Hoveton Neighbourhood Plan 2025-2040



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Introduction

Hoveton's Role in the Broads and Unique Identity

1. Hoveton is one of the Broads' most significant boating and visitor destinations, long known as the capital of the Norfolk Broads. Its riverside setting on the River Bure, combined with busy boatyards and hire fleets, makes this one of the most active stretches of water within the Broads network. The village welcomes large numbers of visitors each year and plays a central role in the tourism economy of the wider area.

2. Hoveton is also a vibrant and distinct village in its own right. Although frequently associated with neighbouring Wroxham, partly due to the presence of Roys of Wroxham, Hoveton has a clear and independent identity shaped by its history, landscape, and strong community. The village embraces its close relationship with Wroxham while confidently celebrating its own character and role within the Broads.

History and Development of the Parish

3. The parish has a long and rich history. Archaeological evidence shows human activity dating back to the Mesolithic and Neolithic periods, and Hoveton is recorded in the Domesday Book. Its early development centred around two historic churches: St Peter's Church, with origins in the 12th century, and St John's Church, dating from the early 17th century. Both remain prominent heritage assets and continue to shape the landscape and identity of the village.

4. Much of Hoveton's modern growth has taken place since the 19th century, with development spreading north from the River Bure. A combination of older cottages, estates, and more recent homes has created a varied and attractive settlement pattern that reflects both its historic roots and evolving character.

A Year-Round Visitor and Tourism Economy

5. Tourism forms a major part of Hoveton's identity and economy. Alongside its boating heritage, the village hosts several of the region's most important land-based visitor attractions. BeWILDerwood and Wroxham Barns draw large numbers of families throughout the year, with full programmes of events and activities extending beyond the main holiday season. Hoveton Hall Gardens adds further depth to the visitor offer, with seasonal openings, trails, garden events, and outdoor performances. Together with the Bure Valley Railway, Wroxham Miniature Worlds, and a strong range of independent shops, cafés and eateries, these attractions establish Hoveton as a year-round destination for leisure, recreation and family activities.

6. Part of the parish falls within the Broads Authority Executive Area, bringing additional environmental responsibilities. The riverside location, surrounding habitats and landscape setting require careful management to ensure that future development protects and enhances the ecological, scenic and cultural value of the area. Balancing growth with environmental stewardship is therefore central to this Plan.

Community Facilities and Local Services

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

Local Employment and Economic Activity

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

Vision and Future Direction for Hoveton

9. The Neighbourhood Plan sets out a clear and positive vision for Hoveton’s future as a thriving, self-sustaining village with a strong sense of place. It promotes measured, high-quality growth that reflects community priorities, supports local businesses, and protects the parish’s environmental and heritage assets.

10. Investment in green spaces, walking routes, recreational areas, local facilities and public realm is essential to the village’s long-term sustainability. Alongside this, the conservation of historic buildings and sensitive design of new development will help to safeguard Hoveton’s unique identity for future generations.

11. Tourism will remain a cornerstone of the local economy, and the Plan supports a sustainable visitor experience that complements the character of the parish. By managing growth carefully and strengthening the qualities that make Hoveton distinctive, the Neighbourhood Plan aims to ensure that the village continues to be a welcoming place to live, work and visit.

Neighbourhood Planning

Overview of Neighbourhood Planning

12. Neighbourhood planning was introduced by the Localism Act 2011, the legislation for which came into existence in April 2012, giving communities the power to agree a Neighbourhood Development Plan. It is an important and powerful tool that gives communities statutory powers to agree a shared vision and shape how their community develops and changes over time.

13. A neighbourhood plan provides an opportunity for residents of Hoveton to shape future development of the parish. Neighbourhood plans identify a shared vision and objectives for the area and a series of planning policies that will help move the parish towards this. It also contains a number of community actions that are not planning related but capture the parish's collective ambitions and activities that the community would like to be resolved by the Hoveton Community Council and local residents. Community engagement has been an important foundation for the plan, with feedback from residents throughout its development helping to identify the priorities and key issues that need to be addressed.

14. Hoveton is located within two local authority areas, North Norfolk District Council and the Broads Authority. The Hoveton Neighbourhood Plan will sit within the context of the North Norfolk and Broads Authority Local Plans, which in turn reflect the national planning policies in the National Planning Policy Framework (NPPF). This planning structure, with much detail contained within the Hoveton Neighbourhood Plan, determines the policies that development proposals in Hoveton must have regard to.

15. The parish is covered by two adopted Local Plans. The North Norfolk Local Plan (2024-2040) was adopted in December 2025 and sets out the strategic planning framework for the parts of Hoveton within North Norfolk District. The Broads Authority Local Plan (2015-2036) also forms part of the development plan for Hoveton, covering the areas that lie within the Broads Executive Area. The Norfolk Minerals and Waste Local Plan also forms part of the development plan and may be relevant to proposals involving minerals, waste or related safeguarding matters. The Broads Authority is preparing a new Local Plan, which is currently at examination. Until that plan is adopted, the Broads Local Plan adopted in 2019 remains part of the adopted development plan for the relevant parts of Hoveton.

16. The Hoveton Neighbourhood Plan has been prepared having regard to national planning policy and advice, including the National Planning Policy Framework, and to sit positively alongside the adopted Local Plans. Once made, it will form part of the statutory development plan for the area, and its policies will be used to help determine planning applications within the parish.

17. A neighbourhood plan can allocate land where appropriate and set non-strategic policies to address particular local issues. This includes the mix of housing, design principles for new development, conserving and enhancing the natural and historic environment and protecting green spaces. Its contents should not result in less development than specified in other parts of the development plan covering the same area. Development proposals should

have regard to all the relevant policies in the Hoveton Neighbourhood Plan, and of course those in the Local Plans and national policy. The plan, once made, will form part of the development plan for the area. Alongside the Local Plans for North Norfolk and the Broads Authority, its policies will be used to help determine planning applications in the parish.

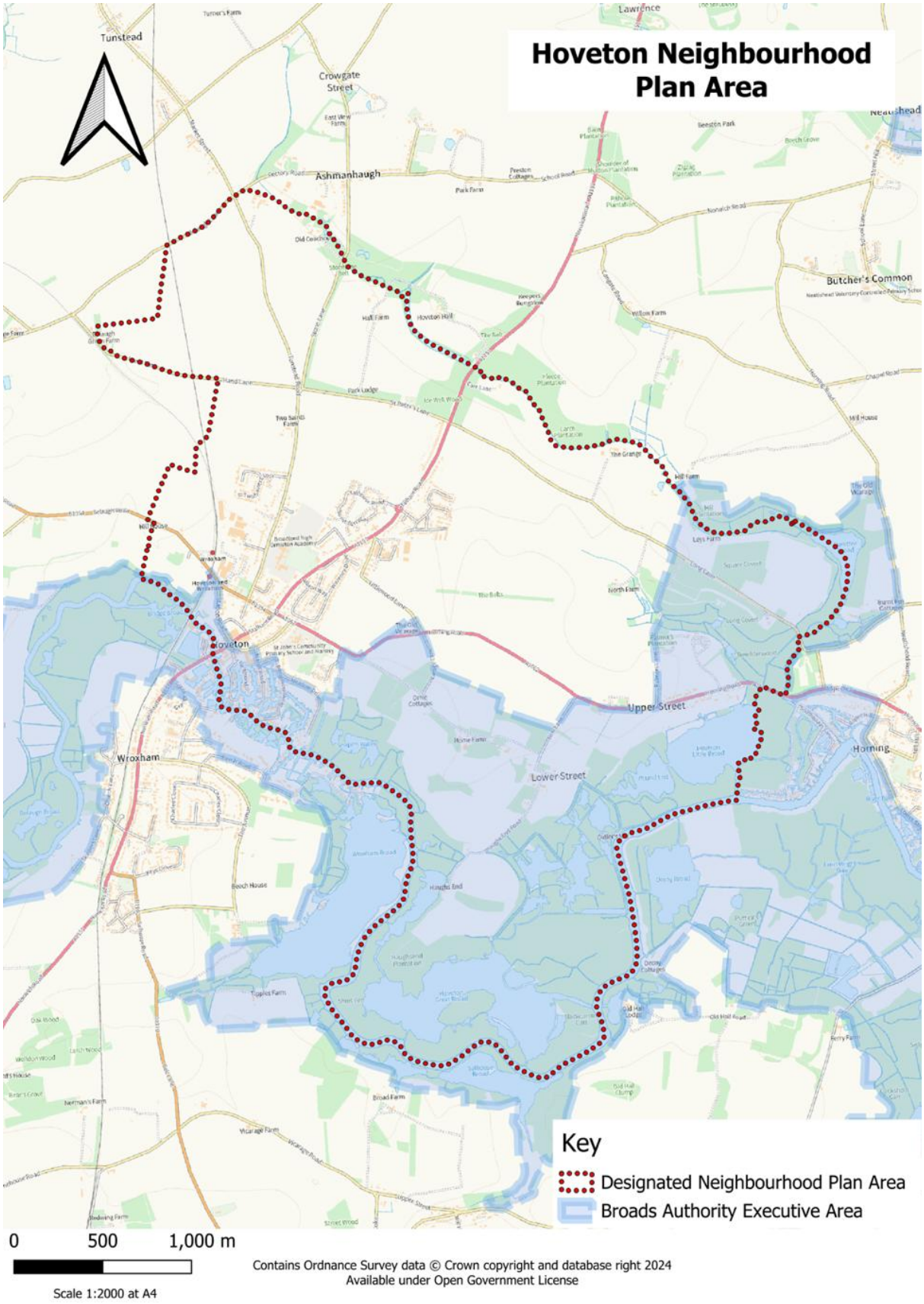
18. Although this document is the main Neighbourhood Plan, containing the policies, it sits alongside other supporting documents which support it by providing evidence and justification for these policies. This includes the Hoveton Design Guidance and Codes 2025, which should be consulted by applicants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

Process of Developing this Neighbourhood Plan

19. This is the Neighbourhood Plan for Hoveton. A Neighbourhood Plan, once complete and 'made' by the planning authorities, is used to help make decisions on planning applications in the parish. It has been developed by a working group of local people and Community Councillors, set up under the Community Council, in conjunction with the involvement of the wider community and local businesses. As well as having planning policies that will be used to assess planning applications, it also has Community Actions. These aren't used to make planning decisions, but they can be used by Hoveton Community Council and others in Hoveton to focus our efforts in the future to ensure that the parish remains a wonderful place to live, work and visit.

20. The parish boundary as shown in **Figure 1** was designated as the Neighbourhood Plan Area in May 2024. This also shows the Broads Authority Executive area that covers a significant proportion of the parish, including part of the settlement area. Working on behalf of the community, the Hoveton Neighbourhood Plan Steering Group has prepared this plan that will shape and influence any future development and change across the parish.

Figure 1: Designated Neighbourhood Plan Area



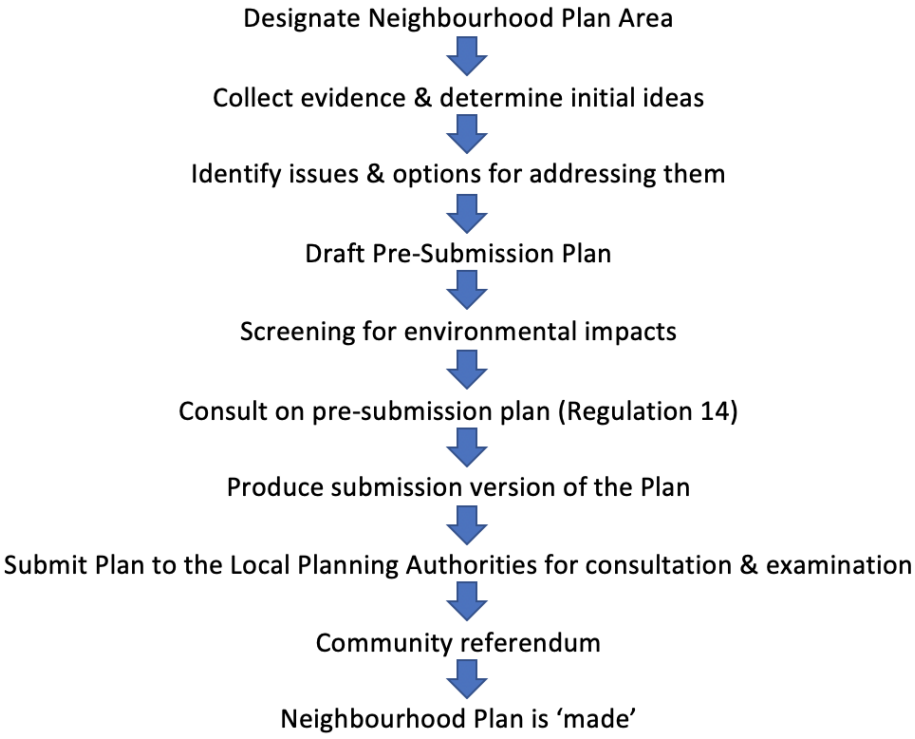
21. Neighbourhood Plans give local communities a meaningful role in shaping future development. They set out a shared vision, objectives and planning policies for the parish, and may also include community actions for the

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

22. A broad range of evidence has been reviewed to determine issues and develop policies for the plan. This includes evidence from the Census 2021, housing data, review of environmental designations and historical records.

23. As shown in **Figure 2**, the Hoveton Neighbourhood Plan must progress through several formal stages before it can be made.

Figure 2: Neighbourhood Plan Process



Community Consultation

24. Community engagement has been central to the preparation of the Hoveton Neighbourhood Plan. This section summarises the key consultation activities undertaken with residents, schools, businesses and local stakeholders, and how their feedback has informed the development of the Plan.

25. The Steering Group has carried out three stages of consultation to support the development of the Neighbourhood Plan. The first was held at community events in summer 2024 and invited residents, business owners and visitors to answer three broad questions about Hoveton's future:
    - What do you value most about Hoveton?
    - What challenges does the village face?
    - What development or change would you like to see in the coming years?

26. This initial feedback helped to identify the themes and priorities that later shaped the more detailed surveys.

27. A more detailed parish-wide survey followed in December 2024, distributed to every household in the parish. This survey explored key themes in greater depth, including housing needs and design, the local economy, transport and road safety, green spaces, heritage, environmental issues and the future of community facilities. A total of 255 responses were received, providing a strong and representative evidence base for the Plan. A separate business survey in February 2025 gained further insight from local employers and service providers, and targeted engagement with Broadland High Ormiston Academy helped capture the views of young people.

28. Whilst each consultation focused on different questions, some common themes emerged:
    - **Community and local identity** - Residents expressed pride in Hoveton's community spirit, local facilities and village atmosphere. Shops, medical services, parks and green spaces were frequently highlighted as valued assets.
    - **Infrastructure and transport** - Concerns were raised about traffic congestion, pedestrian and cyclist safety, and the need for better pavements, crossings and transport options.
    - **Natural environment** - Respondents were keen to protect green spaces, riverside areas and local wildlife habitats, and supported environmental enhancements such as tree planting and wildflower areas.
    - **Heritage and local character** - There was strong support for protecting heritage buildings, important views and the character of the village, with concern about overdevelopment.
    - **Future growth and development** - Views were mixed on future housing development. Some supported new homes where they met local needs, while others expressed concern about infrastructure pressures. Notably, the survey did not indicate strong support for a new or expanded village hall.
    - **Provision for children and young people** - A significant number of responses called for improved facilities for children and teenagers, including play areas, youth activities and informal recreation spaces.
    - **Health, fitness and wellbeing** - Adults emphasised the need for better health-related facilities, including improved access to healthcare and requests for additional fitness facilities.

29. The detailed resident survey covered a range of topics including demographics, housing need and design, business use, infrastructure/services, road safety and traffic congestion, natural environment, key views, heritage assets and air pollution. The survey was advertised in numerous ways including on the Community Council website and on resident letters dropped off at households. There were 255 responses, and a summary of issues raised is provided in **Figure 3**.

Figure 3: Summary of Resident Survey in 2024

Survey Topic	Summary Response to Detailed Resident Survey in 2024
Housing	• A significant portion of residents (27%, equating to 68 individuals) have a household member seeking to relocate within the next five years while wishing to remain in Hoveton. Given that Hoveton has a comparatively older population, with the largest age group being 65-84, this highlights a clear demand for local housing options suitable for single adults, couples and older residents wishing to downsize. • Preferred housing types among respondents include bungalows (76%), houses (61%), and flats (45%), indicating a diverse range of housing preferences that new developments could provide. • When considering the need for new housing, and specifically whether the Neighbourhood Plan should allocate additional sites beyond those in the Local Plan, community opinions were evenly distributed in the December 2024 household survey: approximately one-third supported the idea, one-third opposed it, and one-third were undecided. These responses reflect views at that time, recognising that opinions may change as local circumstances evolve.
Housing design	• The most important design factors were: addressing flood risk and infrastructure strain (87%), ensuring building scale matches the streetscape (69%), incorporating energy-efficient features (67%), maintaining consistent building height (60%), and using soft boundaries like hedges (50%). • The top three priorities for environmental design in new developments were: native trees/shrubs, open green spaces, and wildflowers for pollinators.
Business use	• Most respondents supported the principle of allocating land for business use, understood in the context of private enterprise rather than public provision. The most favoured types of business activity were health-related services (76%), agricultural or land-based businesses (74%), retail (67%), and light industrial units (65%). The least supported options were factories (11%) and offices (21%). These results reflect how respondents interpreted the question within the December 2024 household survey.
Infrastructure	• The most frequently requested services included more youth facilities (e.g., sports clubs, play areas), expanded retail (butcher, greengrocer, supermarket), leisure facilities (gym, cinema, green spaces), improved healthcare (GP surgery, NHS dentist), and better transport (buses, cycle paths, parking).

Road safety, traffic congestion and air pollution	• 74% of respondents believe road safety for pedestrians and cyclists is a problem. The most suggested improvements were speed reduction measures (32%), additional pedestrian crossings (23%), better pavements and footpaths (16%), and parking restrictions. • 86% of respondents consider congestion a serious problem. The most suggested solution was a bypass or alternative river crossing (46%). Other ideas included altering pedestrian crossings, road layout changes, parking restrictions, and better coordination of roadworks. • 57% of respondents believe air pollution is an issue. The biggest concern is traffic congestion, with suggestions including improving traffic flow and planting more trees to absorb pollutants.
Green spaces	• 54% of respondents are satisfied with access to green spaces, while 22% are dissatisfied. The most valued areas for protection include Riverside Park, Bure Valley Railway path, agricultural land near St John's Church, and local woodlands.
Key views and heritage assets	• Important views to protect include St Peter's Church, Wroxham Bridge, the Riverside, Bure Valley footpath, and the Broads. • Suggested buildings of historical importance include Roy's buildings, Hoveton Hall, Wroxham Bridge, St Peter's Church, the Bure Valley Railway, and historic cottages on Church and Tunstead Road.

Vision and Objectives

Hoveton's Vision Statement for 2025-2040

30. The Vision for the Hoveton Neighbourhood Plan has been shaped by a broad programme of community engagement carried out by the Hoveton Community Council and the Steering Group. Feedback from the household survey, business survey, public events, targeted discussions with local organisations, and engagement with young people has provided a clear understanding of what residents value about Hoveton and what they hope to see in the years ahead.

31. The Vision also sits within the strategic planning framework provided by two adopted Local Plans. The North Norfolk Local Plan (2024-2040) was adopted in December 2025, setting out the strategic policies that guide development across the parts of the parish within North Norfolk District. The Broads Authority Local Plan (2015-2036) continues to apply to the areas of Hoveton within the Broads Executive Area. The Neighbourhood Plan adds local detail to these higher-level policies, ensuring that development reflects the parish's distinct character, environmental setting and community priorities.

32. Together, this evidence and policy context form the basis for Hoveton's Vision for 2040 and the objectives that follow.

Vision for Hoveton in 2040

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

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

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

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

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

Objectives of the Neighbourhood Plan

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

Neighbourhood Plan Objectives

A. Deliver high-quality housing that meets local needs, prioritising smaller and more affordable homes, and ensure new development reflects Hoveton's village character.

B. Promote sensitive redevelopment of brownfield land and underused spaces, especially within the village centre and along the riverside, to enhance vitality and visual appeal.

C. Enhance community facilities so that they meet the needs of all generations, supporting a balanced and inclusive community, and enabling flexible, accessible spaces that can adapt to future needs.

D. Provide resilient infrastructure, including transport, drainage, sewage infrastructure, utilities and digital connectivity, to support new development and safeguard quality of life.

E. Protect and enhance the natural environment, delivering biodiversity net gain, improving air and water quality, and strengthening ecological networks.

F. Enable active travel by creating safe and attractive walking and cycling connections within the village and to the countryside, including links that support integration with public transport.

G. Protect and enhance Hoveton's heritage, conserving both designated and non-designated assets and ensuring new development responds positively to their character and setting.

H. Support a thriving local economy that provides opportunities for businesses of all sizes and a sustainable visitor economy that reflects, and takes pride in, Hoveton's riverside identity.

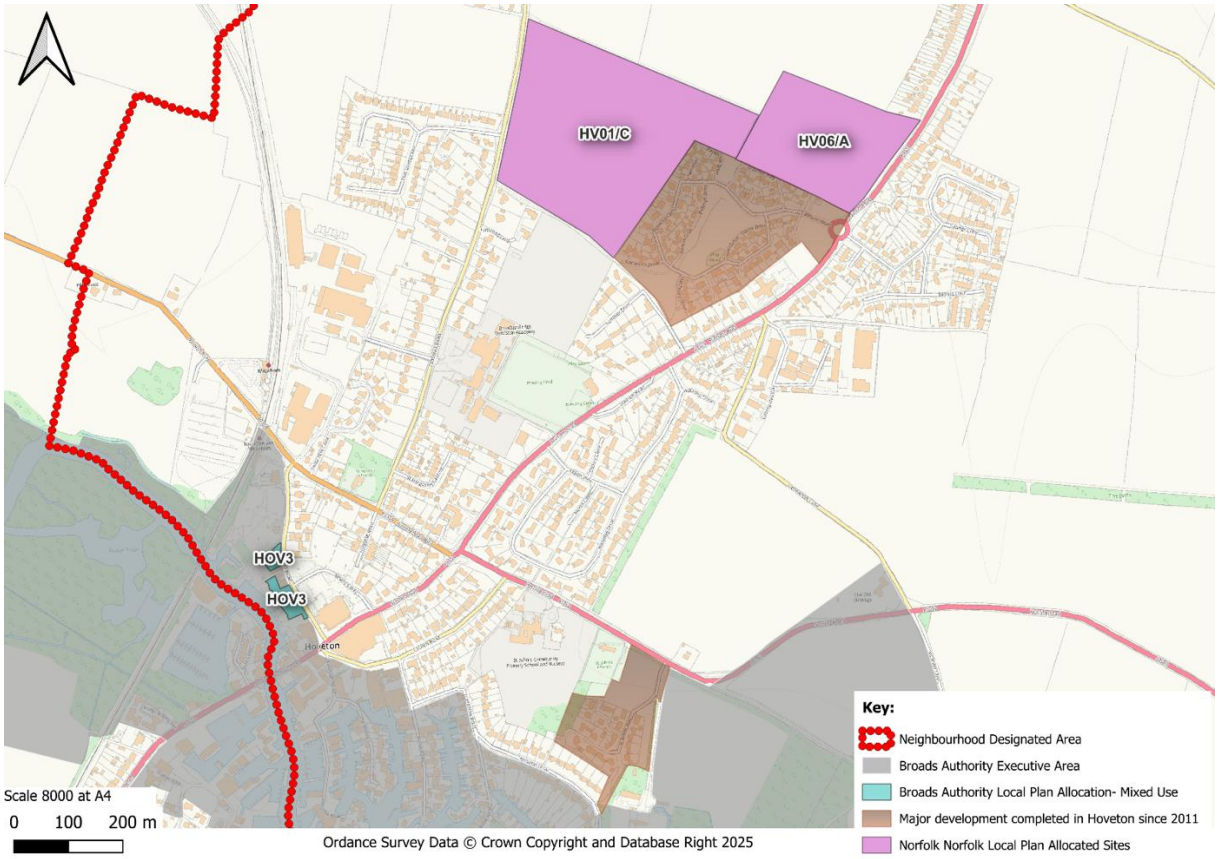
I. Strengthen climate resilience by ensuring new development adapts to challenges such as flooding, energy efficiency, and sustainable water management.

Housing That Meets Local Needs

Hoveton's Housing Profile

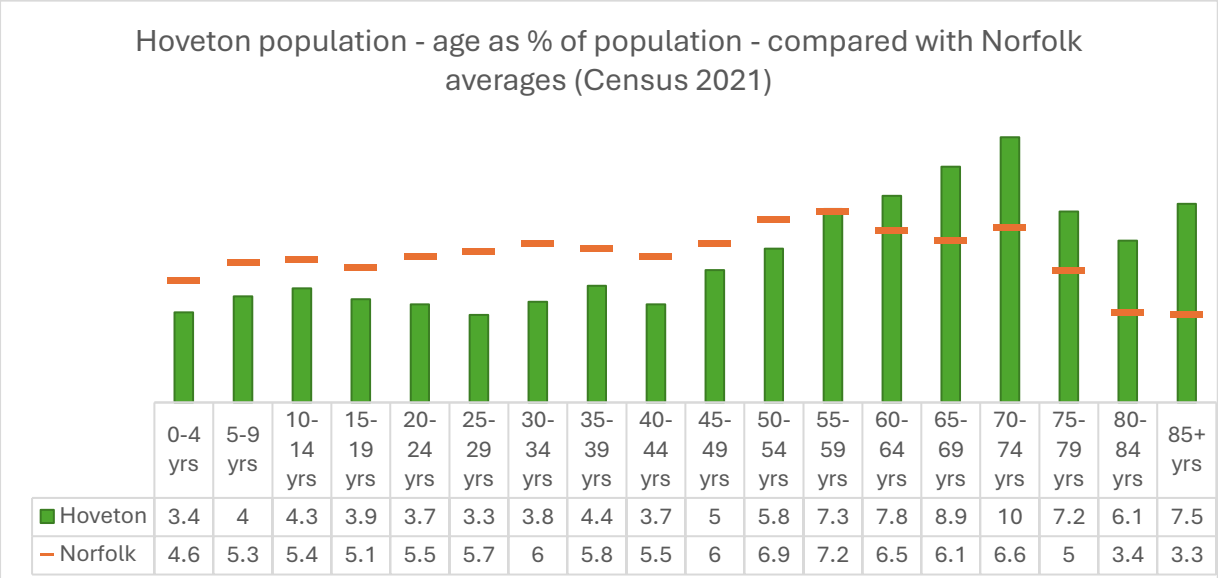
34. Hoveton has experienced significant housing growth in recent years. The 2021 Census recorded a population of just over 2,100, an increase of 20% since 2011. There are now around 1,130 dwellings in the parish, with 163 new homes built since 2011, including 61 affordable units. Further development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

Figure 4: Recent Housing Development and Planned Growth



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

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



	0-4 yrs	5-9 yrs	10-14 yrs	15-19 yrs	20-24 yrs	25-29 yrs	30-34 yrs	35-39 yrs	40-44 yrs	45-49 yrs	50-54 yrs	55-59 yrs	60-64 yrs	65-69 yrs	70-74 yrs	75-79 yrs	80-84 yrs	85+ yrs
Hoveton	3.4	4	4.3	3.9	3.7	3.3	3.8	4.4	3.7	5	5.8	7.3	7.8	8.9	10	7.2	6.1	7.5
Norfolk	4.6	5.3	5.4	5.1	5.5	5.7	6	5.8	5.5	6	6.9	7.2	6.5	6.1	6.6	5	3.4	3.3

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

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

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

37. House prices in Hoveton have risen sharply, with the average sale price increasing from £244,500 in 2014 to £320,000 in 2023[1]. Local household incomes mean that market housing is unaffordable to many without substantial deposits. Private rents are generally only affordable for average-income households, while lower-income households often cannot access either market purchase or rental options.

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

[1] Hoveton Housing Needs Assessment, AECOM, 2025

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

Figure 7: Dwelling Sizes in Hoveton (Census 2021)

Dwelling Size	Number of Homes	% of Total Stock
1 bedroom	61	5%
2 bedrooms	339	30%
3 bedrooms	501	44%
4+ bedrooms	232	20%
TOTAL	1,133	

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

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

39. Community consultation confirms these findings. More than a quarter of households reported that a member would like to move within the next five years but their preference would be to remain in Hoveton, with strong demand for smaller, more affordable homes. Starter homes and opportunities to downsize were the most frequently requested, alongside homes suitable for older residents.

40. Looking ahead, the Hoveton Housing Needs Assessment recommends a rebalancing of the housing stock. By 2040, the priority should be for smaller dwellings of one to three bedrooms, with affordable home ownership options such as shared ownership and discounted market sale homes playing a central role.

Figure 9: AECOM Calculations HNA 2025

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

41. The evidence demonstrates a clear imbalance in Hoveton's housing stock, with a high proportion of larger homes and very limited smaller properties. This restricts options for smaller households, younger people and residents wishing to downsize. Feedback from the community strongly supports increasing the availability of smaller, more affordable homes to address this need. The provision of accessible and adaptable homes can help meet the needs of an ageing population and support independent living.

42. To address this imbalance, larger developments will need to provide a more appropriate mix of dwelling sizes, with a stronger emphasis on smaller homes suitable for first-time buyers, downsizers and smaller households. While individual self-build plots will inevitably vary, allocated sites such as Brook Park Phase II represent key opportunities to help rebalance Hoveton's housing stock and deliver the types of homes the community has identified as most needed.

43. The evidence demonstrates that Hoveton's future housing needs will not be met without a decisive shift towards delivering smaller homes. **Policy HNP1** therefore establishes a clear expectation that new residential development, particularly on allocated sites, should prioritise one- and two-bedroom homes and smaller three-bedroom dwellings. This reflects both the demographic profile of the parish and the strong community support for providing downsizing options and more affordable starter homes.

44. Some residents will continue to want or need larger homes. This is particularly true for those building their own homes. In line with national legislation, self-build and custom-build homes are built with involvement of those who will live in them. These individuals or families may have specific requirements - such as space for a larger household - that cannot easily be met within the broad target of smaller homes. For this reason, self-build and custom-build plots are excluded from the mix requirements set out in **Policy HNP1**. This ensures that local choice and flexibility are retained, while the overall direction of housing growth in Hoveton still prioritises smaller, more affordable homes.

Policy HNP1: Housing
Residential development should contribute towards meeting identified local housing needs, having regard to the Hoveton Housing Needs Assessment. Particular support will be given to proposals that: a) Increase the supply of one and two-bedroom homes; b) Provide smaller three-bedroom homes suitable for families; c) Provide homes suitable for older people seeking to downsize, including accessible and adaptable homes; and d) Contribute to a balanced and inclusive housing stock that reflects the changing demographic profile of Hoveton.

Housing Development in Hoveton

45. National planning policy requires all areas to deliver sufficient homes to meet identified needs. The overall scale and distribution of new housing for Hoveton is set by the North Norfolk Local Plan and the Broads Authority Local Plan. These provide the strategic framework, while the Neighbourhood Plan adds local detail on housing mix, design, and the sensitive reuse of brownfield land.

46. The adopted Local Plan allocations at Hoveton are expected to make a significant contribution to affordable housing provision. Policy HOU2 of the North Norfolk Local Plan requires at least 35% affordable housing on qualifying sites. Based on the indicative capacities of approximately 150 dwellings at HV01/C and 50 dwellings at HV06/A, this would equate to around 70 affordable homes across the two allocations, subject to the detailed form of development, viability and the application of Local Plan policy. The HV01/C allocation also includes specialist elderly accommodation, identified as 60 units / 40 dwelling equivalents, which may further contribute to affordable and specialist housing provision depending on the final scheme. Together these sites will deliver 200 dwellings in total inclusive of Market Homes and Affordable Housing in addition to 40 dwellings equivalent of elderly care provision. The allocations reflect the additional growth required following reforms to the National Planning Policy Framework in December 2024, which increased North Norfolk's overall housing requirement. Both sites are currently greenfield land in agricultural use. The North Norfolk Local Plan requires each allocation to deliver on-site open space. For the larger site at Land east of Tunstead Road (HV01/C), the Plan specifies the provision of not less than 1.07 hectares of multi-functional open space, together with arrangements for its long-term management and maintenance. The smaller allocation at Land off Stalham Road (HV06/A) must also provide open space and green infrastructure, with the precise amount and form to be determined through the design process, informed by local need and Local Plan policy requirements.

47. The Neighbourhood Plan recognises these two sites as strategic allocations in the North Norfolk Local Plan, which establishes the principle of development on them (shown in **Figure 4**). The role of the Neighbourhood Plan is therefore not to revisit the allocations themselves, but to help shape how development comes forward, ensuring that it responds positively to Hoveton's character, infrastructure constraints and locally identified needs.

48. The Neighbourhood Plan does not allocate additional housing sites, but Hoveton Community Council recognises that future housing requirements may be reviewed through a future North Norfolk Local Plan Review and will engage with that process as appropriate.

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

Development proposals for this site should:

a) Deliver high-quality design that respects the rural edge location. Development along the northern and western edges of the site should generally be limited to one or two storeys in height, with layouts and landscaping creating a soft transition to the surrounding countryside;
b) Retain and incorporate existing hedgerows and mature trees wherever practicable, including within green infrastructure corridors through the site. New planting should strengthen the northern boundary and reinforce the transition between the settlement and surrounding countryside;
c) Open space requirements should support play, biodiversity, water management and community food growing. Where appropriate, this should include provision for allotments or community growing spaces as part of the site's green infrastructure, contributing to biodiversity net gain and creating a soft transition to the countryside;
d) Protect and enhance the existing public footpath through the site and provide attractive walking and cycling connections to nearby schools, community facilities and the village centre; and
e) Conserve the setting of St Peter's Church, the Hoveton Conservation Area and locally important heritage assets identified in the Hoveton Heritage and Non-Designated Buildings Report. Proposals should demonstrate that site layout, building heights and landscaping have been designed to avoid adverse impacts on their significance and setting.

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

Development proposals for this site should:

a) Deliver high-quality design that creates a distinctive and attractive place whilst integrating successfully with surrounding development;
b) Provide safe and attractive pedestrian and cycle connections to existing routes within Brook Park and to Stalham Road; and
c) Retain and enhance boundary landscaping and existing hedgerows, where practicable, to reinforce local character, support biodiversity and provide a soft transition to the surrounding countryside.

49. The Broads Authority Local Plan allocates brownfield land off Station Road for mixed-use redevelopment under Policy HOV3 Brownfield land off Station Road, Hoveton (and in the emerging Local Plan for the Broads Policy PUBHOV3). This includes the former Broads Hotel Cottage, the Waterside Rooms, and the cottages and stable block adjacent to the King's Head pub. The policy supports

a comprehensive scheme delivering a mix of residential, commercial and visitor-related uses appropriate to this prominent village-centre and riverside location.

50. Redevelopment of this area provides an opportunity to bring long-vacant and underused sites back into beneficial use, improve the appearance of a prominent riverside frontage, and enhance public access to the water. Community consultation showed strong support for regeneration of the site, with many respondents describing parts of the area as unattractive or unwelcoming and highlighting the importance of a higher-quality first impression for visitors arriving in the village.

51. At the same time, consultation and local discussion identified the cottages and stable buildings adjacent to the King's Head as contributing positively to the character of Station Road and the riverside. These buildings are identified as Non-Designated Heritage Assets within this Neighbourhood Plan and the objectives of Policy HNP24 will also apply. The preferred approach is therefore the retention and sensitive reuse of these buildings, where practicable, as part of a comprehensive redevelopment. Any proposal involving their alteration, partial loss or demolition should demonstrate compliance with the heritage policies of the Broads Authority Local Plan and national planning policy.

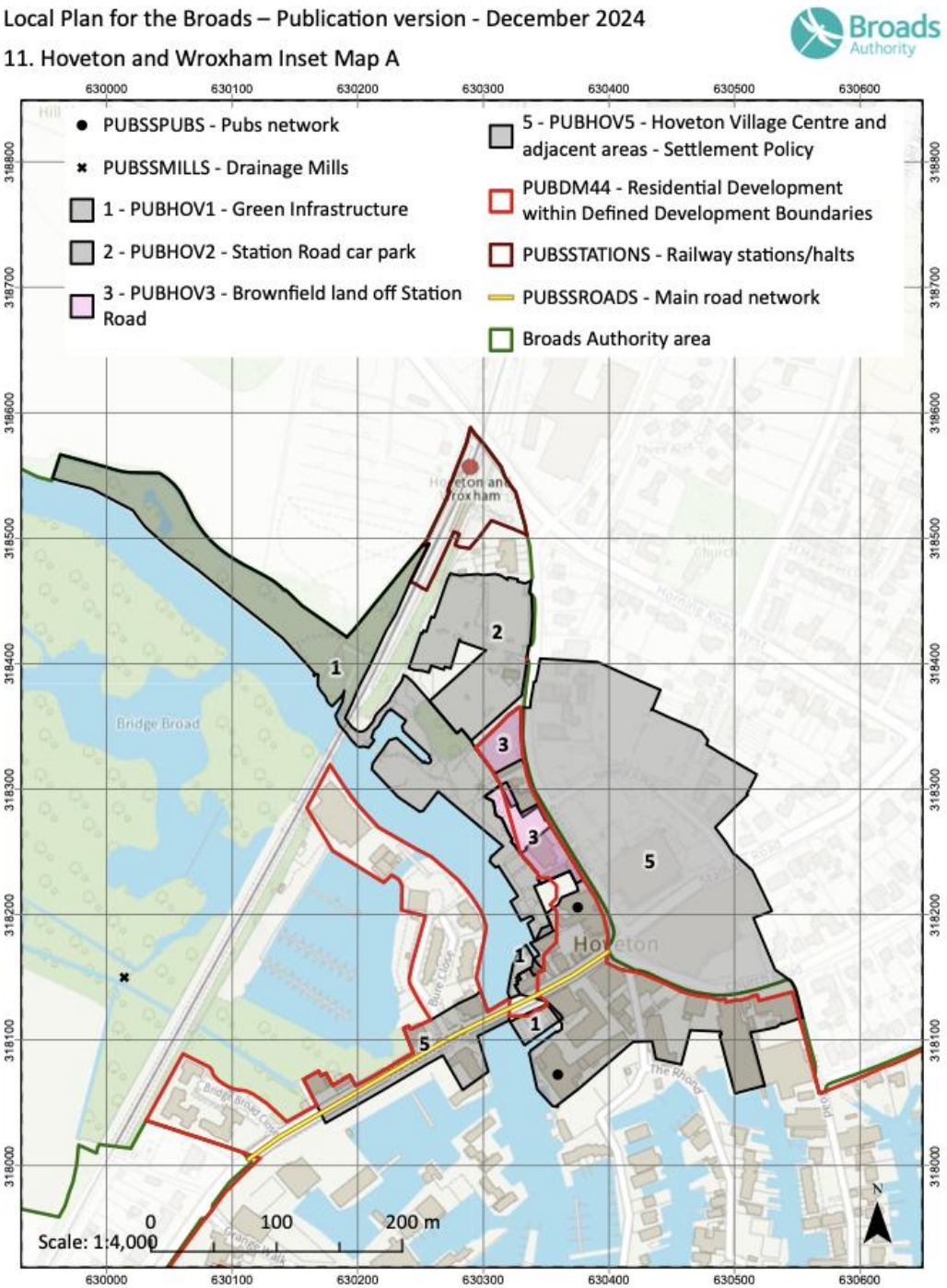
Policy HNP4: Brownfield Land off Station Road

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

a) Be delivered as a comprehensive scheme, consistent with the Broads Authority Local Plan, to avoid piecemeal redevelopment;
b) Retain and sensitively reuse the existing cottages and stable buildings adjacent to the King's Head pub. Development resulting in harm to or loss of these buildings will only be supported where it can be demonstrated that the proposal complies with the heritage policies of the Broads Authority Local Plan and national planning policy;
c) Provide a mix of uses that may include residential, commercial, visitor-related, or community space, where these enhance the vitality of the village centre;
d) Demonstrate high-quality design that reflects the riverside setting, conserves and enhances heritage assets and their settings where appropriate, and improves the appearance of this prominent frontage;
e) Preserve and, where possible, extend the public riverside walk, providing seating and other provisions that supports tourism and community use, accessible to all;
f) Maintain and enhance green corridors through and alongside the site, supporting biodiversity and providing ecological links between the river, public spaces and surrounding areas;
g) Ensure proposals comply with national flood risk policy, including the sequential approach where required, and incorporate appropriate flood resilience and mitigation measures; and
h) Be designed to protect and, where possible, enhance views to and from the river and improve the relationship between Station Road, the site and the

riverside. Development should avoid unnecessarily obstructing views of the river, provide an attractive riverside frontage, accessible to all, and create opportunities for residents and visitors to appreciate and engage with the river setting.

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



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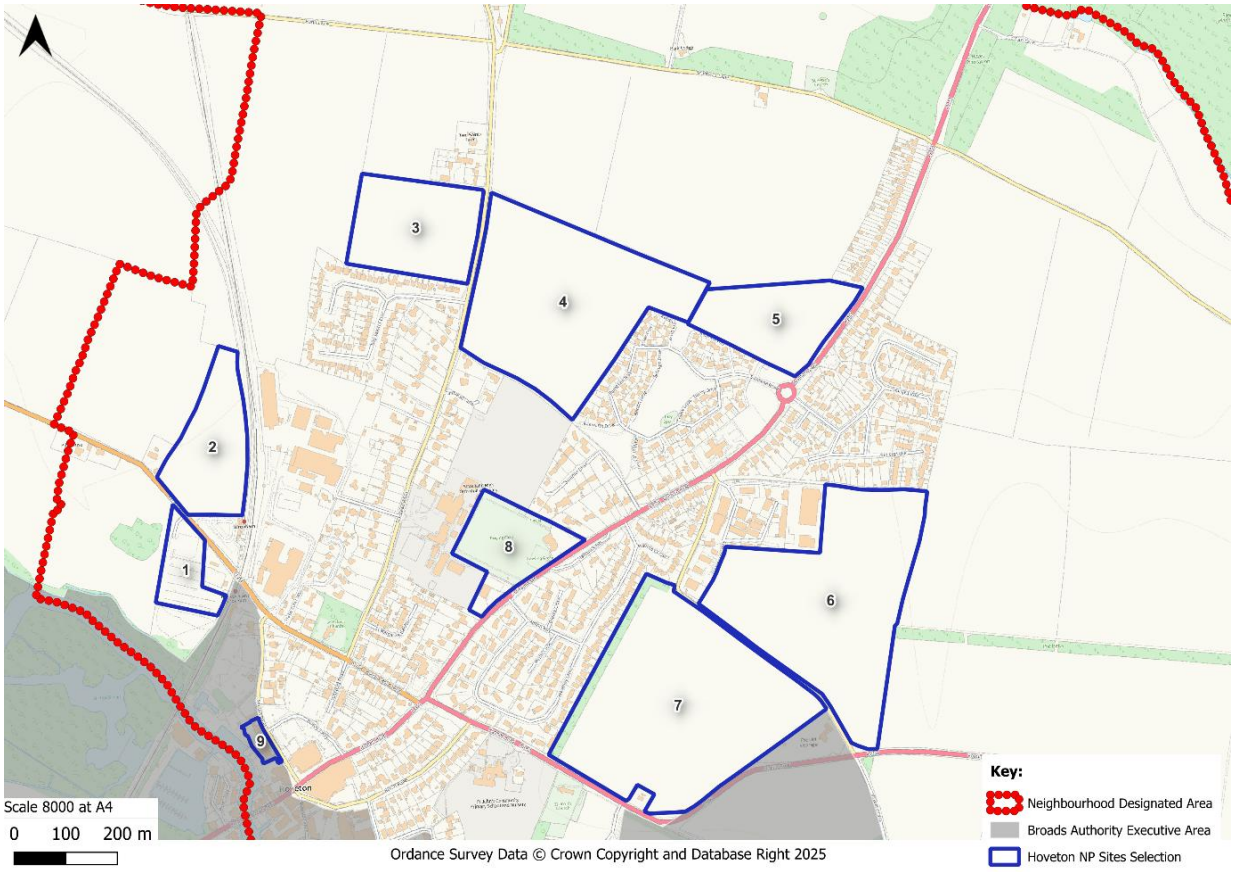
52. As part of preparing this Neighbourhood Plan, the Steering Group explored whether any additional sites should be allocated for housing. Community consultation showed mixed views, with equal proportions of residents supporting, opposing or remaining undecided about allocating further sites. The strongest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

53. Nine potential sites were assessed, including those submitted through North Norfolk District Council's call for sites and other locations identified locally. The assessment considered their relationship to the existing built-up area, access to services, landscape and environmental sensitivity, including proximity to the Broads, and their potential to deliver the types of homes needed in Hoveton.

54. **Figure 11** illustrates the sites considered. It identifies the two strategic allocations in the North Norfolk Local Plan, the brownfield allocation in the Broads Authority Local Plan, and the other sites reviewed but not taken forward.

55. Following this assessment, the Steering Group concluded that no additional housing allocations are required. At the point the Neighbourhood Plan was submitted for consideration, North Norfolk District Council had published a 7.3-year housing land supply, indicating a substantial surplus of allocated and deliverable land. The Neighbourhood Plan therefore focuses on securing the right mix, type and quality of homes within the existing allocations and on supporting the sensitive redevelopment of brownfield land.

Figure 11: Sites Considered During Neighbourhood Plan Preparation



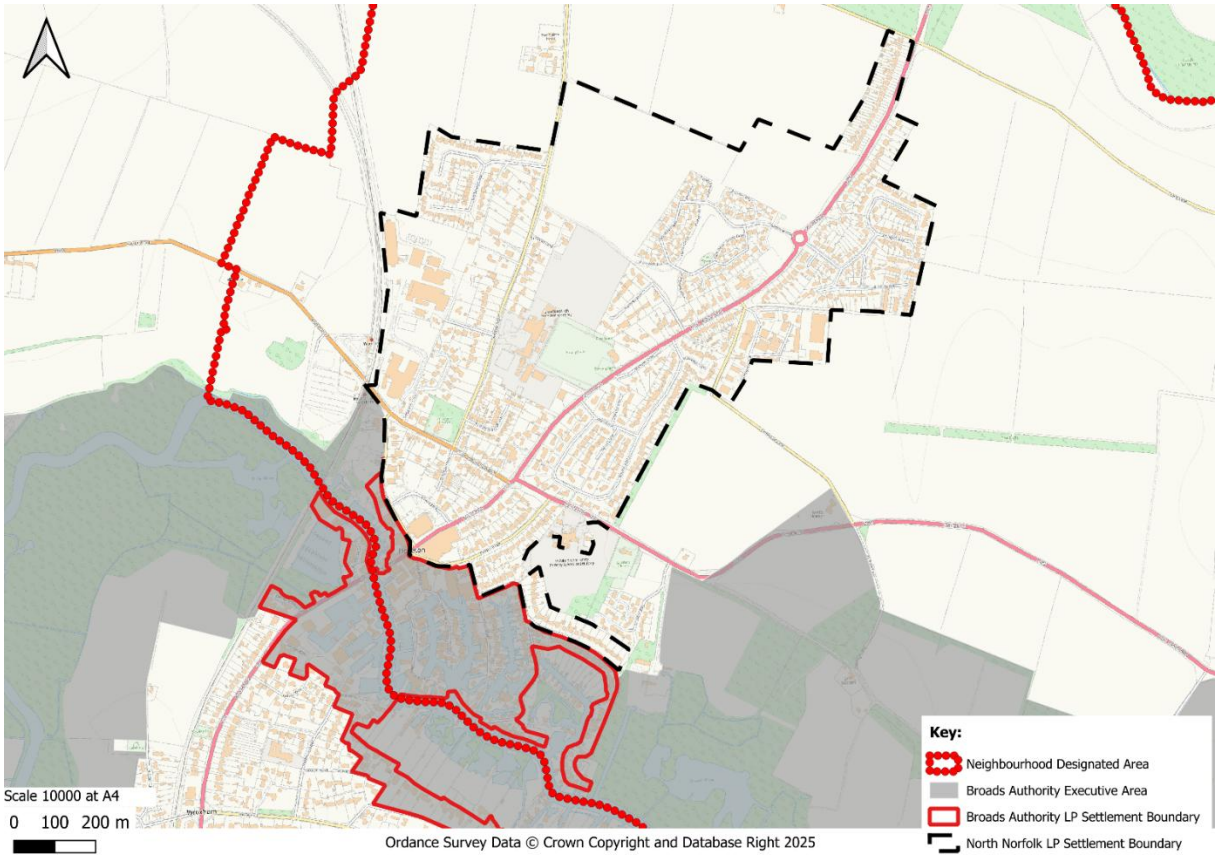
56. Small-scale development within the existing built-up area can make a useful contribution to meeting Hoveton's housing needs, particularly where it delivers the smaller homes identified as a priority in both community consultation and the Housing Needs Assessment. One-, two- and three-bedroom dwellings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

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

57. Such development must, however, be carefully managed. Poorly designed backland schemes can lead to overdevelopment, loss of privacy, pressure on access routes and harm to the character of established neighbourhoods. Consultation highlighted the importance of protecting the character of established residential areas. Residents emphasised that any small-scale development should avoid overdevelopment, safeguard privacy and garden space, and ensure that new homes fit comfortably within their surroundings.

58. Hoveton contains two settlement boundaries (see **Figure 12**): one defined by North Norfolk District Council (NNDC) and a smaller, separate boundary defined by the Broads Authority (BA). Policy HNP5 applies within both settlement boundary areas. However, in the Broads Authority area only, proposals must additionally demonstrate full compliance with the Broads Authority Local Plan, particularly in relation to flood risk, landscape character, heritage and riverside setting. Within the NNDC settlement boundary, proposals are assessed against NNDC policies and the policies of this Neighbourhood Plan.

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



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

Policy HNP5: Backland and Infill Development
Backland and infill development within the defined settlement boundaries of Hoveton (North Norfolk District Council and Broads Authority) will be supported where it: a) Where comprising between 1 and 5 dwellings, provides a housing mix that responds to identified local needs in accordance with Policy HNP1; b) Retains important trees, hedgerows and green corridors and seeks opportunities to enhance biodiversity; and c) Provides on-site parking that is well integrated and does not dominate the streetscene. In the Broads Authority settlement boundary area, proposals must also demonstrate full compliance with the Broads Authority Local Plan, including policies on flood risk, landscape, heritage, design and riverside character. Backland or infill development outside the defined settlement boundaries will not be supported.

Design of New Development

60. Good design is central to creating successful places. The National Planning Policy Framework (NPPF) makes clear that achieving well-designed, sustainable buildings and spaces is a key aim of the planning system.

61. In Hoveton, residents have been clear that the design of new development matters. Community feedback shows that people value the village's character and setting, and are concerned that poorly designed estates would harm its identity. Comments during consultation included worries about "untidy buildings," fears that new estates could feel "too suburban," and repeated calls to protect the "riverside environment" from inappropriate development. Several residents also described parts of the village as "unattractive and in need of investment," emphasising the importance of high-quality, sensitive design.

62. The December 2024 survey reinforced the importance of good design in new development. Residents emphasised that new housing should fit comfortably within its surroundings, with buildings that reflect the scale and pattern of existing streets. Other top priorities included energy-efficient homes incorporating features such as renewable energy and EV charging, keeping building heights in line with surrounding properties, with single-storey homes where appropriate, and using hedges and native planting instead of hard boundary treatments.

63. Residents emphasised the importance of landscaping and green infrastructure. The most popular environmental design features were the inclusion of native trees, open green spaces, and wildflowers for pollinators.

64. Residents also highlighted the importance of attractive and consistent public signage. Comments noted that wayfinding signs, tourist information boards and riverside signage should be well designed, clear and in keeping with the

village's character. High-quality, coordinated signage was seen as important for both residents and visitors, improving legibility while enhancing the appearance of the public realm.

65. To provide a local framework for design, a Hoveton Design Guide has been prepared with support from AECOM. The guide is based on analysis of the village's built character and extensive consultation. It sets out design principles under three themes that reflect Hoveton's distinctive character:

- **Settlement and Landscape Setting**: Ensuring new development respects the edge-of-village setting, maintains key views, and includes landscaping and planting that reflect the rural and riverside environment.
- **Streets and Spaces**: Creating layouts that are connected and walkable, with streets that feel safe and attractive, and the use of green features such as hedges and trees instead of hard boundaries.
- **Buildings and Details**: Designing homes and other buildings that are of an appropriate scale and height, that reflect local materials and detailing, and that incorporate sustainable features such as energy efficiency, renewable energy and EV charging.

66. The Neighbourhood Plan requires applicants to demonstrate how proposals have taken account of the Hoveton Design Guide. This ensures that new development contributes positively to the character of the village, creates attractive and safe places, and supports long-term sustainability.

67. Development should seek to create safe and attractive environments through good natural surveillance, clear wayfinding, active frontages and well-overlooked public spaces, having regard to Secured by Design principles where appropriate.

68. Energy efficiency and low-carbon design are supported in principle where consistent with national and local policy and the Hoveton Design Guide.

Policy HNP6: Design
Relevant development proposals should demonstrate how they have had regard to the Hoveton Design Guide (2025). Proposals will be supported where they: a) Create layouts that are walkable, connected and integrated with the wider village, including links to local services, schools, community facilities and the riverside where appropriate; b) Design streets and public spaces that are safe, attractive and easy to navigate, with active frontages and natural surveillance where appropriate; c) Use landscaping, trees and soft boundaries to reinforce Hoveton's village character and strengthen the transition between built development and the surrounding landscape; d) Ensure building heights, scale and massing respond appropriately to their setting and do not appear overbearing or visually dominant; and e) Reflect the locally distinctive building forms, materials, plot patterns and architectural characteristics identified in the Hoveton Design Guide, whilst allowing for high-quality contemporary design.

Community Aspiration: Review Signage and Improve Visitor Navigation

The Community Council will work with Norfolk County Council, North Norfolk District Council, the Broads Authority, local businesses and other partners to review signage and wayfinding throughout the village, seeking opportunities to improve visitor navigation, enhance the public realm and reduce unnecessary visual clutter.

Brownfield Regeneration and Village Centre Improvement

69. The National Planning Policy Framework (NPPF) encourages the effective use of land by re-using sites that have previously been developed. Redevelopment of brownfield and underused land can bring new life to the village, reduce pressure on greenfield sites, and improve the appearance of prominent locations.

70. In Hoveton, consultation showed strong support for using brownfield sites before greenfield land. More than two-thirds of survey respondents said that previously developed land should be prioritised for new housing, and many identified Station Road and other underused riverside sites as needing improvement. Residents frequently described these areas as “unattractive” or “in need of investment,” reinforcing the community’s desire to see brownfield land brought back into beneficial use before further greenfield development is released.

71. More than two-thirds of survey respondents said that brownfield sites should be redeveloped before any further greenfield land is released. This reflected widespread concern about the cumulative impact of large greenfield allocations on the edge of the village, as well as a strong desire to see existing underused plots improved. Residents frequently noted that brownfield areas, particularly around Station Road, were “unattractive” and should be prioritised for investment. The policies in this section therefore respond directly to this feedback by supporting the sensitive and beneficial redevelopment of brownfield land wherever it delivers clear community and environmental benefit.

72. The North Norfolk Local Plan and the Broads Authority Local Plan both support the reuse of brownfield land, where it is appropriate in terms of design, access and environmental constraints. The Neighbourhood Plan adds local detail, focusing on opportunities within the built-up area, and especially in the village centre and riverside.

73. Brownfield redevelopment in Hoveton must respond to local character and constraints. Some sites lie within the Broads Authority area, where issues such as flood risk, heritage and environmental sensitivity are critical. Others sit within the NNDC area, where design quality and integration with the wider settlement are key.

74. While some brownfield sites in Hoveton are affected by issues such as flood risk or proximity to sensitive habitats, these constraints do not diminish their importance. Community feedback has consistently highlighted the regeneration of brownfield land, particularly around Station Road, as essential for improving the appearance of the village, strengthening the local economy and creating a more attractive environment for residents and visitors. Redevelopment will therefore be supported where proposals demonstrate that they are flood-resilient, incorporate sustainable drainage and deliver biodiversity enhancements. In this way, brownfield regeneration can contribute not only to meeting housing needs, but also to revitalising the village centre, supporting local businesses and enhancing Hoveton’s identity as a welcoming destination.

75. The policies in this section support redevelopment that delivers local benefits. These include new homes of the right type and size, commercial and visitor-

related uses in the centre, and environmental improvements such as green corridors, landscaping and public access to the riverside.

76. Not all brownfield opportunities in Hoveton are large sites. The village centre contains a number of smaller plots and underused buildings that could be improved or redeveloped over the plan period. Consultation highlighted Station Road in particular, with residents commenting on unattractive or dilapidated frontages that detract from the character of the village and give a poor first impression.

77. Additional opportunities may come forward on other small sites in the centre, including redundant or underused riverside premises not covered by the Broads Authority allocation, commercial plots such as the building currently leased to Minors & Brady (formerly Massingham's Butchers), and very small infill sites. One example is the former public toilets site on the edge of the precinct, which is currently vacant but occupies a prominent position.

78. Residents have consistently supported bringing these areas back into beneficial use, with strong preference for brownfield before greenfield development. The priority is for new uses that add to the vitality of the centre, improve the street scene, and respect the character of the village.

79. This policy sits alongside Policy HNP4, which provides detailed criteria for the strategic riverside allocation in the Broads Authority Local Plan. Together, these policies encourage comprehensive regeneration of the riverside area while also supporting smaller-scale improvements elsewhere in the centre.

Policy HNP7: Regeneration of Previously Developed Land and Village Centre Sites

The redevelopment or improvement of previously developed or underused land within Hoveton will be supported where proposals:

a) Contribute positively to local housing, community, commercial or visitor needs appropriate to the location;
b) Improve the appearance, environmental quality and attractiveness of the site and its surroundings, particularly within the village centre;
c) Enhance biodiversity, green infrastructure and connections to the wider settlement where appropriate; and
d) Demonstrate how they have had regard to the Hoveton Design Guide and relevant policies of this Neighbourhood Plan.

Enhancing Community Facilities

80. Hoveton benefits from a wide range of community facilities that serve both the village and the surrounding area. These include the village hall, the Broadland Youth & Community Centre (BYCC), the recreation ground and play areas, the primary school, and the secondary school, which provides education for 11-16 year-olds (with no A-Level provision available locally). Other valued facilities include the health centre, churches, and bookable meeting rooms within the

village hall and BYCC, as well as various sports pitches. Together these spaces play an important role in village life and are well used by local groups and residents of all ages.

81. The village hall is one of the most heavily used facilities, hosting concerts, fetes, clubs and community meetings. The BYCC provides space for organisations such as the Lions, Men's Shed, WI and Community Café, as well as providing an important access route to Broadland High Ormiston Academy. The recreation ground and play areas are well used by local sports clubs and young families.

82. Consultation confirmed that Hoveton's community facilities are highly valued and well used, particularly as the population grows and local groups expand. Residents supported continued investment to improve flexibility, accessibility and the range of activities that existing facilities can accommodate. These issues were raised most strongly in relation to the Village Hall and the Broadland Youth & Community Centre, which are considered further in the policies that follow.

83. Residents also asked for better provision for children and young people, including improved play areas, sports pitches and youth activities. Facilities for older people and opportunities for intergenerational use were also raised. The need for modern, accessible spaces that are energy-efficient and adaptable was a common theme.

84. Consultation and subsequent Steering Group discussion identified interest in allotments and community growing space. Hoveton does not currently have allotments within the parish, and some residents use facilities in neighbouring settlements. Where opportunities arise through new development or community initiatives, the provision of allotments, community growing space or edible planting will be encouraged where compatible with the site's overall design, open space, biodiversity and landscape strategy.

85. The Neighbourhood Plan cannot deliver new facilities directly, but it can create a supportive planning framework. The policies in this section aim to protect existing community facilities from unnecessary loss, support their continued improvement and enhancement, and encourage investment that enables them to meet the changing needs of residents now and in the future.

86. The future improvement of sports and recreation facilities should have regard to relevant evidence prepared by North Norfolk District Council, the Broads Authority and Sport England.

Policy HNP9: Community Facilities
The Village Hall, Broadland Youth & Community Centre, schools, health centre and churches are recognised as valued community facilities in Hoveton. Proposals affecting their retention will be considered in accordance with national planning policy. Proposals for the improvement, expansion, replacement or modernisation of community facilities will be supported where they maintain or enhance the facility's contribution to community life and are designed to integrate positively with

their surroundings

Village Hall and Broadland Youth & Community Centre Sites

87. The Village Hall, built in 1951, remains a well-used and valued community facility at the heart of village life. Recent investment, including the installation of solar photovoltaic panels, has improved its environmental performance and demonstrates an ongoing commitment to its long-term future. Consultation highlighted strong support for making the best use of the existing facilities, whilst recognising opportunities to improve flexibility, accessibility and energy efficiency over time so that they continue to meet the changing needs of the community.

88. The Broadland Youth & Community Centre (BYCC), immediately adjacent to the Village Hall, provides an important community resource, including school access, indoor and outdoor activity spaces and recreational land. Together, the two sites form a significant community hub. Consultation identified opportunities to strengthen the way the facilities work together, through continued investment, refurbishment, improved accessibility, better use of existing spaces and, where appropriate, carefully planned reconfiguration. The Neighbourhood Plan therefore provides a framework to support future improvements that enhance community facilities whilst safeguarding school access and outdoor recreation.

Policy HNP10: Village Hall and Broadland Youth & Community Centre

Proposals involving the improvement, extension or reconfiguration of the Village Hall or BYCC sites, and proposals for replacement where justified, will be supported where they:

a) Deliver high-quality, accessible and flexible community facilities that meet the needs of a wide range of users;
b) Retain and, where possible, improve safe and convenient school access across the BYCC site
c) Safeguard and enhance outdoor recreation and children's play space;
d) Demonstrate high-quality design and landscaping that responds positively to local character and the Hoveton Design Guide; and
e) Demonstrate that proposals will not prejudice, undermine or pre-empt the ability to deliver a consolidated or improved community facility across both sites in the future.

Community Aspiration: Improved Community Centre facilities for Hoveton

This Plan records strong community support for continuing to improve community facilities so they remain accessible, flexible and sustainable for future generations. Aspirations identified through consultation include:

- Indoor sports space and changing rooms

- Flexible meeting and activity spaces
- A kitchen, café or community hub
- Improved spaces for community events and activities
- Renewable energy, EV charging and low running costs
- Accessible and adaptable facilities suitable for all ages

The Community Council will continue to explore opportunities for investment, partnership working and external funding to enhance existing community facilities and maximise the use of the Village Hall and Broadland Youth & Community Centre for the benefit of the whole community.

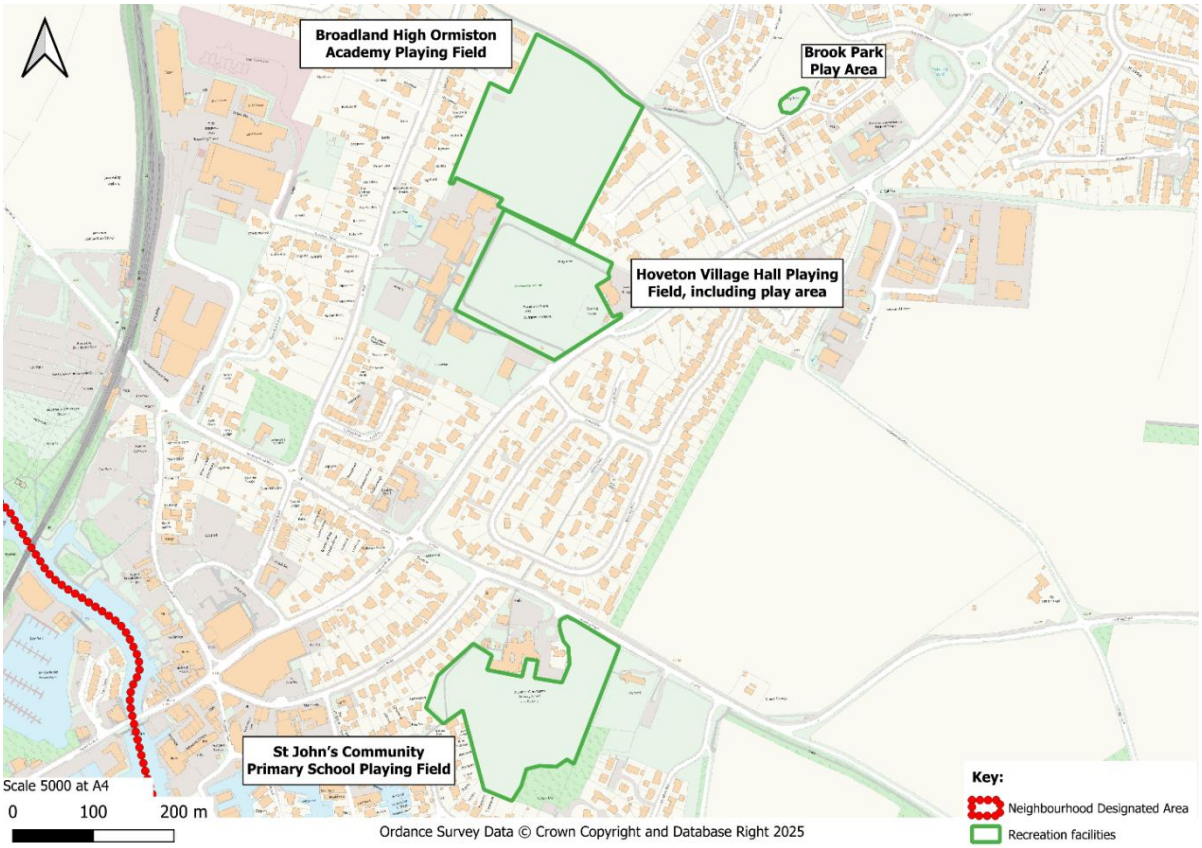
Recreation, Play and Sports Facilities

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

90. Key facilities include:

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

Figure 13: Recreation and play facilities in Hoveton



91. Both the North Norfolk Local Plan and the Broads Authority Local Plan contain policies that protect open space, sport and recreation facilities from loss unless suitable replacement provision is made. Additional provision could include allotments or community growing spaces where local demand is demonstrated and where such provision can be incorporated as part of accessible, well-designed open space or green infrastructure.The Neighbourhood Plan adds local detail by identifying the importance of Hoveton's existing facilities and supporting investment in their improvement.

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

Community Aspiration: Recreation, Play and Sports Facilities

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

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

Village Centre Car Parking

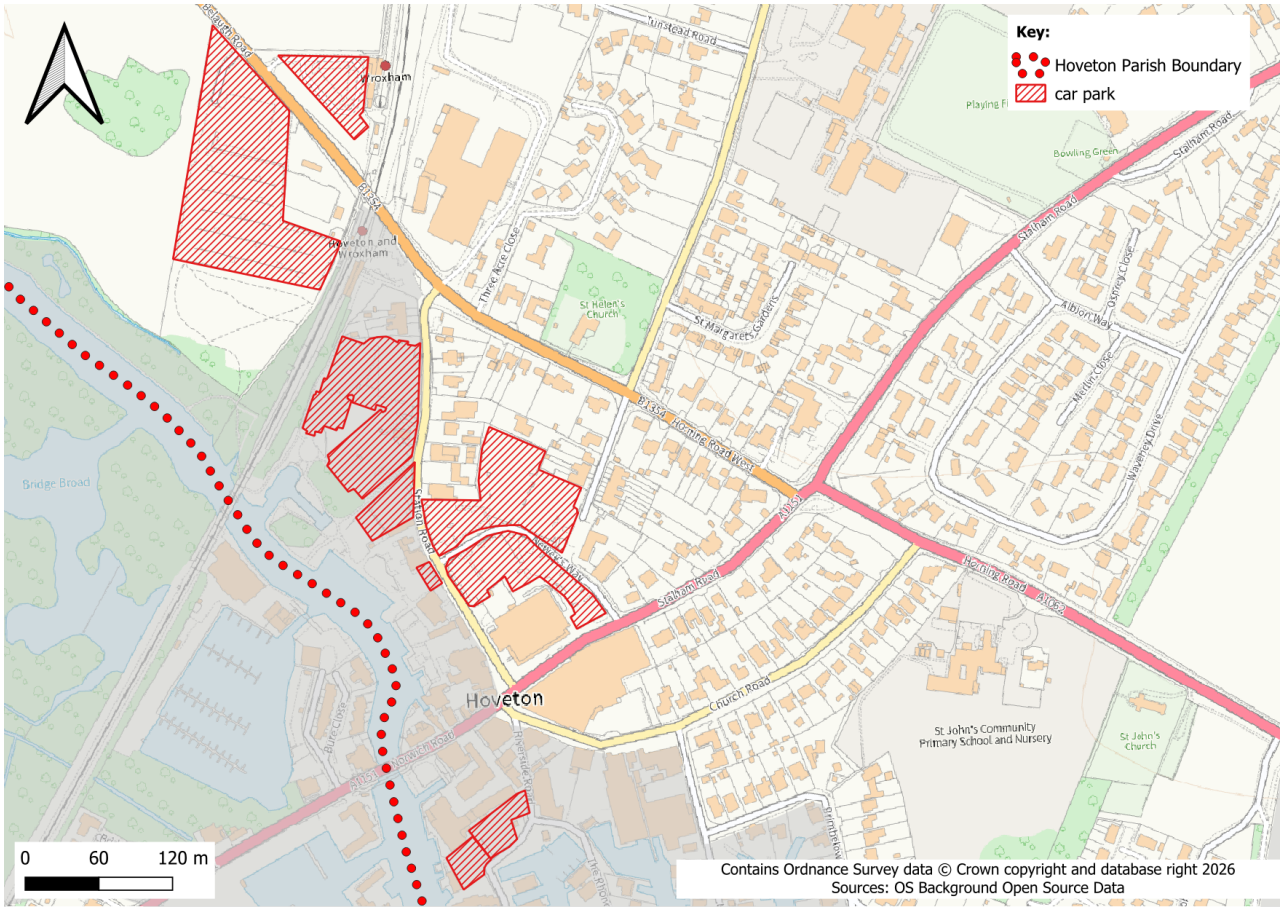
93. Car parking is a significant issue in Hoveton. Large areas of the village centre are occupied by surface car parks, most of which are owned by Roys, which provide essential access for residents and visitors and support local shops and services. However, consultation showed that many people feel the extent of hard-surfaced parking dominates the village core, detracts from its appearance and reduces its attractiveness. Concerns focused on the visual impact of extensive tarmac, the lack of landscaping, and the missed opportunity to make better use of centrally located land.

94. In addition to the central car parks, long-stay and coach parking is provided to the west of the railway station. These areas, which are also owned by Roys, offer important capacity for visitors but are visually prominent on arrival to Hoveton and occupy large areas of land close to the station.

95. Roys' Long Stay Car Park is identified as previously developed (brownfield) land within the settlement boundary. While it remains in active use and is not allocated for redevelopment in this Neighbourhood Plan, the site could offer a sustainable opportunity for mixed or alternative uses if it were to become underused or surplus to requirements during or beyond the current plan period. The current NPPF gives substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs. Hoveton Community Council will work with the Local Planning Authority to review the site's potential as part of any future Neighbourhood Plan update or Local Plan review.

96. **Figure 13** below shows the main surface car parks in and around the village centre.

Figure 14: Village Centre and Station Area Car Parks



Policy HNP11: Village Centre Car Parking
Proposals affecting car parking in Hoveton village centre will be supported where they: a) Maintain an appropriate level of parking to serve local residents, businesses and visitors; b) Improve the appearance of car parks through high-quality surfacing, planting and landscaping, including the integration of green corridors where possible; c) Provide safe and attractive pedestrian routes through and around parking areas to connect shops, community facilities and the riverside; d) Support opportunities for shared or multi-purpose use of land, such as integrating parking with redevelopment of brownfield sites; e) Include provision for cycle parking and electric vehicle charging.

Infrastructure to Support Growth

97. Both the North Norfolk Local Plan and the Broads Authority Local Plan require new development to be supported by appropriate and timely infrastructure. In Hoveton, this requirement is particularly important because consultation repeatedly highlighted infrastructure capacity as one of the community's biggest concerns. Residents raised issues relating to flooding, foul drainage, sewage overflows, road congestion, parking pressures and the limited capacity of key community facilities. These matters are not minor design considerations but fundamental constraints that must be addressed to ensure development is sustainable.

98. The Neighbourhood Plan therefore recognises the importance of infrastructure-led growth. It includes a policy on safe and sustainable transport, and supporting text and community action on wider infrastructure, flooding, drainage, wastewater, digital connectivity and utilities. This approach reflects local concerns while recognising that many infrastructure matters are addressed through Local Plan policies, statutory consultee advice and separate regulatory processes.

99. This chapter addresses four key areas:

- **Transport and movement** - supporting safer and more sustainable movement, including walking and cycling links, access to schools and facilities, and the management of traffic impacts.
- **Drainage, flood risk and wastewater** - recognising local concerns about foul drainage, surface water, sewerage capacity, flood resilience and water quality.
- **Digital connectivity** - recording the importance of reliable broadband and mobile connectivity for residents, businesses, home working and access to services.
- **Utilities and community services** - recognising the need for planned growth to be supported by appropriate infrastructure, including water, electricity, waste, community facilities and other essential services.

Transport and Movement

100. Transport is a critical issue for Hoveton. Consultation consistently highlighted concerns about congestion at the A1151/A1062/B1354 double mini-roundabout, pressure on local roads, pedestrian safety near schools and limited opportunities for safe, continuous walking and cycling routes. Seasonal visitor traffic adds to these pressures, particularly around the railway station, village centre and key junctions. Residents emphasised that new development must not worsen existing problems and should actively contribute to safer, more sustainable movement across the village.

101. The road network in Hoveton is constrained by its historic layout and proximity to the river. The double mini-roundabout, formed by the junctions of Norwich Road (A1151), Stalham Road (A1062) and Horning Road (B1354), is already operating close to capacity at peak times. Wroxham Bridge forms a significant

bottleneck, with congestion extending through the village centre, particularly around Roys. This area also experiences high levels of pedestrian activity, with people crossing the road at a number of points as well as at the formal pedestrian crossing. Congestion and associated vehicle emissions contribute to local concerns about air quality. Further north, Tunstead Road provides access to the primary and secondary schools and is used heavily by pedestrians and cyclists at school times. The Station Road and Coltishall Road corridors also experience congestion, particularly during the visitor season.

102. Ensuring safe and sustainable movement for all users is therefore essential to the successful integration of new development. The Neighbourhood Plan supports improvements to walking and cycling infrastructure, including safer crossings, better links to schools, and routes connecting new housing to the village centre and public transport. Reducing the dominance of vehicle traffic and encouraging sustainable travel choices will contribute to healthier lifestyles, improved air quality and a more attractive village environment.

103. Development proposals should be supported by proportionate evidence of their transport impacts where this is necessary having regard to the scale, nature and location of the proposal. This may include Travel Plans, Transport Assessments or Active Travel studies prepared in consultation with Norfolk County Council. The aim is to ensure that new development supports safe movement, avoids unnecessary traffic impacts and contributes to sustainable travel choices where appropriate.

Policy HNP12: Safe and Sustainable Transport
Relevant development proposals should avoid creating unnecessary vehicular through-routes that would encourage additional traffic through established residential areas. Where appropriate, proposals should support locally identified opportunities to improve transport connections to the village centre, schools, railway station, bus stops and the wider active travel network.

Drainage, Wastewater and Water Quality

104. Sewage, wastewater capacity, flooding and drainage are critical issues in Hoveton. Residents have consistently raised concerns about the ability of the foul drainage network and wastewater treatment works to accommodate existing demand and planned growth. Parts of the network have struggled during periods of heavy rainfall, contributing to localised flooding, sewer exceedances and environmental pressures. These are important infrastructure constraints which need to be considered through Local Plan policy, statutory consultee advice and the planning application process.

105. Much of Hoveton lies on low-lying land close to the River Bure, and parts of the parish are at risk of flooding. Environment Agency mapping shows areas within Flood Zones 2 and 3 along the riverside, particularly around Churchfields and Station Road. Surface water flooding has also been reported on village roads

and lower-lying housing estates where drainage capacity is limited. The existing foul sewerage network serving lower Hoveton can also become surcharged during periods of heavy rainfall. Although Anglian Water has confirmed that there is capacity at Belaugh Water Recycling Centre, the existing network conveying flows through Hoveton remains constrained. Residents have highlighted flooding and drainage as major concerns, including through the December 2024 survey, where almost 90% of respondents felt that new housing must take account of flooding and drainage.

106. Early engagement with Anglian Water, the Environment Agency, Norfolk County Council as Lead Local Flood Authority, North Norfolk District Council and the Broads Authority will be important where development may affect foul drainage, wastewater, surface water management, flood risk or water quality. Where improvements are required to support planned growth, the Community Council will continue to raise local concerns with the relevant authorities and infrastructure providers.

107. National policy and the Local Plans already require development to avoid inappropriate flood risk and manage surface water. In Hoveton, particular attention should be given to sustainable drainage systems that work with the landscape, support flood resilience, improve water quality and, where possible, contribute to biodiversity, green corridors and local character. SuDS features such as swales, ponds, basins, rain gardens and permeable surfaces can help to manage surface water while also supporting wider environmental objectives.

108. Water efficiency is also relevant to Hoveton because of the need to manage pressure on water resources, wastewater infrastructure and the sensitive water environment of the Broads. Anglian Water encourages development to make efficient use of water and to incorporate measures that reduce water demand where possible. These matters are addressed through Building Regulations, Local Plan policy and the planning application process, so the Neighbourhood Plan does not include a separate water efficiency policy.

109. Hoveton lies within the catchment of the Broads Special Area of Conservation, which is protected under the Habitats Regulations. Nutrient neutrality requirements apply to relevant development in the catchment and are addressed through the planning application process, Natural England guidance and any applicable strategic mitigation arrangements. Applicants may be required to prepare a nutrient budget and secure appropriate mitigation in accordance with the requirements of the competent authority and the latest guidance from Natural England and other relevant bodies. This is an important constraint for development in Hoveton, but it is not repeated as a separate Neighbourhood Plan policy.

110. Climate change is expected to increase pressure on drainage, flood resilience, water management and infrastructure. While national policy, Building Regulations and Local Plan policies already address climate resilience, energy efficiency and low-carbon design, the Neighbourhood Plan recognises the importance of ensuring that new development in Hoveton responds positively to these issues, particularly through sustainable drainage, water efficiency, green infrastructure and design that is resilient to future climate conditions.

Digital Connectivity

111. Reliable and high-speed digital connections are essential for residents, businesses and community facilities. Consultation highlighted concerns about inconsistent mobile phone coverage in parts of Hoveton and the need for improved broadband provision. With more people working from home and local businesses depending on cloud-based services, fast and stable digital connectivity is now as important as traditional utilities.

112. For most households, high-speed broadband typically means download speeds of at least 100 Mbps, enabling multiple users to stream, work and communicate simultaneously. Ultrafast speeds (500 Mbps+) and gigabit-capable connections are increasingly important for homeworking, education, healthcare access and business growth. Mobile coverage also plays a vital role, particularly for safety and accessibility in rural areas.

113. Access to reliable digital connectivity was raised as a local concern during consultation, particularly in relation to home working, access to services, business activity and day-to-day communication. The Community Council supports continued investment in digital infrastructure where this improves connectivity for residents, businesses and community facilities.

114. Digital connectivity is already addressed through national infrastructure programmes and local planning policy, including policies which support the delivery of high-quality communications infrastructure. For this reason, the Neighbourhood Plan does not include a separate development management policy on digital connectivity but records the issue as a local priority and supports appropriate investment where opportunities arise.

Utilities and Services

115. Growth in Hoveton must be supported by reliable and resilient utilities. Consultation highlighted concerns about pressure on existing infrastructure, including water supply, electricity and sewerage. Local residents are keen to ensure that new development does not add to existing problems and that services keep pace with demand.

116. Local Plans require development to be supported by adequate utilities and infrastructure. The Neighbourhood Plan does not duplicate these requirements in a separate policy. Instead, it records local concerns about infrastructure capacity and identifies a community action to support continued engagement with relevant authorities and infrastructure providers.

Community Action: Infrastructure, Flooding and Drainage

Hoveton Community Council will work with North Norfolk District Council, the Broads Authority, Norfolk County Council, Anglian Water, the Environment Agency and other relevant organisations to:

- Monitor local concerns relating to flooding, drainage, wastewater and infrastructure capacity;
- Advocate for investment in infrastructure needed to support existing residents and planned growth;
- Support measures that improve flood resilience, surface water management and climate change adaptation;
- Encourage local awareness of flood risk, sustainable drainage, energy efficiency and home retrofit opportunities;
- Support opportunities for biodiversity enhancement, tree planting, shared renewable energy and electric vehicle charging infrastructure where appropriate; and
- Raise local infrastructure concerns with the relevant authorities and service providers where appropriate.

Recreational Pressure

117. New residential development can increase recreational pressure on the internationally important habitats of the Broads. The Broads Special Area of Conservation (SAC), Special Protection Area (SPA) and Ramsar site support rare and threatened species and habitats that are sensitive to disturbance from increased visitor activity, including dog walking, trampling and recreational use of riverside paths. Without appropriate mitigation, growth in recreational visits could harm the ecological integrity of these protected sites in and around Hoveton.

118. To address this, qualifying development in Norfolk, including Hoveton, is required to mitigate its recreational impacts on protected habitats. The Norfolk Green Infrastructure and Recreational Impact Avoidance and Mitigation Strategy provides a county-wide approach to managing cumulative recreational impacts, agreed between Norfolk planning authorities and Natural England. Development that creates new overnight accommodation, including residential dwellings, holiday accommodation and caravan or camping sites, will normally address this through payment of the relevant GIRAMS tariff, unless appropriate alternative mitigation is agreed with the competent authority.

119. GIRAMS contributions fund a programme of measures across Norfolk to manage visitor pressure on sensitive habitats. These include wardening, access management, education and interpretation, monitoring, wayfinding, and investment in alternative green infrastructure to provide high-quality places for recreation away from the most vulnerable sites. GIRAMS operates alongside site-specific mitigation to ensure development growth does not result in adverse effects on internationally designated habitats.

120. This is particularly important for Hoveton given its location within the Broads and its role as a gateway destination for visitors. The village already experiences high recreational pressure, with visitors accessing riverside areas,

Broads attractions, footpaths and countryside routes. The housing growth allocated in the North Norfolk Local Plan (HV01/B and HV06/A) will generate additional visits that must be appropriately mitigated to protect the Broads' internationally designated habitats.

121. For larger developments (50 or more dwellings), or for proposals located in particularly sensitive areas close to designated sites, GIRAMS guidance indicates that a bespoke Habitats Regulations Assessment may be required. This would need to demonstrate both payment of the GIRAMS tariff and any additional on-site or off-site mitigation required, such as providing high-quality green infrastructure within developments to reduce pressure on sensitive sites.

122. The GIRAMS requirement is embedded in the North Norfolk and Broads Authority Local Plans and applies through the Habitats Regulations. The Neighbourhood Plan supports its implementation and emphasises the importance of ensuring that all development in Hoveton contributes appropriately to managing recreational pressure, working alongside requirements for nutrient neutrality and biodiversity net gain to protect the Broads' special environment.

Natural Environment

123. Hoveton's location within the Broads gives the village a distinctive landscape and a rich natural environment. The River Bure, surrounding wetland habitats, and the green corridors[2] running through the parish provide valuable wildlife habitat and contribute strongly to local character. Hedgerows, trees and open spaces also help to define the village edge and soften the transition to the countryside.

124. Consultation has shown that residents place a high value on these features. The December 2024 survey found that wildflowers, open green spaces and native trees were among the most valued environmental design elements. Concerns were raised about the loss of hedgerows, the dominance of hard boundaries, flooding and drainage, and the impact of light pollution on the village and the Broads.

125. Hoveton parish also has exceptional environmental qualities from both landscape and biodiversity perspectives. It encompasses parts of three distinct landscape character areas: the River Valleys (River Bure and tributaries), Low Plains Farmland, and the Settled Broads area within the Broads Authority. This diverse landscape setting contributes to Hoveton's unique position as the gateway to the Norfolk Broads.

126. There are several important designated sites within and adjacent to the parish:

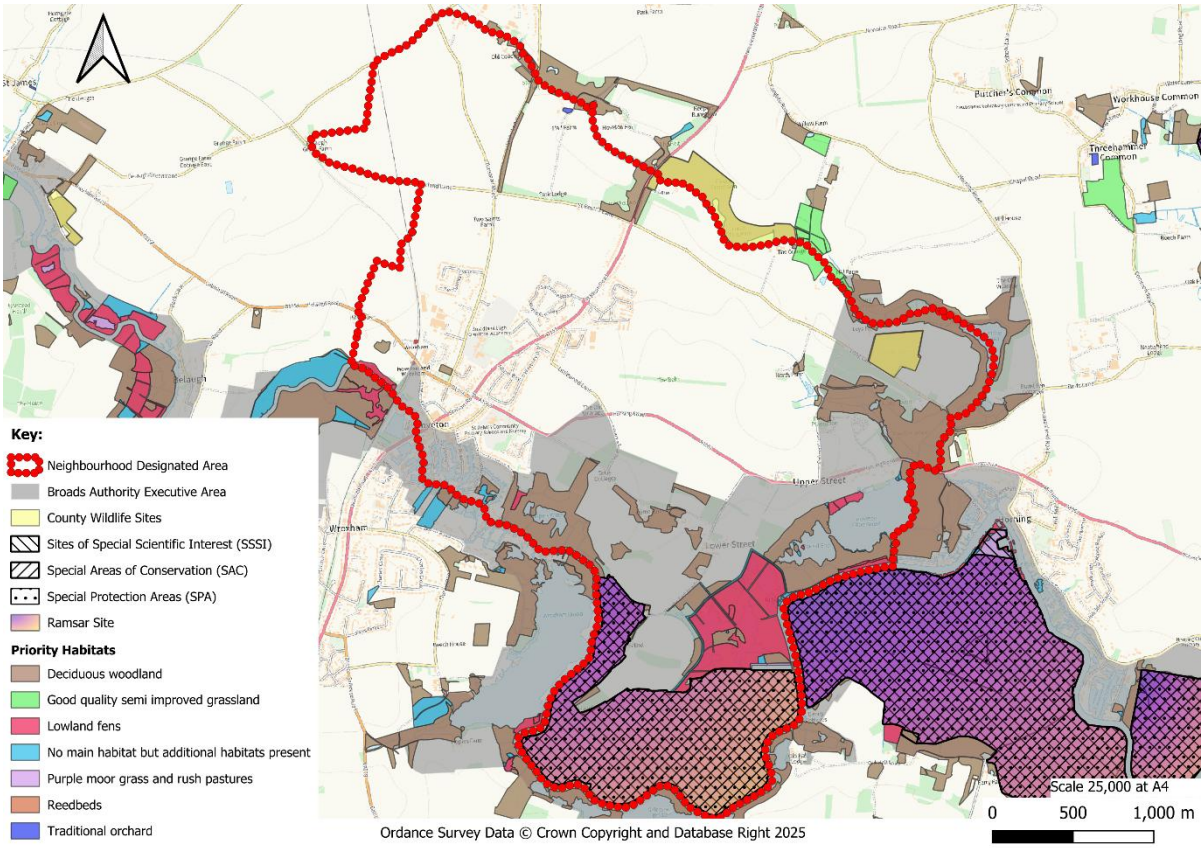
- The Broads Special Area of Conservation (SAC)
- The Broadland Ramsar and Special Protection Area (SPA)
- The Bure Broads and Marshes Site of Special Scientific Interest (SSSI)

127. In addition, there are County Wildlife Sites and areas of priority habitat such as deciduous woodland, traditional orchards and wetlands. These statutory and non-statutory designations underline the international, national and local importance of Hoveton's natural environment and highlight the need for development to contribute positively to its protection and enhancement.

128. **Figure 15** shows the statutory and non-statutory environmental designations within and around Hoveton, highlighting the parish's rich biodiversity and the need for development to contribute positively to its protection and enhancement.

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

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



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

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

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

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

132. BeWILDerwood occupies a biologically sensitive location within a landscape of wet woodland, fen and marsh characteristic of the Norfolk Broads. The park is closely connected to ecologically important areas including Square Covert, Burnt Fen Marshes, Long Covert, Crabbers Marsh, Hill Plantation and Hoveton Little Broad, forming part of the wider functional wetland system that supports protected and priority species.

133. The location of BeWILDerwood within this sensitive habitat network highlights the importance of sustainable management and the need for careful management of ecological effects associated with visitor activity, access, traffic and lighting..

134. The presence of BeWILDerwood, the Hoveton Hall Estate and the Hoveton House Estate within the same interconnected wetland and woodland landscape demonstrates the importance of considering potential cumulative pressures on biodiversity, including those arising from visitor activity, traffic, noise, lighting and recreational disturbance. Development proposals should have regard to the role these areas play in supporting biodiversity and ecological connectivity. The Broads Local Plan also includes a site-specific policy for BeWILDerwood, which will apply to relevant proposals within that site.

135. The Neighbourhood Plan identifies the features that matter most in Hoveton's natural environment, based on ecological evidence and community feedback:

- The network of green corridors linking the village to the wider landscape.
- Local Green Spaces valued by the community.
- Important views of the river, churches and open countryside.
- The need to minimise light pollution and safeguard dark skies.
- The importance of sustainable drainage to address flooding and deliver biodiversity benefits.

136. The policies in this section reflect these priorities, ensuring that new development contributes positively to the landscape, biodiversity and environmental quality of Hoveton.

Biodiversity and Green Corridors

137. Hoveton's green spaces, trees and hedgerows provide important habitats for wildlife and help define the character of the village. Green corridors connect gardens, open spaces and the riverside, allowing species to move between habitats and linking the village to the wider Broads landscape. They also benefit residents by creating attractive routes for walking and supporting a greener, more natural village setting.

138. The River Bure, associated broads, ditches, wetland margins and waterside habitats are central to Hoveton's natural environment. These habitats support biodiversity, contribute to the special qualities of the Broads and provide important ecological connections between wet woodland, marshland, open

water, riverside vegetation and adjoining green spaces. Development proposals should have regard to the sensitivity of these aquatic and wetland habitats, including potential effects from lighting, noise, drainage, water quality, recreational pressure and habitat fragmentation.

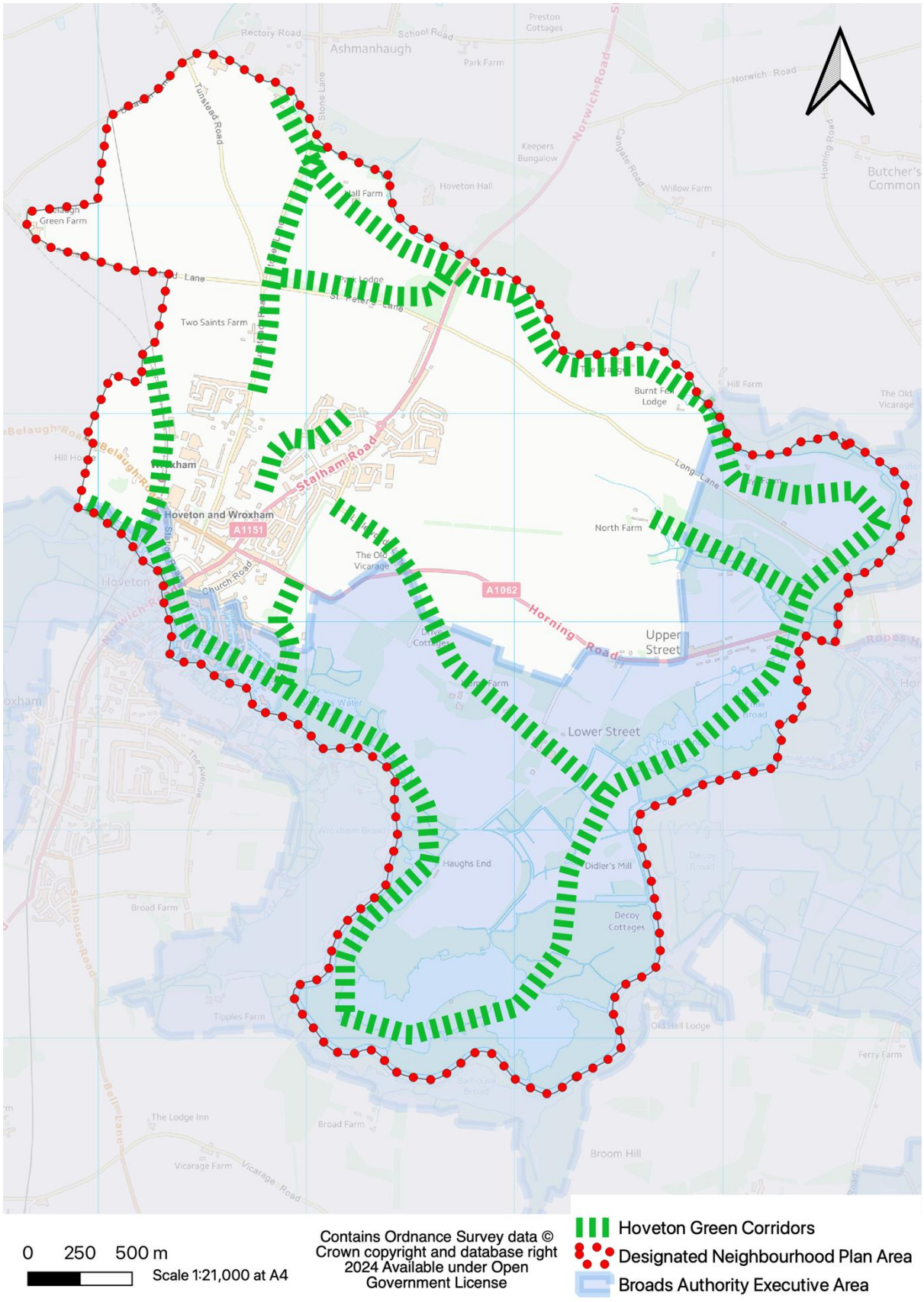
139. The Norfolk Local Nature Recovery Strategy identifies priorities and opportunities for restoring and enhancing nature across the county. Its Local Habitat Map identifies existing areas of particular importance for biodiversity and areas that could become of particular importance for biodiversity. These provide important context for the Neighbourhood Plan, particularly in relation to habitat connectivity, biodiversity enhancement, green corridors and the relationship between Hoveton, the River Bure and the wider Broads landscape.

140. Consultation confirmed that residents value protecting trees, hedges and green spaces, and want new development to support wildlife. The December 2024 survey highlighted strong support for native planting, wildflowers and the use of hedgerows instead of close-boarded fencing.

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

142. The corridors are not a replacement for the Norfolk Local Nature Recovery Strategy, but they provide a more local interpretation of ecological connectivity within Hoveton and complement the wider priorities and habitat networks identified through the LNRS. Development proposals should demonstrate how they have responded to the alignment and function of these corridors, maintaining and enhancing habitat connectivity and avoiding the creation of barriers to wildlife movement.

Figure 16: Green Corridors



143. National legislation requires qualifying development to deliver at least 10% Biodiversity Net Gain (BNG), to be maintained for a minimum of 30 years. The Neighbourhood Plan builds on this framework by setting local expectations:

new development in Hoveton should strengthen these identified green corridors and deliver measurable biodiversity enhancements.

144. Green corridors can be supported in practical ways such as planting more trees and hedges, allowing grassland to grow wilder, and installing features such as bird and bat boxes. These measures will help to reverse the decline in wildlife and deliver long-term benefits for both people and nature.

145. The parish also contains watercourses that contribute to the wider chalk stream catchment and wetland habitats of the Broads, which should be protected and enhanced through future development.

Policy HNP16: Green Corridors
Development proposals should protect and enhance the green corridor network identified in figure 16. Proposals within or adjoining the identified green corridors will be supported where they: a) Maintain and, where possible, strengthen ecological connectivity and habitat links; b) Retain important landscape features that contribute to the function of the corridor, including trees, hedgerows, watercourses and areas of semi-natural habitat, where practicable; and c) Avoid the creation of unnecessary barriers to wildlife movement and seek opportunities to improve the overall function of the corridor network.

Community Aspiration: Local Action to Encourage Wildlife

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

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

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

Local Green Space

146. Hoveton benefits from a number of green spaces that are valued by the community for recreation, wellbeing and wildlife. These include small amenity areas within the village, riverside parks, and churchyards. Public consultation confirmed that local people place high importance on protecting these spaces,

particularly those that provide opportunities for informal recreation, access to nature and a sense of village identity.

147. The National Planning Policy Framework allows neighbourhood plans to designate Local Green Spaces (LGS) that are demonstrably special to the local community and meet specific criteria. Development affecting designated Local Green Space is determined in accordance with the relevant national Green Belt decision-making policies.

148. An assessment has been carried out of candidate sites in Hoveton against national criteria. The spaces listed in **Policy HNP18** have been identified as meeting the tests of being close to the community they serve, holding particular local significance, and being local in character.

149. Several of the proposed Local Green Spaces already benefit from protection under Policy HC2 of the North Norfolk Local Plan, which designates a number of sites as Open Land Areas. The importance of this existing protection is recognised. However, the proposed Local Green Space designations are intended to recognise those spaces that are demonstrably special to the local community because of their recreational value, contribution to local character, biodiversity importance, heritage significance or community function. The Local Green Space designation provides additional recognition of their particular local significance and reflects the strong support expressed through community consultation for their long-term protection.

Figure 17: Local Green Space

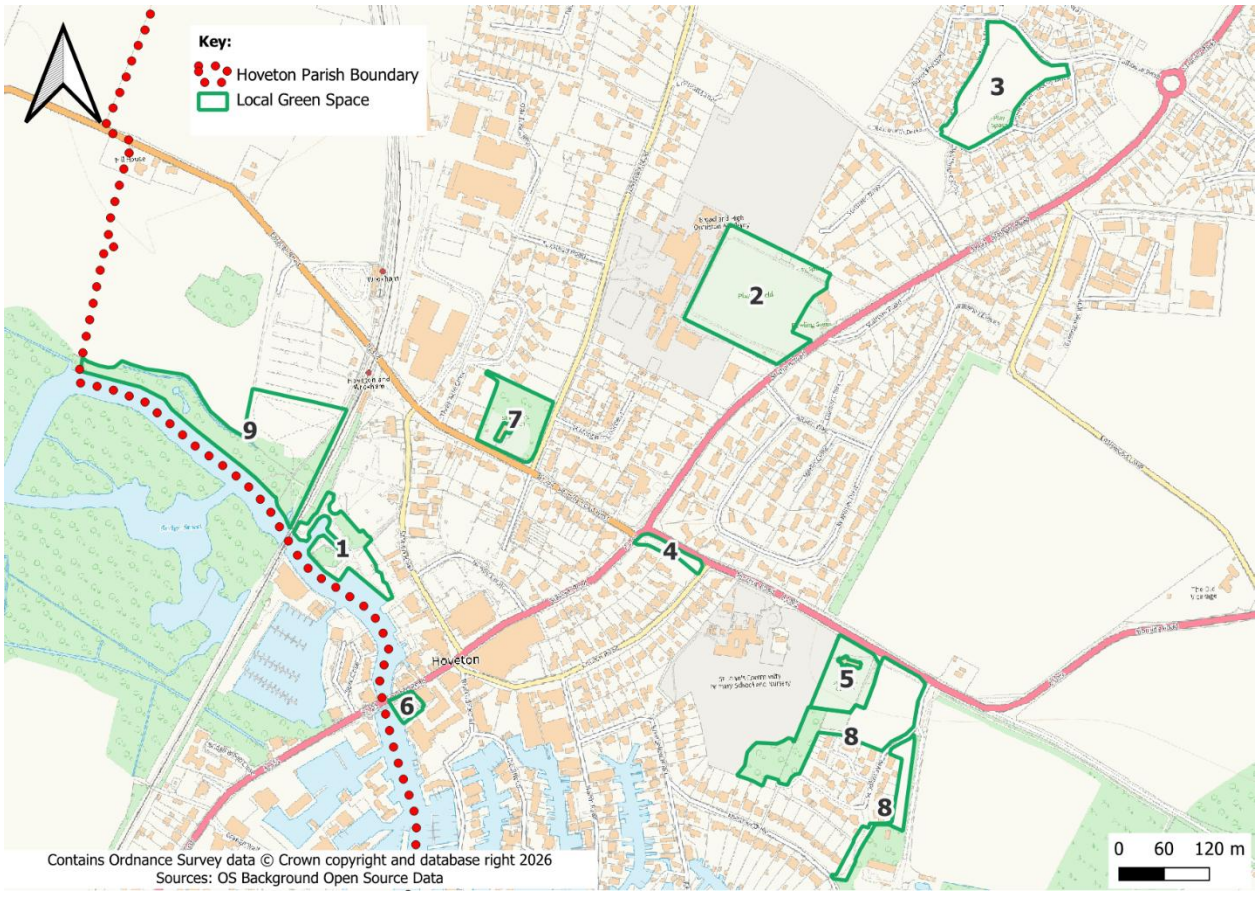


Figure 18: Description of Local Green Spaces and Reason for their Designation

Local Green Space	Photo
LGS1: Riverside and Pocket Parks A central green space that provides locals with a place of both beauty and recreation, a space to enjoy nature and access to the river, with further potential for recreational use.	
LGS2: Hoveton Village Hall playing fields A well-used vital community meeting point, with a footprint to facilitate offering a diverse range of community supporting events, located at the heart of the village, with extensive parking facilities and which is easily accessible via public transport and on foot.	
LGS3: Brook Park green space Area of beauty providing access to nature and wildlife valued by the local community. Critical in affording the families living in that the location the opportunity to enjoy outdoor activities, which are times are restrictive with the garden sizes allocated to modern properties.	

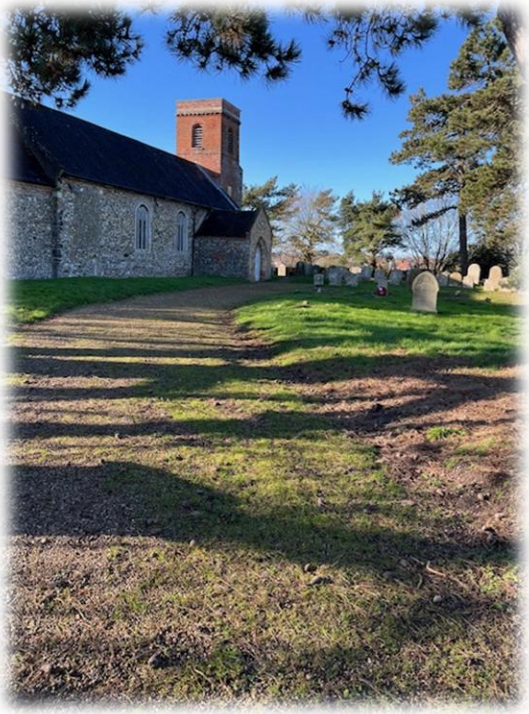
LGS4: Grassed tree area from the village sign to Church Road junction

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



LGS5: St John's Churchyard

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



LGS6: Granary Staithe

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



LGS7: St Helens Churchyard and woodland

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



LGS8: Churchfields green space and conservation area

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



LGS9: Lower Meadow

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



Policy HNP18: Local Green Spaces
The following sites are designated as Local Green Spaces and are shown in Figure 17: 1. Riverside and Pocket Parks 2. Hoveton Village Hall Playing Fields 3. Brook Park green space 4. Grassed tree area from the village sign to Church Road junction 5. St John's Churchyard 6. Granary Staithe 7. St Helens Churchyard and woodland 8. Churchfields green space and conservation area 9. Lower Meadow Proposals that conserve, enhance or improve the recreational, ecological, landscape or community value of these Local Green Spaces will be supported where they are consistent with the reasons for their designation.

Landscape and Views

150. Hoveton's location within the Broads gives the village a distinctive landscape setting. The River Bure, the surrounding wetland habitats, and the transition to farmland create a varied environment that defines the parish's character. The village lies at the meeting point of three landscape character areas: the River Valleys, the Low Plains Farmland, and the Settled Broads. This diversity makes Hoveton unique as the gateway to the Norfolk Broads.

151. Public consultation confirmed that residents value this setting and wish to see it protected. Particular importance was placed on views of the River Bure and its riverside green spaces, the churches that act as landmarks within the village, and the open approaches across farmland into Hoveton. These views help maintain the sense of arrival and provide a visual link between the village, the Broads and the wider countryside.

152. Although the North Norfolk Local Plan and the Broads Authority Local Plan provide broad protection for landscape character, they do not identify the specific views that matter most to local people. The Neighbourhood Plan adds this local detail. Important local views were identified through consultation, site analysis and the Hoveton Views Assessment (2025), which documents key vantage points and provides photographic evidence of the parish's valued landscapes. These include views from the riverside and staithe areas across the Broads, outward views towards open countryside on the approaches to the village, and landmark views such as those towards the churches.

153. **Figure 19** shows the location of these important local views. Development proposals should demonstrate how the Views Assessment has informed their design, ensuring that the key features, focal points and overall composition of each view are conserved. This does not prevent change within or around a

view, but new development must be sensitively designed and located so that it does not result in unacceptable harm to the view's character, openness or landmark qualities. Collectively, these views contribute to Hoveton's distinctive sense of place, its role as a gateway to the Broads, and the appreciation of the wider Broads landscape and waterscape.

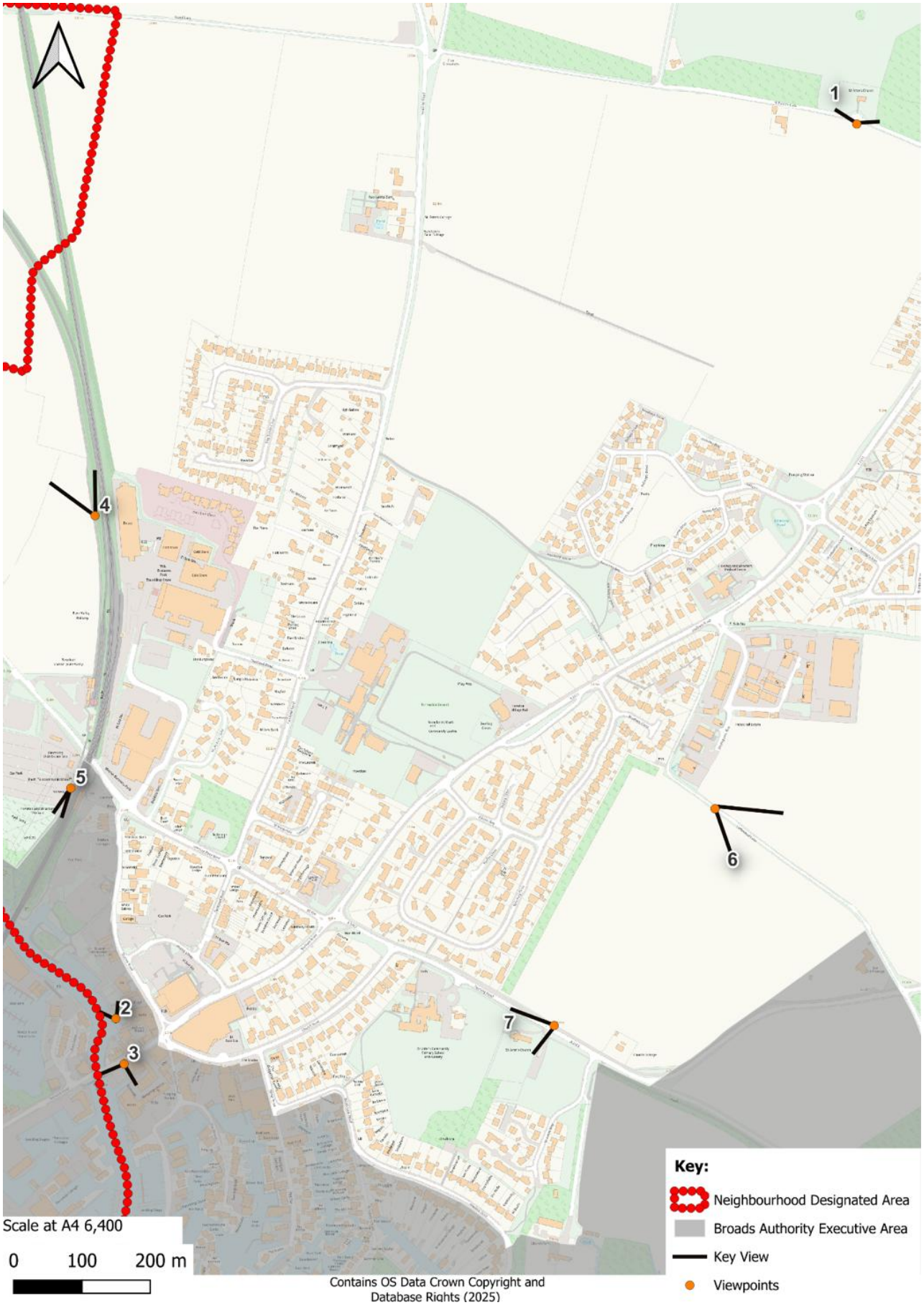
Figure 19: Views photos

View	Photo
View 1- St Peter's Church & Beyond within the setting of Hoveton Hall's Estate	
View 2- Hoveton Riverside and Pocket Parks	

View	Photo
View 3- Granary Staithe to the River Bure	
View 4- Bure Valley Railway Cycle Path (looking towards the station)	
View 5- Hoveton Railway Station Path to Riverside Path	

View	Photo
View 6- Littlewood Lane to the rear of the Waveney Drive Estate and Benthic Solutions	
View 7- Hoveton St John Church towards the Primary School and Village Sign	

Figure 20: Important Views in Hoveton



Policy HNP19: Landscape Setting and Important Local Views
Development proposals should respect Hoveton's distinctive landscape setting and and the important local views identified in Figure 20. Proposals will be supported where they: a) Demonstrate how the Important Local Views identified in Figure 20 and described in the Hoveton Key Views Assessment have informed the design of the development, having regard to the features that contribute to the significance of the view, including important landmarks, heritage assets, landscape features and visual relationships; b) Respond positively to Hoveton's role as a gateway to the Broads by providing a sensitive transition between built development and the surrounding countryside. Development on the edge of the settlement should use layout, landscaping and boundary treatments to reinforce the rural character of settlement edges and avoid creating abrupt or visually intrusive urban boundaries; and c) Avoid unacceptable harm to the significance, appreciation and visual qualities of the Important Local Views identified in Figure 20 through careful siting, scale, design and landscaping.

Dark Skies

154. Dark night skies are an important part of Hoveton's character and of the special qualities of the Broads. They provide tranquillity for residents, support health and wellbeing, and are critical for wildlife, particularly bats and other nocturnal species. Artificial lighting can harm these qualities by creating skyglow, glare and unnecessary spill.

155. Consultation highlighted concerns about increasing light pollution, particularly around Churchfields and the riverside, where insensitive lighting can detract from the setting of the Broads and the village edge. Residents expressed strong support for measures that keep lighting levels low, protect views of the night sky, and ensure development is designed with wildlife in mind.

156. Hoveton's darker skies contribute to the character of the parish, particularly along the riverside, the settlement edge, green corridors and areas close to the Broads. Limiting unnecessary light spill is also important for biodiversity, including bats, birds and other nocturnal species, and helps protect the tranquillity and special qualities of the Broads landscape.

157. The North Norfolk Local Plan and Broads Authority Local Plan already contain policies that seek to minimise light pollution and protect environmental quality. In particular, Policy CC13 of the North Norfolk Local Plan addresses environmental quality, including the careful consideration of lighting impacts. National planning guidance also provides advice on the assessment of artificial lighting and light pollution. The Neighbourhood Plan builds on this framework by recognising the local importance of dark skies to Hoveton's character, biodiversity and role as a gateway to the Broads.

158. Many forms of external lighting, particularly domestic lighting installed on existing buildings, may be permitted development and therefore fall outside planning control. Policy HNP20 only applies to development proposals where planning permission is required and where external lighting forms part of the proposed development.

Policy HNP20: Dark Skies
Where development proposals include external lighting, they should demonstrate that the lighting is necessary for safety, security, accessibility or operational purposes and is designed to minimise light pollution and protect the character of Hoveton's night skies. Proposals will be supported where they: a) Use external lighting that is appropriately designed, directed and proportionate to its purpose, avoiding unnecessary light spill, glare and skyglow through measures such as shielding, directional lighting and appropriate lighting levels; and b) Demonstrate that external lighting has been designed to avoid, minimise and, where necessary, mitigate impacts on the character of the night sky, biodiversity, residential amenity and the riverside environment and identified green corridors.

Walking and Cycling

159. Walking and cycling play an important role in Hoveton's identity and future. The village's compact size, flat landscape and proximity to the Broads make it well suited to short, local trips on foot or by bicycle. However, consultation has shown that the quality and safety of routes could be much improved, with 74% of survey respondents highlighting road safety concerns for pedestrians and cyclists. Students at Broadland High Ormiston Academy also said they would walk or cycle more often if routes were safer, better connected and felt secure during darker winter months.

160. Across all engagement stages, residents emphasised the need for safer and more continuous connections between residential areas, schools, the village centre and the riverside. Busy roads such as Norwich Road, Stalham Road and Station Road act as barriers, with narrow pavements or limited crossing points in places. These issues affect both everyday journeys and access to the Broads for recreation.

161. The North Norfolk Local Plan and the Broads Authority Local Plan support more sustainable travel, but they do not identify Hoveton's local priorities. This Neighbourhood Plan provides that detail by setting expectations for safe, well-connected walking and cycling routes that meet the needs of residents, schoolchildren and visitors, while balancing safety with the need to protect dark skies and sensitive wildlife habitats.

162. The approach aligns with Norfolk County Council's Local Transport Plan (LTP4), which promotes active travel to reduce carbon emissions and improve health, and with the Norfolk Local Cycling and Walking Infrastructure Plan (LCWIP), which identifies priority corridors for investment across Wroxham and Hoveton. The LCWIP offers the strategic framework, while this Neighbourhood Plan identifies local improvements that can be delivered through development or partnerships.

Active Travel Network

163. Hoveton's active travel network connects the village's key destinations, the schools, shops, community facilities, riverside areas and surrounding countryside. Strengthening this network will help reduce traffic and parking pressures, improve safety, and support healthier lifestyles.

164. Building on existing pavements, rights of way and shared-use paths, the network has been shaped by local consultation and informed by the Wroxham and Hoveton LCWIP (2023). The LCWIP identifies four priority corridors for improvement:

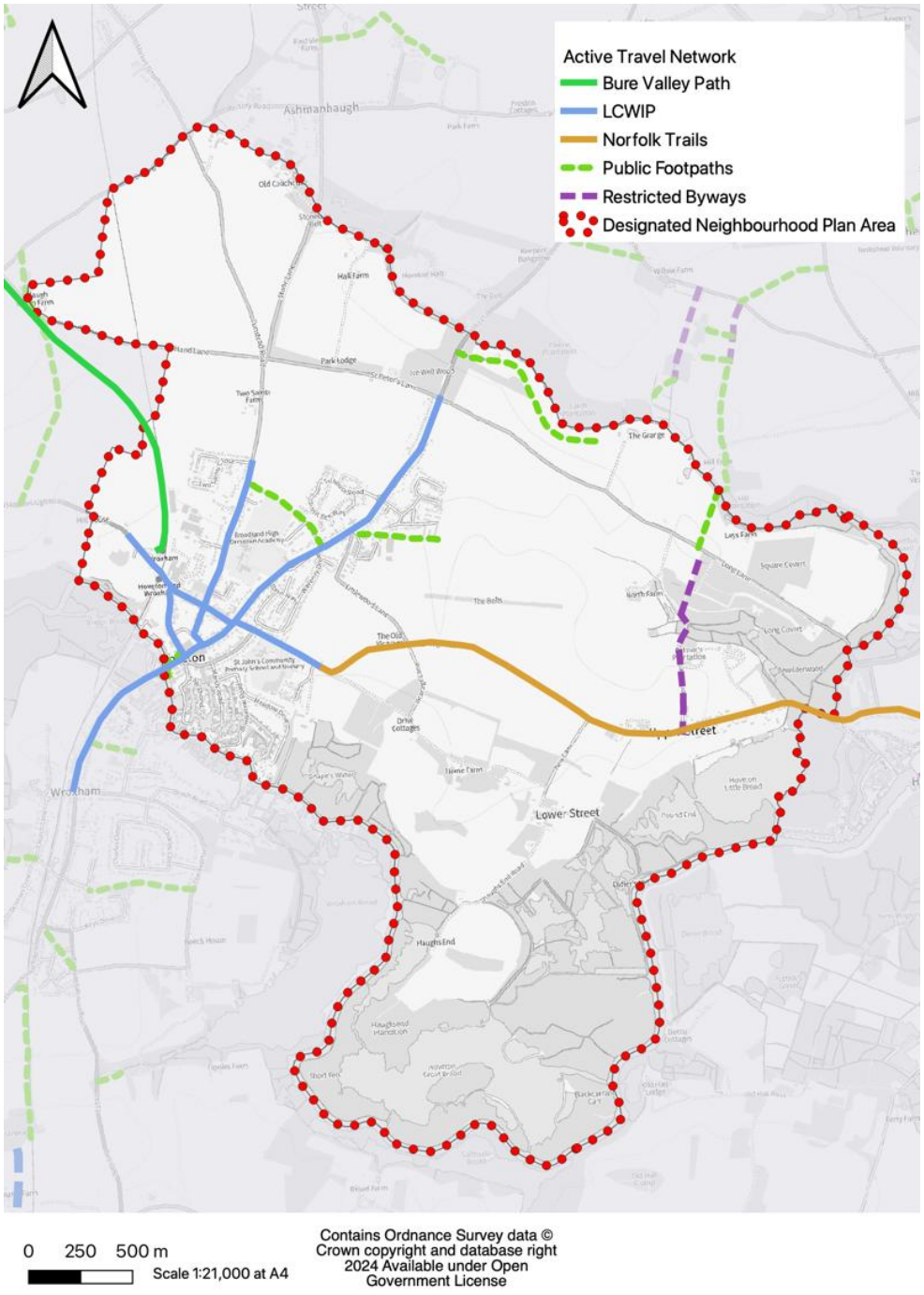
- A1151 Norwich Road Corridor, linking the railway station, village centre, and schools;
- Stalham Road Corridor, improving access between the northern housing areas, schools and the centre;
- Station Road and Horning Road Corridor, providing connections to the Broads and riverside; and
- A central walking zone**,** covering the schools, village centre, and the main residential areas.

165. These routes form the spine of the local network. The Neighbourhood Plan complements the LCWIP by identifying opportunities for smaller-scale links and safety improvements that can be incorporated into new development or delivered through local partnerships.

166. **Figure 21** sets out the combined network of existing and proposed walking and cycling routes within and around Hoveton.

167. Delivering this network will require ongoing collaboration between Norfolk County Council, Hoveton Community Council, local schools, landowners and developers. New development has a key role in extending and improving routes, ensuring that new streets are designed for people as well as vehicles.

Figure 21: Active Travel Network



Policy HNP22: Active Travel Network
Development proposals should, where appropriate, support and enhance opportunities for walking and cycling in Hoveton. Proposals will be supported where they: a) Provide safe, direct and attractive walking and cycling routes within developments and connect to the wider network shown in **Figure 21** where appropriate; b) Contribute, where appropriate, to the delivery of identified improvements to local connections, including safer routes to Broadland High Ormiston Academy, Hoveton Primary School, the village centre and the riverside; and c) Improve accessibility and safety for all users, including children, young people and those with limited mobility, through measures such as new or improved crossings, widened pavements and reduced traffic dominance, where appropriate to the scale and nature of the development.

Access to the Countryside and the Broads

168. Hoveton's location beside the Broads and the River Bure gives it unique opportunities for walking, cycling and outdoor recreation. The surrounding countryside, public rights of way and riverside paths are highly valued by residents and visitors alike. Consultation showed that people want to see better access to green spaces and the Broads, including improved signage, maintenance and safe connections from the village.

169. There is a desire locally to reinstate accessible footpaths along the river Bure to connect Hoveton to Belaugh fully by foot. Currently there are sections where people must walk on the road. There are old sections of footpath closer to the river and through the lower meadow which have become inaccessible over time; reinstating these footpaths could be explored as a way to improve safe walking connections to the village.

170. The Three Rivers Way is a signed walking and cycling route, with its first section running from Hoveton to Horning. It provides an important leisure and active travel connection between Hoveton, the wider Broads countryside and nearby riverside settlements.

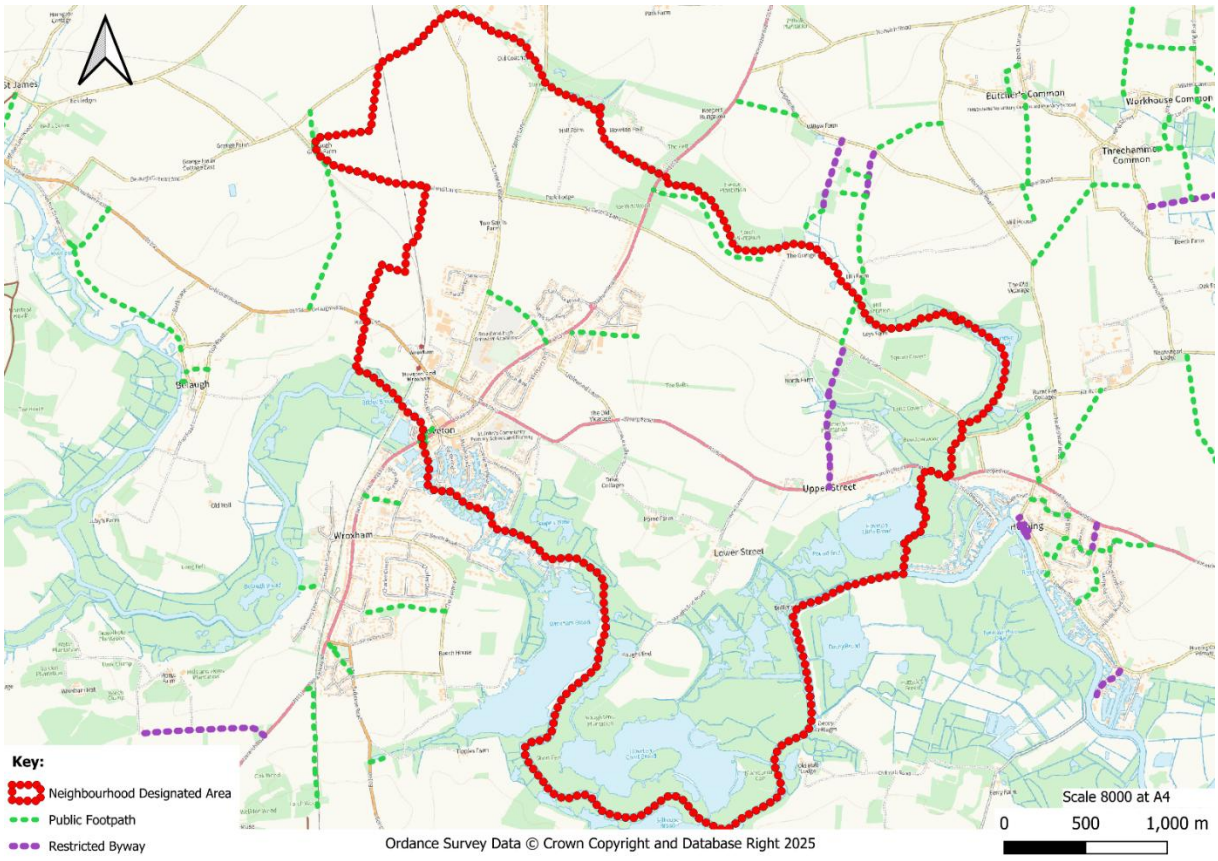
171. The Norfolk Local Cycling and Walking Infrastructure Plan (LCWIP) identifies routes that connect Hoveton's built-up area to the Broads and countryside, particularly along Station Road, Horning Road and the River Bure corridor. These routes complement the aspirations in the Broads Authority Local Plan, which encourages improved sustainable access to the water and surrounding landscape while protecting biodiversity and tranquillity.

172. **Figure 22** shows the network of public rights of way and paths in and around Hoveton, illustrating how the village is linked to the Broads and surrounding countryside. Maintaining and enhancing these routes will help connect people with nature and support sustainable recreation and tourism.

173. The Neighbourhood Plan supports these aims by promoting safe, attractive and well-managed connections between the village, the Broads and the countryside. Enhancing these links will encourage active lifestyles, support the visitor economy and help people experience the Broads' special landscape in a sustainable way.

174. The Broads and surrounding countryside include areas of international, national and local ecological importance. Improvements to access and recreation should be designed and managed in a way that avoids adverse effects on designated habitats and species. Where required, proposals will be subject to Habitats Regulations Assessment and other relevant ecological assessment processes to ensure that increased access does not result in unacceptable impacts on biodiversity.

Figure 22: Public Rights of Way and Countryside Access Map



175. This map illustrates Hoveton's network of public rights of way, permissive paths and riverside access points that connect the village with the Broads and surrounding countryside. It also highlights the relationship between these local routes and the strategic corridors identified in the Norfolk Local Cycling and Walking Infrastructure Plan (LCWIP). Maintaining and enhancing this network will help residents and visitors enjoy the area's distinctive landscape, promote sustainable recreation and active travel, and support the delivery of Policy HNP23: Access to the Countryside and the Broads.

Policy HNP23: Access to the Countryside and the Broads
Development proposals should, where appropriate, protect and enhance access to the countryside and the Broads. Relevant proposals should demonstrate how they have responded to the Public Rights of Way and Countryside Access Network shown in **Figure 22** and identify opportunities to enhance connections to the countryside, riverside areas, the Broads and the wider active travel network. Proposals will be supported where they: a) Protect existing public rights of way and access routes; b) Provide or improve pedestrian and cycle connections to the countryside, riverside areas and the Broads, where appropriate to the scale and location of the development; and c) Ensure that any access improvements are designed sensitively, having regard to landscape character, biodiversity, tranquillity and the protection of designated habitats where relevant.

Hoveton's Heritage

176. Hoveton has a rich and varied heritage, reflecting its long history of settlement and its close relationship with the River Bure and the Broads landscape. Evidence of human activity dates back to the Neolithic period, with later finds from the Bronze Age, Iron Age and Roman periods recorded in the Norfolk Heritage Explorer. By the time of the Norman Conquest, Hoveton was already an established settlement, its land, population and resources detailed in the Domesday Book of 1086.

177. The parish's medieval heritage is represented most prominently by St John's Church, dating from the 11th or 12th century, together with the flooded medieval peat cuttings that now form part of the Broads, including Burnt Fen Broad, Hoveton Great and Little Broads, Hudson's Bay, Snape's Water and Pond End.

178. Post-medieval and later buildings contribute to the area's rural and domestic character. Notable examples include North Farmhouse (1587), St Peter's Church (1624), and Hoveton House, a grand 17th-century property with later additions. The arrival of the railway in the 19th century brought further change, represented by the Wroxham Signal Box (c.1900) and associated railway cottages on Station Road.

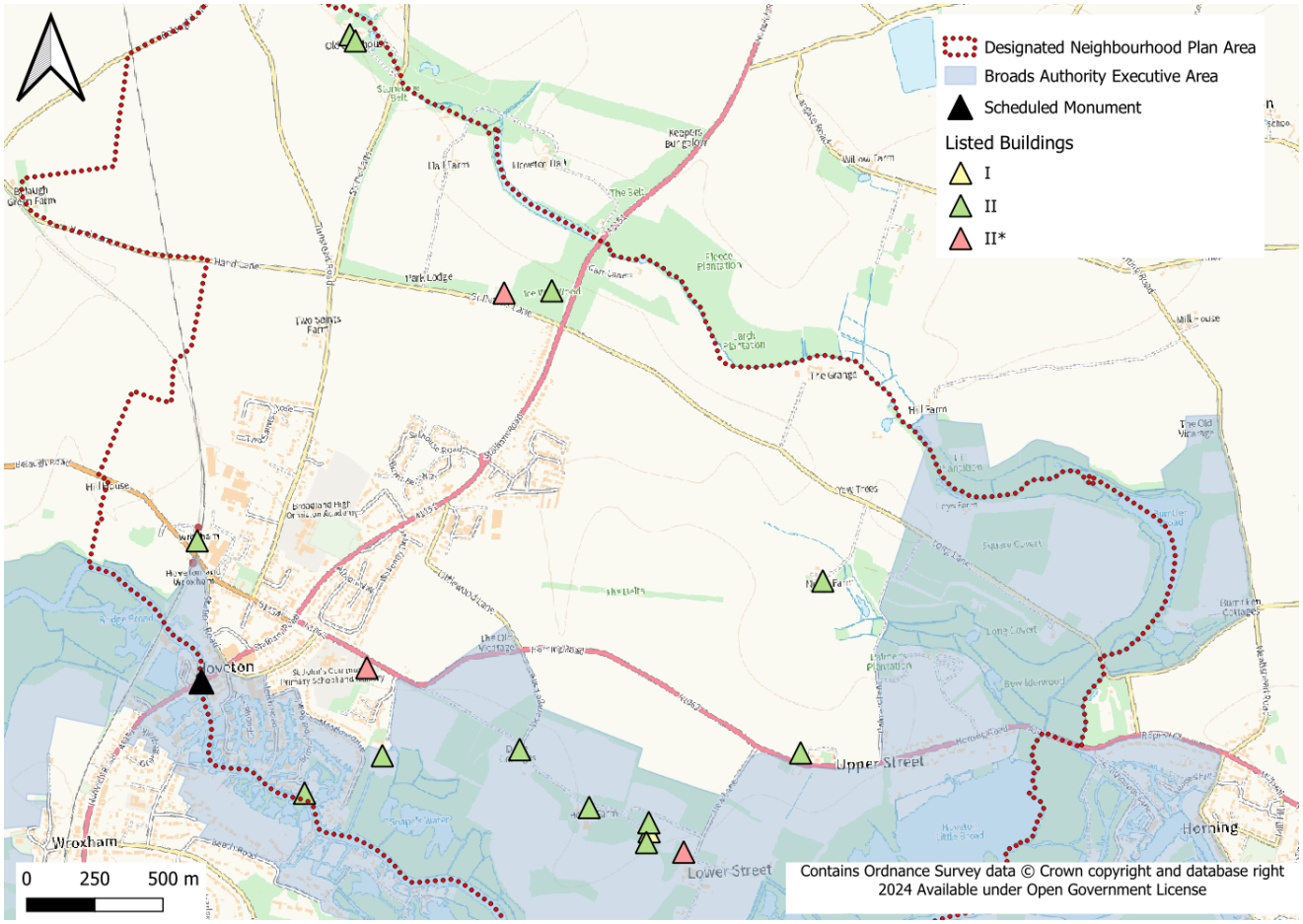
179. In total, there are 16 nationally designated heritage assets in Hoveton, including Hoveton House (Grade I) and a range of Grade II buildings, structures and monuments. These are shown in **Figure 23**: Designated Heritage Assets in Hoveton.

180. National planning policy requires plans to set out a positive strategy for the conservation and enjoyment of the historic environment. Development should make a positive contribution to local character and distinctiveness and ensure that heritage assets most at risk through neglect or inappropriate change are protected.

181. The Broads Authority Local Plan and the North Norfolk Local Plan both include policies for protecting designated and non-designated heritage assets. The Broads Authority maintains a Local List of heritage assets that contribute to the character of the Broads but are not nationally designated. North Norfolk District Council also identifies locally important heritage assets through its mapping and evidence base, including locally listed buildings and other heritage features. Heritage assets identified through the Hoveton Neighbourhood Plan process may be incorporated into this wider dataset where appropriate.

182. The Hoveton Neighbourhood Plan builds on these strategic policies by identifying local heritage assets of community importance, known as Non-Designated Heritage Assets (NDHAs). These are buildings, structures or places that have historic, architectural, cultural or social value to Hoveton but are not formally listed at the national level.

Figure 23: Designated Heritage Assets

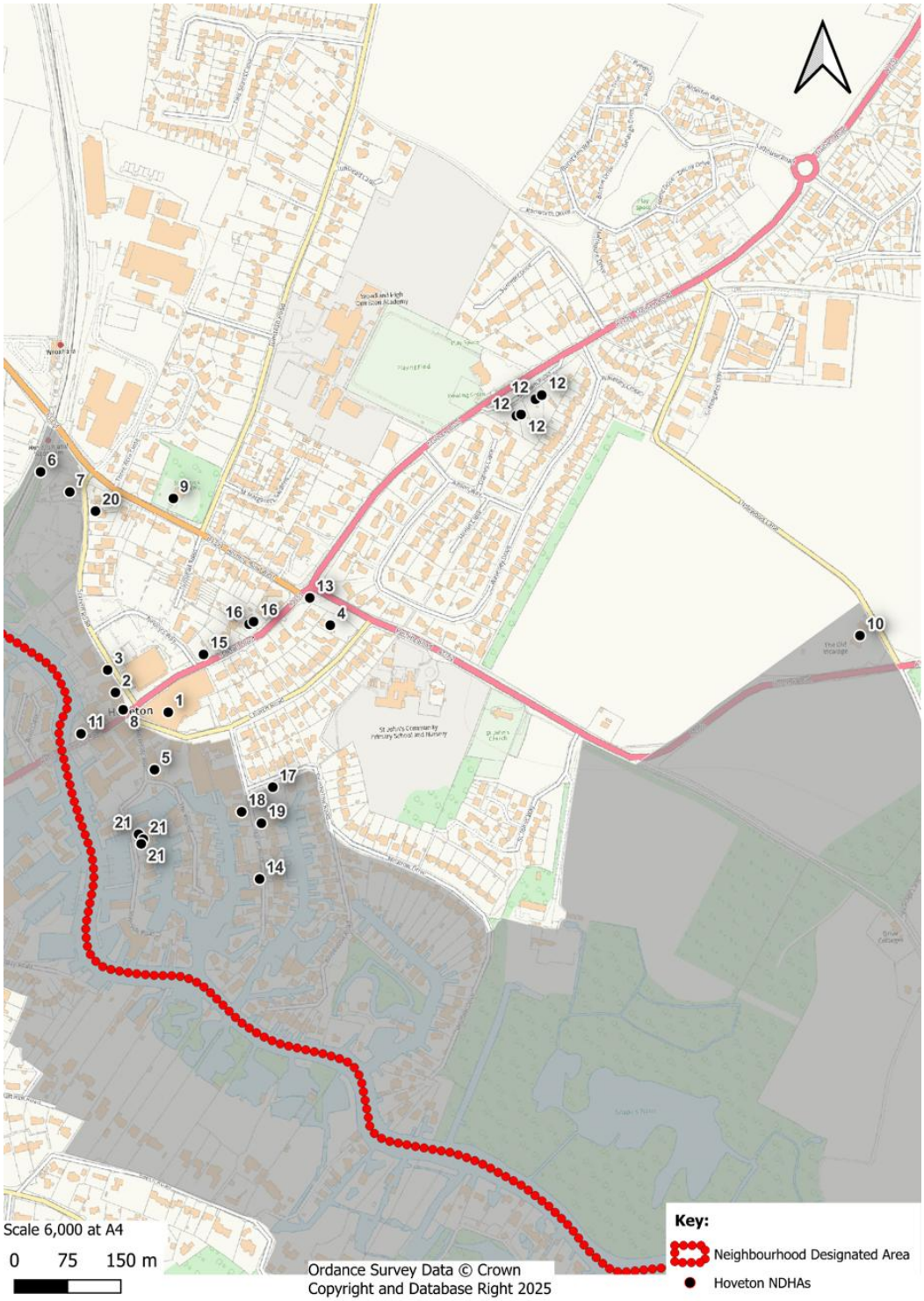


Non-Designated Heritage Assets

183. The identification of non-designated heritage assets has been informed by local evidence, site assessment and available historic environment records, including information from the Norfolk Historic Environment Record. The assessment also has regard to relevant Historic England guidance on neighbourhood planning and the historic environment.

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

Figure 24: Non-Designated Heritage Assets



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

186. Community engagement also informed the assessment process. In the December 2024 community survey, 84 residents suggested buildings or structures for consideration. Each was assessed against criteria including architectural or artistic interest, historic or social value, and contribution to local character.

187. The final list in **Figure 24** represents the assets considered to make a positive and distinctive contribution to Hoveton's heritage. It reflects both local knowledge and professional advice from NNDC's Conservation Officer.

Policy HNP24: Non-Designated Heritage Assets

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

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

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

In applying national planning policy to proposals affecting these assets, particular regard should be had to the locally specific aspects of their significance and setting. Development proposals should:

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

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

Supporting a Thriving Economy

188. Hoveton plays an important economic role within the Broads and wider North Norfolk area. It acts as both a local service centre for surrounding villages and a gateway to the Broads, attracting visitors throughout the year. The village's economy is distinctive: a mix of independent shops, visitor-related businesses and essential community services, shaped by its riverside location and historic character. The quality of the riverside environment, including views towards the churches and historic buildings, contributes to the village's sense of place and supports its visitor economy.

189. The village centre is anchored by Roys of Wroxham, a major local employer and retail hub supported by a range of smaller independent shops, cafés and professional services. Beyond the centre, Hoveton's economy includes a diverse mix of visitor-related businesses and rural enterprises such as Wroxham Barns, BeWILDerwood and the Hoveton Hall Estate. The parish also contains important employment areas at Stalham Road and Tunstead Road, where businesses including Oyster Yachts, Benthic Solutions and a range of light industrial, service and creative enterprises contribute to the local jobs market. Based at the Crossways Business Centre on Stalham Road, Wellwise Oilfield Services provides specialist skilled staff for the global oil and gas industry. Together, these sectors: retail, tourism, rural enterprise, energy sector and small-scale industry, provide a distinctive and resilient economic base that reflects Hoveton's role as both a service centre and a gateway to the Broads.

190. Hoveton's established employment areas, including the Stalham Road and Tunstead Road industrial estates and the mixed-use area near the railway station, play a critical role in providing local jobs and supporting the parish's economic resilience. The Neighbourhood Plan supports their continued use for employment purposes and encourages investment that improves the quality, appearance and functionality of buildings and sites. In the longer term, the community's aspiration is to see these areas accommodate high-quality businesses and growth sectors aligned with Hoveton's maritime heritage, technical expertise and proximity to the Broads, including marine services, boat building, environmental technology and related industries.

191. A 2024 business survey provided useful insights. Most respondents were long-established small or family-run businesses employing a modest number of full-time and part-time staff. The survey highlighted strong local roots, with several firms operating in Hoveton for over twenty years, but also noted challenges in attracting local employees and a shortage of affordable homes for staff. Some businesses commented on the need for improved road and traffic management, better connections between different parts of the village, and a more joined-up approach to promoting Hoveton and Wroxham as a single visitor destination.

192. Tourism remains vital to the local economy. Hoveton is one of the principal access points to the Broads, with boatyards, moorings, accommodation, cafés and riverside attractions drawing visitors in large numbers. The visitor economy creates jobs and supports local services but also brings seasonal pressures, particularly on parking, congestion and amenity.

193. Both the North Norfolk Local Plan and the Broads Authority Local Plan encourage sustainable growth in tourism and local employment. The

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

Local Businesses and Services

194. Community engagement showed strong local support for maintaining a balanced economy that meets everyday needs as well as serving visitors. Residents emphasised the importance of keeping local shops, services and community facilities, while also providing opportunities for local employment. The December 2024 survey found that many people value independent shops and services that contribute to the village's identity, and would like to see more spaces for small businesses and flexible working.

195. The 2024 business survey reflected these views. Local firms expressed a strong commitment to remaining in Hoveton but identified several constraints affecting trade, including the lack of affordable premises, the need for more reliable digital connectivity, and concerns about parking and traffic circulation in the village centre. Businesses emphasised that congestion and the way parking is managed can affect customer access, and that improvements to circulation and parking management would better support local trade. The shortage of local housing for employees was also highlighted as a growing challenge.

196. Feedback from students at Broadland High Ormiston Academy reinforced this picture. Many young people said they would like to work locally if more opportunities existed, particularly in retail, tourism and creative industries. Providing routes into local employment, skills training and apprenticeships was identified as an important part of supporting the next generation to live and work in Hoveton.

197. The Neighbourhood Plan therefore focuses on supporting small and medium-sized businesses, encouraging flexible and home-based working, supporting investment in existing employment areas, and maintaining the vitality and viability of the village centre. These measures build on the strategic policies of the North Norfolk and Broads Authority Local Plans, including Policy E3 of the North Norfolk Local Plan, by setting out local priorities for a resilient and inclusive economy that benefits residents, businesses and visitors alike.

Policy HNP25: Local Business and Services
Development proposals that support the growth and diversification and resilience of Hoveton's economy will be supported where they: a) Provide small-scale business space, workshops, or flexible work units suited to local enterprises, start-up businesses and home-grown employment opportunities; b) Support the reuse, refurbishment or redevelopment of existing commercial buildings and employment premises, particularly within the village centre and established employment areas, where this would improve their appearance, functionality or long-term viability;

c) Within the defined village centre, retain active commercial, service and community uses at ground floor level unless it can be demonstrated that the proposal would not undermine the vitality and viability of the centre;
d) Support home-based or low-impact businesses where the scale and activity are compatible with the surrounding area and residential environment;
e) Where appropriate to the scale and nature of the development, improve access, circulation, parking and servicing arrangements that support local businesses, employees and customers; and
f) Deliver high-quality building design that enhances the appearance of employment areas, commercial premises and the village centre having regard to local character and the Hoveton Design Guide.

Community Aspiration: A High Quality Employment Base for Hoveton

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

Upper Floors in the Village Centre

198. Hoveton's village centre contains a number of commercial buildings with unused or underused upper floors. Consultation highlighted local concern that valuable space above shops is lying vacant while there is demand for smaller homes, workspaces and flexible offices. Making better use of upper floors supports the vitality of the village centre, helps sustain local businesses, increases footfall, and reduces pressure for new development on greenfield sites. The reuse of upper floors also aligns with national policy to make efficient use of land, encourage mixed-use centres and support sustainable patterns of development.

199. The North Norfolk Local Plan supports the effective use of upper floors within village and town centres, including within the Primary Shopping Area, where this contributes to the vitality and viability of the centre. It is recognised that some changes of use affecting upper floors may be permitted development and therefore fall outside planning control. However, where planning permission is required, opportunities to bring vacant or underused upper floors into beneficial residential, office or commercial use can contribute positively to the vitality of the village centre and make more efficient use of existing buildings.

Policy HNP26: Upper Floors in the Village Centre
Proposals affecting buildings in the village centre should seek to make effective use of upper floors.

Proposals will be supported where they:

a) Bring vacant or underused upper floors into use for residential, office or small-scale commercial purposes;
b) Maintain active ground-floor commercial uses that contribute to the vitality and viability of the village centre;
c) Provide safe, inclusive and well-designed access to upper floors;
d) Protect the amenity of neighbouring and existing occupants;
e) Respect the character, appearance and heritage value of the building and its setting; and

Where planning permission is required, proposals that would result in the long-term vacancy or underuse of upper-floor accommodation will be resisted unless it can be demonstrated that there is no reasonable prospect of bringing the space into an appropriate residential, office or commercial use. Proposals for the creation of new upper floors will be supported where they are sensitively designed, enhance the character of the village centre, and do not result in overdevelopment or harm to heritage assets.

Sustainable Visitor Economy

200. Tourism plays a defining role in Hoveton's identity and economy. The village is one of the principal gateways to the Broads, attracting thousands of visitors each year to enjoy its riverside setting, moorings, boatyards, cafés, and local shops. The visitor economy supports local jobs, sustains services, and brings vitality to the village centre, but it also creates pressures on infrastructure, parking and the wider environment, particularly during peak seasons.

201. Consultation has shown strong support for a balanced approach to tourism. Residents recognise the value of visitors to the local economy but emphasised the need to manage growth carefully to protect the village's character and ensure the quality of life for those who live and work here. Many respondents highlighted concerns about seasonal congestion, the dominance of short-stay visitor parking, and the limited range of year-round employment opportunities.

202. Local businesses echoed these views. The business survey found that while tourism underpins much of Hoveton's trade, there is a desire for greater promotion of the village as a place to visit outside the main summer season, encouraging longer stays and higher local spend. Feedback also highlighted the importance of improving public realm, signage, and walking connections between the railway station, village centre and riverside to make visiting Hoveton easier and more enjoyable.

203. Tourism in Hoveton is shaped by a network of arrival points and visitor destinations, including the riverside, boatyards, village centre, and attractions such as BeWILDerwood, Wroxham Barns and Hoveton Hall Gardens. Improvements to public realm, signage and walking connections, particularly between the village centre and the riverside, would help support sustainable tourism and improve the visitor experience.

204. The North Norfolk and Broads Authority Local Plans both support sustainable tourism that conserves local distinctiveness and enhances the visitor experience. The Neighbourhood Plan adds local focus by encouraging tourism that respects the riverside setting, supports local businesses and provides clear community benefit. It seeks to ensure that new visitor development contributes positively to Hoveton's economy while safeguarding its character and environment.

Policy HNP27: Sustainable Visitor Economy

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

a) Contribute positively to the visitor experience and the vitality of the village centre, riverside area or other established visitor destinations; and
b) Where appropriate, improve walking and cycling connections, public realm or wayfinding between key destinations including the railway station, village centre and riverside.

Proposals should demonstrate how they contribute positively to Hoveton's role as a gateway to the Broads and support a sustainable year-round visitor economy.

Appendix A: Glossary

Affordable Housing
Housing for sale or rent for those whose needs are not met by the market, as defined in the National Planning Policy Framework.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Local Wildlife Site (County Wildlife Site)
A non-statutory designation recognising land with significant local biodiversity value.

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

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

Non-Designated Heritage Asset (NDHA)
A building, structure or place of local heritage importance identified through the Neighbourhood Plan.

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

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

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

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

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

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

SuDS (Sustainable Drainage Systems)
Drainage features that mimic natural processes to manage surface water, reduce flood risk and deliver biodiversity benefits.

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

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

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