

Hoveton Neighbourhood Plan 2025-2040



Regulation 14 Version March 2026

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Introduction

Hoveton's Role in the Broads and Unique Identity

1. Hoveton is one of the Broads' most significant boating and visitor destinations, long known as the capital of the Norfolk Broads. Its riverside setting on the River Bure, combined with busy boatyards and hire fleets, makes this one of the most active stretches of water within the Broads network. The village welcomes large numbers of visitors each year and plays a central role in the tourism economy of the wider area.
2. Hoveton is also a vibrant and distinct village in its own right. Although frequently associated with neighbouring Wroxham, partly due to the presence of Roys of Wroxham, Hoveton has a clear and independent identity shaped by its history, landscape, and strong community. The village embraces its close relationship with Wroxham while confidently celebrating its own character and role within the Broads.

History and Development of the Parish

3. The parish has a long and rich history. Archaeological evidence shows human activity dating back to the Mesolithic and Neolithic periods, and Hoveton is recorded in the Domesday Book. Its early development centred around two historic churches: St Peter's Church, with origins in the 12th century, and St John's Church, dating from the early 17th century. Both remain prominent heritage assets and continue to shape the landscape and identity of the village.
4. Much of Hoveton's modern growth has taken place since the 19th century, with development spreading north from the River Bure. A combination of older cottages, estates, and more recent homes has created a varied and attractive settlement pattern that reflects both its historic roots and evolving character.

A Year-Round Visitor and Tourism Economy

5. Tourism forms a major part of Hoveton's identity and economy. Alongside its boating heritage, the village hosts several of the region's most important land-based visitor attractions. BeWILDerwood and Wroxham Barns draw large numbers of families throughout the year, with full programmes of events and activities extending beyond the main holiday season. Hoveton Hall Gardens adds further depth to the visitor offer, with seasonal openings, trails, garden events, and outdoor performances. Together with the Bure Valley Railway, Wroxham Miniature Worlds, and a strong range of independent shops, cafés and eateries, these attractions establish Hoveton as a year-round destination for leisure, recreation and family activities.
6. Part of the parish falls within the Broads Authority Executive Area, bringing additional environmental responsibilities. The riverside location, surrounding habitats and landscape setting require careful management to ensure that future development protects and enhances the ecological, scenic and cultural value of the area. Balancing growth with environmental stewardship is therefore central to this Plan.

Community Facilities and Local Services

7. Hoveton also benefits from a strong network of local amenities and community spaces, from shops and cafés to the village hall, Broadland Youth and Community Centre, schools, play areas and public open spaces. These facilities support daily life, strengthen community ties and help the village serve residents of all ages.

Local Employment and Economic Activity

8. Outside the village centre, Hoveton has three established employment areas: the Stalham Road Industrial Estate, the Tunstead Road area, and the mixed-use cluster opposite the railway station, which includes businesses such as the gym, Eric Bates, Fizz & Fromage, a computer repair shop and Wroxham Miniature Worlds. A fourth, more recent addition, is the small “science park” created by Benthic Solutions near the Stalham Road estate. Further along Stalham Road near to the double roundabouts there is another more recent addition, Wellwise Oilfield Service based at the Crossways Business Centre, which provides specialist skilled staff for the global oil and gas industry. Together these locations provide a diverse range of jobs and local services. The Plan recognises their importance and supports their ongoing role, while ensuring development does not extend onto surrounding greenfield land.

Vision and Future Direction for Hoveton

9. The Neighbourhood Plan sets out a clear and positive vision for Hoveton’s future as a thriving, self-sustaining village with a strong sense of place. It promotes measured, high-quality growth that reflects community priorities, supports local businesses, and protects the parish’s environmental and heritage assets.
10. Investment in green spaces, walking routes, recreational areas, local facilities and public realm is essential to the village’s long-term sustainability. Alongside this, the conservation of historic buildings and sensitive design of new development will help to safeguard Hoveton’s unique identity for future generations.
11. Tourism will remain a cornerstone of the local economy, and the Plan supports a sustainable visitor experience that complements the character of the parish. By managing growth carefully and strengthening the qualities that make Hoveton distinctive, the Neighbourhood Plan aims to ensure that the village continues to be a welcoming place to live, work and visit.

Neighbourhood Planning

Overview of Neighbourhood Planning

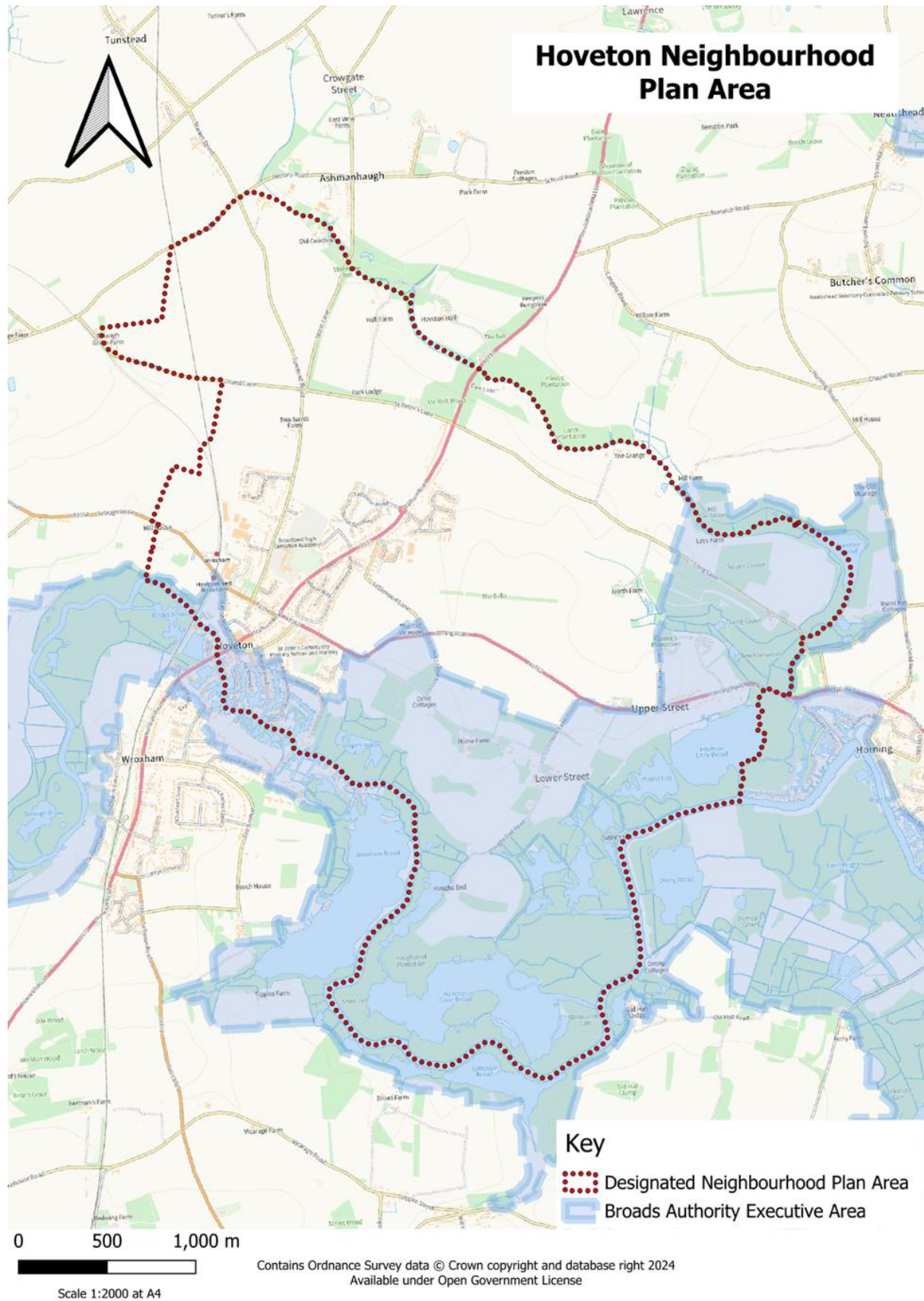
12. Neighbourhood planning was introduced by the Localism Act 2011, the legislation for which came into existence in April 2012, giving communities the power to agree a Neighbourhood Development Plan. It is an important and powerful tool that gives communities statutory powers to agree a shared vision and shape how their community develops and changes over time.
13. A neighbourhood plan provides an opportunity for residents of Hoveton to shape future development of the parish. Neighbourhood plans identify a shared vision and objectives for the area and a series of planning policies that will help move the parish towards this. It also contains a number of community actions that are not planning related but capture the parish's collective ambitions and activities that the community would like to be resolved by the Hoveton Community Council and local residents. Community engagement has been an important foundation for the plan, with feedback from residents throughout its development helping to identify the priorities and key issues that need to be addressed.
14. Hoveton is located within two local authority areas, North Norfolk District Council and the Broads Authority. The Hoveton Neighbourhood Plan will sit within the context of the North Norfolk and Broads Authority Local Plans, which in turn reflect the national planning policies in the National Planning Policy Framework (NPPF). This planning structure, with much detail contained within the Hoveton Neighbourhood Plan, determines the policies that development proposals in Hoveton must have regard to.
15. The parish is covered by two adopted Local Plans. The North Norfolk Local Plan (2022–2040) was adopted in December 2025 and sets out the strategic planning framework for the parts of Hoveton within North Norfolk District. The Broads Authority Local Plan (2019–2036) also forms part of the development plan for Hoveton, covering the areas that lie within the Broads Executive Area. The Broads Authority has begun preparation of its next Local Plan, but the 2019 Plan remains the adopted strategic framework at this time.
16. The Hoveton Neighbourhood Plan must remain in general conformity with the strategic policies contained in these adopted Local Plans. Once made, it will sit alongside them as part of the statutory development plan for the area, and its policies will be used to help determine planning applications within the parish.
17. A neighbourhood plan must contain non-strategic policies to support and add further detail to policy matters already adopted in the Local Plans. This includes the mix of housing, design principles for new development, conserving and enhancing the natural and historic environment and protecting green spaces. Development proposals should have regard to all the relevant policies in the Hoveton Neighbourhood Plan, and of course those in the Local Plans and national policy. The plan, once made, will form part of the development plan for the area. Alongside the Local Plans for North Norfolk and the Broads Authority, its policies will be used to help determine planning applications in the parish.

18. Although this document is the main Neighbourhood Plan, containing the policies, it sits alongside other supplementary documents which support it by providing evidence and justification for these policies. This includes the Hoveton Design Guidance and Codes 2025, which should be consulted by applicants and developers prior to making planning proposals, including those for householder applications.

Process of Developing this Neighbourhood Plan

19. This is the Neighbourhood Plan for Hoveton. A Neighbourhood Plan, once complete and 'made' by the planning authorities, is used to help make decisions on planning applications in the parish. It has been developed by a working group of local people and Community Councillors, set up under the Community Council, in conjunction with the involvement of the wider community and local businesses. As well as having planning policies that will be used to assess planning applications, it also has Community Actions. These aren't used to make planning decisions, but they can be used by Hoveton Community Council and others in Hoveton to focus our efforts in the future to ensure that the parish remains a wonderful place to live, work and visit.
20. The parish boundary as shown in **Figure 1** was designated as the Neighbourhood Plan Area in May 2024. This also shows the Broads Authority Executive area that covers a significant proportion of the parish, including part of the settlement area. Working on behalf of the community, the Hoveton Neighbourhood Plan Steering Group has prepared this draft plan that will shape and influence any future development and change across the parish.

Figure 1: Designated Neighbourhood Plan Area

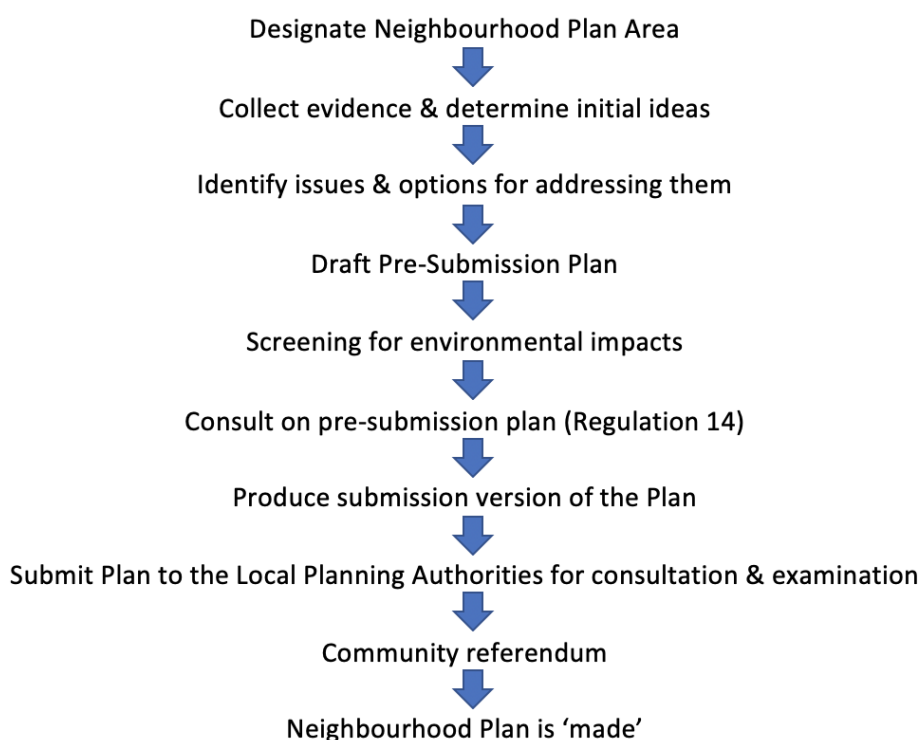


21. Neighbourhood Plans give local communities a meaningful role in shaping future development. They set out a shared vision, objectives and planning policies for the parish, and may also include community actions for the

Community Council and local partners. In Hoveton, extensive engagement with residents, businesses and visitors has been central to the Plan's preparation, helping to identify local priorities and the issues the community most wants to address.

22. A broad range of evidence has been reviewed to determine issues and develop policies for the plan. This includes evidence from the Census 2021, housing data, review of environmental designations and historical records.
23. As shown in **Figure 2**, the Hoveton Neighbourhood Plan must progress through several formal stages before it can be made. The Plan is currently at the pre-submission stage.

Figure 2: Neighbourhood Plan Process



Community Consultation

24. Community engagement has been central to the preparation of the Hoveton Neighbourhood Plan. This section summarises the key consultation activities undertaken with residents, schools, businesses and local stakeholders, and how their feedback has informed the development of the Plan.
25. The Steering Group has carried out three stages of consultation to support the development of the Neighbourhood Plan. The first was held at community events in summer 2024 and invited residents, business owners and visitors to answer three broad questions about Hoveton's future:
 - What do you value most about Hoveton?
 - What challenges does the village face?
 - What development or change would you like to see in the coming years?

26. This initial feedback helped to identify the themes and priorities that later shaped the more detailed surveys.
27. A more detailed parish-wide survey followed in December 2024, distributed to every household in the parish. This survey explored key themes in greater depth, including housing needs and design, the local economy, transport and road safety, green spaces, heritage, environmental issues and the future of community facilities. A total of 255 responses were received, providing a strong and representative evidence base for the Plan. A separate business survey in February 2025 gained further insight from local employers and service providers, and targeted engagement with Broadland High Ormiston Academy helped capture the views of young people.
28. Whilst each consultation focused on different questions, some common themes emerged:
- **Community and local identity** - Residents expressed pride in Hoveton's community spirit, local facilities and village atmosphere. Shops, medical services, parks and green spaces were frequently highlighted as valued assets.
 - **Infrastructure and transport** - Concerns were raised about traffic congestion, pedestrian and cyclist safety, and the need for better pavements, crossings and transport options.
 - **Natural environment** - Respondents were keen to protect green spaces, riverside areas and local wildlife habitats, and supported environmental enhancements such as tree planting and wildflower areas.
 - **Heritage and local character** - There was strong support for protecting heritage buildings, important views and the character of the village, with concern about overdevelopment.
 - **Future growth and development** - Views were mixed on future housing development. Some supported new homes where they met local needs, while others expressed concern about infrastructure pressures. Notably, the survey did not indicate strong support for a new or expanded village hall.
 - **Provision for children and young people** – A significant number of responses called for improved facilities for children and teenagers, including play areas, youth activities and informal recreation spaces.
 - **Health, fitness and wellbeing** – Adults emphasised the need for better health-related facilities, including improved access to healthcare and requests for additional fitness facilities.
29. The detailed resident survey covered a range of topics including demographics, housing need and design, business use, infrastructure/services, road safety and traffic congestion, natural environment, key views, heritage assets and air pollution. The survey was advertised in numerous ways including on the Community Council website and on resident letters dropped off at households. There were 255 responses, and a summary of issues raised is provided in **Figure 3**.

Figure 3: Summary of Resident Survey in 2024

Survey Topic	Summary Response to Detailed Resident Survey in 2024
Housing	<ul style="list-style-type: none"> • A significant portion of residents (27%, equating to 68 individuals) have a household member seeking to relocate within the next five years while wishing to remain in Hoveton. Given that Hoveton has a comparatively older population, with the largest age group being 65–84, this highlights a clear demand for local housing options suitable for single adults, couples and older residents wishing to downsize. • Preferred housing types among respondents include bungalows (76%), houses (61%), and flats (45%), indicating a diverse range of housing preferences that new developments could provide. • When considering the need for new housing, and specifically whether the Neighbourhood Plan should allocate additional sites beyond those in the Local Plan, community opinions were evenly distributed in the December 2024 household survey: approximately one-third supported the idea, one-third opposed it, and one-third were undecided. These responses reflect views at that time, recognising that opinions may change as local circumstances evolve.
Housing design	<ul style="list-style-type: none"> • The most important design factors were: addressing flood risk and infrastructure strain (87%), ensuring building scale matches the streetscape (69%), incorporating energy-efficient features (67%), maintaining consistent building height (60%), and using soft boundaries like hedges (50%). • The top three priorities for environmental design in new developments were: native trees/shrubs, open green spaces, and wildflowers for pollinators.
Business use	<ul style="list-style-type: none"> • Most respondents supported the principle of allocating land for business use, understood in the context of private enterprise rather than public provision. The most favoured types of business activity were health-related services (76%), agricultural or land-based businesses (74%), retail (67%), and light industrial units (65%). The least supported options were factories (11%) and offices (21%). These results reflect how respondents interpreted the question within the December 2024 household survey.
Infrastructure	<ul style="list-style-type: none"> • The most frequently requested services included more youth facilities (e.g., sports clubs, play areas), expanded retail (butcher, greengrocer, supermarket), leisure facilities (gym, cinema, green spaces), improved healthcare (GP surgery, NHS dentist), and better transport (buses, cycle paths, parking).

Survey Topic	Summary Response to Detailed Resident Survey in 2024
Road safety, traffic congestion and air pollution	<ul style="list-style-type: none"> • 74% of respondents believe road safety for pedestrians and cyclists is a problem. The most suggested improvements were speed reduction measures (32%), additional pedestrian crossings (23%), better pavements and footpaths (16%), and parking restrictions. • 86% of respondents consider congestion a serious problem. The most suggested solution was a bypass or alternative river crossing (46%). Other ideas included altering pedestrian crossings, road layout changes, parking restrictions, and better coordination of roadworks. • 57% of respondents believe air pollution is an issue. The biggest concern is traffic congestion, with suggestions including improving traffic flow and planting more trees to absorb pollutants.
Green spaces	<ul style="list-style-type: none"> • 54% of respondents are satisfied with access to green spaces, while 22% are dissatisfied. The most valued areas for protection include Riverside Park, Bure Valley Railway path, agricultural land near St John's Church, and local woodlands.
Key views and heritage assets	<ul style="list-style-type: none"> • Important views to protect include St Peter's Church, Wroxham Bridge, the Riverside, Bure Valley footpath, and the Broads. • Suggested buildings of historical importance include Roy's buildings, Hoveton Hall, Wroxham Bridge, St Peter's Church, the Bure Valley Railway, and historic cottages on Church and Tunstead Road.

Vision and Objectives

Hoveton's Vision Statement for 2025-2040

30. The Vision for the Hoveton Neighbourhood Plan has been shaped by a broad programme of community engagement carried out by the Hoveton Community Council and the Steering Group. Feedback from the household survey, business survey, public events, targeted discussions with local organisations, and engagement with young people has provided a clear understanding of what residents value about Hoveton and what they hope to see in the years ahead.
31. The Vision also sits within the strategic planning framework provided by two adopted Local Plans. The North Norfolk Local Plan (2022–2040) was adopted in December 2025, setting out the strategic policies that guide development across the parts of the parish within North Norfolk District. The Broads Authority Local Plan (2019–2036) continues to apply to the areas of Hoveton within the Broads Executive Area. The Neighbourhood Plan adds local detail to these higher-level policies, ensuring that development reflects the parish's distinct character, environmental setting and community priorities.
32. Together, this evidence and policy context form the basis for Hoveton's Vision for 2040 and the objectives that follow.

Vision for Hoveton in 2040

By 2040, Hoveton will be a thriving, welcoming village at the heart of the Broads. It will be recognised for its distinct identity, its riverside setting, and its strong community spirit.

Growth will meet local housing needs, with well-designed homes that respect the village's character, landscape and heritage. The natural environment, including the riverside, green spaces and ecological corridors, will be protected and enhanced.

Residents and visitors will have access to a high-quality, flexible community centre that supports social, cultural and sporting activities for all ages. Improved recreation spaces and better facilities for children, young people and older residents will help maintain a balanced and inclusive community. Safer walking and cycling routes, better connectivity and sustainable transport options will make it easier and more enjoyable to move around the village.

Local businesses, tourism and visitor attractions will continue to flourish, providing jobs and services while supporting a year-round economy. Development will be supported by resilient infrastructure, sustainable water management and measures that address the challenges of climate change.

Above all, Hoveton will remain a place where people feel connected—to each other, to the landscape, and to the unique character of the Broads.

Objectives of the Neighbourhood Plan

33. The objectives translate the Vision into clear priorities. Each objective underpins the planning policies and community actions that follow in later chapters.

Neighbourhood Plan Objectives

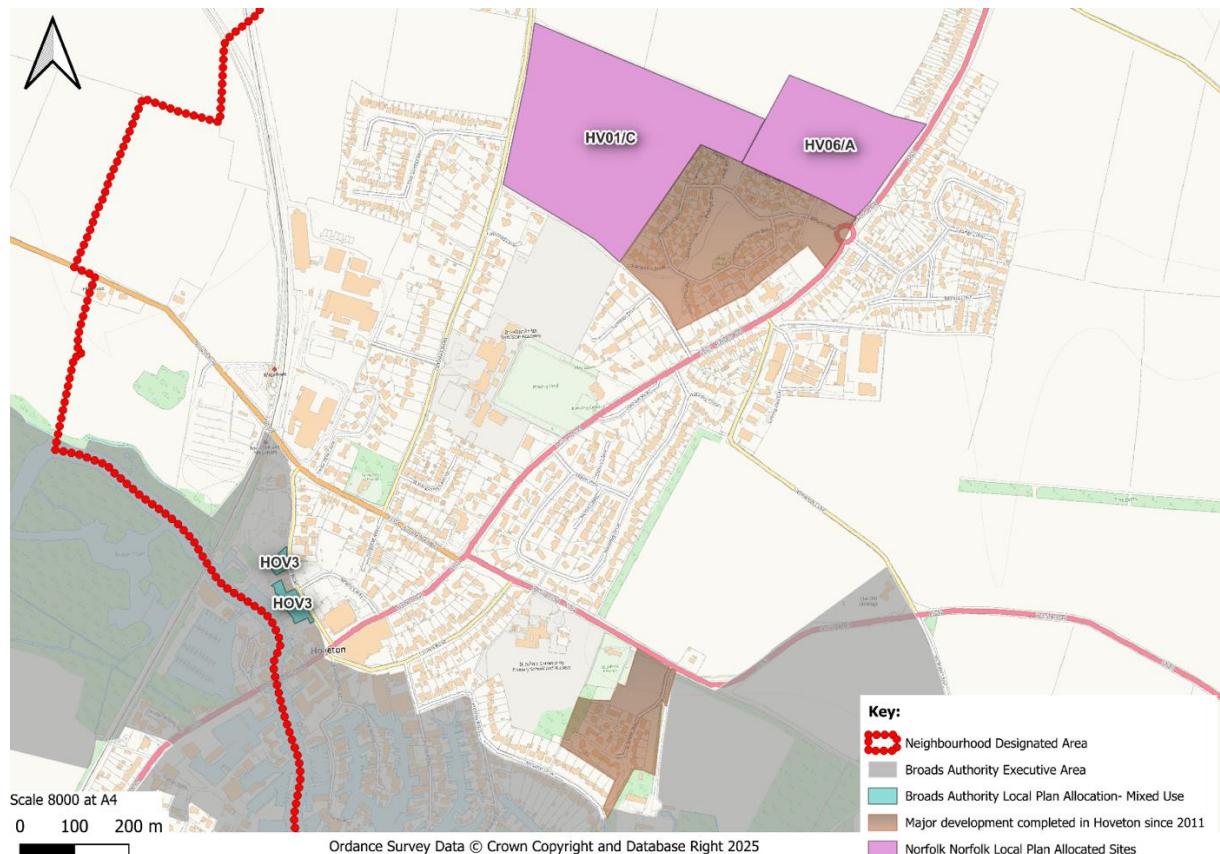
- A. Deliver high-quality housing that meets local needs, prioritising smaller and more affordable homes, and ensure new development reflects Hoveton's village character.
- B. Promote sensitive redevelopment of brownfield land and underused spaces, especially within the village centre and along the riverside, to enhance vitality and visual appeal.
- C. Enhance community facilities so that they meet the needs of all generations, supporting a balanced and inclusive community, and enabling flexible, accessible spaces that can adapt to future needs.
- D. Provide resilient infrastructure, including transport, drainage, sewage infrastructure, utilities and digital connectivity, to support new development and safeguard quality of life.
- E. Protect and enhance the natural environment, delivering biodiversity net gain, improving air and water quality, and strengthening ecological networks.
- F. Enable active travel by creating safe and attractive walking and cycling connections within the village and to the countryside, including links that support integration with public transport.
- G. Protect and enhance Hoveton's heritage, conserving both designated and non-designated assets and ensuring new development responds positively to their character and setting.
- H. Support a thriving local economy that provides opportunities for businesses of all sizes and a sustainable visitor economy that reflects, and takes pride in, Hoveton's riverside identity.
- I. Strengthen climate resilience by ensuring new development adapts to challenges such as flooding, energy efficiency, and sustainable water management.

Housing That Meets Local Needs

Hoveton's Housing Profile

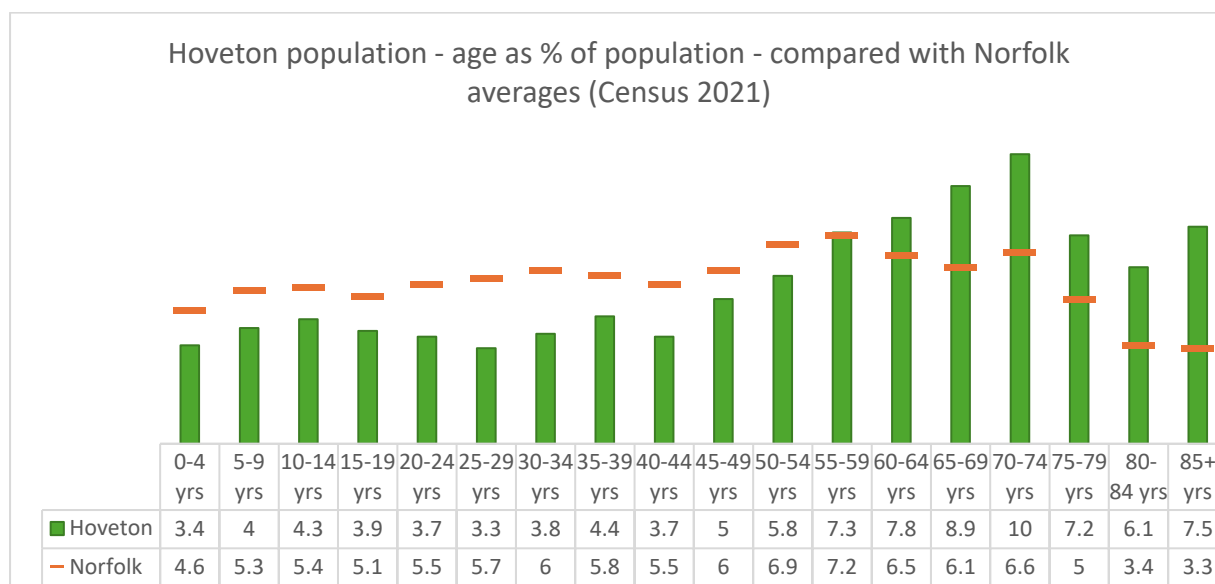
34. Hoveton has experienced significant housing growth in recent years. The 2021 Census recorded a population of just over 2,100, an increase of 20% since 2011. There are now around 1,130 dwellings in the parish, with 163 new homes built since 2011, including 61 affordable units. Further development is planned, with several sites allocated as part of the Local Plans. Recent and planned growth is shown on **Figure 4**.

Figure 4: Recent Housing Development and Planned Growth



35. The village has an ageing population, with the largest proportion of residents aged 65–84 (**Figure 5**), and three-quarters of households made up of one or two people. Both the evidence base and community survey responses indicate a clear demand for smaller, lower-maintenance homes. Many respondents highlighted the need for more affordable options and homes with modest gardens, alongside strong calls for downsizing opportunities for older residents who wish to remain in the village. This aligns with the evidence base, which notes that Hoveton's ageing population would benefit from "smaller-sized homes to allow for downsizing" and that the high proportion of smaller households suggests a need for "smaller, more affordable housing" within the parish. Younger households also expressed a desire to remain in Hoveton but continue to face barriers due to high prices and a limited supply of suitable starter homes.

Figure 5: Population Age Profile, Hoveton vs Norfolk (Census 2021)



36. Home ownership remains the dominant tenure, with 71% of households owning their homes, 15% renting socially, and 12% renting privately. Over the last decade, there has been a marked increase in private renting and shared ownership, reflecting affordability pressures and the delivery of new housing types. See **Figure 6**.

Figure 6: Tenure Change between 2011 and 2021 (AECOM HNA, 2025; Census 2011, 2021)

Tenure	2011	2021	% Change	% of households 2021
Owned	648	719	11%	71%
Shared ownership	17	25	47%	2%
Social rented	126	152	21%	15%
Private rented	84	123	46%	12%

37. House prices in Hoveton have risen sharply, with the average sale price increasing from £244,500 in 2014 to £320,000 in 2023¹. Local household incomes mean that market housing is unaffordable to many without substantial deposits. Private rents are generally only affordable for average-income households, while lower-income households often cannot access either market purchase or rental options.

38. The housing stock in Hoveton is dominated by larger properties. According to the 2021 Census, 58% of homes are detached and 44% have three bedrooms, with many having even more. Only 5% of homes are one-bedroom, and very few smaller dwellings have been delivered in recent years. The Housing Needs

¹ Hoveton Housing Needs Assessment, AECOM, 2025

Assessment for Hoveton (2025) identifies a significant over-supply of larger homes, with 83% of households under-occupying by at least one bedroom, highlighting a clear need for smaller, more suitable housing options.

Figure 7: Dwelling Sizes in Hoveton (Census 2021)

Dwelling Size	Number of Homes	% of Total Stock
1 bedroom	61	5%
2 bedrooms	339	30%
3 bedrooms	501	44%
4+ bedrooms	232	20%
TOTAL	1,1333	

Figure 8: Housing Completions in Hoveton by Dwelling Size, 2011-2024 (data to March 2024)

Dwelling Size	Completions
1 bedroom	10
2 bedrooms	61
3 bedrooms	35
4+ bedrooms	44

39. Community consultation confirms these findings. More than a quarter of households reported that a member would like to move within the next five years but their preference would be to remain in Hoveton, with strong demand for smaller, more affordable homes. Starter homes and opportunities to downsize were the most frequently requested, alongside homes suitable for older residents.
40. Looking ahead, the Hoveton Housing Needs Assessment recommends a rebalancing of the housing stock. By 2040, the priority should be for smaller dwellings of one to three bedrooms, with affordable home ownership options such as shared ownership and discounted market sale homes playing a central role.

Figure 9: AECOM Calculations HNA 2025

Dwelling Size	Current mix	Suggested mix	Balance of new housing to reach suggested mix	Indicative policy range
1 bedroom	5.4%	7.4%	20.8%	15-25%
2 bedrooms	29.9%	34%	61.7%	55-65%
3 bedrooms	44.2%	41%	17.4%	15-25%
4+ bedrooms	20.4%	17.6%	0%	0-10%

41. The evidence demonstrates a clear imbalance in Hoveton’s housing stock, with a high proportion of larger homes and very limited smaller properties. This restricts options for smaller households, younger people and residents wishing to downsize. Feedback from the community strongly supports increasing the availability of smaller, more affordable homes to address this need.
42. To address this imbalance, larger developments will need to provide a more appropriate mix of dwelling sizes, with a stronger emphasis on smaller homes suitable for first-time buyers, downsizers and smaller households. While individual self-build plots will inevitably vary, allocated sites such as Brook Park Phase II represent key opportunities to help rebalance Hoveton’s housing stock and deliver the types of homes the community has identified as most needed.
43. The evidence demonstrates that Hoveton’s future housing needs will not be met without a decisive shift towards delivering smaller homes. **Policy HNP1** therefore establishes a clear expectation that new residential development, particularly on allocated sites, should prioritise one- and two-bedroom homes and smaller three-bedroom dwellings. This reflects both the demographic profile of the parish and the strong community support for providing downsizing options and more affordable starter homes. Only robust, up-to-date and locally specific evidence will be accepted to justify an alternative mix. Generalised market-demand reports, sales trends, or preferences for larger “executive” homes will not be considered sufficient to override the locally evidenced need for smaller dwellings.
44. Some residents will continue to want or need larger homes. This is particularly true for those building their own homes. In line with national legislation, self-build and custom-build homes are built by, or for, the people who will live in them. These individuals or families may have specific requirements – such as space for a larger household – that cannot easily be met within the broad target of smaller homes. For this reason, self-build and custom-build plots are excluded from the mix requirements set out in **Policy HNP1**. This ensures that local choice and flexibility are retained, while the overall direction of housing growth in Hoveton still prioritises smaller, more affordable homes.

Policy HNP1: Housing

New residential development must contribute to rebalancing Hoveton's housing stock by providing a mix of dwelling sizes that meets identified local needs.

Proposals should:

- a) Prioritise one- and two-bedroom homes and smaller three-bedroom dwellings, reflecting the high proportion of smaller households, the ageing population and the limited supply of suitable properties for downsizing and first-time buyers;
- b) Demonstrate how the proposed mix responds positively to the findings of the Hoveton Housing Needs Assessment (AECOM, 2025), Census 2021 data and the results of community consultation;
- c) Avoid an over-reliance on larger homes (four bedrooms or more). Such dwellings will only be supported where robust, up-to-date and locally specific evidence clearly demonstrates they are needed and would not exacerbate the existing imbalance in the housing stock;
- d) Not rely on generalised market-demand reports, sales performance of similar developments, or assumptions about the desirability of large "executive" homes as justification for deviating from the locally evidenced housing mix;
- e) Allow flexibility for self-build or custom-build plots, where the final dwelling size may reflect individual requirements, provided that the overall mix for the site remains aligned with this policy; and
- f) Include specialist or accessible housing where appropriate and where supported by evidence of need².

Housing Development in Hoveton

45. National planning policy requires all areas to deliver sufficient homes to meet identified needs. The overall scale and distribution of new housing for Hoveton is set by the North Norfolk Local Plan and the Broads Authority Local Plan. These provide the strategic framework, while the Neighbourhood Plan adds local detail on housing mix, design, and the sensitive reuse of brownfield land.
46. In the North Norfolk Local Plan, Hoveton is identified as a Small Growth Town for the purposes of planning policy. Two strategic housing allocations are identified:
 - Land east of Tunstead Road (HV01/B) – allocated for approximately 150 homes and 40 specialist accommodation units for older people.
 - Land off Stalham Road (HV06/A) – allocated for approximately 50 homes.
47. Together these sites will deliver around 240 new dwellings, including both market and affordable housing. The allocations reflect the additional growth required following reforms to the National Planning Policy Framework in December 2024, which increased North Norfolk's overall housing requirement.

² Specialist housing such as Supported Living schemes, Extra Care Housing and Housing with Care offers alternatives to residential care for older people and people with needs like learning disabilities or mental health issues. These facilities promote independence delivering independent living with additional care where needed.

Both sites are currently greenfield land in agricultural use. The North Norfolk Local Plan requires each allocation to deliver on-site open space. For the larger site at Land east of Tunstead Road (HV01/B), the Plan specifies the provision of not less than 1.07 hectares of multi-functional open space, together with arrangements for its long-term management and maintenance. The smaller allocation at Land off Stalham Road (HV06/A) must also provide open space and green infrastructure, with the precise amount and form to be determined through the design process, informed by local need and Local Plan policy requirements.

48. The Neighbourhood Plan recognises these two sites as strategic allocations because it is required to be in general conformity with the North Norfolk Local Plan, which establishes the principle of development on them (shown in **Figure 3**). The role of the Neighbourhood Plan is therefore not to revisit the allocations themselves, but to help shape how development comes forward, ensuring that it responds positively to Hoveton's character, infrastructure constraints and locally identified needs.

Policy HNP2: Land east of Tunstead Road (HV01/C)

Development proposals for this site should:

- a) Provide a high proportion of smaller homes, with at least 80% of open-market dwellings having three bedrooms or fewer, in accordance with Policy HNP1. Larger (four-bedroom or more) homes will only be supported where robust, up-to-date and locally specific evidence clearly demonstrates they are needed and would not exacerbate the existing imbalance in Hoveton's housing stock.
- b) Deliver high-quality design that respects the rural edge location, with building heights of one or two storeys, and layouts that create a soft transition to the countryside;
- c) Retain and incorporate existing hedgerows and mature trees into green corridors through the site, and provide new planting on the northern boundary to strengthen the edge of the village;
- d) Provide multifunctional open space and sustainable drainage features (such as ponds or swales) that support play, biodiversity, water management and community food growing. Where appropriate, this should include provision for allotments or community growing spaces as part of the site's green infrastructure, contributing to biodiversity net gain and creating a soft transition to the countryside.
- e) Ensure safe and sustainable movement for all users, including vehicles, pedestrians and cyclists. Proposals must demonstrate that access from Tunstead Road can be achieved safely, including safe access to Two Saints Close, that the existing public footpath through the site is protected and enhanced, and that connections to schools, the village centre and community facilities are improved. Traffic speed management, pedestrian priority and crossing measures along Tunstead Road should be incorporated where necessary, in consultation with Norfolk County Council, to address the cumulative impact of development and safeguard residential amenity and highway safety.
- f) Incorporate a comprehensive strategy for surface water and foul drainage. This should include sustainable drainage features (such as swales, basins or ponds) that are integrated with landscaping and open space, and demonstrate that foul

Policy HNP2: Land east of Tunstead Road (HV01/C)

drainage can be accommodated without harm to the local network or the environment; and

- g) Development must protect the setting and key views of St Peter's Church and Hoveton House, as identified in the Hoveton Heritage and Non-Designated Buildings Report and the Key Views and Vistas Assessment. Proposals should demonstrate, through appropriate visual analysis, that rooflines, building heights, site layout and landscaping do not harm these views or the wider historic landscape character.

Policy HNP3: Land off Stalham Road (HV06/A)

Development proposals for this site should:

- a) Provide a high proportion of smaller homes, with at least 80% of open-market dwellings having three bedrooms or fewer, in accordance with Policy HNP1. Larger (four-bedroom or more) homes will only be supported where robust, up-to-date and locally specific evidence clearly demonstrates they are needed and would not exacerbate the existing imbalance in Hoveton's housing stock.
- b) Integrate well with the adjoining Brook Park development in terms of layout, design and character, ensuring the development forms a cohesive and well-integrated extension. The site must also provide its own on-site open and green space, contributing to the wider green infrastructure network and meeting Local Plan policy requirements;
- c) Provide safe pedestrian and cycle connections to Brooke Park, Stalham Road, and the wider village;
- d) Retain and enhance landscaping on the site boundaries, including planting that supports biodiversity and provides a soft rural edge; and
- e) Incorporate a comprehensive strategy for surface water and foul drainage. This should include sustainable drainage features (such as swales, basins or ponds) that are integrated with landscaping and open space, and demonstrate that foul drainage can be accommodated without harm to the local network or the environment.

- 49. The Broads Authority Local Plan allocates brownfield land off Station Road for mixed-use redevelopment under Policy POHOV3 (Brownfield land off Station Road, Hoveton). This includes the former Broads Hotel Cottage, the Waterside Rooms, and the cottages and stable block adjacent to the King's Head pub. The policy supports a comprehensive scheme delivering a mix of residential, commercial and visitor-related uses appropriate to this prominent village-centre and riverside location.
- 50. Redevelopment of this area provides an opportunity to bring long-vacant and underused sites back into beneficial use, improve the appearance of a prominent riverside frontage, and enhance public access to the water. Community consultation showed strong support for regeneration of the site, with many respondents describing parts of the area as unattractive or

unwelcoming and highlighting the importance of a higher-quality first impression for visitors arriving in the village.

51. At the same time, consultation and local discussion identified the cottages and stable buildings adjacent to the King's Head as contributing positively to the character of Station Road and the riverside. The preferred approach is therefore the retention and sensitive reuse of these buildings, where practicable, as part of a comprehensive redevelopment. The Neighbourhood Plan adds local detail to guide redevelopment of this area in a way that balances regeneration with the conservation of valued buildings and spaces, in line with the Broads Authority Local Plan allocation.

Policy HNP4: Brownfield Land off Station Road

Development of the brownfield sites off Station Road, including the former Broads Hotel Cottage, Waterside Rooms, and land adjacent to the King's Head pub, should:

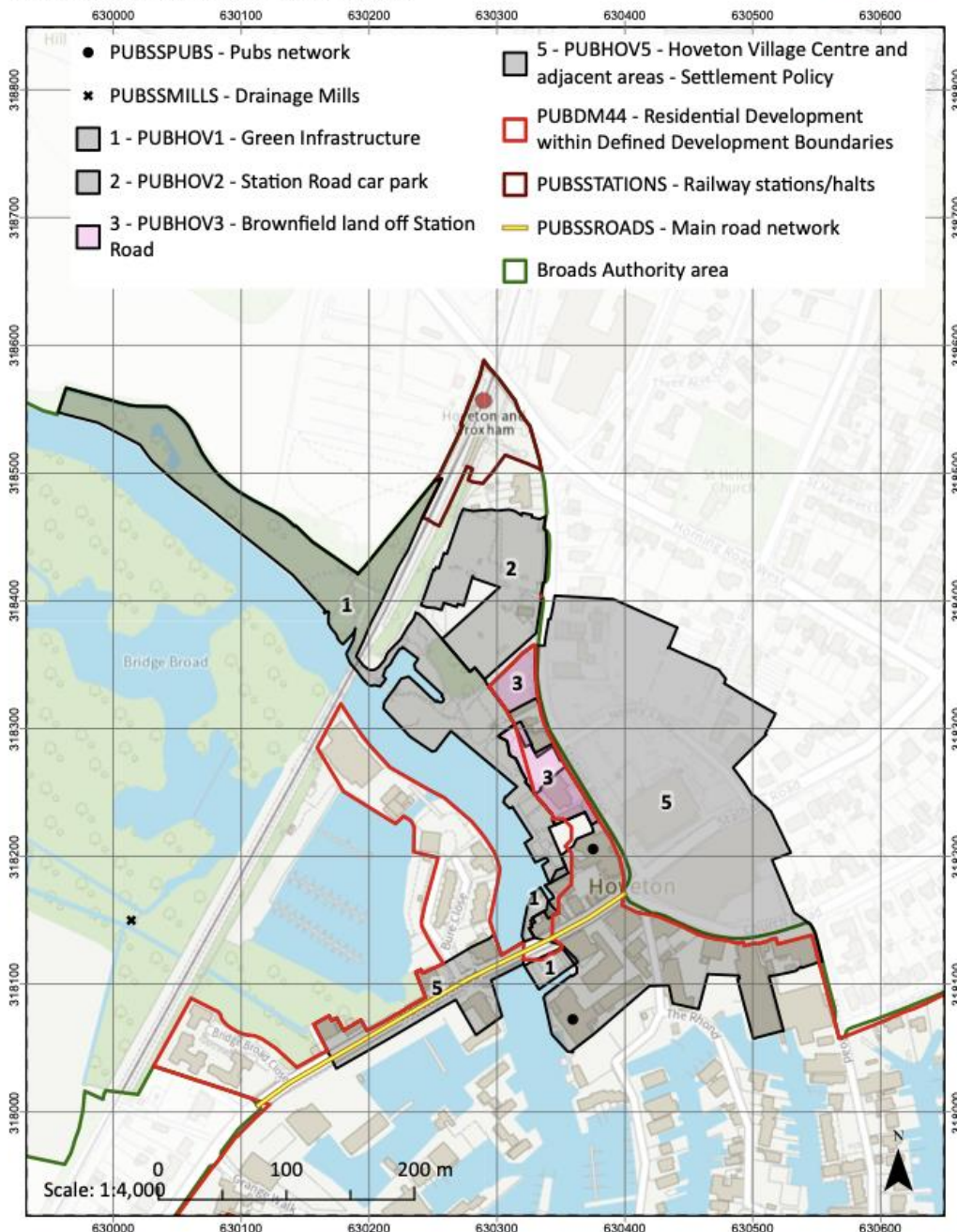
- a) Be delivered as a comprehensive scheme, consistent with the Broads Authority Local Plan, to avoid piecemeal redevelopment;
- b) Retain and sensitively reuse the existing cottages and stable buildings adjacent to the King's Head pub where practicable, with demolition or substantial alteration only supported where it is clearly demonstrated that retention is not feasible and that the proposal would deliver clear public benefits;
- c) Provide a mix of uses that may include residential, commercial, visitor-related, or community space, where these enhance the vitality of the village centre;
- d) Demonstrate high-quality design that reflects the riverside setting, conserves heritage assets (where practicable), and improves the appearance of this prominent frontage;
- e) Preserve and, where possible, extend the public riverside walk, providing seating and other provisions that supports tourism and community use;
- f) Maintain and enhance green corridors through and alongside the site, supporting biodiversity and providing ecological links between the river, public spaces and surrounding areas;
- g) Ensure proposals are flood-resilient and meet sequential test requirements; and
- h) Protect and where appropriate improve the experience of key views to and from the river, as identified in the Hoveton Key Views and Vistas Assessment. Development should be designed to avoid obstructing these views, incorporate high-quality riverside public realm where feasible, and enhance opportunities for people to appreciate the river setting.

Figure 10: Broads Authority Local Plan Allocation (Station Road Riverside Area)

Local Plan for the Broads – Publication version - December 2024



11. Hoveton and Wroxham Inset Map A

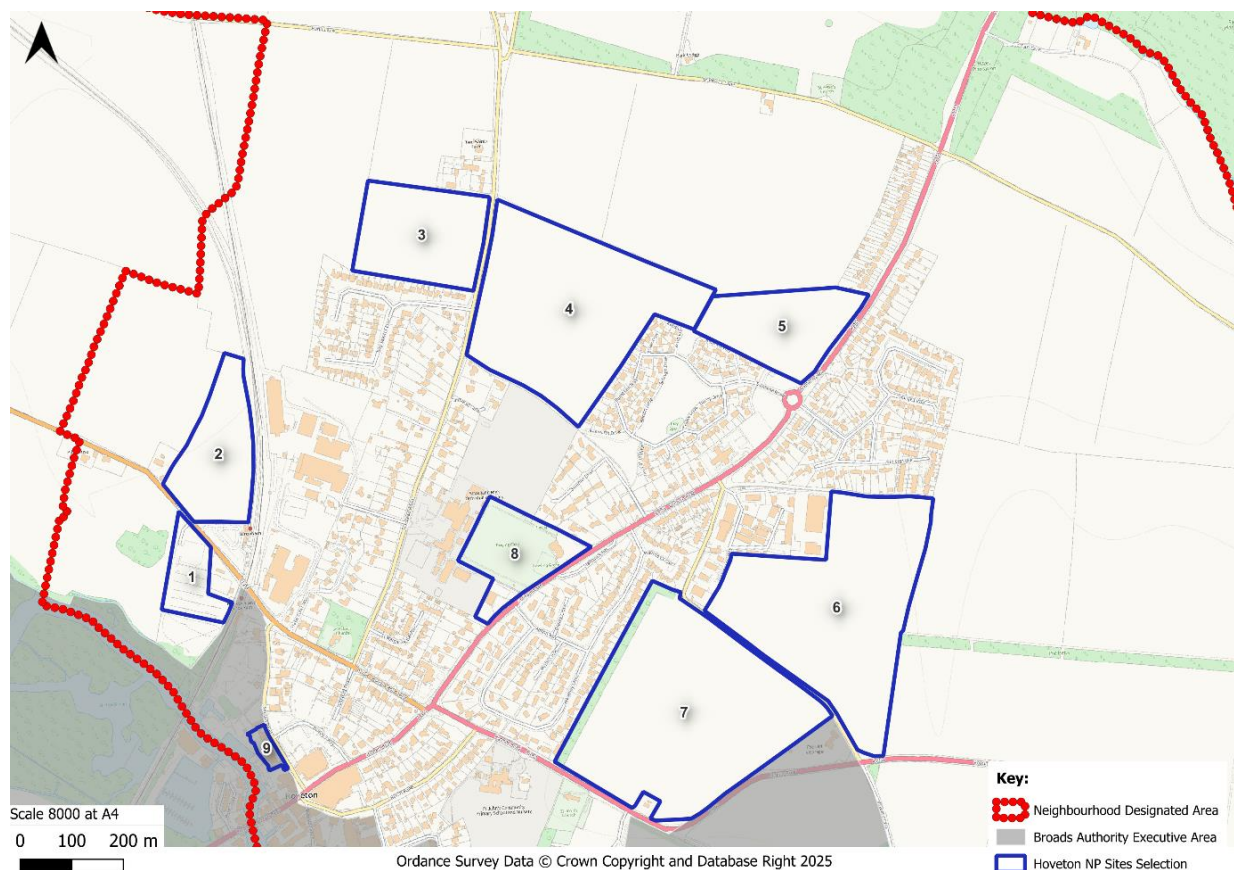


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52. As part of preparing this Neighbourhood Plan, the Steering Group explored whether any additional sites should be allocated for housing. Community consultation showed mixed views, with equal proportions of residents supporting, opposing or remaining undecided about allocating further sites. The strongest preferences were for smaller, more affordable homes on brownfield or well-connected locations within the existing settlement.

53. Nine potential sites were assessed, including those submitted through North Norfolk District Council's call for sites and other locations identified locally. The assessment considered their relationship to the existing built-up area, access to services, landscape and environmental sensitivity, including proximity to the Broads, and their potential to deliver the types of homes needed in Hoveton.
54. **Figure 11** illustrates the sites considered. It identifies the two strategic allocations in the North Norfolk Local Plan, the brownfield allocation in the Broads Authority Local Plan, and the other sites reviewed but not taken forward.
55. Following this assessment, the Steering Group concluded that no additional housing allocations are required. At the point the Neighbourhood Plan was submitted for consideration, North Norfolk District Council had published a 7.3-year housing land supply, indicating a substantial surplus of allocated and deliverable land. The Neighbourhood Plan therefore focuses on securing the right mix, type and quality of homes within the existing allocations and on supporting the sensitive redevelopment of brownfield land.

Figure 11: Sites Considered During Neighbourhood Plan Preparation

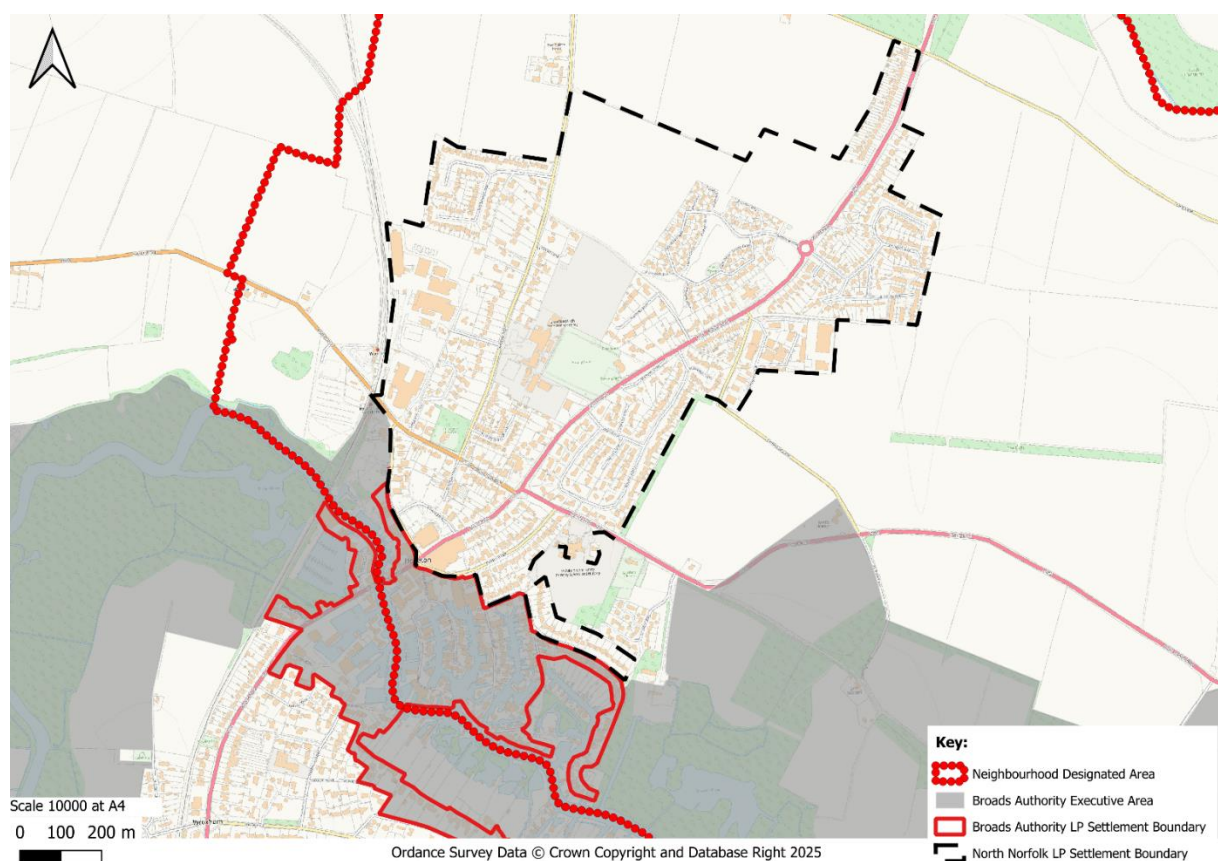


56. Small-scale development within the existing built-up area can make a useful contribution to meeting Hoveton's housing needs, particularly where it delivers the smaller homes identified as a priority in both community consultation and the Housing Needs Assessment. One-, two- and three-bedroom dwellings are currently undersupplied in the parish, and well-designed opportunities on suitable infill sites or, where appropriate, sensitively planned backland plots can help rebalance the local housing stock. While the strategic allocations will

provide most of Hoveton's new homes, carefully managed small-scale development within established residential areas can also play a positive role.

57. Such development must, however, be carefully managed. Poorly designed backland schemes can lead to overdevelopment, loss of privacy, pressure on access routes and harm to the character of established neighbourhoods. Consultation highlighted the importance of protecting the character of established residential areas. Residents emphasised that any small-scale development should avoid overdevelopment, safeguard privacy and garden space, and ensure that new homes fit comfortably within their surroundings
58. Hoveton contains two settlement boundaries (see **Figure 12**): one defined by North Norfolk District Council (NNDC) and a smaller, separate boundary defined by the Broads Authority (BA). Policy HNP5 applies within both settlement boundary areas. However, in the Broads Authority area only, proposals must additionally demonstrate full compliance with the Broads Authority Local Plan, particularly in relation to flood risk, landscape character, heritage and riverside setting. Within the NNDC settlement boundary, proposals are assessed against NNDC policies and the policies of this Neighbourhood Plan.

Figure 12: Development Boundaries, North Norfolk Local Plan and Local Plan for the Broads



59. This approach ensures that small-scale development can contribute to local housing needs while respecting the differing policy contexts of the two planning authorities and protecting the special character of Hoveton.

Policy HNP5: Backland and Infill Development

Backland and infill development within the defined settlement boundaries of Hoveton (North Norfolk District Council and Broads Authority) will be supported where it:

- a) Provides smaller homes (one-, two- or three-bedroom dwellings) in accordance with Policy HNP1;
- b) Demonstrates safe and appropriate vehicular, pedestrian and emergency access;
- c) Protects the amenity of neighbouring properties, including privacy, outlook, daylight, noise and garden space;
- d) Reflects the scale, form and character of surrounding development and ensures plots are not overdeveloped to the detriment of local character or residential amenity;
- e) Retains important trees, hedgerows and green corridors and incorporates biodiversity net gain;
- f) Provides on-site parking that is well integrated and does not dominate the streetscene; and
- g) Does not create harmful additional through-traffic or place pressure on constrained local roads.

In the Broads Authority settlement boundary area, proposals must also demonstrate full compliance with the Broads Authority Local Plan, including policies on flood risk, landscape, heritage, design and riverside character.

Backland or infill development outside the defined settlement boundaries will not be supported.

Design of New Development

60. Good design is central to creating successful places. The National Planning Policy Framework (NPPF) makes clear that achieving well-designed, sustainable buildings and spaces is a key aim of the planning system.
61. In Hoveton, residents have been clear that the design of new development matters. Community feedback shows that people value the village's character and setting, and are concerned that poorly designed estates would harm its identity. Comments during consultation included worries about "untidy buildings," fears that new estates could feel "too suburban," and repeated calls to protect the "riverside environment" from inappropriate development. Several residents also described parts of the village as "unattractive and in need of investment," emphasising the importance of high-quality, sensitive design.
62. The December 2024 survey reinforced the importance of good design in new development. Residents emphasised that new housing should fit comfortably within its surroundings, with buildings that reflect the scale and pattern of existing streets. Other top priorities included energy-efficient homes incorporating features such as renewable energy and EV charging, keeping building heights in line with surrounding properties, with single-storey homes

where appropriate, and using hedges and native planting instead of hard boundary treatments.

63. Residents emphasised the importance of landscaping and green infrastructure. The most popular environmental design features were the inclusion of native trees, open green spaces, and wildflowers for pollinators.
64. Residents also highlighted the importance of attractive and consistent public signage. Comments noted that wayfinding signs, tourist information boards and riverside signage should be well designed, clear and in keeping with the village's character. High-quality, coordinated signage was seen as important for both residents and visitors, improving legibility while enhancing the appearance of the public realm.
65. To provide a local framework for design, a Hoveton Design Guide has been prepared with support from AECOM. The guide is based on analysis of the village's built character and extensive consultation. It sets out design principles under three themes that reflect Hoveton's distinctive character:
 - **Settlement and Landscape Setting:** Ensuring new development respects the edge-of-village setting, maintains key views, and includes landscaping and planting that reflect the rural and riverside environment.
 - **Streets and Spaces:** Creating layouts that are connected and walkable, with streets that feel safe and attractive, and the use of green features such as hedges and trees instead of hard boundaries.
 - **Buildings and Details:** Designing homes and other buildings that are of an appropriate scale and height, that reflect local materials and detailing, and that incorporate sustainable features such as energy efficiency, renewable energy and EV charging.
66. The Neighbourhood Plan requires applicants to demonstrate how proposals have taken account of the Hoveton Design Guide. This ensures that new development contributes positively to the character of the village, creates attractive and safe places, and supports long-term sustainability.

Policy HNP6: Design

Development proposals should demonstrate how they have had regard to the Hoveton Design Guide (2025). Proposals will be supported where they:

Settlement and Landscape Setting

- a) Respect the parish's rural and riverside setting, maintaining important views to and from the countryside, churches and the river, in accordance with **Policy HNP19**;
- b) Provide a clear and soft edge to the village using planting, tree belts or other landscaping to integrate new development with the landscape; and
- c) Incorporate sustainable drainage features such as swales, ponds and basins as part of the landscape design, ensuring they also support biodiversity and visual amenity.

Policy HNP6: Design

Streets and Spaces

- d) Create layouts that are walkable, connected and integrated with the wider village, including footpath and cycle links to the centre, schools and riverside;
- e) Design streets and public spaces to feel safe and attractive, with active frontages and overlooking where appropriate; and
- f) Use soft boundaries such as hedges, trees and planting in preference to high fences or walls, to create a greener street scene and support wildlife.
- g) Incorporate well-designed, coordinated and appropriately scaled public signage, including wayfinding, visitor information and riverside signage, ensuring it is clear, accessible and consistent with the character of Hoveton's streets and public spaces.

Buildings and Details

- h) Ensure building heights respond appropriately to their setting, using single-storey forms where this reflects surrounding development and avoiding overbearing or dominant scale;
- i) Reflect local building forms, materials and detailing, while allowing for high-quality modern design where appropriate;
- j) Incorporate energy-efficient design and construction, including renewable energy features such as solar panels and provision for EV charging; and
- k) Provide sufficient private and shared outdoor space for residents, with gardens or landscaped areas that are usable and well integrated into the design.

Redevelopment of Brownfield Land

Making Best Use of Brownfield Land

67. The National Planning Policy Framework (NPPF) encourages the effective use of land by re-using sites that have previously been developed. Redevelopment of brownfield and underused land can bring new life to the village, reduce pressure on greenfield sites, and improve the appearance of prominent locations.
68. In Hoveton, consultation showed strong support for using brownfield sites before greenfield land. More than two-thirds of survey respondents said that previously developed land should be prioritised for new housing, and many identified Station Road and other underused riverside sites as needing improvement. Residents frequently described these areas as “unattractive” or “in need of investment,” reinforcing the community’s desire to see brownfield land brought back into beneficial use before further greenfield development is released.
69. More than two-thirds of survey respondents said that brownfield sites should be redeveloped before any further greenfield land is released. This reflected widespread concern about the cumulative impact of large greenfield allocations on the edge of the village, as well as a strong desire to see existing underused plots improved. Residents frequently noted that brownfield areas, particularly around Station Road, were “unattractive” and should be prioritised for investment. The policies in this section therefore respond directly to this feedback by supporting the sensitive and beneficial redevelopment of brownfield land wherever it delivers clear community and environmental benefit.
70. The North Norfolk Local Plan and the Broads Authority Local Plan both support the reuse of brownfield land, where it is appropriate in terms of design, access and environmental constraints. The Neighbourhood Plan adds local detail, focusing on opportunities within the built-up area, and especially in the village centre and riverside.
71. Brownfield redevelopment in Hoveton must respond to local character and constraints. Some sites lie within the Broads Authority area, where issues such as flood risk, heritage and environmental sensitivity are critical. Others sit within the NNDC area, where design quality and integration with the wider settlement are key.
72. While some brownfield sites in Hoveton are affected by issues such as flood risk or proximity to sensitive habitats, these constraints do not diminish their importance. Community feedback has consistently highlighted the regeneration of brownfield land, particularly around Station Road, as essential for improving the appearance of the village, strengthening the local economy and creating a more attractive environment for residents and visitors. Redevelopment will therefore be supported where proposals demonstrate that they are flood-resilient, incorporate sustainable drainage and deliver biodiversity enhancements. In this way, brownfield regeneration can contribute not only to meeting housing needs, but also to revitalising the village centre, supporting local businesses and enhancing Hoveton’s identity as a welcoming destination.

73. The policies in this section support redevelopment that delivers local benefits. These include new homes of the right type and size, commercial and visitor-related uses in the centre, and environmental improvements such as green corridors, landscaping and public access to the riverside.

Policy HNP7: Prioritising Brownfield Development

Where both brownfield and greenfield development options are available and deliverable, preference will be given to proposals that make effective use of brownfield land. Greenfield development will be supported only where it is consistent with the spatial strategy and site allocations of the Local Plan and the policies of this Neighbourhood Plan.

The redevelopment of brownfield or previously developed land in Hoveton will be supported where it:

- a) Delivers uses that meet local needs, such as smaller homes, community facilities, or appropriate commercial and visitor uses in the village centre;
- b) Improves the appearance of the site and its surroundings, avoiding designs that detract from the riverside or village character;
- c) Enhances green corridors and biodiversity as part of site layout and landscaping; and
- d) Demonstrates how proposals have had regard to the Hoveton Design Guide and other policies in this Plan.

Small Brownfield Sites in the Village Centre

74. Not all brownfield opportunities in Hoveton are large sites. The village centre contains a number of smaller plots and underused buildings that could be improved or redeveloped over the plan period. Consultation highlighted Station Road in particular, with residents commenting on unattractive or dilapidated frontages that detract from the character of the village and give a poor first impression.
75. Additional opportunities may come forward on other small sites in the centre, including redundant or underused riverside premises not covered by the Broads Authority allocation, commercial plots such as the building currently leased to Minors & Brady (formerly Massingham's Butchers), and very small infill sites. One example is the former public toilets site on the edge of the precinct, which is currently vacant but occupies a prominent position.
76. Residents have consistently supported bringing these areas back into beneficial use, with strong preference for brownfield before greenfield development. The priority is for new uses that add to the vitality of the centre, improve the street scene, and respect the character of the village.
77. This policy sits alongside **Policy HNP4**, which provides detailed criteria for the strategic riverside allocation in the Broads Authority Local Plan. Together, these policies encourage comprehensive regeneration of the riverside area while also supporting smaller-scale improvements elsewhere in the centre.

Policy HNP8: Small Brownfield Sites in the Village Centre

Proposals for the redevelopment of small brownfield or underused sites within the village centre will be supported where they:

- a) Provide housing of a scale appropriate to the site, or community and commercial uses that support the vitality of the centre;
- b) Improve the appearance of the street scene, particularly along Station Road and adjacent areas;
- c) Enhance the overall attractiveness of the village centre, encouraging more people to use local shops, services and space;
- d) Protect the amenity of neighbouring residents and businesses; and
- e) Demonstrate high-quality design consistent with the Hoveton Design Guide.

This policy should be read alongside Policy HNP3, which provides detailed criteria for the strategic riverside allocation in the Broads Authority Local Plan.

Enhancing Community Facilities

78. Hoveton benefits from a wide range of community facilities that serve both the village and the surrounding area. These include the village hall, the Broadland Youth & Community Centre (BYCC), the recreation ground and play areas, the primary school, and the secondary school, which provides education for 11–16 year-olds (with no A-Level provision available locally). Other valued facilities include the health centre, churches, and bookable meeting rooms within the village hall and BYCC, as well as various sports pitches. Together these spaces play an important role in village life and are well used by local groups and residents of all ages.
79. The village hall is one of the most heavily used facilities, hosting concerts, fetes, clubs and community meetings. The BYCC provides space for organisations such as the Lions, Men’s Shed, WI and Community Café, as well as providing an important access route to Broadland High Ormiston Academy. The recreation ground and play areas are well used by local sports clubs and young families.
80. Consultation showed that Hoveton’s community facilities are highly valued but under pressure, particularly as the population grows and local groups expand. Residents expressed concerns about ageing buildings, limited flexibility in some facilities, and the need for improved spaces to support a wider range of community activities. These issues were raised most strongly in relation to the Village Hall and the Broadland Youth & Community Centre, which are considered further in the policies that follow.
81. Residents also asked for better provision for children and young people, including improved play areas, sports pitches and youth activities. Facilities for older people and opportunities for intergenerational use were also raised. The need for modern, accessible spaces that are energy-efficient and adaptable was a common theme.
82. The Neighbourhood Plan cannot deliver new facilities directly, but it can create a supportive planning framework. The policies in this section aim to protect existing facilities from loss, support their improvement and expansion, and guide redevelopment where this could help deliver a new modern community centre.

Policy HNP9: Community Facilities

Proposals that would result in the loss of valued community facilities in Hoveton – including the village hall, Broadland Youth & Community Centre, schools, health centre, churches and recreation ground, will only be supported where:

- a) It is demonstrated that the facility is no longer required by the community; or
- b) Equivalent or better provision is made within Hoveton, which is accessible to the community it serves.

Proposals for the improvement, expansion or replacement of community facilities will be supported where they:

Policy HNP9: Community Facilities

- c) Address an identified local need, such as improved space for young people, sports and recreation, or flexible meeting space;
- d) Remain conveniently accessible by walking and cycling from the village centre; and
- e) Are of high-quality design and landscaping, consistent with the Hoveton Design Guide, and make a positive contribution to the character of the village.

Village Hall and Broadland Youth & Community Centre Sites

83. The existing village hall, built in 1951, remains a well-used and valued community facility. However, consultation indicated that many residents feel it no longer provides the flexible, accessible or energy-efficient spaces needed for a growing and diverse community. Respondents highlighted concerns about running costs, insulation and limited adaptability. The December 2024 survey also identified interest in improved and more flexible community facilities to better meet current and future needs.
84. The Broadland Youth & Community Centre (BYCC) sits immediately adjacent to the Village Hall and provides an important community function, including school access, indoor and outdoor activity spaces and land for recreation. Both sites are well used and valued, but they face similar challenges: ageing buildings, limited flexibility, and increasing maintenance demands. Consultation showed interest in exploring how the two sites might work more effectively together in the long term, whether through refurbishment, reconfiguration or, if appropriate, coordinated redevelopment. The Neighbourhood Plan therefore provides a clear policy framework to guide any future proposals, ensuring that community benefit, school access and recreation space remain central considerations.

Policy HNP10: Village Hall and Broadland Youth & Community Centre

Proposals involving the redevelopment, expansion or reconfiguration of the Village Hall or BYCC sites will be supported where they:

- a) Deliver a high-quality, accessible and flexible community facility that meets the needs of a wide range of users;
- b) Ensure that safe and convenient school access across the BYCC site is retained and, where possible, improved;
- c) Safeguard existing outdoor recreation space and children's play space, ensuring it is maintained or enhanced in quantity and quality;
- d) Use high-quality design and landscaping consistent with the Hoveton Design Guide; and
- e) Demonstrate that proposals will not prejudice, undermine or pre-empt the ability to deliver a consolidated or improved community facility across both sites in the future.

Community Aspiration: Improved Community Centre facilities for Hoveton

This Plan records strong community support for a modern, flexible facility that can serve all ages. While not a planning requirement, community aspirations include:

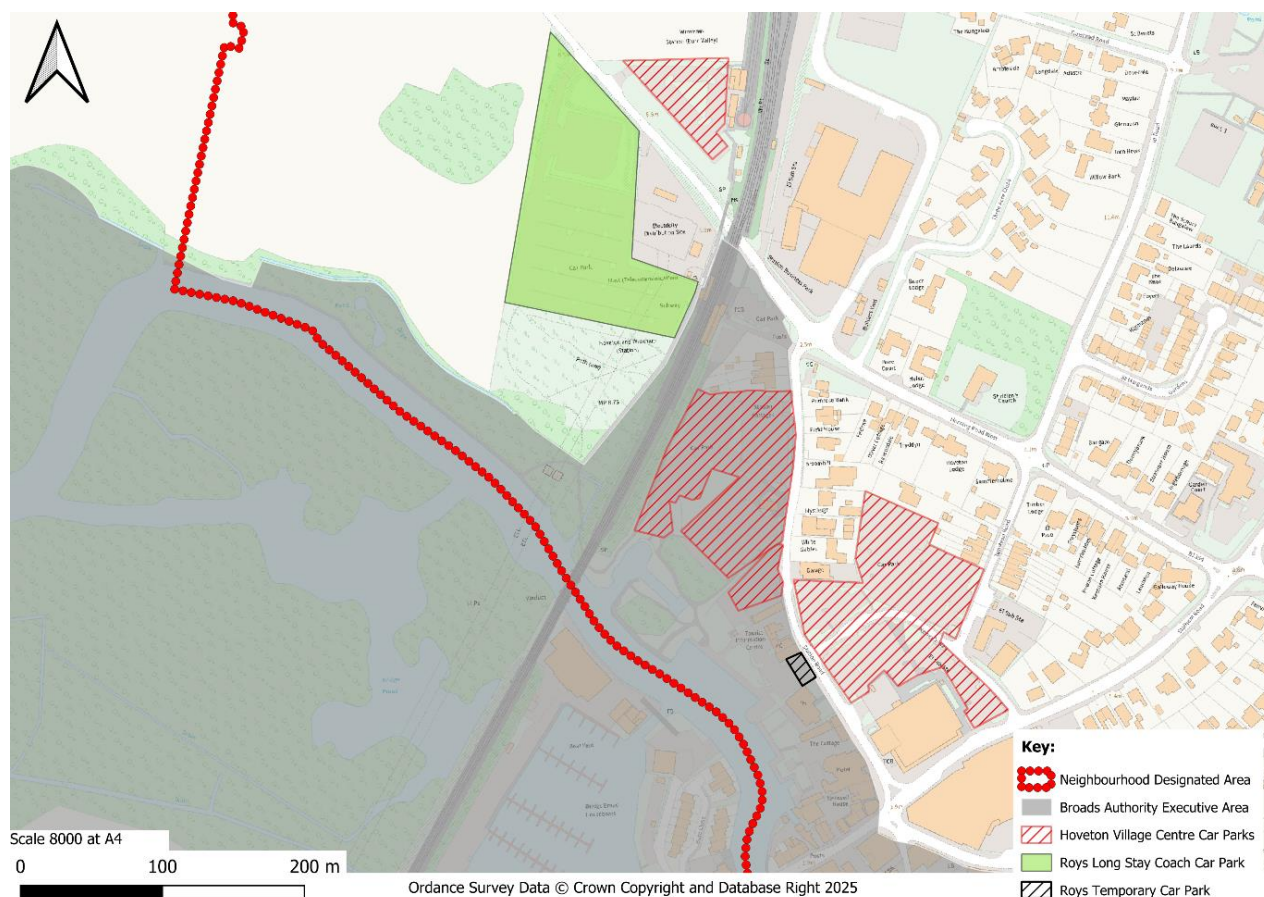
- Indoor sports space and changing rooms
- Multiple meeting rooms
- A kitchen, café or community hub
- Enhanced activity space
- Renewable energy, EV charging and low running costs
- An accessible, adaptable building suitable for children, young people and older residents

The Community Council will continue exploring funding and delivery options, including partnerships to improve facilities for the whole community.

Village Centre Car Parking

85. Car parking is a significant issue in Hoveton. Large areas of the village centre are occupied by surface car parks, most of which are owned by Roys, which provide essential access for residents and visitors and support local shops and services. However, consultation showed that many people feel the extent of hard-surfaced parking dominates the village core, detracts from its appearance and reduces its attractiveness. Concerns focused on the visual impact of extensive tarmac, the lack of landscaping, and the missed opportunity to make better use of centrally located land.
86. In addition to the central car parks, long-stay and coach parking is provided to the west of the railway station. These areas, which are also owned by Roys, offer important capacity for visitors but are visually prominent on arrival to Hoveton and occupy large areas of land close to the station.
87. Roys' Long Stay Car Park is identified as previously developed (brownfield) land within the settlement boundary. While it remains in active use and is not allocated for redevelopment in this Neighbourhood Plan, the site could offer a sustainable opportunity for mixed or alternative uses if it were to become underused or surplus to requirements during or beyond the current plan period. In line with paragraphs 119–121 of the National Planning Policy Framework (NPPF), which give substantial weight to the reuse of suitable brownfield land, the Hoveton Community Council will work with the Local Planning Authority to review the site's potential as part of a future Neighbourhood Plan update or Local Plan review. The Plan also supports opportunities to improve the design and appearance of car parks, integrate landscaping and green corridors, and consider alternative layouts that reduce the dominance of parking in the heart of the village.
88. **Figure 13** below shows the main surface car parks in and around the village centre.

Figure 13: Village Centre and Station Area Car Parks



Policy HNP11: Village Centre Car Parking

Proposals affecting car parking in Hoveton village centre will be supported where they:

- a) Maintain an appropriate level of parking to serve local residents, businesses and visitors;
- b) Improve the appearance of car parks through high-quality surfacing, planting and landscaping, including the integration of green corridors where possible;
- c) Provide safe and attractive pedestrian routes through and around parking areas to connect shops, community facilities and the riverside;
- d) Support opportunities for shared or multi-purpose use of land, such as integrating parking with redevelopment of brownfield sites;
- e) Include provision for cycle parking and electric vehicle charging.

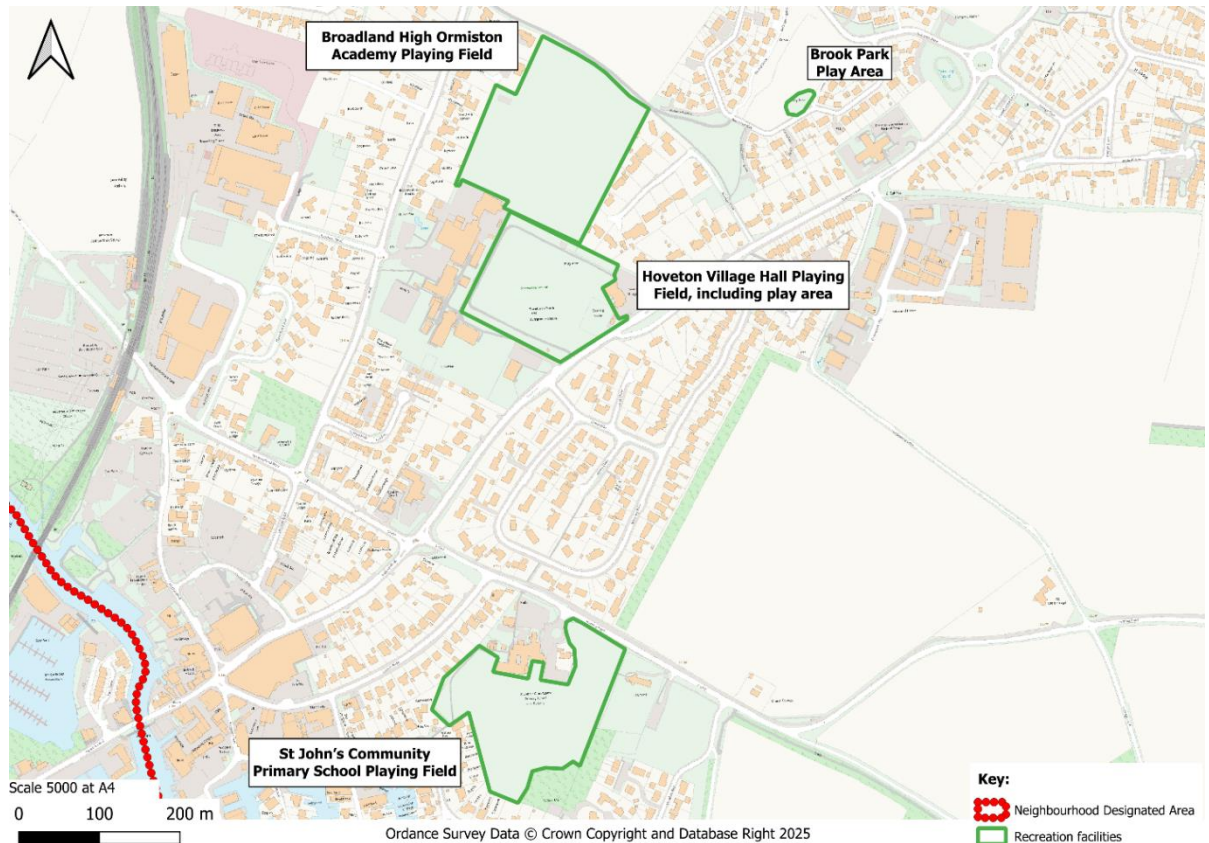
Recreation, Play and Sports Facilities

89. Hoveton has a range of open spaces and facilities that provide for sport, recreation and play. These include the main recreation ground, football pitches and children’s play areas, all of which are well used by local clubs and families. The village also benefits from access to the wider countryside and riverside, which are valued for walking and informal recreation.

90. Key facilities include:

- Hoveton Village Hall & Playing Fields, including play areas
- Broadland High Ormiston Academy Playing Fields
- St John's Community Primary School Playing Fields
- Brook Park Play Area
- Churchfields Play Area

Figure 14- Recreation and play facilities in Hoveton



91. Both the North Norfolk Local Plan and the Broads Authority Local Plan contain policies that protect open space, sport and recreation facilities from loss unless suitable replacement provision is made. The Neighbourhood Plan adds local detail by identifying the importance of Hoveton's existing facilities and supporting investment in their improvement.

92. The Neighbourhood Plan supports the protection of existing recreational land and community facilities and encourages investment in their improvement so they can continue to meet the needs of a growing and diverse population. It also supports proposals for additional or enhanced provision, whether through refurbishment, extension or new facilities, where this responds to identified local need and is designed to be accessible, inclusive and sustainable.

Community Aspiration: Recreation, Play and Sports Facilities

Consultation highlighted strong support for better facilities for children, young people and older residents. Residents asked for upgraded play areas, indoor and outdoor sports provision, and informal spaces for teenagers, such as areas suitable for cycling or small wheels-based activities. Improved changing facilities and more accessible equipment were also suggested.

The Community Council will work with local clubs, schools and partners to protect and improve Hoveton's recreation and play facilities and to secure investment for new provision where this meets local needs.

Infrastructure to Support Growth

93. Both the North Norfolk Local Plan and the Broads Authority Local Plan require new development to be supported by appropriate and timely infrastructure. In Hoveton, this requirement is particularly important because consultation repeatedly highlighted infrastructure capacity as one of the community's biggest concerns. Residents raised issues relating to flooding, foul drainage, sewage overflows, road congestion, parking pressures and the limited capacity of key community facilities. These matters are not minor design considerations but fundamental constraints that must be addressed to ensure development is sustainable.
94. The Neighbourhood Plan therefore strengthens strategic policy by setting clear local expectations for how development must respond to these constraints. Proposals must demonstrate, with proportionate and verifiable evidence, that they will not worsen existing pressures on roads, parking, drainage, sewerage, utilities or community facilities. Where infrastructure is already at or near capacity, development will only be supported where necessary upgrades are secured and delivered *ahead of* or *in step with* the development.
95. To achieve this, the chapter sets out expectations in four key areas:
- **Transport and movement** – ensuring development does not exacerbate congestion on the A1151/A1062/B1354 double mini-roundabout or create new through-routes, while improving walking and cycling connections to the village centre, schools, public transport and community facilities.
 - **Drainage, flood risk and wastewater** – a critical issue for Hoveton given its location in the Broads catchment. Development must demonstrate that foul and surface water networks can accommodate growth without increasing flood risk or overloading local treatment works and must incorporate high-quality Sustainable Drainage Systems (SuDS).
 - **Digital connectivity** – supporting reliable and high-speed broadband and mobile coverage for residents, employers and visitors.
 - **Utilities and community services** – ensuring that power, water, waste, and essential community infrastructure are resilient, energy-efficient and capable of meeting future demand.
96. Together with the detailed policies that follow, this approach ensures that development in Hoveton is infrastructure-led, coordinated and genuinely sustainable, protecting the quality of life of residents and ensuring that growth is supported by resilient systems capable of meeting long-term needs.
97. Together with policies on transport and active travel, these measures will ensure that development in Hoveton is supported by resilient infrastructure that safeguards quality of life for the whole community.

Transport and Movement

98. Transport is a critical issue for Hoveton. Consultation consistently highlighted concerns about congestion at the A1151/A1062/B1354 double mini-roundabout,

pressure on local roads, pedestrian safety near schools and limited opportunities for safe, continuous walking and cycling routes. Seasonal visitor traffic adds to these pressures, particularly around the railway station, village centre and key junctions. Residents emphasised that new development must not worsen existing problems and should actively contribute to safer, more sustainable movement across the village.

99. The road network in Hoveton is constrained by its historic layout and proximity to the river. The double mini-roundabout, formed by the junctions of Norwich Road (A1151), Stalham Road (A1062) and Horning Road (B1354), is already operating close to capacity at peak times. Further north, Tunstead Road provides access to the primary and secondary schools and is used heavily by pedestrians and cyclists at school times. The Station Road and Coltishall Road corridors also experience congestion, particularly during the visitor season.
100. Ensuring safe and sustainable movement for all users is therefore essential to the successful integration of new development. The Neighbourhood Plan supports improvements to walking and cycling infrastructure, including safer crossings, better links to schools, and routes connecting new housing to the village centre and public transport. Reducing the dominance of vehicle traffic and encouraging sustainable travel choices will contribute to healthier lifestyles, improved air quality and a more attractive village environment.
101. Development proposals must be supported by proportionate evidence demonstrating their transport impacts and identifying appropriate mitigation. Where necessary, this may include Travel Plans, Transport Assessments or Active Travel studies prepared in consultation with Norfolk County Council. Proposals that would worsen congestion, compromise highway safety or create new through-routes that encourage rat-running will not be supported unless suitable mitigation is secured.

Policy HNP12: Safe and Sustainable Transport

Development proposals in Hoveton must demonstrate that they will not worsen existing highway constraints and should contribute to creating a safe, well-connected and low-impact movement network. Proposals will be supported where they:

- a) Do not worsen traffic congestion at key junctions, including the A1151/A1062/B1354 double mini-roundabout and the Tunstead Road corridor, and where necessary, provide mitigation measures informed by a Transport Assessment proportionate to the scale of development.
- b) Do not include new vehicular through-routes or connections between Tunstead Road, Stalham Road and Horning Road that would encourage through-traffic or create opportunities for drivers to divert through residential areas as a shortcut, unless a Transport Assessment demonstrates that no material harm would arise to highway safety, residential amenity or traffic conditions within the village.
- c) Provide safe, direct and attractive walking and cycling connections to the village centre, schools, the railway station, bus stops, community facilities and the wider active travel network, in accordance with national and local guidance.

Policy HNP12: Safe and Sustainable Transport

- d) Incorporate appropriate parking provision that is well integrated into the design of the development and does not compromise pedestrian safety, active travel routes or emergency access.
- e) Safeguard land and contribute to long-term improvements identified in the Wroxham and Hoveton Network Improvement Strategy, including measures to reduce congestion, improve junction performance and enhance pedestrian and cyclist safety.
- f) Demonstrate how sustainable travel modes have been prioritised, including walking, cycling, and public transport, with layouts designed to minimise dependence on private vehicles.

Drainage, Wastewater and Nutrient Neutrality

102. Sewage and wastewater capacity is a critical issue in Hoveton. Residents have consistently raised concerns about the ability of the foul drainage network and wastewater treatment works to accommodate existing demand, let alone additional development. Parts of the network have struggled during periods of heavy rainfall, contributing to localised flooding, sewer exceedances and environmental pressures. These are fundamental infrastructure constraints that must be fully addressed before development can proceed.
103. New development must not commence unless adequate foul drainage and wastewater treatment capacity exists or can be delivered in time to serve the development. Early engagement with Anglian Water is essential to confirm treatment capacity, identify network constraints and agree any required upgrades. Where improvements are necessary, these must be secured and delivered ahead of occupation. Proposals that would overload existing systems, or rely on uncommitted future upgrades, will not be supported.
104. Hoveton's location within the Broads catchment and its high groundwater levels mean that surface water management is equally significant. Development must incorporate high-quality Sustainable Drainage Systems (SuDS), follow the drainage hierarchy, and demonstrate that flood risk will not increase on-site or elsewhere. Designs should also contribute to biodiversity enhancement and long-term climate resilience.
105. Hoveton lies wholly within the catchment of The Broads Special Area of Conservation (SAC), an internationally important wetland habitat protected under the Habitats Regulations. The Broads SAC is currently in unfavourable condition due to excessive nutrient inputs, particularly nitrogen and phosphorus. To prevent further harm, all new development providing overnight accommodation must achieve nutrient neutrality in accordance with Natural England guidance and statutory requirements.
106. This requirement has applied to all relevant planning applications in the catchment since March 2022 and represents a significant constraint on housing delivery. Applicants must calculate a nutrient budget for their development and secure appropriate mitigation, whether through on-site measures such as

wetlands, tree planting or nutrient-removal SuDS, off-site land-use changes, or through participation in the Broads Authority's strategic mitigation programme.

107. Mitigation must be legally secured and operational before occupation. Proposals that cannot demonstrate nutrient neutrality will not be permitted to proceed under the Habitats Regulations.

Policy HNP13: Drainage, Wastewater and Nutrient Neutrality

Development proposals must demonstrate that foul drainage, wastewater and surface water can be managed safely, sustainably and without harm to the environment. Proposals will be supported where they:

- a) Provide proportionate evidence that the development can be accommodated within the existing foul drainage network and wastewater treatment works, or that any necessary upgrades will be delivered in time to serve the development;
- b) Demonstrate that early engagement has taken place with Anglian Water, and that the proposal is informed by up-to-date information on connection points, treatment capacity, network constraints and any required improvements;
- c) Include a site-specific drainage strategy that follows the drainage hierarchy and incorporates high-quality Sustainable Drainage Systems (SuDS), designed to avoid increasing flood risk on-site or elsewhere and to contribute to biodiversity enhancement;
- d) Demonstrate that development will not exacerbate existing drainage, surface water or foul sewer problems, and that measures for the long-term management and maintenance of SuDS and drainage features are secured;
- e) Ensure that phasing arrangements do not allow development to outpace the delivery of foul drainage or surface water infrastructure needed to support the scheme; and
- f) Demonstrate nutrient neutrality for all development that provides new overnight accommodation, in accordance with the Habitats Regulations and the latest Natural England guidance for the Broads Special Area of Conservation.

Development that cannot demonstrate safe foul and surface water management, nutrient neutrality where required, or adequate wastewater infrastructure capacity will not be supported.

Digital Connectivity

108. Reliable and high-speed digital connections are essential for residents, businesses and community facilities. Consultation highlighted concerns about inconsistent mobile phone coverage in parts of Hoveton and the need for improved broadband provision. With more people working from home and local businesses depending on cloud-based services, fast and stable digital connectivity is now as important as traditional utilities.
109. For most households, high-speed broadband typically means download speeds of at least 100 Mbps, enabling multiple users to stream, work and communicate

simultaneously. Ultrafast speeds (500 Mbps+) and gigabit-capable connections are increasingly important for homeworking, education, healthcare access and business growth. Mobile coverage also plays a vital role, particularly for safety and accessibility in rural areas.

110. While the North Norfolk Local Plan and Broads Authority Local Plan encourage improved digital infrastructure, the Neighbourhood Plan adds local emphasis on achieving reliable coverage across the whole parish. Ensuring that all new development is served by gigabit-capable broadband will support Hoveton's economy, enable flexible working, attract investment and reduce the need to travel.

Policy HNP14: Digital Connectivity

Development proposals should provide the necessary physical infrastructure to enable gigabit-capable broadband connections to all new dwellings and business premises.

Where direct connection to a fibre-to-the-premises (FTTP) network is not immediately available, proposals should demonstrate how the development will be designed to facilitate future upgrades without the need for significant retrofitting.

Proposals should also support improved mobile coverage across the parish, including the integration of infrastructure that enables reliable 4G and 5G reception where appropriate and sensitively designed.

Development that would result in a deterioration of existing digital connectivity, or that fails to make appropriate provision for future-ready broadband delivery, will not be supported.

Utilities and Services

111. Growth in Hoveton must be supported by reliable and resilient utilities. Consultation highlighted concerns about pressure on existing infrastructure, including water supply, electricity and sewerage. Local residents are keen to ensure that new development does not add to existing problems and that services keep pace with demand.
112. The Local Plans already require development to be supported by adequate utilities, but the Neighbourhood Plan adds local detail by reflecting the priorities identified through consultation. The aim is to ensure that services are planned alongside new housing and that measures to improve sustainability and resilience are built into proposals.

Policy HNP15: Utilities and Services

Development proposals should demonstrate that they can be accommodated within existing utility networks, or that necessary upgrades will be secured in step with the development. Proposals will be supported where they:

Policy HNP15: Utilities and Services

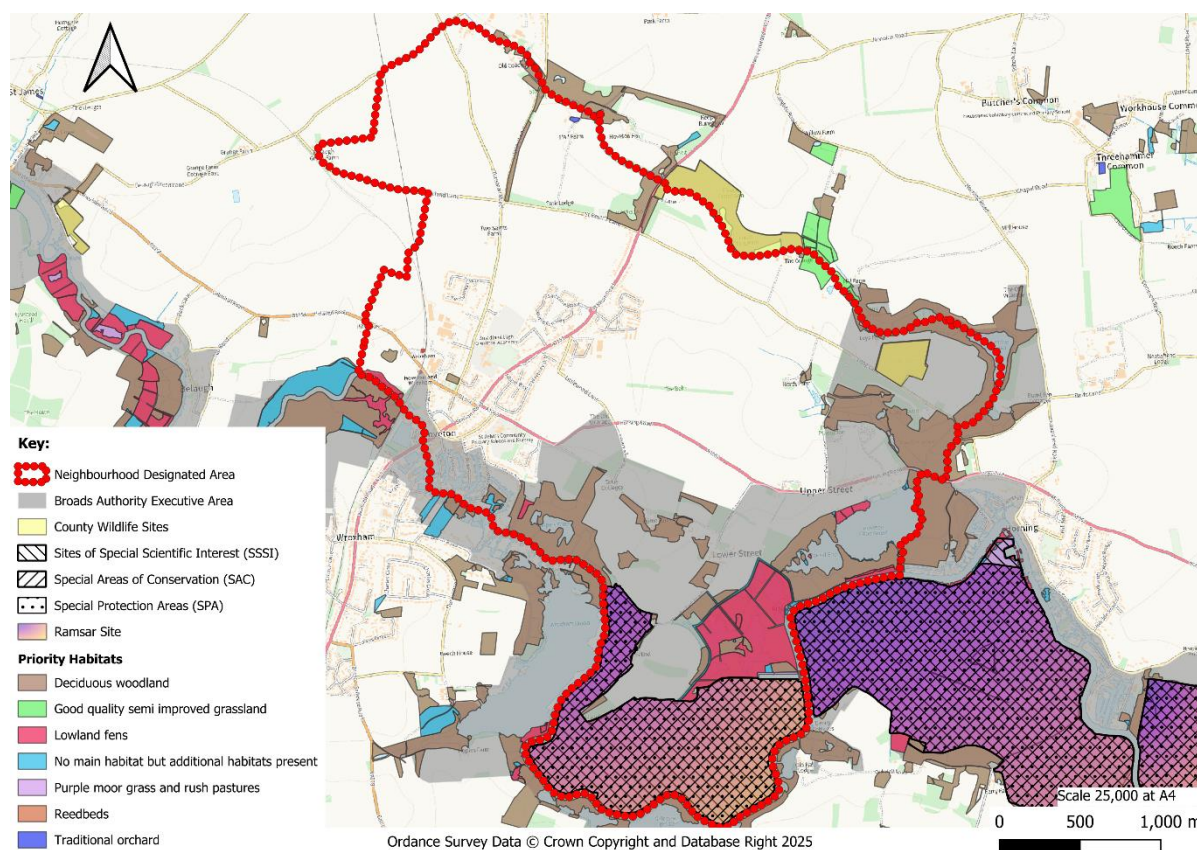
- a) Confirm with the relevant providers that water, electricity and other essential services can meet the needs of the development without adversely affecting existing users;
- b) Incorporate measures to improve the resilience and sustainability of services, for example through renewable energy, energy efficiency, and water-saving technology; and
- c) Demonstrate that utilities and service infrastructure are integrated into the design and layout of development in ways that do not harm local character.

Natural Environment

113. Hoveton's location within the Broads gives the village a distinctive landscape and a rich natural environment. The River Bure, surrounding wetland habitats, and the green corridors³ running through the parish provide valuable wildlife habitat and contribute strongly to local character. Hedgerows, trees and open spaces also help to define the village edge and soften the transition to the countryside.
114. Consultation has shown that residents place a high value on these features. The December 2024 survey found that wildflowers, open green spaces and native trees were among the most valued environmental design elements. Concerns were raised about the loss of hedgerows, the dominance of hard boundaries, flooding and drainage, and the impact of light pollution on the village and the Broads.
115. Hoveton parish also has exceptional environmental qualities from both landscape and biodiversity perspectives. It encompasses parts of three distinct landscape character areas: the River Valleys (River Bure and tributaries), Low Plains Farmland, and the Settled Broads area within the Broads Authority. This diverse landscape setting contributes to Hoveton's unique position as the gateway to the Norfolk Broads.
116. There are several important designated sites within and adjacent to the parish:
- The Broads Special Area of Conservation (SAC)
 - The Broadland Ramsar and Special Protection Area (SPA)
 - The Bure Broads and Marshes Site of Special Scientific Interest (SSSI)
117. In addition, there are County Wildlife Sites and areas of priority habitat such as deciduous woodland, traditional orchards and wetlands. These statutory and non-statutory designations underline the international, national and local importance of Hoveton's natural environment and highlight the need for development to contribute positively to its protection and enhancement.
118. **Figure 15** shows the statutory and non-statutory environmental designations within and around Hoveton, highlighting the parish's rich biodiversity and the need for development to contribute positively to its protection and enhancement.

³ A connected network of hedgerows, trees, verges, woodland and watercourses that allow wildlife to move through the landscape and contribute to biodiversity and character.

Figure 15: Environmental Designations within and around Hoveton (strategic context)



119. In addition to designated sites, Hoveton contains two locally important ecological areas that, while not formally designated, make an exceptional contribution to the parish’s biodiversity, landscape character and ecological connectivity. These areas are the Hoveton Hall estate and the wet woodland and marshland complex surrounding BeWILDerwood. Their scale, habitat diversity and relationship with nearby designated sites mean that development in their vicinity must be particularly sensitive to ecological impacts.

120. Hoveton Hall and its surrounding historic plantations form one of the parish’s most distinctive ecological assets. The estate contains a series of semi-natural and designed woodland areas, including Ashmanhaugh Wood, Hill Plantation, Larch Plantation, Fleece Plantation and Hazel Plantation. These woodlands support a diverse canopy comprising Silver Birch, Sweet Chestnut, Oak and Scots Pine, with underplanting of Rhododendrons, Azaleas and other ornamental species that contribute to both landscape character and structural habitat diversity.

121. These wooded areas support notable invertebrate species, including the White Admiral, Purple Hairstreak and Speckled Wood butterflies. Bird surveys indicate that around 100 species are recorded annually across the estate, reflecting the mosaic of woodland, parkland and wetland features. The Kidney Lake and associated water gardens, constructed in the 1920s, provide valuable habitat for waterfowl, amphibians and species such as Kingfisher and Grey Heron. Over 200 specimen trees have been recorded across the estate,

including Japanese Malus, Whitebeam, Prunus species, dogwoods, Tulip-tree, Indian Bean Tree and Koelreuteria paniculata. Together, these landscapes form a unique historic and ecological resource that strongly contributes to the parish's biodiversity and character.

122. BeWILDerwood occupies a biologically sensitive location within a landscape of wet woodland, fen and marsh characteristic of the Norfolk Broads. The park is closely connected to ecologically important areas including Square Covert, Burnt Fen Marshes, Long Covert, Crabbers Marsh, Hill Plantation and Hoveton Little Broad, forming part of the wider functional wetland system that supports protected and priority species.
123. The location of the site within this sensitive habitat network highlights the importance of sustainable management and the need for careful assessment of ecological effects arising from any changes to land use, access, visitor activity or lighting.
124. Where multiple visitor attractions, developments or intensive land uses operate in close proximity to sensitive ecological areas, cumulative effects on biodiversity must be carefully assessed. The presence of both Hoveton Hall and BeWILDerwood within the same wetland and woodland network demonstrates the importance of considering combined pressures such as visitor numbers, traffic, noise, lighting, recreational disturbance and edge effects. National planning policy requires cumulative impacts to be addressed, and this Neighbourhood Plan includes a specific policy on ecological networks and buffer zones to ensure these issues are properly managed.
125. The Neighbourhood Plan identifies the features that matter most in Hoveton's natural environment, based on ecological evidence and community feedback:
 - The network of green corridors linking the village to the wider landscape.
 - Local Green Spaces valued by the community.
 - Important views of the river, churches and open countryside.
 - The need to minimise light pollution and safeguard dark skies.
 - The importance of sustainable drainage to address flooding and deliver biodiversity benefits.
126. The policies in this section reflect these priorities, ensuring that new development contributes positively to the landscape, biodiversity and environmental quality of Hoveton.

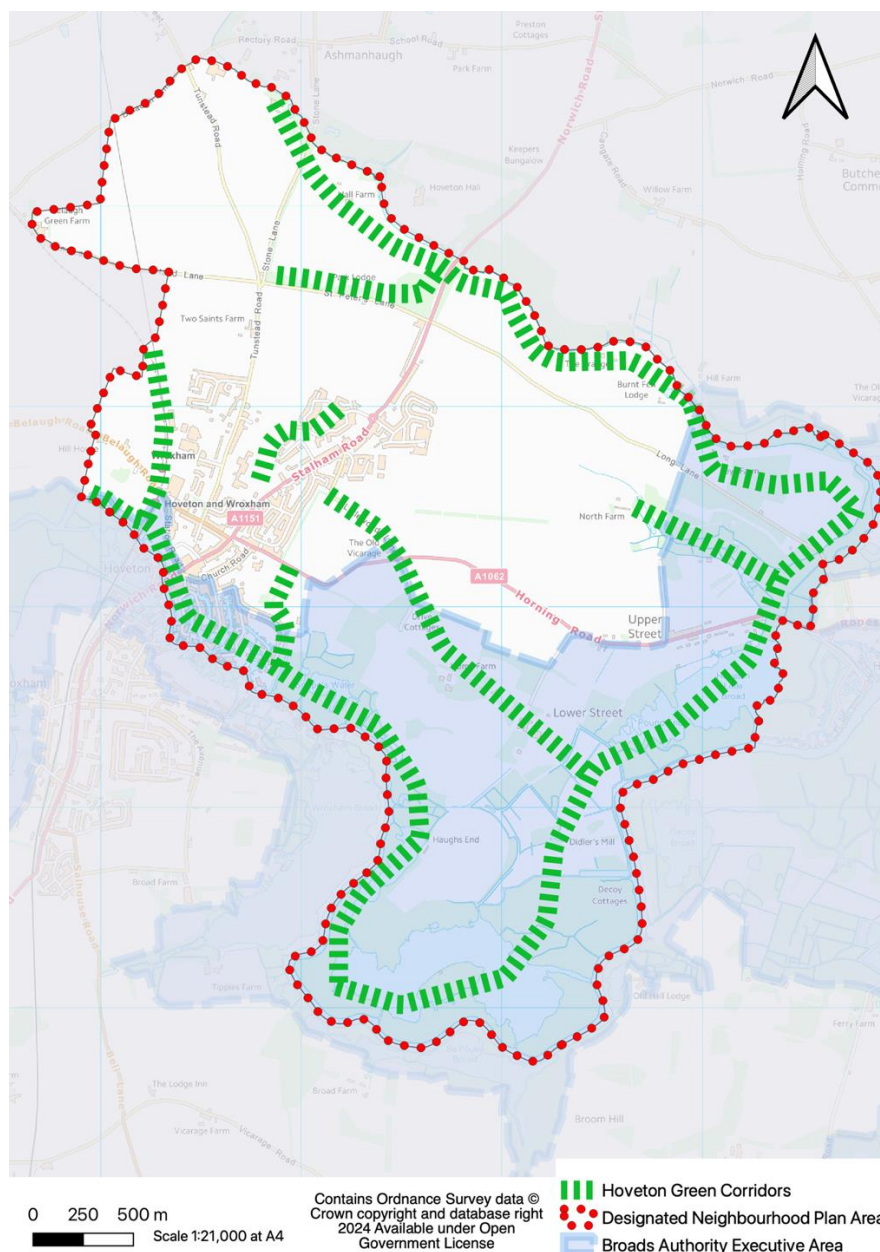
Biodiversity and Green Corridors

127. Hoveton's green spaces, trees and hedgerows provide important habitats for wildlife and help define the character of the village. Green corridors connect gardens, open spaces and the riverside, allowing species to move between habitats and linking the village to the wider Broads landscape. They also benefit residents by creating attractive routes for walking and supporting a greener, more natural village setting.
128. Consultation confirmed that residents value protecting trees, hedges and green spaces, and want new development to support wildlife. The December 2024

survey highlighted strong support for native planting, wildflowers and the use of hedgerows instead of close-boarded fencing.

129. To support this priority, the Neighbourhood Plan identifies a network of green corridors across the parish (**Figure 16**). These corridors were mapped using ecological data, local knowledge and community feedback, and represent the key habitat connections that must be protected and reinforced through future development. The network shows how habitats such as hedgerows, verges, woodlands and riverside areas link together and connect to wider ecological areas including the Hoveton Hall estate and the wet woodland and marshland landscapes surrounding BeWILDerwood. Development proposals will be expected to demonstrate how they have responded to the alignment and function of these corridors, maintaining and enhancing habitat connectivity and avoiding the creation of barriers to wildlife movement.

Figure 16: Green Corridors



130. National legislation also places a duty on development to deliver biodiversity improvements. The Environment Act (2021) requires all new schemes to achieve at least 10% Biodiversity Net Gain (BNG), to be maintained for a minimum of 30 years. The Neighbourhood Plan builds on this framework by setting local expectations: new development in Hoveton should strengthen these identified green corridors and deliver measurable biodiversity enhancements.
131. Green corridors can be supported in practical ways such as planting more trees and hedges, allowing grassland to grow wilder, and installing features such as bird and bat boxes. These measures will help to reverse the decline in wildlife and deliver long-term benefits for both people and nature.

Policy HNP16: Biodiversity and Green Corridors

Development proposals should protect and enhance biodiversity in Hoveton, delivering measurable improvements for wildlife and people. Proposals will be supported where they:

- a) Demonstrate how biodiversity net gain will be achieved in ways that benefit Hoveton, with priority given to on-site measures and to strengthening the parish's identified green corridors;
- b) Retain and strengthen existing green infrastructure, including trees, hedgerows, verges and watercourses. Any loss must be replaced by provision of greater ecological value, with a focus on the right tree in the right place;
- c) Incorporate new habitats and biodiversity features as part of site design, such as species-rich hedgerows, native tree planting, orchards, wildflower grassland, ponds and, where appropriate, green roofs;
- d) Use soft landscaping schemes based on predominantly native species, designed to achieve clear ecological objectives such as supporting pollinators, enhancing connectivity, and improving local habitat structure;
- e) Ensure that development within or adjacent to a green corridor improves overall habitat connectivity, enhances the corridor's function, and avoids barriers to wildlife movement such as insensitive lighting, impermeable boundaries or abrupt changes in land use.
- f) Development that creates new overnight accommodation must demonstrate compliance with the Norfolk Green Infrastructure and Recreational Impact Avoidance and Mitigation Strategy (GIRAMS) in accordance with the Habitats Regulations.

132. Development near sensitive ecological areas, including the Hoveton Hall estate, the wet woodland network around BeWILDerwood and the designated wetland and woodland sites within the Broads, must also meet the requirements of Policy HNP16.

Policy HNP17: Ecological Networks, Buffer Zones and Cumulative Impacts

Development proposals must protect and enhance Hoveton's ecological networks in accordance with paragraphs 191 and 192 of the National Planning Policy Framework. Proposals will be supported where they:

- a) Maintain the integrity, function and connectivity of identified green corridors (Figure 16), ensuring that development does not sever habitat networks or create barriers to wildlife movement;
- b) Retain and strengthen linear features such as hedgerows, tree lines, verges and watercourses that support habitat connectivity within and beyond the site;
- c) Provide appropriate buffer zones between development and sensitive habitats, ancient woodland, veteran trees, watercourses, wetlands and other priority habitats. Buffer size and design must be informed by ecological assessment and reflect:
 - the scale and type of development;
 - the sensitivity and irreplaceability of affected habitats;
 - potential impacts including pollution, noise, vibration, light spill and disturbance;
 - cumulative effects from existing and proposed development in the vicinity;
 - the need to maintain ecological function and long-term habitat resilience; and
 - relevant standing advice from Natural England and the Forestry Commission;
- d) Demonstrate through ecological assessment how the development will maintain and enhance on-site and off-site habitat connectivity, including integration with the parish's wider ecological network;
- e) Where development is located close to sensitive habitats, designated sites or visitor attractions within ecologically important areas, ecological assessments should consider whether the proposal would contribute to cumulative impacts when combined with existing activities, including those arising from visitor pressure, traffic, lighting or operational disturbance. The level of assessment should be proportionate to the scale of development and the sensitivity of the affected habitats.
- f) Incorporate permeable boundaries such as hedgerows, post-and-rail fencing or wildlife-friendly walls, avoiding solid barriers that impede wildlife movement;
- g) Ensure that lighting schemes avoid illuminating wildlife corridors, buffer zones and bat foraging routes, in accordance with current best-practice guidance;
- h) Demonstrate how operational management will minimise disturbance to sensitive habitats and species, including through visitor management measures where relevant.

Buffer zones should comprise semi-natural habitat appropriate to local ecological character and should be designed to enhance biodiversity. Built development, hard surfaces, formal gardens and close-mown amenity grassland should be located

Policy HNP17: Ecological Networks, Buffer Zones and Cumulative Impacts

outside buffer zones. Development that cannot adequately mitigate impacts on ecological networks or sensitive habitats will not be supported.

Community Aspiration: Local Action to Encourage Wildlife

The Community Council will work with the local community to encourage action to enhance habitat and wildlife in public areas and in people's gardens.

This may include activities to encourage insect friendly planting, use of bird feeders, bird and bat boxes, making the most of compost and encouraging wild patches.

In public areas actions will be investigated including less frequent mowing, maintaining and planting trees/hedgerows. Priority will be given to working with local landowners to improve habitat for wildlife within Green Corridors.

Local Green Space

133. Hoveton benefits from a number of green spaces that are valued by the community for recreation, wellbeing and wildlife. These include small amenity areas within the village, riverside parks, and churchyards. Public consultation confirmed that local people place high importance on protecting these spaces, particularly those that provide opportunities for informal recreation, access to nature and a sense of village identity.
134. The National Planning Policy Framework allows neighbourhood plans to designate Local Green Spaces (LGS) that are demonstrably special to the local community and meet specific criteria. Designation gives them protection consistent with Green Belt policy, ruling out development other than in very special circumstances.
135. An assessment has been carried out of candidate sites in Hoveton against national criteria. The spaces listed in **Policy HNP18** have been identified as meeting the tests of being close to the community they serve, holding particular local significance, and being local in character.

Figure 17: Local Green Space

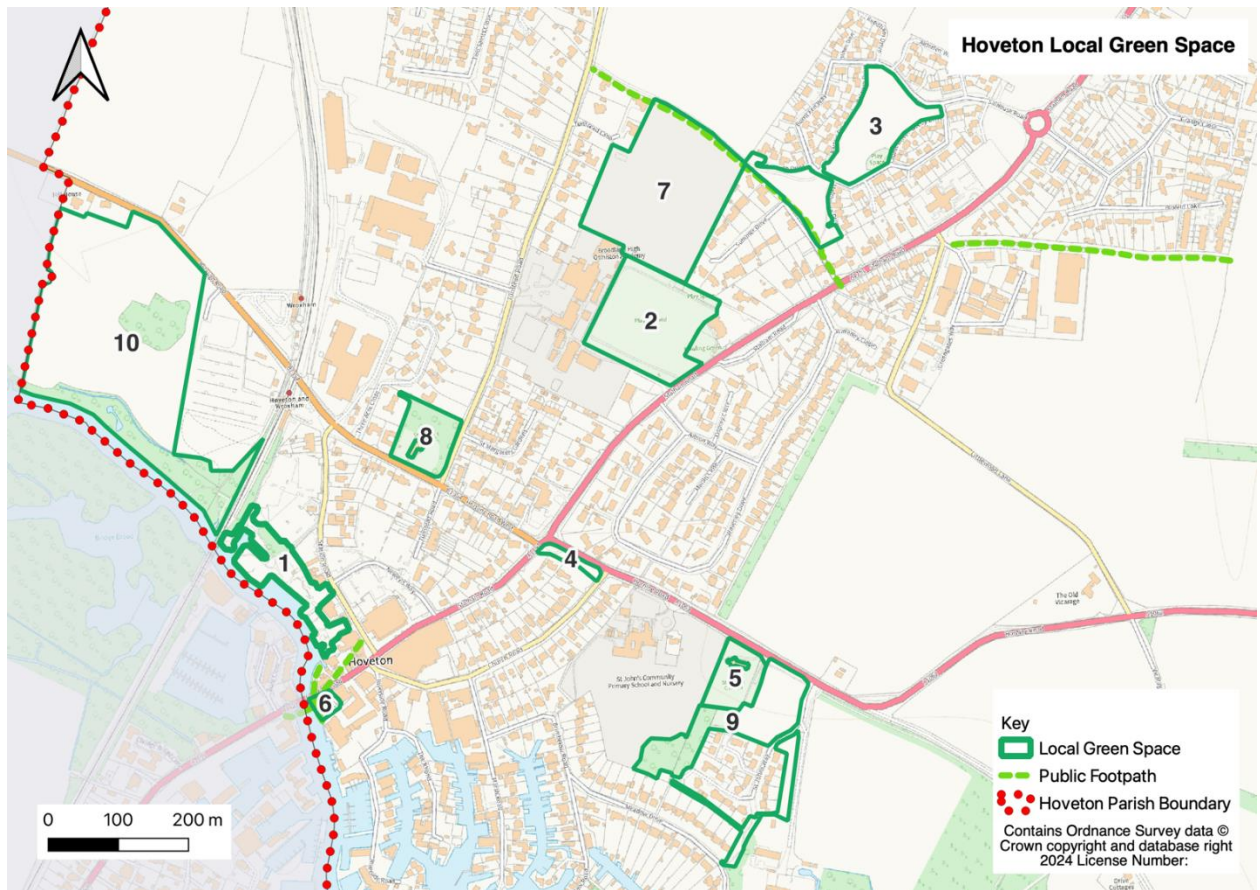


Figure 18: Description of Local Green Spaces and Reason for their Designation

Local Green Space

Photo

LGS1: Riverside and Pocket Parks

A central green space that provides locals with a place of both beauty and recreation, a space to enjoy nature and access to the river, with further potential for recreational use.



Local Green Space

Photo

LGS2: Hoveton Village Hall playing fields

A well-used vital community meeting point, with a footprint to facilitate offering a diverse range of community supporting events, located at the heart of the village, with extensive parking facilities and which is easily accessible via public transport and on foot.



LGS3: Brook Park green space

Area of beauty providing access to nature and wildlife valued by the local community. Critical in affording the families living in that the location the opportunity to enjoy outdoor activities, which are times are restrictive with the garden sizes allocated to modern properties.



LGS4: Grassed tree area from the village sign to Church Road junction

An area of beauty, local heritage and identity, at the heart of Hoveton.

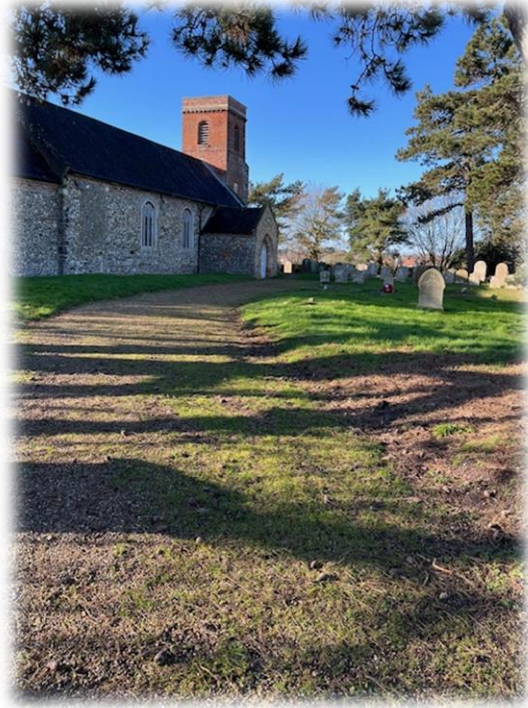


Local Green Space

Photo

LGS5: St John's Churchyard

Tranquil area of woodland, and Biodiversity corridor which is the nearest patch of woodland to Hoveton village centre.



LGS6: Granary Staithe

Key riverside open space at the heart of Hoveton, offering a place for families to sit and enjoy the scenery, broads, and wildlife.



LGS7: Broadland Ormiston High School Fields

Large open space with multiple potential uses for recreation, especially valuable to local young people.



Local Green Space

Photo

LGS8: St Helens Churchyard and woodland

Area of woodland and greenspace providing a tranquil location for local residents. Dell and woodland provides an important biodiversity corridor.



LGS9: Churchfields green space and conservation area

Important wildlife area allowing nearby residents an attractive space to relax and interact with nature.



LGS10: Lower Meadow

A green space and biodiversity corridor allowing access to nature and wildlife with potential for additional community uses.



Policy HNP18: Local Green Spaces

The following sites are designated as Local Green Spaces and are shown in Figure 17:

1. Riverside and Pocket Parks
2. Hoveton Village Hall Playing Fields
3. Brook Park green space
4. Grassed tree area from the village sign to Church Road junction
5. St John's Churchyard
6. Granary Staithe
7. Broadland Ormiston High School Fields
8. St Helens Churchyard and woodland
9. Churchfields green space and conservation area
10. Lower Meadow

Development will not be supported on these spaces other than in very special circumstances, in line with the National Planning Policy Framework.

Landscape and Views

136. Hoveton's location within the Broads gives the village a distinctive landscape setting. The River Bure, the surrounding wetland habitats, and the transition to farmland create a varied environment that defines the parish's character. The village lies at the meeting point of three landscape character areas: the River Valleys, the Low Plains Farmland, and the Settled Broads. This diversity makes Hoveton unique as the gateway to the Norfolk Broads.
137. Public consultation confirmed that residents value this setting and wish to see it protected. Particular importance was placed on views of the River Bure and its riverside green spaces, the churches that act as landmarks within the village, and the open approaches across farmland into Hoveton. These views help maintain the sense of arrival and provide a visual link between the village, the Broads and the wider countryside.
138. Although the North Norfolk Local Plan and the Broads Authority Local Plan provide broad protection for landscape character, they do not identify the specific views that matter most to local people. The Neighbourhood Plan adds this local detail. Important local views were identified through consultation, site analysis and the Hoveton Views Assessment (2025), which documents key vantage points and provides photographic evidence of the parish's valued landscapes. These include views from the riverside and staithe areas across the Broads, outward views towards open countryside on the approaches to the village, and landmark views such as those towards the churches.
139. **Figure 19** shows the location of these important local views. Development proposals should demonstrate how the Views Assessment has informed their design, ensuring that the key features, focal points and overall composition of each view are conserved. This does not prevent change within or around a view, but new development must be sensitively designed and located so that it

does not result in unacceptable harm to the view's character, openness or landmark qualities.

Figure 19- Views photos

View

Photo

View 1- St Peter's Church & Beyond within the setting of Hoveton Hall's Estate



View 2- Hoveton Riverside and Pocket Parks



View 3- Granary Staithe to the River Bure



View

Photo

**View 4- Bure Valley
Railway Cycle Path
(looking towards the
station)**



**View 5- Hoveton
Railway Station Path
to Riverside Path**



**View 6- Littlewood
Lane to the rear of the
Waveney Drive Estate
and Benthic Solutions**



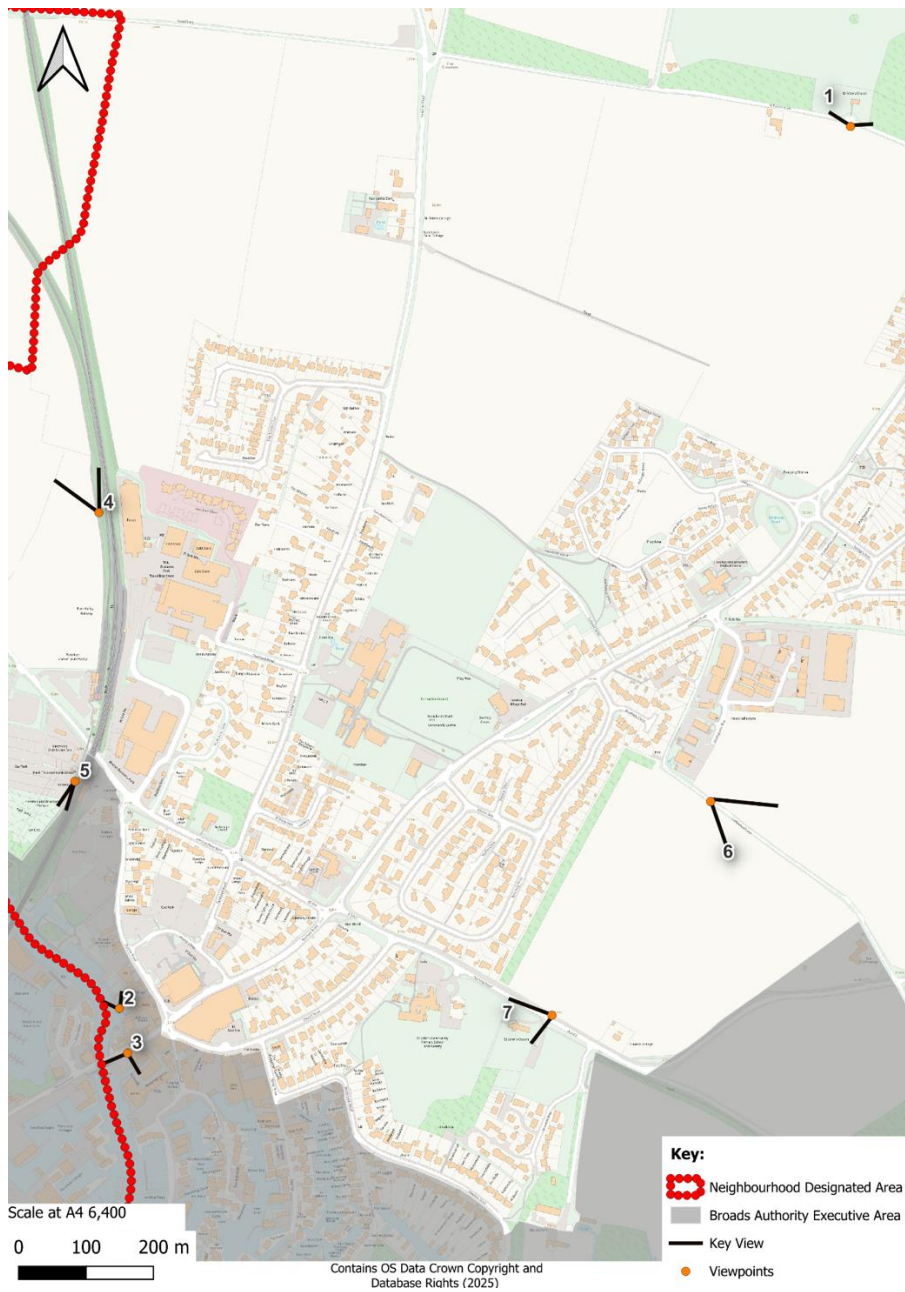
View

Photo

View 7- Hoveton St John Church towards the Primary School and Village Sign



Figure 20: Important Views in Hoveton



Policy HNP19: Landscape and Views

Development proposals should respect Hoveton's distinctive landscape setting and maintain the key features and qualities of important local views. Proposals will be supported where they:

- a) Safeguard the key views identified in **Figure 20** by conserving their key characteristics, focal points and overall composition;
- b) Use landscape design, planting and layout to integrate development with the settlement edge, soften the transition to open countryside, and maintain the village's role as the gateway to the Broads;
- c) Avoid intrusive, dominant or overbearing development that would harm the character of the Broads landscape or to the qualities of the identified views; and
- d) Demonstrate through siting, scale and design how potential effects on views or landscape character have been avoided, minimised or appropriately mitigated.

Dark Skies

140. Dark night skies are an important part of Hoveton's character and of the special qualities of the Broads. They provide tranquillity for residents, support health and wellbeing, and are critical for wildlife, particularly bats and other nocturnal species. Artificial lighting can harm these qualities by creating skyglow, glare and unnecessary spill.
141. Consultation highlighted concerns about increasing light pollution, particularly around Churchfields and the riverside, where insensitive lighting can detract from the setting of the Broads and the village edge. Residents expressed strong support for measures that keep lighting levels low, protect views of the night sky, and ensure development is designed with wildlife in mind.
142. The Broads Authority Local Plan already contains policies to protect tranquillity and minimise light pollution, and a new Dark Skies policy is being prepared as part of its emerging plan. NNDC's Design Guide also recognises the importance of dark skies to rural character. The Neighbourhood Plan builds on this framework by extending the principle across the whole of Hoveton parish, ensuring that development in both the Broads and NNDC areas minimises light pollution and protects the quality of the night sky.

Policy HNP20: Dark Skies

Development proposals across Hoveton will be expected to minimise light pollution and protect the parish's dark night skies, including areas outside the Broads Authority boundary. Proposals will be supported where they:

- a) Use lighting that is energy-efficient, shielded/downward-facing, of appropriate intensity, and only as bright as necessary for safety or functionality;

Policy HNP20: Dark Skies

- b) Avoid lighting that would detract from key environmental or character assets, including green corridors, church steeples, the riverside, and local landmark views, especially in areas shown to have high sky darkness in the Broads Authority's surveys;
- c) Demonstrate how lighting will avoid or mitigate impacts on wildlife (bats, nocturnal species), local amenity (neighbouring properties) and landscape character; and
- d) Provide for lighting curfews, dimming, or motion-activated controls where appropriate to reduce unnecessary night-time illumination.

Flooding and Sustainable Drainage

143. Much of Hoveton lies on low-lying land close to the River Bure, and parts of the parish are at risk of flooding. Environment Agency mapping shows areas within Flood Zones 2 and 3 along the riverside, particularly around Churchfields and Station Road. Surface water flooding has also been reported on village roads and lower-lying housing estates where drainage capacity is limited.
144. Residents have highlighted flooding as a major concern. The December 2024 survey found that almost 90% of respondents felt new housing must take account of flooding and drainage. Concerns were also raised about the capacity of existing wastewater and foul drainage systems, which in some areas have struggled to cope with recent growth. New development must therefore demonstrate that it can be accommodated without adding to existing problems.
145. National policy and the Local Plans already require development to avoid flood risk and manage surface water. The Neighbourhood Plan adds local detail by emphasising the need for sustainable drainage systems (SuDS) that work with the landscape, deliver biodiversity benefits and contribute positively to local character.
146. SuDS features such as swales, ponds, basins, rain gardens and permeable surfaces can reduce flood risk, improve water quality, and provide wildlife habitat. In a village like Hoveton, they can also form part of green corridors and open space, supporting the parish's wider environmental objectives. This policy should be read alongside the Climate Resilience policies in the Chapter on Climate Resilience, which set out how development in Hoveton is expected to adapt to climate change through energy efficiency, water management and wider resilience measures.

Policy HNP21: Flooding and Sustainable Drainage

Development proposals should demonstrate that flood risk has been fully considered and that surface water and wastewater will be managed sustainably. Proposals will be supported where they:

Policy HNP21: Flooding and Sustainable Drainage

- a) Incorporate sustainable drainage systems such as swales, ponds, basins, rain gardens and permeable surfaces, designed as an integral part of site layout and landscaping;
- b) Contribute to biodiversity and ecological connectivity, for example by integrating SuDS into green corridors or open spaces;
- c) Demonstrate that run-off rates will not increase flood risk elsewhere and that wastewater can be accommodated within existing or improved infrastructure; and
- d) Avoid the use of hard boundaries and surfaces where softer, more natural solutions are possible.

Recreational Pressure

147. New residential development can increase recreational pressure on the internationally important habitats of the Broads. The Broads Special Area of Conservation (SAC), Special Protection Area (SPA) and Ramsar site support rare and threatened species and habitats that are sensitive to disturbance from increased visitor activity, including dog walking, trampling and recreational use of riverside paths. Without appropriate mitigation, growth in recreational visits could harm the ecological integrity of these protected sites in and around Hoveton.
148. To address this, all qualifying development in Norfolk (including Hoveton) is required to contribute to the Norfolk Green Infrastructure and Recreational Impact Avoidance and Mitigation Strategy (GIRAMS). This county-wide strategy, agreed between all Norfolk planning authorities and Natural England, provides a coordinated approach to managing cumulative recreational impacts. Development that creates new overnight accommodation, including residential dwellings, holiday accommodation and caravan or camping sites, must pay a per-dwelling tariff set by the Local Planning Authorities to fund strategic mitigation.
149. GIRAMS contributions fund a programme of measures across Norfolk to manage visitor pressure on sensitive habitats. These include wardening, access management, education and interpretation, monitoring, wayfinding, and investment in alternative green infrastructure to provide high-quality places for recreation away from the most vulnerable sites. GIRAMS operates alongside site-specific mitigation to ensure development growth does not result in adverse effects on internationally designated habitats.
150. This is particularly important for Hoveton given its location within the Broads and its role as a gateway destination for visitors. The village already experiences high recreational pressure, with visitors accessing riverside areas, Broads attractions, footpaths and countryside routes. The housing growth allocated in the North Norfolk Local Plan (HV01/B and HV06/A) will generate additional visits that must be appropriately mitigated to protect the Broads' internationally designated habitats.

151. For larger developments (50 or more dwellings), or for proposals located in particularly sensitive areas close to designated sites, GIRAMS guidance indicates that a bespoke Habitats Regulations Assessment may be required. This would need to demonstrate both payment of the GIRAMS tariff and any additional on-site or off-site mitigation required, such as providing high-quality green infrastructure within developments to reduce pressure on sensitive sites.
152. The GIRAMS requirement is embedded in the North Norfolk and Broads Authority Local Plans and applies through the Habitats Regulations. The Neighbourhood Plan supports its implementation and emphasises the importance of ensuring that all development in Hoveton contributes appropriately to managing recreational pressure, working alongside requirements for nutrient neutrality and biodiversity net gain to protect the Broads' special environment.

Walking and Cycling

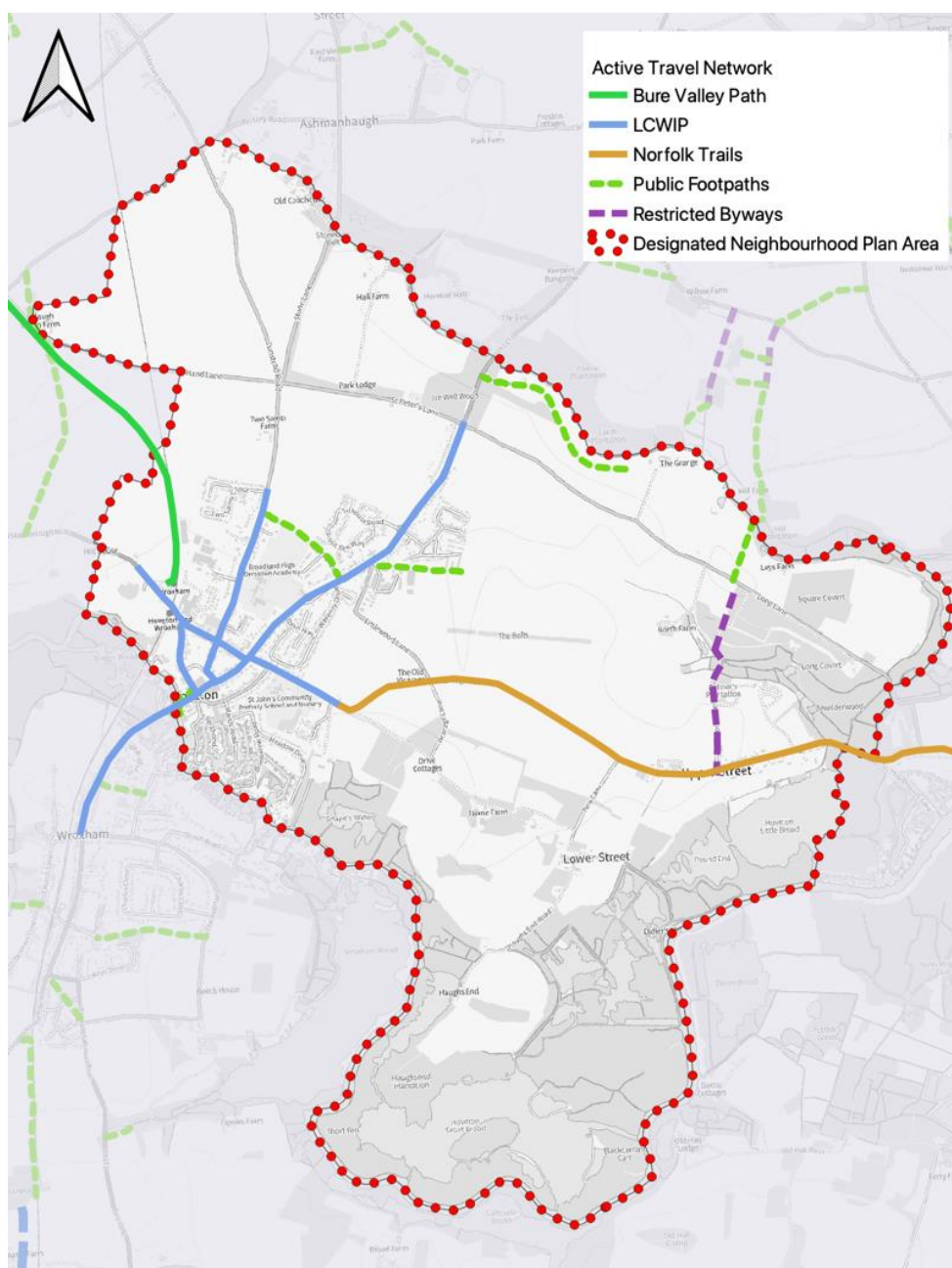
153. Walking and cycling play an important role in Hoveton's identity and future. The village's compact size, flat landscape and proximity to the Broads make it well suited to short, local trips on foot or by bicycle. However, consultation has shown that the quality and safety of routes could be much improved, with 74% of survey respondents highlighting road safety concerns for pedestrians and cyclists. Students at Broadland High Ormiston Academy also said they would walk or cycle more often if routes were safer, better connected and felt secure during darker winter months.
154. Across all engagement stages, residents emphasised the need for safer and more continuous connections between residential areas, schools, the village centre and the riverside. Busy roads such as Norwich Road, Stalham Road and Station Road act as barriers, with narrow pavements or limited crossing points in places. These issues affect both everyday journeys and access to the Broads for recreation.
155. The North Norfolk Local Plan and the Broads Authority Local Plan support more sustainable travel, but they do not identify Hoveton's local priorities. This Neighbourhood Plan provides that detail by setting expectations for safe, well-connected walking and cycling routes that meet the needs of residents, schoolchildren and visitors, while balancing safety with the need to protect dark skies and sensitive wildlife habitats.
156. The approach aligns with Norfolk County Council's Local Transport Plan (LTP4), which promotes active travel to reduce carbon emissions and improve health, and with the Norfolk Local Cycling and Walking Infrastructure Plan (LCWIP), which identifies priority corridors for investment across Wroxham and Hoveton. The LCWIP offers the strategic framework, while this Neighbourhood Plan identifies local improvements that can be delivered through development or partnerships.

Active Travel Network

157. Hoveton's active travel network connects the village's key destinations, the schools, shops, community facilities, riverside areas and surrounding countryside. Strengthening this network will help reduce traffic and parking pressures, improve safety, and support healthier lifestyles.
158. Building on existing pavements, rights of way and shared-use paths, the network has been shaped by local consultation and informed by the Wroxham and Hoveton LCWIP (2023). The LCWIP identifies four priority corridors for improvement:
 - A1151 Norwich Road Corridor, linking the railway station, village centre, and schools;
 - Stalham Road Corridor, improving access between the northern housing areas, schools and the centre;
 - Station Road and Horning Road Corridor, providing connections to the Broads and riverside; and
 - A central walking zone, covering the schools, village centre, and the main residential areas.

159. These routes form the spine of the local network. The Neighbourhood Plan complements the LCWIP by identifying opportunities for smaller-scale links and safety improvements that can be incorporated into new development or delivered through local partnerships.
160. **Figure 21** sets out the combined network of existing and proposed walking and cycling routes within and around Hoveton.
161. Delivering this network will require ongoing collaboration between Norfolk County Council, Hoveton Community Council, local schools, landowners and developers. New development has a key role in extending and improving routes, ensuring that new streets are designed for people as well as vehicles.

Figure 21: Active Travel Network



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Policy HNP22: Active Travel Network

Development proposals should, where appropriate, support and enhance opportunities for walking and cycling in Hoveton. Proposals will be supported where they:

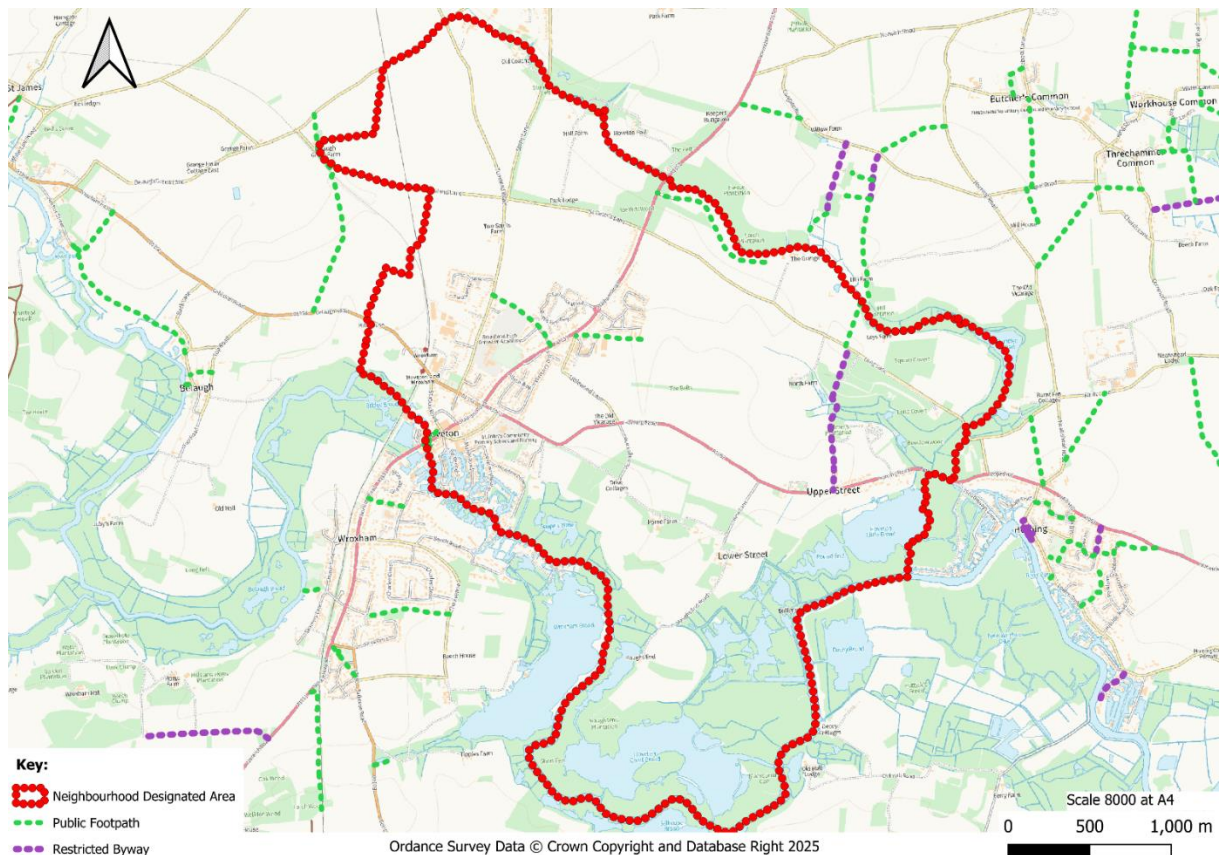
- a) Provide safe, direct and attractive walking and cycling routes within developments and connect to the wider network shown in **Figure 21**;
- b) Contribute, where appropriate, to the delivery of identified improvements to local connections, including safer routes to Broadland High Ormiston Academy, Hoveton Primary School, the village centre and the riverside;
- c) Improve accessibility and safety for all users, including children, young people and those with limited mobility, through measures such as new or improved crossings, widened pavements and reduced traffic dominance;
- d) Enhance connections to public rights of way, green corridors and countryside routes, improving access to the Broads and surrounding landscape; and
- e) Demonstrate how layouts and street design prioritise pedestrian and cycle movement over private vehicles.

Access to the Countryside and the Broads

162. Hoveton's location beside the Broads and the River Bure gives it unique opportunities for walking, cycling and outdoor recreation. The surrounding countryside, public rights of way and riverside paths are highly valued by residents and visitors alike. Consultation showed that people want to see better access to green spaces and the Broads, including improved signage, maintenance and safe connections from the village.
163. There is a desire locally to reinstate accessible footpaths along the river Bure to connect Hoveton to Belaugh fully by foot. Currently there are sections where people must walk on the road. There are old sections of footpath closer to the river and through the lower meadow which have become inaccessible over time; reinstating these footpaths could be explored as a way to improve safe walking connections to the village.
164. The Norfolk Local Cycling and Walking Infrastructure Plan (LCWIP) identifies routes that connect Hoveton's built-up area to the Broads and countryside, particularly along Station Road, Horning Road and the River Bure corridor. These routes complement the aspirations in the Broads Authority Local Plan, which encourages improved sustainable access to the water and surrounding landscape while protecting biodiversity and tranquillity.
165. **Figure 22** shows the network of public rights of way and paths in and around Hoveton, illustrating how the village is linked to the Broads and surrounding countryside. Maintaining and enhancing these routes will help connect people with nature and support sustainable recreation and tourism.
166. The Neighbourhood Plan supports these aims by promoting safe, attractive and well-managed connections between the village, the Broads and the countryside. Enhancing these links will encourage active lifestyles, support the

visitor economy and help people experience the Broads' special landscape in a sustainable way.

Figure 22: Public Rights of Way and Countryside Access Map



167. This map illustrates Hoveton’s network of public rights of way, permissive paths and riverside access points that connect the village with the Broads and surrounding countryside. It also highlights the relationship between these local routes and the strategic corridors identified in the Norfolk Local Cycling and Walking Infrastructure Plan (LCWIP). Maintaining and enhancing this network will help residents and visitors enjoy the area’s distinctive landscape, promote sustainable recreation and active travel, and support the delivery of Policy HNP-F2: Access to the Countryside and the Broads.

Policy HNP23: Access to the Countryside and the Broads

Development proposals should, where appropriate, protect and enhance access to the countryside and the Broads. Proposals will be supported where they:

- a) Provide or improve pedestrian and cycle links connecting the village with the Broads, riverside areas and public rights of way, particularly where development is adjacent to or near routes identified in **Figure 22**;
- b) Include clear and consistent signage, wayfinding and interpretation to help residents and visitors navigate to key routes and destinations;
- c) Incorporate access improvements sensitively, ensuring that landscape character, biodiversity and tranquillity are conserved; and

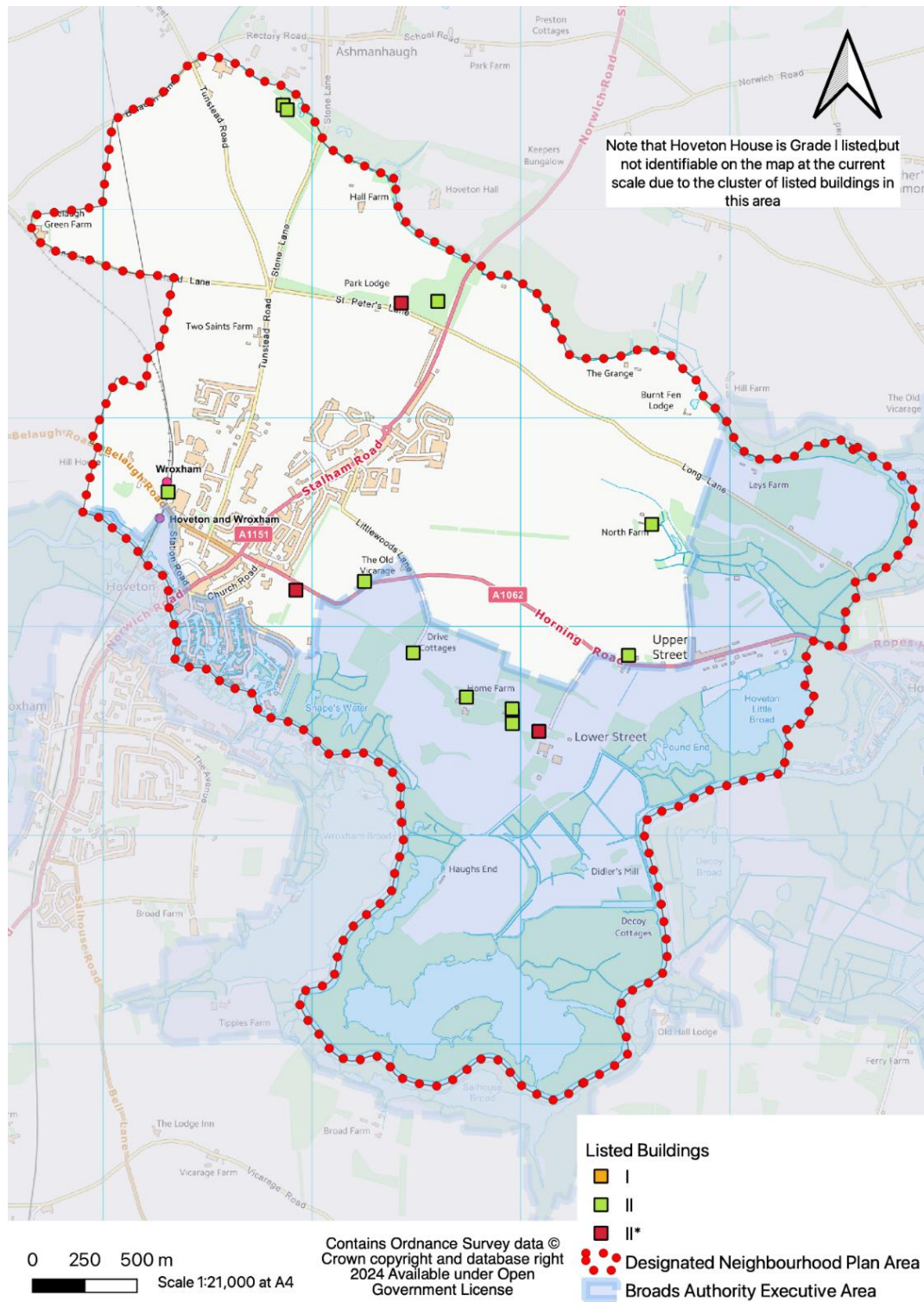
Policy HNP23: Access to the Countryside and the Broads

- d) Demonstrate how proposals promote sustainable access while avoiding adverse impacts on sensitive habitats or species.

Hoveton's Heritage

168. Hoveton has a rich and varied heritage, reflecting its long history of settlement and its close relationship with the River Bure and the Broads landscape. Evidence of human activity dates back to the Neolithic period, with later finds from the Bronze Age, Iron Age and Roman periods recorded in the Norfolk Heritage Explorer. By the time of the Norman Conquest, Hoveton was already an established settlement, its land, population and resources detailed in the Domesday Book of 1086.
169. The parish's medieval heritage is represented most prominently by St John's Church, dating from the 11th or 12th century, together with the flooded medieval peat cuttings that now form part of the Broads, including Burnt Fen Broad, Hoveton Great and Little Broads, Hudson's Bay, Snape's Water and Pond End.
170. Post-medieval and later buildings contribute to the area's rural and domestic character. Notable examples include North Farmhouse (1587), St Peter's Church (1624), and Hoveton House, a grand 17th-century property with later additions. The arrival of the railway in the 19th century brought further change, represented by the Wroxham Signal Box (c.1900) and associated railway cottages on Station Road.
171. In total, there are 16 nationally designated heritage assets in Hoveton, including Hoveton House (Grade I) and a range of Grade II buildings, structures and monuments. These are shown in **Figure 23: Designated Heritage Assets in Hoveton**.
172. National planning policy (NPPF, December 2024) requires plans to set out a positive strategy for the conservation and enjoyment of the historic environment. Development should make a positive contribution to local character and distinctiveness and ensure that heritage assets most at risk through neglect or inappropriate change are protected.
173. The Broads Authority Local Plan and the North Norfolk Local Plan both include policies for protecting designated and non-designated heritage assets. The Broads Authority maintains a Local List of heritage assets that contribute to the character of the Broads but are not nationally listed. NNDC does not currently maintain a local list, but mapping identifies cultural heritage features including listed buildings, ancient trees and historic parks and gardens.
174. The Hoveton Neighbourhood Plan builds on these strategic policies by identifying local heritage assets of community importance, known as Non-Designated Heritage Assets (NDHAs). These are buildings, structures or places that have historic, architectural, cultural or social value to Hoveton but are not formally listed at the national level.

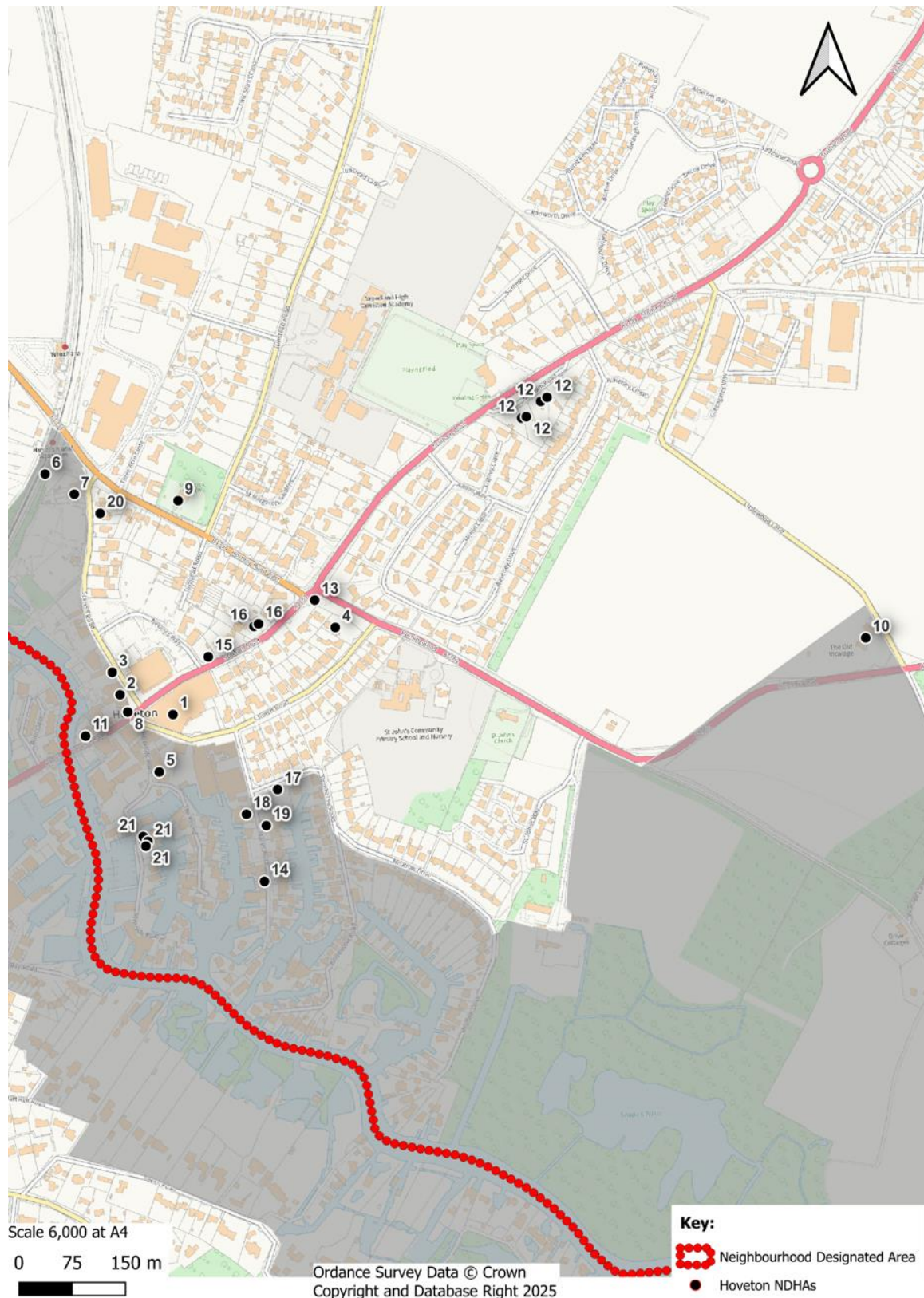
Figure 23: Designated Heritage Assets



Non-Designated Heritage Assets

175. The Hoveton Neighbourhood Plan Steering Group, supported by local historian Nick Walmsley, compiled a list of potential Non-Designated Heritage Assets (NDHAs) using a range of sources, including the National Heritage List for England, Norfolk Heritage Explorer, Broads Authority Local List, NNDC mapping data, and community submissions received during consultation.

Figure 24: Non-Designated Heritage Assets



176. The draft list of non-designated heritage assets was assessed using North Norfolk District Council’s adopted Local List Assessment Criteria (2011), in accordance with national guidance. Each nomination was reviewed against these criteria and entries that did not meet the threshold for local heritage significance were removed or consolidated. The final list reflects those buildings

and structures that make a meaningful contribution to Hoveton's historic character.

177. Community engagement also informed the assessment process. In the December 2024 community survey, 84 residents suggested buildings or structures for consideration. Each was assessed against criteria including architectural or artistic interest, historic or social value, and contribution to local character.
178. The final list in **Figure 24** represents the assets considered to make a positive and distinctive contribution to Hoveton's heritage. It reflects both local knowledge and professional advice from NNDC's Conservation Officer.

Policy HNP24: Non-Designated Heritage Assets

The following buildings and structures are identified as Non-Designated Heritage Assets (NDHAs):

1. Roy's of Wroxham (Art Deco frontage, Norwich Road / Church Road)
2. The King's Head Hotel, Station Road
3. The King's Head associated buildings (cottages and outbuildings)
4. The Thatched Cottage, Church Road
5. Jeckells Sail Makers Shop, Riverside Road
6. Hoveton & Wroxham Railway Station Buildings and Canopy
7. Railway Cottages, Station Road
8. Cecil Amey Building (former Post Office / Wards Telegraphic Stores)
9. St Helen's Catholic Church, Horning Road West
10. The Old Vicarage, Horning Road
11. Ken's Fish & Chip Shop (former Steam Mill Office), Norwich Road
12. Thatched semi-detached houses, 28-34 Stalham Road
13. Village Sign, Corner Church Road & Stalham Road
14. Bure Court, Marsh Road
15. Pioneer House, Stalham Road
16. Ruffmead & St Gregories, Stalham Road
17. Waterside Nook, Brimbelow Road
18. Landamores Boat Yard, Marsh Road
19. Sabberton's Boat Yard, Marsh Road
20. Primrose Bank House, Station Road
21. Wet Sheds: Riverside Road

Applications for development affecting a Non-Designated Heritage Asset should demonstrate an understanding of the asset's significance and how the proposal conserves or enhances that significance. Development proposals should also:

- a) Maintain and where appropriate, enhance the setting of the non-designated heritage asset, including key views, approaches and its relationship with surrounding historic features.
- b) Retain or reflect any historic elements that contribute to the asset's significance or setting, such as ancient trees, historic field boundaries, parkland features or historic riverside character; and

Policy HNP24: Non-Designated Heritage Assets

- c) Use materials, detailing and scale that are sympathetic to the heritage asset and its context, while avoiding inappropriate imitation.

Proposals that would lead to the loss or substantial harm of a Non-Designated Heritage Asset will only be supported where it is clearly demonstrated that the public benefits outweigh the harm.

Supporting information should include a brief explanation of the asset's historic and social context and how the proposal has responded to it. Where harm cannot be avoided, applicants should demonstrate how it has been minimised or mitigated.

Supporting a Thriving Economy

179. Hoveton plays an important economic role within the Broads and wider North Norfolk area. It acts as both a local service centre for surrounding villages and a gateway to the Broads, attracting visitors throughout the year. The village's economy is distinctive: a mix of independent shops, visitor-related businesses and essential community services, shaped by its riverside location and historic character. The quality of the riverside environment, including views towards the churches and historic buildings, contributes to the village's sense of place and supports its visitor economy.
180. The village centre is anchored by Roys of Wroxham, a major local employer and retail hub supported by a range of smaller independent shops, cafés and professional services. Beyond the centre, Hoveton's economy includes a diverse mix of visitor-related businesses and rural enterprises such as Wroxham Barns, BeWILDerwood and the Hoveton Hall Estate. The parish also contains important employment areas at Stalham Road and Tunstead Road, where businesses including Oyster Yachts, Benthic Solutions and a range of light industrial, service and creative enterprises contribute to the local jobs market. Based at the Crossways Business Centre on Stalham Road, Wellwise Oilfield Services provides specialist skilled staff for the global oil and gas industry. Together, these sectors: retail, tourism, rural enterprise, energy sector and small-scale industry, provide a distinctive and resilient economic base that reflects Hoveton's role as both a service centre and a gateway to the Broads.
181. Hoveton's established employment areas, including the Stalham Road and Tunstead Road industrial estates and the mixed-use area near the railway station, play a critical role in providing local jobs and supporting the parish's economic resilience. The Neighbourhood Plan supports their continued use for employment purposes and encourages investment that improves the quality, appearance and functionality of buildings and sites. In the longer term, the community's aspiration is to see these areas accommodate high-quality businesses and growth sectors aligned with Hoveton's maritime heritage, technical expertise and proximity to the Broads, including marine services, boat building, environmental technology and related industries.
182. A 2024 business survey provided useful insights. Most respondents were long-established small or family-run businesses employing a modest number of full-time and part-time staff. The survey highlighted strong local roots, with several firms operating in Hoveton for over twenty years, but also noted challenges in attracting local employees and a shortage of affordable homes for staff. Some businesses commented on the need for improved road and traffic management, better connections between different parts of the village, and a more joined-up approach to promoting Hoveton and Wroxham as a single visitor destination.
183. Tourism remains vital to the local economy. Hoveton is one of the principal access points to the Broads, with boatyards, moorings, accommodation, cafés and riverside attractions drawing visitors in large numbers. The visitor economy creates jobs and supports local services but also brings seasonal pressures, particularly on parking, congestion and amenity.
184. Both the North Norfolk Local Plan and the Broads Authority Local Plan encourage sustainable growth in tourism and local employment. The

Neighbourhood Plan adds local detail, supporting a balanced economy that meets everyday needs, promotes small businesses and encourages year-round activity. Together, these policies aim to maintain a thriving and resilient economy that benefits both residents and visitors while preserving the special qualities that make Hoveton unique.

Local Businesses and Services

185. Community engagement showed strong local support for maintaining a balanced economy that meets everyday needs as well as serving visitors. Residents emphasised the importance of keeping local shops, services and community facilities, while also providing opportunities for local employment. The December 2024 survey found that many people value independent shops and services that contribute to the village's identity, and would like to see more spaces for small businesses and flexible working.
186. The 2024 business survey reflected these views. Local firms expressed a strong commitment to remaining in Hoveton but identified several constraints affecting trade, including the lack of affordable premises, the need for more reliable digital connectivity, and concerns about parking and traffic circulation in the village centre. Businesses emphasised that congestion and the way parking is managed can affect customer access, and that improvements to circulation and parking management would better support local trade. The shortage of local housing for employees was also highlighted as a growing challenge.
187. Feedback from students at Broadland High Ormiston Academy reinforced this picture. Many young people said they would like to work locally if more opportunities existed, particularly in retail, tourism and creative industries. Providing routes into local employment, skills training and apprenticeships was identified as an important part of supporting the next generation to live and work in Hoveton.
188. The Neighbourhood Plan therefore focuses on supporting small and medium-sized businesses, encouraging flexible and home-based working, and safeguarding existing premises that provide local jobs and services. These measures build on the strategic policies of the North Norfolk and Broads Authority Local Plans by setting out local priorities for a resilient and inclusive economy that benefits residents and businesses alike.

Policy HNP25: Local Business and Services

Development proposals that support the growth and diversification of local businesses and services will be supported where they:

- a) Provide small-scale business space, workshops, or flexible work units suited to local and start-up enterprises;
- b) Prioritise the reuse or redevelopment of brownfield land and existing buildings for employment, retail or community uses, where this would enhance local vitality, improve the appearance of underused sites, or make more efficient use of land;
- c) Retain existing business and service premises unless alternative provision of equivalent or better quality is made within Hoveton;

Policy HNP25: Local Business and Services

- d) Support home-based or low-impact businesses where the scale and activity are compatible with the residential environment;
- e) Improve access, circulation, parking and servicing arrangements to support local trade, including safe and practical provision for delivery vehicles, staff, customers and active travel users, while avoiding adverse impacts on the village centre, riverside setting or residential amenity; and
- f) Deliver high-quality building design, materials, shopfronts and signage that enhance the appearance of employment areas, village centre and industrial estates, and reinforce Hoveton's character, heritage and riverside identity.

Community Aspiration: A High Quality Employment Base for Hoveton

The community aspires to see Hoveton's employment areas remain active, well-maintained and attractive places to work. Over the next decade, residents would like to see continued investment in modern, well-designed employment buildings, the retention of skilled local jobs, and the growth of businesses linked to Hoveton's strengths in maritime activity, environmental expertise and visitor services. This aspiration sits alongside policies in this Plan that support brownfield reuse, digital connectivity, sustainable transport and high-quality design.

Upper Floors in the Village Centre

189. Hoveton's village centre contains a number of commercial buildings with unused or underused upper floors. Consultation highlighted local concern that valuable space above shops is lying vacant while there is demand for smaller homes, workspaces and flexible offices. Making better use of upper floors supports the vitality of the village centre, helps sustain local businesses, increases footfall, and reduces pressure for new development on greenfield sites. The reuse of upper floors also aligns with national policy to make efficient use of land, encourage mixed-use centres and support sustainable patterns of development.
190. There may also be opportunities to create new upper floors in appropriate locations, particularly where this would enhance the appearance of buildings, reinforce the character of the village centre, and provide additional homes or workspace. The Neighbourhood Plan therefore supports proposals that bring upper floors into active use, where this respects the character of the building, protects amenity, and maintains active ground-floor commercial uses.

Policy HNP26: Upper Floors in the Village Centre

Proposals affecting buildings in the village centre should seek to make full and active use of upper floors. Proposals will be supported where they:

- a) Bring vacant or underused upper floors back into active use for residential, office or small-scale commercial purposes;

Policy HNP26: Upper Floors in the Village Centre

- b) Maintain active ground-floor commercial uses that contribute to the vitality of the village centre;
- c) Provide safe, inclusive and well-designed access to upper floors;
- d) Protect the amenity of neighbouring and existing occupants;
- e) Respect the character, appearance and heritage value of the building and its setting; and
- f) Where appropriate, sensitively introduce new upper floors where these enhance the character of the village centre and do not result in overdevelopment or harm to heritage assets.

The loss of upper-floor space to long-term vacancy or non-active uses will be resisted unless it is clearly demonstrated that no viable employment or residential use is possible.

Sustainable Visitor Economy

191. Tourism plays a defining role in Hoveton's identity and economy. The village is one of the principal gateways to the Broads, attracting thousands of visitors each year to enjoy its riverside setting, moorings, boatyards, cafés, and local shops. The visitor economy supports local jobs, sustains services, and brings vitality to the village centre, but it also creates pressures on infrastructure, parking and the wider environment, particularly during peak seasons.
192. Consultation has shown strong support for a balanced approach to tourism. Residents recognise the value of visitors to the local economy but emphasised the need to manage growth carefully to protect the village's character and ensure the quality of life for those who live and work here. Many respondents highlighted concerns about seasonal congestion, the dominance of short-stay visitor parking, and the limited range of year-round employment opportunities.
193. Local businesses echoed these views. The business survey found that while tourism underpins much of Hoveton's trade, there is a desire for greater promotion of the village as a place to visit outside the main summer season, encouraging longer stays and higher local spend. Feedback also highlighted the importance of improving public realm, signage, and walking connections between the railway station, village centre and riverside to make visiting Hoveton easier and more enjoyable.
194. Tourism in Hoveton is shaped by a network of arrival points and visitor destinations, including the riverside, boatyards, village centre, and attractions such as BeWILDerwood, Wroxham Barns and Hoveton Hall Gardens. Improvements to public realm, signage and walking connections, particularly between the village centre and the riverside, would help support sustainable tourism and improve the visitor experience.
195. The North Norfolk and Broads Authority Local Plans both support sustainable tourism that conserves local distinctiveness and enhances the visitor experience. The Neighbourhood Plan adds local focus by encouraging tourism that respects the riverside setting, supports local businesses and provides clear

community benefit. It seeks to ensure that new visitor development contributes positively to Hoveton's economy while safeguarding its character and environment.

Policy HNP27: Sustainable Visitor Economy

Development proposals that support Hoveton's visitor economy will be supported where they:

- a) Contribute to a high-quality and sustainable visitor experience that enhances the village centre or riverside setting;
- b) Provide small-scale visitor accommodation, hospitality, or recreation facilities appropriate to the character of the area;
- c) Improve the public realm, signage or walking and cycling connections between key destinations such as the railway station, village centre and riverside;
- d) Promote year-round activity and local employment, helping to extend the visitor season and support local services;
- e) Demonstrate how proposals manage parking, access and servicing to minimise impacts on residents and the village centre; and
- f) Protect and enhance local character, biodiversity, and tranquillity, avoiding adverse effects on the Broads environment.

Proposals for large-scale or vehicle-dominated visitor uses will not be supported where they would harm the setting of the Broads, increase congestion or detract from the character of the village centre or riverside.

Climate Resilience

196. Hoveton's riverside location and low-lying landscape make the parish especially sensitive to the impacts of climate change. More intense rainfall, rising groundwater and changes in seasonal weather patterns increase risks from fluvial and surface-water flooding, pressure on drainage systems, and overheating in buildings and public spaces.
197. Residents repeatedly raised these issues during consultation, identifying flooding, drainage and climate adaptation as top priorities for new development. The December 2024 survey showed particularly strong support for measures that ensure homes and infrastructure are resilient, energy-efficient and designed for future climate conditions.
198. The Neighbourhood Plan responds to these concerns by promoting a coordinated approach to climate resilience. This includes sustainable drainage systems (SuDS), flood-adapted design, measures to address overheating, and renewable or energy-efficient building features that support the transition to net zero. Together, these measures will help the village adapt to climate change and protect the safety and wellbeing of residents.

Managing Flood Risk and Surface Water

199. Parts of Hoveton are at risk of fluvial and surface-water flooding. Environment Agency mapping shows areas along the River Bure and around Station Road and Horning Road within Flood Zones 2 and 3, while localised surface-water flooding has been recorded following heavy rainfall on Norwich Road, Stalham Road and within the village centre.
200. New development must demonstrate that surface-water drainage can be managed sustainably without increasing flood risk elsewhere. Requirements for foul-water connections, wastewater capacity and nutrient neutrality are addressed separately in Policy HNP15 which sets out expectations for confirming available capacity and ensuring upgrades are delivered in time.
201. The Neighbourhood Plan encourages the use of sustainable drainage systems (SuDS) to manage water close to where it falls. Well-designed SuDS reduce flood risk, support climate adaptation and deliver multiple benefits, including biodiversity enhancement and improved water quality, in accordance with Policy HNP18.

Policy HNP28: Managing Flood Risk and Climate Adaptation

Development proposals should incorporate measures to reduce flood risk and support adaptation to climate change. Proposals will be supported where they:

- a) Demonstrate that they are located, designed and constructed to minimise flood risk to people and property, both within the site and elsewhere;
- b) Include sustainable drainage systems (SuDS), designed in accordance with Policy HNP18, to manage surface water at source and deliver biodiversity and water-quality benefits;

Policy HNP28: Managing Flood Risk and Climate Adaptation

- c) Incorporate flood-resilient or flood-resistant measures, such as raised floor levels, resilient materials or safe access and egress routes appropriate to the site's flood-risk context;
- d) Demonstrate climate-adapted design through layout, orientation and building form that responds to overheating risk, future rainfall patterns and changing climate conditions; and
- e) Set out clear arrangements for the long-term management and maintenance of SuDS and surface-water systems for the lifetime of the development.

Development that would increase flood risk, compromise natural drainage or water-storage areas, or fail to incorporate appropriate SuDS will not be supported. Requirements for foul-water connections and sewage-treatment capacity are addressed in Policy HNP15.

Energy Efficiency and Low Carbon Design

202. Reducing energy use and carbon emissions is an important part of making Hoveton more resilient to climate change. Consultation showed that residents strongly support new development that minimises energy demand, incorporates renewable energy, and uses materials and design that respond to the local climate. The December 2024 survey identified energy efficiency and renewable energy among the most valued design features for new homes, alongside good insulation, solar panels, and provision for electric-vehicle charging.
203. Hoveton's location and character offer clear opportunities for low-carbon design. New buildings can take advantage of natural light and ventilation, use locally sourced materials, and integrate green roofs or walls where appropriate. Retrofitting existing buildings to improve energy efficiency is also an important part of the transition to net zero.
204. The North Norfolk and Broads Authority Local Plans both support low-carbon development and renewable energy generation. The Neighbourhood Plan adds local detail by encouraging design approaches that reflect Hoveton's character while improving energy performance. It also emphasises the need for small-scale renewable energy generation to be sensitively located so that it complements the village's landscape and heritage setting.
205. Together, these measures will help ensure that new and existing buildings contribute to a low-carbon future for Hoveton.

Policy HNP29: Energy Efficiency and Low Carbon Design

Development proposals should demonstrate how they have incorporated measures to reduce energy use, lower carbon emissions, and adapt to the effects of climate change. Proposals will be supported where they:

- a) Achieve high standards of energy efficiency through layout, orientation, building form and fabric, making best use of natural light and ventilation;

Policy HNP29: Energy Efficiency and Low Carbon Design

- b) Incorporate renewable or low-carbon energy generation such as solar panels, air- or ground-source heat pumps, or district heating, where appropriate to the site and setting;
- c) Support the transition to low-emission and electric vehicles through appropriate site layout, parking design and integration with wider charging infrastructure;
- d) Use sustainable construction methods and materials with low embodied carbon, including local sourcing where feasible;
- e) Incorporate green infrastructure features such as green roofs, tree planting or living walls that contribute to cooling, biodiversity and visual amenity; and
- f) Demonstrate how any renewable or low-carbon energy installations are sensitively designed and located to avoid harm to the character, heritage or landscape of Hoveton and the Broads.

Proposals for the retrofitting of existing buildings to improve energy performance will be supported, provided that alterations respect the character and significance of the building and its surroundings.

206. Together, **Policies HNP28 and HNP29** set out a local approach to managing flood risk, improving drainage and reducing carbon emissions. They aim to ensure that all new development in Hoveton contributes to a more resilient and sustainable future, protecting people, property and the natural environment. Many aspects of climate adaptation and mitigation will also rely on community action, partnership working and ongoing local initiatives beyond the planning process.

Community Aspiration: Building local climate resilience

The Community Council will work with residents, businesses, the Environment Agency, Anglian Water and other partners to promote local action on climate adaptation and energy efficiency. Priorities include encouraging community awareness of flood risk and sustainable drainage, supporting local retrofitting and home-insulation initiatives, and exploring opportunities for shared renewable energy or electric-vehicle charging infrastructure. The Parish Council will also support projects that enhance biodiversity and tree planting as part of wider efforts to improve resilience to climate change.

Appendix A: Glossary

Affordable Housing

Homes for sale or rent for those whose needs are not met by the open market. Includes social rent, affordable rent, shared ownership and First Homes, as defined in national policy.

Ancient or Veteran Tree

A tree of exceptional age, size or habitat value. Such trees are irreplaceable and receive strong protection in planning policy.

Biodiversity Net Gain (BNG)

A statutory requirement under the Environment Act 2021 for development to deliver at least a 10% measurable improvement in biodiversity, maintained for a minimum of 30 years.

Broads Authority

The local planning authority for the Broads executive area. Responsible for parts of Hoveton near the river and associated brownfield sites.

Broads Authority Local Plan

The development plan that applies within the Broads executive area, including policies for riverside sites, design, flood risk and ecology.

Brownfield Land (Previously Developed Land)

Land that has been previously built on or used for a permanent structure (excluding agricultural or forestry buildings). Often the focus for regeneration and efficient land use.

Community Infrastructure

Facilities and services that support day-to-day life, including schools, health services, community buildings, open spaces and drainage infrastructure.

Designated Heritage Asset

A heritage feature with legal protection, such as a listed building, conservation area or scheduled monument.

Development Boundary

A boundary defined in Local Plans that separates the built-up area of a settlement from the surrounding countryside. Development is generally supported within, and restricted outside, this boundary.

Enabling Development

Development (usually housing) permitted to fund or facilitate the delivery of a public benefit—such as a new community centre—where it would not normally be acceptable.

Fluvial Flooding

Flooding caused by rivers overflowing their banks, such as from the River Bure.

Greater Norwich Green Infrastructure and Recreational impact Avoidance and Mitigation Strategy (GIRAMS)

A county-wide framework requiring new overnight accommodation to contribute to strategic mitigation that protects internationally important wildlife sites, including The Broads.

Green Corridor

A connected network of hedgerows, trees, verges, woodland and watercourses that allow wildlife to move through the landscape and contribute to biodiversity and character.

Habitats Regulations Assessment (HRA)

An assessment required under the Conservation of Habitats and Species Regulations to ensure development does not harm internationally protected wildlife sites.

Heritage Asset

A building, monument, site or landscape with historic significance. Includes both designated and non-designated heritage assets.

Hoveton Key Views and Vistas Assessment

A supporting evidence document identifying locally significant viewpoints that are important to Hoveton's landscape, heritage and character.

Infrastructure Capacity

The ability of physical and social infrastructure—such as schools, roads, drainage or health services—to accommodate development.

Local Green Space

Green areas of particular importance to the community that can be designated for strong protection in a Neighbourhood Plan.

Local Plan for NN (North Norfolk Local Plan)

The statutory development plan adopted for the North Norfolk District Council area, identifying Hoveton as a Small Growth Town and allocating housing sites HV01/B and HV06/A.

Local Wildlife Site (County Wildlife Site)

A non-statutory designation recognising land with significant local biodiversity value.

Nutrient Neutrality

A requirement for development that creates overnight accommodation to avoid increasing nitrogen or phosphorus entering sensitive water bodies, including the Broads Special Area of Conservation (SAC). Mitigation must be secured before occupation.

Neighbourhood Plan

A community-led planning document forming part of the statutory development plan, setting local planning policies for Hoveton.

Non-Designated Heritage Asset (NDHA)

A building, structure or place of local heritage importance identified through the Neighbourhood Plan.

Open Space

Land that provides recreation, biodiversity or visual amenity benefits, including parks, play areas and informal green spaces.

Riparian Zone

Land adjacent to a watercourse, including the River Bure. Often environmentally sensitive and subject to flood risk considerations.

Sequential Test

A national planning test requiring development vulnerable to flooding to be located in the lowest flood-risk areas first.

Small Growth Town

A classification in the Local Plan for NN identifying settlements suitable for planned housing and employment growth, subject to infrastructure and environmental constraints.

Sport England

A statutory consultee on development affecting playing fields, recreation land and sports provision.

Strategic Policies

Local Plan policies that set out the overall strategy for development, to which the Neighbourhood Plan must be in general conformity.

SuDS (Sustainable Drainage Systems)

Drainage features that mimic natural processes to manage surface water, reduce flood risk and deliver biodiversity benefits.

Village Centre

The core commercial and community area of Hoveton, including the precinct, Station Road and the riverside area.

Viability Assessment

An appraisal used to determine whether proposed development (including enabling development) can deliver required community benefits and remain financially deliverable.

Views and Vistas

Important outward or inward views identified for protection due to their contribution to local character, heritage or the setting of the Broads.