

North Norfolk Local Plan Review

Scoping Consultation: Regulation 20

July 2026



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Braille, audio, large print or in other languages.
Please contact 01263 516318 to discuss your requirements**



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1 Introduction

- 1.1 **The purpose** of this consultation is to provide the opportunity for meaningful early engagement in preparing the Council's new Local Plan by seeking views from local residents and stakeholders as to what the Plan should contain and how future engagement should be carried out.
- 1.2 The starting point for this is to review the recently adopted Local Plan to ensure that the policies within it either remain consistent with, or can be brought into alignment with, the new plan-making system, as explained below.
- 1.3 The consultation will **run from Monday 20 July 2026 to Monday 31 August 2026** and details of how to respond are included below.
- 1.4 Simultaneously, a **Call for Sites consultation is also running** giving those wishing to put forward potential development sites for consideration a further opportunity to do so. **For more details and to submit a site to the Call for Sites, please follow the link below to the Council's [Call for Sites main webpage](#) and follow the instructions provided:**
- 1.5 **Plan Review Context:** In order to ensure Local Plans are kept up to date and significant weight is given to Local Plan policies and priorities in the preparation and determination of planning applications, Local Planning Authorities, are required to review Local plans at least every five years.
- 1.6 The new Government has recently introduced significant changes including legislating for a new plan making system and widespread changes to the National Planning Policy Framework (NPPF) and Planning Practice Guidelines (PPG).
- 1.7 The Council adopted its current Local Plan on 17 December 2025, however the Government require us to update our Local Plan in order for us to respond to their reforms to the planning system which are intended to increase the delivery of new homes and support economic growth. Key elements of the existing Plan will become out of date when it becomes five years old. Responding now will also ensure that the district maintains an up-to-date Plan within the five-year review period and ensure we are able to plan sustainably for the higher housing requirement the government has now set for us.
- 1.8 Without this work there is a significant increased risk of unplanned development which will make it harder for responsible bodies and infrastructure providers to plan for and deliver appropriate infrastructure in the right place at the right time. It will also make it harder for the relevant Council to plan for and deliver on future services such as education, highway improvements and adult social services.

How to respond to the consultation

- 1.9 A detailed overview and analysis of the issues now being consulted upon at the early stage of Plan making is contained in this scoping document. A series of questions are then set out in Section 6 to guide feedback. Submit your comments via the [consultation portal](#) between **Monday 20 July** and **Monday 31 August 2026**.
- 1.10 In line with the Government's digital planning agenda, the Scoping Consultation is being conducted online. Our online consultation portal is designed to help you complete the response form accurately. It supports transparent and cost-effective engagement, allowing responses to be managed efficiently.
- 1.11 We are unable to accept responses received outside of the advertised consultation period.
- 1.12 Those wishing to submit sites for assessment as part of the Call for Sites can do so at www.north-norfolk.gov.uk/callforsites

Accessibility

- 1.13 If you have any difficulty submitting a response, or have specific accessibility requirements, please contact us:

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What happens next?

- 1.14 The feedback received will be reviewed to identify the main considerations and suggestions raised. This will help shape the next stage of the Local Plan review and will inform more detailed proposals for future consultation. A summary of the Scoping Consultation will also be published so that participants can see who was invited to comment, and how the Council has considered the feedback so far.

2. New Plan Making Requirements

- 2.1 This project will review the Adopted Local Plan and prepare a new-style Local Plan under the Planning and Compulsory Purchase Act (PCPA) 2004, as modified by the Levelling-up and Regeneration Act (LURA) 2023, in accordance with the new plan-making system set out by the UK Government, including the emerging new National Planning Policy Framework which will incorporate Plan-making and national decision-making policies (which local plans should not repeat or seek to alter) and Local Planning Regulations 2026. The Plan will form an updated statutory Development Plan for North Norfolk, setting a clear vision, development strategy, and strategic land-use framework required to guide planning decisions.
- 2.2 It is expected that the **Plan will set out a vision and spatial development strategy for the district and focus on development site allocations and local spatial policies**. More general policies will be replaced by the national decision-making policies contained in the new NPPF, which is timetabled to be published by the government in summer 2026. A consultation draft was issued in December 2025 and more information on this proposed reform of the NPPF and the timing of the release of the final version can be found here: [National Planning Policy Framework: proposed reforms and other changes to the planning system – GOV.UK](#)
- 2.3 The new plan-making system is characterised by a more efficient and **regulated 30-month preparation process**¹. The Council is required to undertake preparatory work as part of the early stage of preparing for Plan review, providing at least four months' notice prior to start of the formal 30-month period.
- 2.4 The Council is required to issue a notice to commence a new style Local Plan on or before 30 June 2026, which means the 30-month timeframe for Local Plan review, examination and adoption, will start on or before 31 October 2026.
- 2.5 This early-stage preparation incorporates a number of actions many of which are underway:
- Prepare and publish details of the time scales for producing the new local plan. As required by the regulations the timeline will be kept under review and updated monthly when required.
 - Issue a notice to commence a new local plan no later than 30 June 2026 (Regulation 19).
 - Issue a Call for Sites to help understand what land is available for development.
 - Undertake a Scoping Consultation (this consultation) (Regulation 20) seeking views on what the Plan should contain and how to engage.
 - Scoping and preparing the evidence base.

¹ [30-month local plan process: an overview - GOV.UK](#)

- Gather baseline information, knowledge and an understanding of the area.
- Gather baseline environmental information to help establish the base line for the required environmental report to support the Strategic Environmental Assessment. As set out in [The Environmental Assessment of Plans and Programmes Regulations 2004](#).
- Establishing project management and governance arrangements.
- Drafting a vision, Plan objectives, and measurable outcomes.

2.6 The new Plan making system then includes two further formal consultation stages, a number of Gateway assessments and a shorter more efficient examination.

- Under Regulation 23 and following a self-assessment at Gateway 1 on Plan readiness the Council will consult on the **Proposed Local Plan content and evidence including the proposed Vision - anticipated Spring 2027:** This consultation will focus on the draft vision of the Plan and proposed aims and objectives, the proposed spatial strategy and a summary of the evidence gathered/still to be gathered. It's likely that this consultation will include an overview of the suitability of all the sites received and assessed and potentially identify the broad direction(s) of growth. It's also anticipated that the level of detail and scope of the Environmental report, SEA will be consulted upon at this time.
- Under Regulation 27 and following observations and feedback from the Planning Inspectorate to support early resolution of potential soundness issues and progress towards meeting the prescribed requirements at Gateway 2, the Council will **consult on the Proposed Local Plan in Winter/ Spring 2028:** this will be a consultation on the full draft Plan before it is finalised, tested at Gateway three and then once successfully passed, submitted for examination by an independent examination, expected Winter 2028.

2.7 Table 1 below outlines the key stages and contains a summary of the key milestones within the new plan making process. More information can be obtained in the Plan making regulations explainer [Plan-making regulations explainer – GOV.UK](#)

Summary of key milestones & stages within the new plan-making system

Key Milestone	Regulation Reference	Stage Summary	Timeline ²
Notification: intention to commence Plan making	Reg. 4(1)(a) + Reg. 19	Publication of notice. Notification period must be at least four months so as to raise awareness and ensure stakeholders are aware	30/06/2026
Consultation 1: scoping	Reg. 4(1)I + Reg. 20(4)	Seeks views on what the Plan should contain and feedback on how to engage with stakeholders	W/C 20/07/2026 31/08/2026

Gateway 1: self-assessment of readiness	Reg. 4(1)(d) + Reg. 21	Publication of a self -assessment of the Council's readiness to start the 30-month plan preparation material. (prescribed template)	W/C 31/10/2026
Consultation 2: content & evidence	Reg. 4(1)(f) + Reg. 23(4)	Minimum 6-week consultation on the proposed Local Plan Vision, objectives, emerging spatial strategy, (and site options), SEA scope and evidence to date.	W/C 12/04/2027 24/05/2027
Gateway 2: Independent review	Reg. 4(1)(g) + Reg. 26	Seek observations and advice from the Planning Inspectorate to support early resolution of potential soundness issues and progress to the prescribed requirements of Gateway 3.	W/C 01/11/2027
Consultation 3: proposed Local Plan	Reg. 4(1)(i) + Reg. 27(4)	Minimum 8-week consultation on the proposed Local Plan and supporting documents	W/C 13/03/2028 08/05/2028
Gateway 3: independent testing	Reg. 4(1)(j) + Reg. 31	Testing by the Planning Inspectorate against the prescribed requirements and whether the Plan is ready to be submitted for examination. Prescribed requirements relate to legal compliance, availability and completeness of required submission documents, and whether the Plan and the council are ready to proceed. If the Council do not successfully pass through Gateway 3, the Council cannot proceed to examination and are required to make the necessary changes and re-do the gateway assessment	W/C 09/10/2028
Submission	Reg. 4(1)(k) + s.15D(1)	Formal Submission of the Local Plan. Triggers commencement of the examination	W/C 18/12/2028
Examination		Undertaken by the Planning Inspectorate the examination will assess whether the Plan is "Sound". Meaning it meets the test of soundness set out in national planning policy. Those who have made representations on the plan during its preparation will have the right to present their views to the inspector. The inspector may recommend that modifications are required to be found sound. If this is the case, proposed modifications may need to be consulted on. This will likely extend the timeframe for the examination.	December 28-March 29
Adoption	Reg. 4(1)(l) + s.15EA	Subject to the conclusion of the examination and full council decision	W/C 30/04/2029

		the new local plan will be brought into effect and the existing Plan revoked.	
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Table 1 Summary of Key Milestones & Stages within the new plan-making system

- 2.8 Full details of the timescales for producing the new Local Plan are set out in the Council's Local Plan timetable which can be viewed online on the [Local Plan Review](#) webpage. This will be kept up to date throughout the period our new Local Plan is being prepared.

3. Changes to the National Planning System

- 3.1 Recent changes by the government to the planning system will have a direct impact on how the Council plans for the district's future growth.

Changes to increase the assessment of housing need

- 3.2 The Government's "standard method" for assessing local housing need (used to inform housing requirements in Local Plans in England) underwent a significant reform in December 2024. The Council must plan to meet as a minimum all of their housing needs as identified by the new standard methodology and In England, Local Planning Authorities are legally required to review their Local Plans at least once every five years to assess whether policies need updating. The housing requirement in the adopted plan is now meeting less than 80 per cent of local housing need as defined by the new methodology, and in this situation the Council is required to commence local plan review to the prescribed timetable set out above.
- 3.3 Rather than being based on household projections the new prescribed figure and methodology are based on a proportional increase to the existing housing stock with an affordability adjustment (uplift), the size of which is dependent upon a five year median average house prices relative to incomes ratio.(the affordability ratio published by the Office of National Statistics).For every 1% the ratio rises above a specific threshold, the housing need figure is adjusted upwards, with an upward adjustment multiple of 95%. More detail is available [here](#)
- 3.4 The Council is required to plan for **932 dwellings per annum**, an increase of 375 dpa on the current Local Plan objectively assessed needs set at 557 dwellings per annum - a 65 % increase.
- 3.5 It important to note this is an unconstrained assessment of the minimum number of homes the Council is required to Plan for. The actual housing requirements set in the Plan will also be dependent on the consideration of constraints, land availability and deliverability.

Housing Land Supply

- 3.6 Local planning authorities are required to maintain a five-year housing land supply in order to demonstrate they have enough specific, deliverable land available to meet their current housing needs for the next five years.
- 3.7 A failure to demonstrate this means that policies in the NPPF would take precedence and the Council would find it more difficult to refuse planning applications where necessary, even if they go against the adopted Local Plan and local preferences.
- 3.8 Currently the Council can demonstrate a [7-year supply of housing supply](#). Maintaining at least a five-year supply depends on the rate of housing completion

and delivery as well as market circumstances; factors which in the main are beyond the Councils influence.

Removal of the Duty to Co-operate

- 3.9 Regulations came into effect early 2026 removing the Duty to Co-operate from the Plan making system. Although this legal test has been removed, co-operation is still required between Local planning authorities through a more flexible system of **“effective co-operation”** backed by strategic planning. Planning Authorities must still work with neighbouring authorities to address cross-boundary issues, infrastructure requirements and delivery, and any unmet housing needs. At Gateway Assessment and Examination, Inspectors will require evidence of co-operation, however, failure is no longer a legal showstopper but a question of soundness and policy judgement.
- 3.10 The Council and neighbouring authorities all continue to work together through the jointly resourced [Norfolk Strategic Planning Member Framework](#).

Changes to the National Planning Policy Framework

- 3.11 Following sweeping overhauls to the planning system and the [draft revisions to the National Planning Policy Framework](#) (NPPF), the government is introducing several changes to how local and national interests are balanced.
- **Rules-Based Approach:** The system now establishes a "default yes" to development that aligns with specific national policy criteria, shifting power away from local vetoes.
 - **No Duplication:** Local authorities are instructed not to replicate, restate, or modify national decision-making policies in their own local plans.
 - **Prioritisation of Growth:** Significant weight is afforded to development in desirable areas, specifically sites close to transportation hubs and areas where evidence shows an unmet housing need.

The emerging revised NPPF (2025/26) gives a clear steer towards a more permissive and pro-development planning system in order to *“boost housing delivery and economic growth”* through its approach of stronger national approaches and decision making, and a simplified rules-based system. Although it is not a blanket approval, the ‘presumption in favour of sustainable development’ will apply to all development within settlements unless harms “substantially outweighs the benefits”.

- 3.12 **National Decision-Making Policies (NDMPs)**, also referred to as National Development Management Policies, are centralised government policies that aim to provide consistent rules and standards. These NDMPs are non-statutory, with the intention that they will be a material consideration in decision-making, limiting local variation and increasing consistency. It is intended that new local plans do

not duplicate, substantially restate or modify the content of these policies. In some cases, the policies are expected to express how much weight to certain benefits should be given in the planning balance at decision making stage. Local Plan and neighbourhood plan policies that are in any way inconsistent with NDMPs should be given very limited weight.

- 3.13 **Streamlining Local Standards:** Restrictions on the Council's ability to set local standards other than those set out in building regulations, such as the use of the optional prescribed space standards and accessible housing standards (with the exception of water use). Policies HOU8 & 9 of the current Local Plan currently evoke the optional minimum space and accessible standards, and Policy CC4 minimises development impact on water supplies to the lowest legal limit set by the water efficiency requirements at the time.
- 3.14 **Prioritising development on Brownfield land:** The emerging NPPF strengthens the approach to brownfield first (previously developed land). In plan-making the Council is expected to prioritise brownfield sites in allocations and maximise the reuse of previously developed land and focus growth in urban areas first. If the brownfield capacity is insufficient then sequentially this will result in greenfield releases. **It should be noted that North Norfolk does not have any land designated as greenbelt land and little land that is classed as previously developed land. the Annual Monitoring Report shows that in 2024/25 only 130 dwellings were completed on previously developed land.**
- 3.15 The introduction of a new '**medium development**' category, as set out within Annex C of the draft NPPF, 2025. The category is currently proposed for schemes of 10 to 49 homes, and on sites up to 2.5 hectares. The changes aim to remove obstacles to bringing forward smaller parcels of land and encourage the growth of small and medium-sized builders. In addition, **new local plans will be expected to allocate at least 10% of the housing requirement to smaller sites.**
- 3.16 **Higher density development:** The changes in the NPPF support higher density development in sustainable locations with good access to services. there is a clear expectation that Councils should set minimum densities in well-connected locations, including around train stations and town centres, and support an overall increase in density within settlements.
- 3.17 **Concentration for growth in and adjacent to settlements:** Development should be supported in principle in identified settlements unless there would be substantial harm. Outside of settlements, the form of development continues to be restricted in order to prevent unsustainable patterns of growth and to conserve rural character. However, the list of developments considered appropriate outside settlements is broad and now includes such items as: rural business and services which need to be located outside settlements, and development of other sorts which would meet an evidenced unmet need (for example in instances where there is not a five-year housing land supply). The proposed NPPF adds the proviso that in such circumstances development should be well-related to an existing

settlement (unless the nature of the use would make this inappropriate), to guard against development being badly located.

- 3.18 In defining what is a settlement the emerging draft NPPF** *'Includes cities, towns, villages and other predominantly built-up areas, including land which is allocated or has permission for development which will form part of the built-up area once the development is complete. This includes areas defined as a settlement in the development plan (whether using defined settlement boundaries or equivalent terms, or criteria for identifying settlement extents). Settlements do not include hamlets and scattered groups of houses located outside predominantly built-up areas, unless specifically defined as a settlement in the development plan.'* Source draft NPPF Annex B: Glossary

- 3.19 Changes to the definition of a Designated Rural Area** in the definition for Affordable Housing policy: changes are included in the draft to support the provision of much needed social and affordable housing in rural areas. This includes amending the definition of Designated Rural Areas in the current Framework glossary to allow affordable housing contributions to be sought on minor development in parishes with a population of 3,000 or less and a population density of two persons or less per hectare. This is not intended to alter the way in which those areas currently designated as 'rural' under Section 157 of the Housing Act 1985 (as identified in the current Local Plan) are treated, or how that designation is achieved. Further support remains for affordable housing on rural exception sites.

- 3.20 Promoting economic growth:** through the use of flexible site allocations and the non-proliferation of overly prescriptive requirements on acceptable uses. The Government's aim is to provide employment land that can more readily adapt to changing commercial demands. The expectation is that new style local plans will also meet the needs of a more modern economy and growth by giving substantial weight to the benefits of supporting business growth. In terms of rural business development, the proposed changes align with the wider policies for inside and outside settlements and strengthen support for various types of agricultural development and diversification. Opportunities should be well related to existing development and use PDL where possible.

Removal of Supplementary Planning Documents and the introduction of Supplementary Plans

- 3.21** The transition from Supplementary Planning Documents (SPDs) to Supplementary Plans reflects wider reforms, particularly those set out through the Levelling-up and Regeneration Act 2023. The intention of these changes is to strengthen the effectiveness of supplementary guidance within the plan-making system. Under the previous system, SPDs were intended to provide additional detail to policies in the Local Plan, but they were not part of the statutory development plan. This meant that, although they could be material considerations in decision-making, their influence was often limited and included within the plan's evidence base.

- 3.22 A key reason for introducing the new Supplementary Plans is to address this by giving such documents a clearer and more robust role in planning decisions. The changes to the planning system seek to streamline plan-making by reducing reliance on lengthy Local Plans and enabling authorities to produce more focused, topic-specific documents that can be updated more quickly. In practice, Supplementary Plans can cover a multitude of issues and topics that the Council consider necessary to include in a Supplementary Plan.
- 3.23 The key difference between the two lies in their legal status and planning weight. SPDs do not form part of the development plan and therefore could not introduce new policy, only expand upon existing Local Plan policies and provide supporting evidence. However, Supplementary Plans are intended to form part of the development plan itself. This means they will carry full statutory weight under section 38(6) of the Planning and Compulsory Purchase Act 2004, requiring decisions to be made in accordance with them unless material considerations indicate otherwise.
- 3.24 Overall, the change to Supplementary Plans represents a move towards a more flexible plan-led system. By replacing SPDs, the planning system aims to ensure that detailed local policies are not only easier to prepare and update but also carry the full weight necessary to shape development outcomes effectively.

Environment Assessment Changes: Sustainability Assessment

- 3.25 Under the new plan-making system, the **requirement to carry out Sustainability Appraisal** as required under the Planning and Compulsory Purchase Act 2004 has **been removed**, while the requirement for Strategic Environmental Assessment (SEA), as required under the SEA Regulations 2004 remains. This will involve the preparation of an environmental report that identifies, describes and evaluates the likely significant effects on the environment of implementing the plan or programme, and the reasonable alternatives taking into account the objectives and geographical scope of the plan or programme.
- 3.26 Current government guidance does not yet provide specific guidance on this matter. However, references to environmental assessment in the plan-making guidance focuses only on SEA (see [New local plan-making roadmap](#))
- 3.27 The SEA Regulations require the scoping of environmental effects as well as broader topics such as population, human health and ‘material assets’ which all need to be addressed. This means that, in practice, the scope of the assessment remains relatively broad and does extend into some social and economic issues. The main difference lies in how the assessment is framed and reported, rather than what is assessed, as a clearer focus on SEA requirements is likely to support more concise, targeted reporting.
- 3.28 A structured SEA process will be maintained that aligns with key plan-making stages. As such, SEA scoping will commence alongside Local Plan scoping to

ensure that the framework for assessment is in place early in the plan-making process, before options emerge, and will mean that the Council is ready to undertake SEA of options as soon as they are identified for consideration.

Introduction of Spatial Development Strategies (SDS)

3.29 The new plan making system and emerging updated NPPF support the structure and operation of a new planning system comprising of three levels of Plan making

- Strategic: Spatial Development Strategies (SDS)
- Local: Local Plans, Minerals and Waste Plan, and Supplementary Plans
- Neighbourhood: Neighbourhood Plans

3.30 Spatial Development Strategies are intended to be high-level, strategic plans that provide a cohesive framework across regional and sub-regional, or combined authority areas. The intention is that they will set a 20-year vision, ensuring that local planning authorities align their detailed policies with the wider sustainable growth and climate reliance goals. The Norfolk and Suffolk SDSs will be drawn up by the elected Mayors following the Mayoral elections currently due to be held May 2028. It is not expected that the SDS will directly inform this round of Local Plan making.

Environmental Delivery Plans

3.31 A key part of the Planning and Infrastructure Act is the Nature Restoration Fund (NRF). The Nature Restoration Fund(s) aims to accelerate the building of homes and infrastructure while diverting the impact into the recovery of protected sites and species.

3.32 The NRF introduces a new way for housing and infrastructure developers to meet their environmental responsibilities where their projects affect protected sites or species. Natural England will deliver the NRF through Environmental Delivery Plans (EDPs). Each EDP will cover a specific area and outline a package of conservation measures that will address one or more impacts of development on a protected site or species. Where an EDP is in place, developers can make a payment into the NRF to meet their environmental responsibilities and crucially unlock development which might otherwise have stalled.

3.33 Towards the end of 2025 the government released guidance on the timetable for EDPs. The intention is that the first EDPs will begin consultation/engagement early in 2026, with the first EDPs to go live spring/summer 2026. The first EDPs will focus on areas and catchments that have significant pressure from nutrient neutrality issues.

3.34 In December 2025, Natural England gave notice of its intention to prepare a number of Environmental Delivery Plans in 2026. Two will apply to the North Norfolk district. The first tranche of EDPs being prepared will cover nutrient pollution from development, with one being prepared for The Broads Special Area

of Conservation (SAC) (including River Wensum SAC). The second tranche will be prepared for great crested newts, which is relevant to North Norfolk, being a place where the species is materially present.

- 3.35 Each EDP will set out the conservation measures that will be brought forward to materially outweigh the impact of the development on the environmental feature that the EDP covers. Once in place, developers will be able to pay the relevant nature restoration levy which will discharge the relevant environmental obligations covered by the EDP. Natural England will use this money to deliver the necessary conservation measures.
- 3.36 Whilst the full details regarding EDPs is still emerging, it is clear that once formally agreed by the Secretary of State, they will provide an alternative way for developers to address and pay for impacts on protected sites and species.

Local Nature Recovery Strategies (LNRS)

- 3.37 In complying with the strengthened duty set out in the Environment Act 2021, the Planning Practice Guidance (PPG) confirms that all public authorities must “have regard” to any relevant LNRS. As informed by Defra, it is understood that the PPG is likely to be updated to ensure public authorities ‘take account of’ any relevant LNRS. As such, from adoption in October 2025, the Norfolk LNRS is a material consideration in the assessment of planning applications and is being utilised as an important source of information in relation to finding where off-site provision of biodiversity gain would be most beneficial in circumstances where it cannot be fully met on-site.
- 3.38 Therefore, the Norfolk LNRS will play a key role in channelling nature recovery going forward. The Strategy includes a description of the area covering the full range of Norfolk’s habitats from its coast, farmland, woodland, grassland and heathland to its freshwater habitats and urban and built environment. It also identifies Norfolk’s priorities and measures to guide recovery and enhancement of local species and habitats by highlighting specific habitat priorities, key species, habitat-based species assemblages and the environmental benefits of nature-based solutions (NbS) following the nature recovery principles.
- 3.39 The LNRS Local Habitat Map identifies existing natural areas and key locations and opportunities for potential enhancement, expansion and improved habitat connectivity. The mapped measures also indicate where wider environmental benefits will be recognised using nature-based solutions delivering for example, flood risk mitigation and improved water quality. By mapping specific locations to take such actions, the LNRS aims to drive delivery and funding towards achieving nature recovery in these areas.

Digital planning and engagement

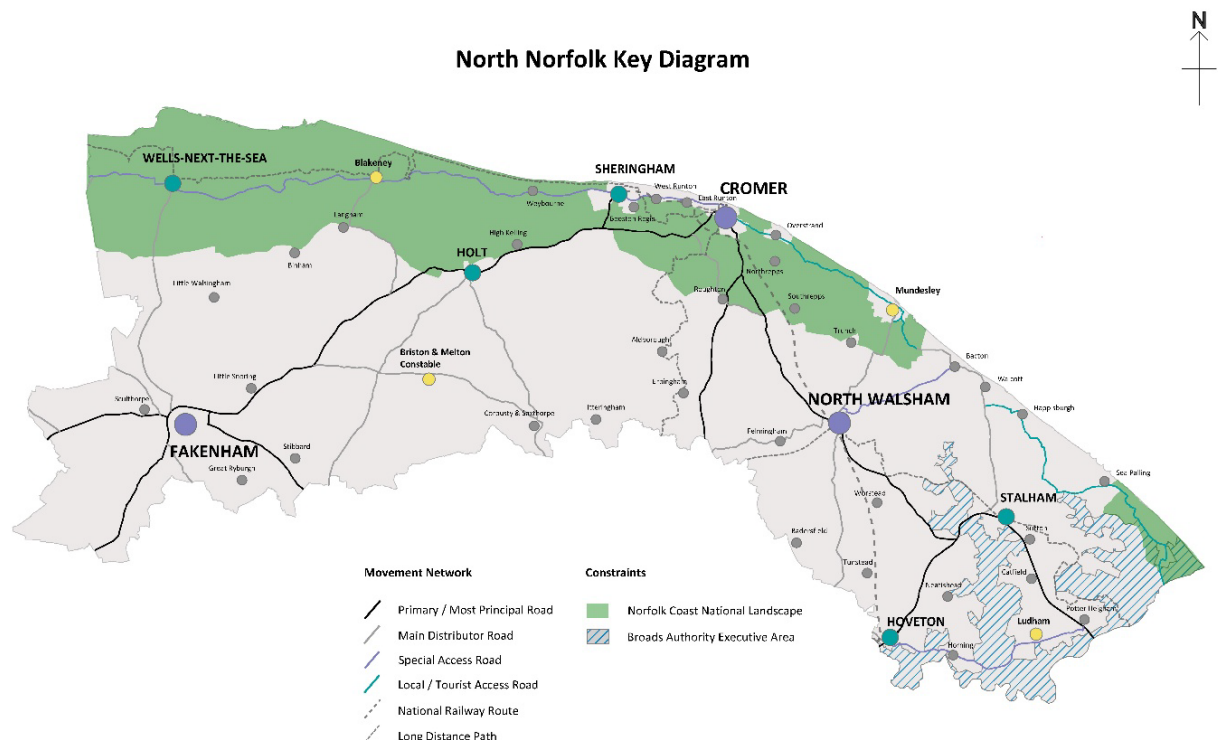
- 3.40 The preparation of new style Local Plans should be supported by robust digital planning processes to improve transparency, accessibility, and efficiency. This

includes using standardised, machine-readable data and geospatial formats so that policies, site allocations, and constraints can be clearly understood and easily shared across statutory consultees and engagement platforms. Embedding these digital approaches early helps ensure compliance with national expectations and supports more effective plan-making.

- 3.41 Digital tools can play a key role in enhancing engagement by presenting complex information in accessible and interactive formats. Instead of relying solely on static documents, authorities can use interactive maps, visual dashboards, and scenario tools to help users explore proposals and understand their impacts. These approaches can improve public understanding and lead to more informed and constructive feedback.
- 3.42 The Government and new regulations expected that engagement should be continuous and inclusive, making full use of digital platforms to widen participation. Online consultation portals, social media, and targeted outreach can help engage communities that are often underrepresented. Authorities should treat engagement as an ongoing dialogue, with clear and user-friendly mechanisms for capturing and analysing feedback throughout the plan process.
- 3.43 Effective digital planning also requires strong data management and governance. Authorities should maintain high-quality datasets, ensure systems are interoperable, and follow recognised standards to enable data sharing. Publishing evidence and engagement outcomes openly can build trust and demonstrate how stakeholder input has influenced plan development.
- 3.44 While digital methods offer significant benefits, it is important to address digital exclusion. Authorities should ensure that traditional engagement methods remain available and that support is provided for those with limited digital access, skills or certain accessibility needs. A balanced approach will help ensure that digital planning enhances participation while remaining inclusive and equitable.
- 3.45 The digital planning requirements for new style Local Plans derive from the Levelling-up and Regeneration Act 2023, which introduces powers to standardise, digitise and make planning data publicly accessible. These powers are implemented through the Planning Data (England) Regulations 2026 and the Town and Country Planning (Local Planning) (England) Regulations 2026, **which establish a digital-first plan-making system supported by mandatory data standards**. National guidance, including Digital Land specifications and GOV.UK guidance on publishing plan data, provides the technical framework for implementation, while the Government's Digital Planning Programme sets the broader policy direction, including a strong emphasis on improving public engagement through digital tools and accessible formats.

4. District Overview

- 4.1 North Norfolk is a large rural area of some 372 square miles. For planning purposes, the Council acts as the Local Planning Authority, LPA for all of the district except the part that falls into the Broads Authority Executive Area. This means that for planning purposes the district is 340 Square miles / 87,040 hectares. There is approximately 43 miles of coastline situated on the northern periphery between Holkham in the West and Horsey in the south-east.
- 4.2 Main settlements are its seven towns and one large Village: North Walsham, Cromer, Fakenham, Sheringham, Holt, Stalham and Wells-next-the-Sea, and Hoveton. These settlements are distributed more or less evenly across the district, which spatially can be divided into three broad areas, west, central and east, with each of these areas defined by the catchments of the three larger towns. Approximately half of the population live in one of the towns. The other half of the population live in a large number of smaller villages, hamlets and scattered dwellings, which are dispersed throughout an extensive rural area. Overall, the district is one of the most rural in lowland England.
- 4.3 Norwich and the Norwich Urban Area is situated approximately 22 miles to the South of Cromer and exerts a significant influence in terms of employment and services. The towns of Kings Lynn situated 20 miles to the West and Great Yarmouth 19 miles to the southeast of Stalham are the principal neighbouring settlements, but their impact on the district is far more limited.



Population

- 4.4 The 2021 census records the population of north Norfolk at 102,979 residents, an increase of 1.5% from the 2011 census. This is lower than the overall increase for England (6.6%) where the population grew by almost 3.5 million to 56,489,800³, and well below the regional average of 8.3% population growth. It was the lowest local authority population change in the East of England. The population in the North Norfolk Local Authority area is however now expected to grow by about 12,000 people between 2024 and 2044, approximately 11.7% with the largest growth expected in the older age bands. In comparison the population of Norwich Urban Area is 213,166⁴
- 4.5 According to the latest Office for National Statistics (ONS) census data, north Norfolk is the local authority area with the highest average age in England and Wales. The graph below shows the data from 2021 Census that in the North Norfolk District 33.4% of its population is over 65, i.e. 1 person in every 3 - well above the England average figure of 18.4% and demonstrates that the ageing demographics are increasing. North Norfolk has the highest proportion of over 65s in England and Wales.
- 4.6 Between the last two censuses, the average (median) age of north Norfolk increased by three years, from 51 to 54 years of age. The number of people aged 65 to 74 years rose by just under 3,000 (an increase of 20.1%), while the number of residents between 35 and 49 years fell by just under 2,900 (16.5% decrease). Furthermore, the statistics show a decrease of 5.6% in people aged 15 to 64 years, and a decrease of 4% in children aged under 15 years.
- 4.7 Only 48% of the population is 'economically active' down from 63% at the time of the 2011 census, which is below the England figure of 58.6%, down from 71% (2011 census).
- 4.8 23.8% of the population is below 29 years of age, which is below the England figure of 34.3%.

³ Figures from Source ONS: [North Norfolk population change, Census 2021 – ONS](#) and [Population - JSNA - Norfolk Insight](#) accessed 21.05.2026.

⁴ Greater Norwich Local Plan 2021

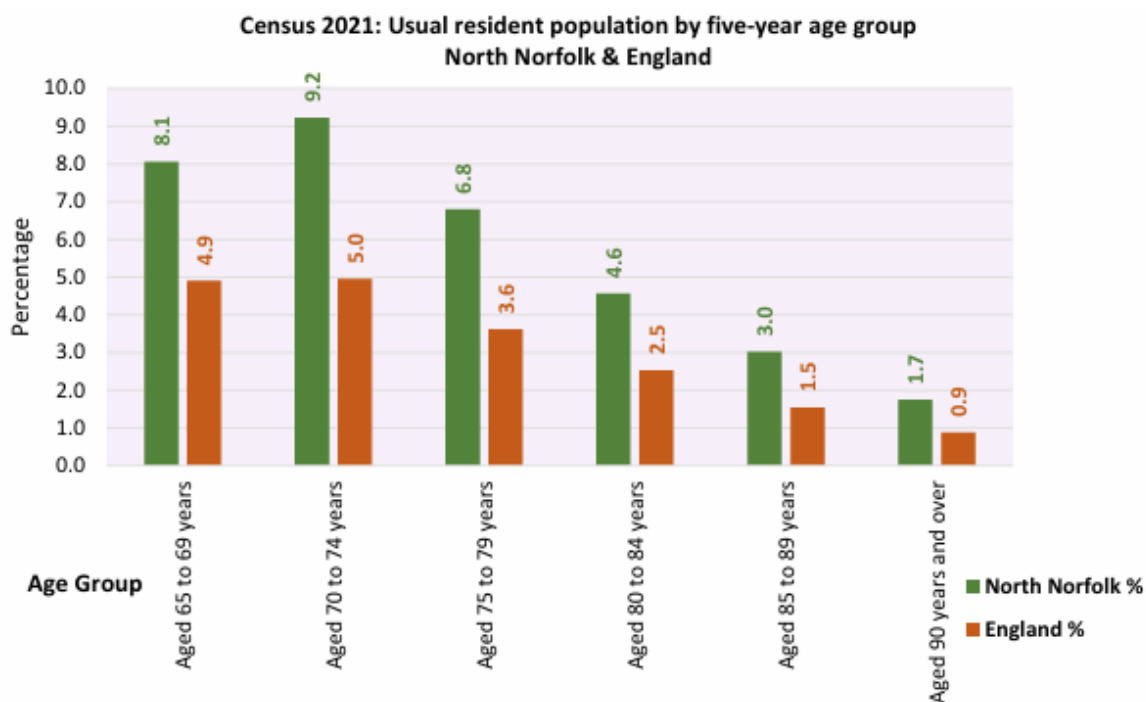
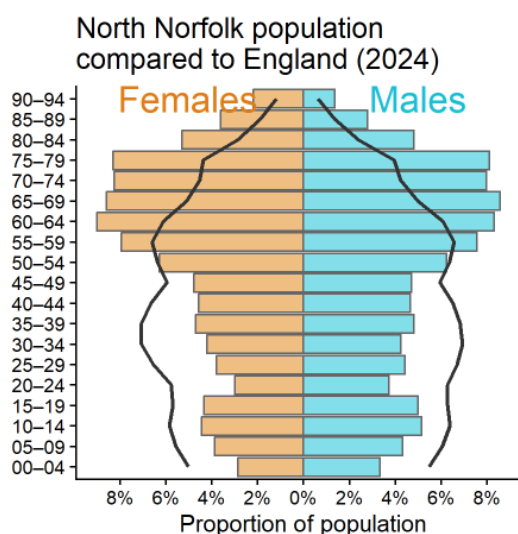


Figure 1: ONS 2021 Census North Norfolk V England Population 65+ source NNDC Population Supplementary Statement Local Plan examination ref EX033

4.9 The figure below shows the north Norfolk area's population by five-year age bands. The black line shows the distribution for England for comparison

4.10 Across the district the birth rate is falling and with on average there being more deaths than births and only a relatively small growth from net international migration (878 between 2014 and 2024) population growth is mainly driven from net internal migration.



4.11 Overall, the population is projected to increase by around 12,000 between 2024 and 2044 and residents 65 years or older will make up approximately 35% of the population.

4.12 The 2021 Census provides a population summary and demonstrates that approximately 60% of the population live outside the 7 main settlements⁵

⁵ UK census figures vary depending on geography (e.g. civil parish, built up area, or ward) Parish figures (e.g. Cromer, North Walsham, Stalham) can differ slightly from built up areas

Settlement	2021 Pop.
North Walsham	12,630
Fakenham	8,385
Cromer	7,544
Holt	4,015
Stalham	3,572
Wells-next-the-Sea	2,147
Hoveton	2,127
Total large settlements	40,420
Remaining dispersed population	62,559
Total population	102,979

Economy⁶

4.13 In terms of employment, spatially the district functions as three separate sub areas:

- The eastern area of the district which covers North Walsham, Stalham, Hoveton and their surrounds,
- The western area, which covers Fakenham and Wells-next-the-Sea and
- The central area which covers the towns of Cromer, Holt and Sheringham.

4.14 The eastern area of the district has a greater relationship to Great Yarmouth, Norwich and the Broads. This area has historically had high levels of employment in agriculture, the defence sector, manufacturing and Broads based tourism. There has been a decline in manufacturing, particularly food manufacturing, but a growth in the plastics and boat building and marine sectors, with investment and employment growth in these sectors in North Walsham and Catfield. The town's industrial businesses are focused on manufacturing of machinery and equipment, plastics products and metal fabrication. North Walsham has seen the greatest levels of activity within the district. Levels of employment in the tourism sector in this part of the district remain stable but with a change from Broads based boating related activity to small scale land-based accommodation and attractions. The

⁶ Statistics from [Population - JSNA - Norfolk Insight](#), Economic Evidence Base for North Norfolk DC April 2024, The Norfolk Office of Data Analysis , NODA, [PowerPoint Presentation](#): accessed 21.5.26 , adopted Local Plan. [Home | Local plan examination library](#).

proximity of this part of the district to Norwich has meant that there is increasing levels of out-commuting. The Eastern sub-region has the largest share of available land area in the district with the town of North Walsham and Scottow Enterprise Park providing the larger quantum of employment land.

- 4.15 The western area of the district has a greater relationship with Kings Lynn and the south. Fakenham acts as a large centre of employment for a large rural area of north-west Norfolk, extending beyond the district's boundary. The town occupies the most accessible location in the district in terms of access to the national road network and, as a result, has strong manufacturing base and presence of distribution companies and is seen as an attractive location for investment. Building off its existing high level of self-containment and its role as an employment centre for surrounding settlements.
- 4.16 Fakenham offers a strong opportunity for sustainable development. The town has seen some change in its manufacturing base with the loss of some jobs in the food processing sector, although this remains the single largest employment sector in the town. Approximately half of the available land within the Western sub-region is within Fakenham. The other half is mostly located in Egmere Enterprise Zone and Tattersett Business Park, two rural locations that have been available for several years, with only limited take-up. Wells-next-the-Sea contains limited supply of employment land; however, there is also little evidence of demand for new industrial development. Tourism and fishing are important sectors to the local economy. The town's location and relative inaccessibility is likely to discourage business start-ups. Any demand is likely to be from local businesses and service providers. Egmere Business Zone lies to the south of the town and has been established to support any investment associated with the growing offshore renewables sector off the North Norfolk Coast.
- 4.17 The central area is dominated by tourism with the resort towns of Cromer and Sheringham and the wider Norfolk Coast National Landscape providing a large number of jobs in the hospitality sector. There are also a large number of jobs in retailing and public administration – with Cromer being the administrative centre of North Norfolk District Council and having a small district hospital, and department of work and pensions office. The coastal towns are subject to further constraint due to their environmentally sensitive locations. It has long been regarded that the towns of Cromer, Holt and Sheringham function as a network in terms of movement for employment between the towns. The Business Growth Sites Delivery Strategy [Local Plan Examination ref [H6](#)] concludes that given this area is a more localised market (with the Eastern and Western subregions having larger businesses and more outward looking economies), it is appropriate that the central sub-region has the lowest share of available land.
- 4.18 The Council's approach is one that guides new employment generating development towards designated employment sites and to additional allocations, both employment and mixed use, in order to serve local markets, provide choice

and opportunities and align with the strategic growth ambitions. To facilitate employment land provision, the adopted local plan is predicated on projecting forward past land take up rates of 1.6 ha annually since 2000 as this is identified as the best indicator to reflect the market, particularly in relation to industrial land for manufacturing uses. On this basis, the current local plan identifies 55.26ha of employment land which is sufficient to factor in potential fluctuations in the market and flexibility through choice to meet the need for 24ha. There is enough pipeline supply in theory to ensure that the district can meet its need for approximately 34 years.

- 4.19 This potentially presents a misleading picture as the available land may not always be suitable or suitably located in order to meet the range of employment opportunities within the market and so the local plan contains a number of specific employment policies that set the parameters for employment development outside the existing designated employment areas, tourism development, and the re-use of buildings in the countryside for commercial use.
- 4.20 The economy in north Norfolk remains fairly narrowly based with a relatively high dependence upon employment in the agriculture, retail, public services and tourism sectors. The local economy is particularly characterised by the fact that the majority of employees (84%) work in small businesses. Whilst there has been a change in the business base of the manufacturing sector with business closures / rationalisations in the food processing and engineering sectors in recent years, there has been a growth in employment in the manufacture of plastic and timber products and marine engineering / boatbuilding, which continue to perform strongly. Significant numbers of employees in the district are engaged in the provision of education, health and social care, public administration, retailing and tourism. In recent years the tourism sector has enjoyed growth through investment in quality accommodation and attractions, and a move to year-round operations capturing short breaks and specialist markets, in addition to the traditional summer holiday. Whilst most of north Norfolk's towns have small industrial estates, the main concentration of manufacturing employment is in Fakenham and North Walsham. Cromer, Mundesley, Sheringham and Wells-next-the-Sea are traditional destination resorts, and Hoveton acts as an important centre for Broads-based tourism.
- 4.21 The Visitor Economy sector has the highest share of business counts (890) within the businesses in North Norfolk (24.89%), followed by the Agri-food Tech sector (779) and then Construction and development (660), Ports and logistics (270), Health and Social work (235)⁷
- 4.22 In terms of statistics the working age population in north Norfolk (typically 15-65) is approximately 52.7%. This is below the Norfolk average of 59% and England average of 63%.

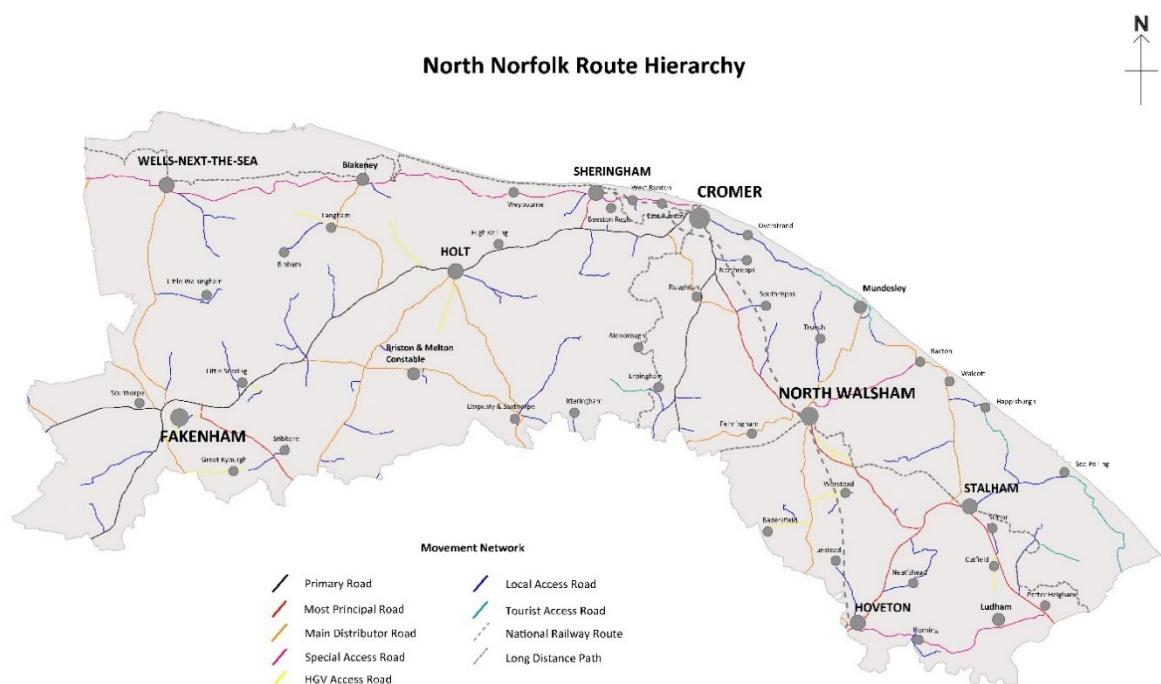
⁷ Economic Evidence Base for North Norfolk DC April 2024, The Norfolk Office of Data Analysis , NODA [PowerPoint Presentation](#) & [Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#) - UK Business Counts (local units)

- 4.23 The old age dependency ratio for North Norfolk is high at 649 (and projected to increase), when compared to England which is in the region of 300 this shows that north Norfolk has a **much lower share of working-age residents** than Norfolk as a whole and England.
- 4.24 Pay across North Norfolk reflects the lowest resident gross median pay of all the districts (£578.70) and is below the Norfolk average (£600), and the England average (£645.80).
- 4.25 Commuting patterns in north Norfolk show a net outflow of workers from the district, predominantly to other areas of the County, particularly Norwich. 63.3% of employed residents of north Norfolk work within the district, while 70.5% of workers that make up the north Norfolk workforce reside in the district. Analysis indicates that 51.2% of the north Norfolk workforce live within the immediate area of employment, while a further 28.5% live within the district. In total 79.7% of the overall workforce within north Norfolk live and work within the district. These figures are higher for areas such as Cromer, Holt and Sheringham and lower for areas around Stalham and Fakenham where trends of outflow are more prevalent.
- 4.26 Collectively much if this reflects the district's significantly older population and means that there is a relatively smaller workforce to attract new employment and also to support the larger retired population. This is likely to put extra pressure on the working age population and potentially the availability of staff to deliver services and a greater reliance on commuting workers and in- migration. In addition, the population profile leads to sectorial pressure with rising demand especially in areas of health service, social care and assisted living and tends to produce a tight labour market with ongoing recruitment challenges, demand for in-migration and the requirement for workforce retention policies. Many of these issues sit outside the Local Plan, however planning for growth and the rural economy through land-based planning and the Local Plan allow accountable bodies such as the health authority, adult social services and other investors to plan and develop their own investment strategies with more certainty and ensure more timely delivery.

Transport

- 4.27 North Norfolk's peripheral location is reflected in the fact that it has no trunk roads or motorways. Only the A140 (Cromer to Norwich), the A148 (Cromer to King's Lynn - via Holt and Fakenham but also serving Sheringham) and the A1065 (Fakenham to Mildenhall) are regarded as part of the national 'primary route network'. Other important routes are the A1067 (Fakenham to Norwich), the A149 (Cromer to Great Yarmouth – via North Walsham and Stalham) and the A1151 (linking the A149 at Smallburgh to Norwich via Hoveton). The only public rail service is the 'Bittern Line', operated by Department for Transport Operator (DfTO) following renationalisation in October 2025, linking Sheringham, Cromer, North Walsham and Hoveton with Norwich. The 'Poppy Line' provides a tourist attraction

rail link from Sheringham to Holt. There is also the Bure Valley Railway in Broadland which provides a tourist / leisure link between Aylsham and Hoveton / Wroxham along with the “Poppy line” which runs heritage steam trains connecting Sheringham to Holt. Most of North Norfolk’s villages are served only by very limited public bus services. The 'Coasthopper' bus service runs from Hunstanton to Cromer and Mundesley, providing a popular regular service for locals and visitors along the coast and has recently linked in the wider network to Norwich via the Cromer interchange. Related to the modest level of public transport services across the area is the finding from the 2021 Census that 89.4% of households in north Norfolk owned at least one car or van and 43.6% owned two or more vehicles. Census 2021 data indicates that approximately 21,600 of north Norfolk residents travelled to work by car or van as a driver, representing around 64% of all employed residents aged 16 and over. Collectively this reflects a high level of car dependency consistent with the district’s rural and coastal character.



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Environment

- 4.28 The landscape of north Norfolk is distinctive within England, characterised by a combination of coastal, rural, and gently undulating countryside environments, with a strong sense of openness and natural character. One of the defining features is its **long, varied coastline**, much of which is designated as nationally important. Much of this coastline falls within the wider designated **Norfolk Coast National Landscape** (formally known as Area of Outstanding Beauty (AONB), reflecting its high scenic value. Away from the coast, the district is predominantly rural farmland and characterised by gently rolling arable landscapes large open fields with big skies and long views. The district is characterised by nine separate landscape types and 16 landscape character areas as listed in Table 4.1 of the [North Norfolk Landscape Character Assessment](#). Each type has its own key characteristics, valued features and qualities.
- 4.29 Along with the Norfolk Coast National Landscape, north Norfolk is nationally and internationally important for wildlife and has significant wetland habitats. The district has 13 internationally designated sites, under the Ramsar convention or the European Habitats and Birds Directives whose designation, protection and restoration is transposed into the Conservation of Habitats and Species Regulations 2017, as amended (commonly referred to as the Habitat Regulations), and often referred to as European sites (Es) and/or Natura 2000 (N2K sites), and which represents a functioning network of the Es as a whole. Each site contributes to an ecological network of protected areas, and includes the North Norfolk Coast Special Area of Conservation SAC/Special Protection Area SPA/Ramsar site, Winterton-Horsey Dunes SAC, Norfolk Valley Fens SAC, Overstrand Cliffs SAC, River Wensum SAC, The Wash and North Norfolk Coast SAC, Great Yarmouth North Denes SPA, Breydon Water SPA/Ramsar site, Broadland SPA/Ramsar site, The Broads SAC, Greater Wash SPA. Collectively these sites all contribute to the unique quality of the districts landscape and are important for migratory birds and coastal and marsh ecosystems.
- 4.30 In addition, the wider district includes part of the Broad's Area, 40 Sites of Special Scientific Interest (SSSI), 255 County Wildlife Sites (CWS), 2 County Geodiversity Sites (CGS) and 42 candidate County Geodiversity Sites (cCGS). Collectively much of the district lies within nationally important landscape and ecological designations, which reflects the high environmental value and sensitivity of the landscape.

Housing

- 4.31 Approximately half of the population live in one of the dispersed seven larger market towns and the larger village of Hoveton. The districts remaining half of the population live in a large number of smaller villages, hamlets and scattered dwellings, which are dispersed throughout the extensive rural area. Overall, the district is one of the most rural in lowland England.

- 4.32 In terms of settlements and built character, the built environment tends to sit relatively lightly within the landscape, reinforcing its overall rural character. Traditional flint, brick and pantiles are reflected in the architectural style. Throughout the district there are a large number of Listed Buildings (2265) and 81 Conservation Area designations.
- 4.33 There are approximately 59,000 dwellings across the district (census data) with approx. 8.3% being recorded as not a principle residence⁸ and are registered as second homes for council tax purposes. The percentage varies across the district with higher concentrations in the coastal communities. Some coastal communities also have a high concentration of holiday accommodation, such as caravan parks and chalets which means that on average 12.6% of the housing stock are classed as second homes and or holiday accommodation. These must also be seen as contributing significantly to the local economy and tourism industry of the district and help sustain the more rural services and employment as well as the wider tourism industry.
- 4.34 The average house price⁹ in north Norfolk was approximately £293,000 in May 2026, down 2.9% from March 2025. The average price paid by first-time buyers was £239,000 in March 2026. Prices are **relatively high given local incomes**, contributing to affordability pressure. The median workplace-based affordability ratio sits at 10.80. This is above the broader Norfolk average of 8.5 and means that, on average, houses prices are approximately 11 times local average earnings. As a result, access to the private ownership market is constrained and a high demand for affordable rented properties persists.
- 4.35 Affordability is stretched for a number of reasons, not least the relatively low levels of local income and high house prices but also the relatively low housing stock, the high number of larger house types, the competing demand with second homes/holiday homes, and the continued low delivery rate of new housing compared to the housing requirements and permissions granted.
- 4.36 The 2025-2030 Five Year Housing Land Supply Statement shows that the district currently has a 7-year supply of homes against the existing Local Plan housing requirement of 557 dpa. Permissions for over 2000 dwellings have been granted across the district in the period 2024/25, significantly above the adopted Local Plans housing requirements. However, the number of completions in the same period was only 360¹⁰. This low delivery / completion rate is also reflected historically.

⁸ NNDC second home monitoring records 2024

⁹ ONS [Housing prices in North Norfolk](#): accessed 22.5.26

¹⁰ Annual Monitoring report 24/25, NNDC

Historical delivery and rolling requirements

Number of Homes required				Total Homes Required	Number homes delivered(net)				Total No of Homes delivered
2021-22	2022-23	2023-24	2024-25		2021-22	2022-23	2023-24	2024-25	
531	562	567	572	2,232	456	348	226	329	1,359

- 4.37 **The housing requirements which the Council is required to now plan for as a minimum is set to increase to 932 dwellings per annum (dpa)** due to the governments revised standard housing methodology. This is a significant increase from the current Local Plan figure of 557dpa.

Housing Stock

- 4.38 The majority of households in Norfolk are owner occupied (72%), however there is a historical deficit of accessible and adaptable properties across all tenures. Social care and health strategies continuing to place more emphasis on supporting people in their own homes and the rapidly aging population for north Norfolk, which is already the highest proportion in England, and the associated health issues that that an aging population brings their remains a compelling case to ensure new housing is built to address the specific needs of the districts population¹¹. Peoples housing needs change as they get older and homes designed that reflect this from the outset provide safe and convenient approach routes, circulation space, and appropriate kitchens, bathroom and outside space as well as making them easier and cheaper to adapt when the need arises. Such an approach helps foster a community, allows people to stay independent longer and stay in their own homes for longer.

Coast

- 4.39 The North Norfolk district has approximately 43 miles of coastline, and whilst it plays a major role in creating North Norfolk's distinctive environment and is important to the economy through tourism, it also presents two significant challenges. The first emanates from north Norfolk's cliffed coastline between Kelling Hard (near Weybourne) and Cart Gap (near Happisburgh), which is made of soft glacial deposits, and has been eroding since the last Ice Age. The second concerns the low-lying coastline either side of the cliffs, which is at risk from tidal flooding.
- 4.40 North Norfolk has some of the fastest eroding coastline in NW Europe with average retreat rate in the region of 1.7m/year on soft cliffs, higher in storms. Local Plans are expected to identify areas of coastal change and help manage the areas affected by physical changes to the coast over the longer term -100yrs, or from any

¹¹ Background Paper 7 & 7.1 , Housing construction standards updated, Examination reference C7 & C7.1, NNDC 2023 [Home | 4: Evidence base and supporting documents](#)

updated risk mapping which may supersede that currently in use. The extent of the current Coastal Change Management Area (CCMA) and the associated risk zones are defined on the [Local Plan Policies Map](#) that accompanies the Local Plan. The CCMA is made up of two risk zones, estimated at being at risk of erosion within 50 years and within 100 years. In addition, the Policies Map identifies Hold the Line Zones, which are areas within identified Hold the Line Areas, but outside the CCMA where new development or intensification of a use may have long-term implications for coastal change.

- 4.41 The emerging National Planning Policy Framework (due to be published summer 2026) seeks to minimise risks to development arising from flooding and coastal change, taking into account the impacts of climate change, by steering development away from areas at risk. As such, development plans should take account of the relevant Shoreline Management Plans (SMPs), the National Coastal Erosion Risk Map, the UK Marine Policy Statement and relevant marine plans in assessing the risks arising from coastal change and the potential approaches to coastal management
- 4.42 Shoreline Management Plans are non-statutory plans for coastal defence management planning. They provide a strategic assessment of the risks associated with coastal erosion and provide estimates of how the coast is likely to change over the next 100 years, taking into account the future implementation of coastal policies, geology, likely impacts of climate change and the existing condition of the coast including coastal defences. A national refresh of SMPs began in 2019 to make sure that the plans were up to date in the light of any new evidence. The refresh also aimed to allow ongoing maintenance and delivery, particularly in guiding policy transitions from 2025 onwards. The process led to new national Supplementary Guidance and Health Check recommendations for each SMP in 2020. These recommendations are being taken forward, and a national SMP Explorer tool has been developed to allow people to access SMP policies for each part of the coast. The two Shoreline Management Plans active along the North Norfolk coastal frontage are SMP5 (Hunstanton to Kelling Hard) and SMP6 (Kelling Hard to Lowestoft Ness). These can be accessed [via the SMP Explorer](#), which show planned approaches to managing risk from flooding and erosion within individual 'units' of shoreline.
- 4.43 In the advent of the publication of the **Environment Agency National Coastal Erosion Risk Mapping (NCERM) in 2025**, and the national refresh of the relevant Shoreline Management Plans through updated action plans (SMP5 and SMP6), it is proposed to review and update the spatial area identified as a Coastal Change Management Area in order to provide up to date information about the area of land likely to be affected by physical changes to the coast, estuaries or tidal rivers over a 100 year period. The updated CCMA will identify the area at risk and hence the number of properties, businesses and existing infrastructure within that area and set the boundaries / inform revisions of the existing coastal change management and adaptation policies. It is expected that the revised CCMA will also inform any

spatial strategy in relation to new growth as well as help plan for long term adaptation planning rollback/relocation of development and the re-positioning/re-routing of infrastructure in affected coastal settlements such as Happisburgh, Overstrand and Trimingham.

- 4.44 The Council is already part of the Coastal Transition Accelerator Programme (CTAP) through [Coastwise](#) which is exploring how communities can adapt to the effects of climate change and coastal impacts and speed up strategic and action planning in order to address long term impacts of coastal change. It is expected that in undertaking Local Plan review with the aim of facilitating change and betterment, close co-operation with the Coastwise programme will need to be undertaken.

5. Scoping Consultation

- 5.1 Before commencing the 30-month local plan programme outlined above, the first step in updating the Plan is to seek the views of local residents, town and parish councils, organisations, statutory stakeholders, landowners and developers on the what the plan should contain i.e. its scope.
- 5.2 In particular the Council are **seeking views on what the new style Local Plan should contain** in light of the new local plan system and changes to national policy **and our approach to engagement during its preparation:**
- A) The key elements of the vision and up to 10 measurable outcomes.**
 - B) The key considerations for identifying an appropriate spatial strategy to manage the overall growth requirements and distribution of development.**
 - C) The evidence required to support the emerging Local Plan.**
 - D) How could the Council effectively engage communities and wider communities given the prescribed timeline and wider digital agenda.**
 - E) Call for Sites.**
- 5.3 For each of the above items, this document includes a section below summarising each of the issues/policy areas within the scoping consultation, and our survey asks questions on each of these matters.
- 5.4 To ensure the consultation is effective, it is asked that feedback is provided constructively in a way that addresses these matters.

A) Vision, Objectives & Measurable outcomes

- 5.5 Local planning authorities (LPAs) must prepare a vision as part of the local plan. The vision should:
- set out key aims and objectives for your area over the next 15 years or longer.
 - be ambitious but also reflect what the local plan can realistically achieve through its policies.
 - There should be no more than 10 measurable outcomes. Each should be designed to help monitor the Plan in meeting the Vision and the appropriateness of the policies.
- 5.6 **The purpose of the Local Plan's vision** is to set out how an area should develop over the period of the plan. The vision should be **locally distinctive and provide a positive approach towards the future of the district by establishing a framework for meeting housing, economic, social and environmental needs** in a coordinated and achievable way. This then needs to be translated into deliverable outcomes to be included in the Local Plan. National guidance advises

that the vision should set **out key aims and objectives for the area over the next 15 years or longer** whilst also being ambitious in such a way that is realistically achievable through its policies. Through this approach, **there should be no more than 10 measurable outcomes in the Local Plan**, and these should be tangible, achievable, locally specific and easy to monitor.

- 5.7 The measurable outcomes that the Local Plan should flow from the aims and objectives identified in the vision statement and outline how the desired change will be delivered and measured. In order to achieve this, the measurable outcomes should be based on quantitative and qualitative targets and standards. These can be linked to specific Local Plan Policies and/or site-specific allocation policies.
- 5.8 The vision, aims and objectives, in addition to the associated measurable outcomes, should provide the framework for preparing the wider Local Plan and an effective basis by which to monitor delivery after the plan's adoption.
- 5.9 In making the vision locally distinctive to inform the preparation of the new Local Plan, it should be:
- grounded in the unique qualities of the district
 - refer to specific settlements, include the growth and regeneration aspirations, new infrastructure and specific environmental factors. It should also be based on the baseline information as set out earlier in section 3 and 4 of this document, be informed by early engagement and a SWOT analysis in order to balance considerations holistically and make sure the vision's priorities reflect local issues and opportunities. Any vision should align with existing local priorities and strategies and integrate relevant information from them where appropriate
 - An overview of what is expected is set out in government guidance [here](#).
- 5.10 In preparing a new vision to inform the new Local Plan it is also appropriate to review the existing vision adopted in December 2025 in order to help ascertain if it remains relevant.
- 5.11 The adopted North Norfolk Local Plan establishes a clear spatial vision of delivering sustainable growth across the district to 2040 in a way that responds positively to climate change, supports the local economy, and protects the area's distinctive environmental and historic character. It seeks to direct development to the most sustainable locations, primarily the main towns and key service centres, ensuring that growth is plan led and supported by appropriate infrastructure. At the same time, the Plan emphasises the importance of maintaining the intrinsic qualities of North Norfolk, including its valued landscapes, coastline, and built heritage, so that change reinforces local distinctiveness rather than diminishing it.
- 5.12 The current adopted Local Plan vision is as follows:

In 2040, residents and visitors to North Norfolk will enjoy a high quality of life. The District will have retained its distinct identity as a unique and attractive coastal and rural tourist destination and will have a diverse and thriving economy, with vibrant and appealing towns and villages which act as employment and service centres for their surrounding rural areas. Residents will have increased access to good quality affordable homes, a wider range of local higher skilled and better paid jobs, and good quality services and facilities close to where they live.

The towns of North Walsham, Fakenham and Cromer will have been the focus for a significant proportion of the required development. A mix of resource efficient and secure residential development will have been delivered to meet local needs including affordable housing, homes for the elderly and those with specialist accommodation needs. The necessary infrastructure and community facilities/services will be in place to support this growth. In the wider countryside, appropriate small-scale development will have been delivered where this meets local needs and supports the long-term sustainability of a settlement.

The quality of the natural and built environment, the Norfolk Coast National Landscape, the Norfolk and Suffolk Broads and their setting will have been protected and enhanced. The overall diversity and quality of North Norfolk's countryside and natural environment will have been maintained and enhanced, and the District's many Conservation Areas and Listed Buildings will have been conserved or enhanced. There will be better access to the countryside and green spaces for local communities. New development will have been provided and designed to minimise resource and energy use, minimise the risks arising from flooding and coastal erosion, protect nature and improve biodiversity, and delivered in ways that adapts to and mitigates the inevitable changes to the climate.

The Strategic Aims and Objectives of the adopted Local Plan are:

- *Delivering Climate Resilient Sustainable Development*
- *Protecting Character*
- *Meeting Accommodation Needs*
- *Enabling Economic Growth*
- *Delivering Healthy Communities*

Vision adopted Local Plan north-norfolk.gov.uk/media/11773/north-norfolk-local-plan-2024-2040.pdf

5.13 To achieve these aims, the adopted Plan sets out a series of strategic objectives focused on:

- climate resilience,
- sustainable patterns of development, and the
- creation of healthy, balanced communities.

It aims to protect the characteristics of local communities, promote the development of affordable and specialist accommodation, alongside opportunities for economic growth and job creation. There is a strong emphasis on protecting and enhancing biodiversity, green infrastructure, and environmental quality, as well as supporting community wellbeing through access to services, open space, and infrastructure. Collectively, these objectives underpin an integrated approach to growth that balances social, economic, and environmental priorities, ensuring that North Norfolk remains a sustainable and attractive place to live, work, and visit.

5.14 The first step in preparing the vision and measurable outcomes of the next Local Plan will be to identify **‘key priorities’ for North Norfolk**. To identify these ‘key priorities’, we will consider the following:

- The requirements of national planning policy
- Collected evidence that supports and identifies the ‘baseline’ conditions and any local issues and opportunities
- Other Council strategies across Norfolk and beyond that might be relevant to North Norfolk.
- Analysis of North Norfolk’s strengths, weaknesses, opportunities and threats. (SWOT analysis)
- Responses to these consultations undertaken to inform the next Local Plan.
- Technical assessments supporting evidence documentation undertaken to inform the next Local Plan

Initial SWOT Analysis of North Norfolk

Strengths	Weaknesses
• The diverse and rich characteristics of our communities • Proactive and committed approach towards Climate Change • Strong tourism and wellbeing benefits from natural assets • Unique and attractive qualities of our coastal and rural tourist towns and destinations • Distinctive rural landscape valued by residents, business and visitors • High quality natural, coastal and built environments • Significant valued heritage assets • Local, national and internationally designated areas of landscape and habitat protection	• Ageing demographic of our population • Remoteness and accessibility of the district • No significant highway networks within the district • Affordability of housing – particularly in coastal communities. • High proportion of older/ unsuitable housing stock • Limited new employment investment/ redevelopment opportunities • High proportion of settlements with limited services and constrained access to education and health facilities

• Railway connections to Norwich and onward national links • Employment land availability • Strong retail economy with low vacancy rates • Rural and dispersed nature of the district	• High & dispersed proportion of settlements with infrastructure capacity constraints, in particular water treatment • Constrained road networks within the district • Significant reliance on private transport due to rural and dispersed nature of the district • Constrained growth opportunities due to high valued landscapes, heritage and environmental assets. • Receding coastline
Opportunities • Capitalising on locations with capacity for growth or potential to increase infrastructure capacity • Providing new growth in areas otherwise underdelivered • Enable rural communities to become more sustainable, particularly through improved services and facilities • Potential for new self-contained communities/settlements • Enhancement and protection of the natural environment and coastline • Biodiversity gains through nature restoration • Water quality restoration through Nutrient Neutral developments • Wider renewable energy use through greater access to up-to-date technologies for developments • Improving distribution of electric vehicle charging and update of electric vehicles • Improve delivery of affordable housing and elderly care provision • Providing new job growth opportunities • Increased infrastructure investment	Threats • Changing climate and impacts on the North Norfolk Coast and communities through extreme weather, erosion and rising sea levels • Constraints to sewerage network • Water scarcity • Providing adequate growth and services to accommodate the ageing demographic • Residential market capacity and absorption rates for higher growth • Loss of services to rural communities • Employment and labour supply constraints • Increased growth beyond North Norfolk's border that increase pressure on roads and services within the district • Slow or static delivery of already identified housing growth, especially large schemes • Coastal erosion • High land values (especially in western coastal areas) • Requirements for environment mitigation

Key Priorities

5.15 The Council considers the **following key priorities** to be important for inclusion within the Local Plan's vision:

- Protecting and enhancing the natural environment, landscapes, coast, biodiversity and heritage assets
- Responding to climate change and supporting the transition to net zero
- Managing coastal change, erosion, flood risk and supporting coastal adaptation
- Managing water resources, water quality and infrastructure capacity
- Delivering sufficient housing, including affordable housing and an appropriate mix of homes
- Supporting an ageing population through accessible, adaptable and specialist housing
- Strengthening and diversifying the local economy and supporting skilled employment opportunities
- Supporting sustainable rural communities and access to local services and facilities
- Improving transport connectivity, active travel and digital infrastructure
- Securing investment in infrastructure, community facilities and services

B) The key considerations for identifying an appropriate Spatial Strategy to manage the overall growth requirements and distribution of development

5.16 The spatial strategy provides the planning framework to achieve the vision and sets out where development will happen and at what scale. With the expectation that the main focus on local plans will be around the facilitation of growth, central to the spatial strategy will be the distribution of development and deciding where new development should occur.

5.17 Whilst it is comparatively clear which are the largest towns and village settlements in the district and which provide the most services and could accommodate growth in a sustainable way, it is less clear which of the smaller villages can, or should, accommodate development. Most villages, with the exception of Hoveton, have relatively limited facilities, some lie within the Norfolk Coast National Landscape, and a small number are within flood risk or coastal erosion areas which limit the opportunities for sustainable growth. Approximately half of the district's population live in the rural communities outside of the larger towns and the larger villages of Hoveton, Blakeney, Briston, Ludham and Mundesley.

5.18 **Housing Numbers:** The Council must plan to meet all of its identified minimum need and is currently required to plan for at least 932 dwellings per annum (dpa) in accordance with the government's new standard methodology for assessing need. Over a 15-year period from 2029-2045, the minimum period for a local plan, this is the equivalent of 13,980 dwellings. This is a significant increase from the current

Local Plan figure of 557dpa which plans for 8,912 new dwellings between 2024-2040. National policy also requires the Council to consider whether any unmet needs arising in neighbouring areas can sustainably be accommodated in the district and vice versa.

5.19 The 932dpa figure is currently an unconstrained assessment of the minimum number of homes the Council is required to Plan for. The actual housing requirement that will be set in the Plan is also dependent on the consideration of constraints and deliverability. If the Council cannot meet its need in full it will need to justify a lower requirement through clear evidence and demonstrate that all reasonable alternatives have been explored. It will also have to explore how any shortfall can be met across the wider region in neighbouring authorities.

5.20 Key strategic constraints are potentially:

- the extensive coverage of the Norfolk Coast National Landscape designation (formally known as the Area of Outstanding Beauty, AONB). Although this does not automatically cap housing, the current NPPF gives “great weight” to the designation and states that major development should be restricted except only where demonstrated to be in the public interest, potentially reducing the available land supply (rather than need)
- significant number of designated habitats sites, high valued landscape, and areas of landscape sensitivity
- Significant areas at risk of coastal erosion
- Historic towns and landscapes subject to conservation area appraisal
- Limitations in infrastructure capacity. Although technically this can be overcome through investment and site allocation policy, it can impact in overall deliverability, viability, and phasing, and thus overall site suitability.
- Poor road network and footpaths in rural villages and lack of active travel opportunities
- Lack of rural supporting services.

5.21 As part of the process, the emerging plan will be subject to Habitat Regulations Assessment (HRA). This will determine potential adverse effects on key impact pathways at district and site level, and identify effective mitigation measures. If the proposed scale of growth cannot be mitigated, then potentially a lower or alternative distribution of development would be required.

5.22 As part of the evidence building the Council is currently undertaking a [Call for Sites](#), reviewing the capacity of the district to accommodate growth including that of the Norfolk Coast National Landscape and taking part in a wider study across Norfolk seeking to identify potential broad areas that could be suitable for a new settlement. If insufficient land is identified the end result could be that there would be a greater reliance on fewer settlements, with the concentration of growth outside the Norfolk Coast National Landscape along with higher densities would be required.

5.23 Taking into consideration the characteristics of the district and that of our communities, **we need your views** on how the Local Plan **could distribute growth** across the district, and what principles or considerations should be taken into account. The potential exists that the final approach will be a hybrid of a number of options.

1. **Continuation of the current Local Plan approach** where the majority of new development will be located in larger towns and villages and major development will not be permitted in the Norfolk Coast National Landscape. This approach distributes growth across 3 large growth towns, 5 smaller growth towns, 4 large growth villages and 34 small growth villages which are identified based on the provision of a level of services. Where such villages are situated in the Norfolk Coast National Landscape, small-scale allocations have been made.
2. **Expansion of existing larger settlements.** This would mean large scale growth through the identification of strategic urban extensions to most if not all of the 7 towns and the larger village of Hoveton, subject to consideration of environmental constraints.
3. **Creation of new settlement(s).** Any new settlement should take account of road network hierarchy and key rail connections within the district. Areas considered to have the greatest potential to support sustainable growth include areas in the east along the railway line / A140 between Cromer and North Walsham and in the west along the primary road route between Fakenham and Swaffham along the A1065 and or the main principal route to the south of Fakenham along the A 1067. Alternatively, growth could be directed to one of the former airbases.
4. **Increased rural growth and a more dispersed pattern of growth:** This would involve the identification of a greater number of rural villages in which new growth would be acceptable. Perhaps more in line with the direction of travel set out in national policy, this could involve specific development site allocations, however consideration will need to be given to infrastructure capacity, accessibility and service provision. Such a dispersed pattern brings opportunities of countryside development, low density and nature-integrated design, supports a local rural economy and vitality and may help maintain a population balance in rural communities, however it can lead to greater car dependency, poor access to services such as education health and daily shopping needs, higher infrastructure costs including the potential for as increased strain and capacity issues around existing water recycling centres and cumulative environmental impacts. In some cases, it may lead to isolation, and it makes concentration of new service provision difficult and may be difficult to align / justify with sustainable development objectives.

5. **Village cluster approach:** this would direct development not to individual dispersed sites, nor only to large settlements, but to **groups of geographically close villages that function collectively**. It would allow the Council to identify growth locations around several small to medium-sized villages linked spatially but which arguably share resources such as primary schools, local shops, and set the spatial strategy around functional relationships rather than individual settlement services and facilities. Development could feasibly be spread across the villages with a functional link at a scale proportionate (not equal) to their individual circumstances, helping to maintain character and address a local need through a proportion of homes being available for market-led and affordable mix and support wider rural vitality through support for combined services. The approach could also help minimise environmental impacts and help maintain / improve public transport, local shops and rural pubs. The approach does provide some flexibility and would support growth in a number of villages that are currently not supported in the Local Plan. Whilst arguably better than a purely dispersed growth strategy, infrastructure capacity and investment may still be fragmented and it may lead to the concentration of growth in less constrained/more market attractive villages. Other disadvantages include the need for clear phasing in terms of investment, relatively car dependent growth and it would not address access to higher order services such as GPs.
6. **Norfolk Coast National Landscape:** An option remains to develop a strategy that limits growth within the National Landscape or alternatively seek opportunities within to support the social and economic needs of the area and contribute more fully to the wider need. The area covers approximately one quarter of the district and as such, each option could have implications for the scale and density of development required elsewhere.

The NPPF states that *Plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework.*’ Para 188. Local Authorities have a legal duty to further the statutory purpose of conserving and enhancing the natural beauty of National Landscapes and National Parks during Plan making, however although the Norfolk Coast National landscape is recognised as a sensitive landscape, development should not be prevented on the bases purely of its designation and proposals within or affecting its setting should demonstrate clearly that they remain appropriate the landscape character type and designation.

National planning policy advises that the scale and extent of development within these nationally designated areas should be limited and that

permission for major development should be refused in National Landscapes other than in exceptional circumstances and where it can be demonstrated that the development is in the public interest. The NPPF advises that whether a proposed development constitutes major development will be a matter for the relevant decision taker, taking into account the individual characteristics and circumstances of the proposal and the local context.

[The Norfolk Coast National Landscape Management Plan 2025 – 2030](#)

actively supports Local Planning Authorities in achieving sustainable development and recognises that sustainable development in this area requires a careful balance of economic growth, social equity and environmental protection. The current Local Plan allocated a number of smaller allocations in the settlements of Wells next the Sea and Blakeney and a larger site on the outskirts of Cromer all located within the National Landscape. The Plan also has a specific strategic policy which ensures appropriate consideration is given to proposals in designated landscape ensuring that they are of an appropriate scale and further the purposes of designation.

- 5.24 **Allocating Infill development within settlement boundaries:** While the principle of infill development within settlement boundaries is implicit in providing sustainable locations for development, there are clear advantages to allocating sites within settlement boundaries in order to establish greater certainty within a local plan to deliver a prescribed level of growth, and in turn, this allows there to be better infrastructure co-ordination. The Council has historically relied upon windfall development to boost its housing delivery, but this approach can lead to significant unpredictability in long term planning, as relying on past windfall trends can produce flawed future trajectories.
- 5.25 Other considerations within settlements include the use of **brownfield land, and the concentration around transport infrastructure**, however given the relatively small size of the district's towns and the limited supply of previously development land the vast majority of sites will be greenfield.

C) What evidence is required to support the emerging Local Plan?

- 5.26 Local plans must be underpinned by relevant and up to date evidence and be tailored to the area and Plan objectives. Evidence must be **relevant, proportionate, up to date and adequate to justify policy choices and soundness matters at examination**. It is therefore important to collate the required baseline evidence to support plan making in the early plan making stages and to ensure it remains iterative throughout the process.
- 5.27 As part of the process at Regulation 23 stage, the Council is required to publish the available evidence. Following an initial audit of the Councils evidence and Plan requirements it is proposed to prepare the following studies. Some of these will be

undertaken through the commissioning of specialist planning experts, some jointly through the Norfolk Strategic Planning Framework and adjacent Local Planning Authorities, while others will be undertaken in-house:

Housing	Economy	Environment	Infrastructure
Housing Capacity Study	Economic forecasting	Water Cycle Study	Energy Capacity Study
New Settlement Study	Retail Capacity Study	Strategic Flood Risk Assessment	Infrastructure Delivery Plan
Site Assessment Methodology	Designated Employment Land Review	Coastal Change Management Area (CCMA) Methodology Review (National Review)	
Design Guidance		Coastal Change Management Area (CCMA) Local Review	
Local Housing Needs Assessment		Norfolk Coast National Landscape and Undeveloped Coast Growth Capacity Review	
Gypsy & Traveller Accommodation Needs Assessment		Strategic Environmental Assessment (SEA) / Habitats Regulations Assessment (HRA) Scoping Document	
Plan-Wide Viability (including CIL review)		Strategic Environmental Assessment (SEA) / Habitats Regulations Assessment (HRA) Final Environmental Report	
Site Assessment Methodology		Water Efficiency Standards	
Settlement Boundary Review			
Heritage Impact Assessment			

5.28 The Council is also working collectively with the Norfolk authorities to update the **Norfolk Strategic Planning Framework** and will also undertake an **Equalities Impact Assessment (EqIA)**.

5.29 In addition, we are working in collaboration with Anglian Water to update their Water Resources Plan 2026 and continue to work with the Norfolk and Suffolk Integrated Care Board through the Norfolk Strategic Planning Framework, utilising the joint Planning Health protocol,¹² Norfolk County Council Education, Highways

¹² Planning in Health (Health Protocol) [Home | Document library](#)

and Adult Social Services, the Environment Agency, Natural England, and Coastwise (list not exhaustive)

- 5.30 With the focus being on **proportionate evidence**, the plan focussing principally on sites for housing and growth and the up-to-date nature of the current studies it is not currently intended to update the following studies/ evidence:
- 5.31 Economic growth requirements/ Growth sites Delivery Strategy, Landscape Character Assessment, Landscape Sensitivity Assessment (renewable energy), Open Space Standards and Indoor Sports Facility Strategy and Playing Pitch Strategy.

D) How could the Council effectively engage communities and other stakeholders given the prescribed timeline and wider digital agenda

- 5.32 As part of preparing our new Local Plan, we want to make sure people engage in an effective and inclusive way. This means understanding how you would like to be involved, what works well, and what could be improved.

National planning requirements (including the Local Planning Regulations 2026) require Councils to set out how they will involve communities in plan-making.

Your feedback will help us prepare an engagement plan which takes into account the needs of all those involved in the process.

We are keen to hear your views on:

- the best ways to communicate with you
- how you would like to take part in consultations
- any barriers that might make it harder for you or others to get involved

- 5.33 **How we will use your feedback:** Your responses will directly inform how we design future engagement activities for the Local Plan. This includes choosing the right mix of online and in-person opportunities, improving accessibility, and making sure information is clear and easy to understand.

- 5.34 **We will use what you tell us to:**

- inform our approach to consultation and engagement
- ensure a wider and more diverse range of people can take part
- shape future Local Plan consultations so they work better for our community

E) Call for Sites

- 5.35 This is the second opportunity to input into the Call for Sites which will run alongside this scoping consultation between **Monday 20 July** and **Monday 31 August 2026**.

5.36 The Call for Sites submission process is a fully online process, and the Council will only accept alternative submission formats in exceptional circumstances. The Call for Sites webpage includes guidance on how to submit sites via the online web submission form and how to input the required information.

To submit a site for consideration, please visit

www.north-norfolk.gov.uk/callforsites

5.37 Please note, the Call for Sites will only accept sites capable of accommodating five or more dwellings or are at least 0.25ha in size. If land does not meet this starting threshold, it will not be considered. When submitting a site, please carefully read through the instructions and additional requirements.

5.38 The process of site assessment is iterative and will be informed throughout the time allotted in the new process for plan-making. The Council will undertake an assessment of each site (Stage 2) utilising a site assessment methodology developed through the Norfolk Strategic Planning Framework. This assessment methodology is based on criteria that utilises spatial information and relevant evidence sources to effectively assess a sites suitability, availability and achievability and includes where necessary engagement with appropriate statutory bodies in order to obtain early input into the process and to inform site selection. This approach has been created within the context of the updated Planning Practice Guidance advice on how to identify sites for development¹³. Once this assessment has been completed and a list of sites that have passed the assessment has been identified, the Council will then undertake a further review (Stage 3) of those shortlisted sites to identify which, if any, are suitable for allocation in the new Local Plan.

5.39 The overall process is as follows:

- Stage 1 - Call for Sites
- Stage 2 - Initial site assessment for Call for Sites submissions.
- Stage 3 - Second stage site assessment and review of sites that passed Stage 2.

5.40 The Council will consult on the emerging spatial strategy (and site options) at the Local Plan Content & Evidence stage (Regulation 23) and again at Draft Plan stage (Regulation 27) as detailed in [Summary of key milestones & stages table](#) on pages 4-6.

¹³ [Introduction to identifying, assessing and selecting sites - GOV.UK](#)

6. Consultation Questions

North Norfolk Local Plan Review Scoping Consultation: Regulation 20

This section is for reference only. Responses to this Scoping Consultation should be made by visiting www.north-norfolk.gov.uk/scopingconsultation between Monday 20 July and Monday 31 August 2026.

Before completing this consultation response, we strongly advise reading the accompanying Scoping Consultation document, which sets the context for the consultation, including the profile and characteristics of North Norfolk, and the scope and requirements for undertaking a Local Plan Review.

A - Vision

Question 1

[Please review the Initial SWOT Analysis of North Norfolk in Section 5A of the Scoping Consultation Document]

Do you agree with the strengths, weaknesses, opportunities and threats we should consider when determining the key priorities of our vision?

[Yes/No/Not sure]

Please explain your answer and provide any suggested changes:

Question 2

[The identification of Key Priorities will inform the new Local Plan Vision and Objectives. The suggested Key Priorities are derived from the District Overview in Section 4 of the Scoping Consultation document]

Which of the following key priorities do you consider to be important for inclusion within the Local Plan's vision (select all that apply, rank in order of priority)

- ☐ Protecting and enhancing the natural environment, landscapes, coast, biodiversity and heritage assets
- ☐ Responding to climate change and supporting the transition to net zero
- ☐ Managing coastal change, erosion, flood risk and supporting coastal adaptation
- ☐ Managing water resources, water quality and infrastructure capacity
- ☐ Delivering sufficient housing, including affordable housing and an appropriate mix of homes

- ☐ Supporting an ageing population through accessible, adaptable and specialist housing
- ☐ Strengthening and diversifying the local economy and supporting skilled employment opportunities
- ☐ Supporting sustainable rural communities and access to local services and facilities
- ☐ Improving transport connectivity, active travel and digital infrastructure
- ☐ Securing investment in infrastructure, community facilities and services

Question 3

Are there any other key priorities which we should use in developing the Vision? If so, please detail these and explain why they are important.

B: Spatial strategy: The key considerations for identifying an appropriate strategy to manage the overall growth requirements and distribution of development

Question 4

[Please review para 5.23 of the Scoping Consultation Document]

Which approach do you prefer for distributing development? (rank in order of preference)

- ☐ Continuation of the existing Local Plan approach
- ☐ Expansion of existing larger settlements
- ☐ Creation of new settlements
- ☐ Increased rural growth and a more dispersed pattern of growth
- ☐ Village cluster growth

Question 5

If you prefer a combination of approaches for distributing development, which combinations would you choose and why?

Question 6

[Please review para 5.23(4) of the Scoping Consultation Document]

Should the Plan allocate residential development sites in rural villages?

[Yes/No/Not sure]

Please explain your answer and provide any suggestions:

Question 7

[Please review para 5.24 of the Scoping Consultation Document]

Should the plan allocate residential development sites within settlement boundaries (infill development)?

[Yes/No/Not sure]

Please explain your answer and provide any suggestions:

Question 8

[Please review para 5.23(6) of the Scoping Consultation Document]

The Norfolk Coast National Landscape accounts for a quarter of the district's land area. A proportion of new growth is considered likely to be needed within the National Landscape in order to support residential growth needs. Which of the following options are preferred? (rank in order of preference)

- ☐ Limited development within the National Landscape (a specific policy)
- ☐ Small-medium sized allocations (up to 49 dwellings)
- ☐ Medium-sized allocations (50-499 dwellings)
- ☐ Large allocations (500+ dwellings)
- ☐ New Settlement(s)

Question 9

[Please review para 4.13 - 4.26 of the Scoping Consultation Document]

The current Local Plan designates employment land sufficient to meet existing growth needs for the next 34 years, well beyond the minimum 15-year plan period required for the next Local Plan. However, this employment land may not always be in the right location or at the right scale. Should the plan designate/allocate additional employment land in new areas of the District?

[Yes/No/Not sure]

Please explain your answer and provide any suggestions:

C - Evidence: What evidence is required to support the emerging Plan

Question 10

[Please review Section 5C of the Scoping Consultation Document]

Has the Council identified proportionate and relevant evidence to be prepared in order to underpin the development of the new Local Plan? Are there any gaps?

[Yes/No/Not sure]

If no, what other areas of evidence are required to support, inform and justify appropriate strategies and policies for the Local Plan? If you answered yes or not sure you may also leave comments.

D - How could the Council effectively engage communities and other stakeholders given the prescribed timeline and wider digital agenda

Question 11

How would you prefer to hear about the Local Plan? (rank in order of preference)

- ☐ Council website
- ☐ Newsletters
- ☐ Social media (e.g. Facebook, X, Instagram)
- ☐ Local newspapers
- ☐ Posters / leaflets in local areas
- ☐ Town and parish councils
- ☐ Community groups / organisations
- ☐ Other (please specify)

If you would like to hear about the Local Plan by other methods, please provide further details:

Question 12

How would you prefer to take part in shaping the Local Plan? (rank in order of preference)

- ☐ Online surveys and consultations
- ☐ Interactive online maps
- ☐ In-person public events / exhibitions
- ☐ Workshops or focus groups
- ☐ Written submissions
- ☐ Other (please specify)

If you would prefer to take part by other methods, please provide further details:

Question 13

What types of engagement events would you be most likely to attend? (rank in order of preference)

- ☐ Drop-in exhibitions
- ☐ Evening meetings
- ☐ Weekend events
- ☐ Online webinars / virtual meetings
- ☐ Themed workshops
- ☐ Events with local groups
- ☐ Other (please specify)

If you prefer other engagement methods, please provide further details:

Question 14

Where would you prefer engagement activities to take place? (rank in order of preference)

- ☐ Across towns and villages
- ☐ In main towns only
- ☐ Online only
- ☐ Mix of online and in-person
- ☐ Other (please specify)

If you prefer engagement activities to take place in other ways/locations, please provide further details:

Question 15

What would help you participate more easily? (select all that apply)

- ☐ Clear and simple information
- ☐ Flexible response methods
- ☐ Convenient timing for events
- ☐ Accessible venues
- ☐ Support for additional needs

- ☐ Other (please specify)

If you selected 'Other', please provide further details:

Question 16

How should information be presented? (rank in order of preference)

- ☐ Shorter, plain english summaries
- ☐ Detailed documents
- ☐ Infographics
- ☐ Interactive maps
- ☐ Videos
- ☐ Other (please specify)

If you prefer information to be presented in other ways, please provide further details:

Question 17

What is most important to you in engagement? (rank in order of preference)

- ☐ Early involvement
- ☐ Clear explanations (plain English)
- ☐ Influencing outcomes
- ☐ Feeling heard / feedback is provided
- ☐ Accessibility
- ☐ Other (please specify)

If there are other elements that are important to you in engagement, please provide further details:

Question 18

How can we engage under-represented groups? For example, groups representing age, disability, race, religion, belief, sex or gender. (select all that apply)

- ☐ Work with community organisations to identify relevant groups
- ☐ Identify relevant groups ourselves and engage in targeted outreach
- ☐ Translated materials
- ☐ Other (please specify)

If you selected 'Other', please provide further details:

Question 19

Community Groups: If you work for or know of a community organisation that represents people in North Norfolk, and you feel it is important for us to consult them in preparing the new Local Plan, please provide its public or organisational contact details (e.g. website, generic email address or telephone number). Do not provide personal information:

E - Call for Sites

We are inviting landowners, developers, agents and members of the public to put forward land that may be suitable for future development, also known as a 'Call for Sites'.

Sites can be put forward for a range of potential uses, such as housing, employment, retail or commercial uses, community facilities, local green space, and infrastructure.

Submissions will be accepted between **Monday 20 July** and **Monday 31 August 2026**.

For more information, please visit www.north-norfolk.gov.uk/callforsites

7. Glossary

Baseline information	Comprises the social, economic and environmental data needed to assess the current situation and inform options going forward.
Brownfield land	Land that has been lawfully developed and is, or was, occupied by a permanent or fixed structure and infrastructure. Also known as previously developed land.
Call for sites	A formal consultation run by local planning authorities to identify land that could potentially be developed for housing, employment or other land uses.
Five-year housing land supply	A requirement for local planning authorities to demonstrate that they have an identifiable, deliverable supply of land sufficient to provide at least five years' worth of new housing against their housing need requirements.
Measurable outcomes	A required set of outcomes, up to 10 specific and locally relevant objectives connected to a long-term vision.
Rules-based approach (NPPF)	Forthcoming standardised and centralised rules set as national decision-making policies.
Spatial Strategy	Sets out the level and type of development and infrastructure that should be built within a local area over a minimum 15-year period that achieves sustainable development.
Supplementary Planning Documents	Local planning guidance that adds further detailed information to adopted local plan policies, which serves as material considerations when deciding planning applications.
SWOT analysis	A planning tool used to understand key factors - Strengths, Weaknesses, Opportunities and Threats - involved in a project.

Village cluster growth	A strategy that distributes development across a group of geographically linked villages that function together as a single sustainable network.
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