



North Norfolk Local Plan

Engagement Strategy

October 2026



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Executive Summary

The Council is preparing a new North Norfolk Local Plan. This will shape how the district develops over the coming years, influence where homes, jobs, infrastructure, and community facilities will be provided, alongside policies that protect the environment and support sustainable communities.

This Engagement Strategy has been prepared following the Local Plan Scoping Consultation, which sought early views from residents, businesses, community groups, infrastructure providers and other stakeholders on the key issues and challenges facing North Norfolk. The consultation generated a wide range of feedback on matters including housing growth, climate change, the local economy, transport, infrastructure, environmental protection, and the future needs of communities across the district.

Analysis of the consultation responses highlighted the importance of ensuring that future engagement reaches a broad and representative cross-section of the population. While participation was strong amongst older age groups, opportunities were identified to improve engagement with younger residents, working-age adults, businesses, under-represented groups, and those who may face barriers to participation, including limited digital connectivity or accessibility needs.

This strategy sets out how North Norfolk District Council will deliver inclusive, accessible, and proportionate engagement throughout the preparation of the Local Plan. It combines traditional consultation methods with targeted community engagement, digital communications, stakeholder engagement, and place-based activities to maximise participation across all sections of the community.

A central principle of the strategy is that engagement should be meaningful and transparent. The Council will continue to report back on what communities have told us and demonstrate how consultation feedback has influenced the evolution of the Local Plan. This "You Said, We Did" approach will help build trust, encourage ongoing participation, and ensure that local people remain at the heart of shaping North Norfolk's future.

Through this strategy, the Council aims to broaden participation, improve the diversity of voices contributing to the Local Plan and ensure that the final Plan reflects the needs, aspirations, and priorities of North Norfolk's communities.

1. Context

Introduction

Planning shapes the areas where people live, work, and visit. Planning also influences where future housing may be planned, infrastructure development, environmental sustainability, employment opportunities, and many other important matters for supporting thriving, sustainable communities in North Norfolk. From the preservation of single trees to planning the design of new major developments – planning processes matter. By getting involved it provides communities an opportunity to help shape their area.

The purpose of this document is to ensure that communities and other interested parties understand how they can participate in the planning process. It will set out how, when, and why North Norfolk District Council will involve communities and other stakeholders in relation to the preparation of the new North Norfolk Local Plan.

The Engagement Strategy aims to outline the strategic approach of the Council for engaging residents, businesses, and stakeholders following the completion of the Local Plan Scoping Consultation.

The Council will always make every effort to follow the suggested methods outlined in the Engagement Strategy, however, there may be instances where exceptional circumstances mean that the Council is unable to conduct some activities. If this is the case, the Council will clearly state in publicity material what has changed and why and what alternative measures are being put in place. Nonetheless it is important to state that this is rarely necessary: adapting our processes due to past Covid lockdowns is one of the very few examples.

This Engagement Strategy will ensure that the Council produces a transparent, inclusive, and legally compliant document to help support the new local plan-making process.

It will also set out:

- What will be consulted on,
- Who we will consult,
- When we will consult,
- How we will consult.

Background

The planning system manages the use and development of land and buildings and as the Local Planning Authority, North Norfolk District Council (NNDC) is responsible for ensuring that the right development takes place in the right areas of the district. As planning helps to shape the places where people live and work, it is important that communities and other interested parties have the chance to get involved, especially when there are important planning decisions to be made. We want to give

everyone the opportunity to get involved from an early stage in the process and we want to make engagement as easy and as meaningful as possible.

NNDC aims to put the interests of local communities at the heart of everything it does and believes in local decisions and local actions for the benefit of local communities. The Council's [Corporate Plan](#) outlines our shared vision, values, and priority areas on which we intend to concentrate our efforts: jobs and the local economy, housing, and infrastructure¹, coast and countryside, health and well-being and delivery and service excellence.

Communities and businesses have an important part to play in helping to deliver this vision by getting involved in the planning process at the local plan-making stage².

The opportunity to get involved will be open to all who want to be involved, regardless of age, disability, gender, race, religion or belief, sexual orientation, social deprivation, or social background. We will also endeavour to ensure that consultations reach those 'hard-to-engage' or marginalised groups.

Legal requirements³

There is a clear emphasis throughout national policy on encouraging early and consistent community involvement. The [National Planning Policy Framework](#) (NPPF) and the online [Planning Practice Guidance](#) encourages front-loading engagement and co-operation with the community so that local plans reflect a collective vision and agreed set of priorities.

Specifically for plan making, [The Town and Country Planning \(Local Planning\) \(England\) Regulations 2026](#) sets out the steps to produce local plans and supplementary planning documents. It sets out who is to be included at each consultation and which documents are available at each stage of the process.

What is the role of a Local Plan Engagement Strategy?

An Engagement Strategy shows how we are moving from the early stage of planning, where we gathered people's views to identify the key issues and priorities, to a more detailed stage where we assess different options for future development. This work will help shape the overall vision for the Local Plan. We also want to show the community how their earlier feedback has been considered and how it has influenced the plans being developed.

¹ Infrastructure is everything that helps a place (cities, towns, and villages) function smoothly and supports daily life. It covers the basic systems and services we all rely on every day, such as roads, schools, clean water supplies, electricity, internet, shops, and health services.

² This document relates to the creation of the new NNDC Local Plan and the existing [Statement of community involvement](#) remains in place for those who wish to comment on planning applications.

³ [Create or update a local plan using the new system - GOV.UK](#)

Approach to engagement

The engagement strategy has been developed to be meaningful, proportionate and aligned with the Government's 30-month local plan-making process. It adopts a digital-first approach to maximise accessibility, efficiency and reach, while ensuring that engagement activity remains focused and avoids unnecessary duplication of effort and resources.

Recognising that levels of digital connectivity, access to technology and other barriers to participation vary across North Norfolk, the strategy promotes a balanced approach to engagement. Alongside online consultation methods, it includes targeted face-to-face and bespoke engagement activities where these are needed to reach particular communities or groups.

The strategy is designed to ensure that people of all ages and backgrounds have meaningful opportunities to help shape the future of North Norfolk. By providing accessible venues, clear and easy-to-understand information, and alternative formats where required, the approach seeks to be inclusive and effective. It also reflects emerging best practice and lessons learned from previous plan-making processes, ensuring it is both compliant with national requirements and appropriate to the district's unique characteristics.

Principles for good management

The following principles underpin the Council's approach to engagement in preparing the Local Plan:



Figure 1: Principles for Good Engagement (Produced by Copilot AI generated)

Consultation principles

Any consultation should be conducted in accordance with the four Gunning Principles⁴ and they are referred to as a legal basis for judicial review decisions.



Figure 2: Consultation Principles based on Gunning Principles (Image Created by CoPilot - AI generated)

For further information on the New Local Plan, or for information on how to register for updates, you can visit the North Norfolk [Local Plan review](#) page on the [North Norfolk District Council](#) website. You can also contact us via email at Planning.Policy@north-norfolk.gov.uk or by appointment at the Council Offices at the address below:

Holt Road,
Cromer,
Norfolk,
NR27 9EN
Tel: 01263 513811

⁴ [The Gunning Principles](#) Local Government Association

2. Local Plan Stages and Engagement

Why is a new Local Plan needed for North Norfolk?

A new Local Plan is needed as the Government has introduced a new system for preparing Local Plans⁵. The regulations to implement the new system came into force on 25 March 2026 and are set out in The Town and Country Planning (Local Planning) (England) Regulations 2026⁶. The new system requires a much shorter timescale for plan-making (only 30 months) with set periods and timescales of formal public consultation before passing through a series of defined 'Gateways' or stages.

In addition, the Government published a revised National Planning Policy Framework (NPPF) in August 2026⁷ which introduced significant changes to the preparation and content of Local Plans.

The new Local Plan will set out the Council's vision for how North Norfolk will change over the next plan period from 2029 to 2045 and how it will be delivered. When adopted in 2029, it will replace the North Norfolk Local Plan 2024 to 2040.

The Plan will include a vision, objectives, measurable outcomes, policies, and site allocations.

The new Local Plan is required to plan for approximately 955 dwellings per year over its plan period⁸ to meet the Government's higher housing requirements. This is an increase of approximately 400 dwellings per year set in the current adopted Local Plan.

What could the new Local Plan contain?

It is critical that stakeholders including business, infrastructure and utilities providers, government agencies, community, and environmental groups are engaged in the development of the new Local Plan.

What you tell us matters, and we will use your feedback to help shape the future of North Norfolk through the Local Plan. This includes creating good, attractive, and well-connected communities both now and for future generations, protecting and enhancing the environment and improving access to services.

This strategy aims to clearly communicate with residents, key stakeholders, and Council Members about the process to develop the Local Plan. It details the opportunities to comment, be involved and help to shape the emerging plan. We strongly urge our communities to participate as we develop the Local Plan.

⁵ [Create or update a local plan using the new system - GOV.UK](#)

⁶ [The Town and Country Planning \(Local Planning\) \(England\) Regulations 2026](#)

⁷ [National Planning Policy Framework - GOV.UK](#)

⁸ Based on the new Local Plan provisionally spanning 16 years (2029 to 2045).



Figure 3: A New Local Plan for North Norfolk (Image Created by CoPilot – AI Generated)

Local Plan Timetable

The local Plan Timetable shows the key dates and when consultations will take place.



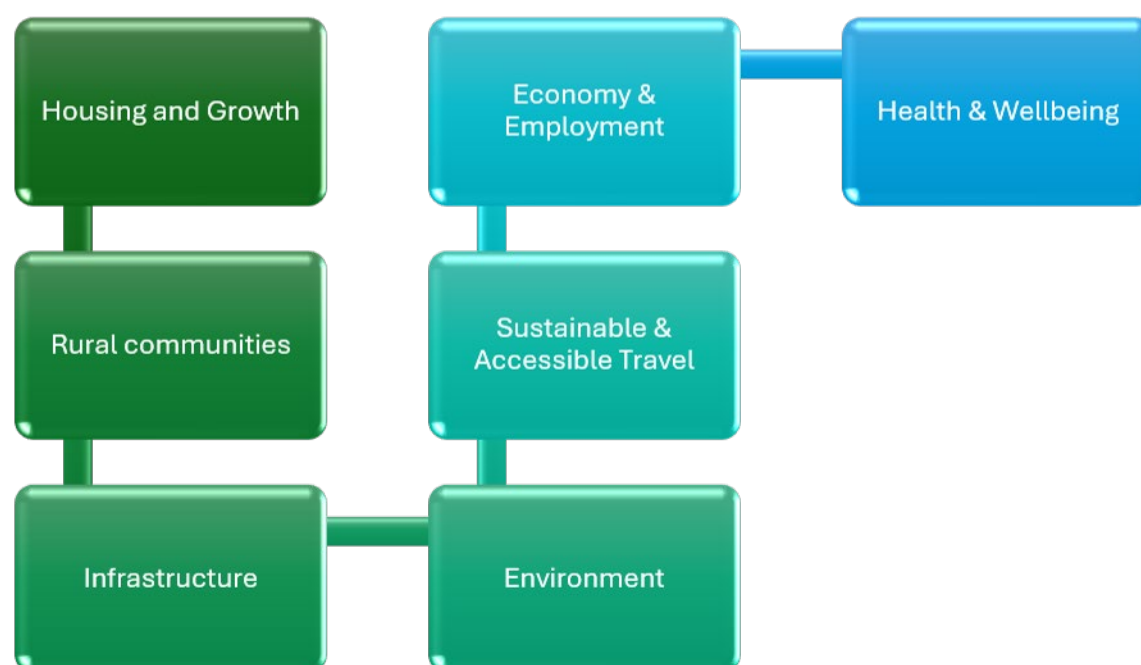
Figure 4: North Norfolk Local Plan timetable (Image created by Co-Pilot - AI generated)

Local Plan Scoping Consultation

The [Scoping Consultation](#) took place from 20 July to 31 August 2026 and a total of 96 responses were received.

The Council issued a [Call for Sites](#) between 1 June and 13 July 2026, with additional submissions being accepted from 20 July to 31 August 2026. A total of 243 sites were submitted for consideration. These are currently being assessed and will be subject to further consultation later in 2027.

Through the Local Plan Scoping Consultation, you told us how you preferred to be consulted and what methods worked best and you have given clear feedback about what topics matter to you and what you would like to see in a new Local Plan including:



We will always consider your views when moving to the next stage of developing the Local Plan. It should be recognised, however, that in preparing a local plan, decisions must seek to balance a range of different interests whilst adhering to national policy requirements and be informed by robust evidence. All formal comments will be considered, and it will be made clear how your feedback helped and was used.

Scoping Consultation feedback summary

In light of comments received via the Scoping Consultation, where residents were asked several questions about what preferred engagement methods or approaches that residents, businesses and anyone else with an interest in the district, had the strategy has been formulated in line with the preferred approaches outlined by respondents.



Figure 5: Scoping Consultation – ‘You said-we did’ (image created using CoPilot - AI generated)

The main preferred methods of communication that were suggested by respondents to the Scoping Consultation included:

Council website
Newsletters
Town & Parish Councils
Social Media
Posters and leaflets
Email (via sign up to Councils mailing list)
Face to face engagement
Use of community organisations
On-line surveys
Use of interactive online maps
Partnership working with local community groups
Public events- workshops etc
Webinars and virtual meetings
Traditional written communication

There were additional comments received which have been considered as they were deemed important by residents, businesses, or anyone else who may have an interest in the district.

Residents wanted:

- Engagement to be meaningful and influential.
- The use of plain English.
- Summarise information but do not oversimplify it.
- Early engagement and notification.
- Interactive mapping.
- Flexible engagement methods.
- Consider your audience: different events and times to appeal to different audiences.
- Be clear on how feedback will be used and how they influence decisions.
- Be clear on local implications – what are the likely consequences and impacts.
- Consultation should result in meaningful change.

3. Who We will engage.

Strategic cooperation and cross boundary working

Effective strategic cooperation and cross-boundary working are essential to ensure the successful preparation of the new North Norfolk Local Plan and supporting sustainable growth in the district. Throughout the process the Council will work closely with neighbouring authorities, infrastructure providers, key service providers, and other relevant bodies to address issues that extend beyond our local area.

Key cross-boundary matters include meeting increased housing targets, economic needs across the district and wider market areas, managing coastal change, erosion, flood risk, and water resources, improving strategic transport links, protecting valuable and landscapes and ecology and providing social and green infrastructure.

Policy and legislative Context

The statutory Duty to Cooperate, introduced by the Localism Act 2011, has now been removed from legislation. Under the Levelling Up and Regeneration Act 2023, and the revisions to the National Planning Policy Framework (August 2026), strategic cooperation is no longer assessed as a separate legal requirement.

In its place, the newly published NPPF builds strategic cooperation into the tests of soundness, particularly in assessing whether a Local Plan is:

- Positively prepared: by meeting development needs at the right strategic scale; and
- Effective: by being deliverable over the plan period and based on effective joint working on cross-boundary strategic matters.

Strategic cooperation therefore forms an integral part of demonstrating a sound Local Plan.

Maintaining effective strategic cooperation

The 2026 NPPF expects neighbouring authorities to work together to identify and address strategic matters and to align policies wherever possible.

Norfolk's Local Planning Authorities, including Norfolk County Council, have a strong history of effective strategic cooperation. In 2015, the Norfolk Strategic Planning Member Forum was created to support joint working on a number of cross-boundary issues such as strategic infrastructure, housing and employment needs, and shared policy approaches. This work is delivered through the Norfolk Strategic Planning Framework (NSPF).

The first NSPF was published in 2019, and the third version was published in September 2025. The NSPF, overseen by the Norfolk Strategic Planning Member Forum, fulfils the requirement for Norfolk Local Planning Authorities to produce a

Statement of Common Ground, demonstrating ongoing and effective joint working on strategic planning matters across the county.

As we prepare the new Local Plan, we will continue to support transparent and effective joint working. This includes preparing or updating Statements of Common Ground, primarily through the NSPF, to identify and address cross-boundary matters, strategic infrastructure needs, and any development that cannot be met wholly within the district or elsewhere across the wider county.

Through such statements, we will also continue to collaborate with neighbouring authorities to develop consistent policies where strategic issues are shared, unless there is a clear and justified reason not to.

Consultation Bodies & Specified Organisations

This is a critical part of the Plan Making Process and [The Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#) define the 'specific consultation bodies' we must consult with.

The Regulations also define 'general consultation bodies' as '*voluntary bodies some or all of whose activities benefit any part of the authority's area and other bodies who represent, in the authority's area, the interests of different racial, ethnic or national groups; different religious groups; disabled persons; and business interests.*'

For clarity, a full list of consultees is provided in **Appendix 1**.

The Council does not have to consult every organisation that falls under the category of "General Consultation Bodies." Instead, it will focus on those most likely to have an interest in, or be affected by, the Local Plan. Engagement will concentrate on the key issues where coordination is needed to ensure the Local Plan is workable and effective.

Engaging with residents

This section has been prepared using the 2021 Census data published by the Office of National Statistics⁹ and NOMIS¹⁰. This information has helped to shape the Council's approach to engaging with residents during the preparation of the Local Plan.

Demographic characteristics can have a considerable influence on who participates in Local Plan preparation and how they engage. Reaching people can be difficult for many reasons including location, access to digital technology, lack of confidence using digital technology, personal preferences, lack of transport or other accessibility concerns such as mobility impairments, sensory impairments, learning disabilities,

⁹ [North Norfolk \(E07000147\) - ONS](#)

¹⁰ [Nomis - Official Census and Labour Market Statistics](#)

neurodiverse conditions, mental health challenges, literacy issues, or those for whom English is not their first language.

Population & District make-up

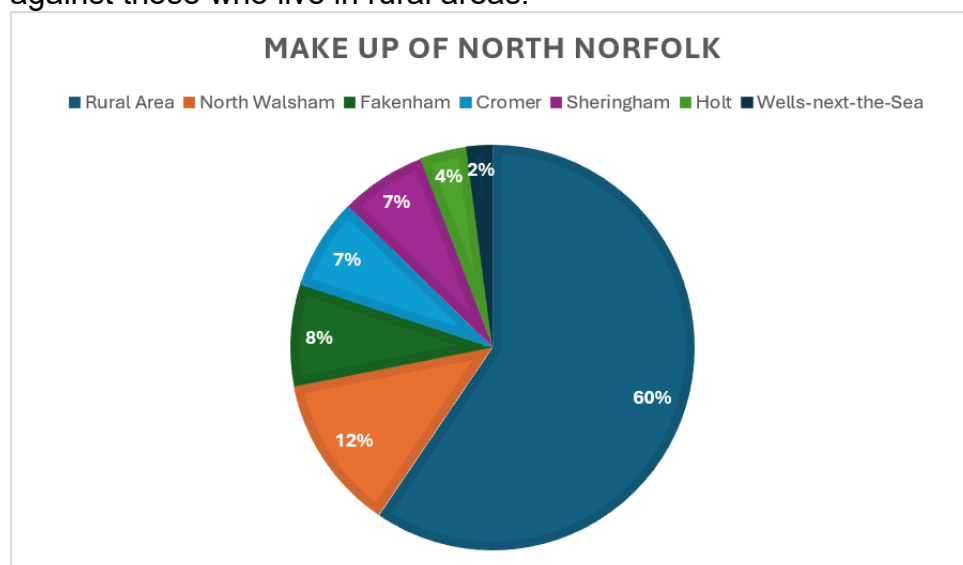
North Norfolk has a total population of 102,979, reasonably split between men and women. The district has a large older population with over 56% of residents being over 50 and 33.5% of those being over 65. This is above the national average of 37% and 18%, respectively.

The district has a relatively low population density of 106.6 residents per square kilometre, with Norfolk being higher at 331.4 per km² and England having a density of 433.5 per km², which reinforces its rural nature of the district, with higher densities being found in the 6 main towns of the district (See graph below).

When thinking about engagement and the demographics of North Norfolk, age and location are both significant considerations, as both of these can impact on who is likely to respond to consultations or become involved with other engagement strategies that we may seek to include, such as face-to-face meetings or workshops for example.

North Norfolk is primarily rural in nature with nearly 60% of residents living in the rural areas of the district and this will also influence how we reach residents. Whilst there is a 'digital first' approach, it is vital to consider the older population of North Norfolk and the predominant spread of residents in the rural areas. As such it is important to retain traditional in-person engagement as this will need to be part of the 'blend' of engagement styles, and that suitable facilities within those rural areas will need to be considered to host such events, preferably ones that are accessible and close to other rural villages.

This chart shows the percentage of people living in the built-up areas of the district against those who live in rural areas.



12,825	North Walsham
8,390	Fakenham
7,525	Cromer
7,090	Sheringham
3,810	Holt
2,160	Wells-next-the-Sea

Economic activity

Economic activity considers several factors, and the economic activity of the district is an indicator of the proportion of residents aged 16-64 who are either actually or potentially economically active. This includes work, travel, industry, and occupation types.

The table below shows the percentage of people in work in North Norfolk, reinforcing the older demographic portrait of the district.

Status	North Norfolk %	National %
Economically active: Excluding full-time students	48.0	58.6
• In employment	46.0	55.7
• Unemployed	2.0	2.9
Economically active (& a full-time student)	0.9	2.3
• In employment	0.7	1.7
• Unemployed	0.2	0.6
Economically inactive	51.1	39.1
• Retired	37.3	21.5
• Student	2.6	5.6
• Looking after home or family	4.2	4.8
• Long-term sick or disabled	4.2	4.1
• Other	2.8	3.1

This table below shows the most used modes of transport in north Norfolk. Owing to the rural nature of the district, car use remains as the predominant means of private travel at 57.3%, notably higher than the national average of 44.5%.

This needs to be considered when creating in-person engagement opportunities as it needs to be accessible to different modes of transport.

Travel to work	North Norfolk %	National %
Work at or from home	24.3	31.5
Underground, metro, light rail, tram	0.1	1.9
Train	0.7	2.0
Bus, minibus, or coach	0.9	4.3
Taxi	0.3	0.7
Motorcycle, scooter or moped	0.6	0.5
Van or car	57.3	44.5
Passenger in van or car	3.4	3.9
Bicycle	1.9	2.1
On foot	9.3	7.6
Other	1.3	1.0

Looking at economic activity, employment patterns and modes of transport is important because they can help us understand who people are, where they are, when they are available, and the best ways to reach them. This ensures that engagement activities are accessible, representative, and inclusive.

A Local Plan affects where people live, work, travel, how they spend their leisure time and access services. If engagement only reaches residents who are easily able to participate, the evidence base may not reflect the needs of the wider community. Understanding patterns of economic activity, employment and travel behaviour is essential to designing an inclusive engagement programme.

Family life & home ownership

When looking at how and where people live the district almost 70% of residents either own their house outright (46% which is higher than the national average of 32.5%) or have a mortgage or shared ownership (20.7% compared to the national average of 29.8%) which can be viewed as supporting the findings that the population of North Norfolk is older and results in a higher percentage of property ownership. 13% of housing is social rented (compared to the national average of 17.1%) and 17.7% live in private rented or are living rent free (lower than the national average of 20.6%).

The census data also shows household compositions, with one person households accounting for 33.7% of north Norfolk households when compared to a national average of 30.1%. Single family households account for 62.4% of the population, compared to the national average of 63% with 'other' accounting for 3.8% compared to the national average of 6.9%.

This equates to 98% of residents living in a household with the remaining 2% living in a 'communal establishment'. This compares to the national average of 98.3% and 1.7%, respectively.

By assessing family life and housing tenure data this helps us to understand how different groups experience and are affected by planning. For example, households with children may place greater importance on schools, open space, and community facilities, whilst older households may have particular interests in accessibility, health services, and housing choice. Likewise, homeowners, private renters and social housing tenants may have different perspectives on housing delivery, affordability, and neighbourhood change.

By considering these characteristics when designing engagement activities, we can target engagement more effectively, reduce barriers to participation and ensure the emerging Local Plan is informed by the views of a wide and representative range of residents across North Norfolk.

National identity and language

The following table gives data on national identity of the residents of North Norfolk with 98.1% of residents identifying as white, with the remainder being made up of Asian (Asian British or Asian Welsh), Black (Black British, Black Welsh, Caribbean or African) or mixed/multiple ethnic groups.

Identity	North Norfolk %	National Average %
British only	53.6	56.8
English only	23.9	15.3
English & British only	18.1	14.3
Welsh only	0.2	0.3
Welsh & British only	0.1	0.2
Other combination of UK only	0.9	1.1
Non-UK only	2.3	1.0
UK and non-UK	0.8	2.0

A 98.3% majority of residents in North Norfolk identified that all residents of the household had English as their main language. The remaining 1.7% identified as mixed (1% had at least one person in the household- either adult or child- had English as their main language with the remaining 0.7% having no people in the household who had English as their main language).

Whilst it is recognised that over 98% of the residents of the district identified that English was their main language, it is also important to think about those residents who may not have English as their main language or there may be other language

barriers such as dyslexia or other learning difficulties and that to be inclusive, we need to consider how to engage with such groups or individuals. This is addressed further below.

Reaching under-represented groups, hard-to-reach residents, and communities

It was clear from the Scoping Consultation that there was concern about reaching those members of the community who may not traditionally engage with North Norfolk District Council. Respondents identified a range of groups that may require targeted engagement. These groups included:

- Older residents
- Younger residents
- People with disabilities
- People who are potentially digitally excluded
- Rural communities
- Lower-income households
- Local businesses and employers
- Community and voluntary organisations

In response to concerns raised, the Council will seek to identify relevant bodies, voluntary organisations, established local networks or community groups who will be able to engage and help NNDC identify and reach under-represented groups and individuals as much as is practicable given the time constraints and resources available.

This approach indicates recognition that barriers to participation can arise from a range of social, economic, geographic and accessibility factors.

A brief overview of potential consultation barriers is shown below, along with solutions the Council will consider in order to overcome them.

Consultation barrier	Potential solutions
Difficulties with written information (Literacy problems, learning disabilities and English as a second language)	<ul style="list-style-type: none"> • Provide accessible written information including large font, translations on request. • Ensure documents are compatible with screen readers and meet web accessibility standards. • Good colour contrast and avoiding abbreviations and acronyms. • Drop-in sessions. • Focus groups.
Intimidated or alienated by approach	<ul style="list-style-type: none"> • Use representatives who are already known and trusted by the target group. • Engage through existing community structures such as schools and community groups.

Consultation barrier	Potential solutions
(Put off by 'officialdom' of process, long-standing hostility to the council, lack of confidence or self esteem)	
Cannot access meeting venue (No transport available, cannot physically access the venue, timing makes attendance difficult or impossible)	<ul style="list-style-type: none"> • Plan the event around the needs of the group. • Plan meetings in accessible locations. • Choose a location where public transport and parking are easily accessible. • Check that the venue meets the Equalities Act 2010 requirements. • Consider virtual drop-in sessions.
Lack of time or resources (Busy working families/lone parents, poorly funded community /voluntary groups)	<ul style="list-style-type: none"> • Try to reduce the time it takes to participate in the consultation through concise consultation material and make responding to consultations easy through simple online forms (and simple paper forms where there is no online access)
Rarely reached by publicity material (Those living in isolated rural communities, publicity material is in an inappropriate format, no access to the internet)	<ul style="list-style-type: none"> • Parish newsletters and village notice boards can help reach rural areas. • Make sure material is clearly presented and follows good practice guidelines for written information. • Identify local events that we can participate in • Use community notice boards in local shops, supermarkets, and sports centres.

4. How we will engage

Our Engagement Vision

North Norfolk District Council believes that local community participation and involvement is central to the delivery of sustainable development and helps to provide effective planning for the future. This includes consulting with different groups of the community such as women, younger people, and other hard-to-reach groups to encourage their input.

Our vision is “to provide a platform for people to express their views on planning matters and share their local knowledge in an interactive and inclusive manner, to help inform plan making decisions and create effective strategies.”



Figure 6: Our Vision and Commitment to you (Image Created by CoPilot - AI Generated)

Methods of engagement - How we will get members of the public involved in plan-making.

NNDC will continue to use a range of consultation methods to try and ensure that we engage a wide audience as part of any plan-making process. The consultation method chosen will depend on the type of document being consulted upon at the time. NNDC will continue to develop its understanding of which consultation methods work best and the most effective way of reaching those groups considered to be

hard-to-engage (such as people whose first language is not English, young people and Gypsies, Travellers and Travelling Show People). Consultation events will take place in easily accessible public places at appropriate times.

Local Plan engagement methods

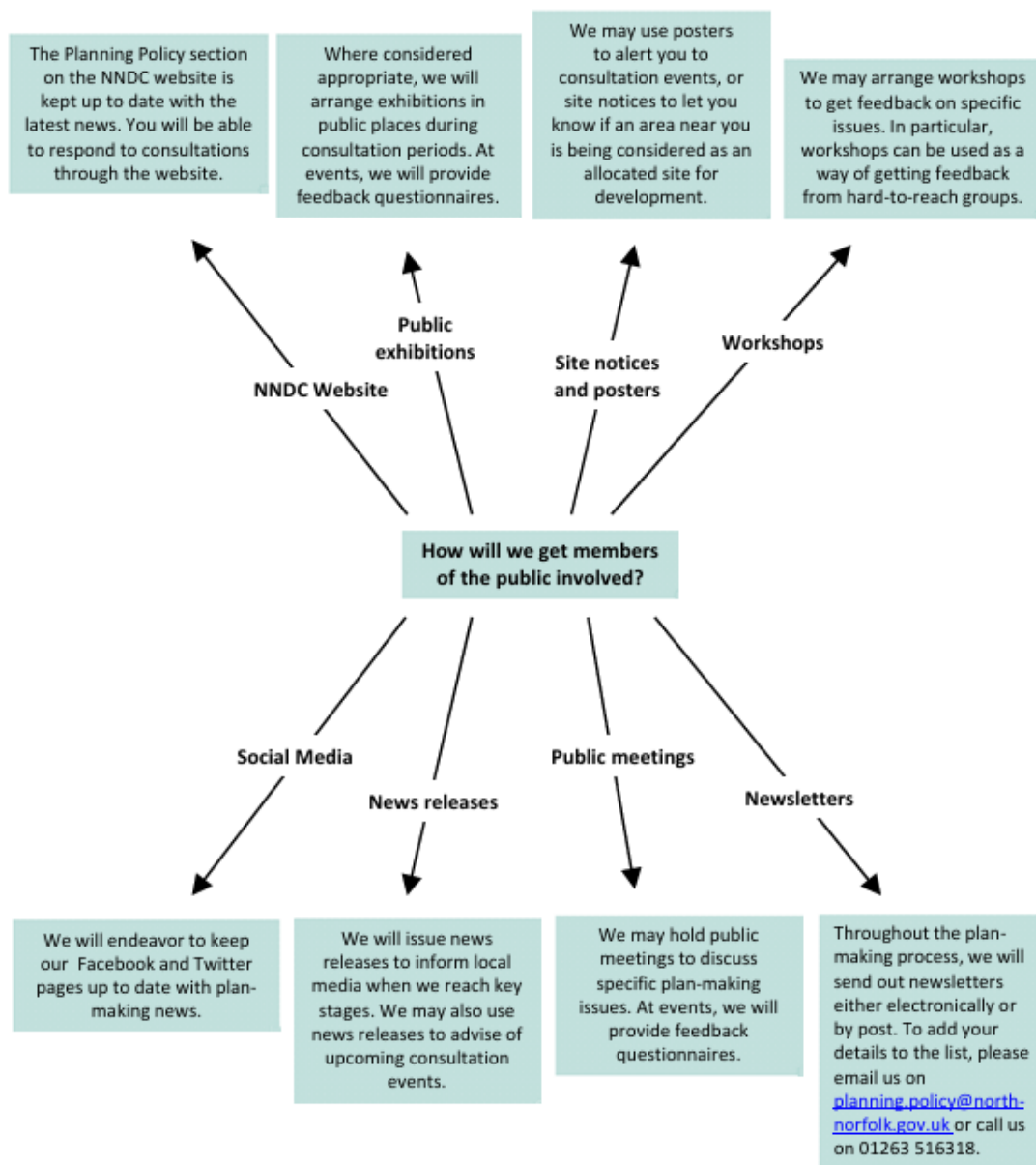


Figure 7: 'How will we get you involved in the Local Plan' NNDC Statement of Community Involvement (para 3.7/pg. 12)

There are many ways for communities and stakeholders to get involved in preparing the Local Plan.

The minimum consultation requirements are set out in the Town and Country Planning (Local Planning) (England) Regulations 2026.

We also understand the importance of clear communications to ensure that residents remain informed and up to date with the latest information.

This Strategy builds on those requirements by setting out how we will engage and communicate more widely, clearly, consistently, and effectively with communities and stakeholders throughout the plan-making process.

There are various methods and approaches that we can use to consult, depending on the stage of preparation, the type of document and any statutory requirements.

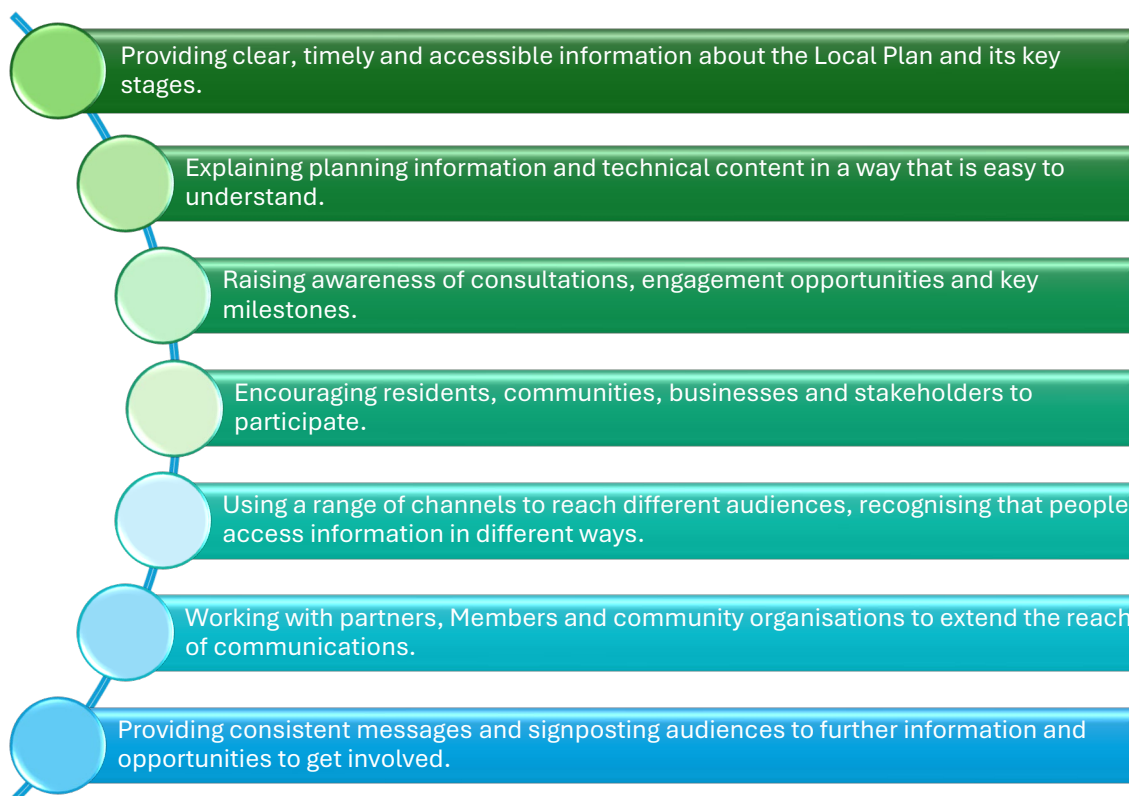
Different members of the community will access information in different ways, and the Council will make the most effective use of the methods of engagement that are available.

Ultimately, we want to ensure that everyone across the district understands and has the opportunity to help shape the Local Plan. In line with national guidance, we will take a digital-first approach, however we recognise that digital methods alone are not enough. Therefore, the Council will use a variety of consultation methods, approaches, and techniques to enable as many people as possible to participate in Planning Policy consultations.

Our communication approach

All communications will aim to use clear, plain language and appropriate formats for the intended audience. Key messages will be coordinated across channels to provide a consistent understanding of the Local Plan, while allowing content to be adapted for different audiences and platforms.

Communications activity will be reviewed throughout the plan-making process to ensure that it remains effective, responsive, and capable of reaching as many people as possible.



Your involvement in the Local Plan

It is important that to get the most out of the consultations and get meaningful engagement we will encourage participants to look at and use the following tips when engaging with us:

Make your representation/comments within the specified time period

Provide comments in a clear and succinct format, ensuring that representations relate to the issues and documents being consulted upon

Be aware that your comments with your name attached (for local plan and planning policy consultations) will be made publicly available with personal and sensitive information redacted in line with the Council's privacy notices

Be understanding and respectful of alternative views. We have a zero tolerance of abusive language etc. All comments are moderated and any that are considered to fall short of these requirements will be rejected

If you are replying on behalf of a group or organisation, consider and explain how members of the group have been involved in formulating the representation

5. Monitoring and Review

This closing section outlines how NNDC will monitor any engagement that is carried out in relation to the creation of the new Local Plan.

Monitoring, Evaluation & Next Steps

Success will be measured through a combination of quantitative and qualitative indicators, rather than digital reach alone. Monitoring will include consultation response rates, event attendance, geographic coverage, participant satisfaction, and demographic information.

Where appropriate, anonymised, and voluntary demographic data will be collected to understand whether engagement reflects the diversity of North Norfolk's communities, including different age groups, genders, people with disabilities and residents from rural, coastal, and urban areas. This information will be used to identify under-represented groups and refine engagement activities throughout the Local Plan process to ensure participation is as inclusive and representative as possible.

Participation metrics:

We will also consider the quality of engagement provided and look at feedback which measures actual engagement activity including:

Number of consultation responses received	Number of event attendees (workshops, drop-ins, exhibitions)	Stakeholder participation
Survey completions	Amount of 'clicks' EG website, interactive maps	Number of requests for paper copies or alternative formats or translations
Number of accessible events held	Number of attendees identifying as disabled or aing additional needs	Number of online accessibility adjustments used

Disaggregated demographic data

This is entirely voluntary but would allow us to monitor who is engaging and compare this against the North Norfolk population profile. This would allow us to identify under-represented groups and adjust our engagement methods, as necessary.

This could include information on:

Age Group	
Sex/Gender	
Disability status	
Ethnicity	
Town/Parish of residence	
Employment status	
Household type	
Caring responsibilities	
First language	

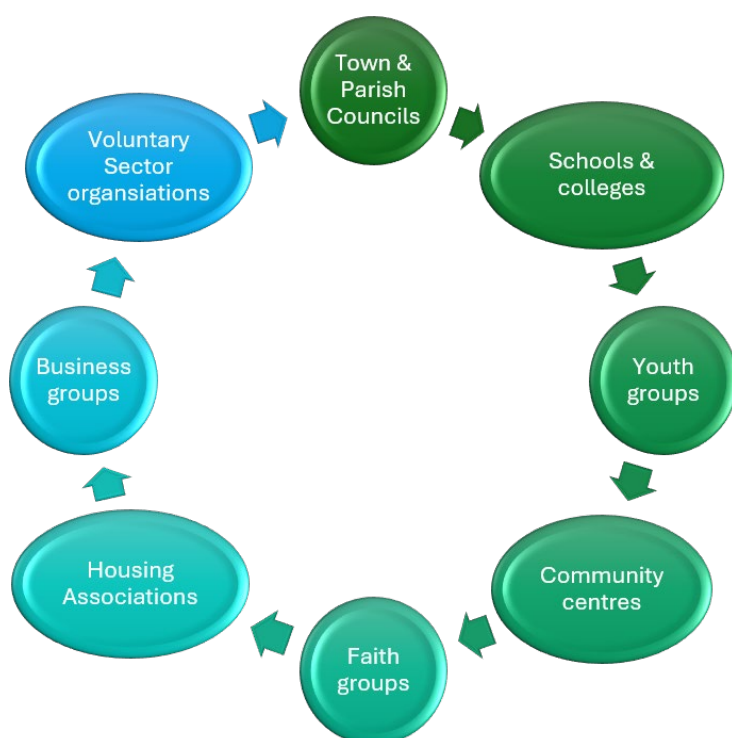
Geographic coverage

This would allow us to track participation by location and identify if there are any significant 'gaps' in responses received. This would be voluntary and anonymous and would include information on where responses are coming from and helps us to identify areas where engagement has historically been weaker including:



Community partnerships

Collaborating with the community in different ways is vital to the successful outcome of the new Local Plan and it is important to track engagement that may be delivered by community groups, which may include:



Evaluation and reporting Back:

This will be the Council's opportunity to show how the feedback from engagement and consultation will influence the drafting of the Local Plan.

Reviews will take place throughout the Local plan preparation including after each consultation stage, and will guide further refinements of this Engagement Strategy, where necessary.

The Council will aim to provide regular feedback to participants throughout the Local Plan process to demonstrate how engagement is influencing decision-making. Consultation findings will be analysed and reported through accessible summaries

and engagement reports, highlighting the changes made in response to community feedback. Where proposals cannot be progressed, clear explanations will be provided.

It is intended that this approach will ensure feedback is transparent, will help to stop misinformation and strengthen public confidence in the plan-making process. It will also demonstrate the clear impact that residents, businesses, and stakeholders have had on the drafting of the Local Plan.

Risk Management

Potential risks and mitigation measures will be kept under review throughout the plan-making process and escalated where necessary.

Risk	Mitigation
Low participation / imbalance across areas	Target outreach; resource mobile events
Accessibility gaps	Pre-event accessibility checks, multiple formats; clear contact points; use of plain English
Misinformation	Rapid “myth-buster” updates; consistent key messages; engagement with comms and social media teams
Capacity constraints	Forward plan of events; cross-Council support
Timeline slippages	Monthly timetable reviews
GDPR	Consult with Information Governance. Ensure privacy notice in place.

Appendix 1: Consultation Bodies

Specific Consultation Bodies

Government regulations require that the following specific consultation bodies must be consulted when the Local Planning Authority considers that they may have an interest in the subject of the Local Plan / other planning documents:

- Town and Parish Councils within and adjoining the North Norfolk administrative boundaries
- Adjoining Local Authorities: Borough Council of King's Lynn and West Norfolk, Breckland Council, Broads Authority, Broadland District Council and Great Yarmouth Borough Council
- Norfolk County Council
- The Historic Buildings and Monuments Commission for England (Historic England)
- Natural England
- The Environment Agency
- Lead Local Flood Authority (Norfolk County Council)
- Relevant sewage undertaker
- Relevant water undertaker
- Clinical Commissioning Groups in the East of England Region (CCGs) (or successor health care bodies)
- Norfolk Constabulary
- Police and Crime Commissioner for Norfolk
- Relevant electronic communication companies
- Relevant electricity companies
- Relevant gas companies
- The Homes and Communities Agency
- The Health and Safety Executive (HSE)
- Network Rail
- The Secretary of State for Transport
- The Gardens Trust
- Sport England
- The Ministry of Defence
- The Marine Management Organisation
- The Coal Authority

This list is not exhaustive and may change over time as legislation and regulations are updated.

General Consultation Bodies

Government regulations require that the following general consultation bodies must be consulted when the Local Planning Authority considers it appropriate.

Bodies which represent the following in the district:

- Different racial, ethnic, or national groups
- Different religious groups
- Disabled persons
- Persons carrying on business
- Community groups
- Gypsies, Travellers and Travelling Showpeople
- Older or younger people
- Health
- The environment
- The coast
- The economy
- Education
- The historic environment
- Tourism
- Regeneration
- Transport
- Sport and recreation
- Voluntary bodies: some or all of whose activities benefit any part of the district
- Bodies which provide public services in the district
- Local Enterprise Partnerships
- Interested individuals

This list is not exhaustive and may change overtime as legislation and regulations are updated.