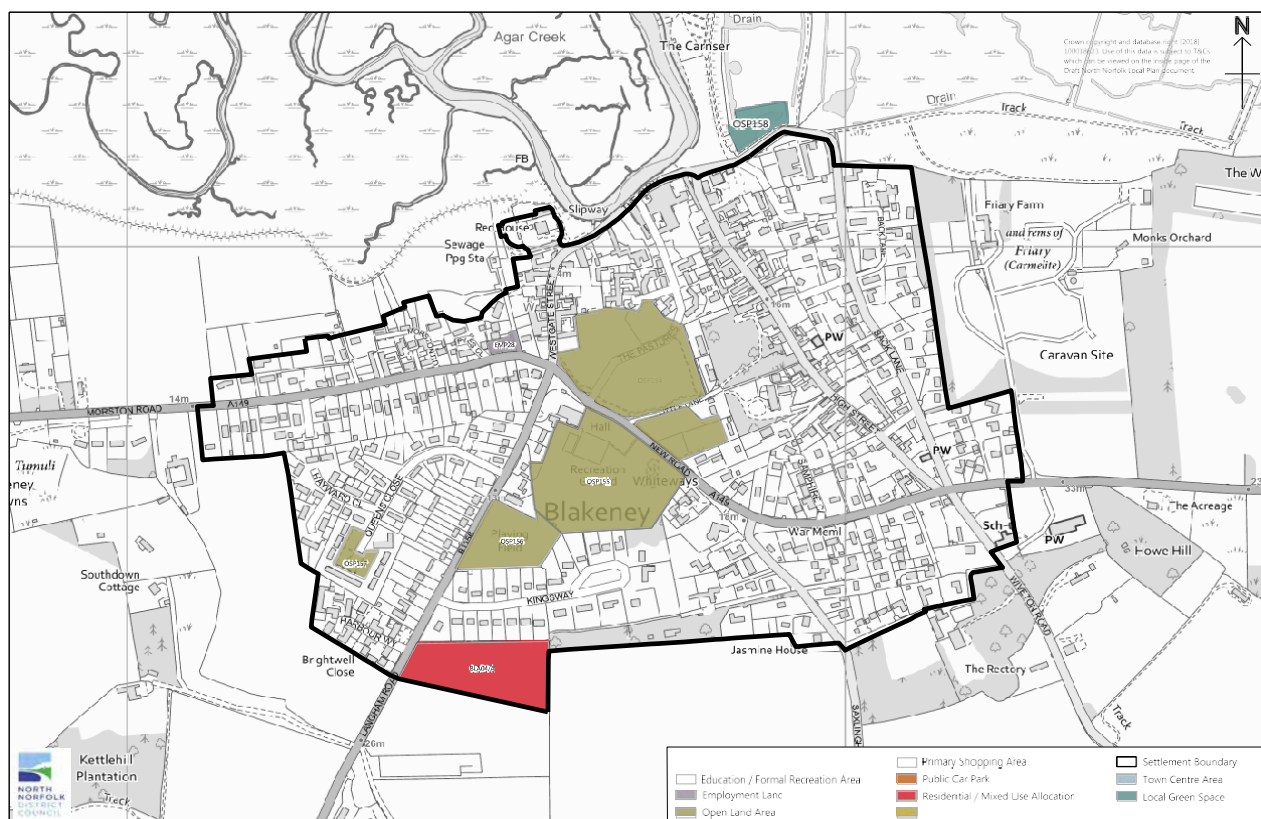
- 4.19. The North Norfolk Local Plan 2016 – 2036 First Draft Local Plan (Part1) was consulted on from 7 May to 19 June 2019. A further iteration was then consulted on at Regulation 19 stage, January 2022 and was subsequently submitted for independent examination.
- 4.20. Blakeney is identified by North Norfolk District Council as one of four 'Large Growth Villages' recognising their role as local service centres and to support rural sustainability and a housing requirement of approximately 30 homes is proposed which will be met in full through the proposed strategic allocation in the emerging Local Plan.
- 4.21. The **Growth Villages (large and small)** have a number of services, but the range is often limited and only Ludham, Mundesley, Briston and Blakeney include a Primary School, convenience shop(s), doctors' surgery, some public transport, some local employment, and a limited selection of other services such as a public house, church, post office, and village hall. They act as limited-service hubs for other nearby villages.
- 4.22. The emerging Local Plan, consultation version May 2019 identifies in paragraph 7.24 (page 50) that *“these communities have affordable housing needs, and the Council believes these should be addressed locally provided such proposals are modest in size and do not result in*

<sup>3</sup> Source: North Norfolk District Council

*harmful impacts.”*

- 4.23. Further opportunities for allocations in the village of Blakeney are considered limited by the Parish Council as there are few sites within the existing development boundary, much of which is designated as a Conservation Area. The areas that are undeveloped provide important green spaces and recreation areas that are an essential part of the character of the village.
- 4.24. With very little previously developed land in and around Blakeney this inevitably means that new locations for allocation will be on the edge of the settlement outside the existing settlement boundary. Expansion of the village beyond its existing boundaries raises concerns in relation to the potential for landscape impact within the Norfolk Coast Area of Outstanding Natural Beauty (AONB). North Norfolk District Council have carefully considered the site options available to meet the strategic growth requirements in their emerging Local Plan and BLA04/A, Land East of Langham Road is North Norfolk District Council's preferred choice of the sites that came forward for further residential development. However, it is recognised that alternative sites (see **Map 4**) have been proposed, and that some local residents and promoters have supported other sites including BLA01, Land South of Morston Rd. Following the Regulation 18 consultation the District Council reviewed the feedback from the consultations and considered that the best option to meet the strategic growth requirement set out in the emerging Local Plan remained BLA04/A, as identified on **Map 5**. This was further consulted on at Local Plan stage regulation 19 January 2022, and will be tested through independent examination at the time of the Local Plan examination.
- 4.25. The Local Plan proposed site BLA04a, will provide, approximately, an additional 30 homes, 35% of which will be affordable. The emerging site allocation identifies that permission will only be granted subject to a number of policy requirements being met including: careful attention to design, scale, landscaping and the provision of open space in order to minimise visual impacts on the AONB. The allocation policy also stipulates that improvements around off-site footpaths and other infrastructure associated with the development are required.

**Map 5: Proposed Areas for Designation / Allocation in Blakeney<sup>4</sup>**



## Section 5: Neighbourhood Plan Policies

- 5.1. To achieve the Vision and Objectives of the Blakeney Neighbourhood Plan the following suite of planning policies have been drafted.
- 5.2. The policies have been designed to ensure that new development enhances the setting and character of Blakeney to promote a sense of community, and to provide for the social and economic needs of the residents.

<sup>4</sup> Source: North Norfolk District Council First Draft Local Plan, May 2019 (Figure 15)





- 5.3. The policies were developed during the preparation of the Blakeney Neighbourhood Plan from the consultation feedback and using evidence of local issues and characteristics.
- 5.4. To aid interpretation, each policy is preceded with its own 'ambition statement' to outline the intent of each policy, which is also supported by contextual narrative, the views expressed by the local community, evidence and justification. Details are given of the plans and strategies that support the policy approach and how each policy is linked to the Neighbourhood Plan Objectives and North Norfolk Core Strategy Aims.
- 5.5. The Neighbourhood Plan policies are grouped by three themes:

Theme 1: **Built Environment**

Theme 2: **Natural Environment**

Theme 3: **Local Economy and Tourism**

- 5.6. All policies have been framed in the context of the National Planning Policy Framework and the Core Strategy. Decision-makers and applicants must read the policies as a **whole** when judging if any development proposal would be acceptable.



## Section 6: The Policies

### Theme 1: Built Environment

#### Evidence and Justification

- 6.1. National Planning Policy Framework, 2019, paragraph 125, (paragraph 127 of NPPF 2021) states that "Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities, so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood planning groups can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development....."

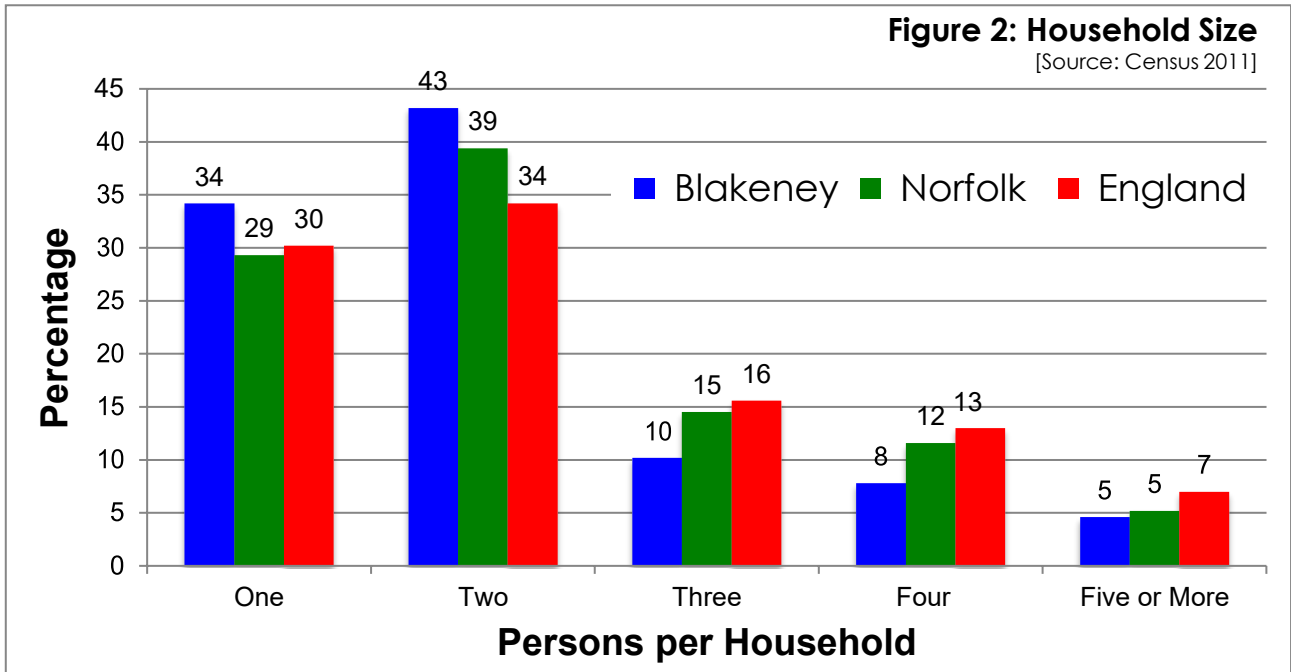


#### Local People need affordable homes

**Ambition: Affordable Homes for Local People – seeking to create the opportunity for residents of Blakeney or those with connections to Blakeney who are on the housing list, to have priority to access affordable housing in Blakeney.**

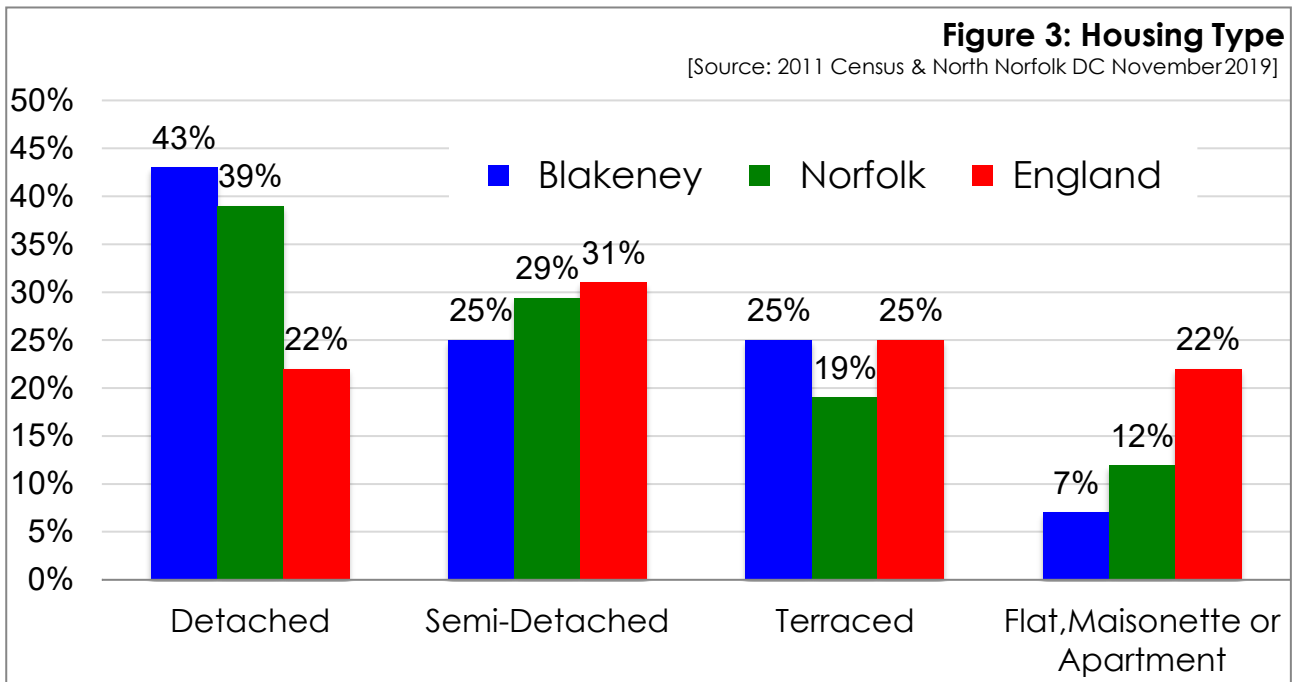
- 6.2. In the latest version of 'Writing Planning Policies A toolkit for neighbourhood planners' produced by Locality it still identifies and clearly states that "**Homes for locals** - is one of the most frequently addressed topics in neighbourhood planning. The process of allocating i.e. occupation social housing is however a matter for housing management and not planning policy, but requirements can be managed by legal agreement."
- 6.3. Many communities have used their neighbourhood plans to give priority to affordable homes so as to prioritise local householders who are identified as being in need and are registered on the Local Authorities Housing List – such as Gotham, Kessingland, Lynton and Lynmouth, Market Bosmouth, Sandridge and Woodcote to name but a few.
- 6.4. By including a 'homes for locals' policy within their adopted Neighbourhood Plans these communities have been able to facilitate, through legal agreement, and enable people with a local connection to receive priority access to affordable homes in their Neighbourhood Areas.

- 6.5. Housing, its affordability, availability, type and design are key issues for the future sustainability of Blakeney. Average house prices are too high for those on average incomes to purchase or rent homes in the village with the average house price to income ratio of 1:15
- 6.6. Policy HO2 of North Norfolk District Council's Core Strategy sets a requirement to provide 45% affordable houses on schemes put forward in the settlement hierarchy. This is proposed to be reduced to 35% in the emerging Local Plan taking into consideration more up to date policy requirements and viability costings. Policy HO3 of the Councils adopted Core Strategy "exception policy" sets a requirement that outside the settlement hierarchy in areas of land identified as "countryside policy area", development (other than that allocated through the Local Plan and or Neighbourhood Plan) would only be allowed in exceptional circumstances. Such circumstances would include the need for development to be classed as 100% affordable to meet the needs of the local community and to be conditioned as such in perpetuity. The Parish Council, through a 'local lettings policy', supports individuals in housing need with a local connection to access these dwellings.
- 6.7. The 2011 Census records 721 dwellings across the parish. The household size differs considerably from that of Norfolk and England. Whilst it is recognised nationally that household size is reducing - Blakeney already has significantly more one and two person households when compared to both Norfolk and England see Figure 2.

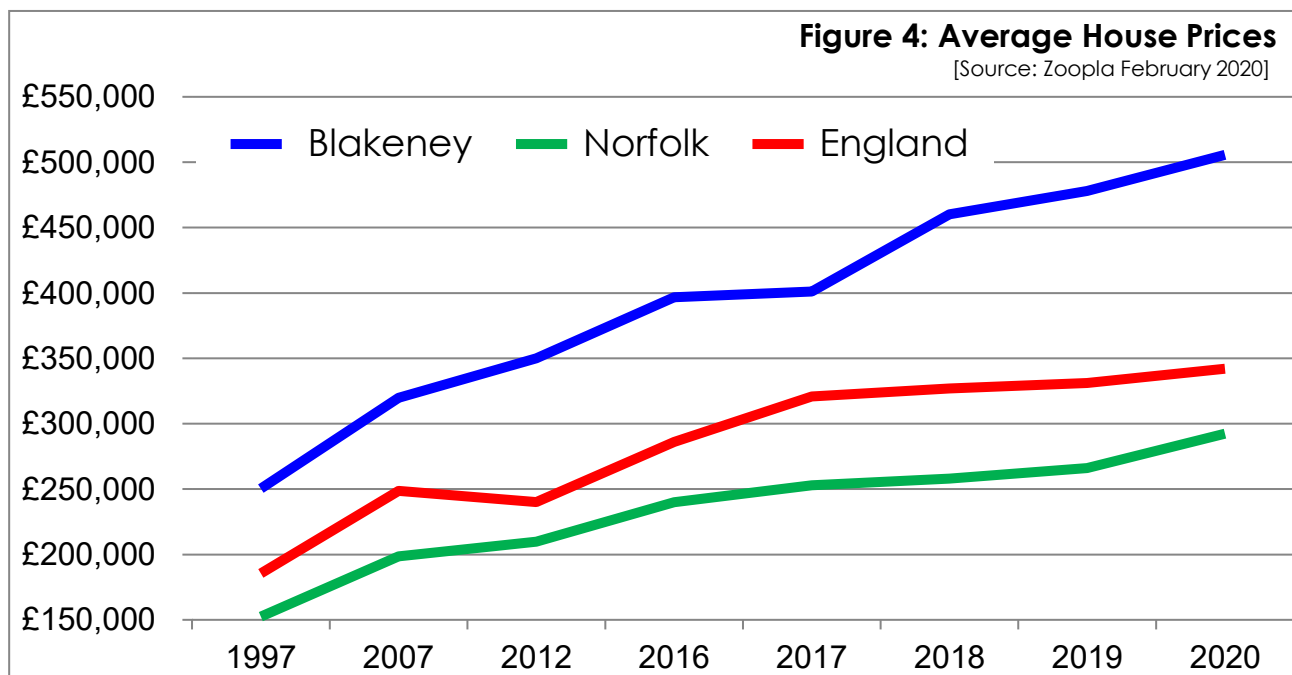


- 6.8. Despite having significantly more one and two person households the housing mix in Blakeney, recorded in the 2011 Census, is dominated by detached homes, 43%, significantly higher than Norfolk and England at 39% and 22% respectively. See Figure 3.

6.9. Blakeney has 25% semi-detached houses, 4% less than Norfolk and 6% below the national level. There are significantly more terraced homes, 6%, when compared to Norfolk although the same as the national figure for England at 25%. There is also a smaller proportion of flats, maisonettes or apartments in Blakeney, 7%, compared to 12% for Norfolk and 22% for England.



6.10. Average house prices in Blakeney have continued to rise, to just over £505,000 (February 2020). A rise of over 25.9%<sup>5</sup> since 2017, compared to increases of 15.9% for Norfolk and 6.9% for England over the same period. See Figure 4.



6.11. Affordability of local houses is a significant issue. When comparing

<sup>5</sup> Source: Annual Survey of Hours and Earnings Office for National Statistics.

average house prices in Blakeney with income results in a ratio<sup>6</sup> of 1:15. This is significantly higher than the ratio for Norfolk North of 1:9 and England of 1:7.(2018).

6.12. Average cost to rent homes in Blakeney is £849 pcm. This ranges from an average of £650pcm for a one-bedroom property through to an average of £1,100pcm for a four-bedroom property. A one-bedroom flat is the lowest entry point at an average of £594pcm.

6.13. Blakeney Neighbourhood Housing Society (the Society) was created in 1946 to provide homes for local people – with a local birth tie- at affordable rents. It was the view of the founder, Norah Clogstoun, that Blakeney would become a destination for holiday homes and the poor condition of many of the houses in the High Street and beyond would become ideal targets for the second homebuyer.



6.14. Within a very short time the Society had acquired 15 houses at an average cost of £112. There was no mains water in the village or main drainage. With properties with holes in the roof large enough to see the stars, windows that wouldn't open and doors that wouldn't shut, the Society had a heavy workload to put things right. Many locals believed the answer was to pull down the old cottages and build new houses. However, the Society also had the stated aim of preserving the characteristic appearance of the village - had that not been the case what would the village be like now?

6.15. By 1951 the Society had acquired 36 cottages. The flood of 1953 contaminated some of the wells leading to a piped water supply being fully available in the village. From 1962 mains drainage was available and flush toilets were installed in all the houses, no mean feat given the size of many of them.

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<sup>6</sup> Source: Zoopla September 2018.



6.16. Financial problems led to the Society selling 10 properties between 1953 and 1960. Further conversions and sales reduced the number to 22. This remained the case until 1985 when the popular local resident John Wallace left 10 houses to the Society in his will.

6.17. Since then, legacies and fundraising have enabled the Society to buy three ex-local authority houses and two older cottages. An arrangement with Broadland Housing Association resulted in government funding and the acquisition of four cottages in Cley - currently on a long-term lease to Broadland Housing Association.

6.18. **Today the Society has 43 cottages in total.** 34 are in Blakeney, seven are in Cley and two in Wiveton. Legacies received in the last two years have put the Society in a good position financially and it is working closely with the Parish Council, Broadland Housing Association and North Norfolk District Council with the aim of building additional houses in the community for local people.

6.19. The Society spends the majority of the rental income on repairs and refurbishments and in the last ten years many of the houses have had new roofs, kitchens, bathrooms and heating systems.

6.20. There is always more to do. Rents have had to increase although they remain affordable and in line with those of the Housing Associations operating in the area. A typical three bedroomed cottage will be costing circa £455 per month depending on size, condition and amenity.

6.21. The Housing Society is not registered as a housing provider – this would bring additional legislative and bureaucratic requirements, may introduce the possibility of 'right to buy' and prevent the Society setting its own rent levels.

6.22. Throughout the Society's history the homes have only been made available to people born and raised in the local communities of Blakeney and surrounding parishes. This specific restrictive policy sets the Society apart from other registered providers. It is both a major advantage enabling the Society to maintain complete independence but has the disadvantage in not being qualified to receive government funding.





6.23. The Queens Award for voluntary services was awarded to the Society in 2007. Recognition the Society must be doing something right.

6.24. As Blakeney is defined as a 'Coastal Service Village' in the North Norfolk District Council's Core Strategy there is a requirement within Policy HO2 to provide 45% affordable homes within any new development (of ten or more new dwellings). This is reduced to 35% in the emerging Local Plan in line with more up to date viability assessment. The Parish Council supports individuals in housing need with a local connection to access these same dwellings.



6.25. The Central Norfolk Strategic Housing Market Assessment Report, 2017, (NNDC) identifies the Objectively Assessed Need (OAN) for Norfolk and the individual Districts within it. An overall assessment of need, across the North Norfolk district, for both market and affordable, is 8,581 homes - identified as the OAN for the period 2015 to 2036. This includes the need for around 2,000 affordable homes across the District and a further rising need for various other types of elderly persons accommodation.



6.26. Information available about households seeking a home in Blakeney is taken from the North Norfolk District Council housing list (as at October 2018). These are grouped by '**General Need**' and '**Local Need**', defined as follows:

6.27. **General Need** - households on the housing list who wish to live in Blakeney (but who may also wish to live in other towns and villages). They may or may not have a local connection and may or may not be adequately housed already.

6.28. Analysis of the North Norfolk District Council housing list (as of October 2018) shows 706 households have stated they may wish to live in Blakeney (820 households as at May 2023), with 79 households identified as having a "local connection" (59 households identified with local connection, May 2023). It also shows that most needed in 2018 is one-bed homes (56%) for single people and couples. Small families (31%) need two or three-bed homes and large families (13%) need three or more bedroom homes. As of May 2023, It also shows that most needed is one-bed homes (60%) for single people and couples. The remaining need is two-bed homes (25%), three-bed homes (11%) and four+ bed homes (3%).

6.29. There are eleven households (aged 55+) who would like sheltered housing with 45% single people and couples. (2018). By May 2023 this has increased to 19 households (aged 55+) who would like sheltered housing. The majority of households aged 55+ (216 out of 262) are single people or couples.

6.30. For this reason, any new one-bed housing provision should include some suitable for people with limited mobility.

6.31. **Local Need** - households on the housing list who have a local connection to Blakeney and the adjoining parishes of Cley, Field Dalling, Langham, Morston and Wiveton. There are 79 households (2018), identified as having a 'local connection' with one or more of the following criteria:

- Current home;
- Former home;
- Work; and
- Close family.



6.32. As with General Need, the analysis of the 2018 data shows that most needed is one-bed homes (52%) for single people and couples. Small families (37%) need two or three-bed homes and large families (10%) need three-bed homes. Within this grouping there are seven households with a wheelchair user.

6.33. This evidence demonstrates a significant local need not being met and supports extending the approach set out in the strategic policies of the Local Plan by adding an element of local distinction that seeks occupation of all new affordable housing outside the strategic sites in the Local Plan be limited to eligible households with a local connection to the Parish of Blakeney or adjoining parishes in line with the Councils Housing Strategy Allocation policies for exception sites. This means that priority for affordable housing on all new development outside sites proposed in the emerging Local Plan (which address a strategic and local need) will be limited to eligible households with a local connection (defined in **Appendix 5**) to the Parish of Blakeney or adjoining parishes.

6.34. Providing a balanced mix of dwelling types across the area to meet needs of the local population goes hand in hand with creating and retaining a balanced local community.



- 6.35. The emerging North Norfolk District Council Local Plan seeks to allocate approximately 30 new dwellings to Blakeney to at least 2036, of which a minimum of ten dwellings are required to be developed as affordable housing.
- 6.36. The 'homes for local people' policy will apply to the lifetime of the development based on local need. This will be managed by North Norfolk District Council, as they already do for affordable housing on 'exception sites', thus putting in place a legal agreement and mechanism to increase the supply of affordable housing in the parish.



**Community Feedback: Consultation on the emerging Neighbourhood Plan revealed the following key issues in relation to this theme that the policy seeks to address:**

- More affordable housing specifically for people with a local connection. **100% strongly agree or agree.**
- Support new housing that is affordable rented accommodation. **100% strongly agree or agree.**

## Policy 1 - Affordable Homes for Local People

For the lifetime of the development, occupation of all new affordable housing on non-strategic sites\* shall be limited to eligible households with a local connection (defined in Appendix 5) to the Parish of Blakeney or adjoining parishes.

If at the time of letting there are no eligible households with a local connection, and/or the pool of eligible applicants with a local connection has been exhausted, occupancy shall be in accordance with the District Council's Housing Allocation Scheme.

\*Strategic sites are those allocated in the Local Plan and subsequent revisions

- 6.37. Contributes and supports Blakeney Neighbourhood Plan Objectives 1, 2 and 3 Core Strategy Spatial Planning Aim 1.
- 6.38. The following plans, documents and strategies support Policy 1:
- Blakeney Baseline Date (November 2018)
  - Blakeney Emerging Policy Statement Discussion Document (August 2018)
  - Central Norfolk Strategic Housing Market Assessment (2017)
  - Department for Communities and Local Government Providing Social Housing for Local People (December 2013)
  - National Planning Policy Framework (2019) Updated 2021
  - North Norfolk District Housing Strategy and Allocation Scheme 2021 - 2025
  - North Norfolk District Housing Strategy 2016 – 20 (2016)



## Second Home Ownership

**Ambition: Managing Second Home Ownership - seeking to safeguard the sustainability of Blakeney village by limiting the number of second homes and increasing the number of principal homes.**

- 6.39. The Blakeney Neighbourhood Plan has chosen through **Policies 2, 3, 4 and 5** to start to address the local issues of Second Home Ownership. Whilst it is recognised that the impact of these policies may be relatively modest it is felt that not to take any action is wrong, as any change will make a difference in such a small village.
- 6.40. Communities are being eroded through the amount of properties not occupied on a permanent basis. The number of 'second homes' and 'holiday homes' is a concern of local residents and seen as a key sustainability issue for Blakeney, see Table 1.

**Table 1: Percentage of Second and Holiday Homes**

	Total Dwellings	Second Homes (Council Tax discount*)	Holiday Homes (Business rates)	Second Homes	Second & Holiday Homes
2021/22	706	167	145	29.8%	44.4%
2018-19	705	178	125	30.7%	43.0%
2017-18	711	178	127	30.3%	42.8%
2016-17	696	180	124	31.1%	43.7%

**Source: North Norfolk District Council April 2019 [\*5% discount for second homeowners on their council tax 2017-18]**

- 6.41 The 5% council tax discount for second homes was discontinued for 2018-19, making it more difficult to identify 'second homes', and it should not be assumed all 'second home' owners claimed the discount when it was available.
- 6.42 There are a wide range of factors that affect house prices, affordability and the wider sustainability of a community but with 43% (2018), of the existing housing stock either being used as a second home or holiday let accommodation this is considered by the parish council as having an impact on the sustainability of the village. The number of second homes, at over 30%, is seen as too high for these homes to be empty for large periods of the year. See Table. Hence, the ambition to increase the number of principal homes – which should result in new homes being utilised for more of the time.
- 6.43 In order to meet housing needs of local people, bring greater balance and mixture to the local housing market and create new opportunities for

people to live and work here, to strengthen the community and the local economy, the Blakeney Neighbourhood Plan, through **Policy 2**, supports the provision of '**principal residence housing**'. This is new housing which has to be used as the principal residence of the household living in it, but does not have the price controls that affordable housing does, or any local connection requirement.

- 6.44 The Principal homes policy only applies to new build open market homes. Occupancy for affordable housing *remains in accordance with the District Council's Housing Allocation Scheme where a local connection is required to be demonstrated.*
- 6.45 The nature of any development proposal and site affects how and what it is feasible and viable to deliver – this may also influence what housing mix can be delivered. Principal residence housing for downsizing will be part of this, as will be 'live 'n' work' units to meet the needs of small businesses.
- 6.46 The emerging Local Plan - recognises the issue of second home ownership across the district, especially in coastal areas. The use of an existing dwelling as a second home is not defined in planning legislation as development and hence does not require planning permission. This means that it is not possible to control the use of the existing housing stock as second homes through planning policies.
- 6.47 However, this is not the case in relation to new dwellings which, when planning permission is granted, can be legally conditioned to ensure that they can only be used as a sole or main residence where the residents spend the majority of their time when not working away from home where justified. Similar to the occupancy restrictions imposed in relation to affordable homes which can only be used as dwellings for those in housing need when demonstrated through exceptional circumstances.
- 6.48 The strategic policies of the North Norfolk District Local Plan address the overall housing need for the District. Based on local circumstances the Blakeney Neighbourhood Plan chooses to include a principal residency approach on new builds in the parish through **Policy 2**. Whilst the policy impact is expected to be relatively modest it is felt any change will make a difference in such a small village.
- 6.49 Since 2017 house prices have risen in Blakeney by 49.8%, with increases of 18.8% in the last year (2017- 2018). It should be recognised and acknowledged that the existing housing stock is already being priced out of reach of local households and having a 'Principal Residence' policy in Blakeney will not address that.

**Community Feedback: Consultation on the emerging Neighbourhood Plan revealed the following key issue in relation to this theme that the policy seeks to address:**

- Limit the number of second homes. **78% strongly agree or agree, 11% unsure and 11% disagree.**

## Policy 2 - Managing Second Home Ownership

New open market housing, excluding replacement dwellings, will be required to have a restriction to ensure its first and future occupation is restricted in perpetuity to ensure that each new dwelling is occupied only as a Principal Residence.

Sufficient guarantee must be provided of such occupancy restriction through the requirement of a planning condition or legal agreement. New unrestricted homes will not be supported at any time.

Principal Residences are defined as those occupied as the residents' sole or main residence, where the residents spend the majority of their time when not working away from home.

The condition or obligation on new open market homes will require that they are occupied only as the primary (principal) residence of those persons entitled to occupy them.

Occupiers of homes with a Principal Residence condition will be required to keep proof that they are meeting the obligation or condition, and be obliged to provide this proof if/when North Norfolk District Council requests this information. Proof of Principal Residence is via verifiable evidence which could include, for example (but not limited to) residents being registered on the local electoral register and being registered for and attending local services (such as healthcare, schools, etc).

These restrictions will be secured prior to the granting of planning permission through appropriate Planning Obligations created and enforceable under section 106 of the Town & Country Planning Act 1990, or any subsequent successor legislation.

- 6.50 Contributes and supports Blakeney Neighbourhood Plan Objectives 1 and 2, Core Strategy Spatial Planning Aim 1.
- 6.51 The following plans, documents and strategies support Policy 2:
- Blakeney Emerging Policy Statement Discussion Document (August 2018)
  - Central Norfolk Strategic Housing Market Assessment (2017)
  - National Planning Policy Framework (2019) Updated 2021
  - The North Norfolk Local Plan 2016 – 2036 First Draft Local Plan (Part1) (May 2019)

## Change of use of Residential Accommodation

### **Ambition: Change of use from Residential to Holiday Let Accommodation - seeking to limit the loss of homes to holiday lets.**

6.52 Blakeney has a high proportion of holiday accommodation - 127 units recorded in 2018 – which, along with second homes, is considered by the parish council to be affecting the affordability and supply of homes in Blakeney. **Policy 3** of the Blakeney Neighbourhood Plan seeks to address this specific problem.

6.53 The question of whether a change of use has occurred when a house is let out for short-term holiday or leisure use is a matter for the Local Planning Authority (North Norfolk District Council) with each case considered upon the particular characteristics of the use as holiday accommodation.

6.54 When, depending on the facts of each case, a 'material change of use' is proposed, or has occurred, such that a residential home (Use class C3)<sup>7</sup> can no longer be considered a residential home for planning purposes and is in fact holiday use (sui generis)<sup>8</sup> then a 'change of use' planning application will be required.



6.55 **Policy 3** would only apply where a change from residential to a holiday accommodation amounts to a 'material change of use', this is a matter of fact and degree in each case.

6.56 These instances are going to be limited as generally, planning permission is **not required** for a change of use from residential (C3) to holiday let accommodation. In the few instances where it is necessary then the Blakeney Neighbourhood Plan will be seen to take action.

6.57 Matters which are likely to contribute to a material change of use having occurred are likely to be related to increased intensification in the number of people and separate families using a home at any one time, numbers of cars and visitors to the premises, and other impacts that materially affect local amenity.

6.58 Such holiday accommodation is classed as 'sui generis' use and is not classed as 'C3' dwelling houses for the purposes of the Use Classes Order.

<sup>7</sup> The Town and Country Planning (Use Classes) Order 1987" (as amended). Class C3 (Dwellinghouses).

<sup>8</sup> The Town and Country Planning (Use Classes) Order 1987" (as amended). Sui Generis No class specified in the Schedule.



- 6.59 Any application for change of use from residential (C3) use to holiday let accommodation (sui generis) use will be required to demonstrate how the change of use does not impact on the amenity of local residents - in terms of parking, noise, and other impacts on the local community. This approach should not see a net increase in occupation and as such not seen as having the potential for adverse impact on European sites due to increased recreational pressures.
- 6.60 New purpose-built holiday accommodation (excluding chalets, camping pods, log cabins and other holiday accommodation which is not suitable for permanent occupation) is unlikely to be supported due to the existing high proportion of holiday homes in Blakeney.

**Community Feedback: Consultation on the emerging Neighbourhood Plan revealed the following key issues in relation to this theme that the policy seeks to address:**

- Limit the number of second homes. **78% strongly agree or agree, 11% unsure and 11% disagree.**

### **Policy 3 - Change of Use: Residential to Holiday Let Accommodation**

Where a planning application is required proposals to change the use from residential (C3)<sup>9</sup> use to holiday accommodation (sui generis)<sup>10</sup> must demonstrate that:

- 1) sufficient car parking space can be provided within the curtilage of the proposed holiday let to ensure no additional on-street car parking will be necessary;
- 2) there are no significant impacts on local amenity for nearby residents in terms of noise disturbance and traffic generation;
- 3) there are no significant impacts in preserving dark night skies resulting from additional light pollution; and
- 4) where increased occupation would give rise to materially harmful effects, planning permission will not be supported.

Proposals for the provision of purpose-built holiday accommodation will not be supported unless it can be demonstrated there is a need which cannot be met by existing provision.

- 6.61 Contributes and supports Blakeney Neighbourhood Plan Objectives 1 and 2 Core Strategy Spatial Planning Aims 1, 2 and 3.

<sup>9</sup> The Town and Country Planning (Use Classes) Order 1987" (as amended). Class C3 (Dwellinghouses).

<sup>10</sup> The Town and Country Planning (Use Classes) Order 1987" (as amended). Sui Generis No class specified in the Schedule.

## Change of use of Holiday Let Accommodation

**Ambition: Change of use from Holiday Let Accommodation to Residential – seeking to ensure any usage change increases the number of principal homes.**

- 6.62 In order to boost the supply of homes occupied as a Principal Residence **Policy 4** of the Blakeney Neighbourhood Plan provides support for proposals to change the use of holiday accommodation to permanent residential use, providing the dwelling is suitable for permanent occupation.
- 6.63 This policy applies to proposals for the change of use from Holiday Let use (sui generis) to Residential use (C3). It also applies to proposals to remove occupancy restrictions on existing properties that limit them to holiday use only.
- 6.64 This policy, although with Policy 2, will increase, albeit by a relatively small number, the housing stock that will be more accessible to local householders for principal and permanent residency.
- 6.65 This policy does not apply to the change of use, or replacement of, buildings or structures which are not suitable for permanent occupation.

### **Policy 4 - Change of Use: Holiday Let Accommodation to Residential**

Proposals for the change of use or removal of occupancy restrictions from holiday accommodation use to Principal Residence housing, will be supported where the unit proposed for change of use, to residential (C3)<sup>11</sup> or removal of occupancy restriction is suitable for permanent occupation.

Future occupation shall be as a Principal Residence in accordance with Policy 2 of the Blakeney Neighbourhood Plan.

- 6.66 Contributes and supports Blakeney Neighbourhood Plan Objectives 1 and 2 Core Strategy Spatial Planning Aims 1, 2 and 3.

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<sup>11</sup> The Town and Country Planning (Use Classes) Order 1987" (as amended). Class C3 (Dwellinghouses).

## Holiday Let Accommodation

**Ambition: Extensions to Holiday Let Accommodation – seeking to reduce the impact any extension to holiday accommodation has on residents.**

- 6.67 **Policy 5** of the Blakeney Neighbourhood Plan provides clarity as to what criteria will be considered important in proposals for extensions to properties that are classified as holiday lets (properties that are classified and registered as holiday lets or have holiday usage restrictions).
- 6.68 High land and property values in Blakeney have resulted in 'overdevelopment' of sites. This has then resulted in traffic and parking problems on roads nearby, due to loss of parking spaces 'on site' and can in some instances result in a dwelling which becomes unsuitable for permanent occupation due to the loss of amenity (and parking) space. There are also amenity impacts on nearby residents in terms of noise, additional traffic and taking house prices beyond the affordability of many local people.
- 6.69 Preserving the amenity of local residents is important when any increased use of holiday accommodation, through the provision of additional living space by way of extensions is provided. Holiday lets - classed as 'sui generis' use - do not benefit from those permitted rights that only apply to dwellinghouses.

### Policy 5 - Extensions to Holiday Let Accommodation

All proposals for extensions to holiday let accommodation shall meet the following criteria:

- 1) Where there would be a reduction in the amount of open amenity space within the curtilage of the site, the amount and quality of any remaining space shall be appropriate to the needs of both the occupiers of the holiday let and residential occupiers if the property were occupied as a Class C3 dwellinghouse;
- 2) There shall be a demonstration of the means by which additional on-street parking will be avoided with priority being given to the provision or retention of adequate car parking space within the curtilage of the site;
- 3) Any intensification of use associated with the extended property shall not give rise to significant adverse effects on nearby residents as a result of noise or other amenity impacts.

- 6.70 Contributes and supports Blakeney Neighbourhood Plan Objectives 1, 4 and 6 Core Strategy Spatial Planning Aims 2, 3 and 5.

- 6.71 The following plans, documents and strategies support Policies 3, 4 and 5:
- Central Norfolk Strategic Housing Market Assessment (2017)
  - National Planning Policy Framework (2019) updated 2021
  - North Norfolk Local Plan 2016 – 2036 First Draft Local Plan (Part1) (May 2019) Improving Design of Development



## Improving the Design of Development

**Ambition: Design of New Development – seeking through good design principles to facilitate high quality and well-designed development. It is particularly concerned with ensuring the infrastructure of multiple or single new developments meets high standards.**

**Community Feedback: Consultation on the Neighbourhood Plan revealed the following key issues in relation to this theme that the policies seek to address:**

- More affordable housing specifically for people with a local connection. **100% strongly agree or agree.**
- Infill developments (gardens converted to houses) should be resisted. **75% strongly agree or agree and 25% strongly disagree or disagree.**
- Construction materials and finishes should reflect building styles and types characteristic of Blakeney. **96% strongly agree or agree and 4% unsure.**
- Ensure all drainage solutions are implemented prior to any occupation of new homes. **100% strongly agree or agree.**
- Designs should incorporate principles to allow people to stay in their homes as long as possible. **86% strongly agree or agree and 14% unsure.**
- All new development should encourage the use of renewable green energy. **90% strongly agree or agree, 5% unsure and 5% disagree.**
- Design layouts to include provision for storage – cycles, wheelie bins, etc... **100% strongly agree or agree.**
- Support steps to reduce the risk of flooding from rain, seawater and sewerage. **100% strongly agree or agree.**

## Heritage of Blakeney



6.72 Blakeney Conservation Area Appraisal and Management Plan (2019) undertaken by North Norfolk District Council is an evaluation of the Conservation Area.

6.73 This document illustrates historic development of Blakeney (see **Map 6**). It also evaluates key aspects and the character of Blakeney against a number of criteria.



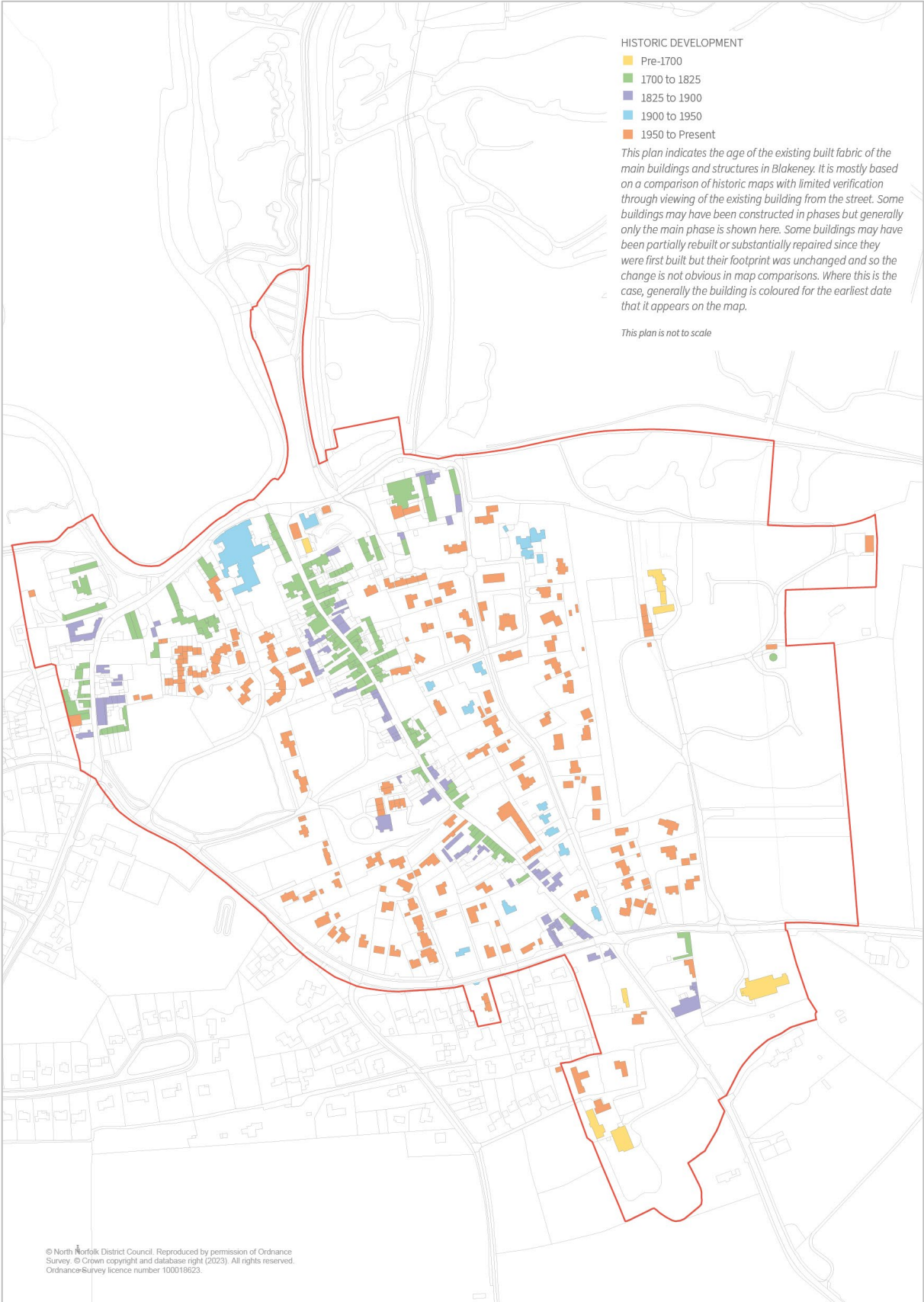
6.74 The document provides an appraisal of heritage assets, their settings and the importance of views within the wider natural landscape. It promotes and recommends the method and materials for repairs, retention and preservation of features and sets out an approach to alterations, extensions and new development to preserve or enhance the character of the Conservation Area.

6.75 The purpose of the Blakeney Conservation Area Appraisal and Management Plan is also to seek that any changes be respectful of the typical architectural and visual character of the Conservation Area and that any new development should be of the same or a lesser scale and massing as the buildings around it.

6.76 The most prominent Blakeney landmark is the mighty tower of St Nicholas parish church, built on the highest point of the village. On most approaches to Blakeney, the church tower forms a historic landmark feature on the skyline and is seen rising out of the trees, which almost completely hide the rest of the village.



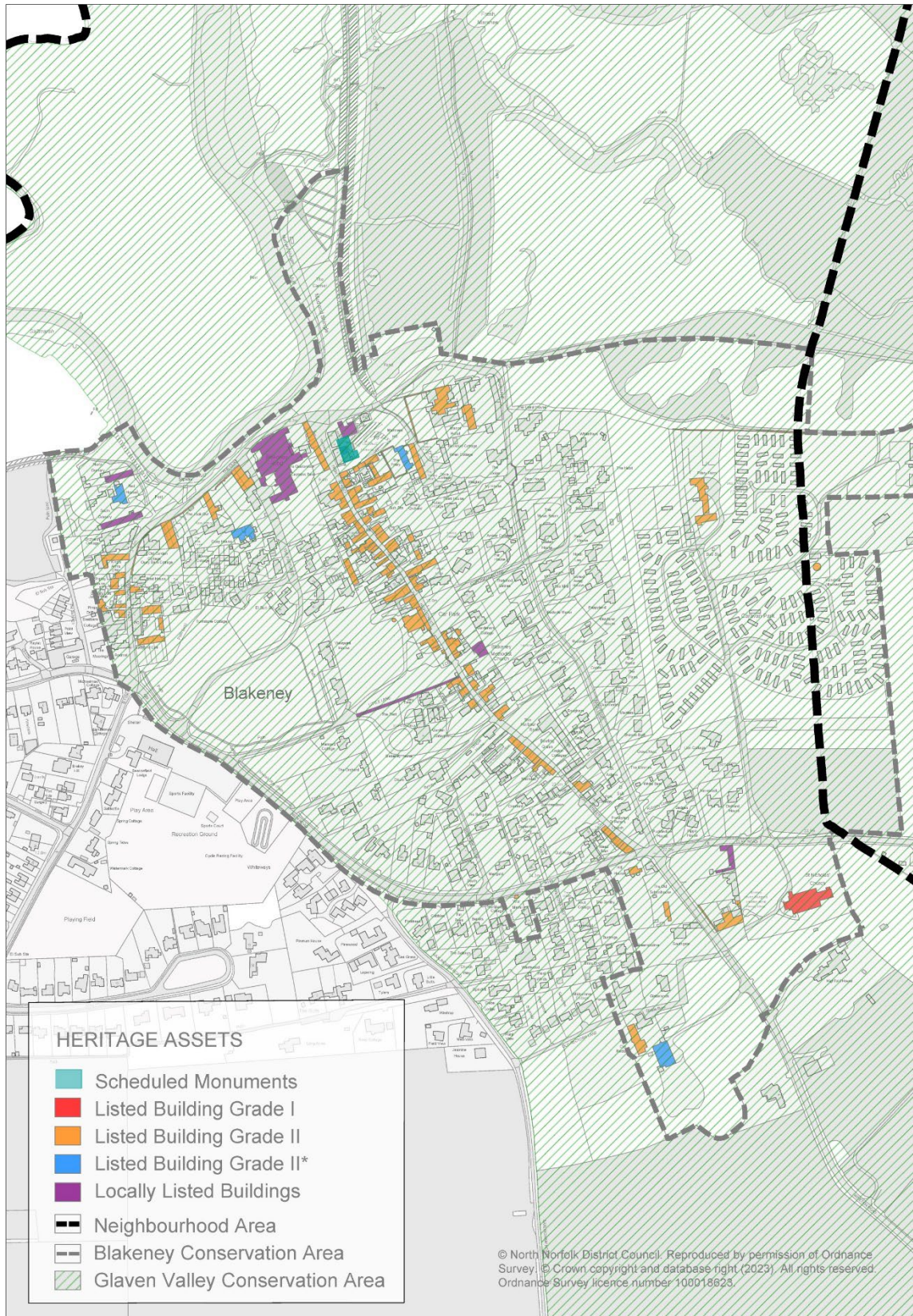
# Map 6: Conservation Area & Historic Development of Blakeney





6.77 There are 102 listed buildings in the parish of Blakeney - one Grade I, four Grade II\* and the remaining 97 all Grade II. **Map 7** identifies the listed buildings and important non-designated assets that are located within the Blakeney Conservation Area.

### Map 7: Designated & Non-Designated Heritage Assets





6.78 A wide range of boundary treatments to properties can be identified. Where gardens front the road, these include flint walls, seen to enhance the local vernacular – identified as a positive feature in the Blakeney Conservation Area Appraisal and Management Plan – and hedgerows of native species which soften the visual links through to the wider landscape.

6.79 The use of evergreen fast-growing conifer species as a screen is a modern visual intrusion and would be discouraged, as would the wide scale use of close board fencing, as seen in recent developments - without mitigation or softening by hedging. It is also a significant impediment to movement of some wildlife.



6.80 Roads within the village are bounded by a mixture of pavements or grass verges with either no kerb or a low kerb. There are numerous examples in the village of roads and boundaries being defined by buildings or vegetation that do not conform to a standard highway design, resulting in restricted sight lines and road widths – this creates a need for slower vehicle speeds and for passing places - creating a more individual and distinct character.



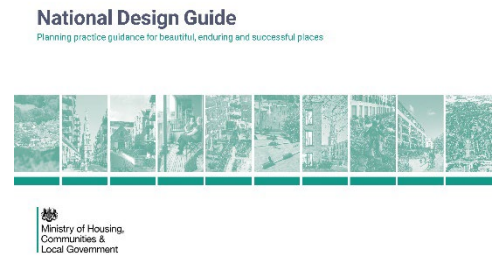
6.81 Roadways are often shared between pedestrians, cyclists, horse riders and vehicles; although this contributes to the rural character, it requires care and consideration by all.

6.82 In the context of a changing world where pressure of global climate change and its dramatic impacts are likely to affect us all, it is essential that communities take action in their locality and wherever possible seek local solutions and implement, what may sometimes be seen as small steps to encourage developments to be more energy efficient. Making use of modern and renewable technologies to maximise opportunities to use fewer natural resources – supporting energy efficiencies and water harvesting will all help.

6.83 In September 2019 the Government issued the National Design Guide. This document was updated in January 2021.

6.84 The long-standing, fundamental principles for good design are that it is:

- fit for purpose
- durable
- brings delight



6.85 While it is relatively straightforward to define and assess these qualities for a building - a place is more complex and multi-faceted than a building.

6.86 The National Planning Policy Framework (NPPF) sets out a requirement that achieving high quality places and buildings is fundamental to what the planning and development process should achieve. The NPPF sets out the fundamental principles of good design where the underlying purpose for design quality and the quality of new development at all scales is to create well-designed and well-built places that benefit people and communities.

6.87 The National Design Guide addresses the question of how we recognize well-designed places, by outlining and illustrating the Government's priorities for well-designed places in the form of ten characteristics.

6.88 Policies in the Blakeney Neighbourhood Plan can only seek to encourage good design in those proposals which require planning permission although high quality design is the minimum expectation of residents of Blakeney.



6.89 Blakeney already has a rich variety of architectural styles and distinctiveness that helps to create a village feel. New development should consider carefully its form and character early in the design process. The appearance and location of high-quality design, sensitive to and in keeping with its surroundings, should be considered to ensure that new homes are well integrated and form part of a cohesive and visually appealing local environment.

6.90 Local context is a key factor that should be taken into account when designing any scheme and **Policies 6, 7, 8, 9 and 10** of the Blakeney Neighbourhood Plan seek to encourage the use of design principles and 'best practice' in the design process. Scale, density of development, height of development, massing, layout, use of materials and landscaping, as well as means of enclosure, all contribute to a sense of whether the proposal 'fits in' to its surroundings.

6.91 To drive good design, developers will be encouraged to follow the principles of '**Building for a Healthy Life**'. This is an industry standard quality assessment for well-designed homes and neighbourhoods endorsed by Government.



6.92 **Building for a Healthy Life (BHL)** is the latest edition of - and new name for - **Building for Life 12** and is about guiding better planning of new development through urban design that is safe and provides everything that should be expected for a new community.

6.93 **BHL** updates England's most widely known and most widely used design tool for creating places that are better for people and nature. The original 12-point structure and underlying principles within Building for Life 12 are at the heart of BHL. The new name reflects changes in legislation as well as refinements which made to the 12 considerations in response to good practice and user feedback.

6.94 Using a simple 'traffic light' system to access the quality of any new development.



 **red = stop & rethink**



 **amber = try & turn to green**



 **green = go ahead**

6.95 As a framework, BHL, lists and illustrates examples of good practice highlighted by a green light. Poor practice is highlighted with a red light.

6.96 Where an element of design is considered to fall between a green and a red traffic light, an amber light can be assigned to a particular consideration - it cautions that an aspect of a scheme is not fully resolved. In many cases it is possible to rethink and redesign an aspect of a scheme to achieve a better outcome.

6.97 Using BHL principles, developers should be able to demonstrate how, through good design, any proposed development will follow key design principles to respect scale, form, material finishes and the vernacular character of existing buildings, recognising the historic importance and individuality of the village.

6.98 Historic England's guide – Streets for All – has practical design principles and advice that should, where possible, be applied to the public realm

works in sensitive historic locations. There are many examples of good practice in such areas as highways, footpaths, street furniture, parking, traffic calming and environmental improvements.



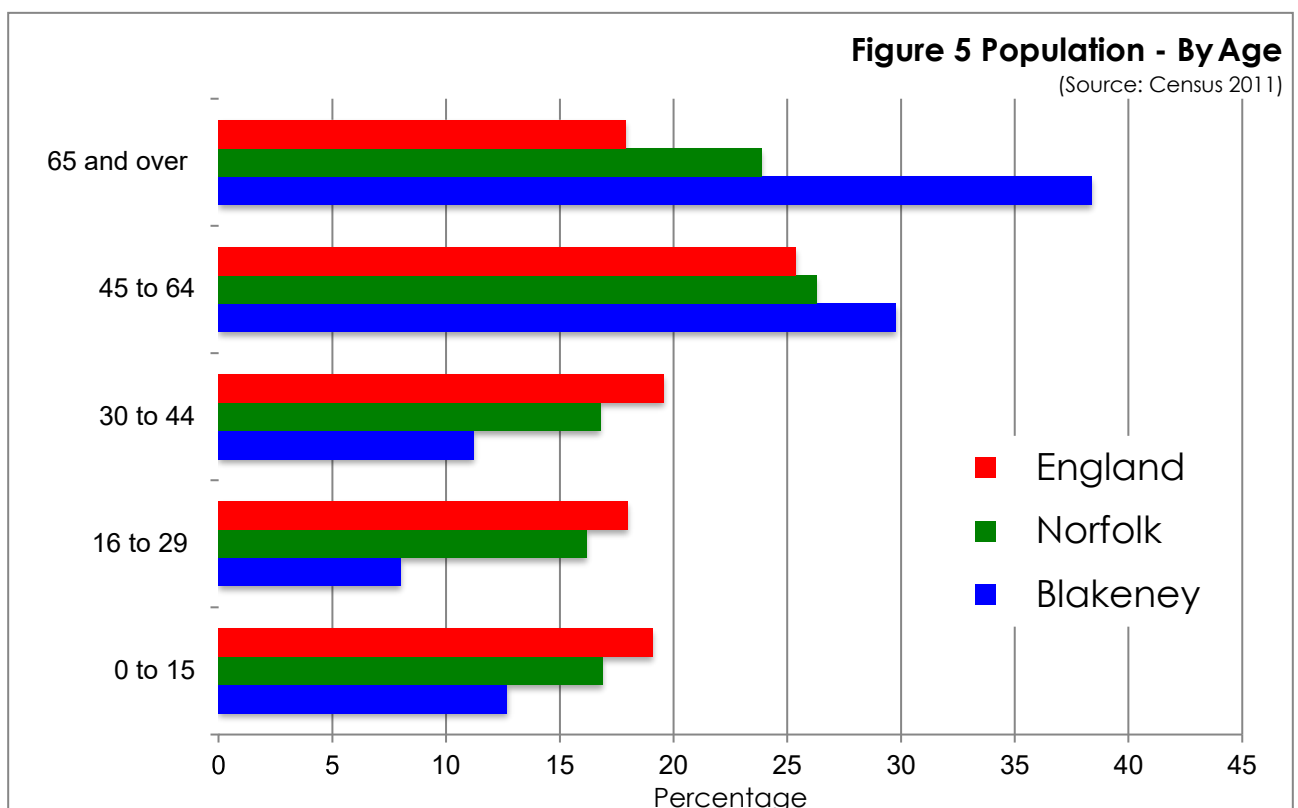
6.99 The Blakeney Neighbourhood Plan seeks to ensure that local vernacular and design are at the heart of new development proposals.

6.100 A number of infrastructure issues were identified for Blakeney in the First Draft Local Plan - these are:

- As a busy tourist destination this does place pressure on the highway network and on parking – causing seasonal traffic and parking issues.
- Due to the remote rural location and the limited public transport available many visitors arrive by car – a lack of public transport options.

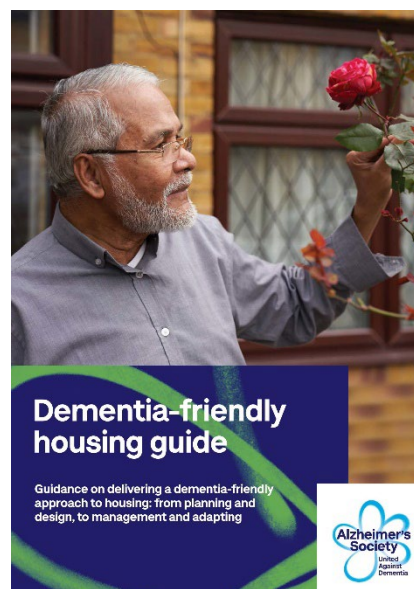
6.101 Through planning obligations, such as S106 agreements or S278 agreements and/or the use of planning conditions, qualifying development will be expected to contribute towards improving local services and infrastructure, including contributions towards new infrastructure.

6.102 Nationally it is recognised there is a rapidly ageing population. Locally the picture is more dramatic with the age structure of Blakeney’s population being considerably older – with just over 38% of the population aged 65 years or over when compared with 24% in Norfolk and only 18% for England. This is illustrated in Figure 5 (Population – By Age) and has significant implications for planning and plan-making.





- 6.103 Local authorities across Norfolk are working hard to try to reduce pressure on social care and hospital budgets through a range of measures, and key amongst them is a desire to help keep people at home for as long as possible before moving them into residential care accommodation.
- 6.104 There is also increasing demand for specialist retirement-type accommodation, sometimes called 'extra-care'. This accommodation includes an element of care that helps people to 'down-size' more easily to more appropriate and desired accommodation. The National Planning Policy Framework makes it clear that planning for older people's housing needs is very important.
- 6.105 With such an ageing population there will be a need for more housing with care or sheltered accommodation to be provided in future, which is normally best placed where it is well related to local services, particularly a doctor's surgery, shops and public transport to enable staff, residents and visitors to have good access.
- 6.106 Baseline data collected to inform the Blakeney Neighbourhood Plan identifies that by 2030 there is predicted to be an increase of over 86% - c26,937 people - across Norfolk suffering from dementia<sup>12</sup>.
- 6.107 For any new development that comes to Blakeney this is an opportunity for those developments to lead the way by incorporating simple but effective principles into their designs to deliver dementia friendly communities.
- 6.108 **The 'Dementia-friendly housing guide'** published by the Alzheimer's Society, is a document that offers useful checks and guidance on designing dementia friendly communities and homes. It also states that "Future-proof all housing by building dementia-friendly design into all housing briefs from the very outset. Dementia- friendly design doesn't have to be costly if it is engaged with at an early enough stage."
- 6.109 It is felt that implementing these simple principles could have a significant impact on health and wellbeing of residents. Recognising how people and their lifestyles change over time, including the need for their homes to be adapted to their needs, is important.
- 6.110 As the building industry better understands how to apply the relatively simple principles identified (several which are already elements of 'Building for a Healthy Life'), the Blakeney Neighbourhood Plan encourages use of these principles within the design of new developments.
- 6.111 Integration between new and existing communities is important and can



<sup>12</sup> Source: NCC Health and Wellbeing Profile July 2012: estimate based on 2011 figures – from POPPI dementia estimates (as at June 2012)

be helped through improved connectivity. Appropriate boundary treatments can aid a joined-up feeling.

- 6.112 On-street parking is likely to occur, roads should be designed to safely accommodate unallocated on-street parking of a level to deter indiscriminate parking and the obstruction of footpaths and roads. The level of provision should be determined on a site-by-site basis.
- 6.113 Anglian Water has a pre-planning service, which includes a capacity check to determine the impact of sewerage from a proposed development. See earlier paragraphs 5.20 and 5.30. To ensure wastewater is managed appropriately throughout Blakeney it is expected that new homes be connected to the sewerage system prior to being occupied.
- 6.114 Implementation of high-quality design that is sensitive to its surroundings and is in keeping - the appearance and location of key features should be considered early in the design process to ensure that they are well integrated into development proposals and form part of a cohesive and visually appealing environment.

## Policy 6 - Design of Development

All development will be expected to deliver high quality design, encouraged to use the Building for a Healthy Life, Streets for All principles (or subsequent updates) and meet the following criteria:

- 1) In schemes of 10 or more dwellings, provide a mix of types to include one and two-bedroom homes, with an emphasis on local needs, first time buyers, starter homes and good quality accommodation for elderly people;
- 2) respect and be sensitive to the local character of Blakeney and natural assets of the surrounding area, taking every opportunity through design and materials to reinforce a strong sense of place, individuality and local distinctiveness, as defined in the North Norfolk Landscape Character Assessment SPD;
- 3) preserve or enhance the character and appearance of the Blakeney Conservation Area and protect the setting of designated and non-designated heritage assets as defined in the Blakeney Conservation Area Appraisal and Management Plan or subsequent updates;
- 4) all new developments which require a connection to the public sewerage network will be required to demonstrate that there is sufficient capacity in the sewerage network to accommodate the development and may be subject to conditions to ensure that dwellings are not occupied until the capacity is available;

- 5) the massing, height, scale and proximity, of any proposed development does not result in an unacceptable loss of light or overshadowing, or other adverse amenity impacts on other properties;
- 6) boundary treatments should reflect the distinct local character in relation to materials, layout, height and design;
- 7) include and incorporate, where possible, the principles of dementia friendly communities (as detailed in “At a Glance: a Checklist for Developing Dementia Friendly Communities”, or subsequent updates and industry standards);
- 8) demonstrate how new homes will integrate with existing homes and the village facilities while enhancing the safety and security of residents of Blakeney and incorporate crime prevention principles (identified in the Secure by Design Homes 2016 or subsequent updated editions);
- 9) any new external lighting proposals, where possible, should incorporate modern technologies, motion sensors, softer down lighting and timers to restrict operating hours and incorporate the following requirements:
  - a) fully shielded (enclosed in full cut-off flat glass fitments)
  - b) directed downwards (mounted horizontally to the ground, as low as possible, and not tilted upwards)
  - c) switched on only when needed (no dusk to dawn lamps)
  - d) white light low-energy lamps (LED, metal halide or fluorescent) and not orange or pink sodium sources; and
- 10) It is recommended that pre-application advice is sought from Norfolk County Council Environment Service Historic Environment Strategy and Advice Team to identify archaeological implications for any proposed development.

6.115 Contributes and supports Blakeney Neighbourhood Plan Objectives 1, 5 and 6. Core Strategy Spatial Planning Aims 2, 3 and 6.

## Improving the Design of New and Replacement Homes

**Ambition: Improving Design of New or Replacement Homes - this policy seeks to ensure new homes are designed to a high standard.**

- 6.116 It is essential that all communities take action wherever possible to tackle the issue of climate change. In this context it is therefore essential that steps be taken to encourage developments that are more energy efficient and make use of opportunities to use green sources of energy wherever possible.
- 6.117 Over recent years a number of new developments in other Norfolk districts completed house sales and allowed homeowners to move in without their new homes being connected to the mains sewerage system. This resulted in a large number of additional vehicle movements (HGV tankers) to remove the sewage. This should be seen as unacceptable and is unpleasant for both new and existing homeowners.
- 6.118 Storage within new homes can be limited and impact on lifestyles. Where new homes are built with garages it is appropriate that they are located in association with the home to aid convenience of use, rather than in distant blocks of garages, which have associated difficulties of use and could encourage anti-social behaviour.
- 6.119 Experience has shown where parking courts and/or garaging have been located behind and away from the homes intended to use them, residents have chosen to park their vehicles outside their homes on pavements where more convenient and perceived less likely to get damaged. Pavement parking with the narrow road widths has caused access issues for emergency vehicles, bin lorries, pedestrians and wheelchair users. In designing new homes sufficient regard should be given to ensure off-road parking is considered sympathetically and positioned appropriately to maximise its use.
- 6.120 By adopting good design principles new homes should provide sufficient external amenity space, including refuse and recycling storage for wheelie bins – where possible preventing the need to be stored at the front of properties in plain sight ('wheelie bin blight').
- 6.121 Norfolk Fire and Rescue Service advocates the installation of sprinklers in all new developments as sprinklers have a proven track record to protect property and lives. Therefore, the installation of sprinklers in new development is supported but is not a policy or planning requirement.





## Policy 7 - Improving the Design of New and Replacement Homes

All new homes, including extensions and conversions, will be expected to be designed to a high standard and meet the following criteria:

- 1) recognise and reinforce the distinctive local character in relation to height, scale, density, spacing, layout orientation, features and building materials reflecting the village style as outlined in the Blakeney Conservation Area Appraisal and Management Plan (2019) or subsequent updates;
- 2) involve a high standard of design which enhances the visual quality of the landscape and built environment and does not have a significant detrimental impact on public amenity views of surrounding countryside and coastline or the special qualities of the AONB;
- 3) the scale will be appropriate to the size of the plot;
- 4) ensure new homes have final sewerage solution (not a temporary solution) completed prior to first occupation;
- 5) incorporate, where appropriate, methods of energy generation, renewable and energy conservation;
- 6) measures have been incorporated to limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation;
- 7) provide appropriate private external amenity space including refuse and recycling storage facilities identified within the curtilage of each home; and
- 8) sufficient car parking appropriate to the size and type of dwelling to reduce the need for on-street car parking and indiscriminate parking.

6.122 Contributes and supports Blakeney Neighbourhood Plan Objectives 1, 2, 5 and 6. Core Strategy Spatial Planning Aims 1, 2 and 3.

6.123 The following plans, documents and strategies support Policies 6 and 7:

- Blakeney Conservation Area Character Appraisal and Management Plan (2019)
- Blakeney Emerging Policy Statement Discussion Document (August 2018)
- Building for a Healthy Life (2020)
- Central Norfolk Strategic Housing Market Assessment (2017)
- Core Strategy Incorporating Development Control Policies (September 2008 – updated 2012)

- Dementia-friendly housing guide (2020)
- Historic England 2018 Streets for All
- Institute of Lighting Professionals, Guidance Notes for the Reduction of Obtrusive Lights (<https://www.theilp.org.uk>)
- National Design Guide (2019)
- National Planning Policy Framework (2019) Updated 2021
- Norfolk Coast Partnership Landscape Character Assessment for the AONB
- North Norfolk Design Guide, SPD (2008) [11] [SEP]
- North Norfolk Draft Landscape Character Assessment, SPD (2018) Adopted January 2021
- North Norfolk Local Plan 2016 – 2036 First Draft Local Plan (Part1)- (May 2019)
- North Norfolk Site Allocations (February 2011)
- North Norfolk Strategic Flood Risk Assessment (2017/2018)
- Rising to the Climate Crisis - A guide for Local Authorities on Planning for Climate Change (May 2018)
- Secured by Design Homes (2016)

High density replacement homes



## Infill Development

**Ambition: Infill Development - seeking to ensure small scale infill development is appropriate in terms of the size and character of new homes and will complement the existing development.**

- 6.124 At the community events residents have raised concern that recent developments (such as Stratton Long Marine, Westgate Street and Michaelmas, Langham Road) is 'overdevelopment' of the plots, with density and height of buildings being of particular concern.
- 6.125 Street scene and sense of place are seen as important elements, particularly on the approaches to the village. In places where houses are single storey, for instance, it should be demonstrated that it is appropriate to introduce two storey dwellings, or higher without dominating the existing homes.
- 6.126 Key views are an important aspect of the Area of Outstanding National Beauty (AONB), and height of new buildings can detract from key views if inappropriately located.

- 6.127 **Policies 8 and 9** of the Blakeney Neighbourhood Plan will preserve the character of the village while defining what is acceptable should these types of development be proposed.



- 6.128 Large dwellings with small gardens are less suitable for permanent occupation, less affordable, and encourage their use as second and holiday homes - which is making the area unsustainable, as their populations are impermanent. **Policy 2** seeks to reduce the number of second homes.

- 6.129 Gardens, hedgerows and trees are important elements in the existing built-up area, dividing the landscape, giving soft edges and provide green infrastructure corridors – wherever possible these should be retained to enhance the landscape - aiding biodiversity, creating diverse wildlife habitats, corridors with space for flowers to



grow and a rich source of food for insects, birds and wild animals.

- 6.130 Blakeney Neighbourhood Plan **Policy 8** is intended to meet concerns that gardens are not overdeveloped and are retained to provide amenity space for children to play, residents to be able to grow vegetables, off-road parking and open spaces to preserve the character of Blakeney.

**Community Feedback: Consultation on the emerging Neighbourhood Plan revealed the following key issues in relation to this theme that the policies seek to address:**

- Infill developments (gardens converted to houses) should be resisted. **75% strongly agree or agree and 25% strongly disagree or disagree.**
- Construction materials and finishes should reflect building styles and types characteristic of Blakeney. **96% strongly agree or agree and 4% unsure.**

### **Policy 8 - Infill Development**

Applications for small residential developments of one or two dwellings on infill and brownfield redevelopment sites within Blakeney will be supported subject to proposals being well designed and meeting all relevant requirements set out in other policies in the Development Framework, and where such development:

- 1) fills a small, restricted gap in the continuity of existing frontage buildings or on other sites within the settlement boundary where the site is closely surrounded by buildings;
- 2) will not involve extension beyond the settlement boundary;
- 3) is not considered to be backland or unneighbourly development that requires unsuitable access, reduces the privacy of adjoining properties or is inconsistent with the character of the locality; and
- 4) will not detract from the AONB through scale, materials and design.

Permitted development rights may be withdrawn where permitted development could lead to overdevelopment of the site.

- 6.131 Contributes and supports Blakeney Neighbourhood Plan Objectives 1, 2,5 and 6 and Core Strategy Spatial Planning Aims 1 and 3.



## Replacement Dwellings

**Ambition: Existing Dwelling Replacement – seeking to provide sustainable development that is appropriate in size and enhances the surrounding street scene.**

- 6.132 The essential aim of the Blakeney Neighbourhood Plan **Policy 9** is to balance the strategic objective of development restraint in the countryside against an acknowledgement that a dwelling already exists on that site.
- 6.133 It is reasonable to accept that a replacement dwelling may necessitate a modest increase in size in order to provide a level of accommodation and a generally recognised range of domestic facilities to modern standards particularly if the original dwelling is only a small cottage.



- 6.134 It is important to protect the rural landscape from the intrusion of large modern dwellings. The proliferation of such unsuitable schemes would lead to the intrusion of urban influences that would detract from the rural character of the area. The emerging Local Plan Policy HOU 6 seeks to address this.
- 6.135 Most approvals for replacement dwellings will be subject to conditions that relate to the timing of and need to demolish the old dwelling. Relevant permitted development rights to the replacement dwelling may be removed, where it will then be necessary to apply for permission for those works on the new dwelling. This would ensure the development does not detrimentally affect the character of the locality now or in the future.
- 6.136 Having particular regard to the location and setting of the existing dwelling, the proposed new dwelling must seek to maintain the existing character of the area. The Local Planning Authority will attach appropriate

conditions to permissions and in certain cases it may be necessary to conclude legal agreements to ensure appropriate development.

## Policy 9 - Existing Dwelling Replacement

Proposals for a replacement dwelling must meet the following criteria:

- 1) any increase in height over the replaced building will only be acceptable where it enhances (rather than dominates) the street scene, and this is compatible with the appearance of neighbouring buildings and not be detrimental to the amenity of their occupiers;
- 2) will not detract from the AONB through scale, materials and design; and
- 3) permitted development rights may be withdrawn where permitted development could lead to a detrimental effect on the character of the locality.

6.137 Contributes and supports Blakeney Neighbourhood Plan Objectives 1, 2 and 5. Core Strategy Spatial Planning Aims 1 and 3.

6.138 The following plans, documents and strategies support Policies 8 and 9:

- Blakeney Conservation Area Character Appraisal and Management Proposals (2019)
- Blakeney Emerging Policy Statement Discussion Document (2018)
- Building for a Healthy Life (2020)
- Central Norfolk Strategic Housing Market Assessment (updated 2017)
- Core Strategy Incorporating Development Control Policies (September 2008 – updated 2012)
- Historic England 2018 Streets for All
- Institute of Lighting Professionals, Guidance Notes for the Reduction of Obtrusive Lights (<https://www.theilp.org.uk> )
- National Planning Policy Framework (2019) Updated 2021
- National Design Guide (2019)
- Norfolk Coast Partnership Landscape Character Assessment for the AONB
- North Norfolk Design Guide, SPD (2008)
- North Norfolk Landscape Character Assessment, SPD (2018) Adopted January 2021
- North Norfolk Site Allocations (February 2011)
- North Norfolk Strategic Flood Risk Assessment (2017)
- North Norfolk Strategic Flood Risk Assessment (2017)
- Secured by Design Homes (2016)

## Flooding

**Ambition: Drainage and Flooding – seeking to ensure new development does not cause flood related problems, especially associated with surface water run-off or sewerage or tidal.**

- 6.139 Residents raised at the consultation events that flooding is becoming a more frequent issue - not only caused by tidal fluctuations as sea levels reportedly continue to rise as a result of global warming – but also issues with sewerage and surface water run-off caused by new development.
- 6.140 Site specific flood risk assessments must support planning applications, in accordance with footnote 55 of the NPPF (2021). This states that such an assessment should be provided for all development in Flood Zones 2 and 3. In Flood Zone 1, an assessment should accompany all proposals involving: sites of 1 hectare or more; land which has been identified by the Environment Agency as having critical drainage problems; land identified in a strategic flood risk assessment as being at increased flood risk in future; or land that may be subject to other sources of flooding, where its development would introduce a more vulnerable use. To help alleviate surface water flooding new development proposals will be required to demonstrate engagement with relevant agencies and incorporate appropriate mitigation measures to reduce surface water run-off and manage surface water flood risk to the development and wider area. Providing the appropriate climate change allowances, see link: <https://www.gov.uk/guidance/flood-risk-assessments-climate-change-allowances>
- 6.141 Sustainable Drainage Systems (SuDs) are seen as the preferred option for surface water disposal. Sustainable Drainage Systems can include permeable surfaces, rainwater harvesting and storage and green roofs and walls. Any water drainage solution to be implemented prior to first occupation of any dwelling or commercial building.
- 6.142 The Local Plan Core Strategy also identifies the capacity limitations of the existing sewerage infrastructure.
- 6.143 Residents see sewerage capacity management as a serious matter for concern after a number of recent incidents of raw sewerage flooding The Quay, Westgate Street and the bottom of the High Street.
- 6.144 Blakeney's proximity to internationally designated wildlife habitats and Areas of Outstanding Natural Beauty adds further



concern to the disposal of wastewater and sewerage and may have the potential to constrain further growth in Blakeney.

- 6.145 Anglian Water has a pre-planning service, which includes a capacity check to determine the impact of sewerage from a proposed development. To ensure wastewater is managed appropriately throughout Blakeney it is expected that new homes be connected to the sewerage system prior to being occupied.
- 6.146 The intention of the Blakeney Neighbourhood Plan is to contribute towards efforts to reduce the risk of sewerage, surface water and tidal flooding in Blakeney. It seeks to promote a range of assessment and mitigation measures that will ensure any future development or redevelopment will not have a detrimental impact on flood risk in the village.

- 6.147 Norfolk County Council, as the Lead Local Flood Authority (LLFA), works closely with the relevant agencies, such as Anglian Water. One of their recommendations is to include policies within spatial planning documents such as Neighbourhood Plans, which reflect findings of the Surface Water Management Plan and to contribute towards strategic multi-agency efforts. **Policy 10** has been further developed to incorporate their suggested wording and requirements.



- 6.148 Tidal surges have the potential to cause extensive infrastructure damage and disruption in the coastal parishes of North Norfolk. The tidal surge of 5<sup>th</sup> December 2013 caused serious flooding, damage and destruction to properties, businesses and amenities along the Blakeney Quay and Westgate Street.

- 6.149 Significant surges have been described as a 'one in 25-year events' - the sight of destroyed carpets and cookers outside flooded premises was a frightening reminder of the power of the sea and loss of life during the 1953 floods. With global warming and climate change the frequency of tidal surges may increase.

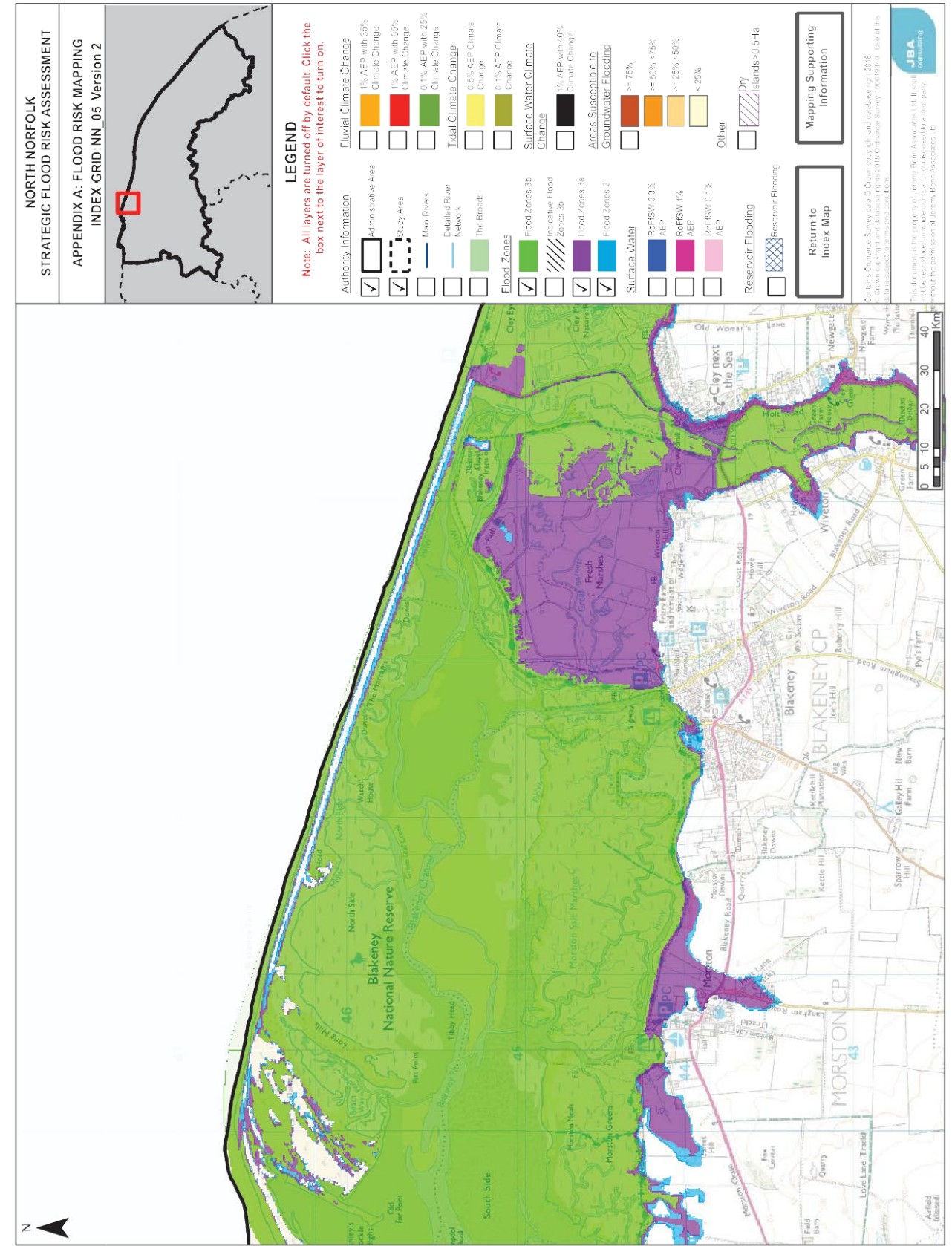


- 6.150 Apart from the protection of property, many local livelihoods depend on the income from tourists and the leisure activities linked to our renowned but fragile natural coastal environment. There is uncertainty for the security of both homes and business premises.



6.151 The Environment Agency tidal Flood Zones identify that parts of Blakeney are in Flood Zone 3b, Flood Zone 3a and Flood Zone 2. See **Map 8**.

**Map 8: Blakeney Flood Zones**



6.152 Examples of tidal flood defences on individual homes.



**Community Feedback: Consultation on the emerging Neighbourhood Plan revealed the following key issues in relation to this theme that the policies seek to address:**

- Ensure all drainage solutions are implemented prior to any occupation of new homes. **100% strongly agree or agree.**
- Support steps to reduce the risk of flooding from rain, seawater and sewerage. **100% strongly agree or agree.**

### **Policy 10 - Drainage & Flooding**

Proposals for new development within the Blakeney Neighbourhood Area should be accompanied by a flood risk assessment (in accordance with footnote 55 of the NPPF or any subsequent update) and/or a drainage assessment which gives adequate and appropriate (based on scale of development) consideration to all sources of flooding and proposed surface water drainage; demonstrating that it would:

- 1) Not increase flood risk to the site or wider area from fluvial, surface water, groundwater, sewerage or tidal;
- 2) Have a neutral or positive impact on surface water drainage; and
- 3) Any water drainage solution, including wastewater management, must be implemented prior to homes being occupied and include appropriate mitigation of any risk of downstream flooding identified by the sewerage capacity assessment required by Policy 6 (criteria 4).

Development proposals must demonstrate that they have taken account of the most up to date information from the Environment Agency, Anglian Water and Norfolk County Council (in its role as LLFA) on the risks and causes of flooding in Blakeney, and how these can be addressed. They must also include

appropriate measures to manage flood risk and to reduce surface water runoff to the development and include:

- 4) appropriate measures to address any identified risk of flooding (in the following order of priority: assess, avoid, manage and mitigate flood risk);
- 5) locating only compatible development in areas at risk of flooding, considering the proposed vulnerability of land use and no adverse impact on AONB or on the integratory of European sites. During construction of any proposed allocated sites a Construction Environmental Management Plan is required to be produced and agreed in writing by the LPA prior to commencement of any works (include ground clearance) and include specific measures to avoid issues relating to surface water management;
- 6) appropriate allowances for climate change;
- 7) Sustainable Drainage Systems (SuDS) with an appropriate discharge location, subject to feasibility;
- 8) priority use of source control Sustainable Drainage Systems such as permeable surfaces, rainwater harvesting and storage or green roofs and walls. Other Sustainable Drainage Systems components which convey or store surface water can also be considered;
- 9) mitigation against the creation of additional impermeable surfaces, attenuation of greenfield (or for redevelopment sites as close to greenfield as possible) surface water runoff rates and runoff volumes within the development site boundary;
- 10) during construction of any proposed allocated sites a Construction Environmental Management Plan is required to be produced and agreed in writing by the LPA prior to commencement of any works (include ground clearance) and include specific measures to avoid issues relating to surface water management; and
- 11) clear maintenance and management proposals of structures within the development, including Sustainable Drainage Systems elements, riparian ownership of ordinary watercourses or culverts, and their associated funding mechanisms.

An environmental permit for a flood risk activity may be needed from the Environment Agency for works in, under, over or within 8 metres (m) from a fluvial main river and from any flood defence structure or culvert or 16m from a tidal main river and from any flood defence structure or culvert.

6.153 Contributes and supports Blakeney Neighbourhood Plan Objectives 6 and



Core Strategy Spatial Planning Aims 2 and 4.

6.154 The following plans, documents and strategies support Policy 10:

- Blakeney Conservation Area Character Appraisal and Management Proposals (2019)
- Blakeney Emerging Policy Statement Discussion Document (2018)
- Core Strategy Incorporating Development Control Policies (September 2008 – updated 2012)
- Hunstanton to Kelling Hard Shoreline Management Plan (SMP5), (2011)
- National Planning Policy Framework (2019) Updated 2021
- Norfolk LLFA Statutory Consultee Guidance for Planning Document: Version 4 (2019)
- North Norfolk Design Guide, SPD (2008) <sup>[1]</sup><sub>SEP</sub>
- North Norfolk Landscape Character Assessment, SPD (2018) Adopted January 2021
- North Norfolk Strategic Flood Risk Assessment (2017)
- North Norfolk District Council – Strategic Flood Risk Assessment (2017/2018)
- North Norfolk Site Allocations (February 2011)





## Theme 2: Natural Environment

### Evidence and Justification

6.155 Public engagement during the development of the Blakeney Neighbourhood Plan has demonstrated that the landscape around Blakeney and the green spaces in and around the village are highly valued - identified as one of the unique characteristics of Blakeney and deserving of strong protection.

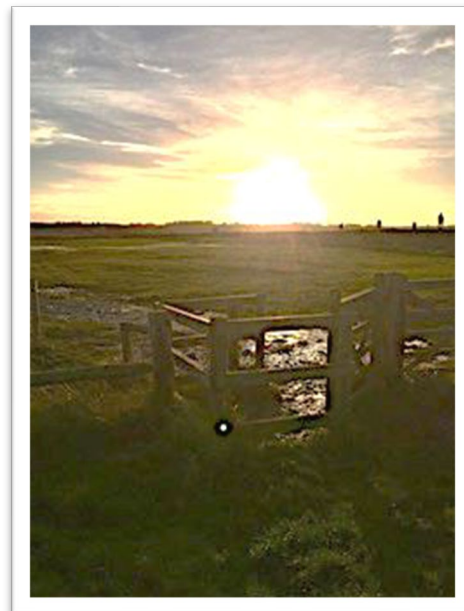
6.156 The National Planning Policy Framework, paragraph 170 (paragraph 174 in NPPF 2021), states "Planning policies and decisions should contribute to and enhance the natural and local environment by: protecting and enhancing valued landscapes....."

6.157 Blakeney contains many important and protected sites, habitats and species. Designated sites are those areas that are particularly notable for their features, biodiversity, flora, fauna or geodiversity and may be designated under international agreements (such as the Ramsar Convention and the EC Habitats Directive), national law (such as Sites of Special Scientific Interest (SSSI)) or through non-statutory designations (such as County Wildlife Sites). These sites are managed to protect and preserve the features for which they are particularly valued.

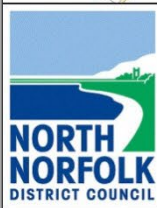
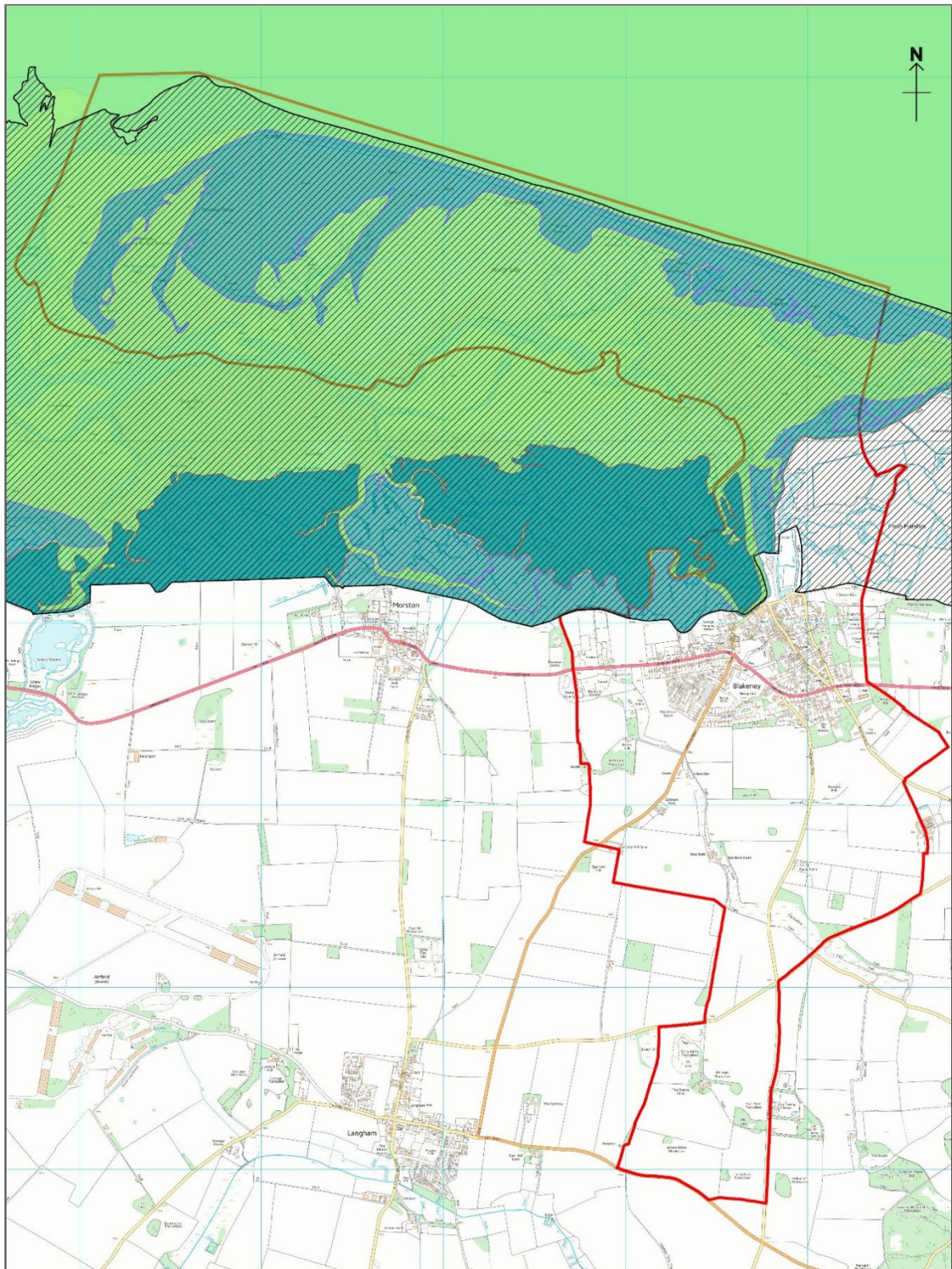
6.158 The saltmarsh habitat immediately north of the settlement is an internationally rare landscape protected through its designation as part of the North Norfolk Coast Special Area of Conservation (SAC), Special Protection Area (SPA), SSSI and Ramsar.

6.159 The land parcels to the south of Blakeney village are found to contribute positively to the setting of the Area of Outstanding Natural Beauty and consequently have low capacity for development without causing further denigration of the landscape and depletion of wildlife.

6.160 Viewed from a distance and vantage points such as Kettle Hill and the church tower, Blakeney is an attractive mosaic of red roofs, trees, gardens and green spaces set in open countryside. Away from the valued built environment and special character of the High Street these are the features that help to provide the unique character of our village.



# Map 9: Special Area of Conservation (SAC)



## Blakeney Neighbourhood Area Environmental Designations - Map 1

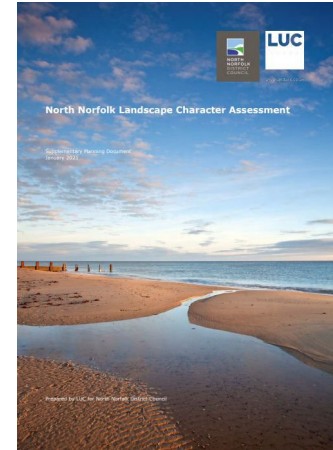
- North Norfolk Coast Special Area of Conservation (SAC)
- The Wash & North Norfolk Coast Special Area of Conservation (SAC)
- Special Protection Areas (SPA)
- Neighbourhood Area

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 20/12/2017  
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6.161 The North Norfolk Landscape Character Assessment Supplementary Planning Document (adopted 2021) is an evaluation of the District to define and apply criteria relating to the susceptibility to change and the value of different landscape areas. Landscape Character Types (LCTs) are used to provide the spatial framework for the assessment of landscape character sensitivities and visual sensitivity.



6.162 The assessment identifies that the District has a rural character with agriculture, in particular, arable farmland comprising by far the largest component of land use. It concludes that the Norfolk Coast Area of Outstanding Natural Beauty is highly sensitive to all types of renewable energy development.

6.163 Landscape sensitivity can inform appropriate locations for development and can also be one of the considerations to be taken into account when making decisions on planning applications.



6.164 Paragraph 180 of the National Planning Policy Framework (paragraph 185 of the NPPF 2021) contains one reference to sensitivity as follows: “Planning policies and decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development...”

6.165 There are eleven Landscape Character Types (LCTs) falling within North Norfolk District<sup>13</sup>. Blakeney is identified as falling predominately within two of these - **drained coastal marshes** and **rolling heath and arable**.

6.166 ‘**Drained coastal marshes**’ are areas of former open coastal marsh (intertidal marsh) that have been drained and enclosed, forming a flat open landscape comprising some important grazing marsh habitat as well as sand dunes, pine woodland and arable farmland. All parts of this fall within the Norfolk Coast Area of Outstanding Natural Beauty and North

<sup>13</sup> North Norfolk Landscape Character Assessment (Draft 2018) Adopted January 2021

Norfolk's 'Undeveloped Coast' policy area. The majority of which also falls within the stretch of North Norfolk Heritage Coast.

6.167 Blakeney is identified within area '**DCM2**' along with Wiveton, Cley and Salthouse, with key characteristics<sup>14</sup> of:

- A flat, open low-lying landscape dominated by grazing marsh and drained farmland.
- Enclosed by natural (sand dunes, shingle banks) or man-made (clay) banks which keep the sea out.
- A dynamic and changing landscape.
- A remote, peaceful landscape, but with some 'honeypots' of activity and built development.
- Nature conservation interest, notably the freshwater marsh which is a haven for breeding birds.
- Evidence of past land use including historic farmsteads and field patterns, salt pans, medieval fisheries and water mills.
- Access provided by tracks and footpaths, and occasional roads.
- Large skies and long views.



6.168 '**Rolling heath and arable**' type is characterised by a predominantly elevated, open rolling landscape with a strong coastal influence, and very light sandy soils, which are marginal in agricultural terms. Land cover is notable for lowland heath, arable farmland, pockets of scrub and woodland, with little settlement inland from the coastal villages of Blakeney and Salthouse.

6.169 The area falls within the Norfolk Coast Area of Outstanding Natural Beauty and small pockets of land either side of Blakeney also fall within the North Norfolk Heritage Coast. Part of this landscape is also within North Norfolk's Undeveloped Coast policy area.



6.170 There is one area of **rolling heath and arable** in North Norfolk, on either side of the Glaven Valley: '**RHA1**' – North Norfolk Rolling Heath and Arable. With key characteristics of:

<sup>14</sup> Detailed information about landscape character and valued features is set out in the North Norfolk Landscape Character Assessment (Draft 2018) Adopted January 2021



- Distinctive glacial topography.
- An open, elevated character affording long views to the coast and inland.
- Extensive heathlands and woodland blocks are prominent features.
- A strong rural character, with nature conservation interest and tourism land uses.
- Concentration of settlement along the coast.
- The Kelling Estate.
- Frequent disused sand and gravel pits.
- Characterful minor roads linking the busier A149 coast road and A148 Cromer to Fakenham road.

6.171 The **Blakeney Esker** is well-known as England's best-developed esker. It is a 3.5km ridge, which rises to c.20m above the surrounding landscape and runs south eastwards from Blakeney towards Wiveton. At its southern end is Wiveton Downs Local Nature Reserve, a geological SSSI.



6.172 Its origin remained unresolved until relatively recently (c.1997) when the quarried sand and gravel revealed important information of how the ridge was formed. Thousands of years ago, when much of Norfolk was covered in ice, a river of melt water was flowing beneath the glacier, carrying large amounts of sand and gravel. When the glacier retreated, the sand and gravel ridge remained.

6.173 The quarrying, which has changed the appearance of the feature, took place before the Esker was designated a geological Site of Special Scientific Interest (SSSI). The Blakeney Esker is covered in vegetation today but remains a prominent feature in Norfolk's landscape and a reminder of its icy past.



6.174 Blakeney Point is one of the most important sites for migrating birds in Europe and provides a resting and breeding site for both Grey and Common Seal. The breeding colony of Grey seals is the largest in the UK.

6.175 Blakeney Point is not only famous for its seals and birdlife but also historically for various lifeboats housed there. These were important boats - initially powered by oarsmen.



6.176 The first lifeboat shed - thought to date from around 1825 - can be seen behind the later larger shed built in 1898 to accommodate the bigger lifeboats.



6.177 Silting up of Blakeney Harbour meant that, in 1935, it was decided to dispense with a lifeboat at Blakeney Point. The nearest lifeboats now are stationed at Wells-next-the-Sea (to the West), Sheringham and Cromer (to the East).

6.178 Any development has the potential to affect the Area of Outstanding Natural Beauty's defined special qualities to some extent, in particular the undeveloped coastal character, sense of remoteness, tranquility, and wildness (and dark skies), and the strong and distinctive visual links between land and sea. As a result, the presence of these nationally valued landscapes increases sensitivity to all forms of development within or affecting these areas.

6.179 The Norfolk Coast Path runs through Blakeney. The village is also a hub for boat and seal watching trips.

6.180 The National Planning Policy Framework, paragraph 172, (paragraph 176 of the NPPF 2021) states "Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas.....The scale and extent of development within these designated areas should be limited....."



6.181 Blakeney has significant areas of mature garden, pasture and grassland (including the churchyard and National Trust Friary Hills) all of which serve as environments for a wide variety of species providing notable green infrastructure and wildlife corridors. Blakeney Neighbourhood Plan **Policy 11** seeks to further improve the biodiversity, while **Policy 13** looks to provide additional protection for open spaces and **Policy 14** aims to ensure green areas are managed and maintained.





## Biodiversity

**Ambition: Biodiversity and Accessibility – seeking to enhance the rural coastal setting and provide habitats for wildlife whilst improving access to the coastline and countryside.**

6.182 The National Planning Policy Framework, paragraph 118(2019)(paragraph 174 of NPPF 2021), requires the achievement of net environmental gains. Under the Environment Bill (2019), which now forms the Environment Act 2021, the biodiversity value of a development must exceed the pre-development biodiversity value of the onsite habitat by “at least” 10%.

6.183 In the open countryside of Blakeney there are a number of small spinneys. The tree belts and hedge corridors connecting these separate elements are important. In recent years, infill housing development has resulted in the removal of orchards and ornamental trees.

6.184 Blakeney parish contains many small parcels of deciduous woodland (such as the beech trees with their significant colony of rooks) adjacent to the Parish Church, the school and at the Old Rectory.

6.185 Away from the High Street there are the remnants of lines of trees - predominantly Scots pine – bordering houses on Rectory Lane, Back Lane, Cley to Stiffkey Road and south of the Blakeney Hotel. At the edge of the village, the corridor of land running through agricultural land from Morston Road south-east towards the Wiveton Downs is designated as a SSSI. This includes patches of calcareous grassland overlying glacial deposits and includes the named locations of Blakeney Downs, Kettle Hill, New Barn and a portion of Wiveton Downs.



6.186 Public open areas associated with new developments should be stocked with native tree, plant and grass species to compensate for losses resulting from the development. Extensive and uninterrupted use of walls and paving detracts from promoting and sustaining a greener environment.



6.187 The network of wildlife corridors within and around the village need to be managed to ensure they are preserved, restored and enhanced for the benefit of wildlife and the enjoyment of residents. These corridors include footpaths and roadside verges with trees and plants alongside



them.

- 6.188 Taking full account of wildlife needs, effective management and maintenance of hedgerows, field boundaries, plus woodlands and spinneys, should be strongly encouraged as a way of promoting biodiversity.
- 6.189 Gardens contribute enormously to the mosaic of green space and ecological diversity. Apart from the fact that gardens are good for personal health, happiness and wellbeing, they play a key role in sustaining wildlife threatened by modern development and agricultural methods. Gardens provide a haven for pollinating insects and a habitat and refuge for birds, reptiles and small mammals. There is evidence that nest boxes and bird-feeding stations can help to reverse the decline in some species.
- 6.190 The Pastures was historically rough open meadowland owned by Mr. Ralph Murfitt of The Blakeney Hotel. Over time land was part developed and is now home to the dwellings that include some timeshare properties. In order to protect the remaining area of land Blakeney Parish Council purchased the area today known as The Pastures (other than a small area at the top which is still owned by The Blakeney Hotel) in order to save it from further development and for all to enjoy as an Open Space. The Pastures is designated as open land area in the adopted Local Plan.
- 6.191 **Policy 11** requires that landscape proposals retain existing trees and hedgerows and that all new landscape schemes should be planted prior to the first occupation where possible, or the next available planting season at the latest.



The Pastures village open space

## **Policy 11 - Biodiversity & Accessibility**

Development must demonstrate how it delivers a minimum 10% 'net gain' in biodiversity and improves connections with existing open spaces in and around Blakeney.

Landscape proposals must form an integral part of any development design, with trees and hedgerows retained unless removal is supported by an Arboricultural Impact Assessment carried out in accordance with BS5837:2012, Trees in relation to design, demolition, and construction.

All new development must maximise opportunities to enhance the existing local green infrastructure and, where possible, create network links to encourage the use of existing footpath and cycleway links to the wider parish and countryside provided proposals would not result in adverse impact on the integrity of the European sites.

6.192 Contributes and supports Blakeney Neighbourhood Plan Objectives 1 and 5, Core Strategy Spatial Planning Aims 3 and 6.

## Dark Night Skies

**Ambition: Preserve Dark Night Skies - seeking to maintain the 'dark skies' that characterise Blakeney through the implementation of good design principles in the planning process.**

6.193 The Norfolk Coast Area of Outstanding Natural Beauty boasts some of the darkest skies in the country, which is a defining feature of one of the identified special qualities of this Area of Outstanding Natural Beauty, namely a sense of remoteness, tranquility, and wildness.

6.194 The absence of lighting on the rural roads and lanes contributes to this, as does the low level of street lighting. This is particularly the case in our village. The risk of increasing light pollution is an issue that threatens the tranquility and charm of Blakeney. Lighting schemes can also be costly and difficult to change, so getting the design right and setting appropriate conditions at the planning stage is important.



6.195 *'When used properly, conditions can enhance the quality of development and enable development to proceed where it would otherwise have been necessary to refuse planning permission, by mitigating the adverse effects. The objectives of planning are best served when the power to attach conditions to a planning permission is exercised in a way that is clearly seen to be fair, reasonable and practicable. It is important to ensure that conditions are tailored to tackle specific problems, rather than standardised or used to impose broad unnecessary controls'*<sup>15</sup>.

6.196 Paragraph 55 of the National Planning Policy Framework (2019) (paragraph 56 of the NPPF 2021) makes clear that planning conditions should be kept to a minimum, and only used where they satisfy all the following tests:

- a) necessary;
- b) relevant to planning;
- c) relevant to the development to be permitted;
- d) enforceable;
- e) precise; and,
- f) reasonable in all other respects.

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<sup>15</sup> Paragraph: Planning Practice Guidance Reference ID: 21a-001-20140306

- 6.197 Planning applications for new development and extensions should include a clear 'statement of intention' in relation to minimising the impact of the development on light pollution. This should be appropriate to the scale of development, whether as a separate statement or included in the Design & Access statement and must detailing lighting intentions and likely impact.
- 6.198 Where the Highways Authority does require the installation of highway lighting this should be designed to give consideration to reducing its impact on the quality of the dark night skies.
- 6.199 Proposals for external lighting in prominent locations likely to be visible from the surrounding landscape and viewpoints will not be supported. Any proposals in Blakeney should preserve the presently largely unlit night-time environment.
- 6.200 Lighting should only be required where it is needed to enhance safety and security on public highways and footways. Ornamental lighting should not be allowed. As a general principle, the light source itself should not be visible.
- 6.201 More information on dark skies in Norfolk and key locations is available at [https://www.visitnorthnorfolk.com/see-and-do/dark\\_skies.aspx](https://www.visitnorthnorfolk.com/see-and-do/dark_skies.aspx)
- 6.202 Through the public consultation, local residents raised concerns about light pollution. In recent years they have noticed that the 'dark sky' environment characteristic of our village is deteriorating as both existing and new buildings employ security lighting and fixed lights – with some that stay on all night - as well as decorative floodlighting and signage.
- 6.203 These should be discouraged to minimise light pollution, maintain the amenity of neighbours and the character of the area.
- 6.204 To preserve dark night skies and the unique feel of Blakeney, proposals for development requiring the provision of external lighting - including lighting of public thoroughfares - will be required to demonstrate there are no adverse impacts on the quality of dark night skies or likely to result in light pollution for neighbouring properties or streets.
- 6.205 Being mindful of preserving the existing largely unlit night-time environment, new lighting proposals should be restricted to the minimum necessary for safety and security. It is suggested that, where possible, motion sensors are incorporated with safety lighting with alternative, softer, down lighting encouraged, and timers used to reduce light through the early hours of the morning.
- 6.206 National Planning Policy Framework, paragraph 180 (paragraph 185c in NPPF 2021), states "...limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation.
- 6.207 The following picture illustrates how a home can detrimentally flood the area in light with its decorative lighting, dominating the night street scene and polluting the night sky with light.





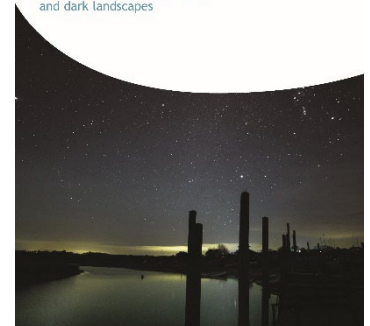
Example of light pollution

- 6.208 The Campaign to Protect Rural England (CPRE) believes that darkness at night is one of the key characteristics of rural areas, highlighting a major difference between rural and urban.
- 6.209 The Institute of Lighting Professionals Guidance Notes for the Reduction of Obtrusive Lights, and subsequent updated versions, include guidance for lighting in an AONB.



### Reducing Light Pollution

Protecting Norfolk's dark skies and dark landscapes



## Policy 12 - Dark Night Skies

Planning applications for new development and extensions should include a clear statement of intention in relation to minimising the impact of the development on light pollution.

External lighting must demonstrate that it is necessary for safety and/or security reasons, rather than for ornamental purposes. Proposals that are unable to demonstrate this will not be supported.

Proposals for internal and external lighting in prominent locations that are likely to be visible from the surrounding landscape and viewpoints will not be supported.

Residential development should be designed to minimise light pollution, avoiding the use of unscreened roof-lights or atria.

Lighting of public thoroughfares and other public areas necessary for safety and security should be designed to demonstrate that there is no adverse impact on the quality of dark night skies.

6.210 Contributes and supports Blakeney Neighbourhood Plan Objectives 1 and Core Strategy Spatial Planning Aim 3.



## Preservation of Valued Sites

**Ambition: Open Space Valued Sites Preservation – seeking to recognise the importance of these areas to the village for historic, recreational, amenity and visual value. The policy is not seeking ‘Local Green Space’ designation<sup>16</sup>.**

- 6.211 Pedestrian linkages are seen as being important between any new development and key village facilities – such as the school and shops - thereby reducing the dependency on motor vehicles.
- 6.212 Open spaces within the built-up area help define the character and identity of Blakeney and are equally important to the wellbeing of the community by providing opportunities for formal and informal recreation.
- 6.213 These are also generally accepted as being **'important to the health and happiness of local communities'** promoting wellbeing and deserving special protection.
- 6.214 Our ambition is to protect and enhance the natural habitat and its wildlife whether currently in private or public ownership or as land considered for development.
- 6.215 The community wishes to see these spaces protected for future generations.



- 6.216 There are a number of open spaces which together with the historic built environment, contribute to the character enjoyed by the existing community. These areas provide opportunities for both formal and informal recreation.

<sup>16</sup> 'Local Green Space' defined in paragraph 99, 100 and 101 of the National Planning Policy Framework (2019) (paragraphs 101, 102 and 103 of NPPF 2021)

6.217 The community wishes to see both the historic built environment and open spaces protected for future generations. Their loss would be detrimental to the appearance, character and amenity value of the immediate community.

6.218 Streets and other public spaces that are attractive encourage social interaction, act as meeting points (thereby reducing isolation) and add to the character of the village.



6.219 Through the public consultation, local residents expressed strong views about improving accessibility. Specifically, that any new footpath and cycleway should be linked to the existing network to aid movement of residents and to use the opportunity to enhance flora, fauna and habitat linkages for wildlife.

6.220 Many local residents expressed concern that, if uncontrolled, changes to open spaces would irrevocably affect the special character of Blakeney. It is therefore important that any policies must respect these important areas and seek to further enhance their characteristics, which make Blakeney such a desirable place to live.

6.221 The existing patches of woodland within the parish are of great importance for their biodiversity, amenity and landscape value. In considering any new development they should be afforded particular consideration and, where possible, preserved.

6.222 The valued sites have been identified in Table 2, where each area's importance in terms of historic, amenity and visual value has been assessed based on the following definitions.

6.223 **Valued Sites of Historic Importance.** The relationship of buildings and open spaces within the Blakeney Conservation Area is essential in creating the special character of the village. As noted in the Conservation Area Character Statement "Each of Blakeney's streets and open spaces have different characteristics." There are further historic open areas of note outside the designated Conservation Area.

6.224 **Valued Sites of Amenity Value** A number of open spaces within the built-up area provide important amenity – visual and/or recreational (formal or informal) - for the locality and include greens and smaller pockets of locally important amenity spaces, such as car parks. In the more urban and built-up areas of the village the open space these car parks provide is seen as essential in breaking up the street scene, maintaining the character and urban balance.

6.225 **Valued Sites of Visual Importance** There are certain designated and non-designated open spaces within Blakeney which because of their location, openness and topography allow views across a wider area enhancing the village perception, character and countryside feel.



## Policy 13 - Preservation of Valued Sites

Proposals for development, which would result in the loss of an existing Valued Site, as defined in Table 2 and illustrated on Maps 10 and 11, will not be supported unless the community would gain equivalent or greater benefit from the development.

6.226 Accordingly, the Blakeney Neighbourhood Plan Policy 13, identifies these important Valued Sites and would not like to see any of these lost to development unless proposals can be demonstrated to be of equivalent or greater community benefit.

6.227 Contributes and supports Blakeney Neighbourhood Plan Objectives 1 and 5. Core Strategy Spatial Planning Aims 3 and 6.

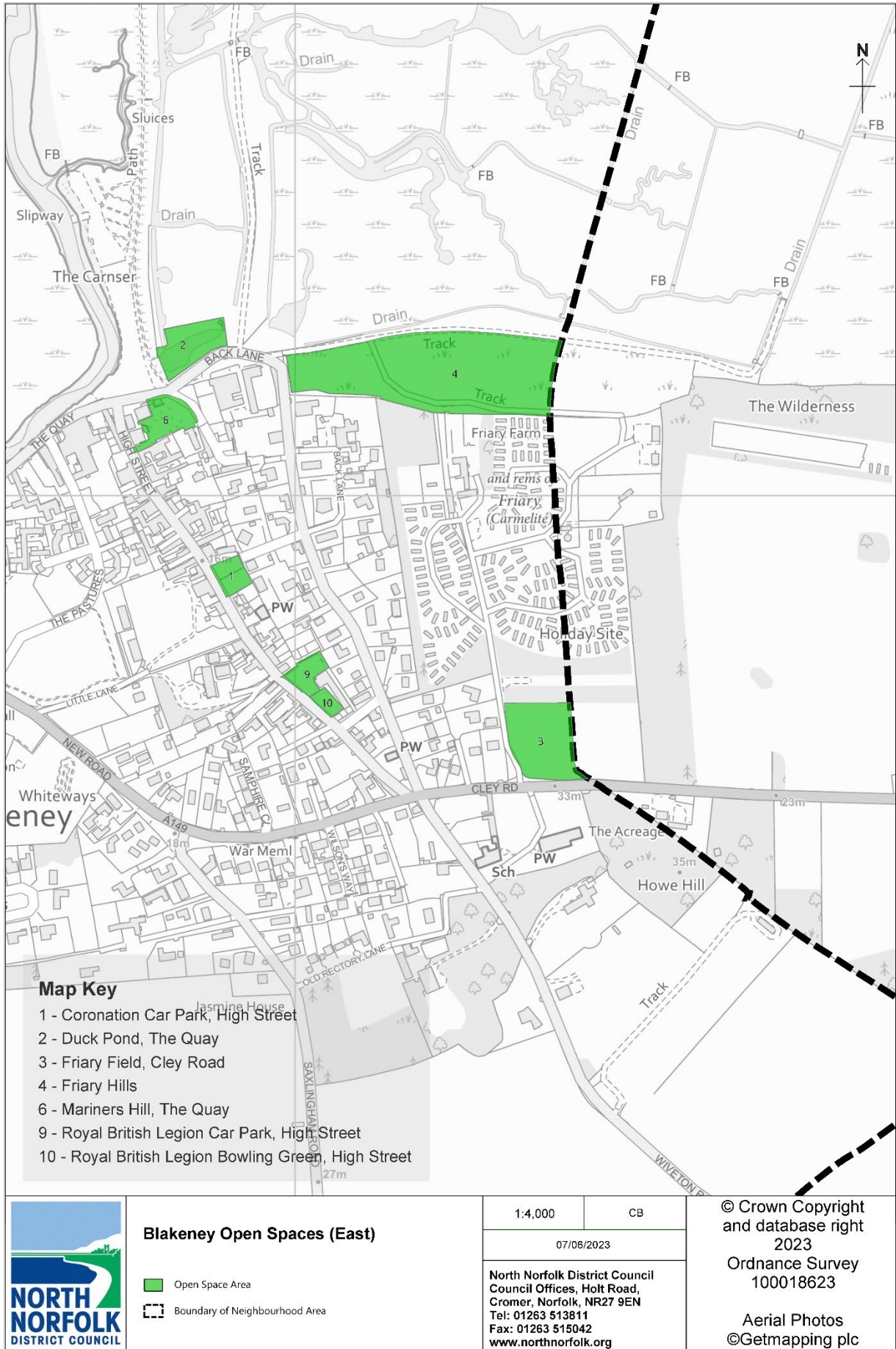


**Table 2: Valued Sites**

	Description, Use, Location and Size	Importance to Blakeney		
		Historic	Amenity	Visual
1	Coronation Car Park, High Street (0.14ha)		X	
2	Duckpond, The Quay - Green Space (0.34ha)	X	X	X
3	Friary Field* - opposite St. Nicholas Church, Cley Road – Informal recreation space and additional car parking for Church (0.65ha)	X	X	
4	Friary Hills* - National Trust Land (2.41ha)	X	X	X
5	Kingsway, Green Area in Centre Visual amenity (0.16ha)		X	
6	Mariners Hill, The Quay - Registered Village Green (0.25ha)	X	X	X
7	Queens Close - two green areas (0.14ha)		X	
8	Red House (adjacent Land) (0.10ha)	X	X	X
9	Royal British Legion, car park, High Street (0.14ha)		X	
10	Royal British Legion, High Street Bowling Green (0.07ha)		X	X
11	Youngs Field (behind Blakeney Garage) Morston Road, meadow/field, goes back to the Coastal Path (1.49ha)		X	X

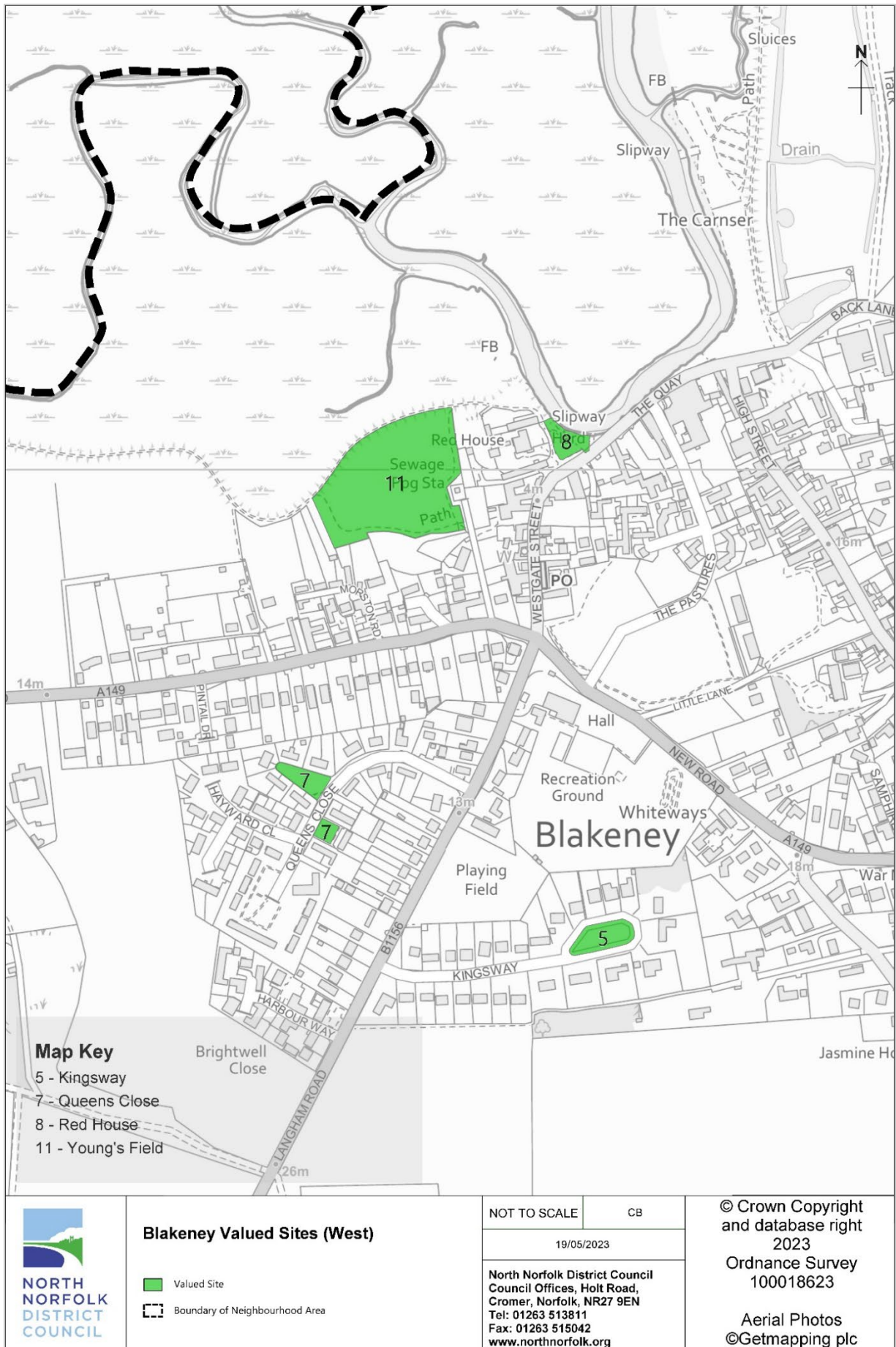
\* insofar as included in the Neighbourhood Plan Area

# Map 10: Blakeney Valued Sites (East)





**Map 11: Blakeney Valued Sites (West)**



## Open Space Management

**Ambition: Sustainability of Open Spaces – seeking to ensure appropriate steps are taken to ensure open spaces (play areas, formal and informal recreational areas, etc.) are managed, maintained and funded in a sustainable way.**

- 6.228 With development there will be 'green' areas that require management and maintenance that a developer will look to pass the ongoing management and maintenance responsibility to Blakeney Parish Council, North Norfolk District Council or a suitable management company.
- 6.229 Issues have arisen where developers have failed to make adequate provision for the sustainability of recreational and open spaces. This has happened where insufficient funding has been made available or 'management companies' have restrictive practices or are wound up and local councils have to step in to 'pick up the pieces'.



- 6.230 To find a sustainable solution for this problem, an ambition of the Blakeney Neighbourhood Plan is, where new developments provide elements of green infrastructure, (such as open green space, recreational areas, allotments) the developer will be required to demonstrate an effective and sustainable management programme for those areas.
- 6.231 One way in which the objectives of **Policy 14** can be achieved is by a transfer of the land to the ownership of the Parish Council or the District Council with a sufficient capital payment to cover continuing maintenance.



## Policy 14 - Sustainability of Open Spaces

Development that provides elements of green infrastructure (including Open Space and play equipment) shall be subject to legally binding arrangements for the effective and sustainable on-going management, funding and maintenance of that green infrastructure through a suitable management company, local authority or parish council.

6.232 Contributes and supports Blakeney Neighbourhood Plan Objectives 1 and 5  
Core Strategy Spatial Planning Aims 3 and 6.

6.233 The following plans, documents and strategies support Policies 11, 12, 13 and 14:

- Blakeney Conservation Area Appraisal and Management Plan (2019)
- Blakeney Emerging Policy Statement Discussion Document (August 2018)
- Core Strategy Incorporating Development Control Policies (September 2008 – updated 2012)
- Institute of Lighting Professionals, Guidance Notes for the Reduction of Obtrusive Lights (<https://www.theilp.org.uk>)
- National Planning Policy Framework (2019) Updated 2021
- Norfolk Coast Partnership Landscape Character Assessment for the AONB
- North Norfolk Landscape Character Assessment, Draft SPD (2018)
- Adopted January 2021
- North Norfolk Landscape Sensitivity Assessment, Draft SPD (2018)
- Adopted January 2021
- North Norfolk Site Allocations (February 2011)



## Theme 3: Local Economy & Tourism

### Local Employment

Ambition: Local Employment – seeking to protect existing and encourage creation of local employment that is appropriate to Blakeney, which will strengthen and improve sustainability of the local economy.



6.234 North Norfolk's landscape has a significant economic, social and community value, contributing to a strong tourism industry.

6.235 A thriving local economy is seen as a key element to achieving a sustainable and balanced community. The National Planning Policy Framework, paragraph 83 (updated to paragraph 84d in 2021 NPPF), states that planning policies and decisions should promote “the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship”.

6.236 There is a need to encourage more start-up businesses to broaden the economic base of Blakeney and to reduce the need to travel further afield to work, usually by motor vehicle.



6.237 A study<sup>17</sup> commissioned by North Norfolk District Council in 2015 into the economic development identified key sectors as:

- tourism
- food and beverage
- energy
- engineering and manufacturing
- ICT and creative industries

<sup>17</sup> Business Growth and Investment Opportunities Study (2015)

6.238 The study identified specifically Blakeney within North Norfolk's existing offering of tourist attractions.



6.239 A more recent study<sup>18</sup> into retail produced by North Norfolk District Council in 2017 indicates the large town centres will be the focal point for new retail development in the District. It did not specifically identify Blakeney although it did recognise the need to increase the floor space for convenience goods, retail and food and beverage, stating there is limited potential for growth in other smaller centres and villages in North Norfolk District. Development within these centres and villages is likely to be small in-fill development, shop extensions and expansion into upper floors.



6.240 There is particular support locally for small scale 'enterprise hubs', which tend to be a collection of small offices/premises available to rent for small business and sole traders. These enterprise hubs can provide start-up businesses with affordable premises that include broadband, office space, electricity and networking opportunities.

6.241 Blakeney Neighbourhood Plan **Policy 15** seeks to support local employment uses, including 'home working'. Although in many instances planning permission will not be required for home working if it is considered to be largely ancillary to the main use of the home as a residence, there are occasions where the use can intensify to an extent where planning permission may be required.



<sup>18</sup> North Norfolk Retail and Main Town Centres Uses Study (2017)



6.242 Being supportive of home working, and proposals will be encouraged as long as there are no significant adverse impacts on nearby residents in terms of noise and vehicular traffic.

## Policy 15 - Local Employment

Development proposals that protect existing and/or create new employment and homeworking will be supported subject to the following criteria:

- 1) size and design that respects the immediate surroundings in which they are to be located;
- 2) support farming and agriculture or traditional industries; and,
- 3) do not have an adverse impact on the local environment, the integrity of the European sites or the amenities of adjacent residential properties or other land uses.

6.243 Contributes and supports Blakeney Neighbourhood Plan Aims 1 and 4. Core Strategy Spatial Planning Aims 5 and 6.





## Retaining Local Services and Retail

**Ambition: Retention of Business Premises for Blakeney – seeking to retain the limited number of existing buildings used for commercial activities.**

- 6.244 The market share for tourism expenditure based on the broad distribution of visitor expenditure outlined in the North Norfolk Retail and Main Town Centre study has a distribution of 46% urban, 26% countryside and 28% coastal. The North Norfolk coastal areas are extremely popular with tourists.
- 6.245 The level of convenience goods expenditure attracted to shops in North Norfolk District in 2016 was estimated to be £256 million. This includes just under £24 million generated by tourist visitors who live outside the area. The main settlements in North Norfolk attract £237 million, with the remaining £18 million spent in shops in villages across the District.



- 6.246 Diversifying the economic base in Blakeney could promote more local employment; tourism nevertheless is the mainstay of the local economy. Through the community events, residents were supportive of tourism related proposals where there is scope for the community getting year-round benefit as well.

### Policy 16 - Retention of Business Premises for Blakeney

Proposals that seek to retain commercial premises<sup>19</sup> in Blakeney, for commercial activities, will be supported provided they do not have an adverse impact on the local environment or the amenities of adjacent residential properties or other land uses.

- 6.247 Contributes and supports Blakeney Neighbourhood Plan Aims 1 and 4 Core Strategy Spatial Planning Aims 5 and 6.

<sup>19</sup> Commercial premises/activities relates to shops, offices, restaurants, hotels and businesses or places of work (non-residential).

## Tourism

**Ambition: Tourism – seeking to balance the provision of facilities in Blakeney for the benefit of residents, the local community and visitors whilst minimising the social and environmental impact.**

6.248 Tourism is an everyday part of Blakeney life and is essential to the local economy and is a likely growth area. It already presents issues and challenges such as traffic, parking and litter.

6.249 Visitor numbers and activity in Blakeney, as with North Norfolk as a whole, continue to be boosted by local and national promotion and attention, with coastal 'runs' by Classic Vehicle Clubs and even Cycle Races in summer.



6.250 Many tourists are drawn to the small coastal village, photogenic Quay and nature reserve. The wealth and variety of wildlife, especially bird life and habitats required to support them, bring enthusiasts and tourists alike.

6.251 Blakeney Point and the coastline adjacent to Blakeney are important throughout the year for both breeding and migrating birds. Rare species often draw significant numbers of birdwatchers to Blakeney.



6.252 Tourists are equally fascinated by the character of our attractive coastal village, which remains largely untouched by the pace and commercialisation so often commonplace within other coastal areas.

6.253 Tearooms, fine restaurants, the hotels and traditional inns providing accommodation form an important part of the local economy.



6.254 The coastline and landscape forms an intrinsic part of the character and setting of Blakeney, providing both informal and formal recreational opportunities for the community and visitors alike.

6.255 Blakeney Point is populated with Grey Seal and Common Seal colonies. Boat trips, managed from Blakeney Harbour, offer a rare opportunity to see up close the resident seals without causing disturbance – very popular with tourists.

6.256 The coast path is also a valuable asset for tourism, and its preservation is important for leisure and the income which users bring to the local economy.



6.257 Tourism is an essential part of Blakeney life and is crucial to maintaining much of the employment and community income. However, the Blakeney Neighbourhood Plan recognises that, as important as tourism is to the village, its impact needs to be managed to create the right balance for the resident community and the visitors.



**Community Feedback:** Consultation on the emerging Neighbourhood Plan revealed the following key issues in relation to this theme that the policies seek to address:

- Promote more local employment appropriate to Blakeney. **100% strongly agree or agree.**
- More tourism will destroy the character of village. **36% strongly agree or agree, 7% unsure and 57% strongly disagree, or disagree.**
- Support small-scale employment & conversion of buildings provided they do not negatively impact on character of the village or amenity of residents. **100% strongly agree or agree.**

## Policy 17 - Tourism

Development proposals that have the potential to create new or expand existing tourism in Blakeney (other than purpose-built holiday accommodation – see Policy 3) will be supported and encouraged provided they:

- 1) undertake an assessment (short and long term) of their likely impact – including such elements as traffic, parking, noise, energy consumption, litter and pollution;
- 2) specify how negative impacts will be managed and/or mitigated;
- 3) respect the existing character and design of the village (as defined in the Blakeney Conservation Area Character Appraisal and Management Proposals or subsequent updates); and
- 4) respect the special qualities of the Area of Outstanding Natural Beauty (AONB) and has no adverse impact on designated nature conservation interests and the integrity of the European sites.

6.258 Contributes and supports Blakeney Neighbourhood Plan Aims 1 and 4. Core Strategy Spatial Planning Aims 3, 5 and 6.

6.259 The following plans, documents and strategies support Policies 15, 16 & 17:

- Blakeney Conservation Area Appraisal and Management Plan (2019)
- Blakeney Emerging Policy Statement Discussion Document (2018)
- Business Growth and Investment Opportunities Study (2015)
- Core Strategy Incorporating Development Control Policies (September 2008 – updated 2012)
- National Planning Policy Framework (2019) Updated 2021



- North Norfolk Design Guide, SPD (2008)
- North Norfolk Landscape Character Assessment, Draft SPD (2018) Adopted January 2021
- North Norfolk Landscape Sensitivity Assessment, Draft SPD (2021)
- North Norfolk Retail and Main Town Centres Uses Study Final Report (March 2017)
- North Norfolk Site Allocations (February 2011)

## Section 7: Community Projects and Actions

**7.1. Projects identified while developing the Blakeney Neighbourhood Plan or in consultation with residents at the consultation events which currently do not have a delivery or implementation method which the community may seek to progress.**

### **7.2. Highways and Transport Improvements**

Highways and Transport Improvements:

1. Strategic Traffic and Transport Impact Review (including)
  - a. Undertake a Traffic Impact Analysis
  - b. On-road and off-road parking review
  - c. Routing assessment and directional control
  - d. Seasonal impacts
  - e. Speed reduction and traffic calming measures
2. Promoting Sustainable Transport Modes Promoting Cycling
  - a. Investigate existing North Norfolk cycle network
  - b. Cycle routing options to join existing network
  - c. Bus routing and timetabling (to Holt, Fakenham, Sheringham – train station - and Wells)
3. Seek highway and junction improvements
  - a. Junction of Back lane, High Street and Wiveton Road dangerous
  - b. Traffic lights at crossroad of Back lane, High Street, New Road and Wiveton Road – possibly motion sensitive
  - c. Road crossings for Langham Road and Morston Road
  - d. Improve signage for Little Lane – to prevent vehicles getting stuck.
4. Seek to reduce the impact of existing Parish Lighting (building and footway) – location, strength, timing and need.

### **7.3. Affordable Homes**

Exception Sites for Affordable Homes:

5. Investigate availability and deliverability of sites
  - a. Investigate formation of Community Land Trust
  - b. Determine 'need' based requirements and mix - type, tenure and size
  - c. Contact landowners for possible sites
  - d. Assess locations
  - e. Viability analysis – affordable and market balance
  - f. Special requirements

#### **7.4. Community Facilities**

Community Facilities:

6. Investigate possibility of new Village Hall or Community Centre
  - a. Define usages and requirements
  - b. Evaluate costing – new build v's refurbishment
  - c. Seek funding support and grants

#### **7.5. Navigable Channel**

The Quay and maintaining a navigable channel:

7. To seek and ensure the involvement of Blakeney's community interests in decisions to be made on the use of funding for the mitigation of damage or change to the Quay and the navigation of the harbour whilst protecting its future management and enhancement. Identifying key activities requiring support, such as...
  - a. Input of programme of work from Blakeney Channel Coastal Community Team (B3CT)
  - b. Promote boating, sailing and canoeing usage
  - c. Mooring issues
  - d. Introduce 'code of conduct' for boat owners and users

#### **7.6. Footpaths**

Footpath Improvements:

8. Create 'circular' walks and improve coastal path – possibly creating a return path from Cley to Blakeney on south side of marsh.
9. Explore the establishment of a new footpath between Blakeney and Wiveton.
10. Improve footpaths
  - a. Morston Road (opposite garage) and Langham Road footpath too narrow to safely pass
  - b. New Road and Coast Road is dangerous and too narrow

## Section 8: Implementation, Delivery and Monitoring

- 8.1. The Blakeney Neighbourhood Plan covers the period 2020 to 2040 and will be delivered over a long period of time by different stakeholders and partners. Development will take place during this time, both in Blakeney and in the surrounding area, which will have an impact on the community as well as on the physical fabric of the village.



- 8.2. Blakeney Parish Council will use the Blakeney Neighbourhood Plan to improve the quality of development over the coming years.
- 8.3. There will be a need for flexibility as new challenges and opportunities arise over the Neighbourhood Plan period and in this respect the Blakeney Neighbourhood Plan will be reviewed every five years and revised where appropriate.
- 8.4. The success of the Blakeney Neighbourhood Plan will depend on the coordinated activities of a number of statutory bodies and agencies. It is essential that necessary infrastructure related to the needs of new development be provided in a timely manner and as growth is delivered.
- 8.5. Where required, housing and other development will be expected to contribute towards improving local services and infrastructure through either the payment of planning obligations (via section 106 agreements, section 278 agreements and, if implemented, Community Infrastructure Levy) or through the use of planning conditions.
- 8.6. North Norfolk District Council, as the Local Planning Authority, will determine planning applications in the Blakeney Neighbourhood Area and is responsible for monitoring delivery of the policies and proposals. North Norfolk District Council publish an-Annual Monitoring Report.
- 8.7. Blakeney Parish Council will also monitor delivery of policies in the Blakeney Neighbourhood Plan by maintaining a record of how each policy has influenced planning permissions and





supported delivery of the Vision and Aims. This will provide a key input to each of the future Blakeney Neighbourhood Plan reviews.

8.8. In addition, Blakeney Parish Council will focus on ensuring that the Aims and community benefits are achieved through considered and effective use of the planning process and related agreements.

8.9. In terms of the key action areas the approach of Blakeney Parish Council, in respect of each Theme within the Blakeney Neighbourhood Plan, to delivery and implementation is to:

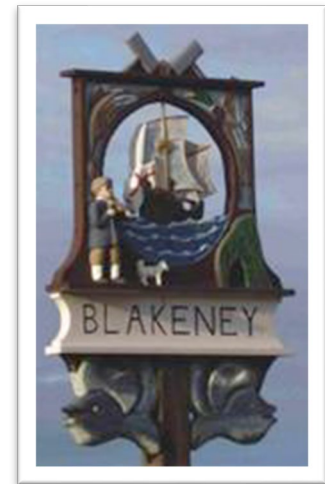
8.10. **Built Environment:** Seek high standards of development to provide better homes for people to live in by working proactively with Developers and North Norfolk District Council to influence growth that is aligned to the local community's needs and provides affordable homes for local people.

8.11. **Natural Environment:** Seek to preserve and maintain natural open spaces and our dark night skies. Acting to enhance biodiversity, wildlife and access to the natural form in and around Blakeney.

8.12. **Local Economy and Tourism:** Support measures that protect existing and encourage new businesses to create more local employment opportunities, strengthen the local economy and viability of the village shops.

8.13. Funding in support of delivering the Blakeney Neighbourhood Plan will be sought from North Norfolk District Council, through a combination of finance from the payment of planning obligations (via section 106 and section 278 agreements, and, if implemented, Community Infrastructure Levy) as well as from other available sources (such as grant funding, New Homes Bonus, precept funding, and loans [Public Works Loan Board]).

8.14. New or improved infrastructure will generally be funded and delivered through section 106 and/or section 278 agreements, Community Infrastructure Levy, if implemented, and/or planning conditions.



## Section 9: Document Control

Document History		
Version	Date	Details
v0.12	10.09.2019	Regulation 14 Pre-Submission Consultation Version distributed to Steering Group and Parish Council for comment and update.
v1.0	03.10.2019	Regulation 14 Pre-Submission Consultation Version issued for consultation with local community and stakeholders.
v2.0	12.01.2021	Examination Version approved by Parish Council for submission to North Norfolk District Council for examination.
v3.0	21.05.2021	Examination Version updated following HRA screening with additional text added to supporting text and policies 3, 10, 11, 15 and 17.
V4.0	16.08.2021	Examination Version updated following the pre-examination review undertaken by Mr. T Jones from No.5 Chambers and NPIERS and submitted to North Norfolk District Council for examination.
V5.0	05.11.2021	Examination Version updated to remove names of NNDC Officers and of District Councillor from paragraphs 6.46 and 6.49.
V6.0	09.06.2023	Draft Referendum version incorporating required Examiners and additional modifications necessary along with the factual and consequential changes to supporting text
V6.1	26.06.2023	Post Examination Draft Plan (Referendum Version) final June 2023
V7.0	18.09.2023	Made Version (November 2023). Having passed the referendum stage, the text has been updated to present tense where relevant, and to incorporate any minor consequential changes deemed necessary in the publishing of the final Plan.



## Appendix 1: Glossary

Term	Description
<b>Affordable Housing</b>	<p>Housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers); and which complies with one or more of the following definitions:</p> <p>a) <b>Affordable housing for rent:</b> meets all of the following conditions: (a) the rent is set in accordance with the Government's rent policy for Social Rent or Affordable Rent, or is at least 20% below local market rents (including service charges where applicable); (b) the landlord is a registered provider, except where it is included as part of a Build to Rent scheme (in which case the landlord need not be a registered provider); and (c) it includes provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision. For Build to Rent schemes affordable housing for rent is expected to be the normal form of affordable housing provision (and in this context is known as Affordable Private Rent).</p> <p>b) <b>Starter homes:</b> is as specified in Sections 2 and 3 of the Housing and Planning Act 2016 and any secondary legislation made under these sections. The definition of a starter home should reflect the meaning set out in statute and any such secondary legislation at the time of plan-preparation or decision-making. Where secondary legislation has the effect of limiting a household's eligibility to purchase a starter home to those with a particular maximum level of household income, those restrictions should be used.</p> <p>c) <b>Discounted market sales housing:</b> is that sold at a discount of at least 20% below local market value. Eligibility is determined with regard to local incomes and local house prices. Provisions should be in place to ensure housing remains at a discount for future eligible households.</p> <p>d) <b>Other affordable routes to home ownership:</b> is housing provided for sale that provides a route to ownership for those who could not achieve home ownership through the market. It includes shared ownership, relevant equity loans, other low-cost homes for sale (at a price equivalent to at least 20% below local market value) and rent to buy (which includes a period of intermediate rent). Where public grant funding is provided, there should be provisions for the homes to remain at an affordable price for future eligible households, or for any receipts to be recycled for alternative affordable housing provision, or refunded to Government or the relevant authority specified in the funding agreement.</p>
<b>Allocation</b>	<p>An area of land identified for development in a development plan. The allocation will specify the type of development that will be permitted on the land.</p>
<b>Amenity</b>	<p>Those qualities of life enjoyed by people, which can be influenced by the surrounding environment in which they live or work. "Residential amenity" includes, for example, a reasonable degree of privacy, freedom from noise nuisance, air pollution etc. normally expected at home.</p>
<b>Area of Outstanding Natural Beauty (AONB)</b>	<p>An area of countryside designated nationally by a government agency as having natural features of exceptional beauty and therefore given the highest state of protection in law and Government policy for their landscapes and scenic beauty</p>

Term	Description
<b>Basic Conditions</b>	<p>The 5 criteria that all neighbourhood plans must conform to. These are:-</p> <ul style="list-style-type: none"> <li>• having regard to national policies and advice contained in guidance issued by the Secretary of State, it is appropriate to make the neighbourhood development plan;</li> <li>• the making of the neighbourhood development plan contributes to the achievement of sustainable development;</li> <li>• the making of the neighbourhood development plan is in general conformity with the strategic policies contained in the development plan for the area of the authority (or any part of that area);</li> <li>• the making of the neighbourhood development plan does not breach, and is otherwise compatible with, EU obligations, and prescribed conditions are met in relation to the neighbourhood development plan and prescribed matters have been complied with in connection with the proposal for the neighbourhood development plan.</li> </ul>
<b>Biodiversity</b>	The variety of life on earth or any given part of it.
<b>Biodiversity Net Gain</b>	Is an approach to development that leaves biodiversity in a better state than before. The Environment Act 2021 requires developers to ensure wildlife habitats are enhanced and left in a better state prior to the start of a scheme - to deliver a net biodiversity gain of "at least" 10%. Biodiversity net gain still relies on the application of the mitigation hierarchy to avoid, mitigate or compensate for biodiversity losses.
<b>Broadband</b>	<p>A high-capacity transmission technique using a wide range of frequencies, which enables a large number of messages to be communicated simultaneously. Levels defined through speed achieved, these are:</p> <ul style="list-style-type: none"> <li>• Basic Broadband - speed of 2Mbps to 24Mbps</li> <li>• Superfast Broadband - speed of over 24Mbps</li> <li>• Next Generation Access (NGA) broadband infrastructure: is a 'wired' technology consisting wholly or partially of fibre optic elements</li> </ul>
<b>'Brownfield Land' or Previously Developed Land</b>	Land, which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape over the process of time.
<b>Built Environment</b>	Surroundings, which are generally built up in character. The collection of buildings, spaces and links between them, which form such an area.
<b>Central Norfolk Strategic Housing Market Assessment (SHMA) 2017</b>	Provides details, evidence and identifies the development needs across the area and Local Authority boundaries for Norfolk.
<b>Character</b>	A term relating to Conservation Areas or Listed Buildings, but also to the appearance of any rural or urban location in terms of its landscape or the layout of streets and open spaces, often giving places their own distinct identity.



<b>Term</b>	<b>Description</b>
<b>Climate Change</b>	Long-term changes in temperature, precipitation, wind and all other aspects of the Earth's climate. Often regarded as a result of human activity and fossil fuel consumption.
<b>Community</b>	(As used in this context) All of those living and working in the Parish of Blakeney. This includes the general public, businesses, community groups, voluntary organisations, developers, statutory agencies, etc.
<b>Community Facilities</b>	Services available to provide for health and wellbeing, social, educational, spiritual, recreational, leisure and cultural needs of the community. This includes village halls, post offices, doctors and dentists' surgeries, recycling facilities, libraries, local shops and places of worship.
<b>Community Infrastructure Levy (CIL)</b>	A tariff-based charge paid by developers and collected by local authorities to pay for infrastructure, (e.g. roads, education, etc.). The amount charged is set locally, so varies according to local land values, and works in conjunction with fewer section 106 obligations being paid by the developer. North Norfolk District Council is not currently operating a Community Infrastructure Levy charging schedule.
<b>Conservation Area</b>	An area of special architectural or historic interest designated under the Planning (Listed Buildings & Conservation Areas) Act 1990, whose character and appearance is desirable to preserve and enhance. There are special rules on some development in conservation areas.
<b>Core Strategy</b>	This sets out key elements of the planning framework for North Norfolk District Council. It comprises a long-term spatial vision, core aims and strategic objectives for the area, a spatial strategy, development management policies and a monitoring and implementation framework. A Development Plan document, and one with which all other Development Plan documents must conform.
<b>County Wildlife Site (CWS)</b>	A site of important nature conservation value within a County context but which is not protected under the Wildlife and Countryside Act. CWS are protected by policies in the North Norfolk Local Plan - Policies SS4 and EN 9.
<b>Curtilage</b>	An area of land, usually enclosed, immediately surrounding a home or building.
<b>Development</b>	Defined in planning law as "the carrying out of building, engineering, mining or other operations in, on, over, or under land, or the making of a material change of use of any building or land" (see also Permitted Development) and includes both residential and commercial development.
<b>Development Plan (DP)</b>	This includes adopted Local Plans, and Neighbourhood Plans, and is defined in section 38 of the Planning and Compulsory Purchase Act 2004.
<b>Development Plan Documents (DPD)</b>	Development Plan Documents: These are planning documents forming part of the local development framework and which have the status of being part of the development plan. In order to acquire this status, they will be subject to independent scrutiny through a public examination. Certain documents within the local development framework must be DPDs, for example Core Strategy, Site Specific Allocations of land and Area Action Plans (where produced). There must also be an adopted Proposals Map, which will be varied as successive DPDs are adopted.
<b>Dwelling</b>	A self-contained building or part of a building used as residential accommodation. A dwelling may be a house, bungalow, flat, maisonette or converted farm building.

Term	Description
<b>Examination</b>	An independent examiner will be appointed to test the Blakeney Neighbourhood Plan against the Basic Conditions, as set out in the Neighbourhood Planning (General) Regulations 2012. If the examiner agrees that the Plan meets the Basic Conditions, it may then proceed to a referendum.
<b>Exception sites (rural)</b>	Small sites used for affordable housing in perpetuity where sites would not normally be used for housing. Rural exception sites seek to address the needs of the local community by accommodating households who are either current residents or have an existing family or employment connection. Small numbers of market homes may be allowed at the local authority's discretion, for example where essential to enable the delivery of affordable units without grant funding.
<b>Excluded Development</b>	<p>As defined in the Localism Act 2011 - The following development is excluded development for the purposes of section 61J:</p> <ul style="list-style-type: none"> <li>a) development that consists of a county matter within paragraph 1(1)(a) to (h) of Schedule 1,</li> <li>b) development that consists of the carrying out of any operation, or class of operation, prescribed under paragraph 1(j) of that Schedule (waste development) but that does not consist of development of a prescribed description,</li> <li>c) development that falls within Annex 1 to Council Directive 85/337/EEC on the assessment of the effects of certain public and private projects on the environment (as amended from time to time),</li> <li>d) development that consists of (whether wholly or partly) a nationally significant infrastructure project (within the meaning of the Planning Act 2008),</li> <li>e) prescribed development or development of a prescribed description, and</li> <li>f) development in a prescribed area or an area of a prescribed description.</li> </ul>
<b>Flood Risk</b>	<p>Zone 2 (Medium Probability): Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding; or Land having between a 1 in 200 and 1 in 1,000 annual probability of sea flooding.</p> <p>Zone 3a (High Probability): Land having a 1 in 100 or greater annual probability of river flooding; or Land having a 1 in 200 or greater annual probability of sea flooding.</p> <p>Zone 3b (The Functional Floodplain): This zone comprises land where water has to flow or be stored in times of flood.</p>
<b>Green Corridors</b>	Avenues for wildlife movement, often along streams, rivers, hedgerows or other natural features, which connect green spaces together.
<b>Green Infrastructure (including Green Space)</b>	Comprises green spaces and interconnecting green corridors in urban areas, the countryside in and around towns and rural settlements, and in the wide countryside. It includes natural green spaces colonised by plants and animals and dominated by natural processes and man-made green spaces such as areas used for outdoor sport and recreation including public and private open spaces, allotments, urban parks and designed historic landscapes as well as their many interconnections (footpaths, cycleways and waterways).

<b>Term</b>	<b>Description</b>
<b>Greenfield Land</b>	Land, which has not previously been built on, including land in use for agriculture or forestry and land in built-up areas used for outdoor sport and recreation (including public and private open space and allotments). Does not include residential garden land.
<b>General Conformity</b>	All planning policy documents must align with the expectations of the National Planning Policy Framework. This is known as general conformity.
<b>Heritage Asset</b>	A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).
<b>Historic Environment</b>	All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.
<b>Housing Needs Survey</b>	Used to identify the local housing needs, current and predicted, for the Parish.
<b>Infrastructure</b>	The network of services to which it is usual for most buildings or activities to be connected. It includes physical services serving the particular development (e.g. gas, electricity and water supply, telephones, sewerage, etc.) and also includes networks of roads, public transport routes, footpaths etc.
<b>Listed Building</b>	A building of special architectural or historic interest. Listed buildings are graded I, II* or II with grade I being the highest. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures. English Heritage is responsible for designating buildings for listing in England. Alteration, demolition or extension of such a Listed Building requires special consent.
<b>Local Development Framework (LDF)</b>	The old-style portfolio or folder of Development Plan Documents and Area Action Plans, which collectively set out the Spatial Planning Strategy for a Local Planning Authority area. Local Plans terminology has now replaced the Local Development Framework.
<b>Local Plan</b>	The statutory strategic development plan for future development of the local area, drawn up by the Local Planning Authority in consultation with the community. In law this is described as the Development Plan documents, adopted under the Planning and Compulsory Purchase Act 2004. Current Core Strategies or other Planning documents, which under the regulations are
	Development Plan documents, form part of the Local Plan. The term includes any old policies, which have been saved under the 2004 Act.
<b>(The) Localism Act 2011</b>	An Act of Parliament with relevant parts of which became law in April 2012. The Act introduces a new right for local people to draw up 'Neighbourhood Development Plans' for their local area.
<b>Material Consideration</b>	A matter that should be taken into account in deciding a planning application or on an appeal against a planning decision.
<b>Mixed Use (or Mixed Use Development)</b>	Provision of a mix of complementary uses, such as residential, community and leisure, on a site or within a particular area.

<b>Term</b>	<b>Description</b>
<b>National Planning Policy Framework (NPPF)</b>	First published in March 2012, revised in 2018 and 2019, the document consolidated Government guidance on how the land-use planning system should work in England. It must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. A new version of the document was issued in July 2021-
<b>National Planning Practice Guidance (PPG)</b>	The national PPG is online guidance that should be read in conjunction with the NPPF.
<b>Nationally Significant Infrastructure Project (NSIP)</b>	The administrative and legal process set-up by Central Government for determining planning applications to major infrastructure schemes, like roads, ports, and power stations.
<b>Neighbourhood Plan</b>	Introduced by the Localism Act 2011, also referred to as a Neighbourhood Development Plan. The purpose of the Neighbourhood Plan is to give local people greater ownership of the plans and policies that affect their area. It is a legal planning document against which planning applications in the Parish of Blakeney will be determined.
<b>Open Space</b>	All space of public value, including public landscaped areas, playing fields, parks and play areas. Not just land, but also areas of water such as rivers, canals, lakes and reservoirs, which can offer opportunities for sport and recreation or act as a visual amenity and a haven for wildlife.
<b>Permitted Development</b>	Certain categories of development as specified in The Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended), which can be carried out without having to first obtain specific planning permission. This may include specified building guidelines or change of use.
<b>Planning Condition</b>	A condition imposed on a grant of planning permission (in accordance with the Town and Country Planning Act 1990) or a condition included in a Local Development Order or Neighbourhood Development Order.
<b>Planning Obligation</b>	A legally enforceable obligation entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.
<b>Principal Residence</b>	A principal residence is the primary location that a person inhabits, also referred to as primary residence or main residence.
<b>Protected Habitats and Species</b>	Plants and animal species and their supporting features which are afforded protection under certain Acts of Law and Regulations.
<b>Ramsar Site</b>	Area identified under the internationally agreed Convention on Wetlands of International Importance (signed at Ramsar in Iran), focusing on the ecological importance of wetlands generally.
<b>Referendum</b>	(As used in this context) A local referendum, organised by North Norfolk District Council, where residents of the Parish of Blakeney (who are on the electoral register) will be asked to vote on the Neighbourhood Plan.
<b>Renewable Energy</b>	In its widest definition, energy generated from sources, which are infinite or can be replenished. Includes solar power, wind energy, power generated from waste, biomass etc.
<b>Section 106 Agreement (S106)</b>	A legal agreement under section 106 (or S106) of the 1990 Town & Country Planning Act. Section 106 agreements are legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure certain extra works related to a development are undertaken.



<b>Term</b>	<b>Description</b>
<b>Section 278 Agreement (S278)</b>	Section 278 (or S278) is a section of the Highways Act 1980 that allows developers to enter into a legal agreement with the Highways Authority to make alterations or improvements to a public highway, as part of a planning application.
<b>Sequential Approach / Sequential Test</b>	The purpose of the Sequential test is to guide development to areas at lowest risk of flooding, by requiring applicants to demonstrate that there are no alternative lower risk sites available where the development could take place.
<b>Settlement Boundary</b>	A line that is drawn on a plan around a settlement, which reflects its built form. It is a policy tool reflecting the area where a set of plan policies are to be applied. In general, there is a presumption in favour of development within the settlement boundary. Any land and buildings outside of the boundary line are usually considered to be open countryside where development would be regulated through other policies of the Development Plan.
<b>Site Allocations DPD 2011</b>	Identifies or allocates areas of land for specific types of development (e.g. housing, employment, community facilities, etc.) Linked to the requirements of the Core Strategy. It also includes the definition of development boundaries or settlement boundaries.
<b>Site of Special Scientific Interest (SSSI)</b>	SSSIs are protected by law to conserve their wildlife or geology. Designated by Natural England as requiring protection from damaging development on account of its flora, fauna, geological and/or physiological features.
<b>Special Area of Conservation (SAC).</b>	Special Areas of Conservation are defined in the European Union's Habitats Directive (92/43/EEC), also known as the Directive on the Conservation of Natural Habitats and Wild Fauna and Flora. They are defined to protect the 220 habitats and approximately 1,000 species listed in Annex I and II of the Directive, which are considered to be of European interest following criteria given in the Directive.
<b>Special Protection Area (SPA)</b>	Special Protection Areas are strictly protected sites under regulation 15 of the Conservation of Habitats and Species Regulations 2017 which have been identified as being of international importance for the breeding, feeding, wintering or the migration of rare and vulnerable species of birds.
<b>Stakeholder</b>	(As used in this context) any individual or organisation that has an interest in development matters relating to part or all of the Parish of Blakeney.
<b>Statement of Intent</b>	A formal statement that the author has a serious intention of doing something under specified conditions, and at a specified time.
<b>Statutory Body</b>	A government appointed body set up to give advice and consulted for comment upon development plans and planning applications affecting matters of public interest. Examples of statutory bodies include Environment Agency, Health & Safety Executive, Historic England, Natural England and Sport England.
<b>Strategic Environmental Assessment (SEA)</b>	A procedure (set out in the Environmental Assessment of Plans and Programmes Regulations 2004) which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.

<b>Term</b>	<b>Description</b>
<b>Supplementary Planning Document (SPD)</b>	Documents, which add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the Development Plan.
<b>Sustainable Development</b>	Meeting people's needs now, socially, environmentally and economically without jeopardising the needs of future generations. There are three dimensions to sustainable development as seen in paragraph 7 of the NPPF: economic- contributing to a strong, competitive economy; social-supporting strong, vibrant and healthy communities and environmental-contributing to protecting and enhancing the natural, built and historic environment.
<b>Sustainable Drainage Systems (SuDS)</b>	Efficient drainage systems, which seek to minimise wastage of water, including the use of appropriate ground cover to enable maximum penetration of clean water run-off into the ground and, where appropriate, recycling grey water within the development. Designed to minimise the impact of development on the natural water environment.
<b>Traffic Impact Assessment (TIA)</b>	An assessment of the effects upon the surrounding area by traffic as a result of a development, such as increased traffic flows that may require highway improvements.

## Appendix 2: Reference Documents and Resources

Reference Documents and Resources	
1	Blakeney Baseline Data v2 (November 2018)
2	Blakeney Conservation Area Character Appraisal and Management Proposals (2019)
3	Blakeney Emerging Policy Statement Discussion Document (July 2017)
4	Building for a Healthy Life (2020)
5	Business Growth and Investment Opportunities Study (November 2015)
6	Central Norfolk Strategic Housing Market Assessment ( <del>updated</del> 2017)
7	Core Strategy Incorporating Development Control Policies (September 2008 – updated 2012)
8	Emerging North Norfolk Local Plan 2016- 2036
9	Dementia-friendly housing guide (2020)
-	Housing and Economic Land Availability Assessment (June 2017)
11	Historic England 2018 Streets for All
12	Hunstanton to Kelling Hard Shoreline Management Plan (SMP5)(2011)
13	Institute of Lighting Professionals, Guidance Notes for the Reduction of Obtrusive Lights <a href="https://www.theilp.org.uk/resources/free-resources/ilp-guidance-notes/">https://www.theilp.org.uk/resources/free-resources/ilp-guidance-notes/</a>
14	Localism Act 2011
15	National Design Guide (2019) updated 2021
16	National Planning Policy Framework (2019) updated 2021
17	New Anglia Local Enterprise Partnership for Norfolk & Suffolk – Strategic Economic Plan (2014)
18	Norfolk Ambition Sustainable Community Strategy 2003 – 2023 (refreshed 2008)
19	Norfolk Coast Partnership: Integrated Landscape Character Guidance for the AONB <a href="https://www.norfolkcoastaonb.org.uk/discovering/landscape/">https://www.norfolkcoastaonb.org.uk/discovering/landscape/</a>
20	Norfolk LLFA Statutory Consultee Guidance for Planning Document: Version 4 (2019)
21	North Norfolk Design Guide, Supplementary Planning Document (2008)
22	North Norfolk Landscape Character Assessment, Draft SPD (2018) Adopted January 2021
23	North Norfolk Landscape Sensitivity Assessment, Draft SPD (2018) Adopted January 2021
24	North Norfolk Retail and Main Town Centres Uses Study Final Report (March 2017)
25	North Norfolk Strategic Flood Risk Assessment (2017)
24	Office for National Statistics
25	North Norfolk Strategic Flood Risk Assessment (2017/2018)
26	Planning Policy Guidance (web-based resource) < <a href="https://www.gov.uk/government/collections/planning-practice-guidance">https://www.gov.uk/government/collections/planning-practice-guidance</a> >
27	Rising to the Climate Crisis - A guide for Local Authorities on Planning for Climate Change T CPA/ RTPI (2018)
28	North Norfolk Site Allocations(February 2011)
29	Town & Country Planning Act 1990
30	Zoopla (web-based housing and rent pricing)

## Appendix 3: Residents Door-step Questionnaire

# YOUR CHANCE TO HAVE AN INPUT INTO THE NEIGHBOURHOOD PLAN!

As you may already be aware Blakeney is in the process of creating its own 'Neighbourhood Plan' to help future generations enjoy the village we live in. At this stage the steering group would very much like your opinion on the areas that you wish us to focus on moving forward. Please take a minute to read the objectives outlined below, gathered from the launch event and the Parish AGM, and number them 1 to 13 in the boxes provided. 1 being the topic you view as the least important and 13 being the most important in your view. This input will be collated and the Steering group will then feed these back to the community in May. Please return the completed form to one of our team today or to the Parish office by the 16th of April.

**I am on the electoral roll in Blakeney.**

YES  NO

**Address 1st line only:**.....

**Many Thanks for your input,**

**Best Regards**

**The Neighbourhood Plan Steering Group**



## Objectives: Number 1-13 13 for the most important.

The Improvement of Community facilities for all residents/visitors. (eg toilets, playgrounds etc)

Traffic management in the Village.

Parking availability and management.

Ensure all new builds comply with building designs to be set out in the neighbourhood plan.

Control / Manage the number of 2nd Homes.

Ensure appropriate and affordable housing available for local people.

Identify and protect Green/open spaces and footpaths within the village.

Preserve the local environment and protect wildlife.

Maintain a navigable port in Blakeney for leisure and commercial craft.

Support and promote local employment opportunities .

Promote provision of public transport. (in and out of season and a full timetable)

Protect existing business sites.

Ensure infrastructure is kept up to date to meet demands of the residents whilst minimizing the impact on the environment and character of the village. (Drainage, broadband etc.)

## Appendix 4: Pre-Submission Consultation Response Form Blakeney Neighbourhood Plan

### Pre-Submission Consultation Response Form Blakeney Neighbourhood Plan



Please return your completed form by 5pm Friday 15<sup>th</sup> November 2019 to the  
Parish Clerk, Blakeney Parish Council, The Parish Office, Langham Road,  
Blakeney, Norfolk, NR25 7PG  
Or email to [clerk@blakeneyparishcouncil.org.uk](mailto:clerk@blakeneyparishcouncil.org.uk)

Name:

Address:

Email Address:

Built Environment Policies		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attach additional pages. Please state what change(s) would help to resolve your concerns.
1	Yes/ No	
2	Yes/ No	
3	Yes/ No	
4	Yes/ No	
5	Yes/ No	
6	Yes/ No	
7	Yes/ No	
8	Yes/ No	
9	Yes/ No	
10	Yes/ No	

Natural Environment Policies		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attach additional pages. Please state what change(s) would help to resolve your concerns.
11	Yes/ No	
12	Yes/ No	
13	Yes/ No	
14	Yes/ No	

Local Economy and Tourism		
Policy	Agree with the policy?	Please state clearly and fully any comments or concerns below, if necessary, please attach additional pages. Please state what change(s) would help to resolve your concerns.
15	Yes/ No	
16	Yes/ No	
17	Yes/ No	

<b>Overall, do you agree with the Blakeney Neighbourhood Plan ?</b>	<b>Yes/ No</b>	In your view are there any omissions from the draft Plan? (Please specify and, if necessary, please attach additional pages)
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**Thank you for your comments**

<b>Signature:</b>	<b>Date:</b>
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**DATA PROTECTION NOTICE:** Blakeney Parish Council takes your privacy very seriously and processes your personal data with your consent in compliance with data protection legislation. Any personal details you supply will solely be used for the purposes of correspondence relating to the Blakeney Neighbourhood Plan. These details will be shared with the Local Authority, North Norfolk District Council, in order to carry out further statutory phases, which will involve your personal details and comments being made publicly available. Blakeney Parish Council, as detailed in their retention policy, will retain personal details. Please refer to North Norfolk District Council's own retention guidelines for how long they will retain your details. If you wish to discuss this any further, please don't hesitate to contact the Parish Clerk at [clerk@blakeneyparishcouncil.org.uk](mailto:clerk@blakeneyparishcouncil.org.uk)

## Appendix 5: Local Connection Criteria

Local Connection for the purposes of Policy 1 is defined in accordance with North Norfolk District Council's Local Allocations Agreement as set out in Appendix 4 of the Housing Allocation Scheme (or any subsequent updates) <<https://www.north-norfolk.gov.uk/tasks/housing-strategy-community-support/housing-allocation-scheme/>> where the following criteria form a cascade with the strongest local connection being an A connection and a G connection representing someone with no connection to North Norfolk as shown below:

**A) An applicant will have lived in the parish or adjoining parishes for at least 3 consecutive years at the point of allocation AND meet at least one of the following criteria:**

- Lived for at least 5 years at any time in the parish or adjoining parishes OR
- Are employed in the parish or adjoining parish (permanent employment of at least 12 months and 16 hours per week) OR
- Have a family member who has lived for at least 5 consecutive years in the parish or adjoining parish at the point of allocation

**B) An applicant will have lived in the parish or adjoining parishes for at least 3 consecutive years at the point of allocation AND meet at least one of the following criteria:**

- Are employed in the parish or adjoining parish (permanent employment of less than 12 months and 16 hours per week) OR
- Have a family member who has lived for at least 3 consecutive years in the parish or adjoining parish at the point of allocation

**C) An applicant meets at least one of the following criteria:**

- Lived for at least 5 years at any time in the parish or adjoining parishes OR
- Are employed in the parish or adjoining parish (permanent employment of at least 12 months and 16 hours per week) OR
- Have a family member who has lived for at least 5 consecutive years in the parish or adjoining parish at the point of allocation.

**D) An applicant meets at least one of the following criteria:**

- Lived for at least 3 years at any time in the parish or adjoining parishes OR
- Are employed in the parish or adjoining parish (permanent employment of less than 12 months and 16 hours per week) OR
- Have a family member who has lived for at least 3 consecutive years in the parish or adjoining parish at the point of allocation

**E) An applicant meets at least one of the following criteria:**

- Lived for at least 12 months at any time in the parish or the adjoining parishes OR
- Are employed in the parish or adjoining parish (temporary employment or

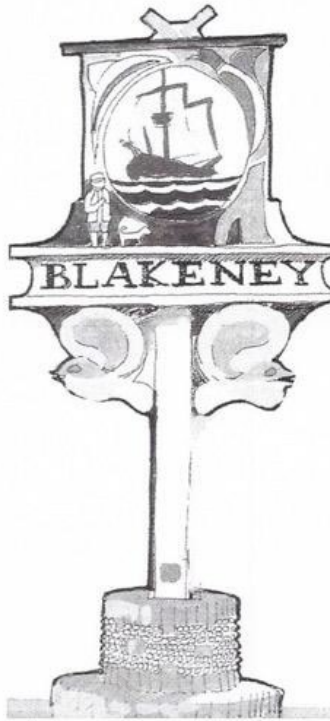


permanent employment of less than 16 hours per week) OR

- Have a family member who has lived for at least 12 consecutive months in the parish or adjoining parish at the point of allocation

**F) An applicant has a connection to North Norfolk as defined by the Housing Act 1996, Part VII.**

**G) An applicant wants to live in the parish but does not have a connection to North Norfolk as defined by the Housing Act 1996, Part VII.**



# Blakeney Neighbourhood Plan

Parish Clerk  
Blakeney Parish Council  
The Parish Office, Langham Road,  
Blakeney, Nr Holt, Norfolk, NR25 7PG

Telephone: (01263) 741106

Email: [clerk@blakeneyparishcouncil.org.uk](mailto:clerk@blakeneyparishcouncil.org.uk)