NORTH NORFOLK

Local Development Framework

NORTH NORFOLK DISTRICT COUNCIL

Annual Monitoring Report

2012–2013

Covering the period
1 April 2012 to 31 March 2013

July 2013

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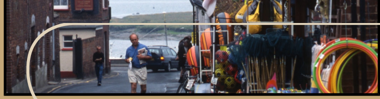



Appendices



1 Introduction

Purpose of the Monitoring Report

1.1 This report presents key facts and figures relevant to the North Norfolk District Area. It identifies the types and quantities of development which took place between **1 April 2012 - 31 March 2013**, compares this to previous years and presents information on the progress towards preparing Local Development Framework documents. The content allows the Council and others to monitor the progress that is being made in meeting a range of targets and test the effectiveness of policies contained in the adopted Core Strategy.

1.2 Monitoring progress on the production of policy documents and the performance of adopted policies is critical to the process of "plan, monitor, review" which underpins the Local Development Framework. It ensures the early identification of issues and provides a clear mechanism for checking that targets have been met. The main purposes are:

- To establish what is happening and to anticipate what might happen
- To assess how plan policies are performing. Are they having any unintended consequences?
- To establish whether policies need to be changed.

1.3 The process is linked to a set of targets and performance indicators, each of which are related to key policy objectives.

Structure of the Report

1.4 Previous reports in this series have reported on a wide range long term contextual indicators, annual performance indicators, and progress (plan making) indicators. Many of the indicators remain relatively static across a number of years and do not provide a suitable mechanism for monitoring short term change. This report therefore focuses on a number of core areas related to housing and economic growth in the district.

1.5 Where published and measurable targets are available these are referred to in the text and the summary tables at the start of each chapter. Targets which have been achieved or are on track to be achieved are indicated with a ☺ and those which have not been achieved with a ☹. Table 4 in the implementation and Monitoring section of the Core Strategy sets out how each indicator relates back to Core Strategy objectives and policies, providing the important link between this report and the monitoring of key policy objectives.

Summary

1.6 During the year ending on the 31 March 2013 a total of 242 new dwellings were recorded as completed, of which 13 were affordable. The adopted Core Strategy requires that at least 8,000 dwellings are provided in North Norfolk between 2001-2021, giving an annual minimum requirement of 400 completions per year. Since the start of the plan period 4,044 dwellings have been recorded as completed, giving an average of 337 dwellings per year. Completion rates have fallen below the required annual average for a number of years and as such, if the target of 8,000 dwellings is to be met, this average will need to increase - this figure has been steadily climbing in recent years. Furthermore, many of the new dwelling completions are derived from the conversion of existing buildings and the variation/removal of occupancy conditions, with the actual number of new dwellings erected remaining relatively low.

1.7 Increasing the supply of affordable housing remains a key priority for the Council. The Core Strategy introduced lower thresholds and higher requirements than previous Local Plan policies. The adoption of the Site Allocations Development Plan Document in February 2011 made land 'available' for the erection of around 3,300 dwellings. Since adoption of this Plan (up to 31 March 2013) the Council has resolved to grant planning permission for 453 dwellings (85 of which have outline permission) on six large allocated sites, of which 212 are affordable (38 of which have outline permission).

1.8 Other targets including the amount of development on previously developed 'brownfield' land are being met and exceeded. The Core Strategy introduced new environmental standards for new buildings and all new dwellings permitted are conditioned to require submission of a Code for Sustainable Homes certificate confirming they have met Code Level 3. A Sustainable Construction checklist has also been produced to provide guidance on minimising resource and energy consumption.

1.9 At April 2013 there were 79.51ha of employment land available in North Norfolk, although its distribution is not evenly spread, with 32.23ha available in North Walsham but only 2.19ha available in Cromer. The economic climate has affected the district's town centres and vacancy rates in town centre units have slightly increased in all towns, but remain below national trends.

1.10 Progress on producing LDF documents has been good and as at 31 March 2013 the Council had an adopted Statement of Community Involvement, Core Strategy, Design Guide SPD, Landscape Character Assessment SPD and Site Allocations DPD. The revised Core Strategy Policy H0 9 (Conversion & Re-use of Rural Buildings as Dwellings) has also been adopted.



2 Housing

Housing: Objectives & Targets

Core Strategy Aim: to address the housing needs of the whole community

- To provide a variety of housing types in order to meet the needs of a range of households of different sizes, ages and incomes and contribute to a balanced housing market.
- To meet the needs of specific people including the elderly, the disabled and the Gypsy and Traveller community.

Targets

		2012/13
☹	To ensure that over a period of 5 years an average of 420 dwellings are provided each year	242 5 year average = 337
☹	To ensure 70% of all new dwellings are located in either a Principal or Secondary settlement	24%
☺	To ensure 60% of new dwellings are built on previously developed land	78%
☹	To ensure that all new dwellings in towns are built to net density of at least 40 dwellings per hectare (dph) and at least 30 dph elsewhere	Achieved on 10% of developments in towns and 8% in service villages and Hoveton.
☹	To provide a minimum of 300 new affordable homes over the period 2008-2011	168
☺	To ensure that 80% of new affordable housing provided through Core Strategy Policy H02 comprises social rented accommodation	100%
☺	To ensure that each development of ten or more dwellings in towns includes at least 45% affordable units	Achieved on all sites
☹	To ensure that on each development of two or more dwellings in villages at least 50% comprise affordable dwellings	Not achieved - mainly due to previous permissions and viability.
-	To maximise the number of rural exceptions schemes permitted	0
☹	To bring back 25 empty homes per year back into use	1
-	To ensure that at least 40% of new dwellings built have two bedrooms or less	Unknown, but of those built, at least 76 out of 242, however likely to be more.
☺	To provide two short stay stopping places for Gypsies and Travellers by 2009	Sites completed at Cromer & Fakenham (2010)

2.1 This section sets out the position in terms of new housing in the District over the period 1 April 2012 to 31 March 2013. It looks at the amount of permissions granted, the number of dwellings completed, the Five Year Land Supply, expected future rates of building (Housing Trajectory),



the amount of affordable housing provided and average property values amongst other information. Further information is available in the latest Statement of Five Year Supply of Housing Land and Housing Trajectory.

2.2 At 31 March 2013 the dwelling stock in North Norfolk was approx.**53,802.**

Housing Permissions

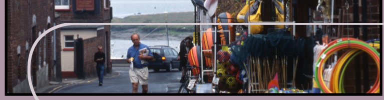
2.3 The table below shows the total number of dwellings that were permitted each year in the district over the past twelve years.

Year	Number of dwellings permitted
2012/13	536
2011/12	438
2010/11	364
2009/10	189
2008/09	508
2007/08	587
2006/07	560
2005/06	563
2004/05	664
2003/04	542
2002/03	642
2001/02	473

Table 2.1 Number of dwellings permitted (Source: NNDC monitoring data).

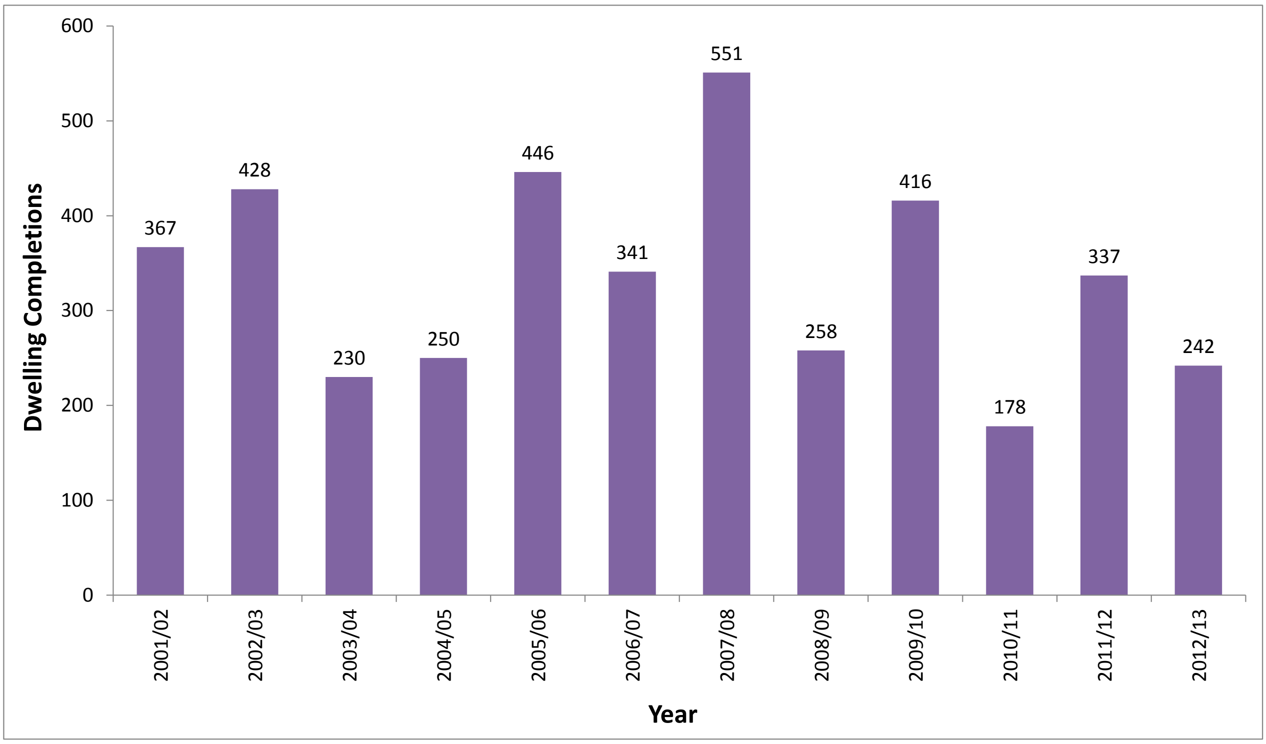
2.4 As the table shows, permissions remained fairly consistent over time until 09/10 which saw a sharp fall. This is likely to have been due to the economic climate and the slow-down of the housing market that has been experienced in all Norfolk authorities. Permissions have, however, risen again in the last three years.

2.5 Planning permission normally allows 5 years for a scheme to be commenced and once started, there is no time limit for completion. There is, therefore, no certainty on when the permissions granted may come forward, and approximately 10% of permissions never get built. The latest Statement of Five Year Supply of Housing Land Report (2012/13) looks at all sites with planning permission for 10 or more dwellings and estimates that **584** dwellings are likely to come forward from this source in the next 5 years.


House Building Rates

2.6 There were **242** net dwelling completions in North Norfolk during 2012/13 which compares to **337** in 2011/12. The annual average number of dwellings built in the last 12 years is **337**. The graph below shows dwelling completions by year.



Picture 2.1 Total dwelling completions by year (Source: North Norfolk District Council, 2013)

2.7 The low figures recorded in 2003/04 and 2004/05 are likely to have been a result of changes in the method of recording completions rather than low completion rates. The high figures for 2007/08 and 2009/10 were due in part to the inclusion of dwellings at Coltishall and West Raynham Airbases that were not previously available on the open market. Similarly, in 2012/13, an additional 54 dwellings have been made available on West Raynham Airbase. The table below shows how many of the new dwellings provided in 2012/13 were new build, conversions, change of use and other, indicating that new builds make up a significant proportion of dwelling completions.

Type of dwelling completed	Amount 2012/13
New build	105 (43%)
Conversions	45 (19%)
Change of use (inc. removal/variation of conditions)	37 (15%)
Other	55 (23%)
Total	**242**

Table 2.2 Break-down of dwelling completions by type (Source: North Norfolk District Council, 2013)

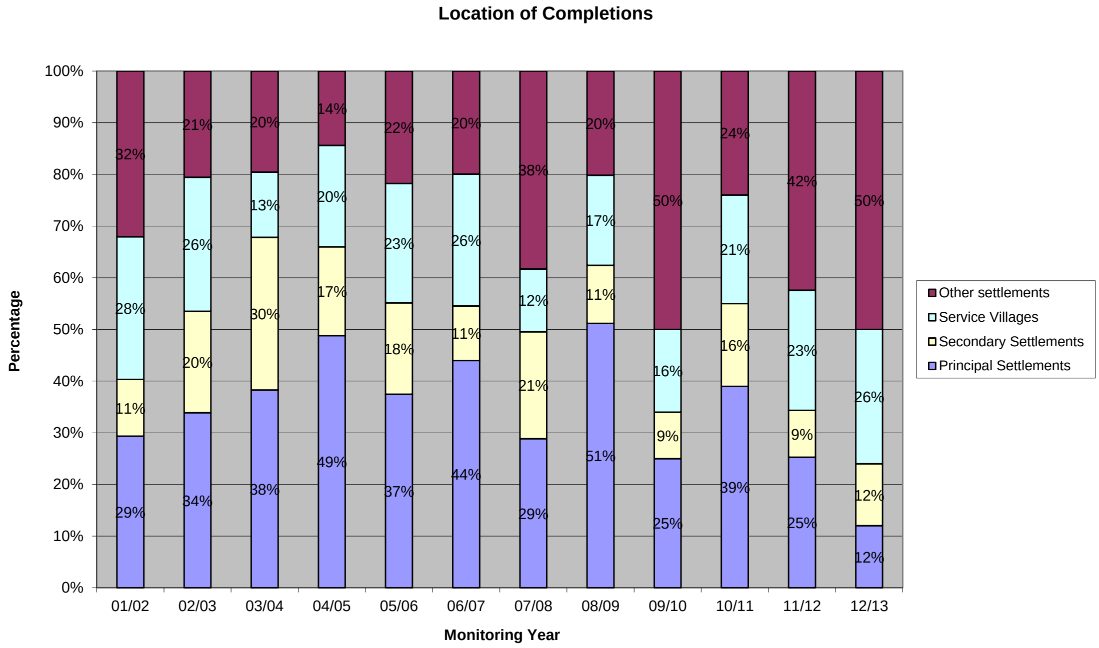


2.8 The following table 2.3 'New Dwelling Completions 2000/01 to 2012/13' shows completions by ward and indicating the general location of development, whilst picture 2.2 'Location of dwelling completions' shows the distribution between Service Villages, Principal Settlements, Secondary Settlements and other settlements. The Core Strategy seeks to deliver a higher proportion of new development in towns and some of the larger villages in the district compared to the more rural areas (50% of new dwellings in the Principal Settlements, 20% of new dwellings in the Secondary Settlements and the remaining 30% in the Service Villages or as rural exception schemes / conversion of rural buildings). This has not been achieved, with a better balance not expected until such time as larger scale development sites in the Principal and Secondary Settlements begin to deliver new dwellings.

Dwellings Completed by Ward													
WARD	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13
Astley	2	3	13	2	3	19	7	7	7	3	1	1	7
Briston	22	19	30	6	7	37	12	13	6	25	8	12	17
Chaucer	1	12	5	3	0	0	2	1	8	3	0	5	4
Corpusty	1	5	0	8	4	7	1	12	11	1	6	12	2
Cromer	56	33	53	30	11	57	50	34	25	37	11	12	10
Erpingham	7	10	0	0	5	21	2	10	1	2	0	0	1
Gaunt	6	8	3	2	3	2	12	6	6	2	1	7	3
Glaven Valley	5	2	11	2	4	3	1	12	1	8	1	8	11
Happisburgh	11	16	13	0	0	14	2	6	0	1	0	4	1
High Heath	41	22	3	2	2	5	0	2	5	8	1	3	4
Holt	19	12	33	22	31	43	16	14	66	22	2	39	3
Hoveton	8	3	2	3	2	19	0	2	0	2	1	2	0
Lancaster	37	29	37	13	56	27	11	46	22	23	10	20	4
Mundesley	24	17	20	5	4	19	31	19	21	10	2	13	9
North Walsham	86	34	22	23	24	40	73	65	19	24	46	14	11
Poppyland	5	11	13	4	1	20	14	29	11	3	4	10	4
Priory	27	19	33	4	1	9	14	60	9	9	6	17	9
Roughton	3	9	3	1	2	9	20	8	0	6	15	15	16
Scottow	1	4	3	1	0	3	0	102	0	114	10	54	10
Sheringham	24	21	56	62	21	44	10	31	21	17	12	6	7
St. Benet	7	6	2	1	3	4	5	3	4	8	2	4	5
Stalham & Sutton	6	6	5	1	19	14	29	33	4	13	10	20	19
The Raynhams	3	10	6	5	7	2	0	2	1	56	0	2	56
The Runtons	3	14	5	6	2	2	0	6	2	4	3	6	2
Walsingham	1	6	7	3	1	2	4	8	2	2	4	18	6

Dwellings Completed by Ward													
WARD	**00/01**	**01/02**	**02/03**	**03/04**	**04/05**	**05/06**	**06/07**	**07/08**	**08/09**	**09/10**	**10/11**	**11/12**	**12/13**
Waterside	3	16	25	13	27	12	3	8	3	3	4	16	12
Waxham	2	5	4	8	2	3	4	4	0	2	2	6	2
Wensum	22	17	14	0	6	6	12	3	3	6	13	6	1
Worstead	1	1	7	0	2	3	6	5	0	2	3	5	6
Total	**434**	**367**	**428**	**230**	**250**	**446**	**341**	**551**	**258**	**416**	**178**	**337**	**242**

Table 2.3 New Dwelling Completions 2000/01 to 2011/12 (Source: Housing Land Availability Study, NNDC, 2013)



Picture 2.2 Location of dwelling completions (Source: North Norfolk District Council, 2013)

Housing Trajectory

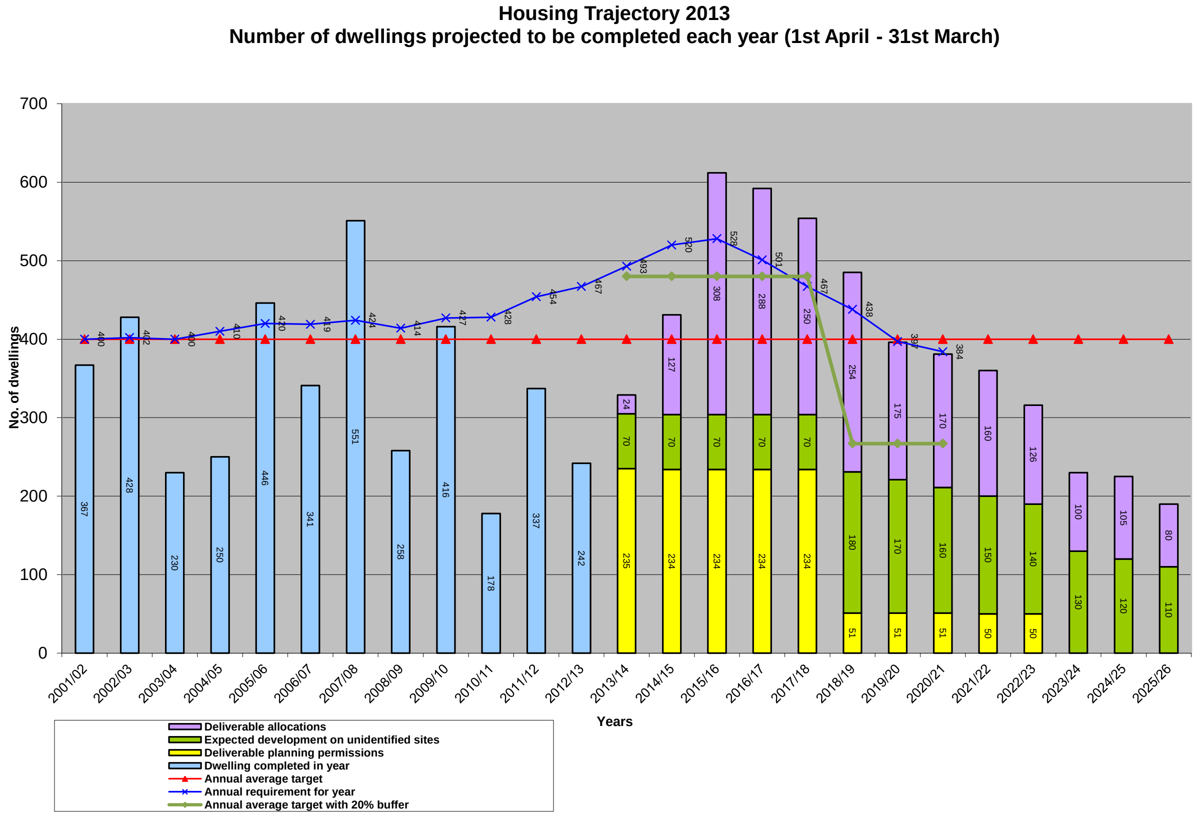
2.9 The North Norfolk Local Development Framework plans for the period from 2001 until 2021. The Planning Authority needs to provide a minimum of **8,000** additional dwellings within this period (as identified in the Core Strategy). Given that the period commenced in 2001, account needs to be taken of the development which has already taken place and that which has secured planning permission. Between March 2001 and April 2013 a total of **4,044** dwellings were recorded as completed, which equates to a **337** per annum average over the plan period to date.

2.10 Total expected dwelling completions during the plan period are shown in the next table. The total figure is projected to be **7,824** by 2021.

Sources of Housing Supply 2001 -2021	Total
Dwellings built 2001-2013	4,044
Commitment (planning permissions minus 10% lapse rate and under constructions)	1,425
Estimated 'windfall' development including rural building conversions and 'exception' development schemes	1,510
Proposed LDF allocations	3,138 (only 1,596 expected by 2021)
Total dwellings expected within plan period	7,824 (9,145expected by 2026)

Table 2.4 Total Housing Provision within Plan Period (Source: Statement of 5 Year Supply of Housing Land and Housing Trajectory, NNDC, 2012/13)

2.11 A Housing Trajectory is a useful tool for monitoring the rate, and expected rates, of housing developments against a target number of dwellings over a given time period. The trajectory overleaf illustrates the position as of 1st April 2013 and shows the number of dwelling completions on an annual basis since 2001, whilst projecting the likely number of dwellings in future years up until 2025/26. Future housing supply is broken down into various sources of supply including sites with planning permission which have yet to be built, new sites allocated for development in the Site Allocations Development Plan Document, and an estimate for housing completions that will occur on unidentified sites (Windfall). Further information is available in the latest Statement of Five Year Supply of Housing Land and Housing Trajectory (2012/13).



Picture 2.3 Housing Trajectory (Source: Statement of 5 Year Supply of Housing Land and Housing Trajectory, 2013)

2.12 The trajectory indicates that dwelling completions in the District are likely to fall below the current annual average requirement of 495 dwellings over the next two years, reflecting the slow down in the housing market, but then increase over the remainder of the plan period. The 8,000 dwelling requirement in the East of England Plan for the period 2001 - 2021 is expected to be met by approximately 2020. Out of necessity the trajectory makes some assumptions in relation to housing market conditions. In this regard the Council has assumed no significant upturn until 2014/15. The trajectory takes account of the availability of key infrastructure to support new development and models expected rates of development accordingly. The Council will regularly review the trajectory.

2.13 The NPPF requires Local Authorities to demonstrate that there is a 5 year supply of land for housing development. The Council's latest Five Year Land Supply Statement (2012/13) shows that there are **4.68** years supply of housing land available.

Housing Density

The Government encourages local planning authorities to make efficient use of land and PPS3 that was in place at March 2010 gave 30 dwellings to the hectare as a national indicative minimum. Adopted Core Strategy policy H07 requires that development optimises the density of a site in a manner that protects or enhances the character of the area and says that the Council will aim to achieve the densities of not less than 40 dwellings per hectare on the Principal and Secondary Settlements (excluding Hoveton) and not less than 30 dwellings per hectare in Service Villages. In



North Norfolk 10% of dwellings permitted in Principal and Secondary Settlements during 2012/13 were at densities of 40 or more dwellings per hectare, and 8% of dwellings permitted in Service Villages and Hoveton in 2012/13 were at densities of 30 or more dwellings per hectare. These figures are averages of a number of permissions which vary between very high density developments of flats in some of the main settlements, to low density individual plots.

Many recent developments and permissions were small developments on garden sites, particularly in some of the small villages in the District where the Authority operated a policy (until adoption of the Core Strategy in September 2008) which allowed infill development where it ‘enhanced’ the character of the village and only allowed higher density schemes where these were consistent with ‘form and character’. This had a substantial impact on average density calculations.

Brownfield Land

A key Government objective is that local authorities should continue to make effective use of land by re-using land that has been previously developed. In North Norfolk 78% of dwellings completed in 2012/13 were on brownfield land. Garden plots were excluded from the definition of previously developed land in the revision to PPS3 which was published in June 2010. This is reflected in the revised target of 50%.

Percentage of new homes on previously developed land		
Period	**Target**	**Actual**
2004/05	60%	77%
2005/06	60%	74%
2006/07	60%	80%
2007/08	60%	82%
2008/09	60%	89%
2009/10	60%	90%
2010/11	60%	79%
2011/12	50%	84%
2012/13	50%	78%

Affordable Housing

2.14 The Rural East Anglia Housing Submarket report (2006) identified the housing market in North Norfolk as being characterised by high demand and high house prices, relative to local income. The Housing Needs Study identified a district-wide need for some 921 affordable dwellings per year for the next five years - a figure which is more than double the annual housing requirement for the district as identified in the adopted Core Strategy.

2.15 The provision of a greater number of affordable dwellings is a key priority for the Council. Former Local Plan policies sought to secure a proportion (40%) of all new developments which were over 25 units in size as affordable housing. The Authority had no residential land allocations in the Local Plan and the number of development schemes of 25 dwellings or more



which contributed towards affordable housing was limited. The adopted Core Strategy introduced new requirements in relation to affordable housing provision in order to try and increase supply. Smaller development sites (ten dwellings in towns and two in villages) are required to provide at least 45% (towns) or 50% (villages) of the new dwellings as affordable units where it is viable to do so.

2.16 The amount of **affordable housing permissions** since adoption of the Core Strategy has slowly increased. **134** affordable dwellings were granted full planning permission in 2012/13.

2.17 The majority of planning applications in the district were on small sites which were below the affordable housing thresholds introduced in the Core Strategy. Many that were on larger sites were detailed applications for previous outline applications that had been permitted under the old Local Plan policy threshold and were therefore not subject to affordable housing requirements. It is taking time for the new Core Strategy policy requirements to take effect and since adoption the number of new dwellings being permitted and completed has slowed nationally due to the economic climate and the resulting depressed housing market. The latest Five Year Land Supply report expects that **997** dwellings will come forward on allocated sites in the next 5 years. All of these will be subject to affordable housing requirements which should increase the number of market and affordable permissions.

2.18 In the last 5 years **245** affordable dwellings have been built in the district.

No. Of Completions by Funding Source	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13
Wholly funded by Registered Social Landlords and/or Local Authority	69	23	16	114	79	95	53	43	40	64	64	13
Wholly funded through Developer Contributions	4	0	0	12	0	13	0	16	0	0	0	0
Funded through mix of Public Subsidy and Developer Contributions	0	0	0	0	2	0	0	5	0	0	0	0
Total	73	23	16	126	81	108	53	64	40	64	64	13

Table 2.5 Affordable Housing Completions (Source: Housing Services, NNDC, 2013)

Over the last few years the Council has been successful in bringing forward a number of affordable housing 'exception' schemes in the Countryside. The Core Strategy introduced a more flexible policy approach towards these schemes which is allowing more locations to qualify.

Mix and Tenure of Affordable Housing

Core Strategy policy H02 requires that the mix and tenure of affordable housing provided reflects the identified housing needs at the time of the proposal and contributes to the Council's target of providing 80% of affordable housing as social rented accommodation. The table below shows the percentage achieved.

	08/09	09/10	10/11	11/12	12/13
% of affordable housing that comprises social rented accommodation	92%	95%	90%	90%	100%

House Prices

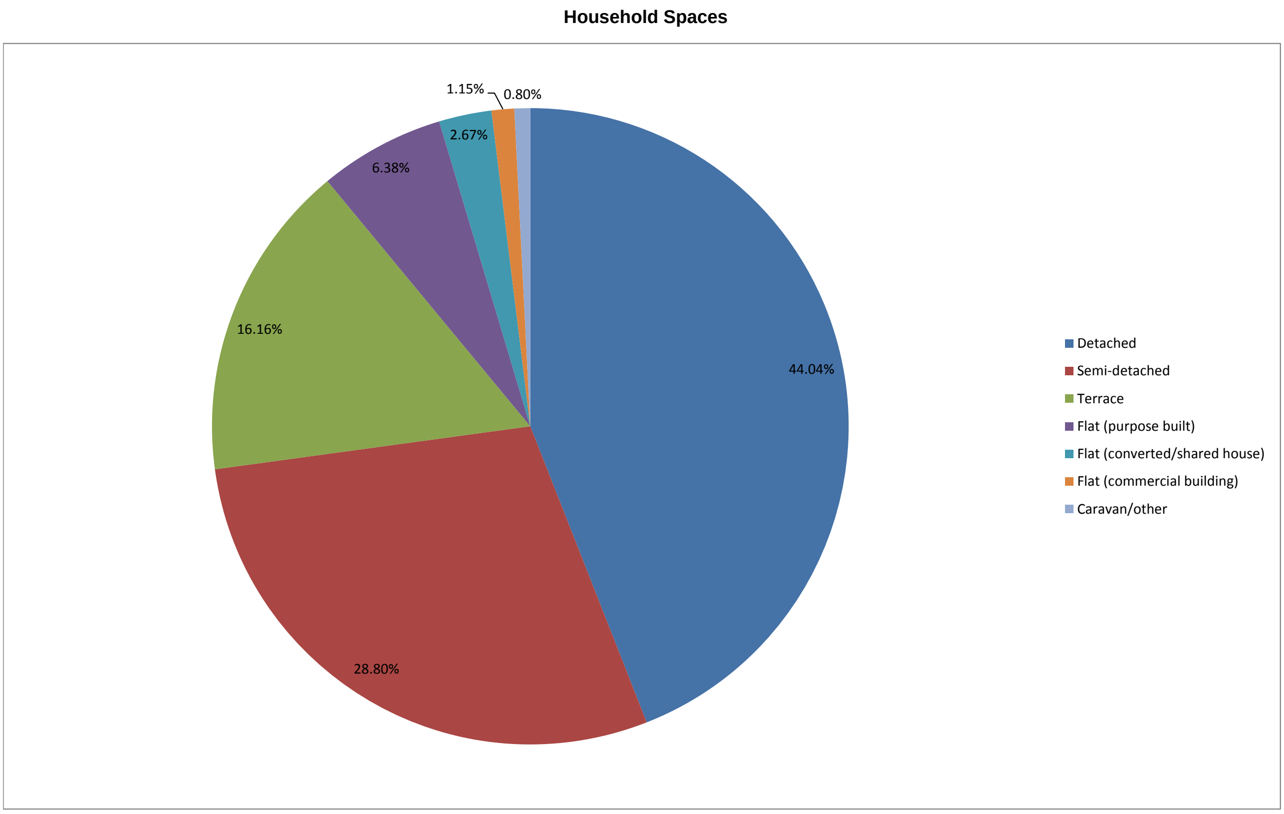
2.19 The housing stock within North Norfolk has more detached houses than other house types with the majority of houses owner occupied, either outright or with a loan or mortgage. Prices rose in 2010, dipped in 2011 and mid-2012, but have now risen again. The average value for all property types in North Norfolk between October and December 2012 was £214,800 compared to £199,551 between July and September 2012. This is the highest value in Norfolk, reflecting the high level of detached houses and the high demand in the area.

Type	Apr-Jun 2008	Apr-Jun 2009	Apr-Jun 2010	Oct-Dec 2011	Jul-Sep 2012	Oct-Dec 2012	% increase between last two figures
Average:	£209,926	£191,002	214,545	201,997	199,551	214,800	7.7%
Detached:	£270,578	£230,591	£272,784	242,922	250,691	273,670	9.2%
Semi-detached:	£172,713	£172,904	£175,629	173,310	159,896	173,607	8.6%
Terraced Housing:	£161,019	£158,170	£156,508	154,663	155,824	169,080	8.5%
Flat/Maisonette:	£149,116	£118,210	£149,986	145,740	115,714	121,423	4.9%

Table 2.6 House Prices (Source: BBC News website, 2013)

Housing Stock

2.20 The pie chart below shows the North Norfolk housing stock/household spaces as recorded in the 2011 Census.



Picture 2.4 North Norfolk Household Spaces (Source: Census 2011)

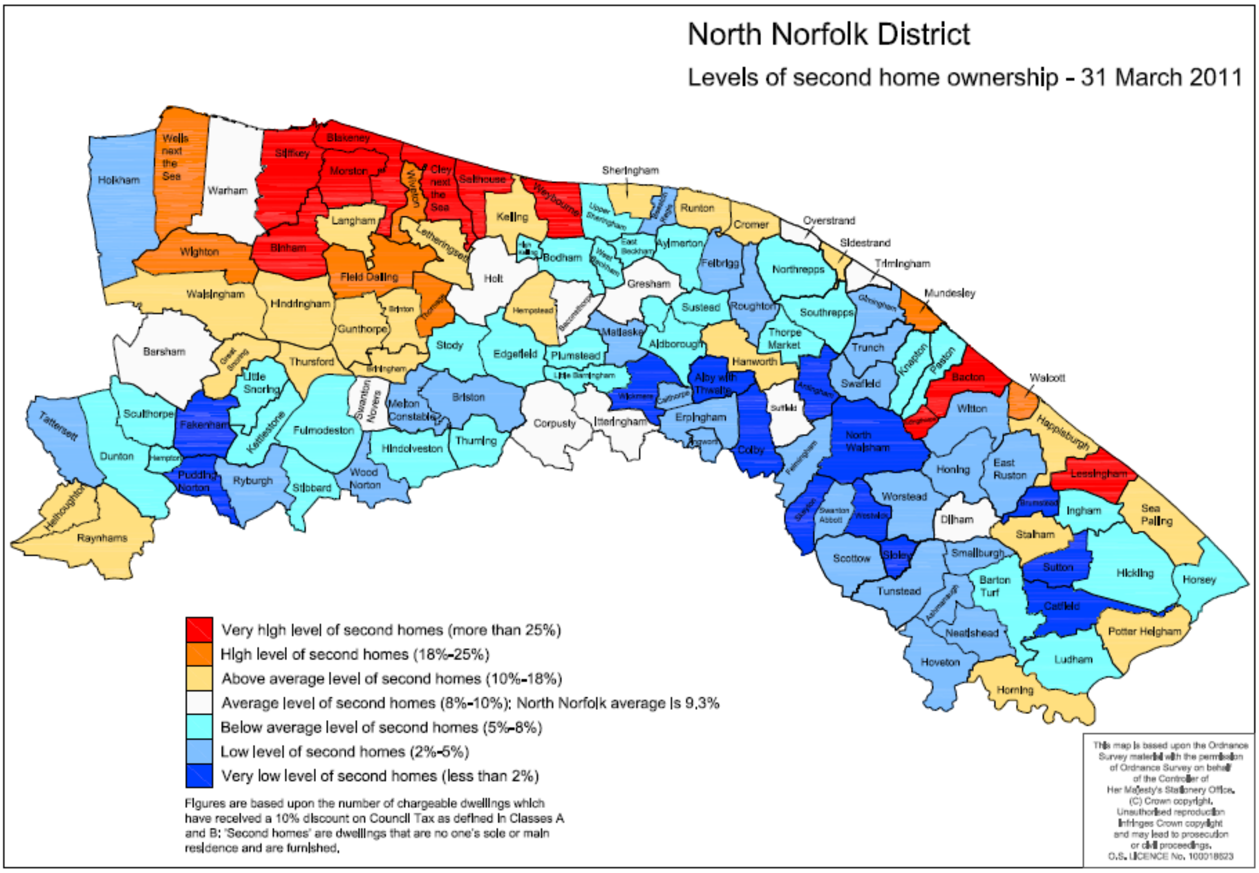
- Household Spaces, 2011: 53,243
- Percentage of detached dwellings: 44.04%
- Percentage of semi-detached dwellings: 28.80%
- Percentage of terraced housing: 16.16%
- Percentage of flats / maisonettes: 10.20%

2.21 The Strategic Housing Market Assessment highlighted that the amount of larger detached dwellings and the lack of smaller properties contributes to a lack of affordable starter homes. Core Strategy policy H01 therefore requires that at on schemes of 3 or 4 dwellings, at least one should have two bedrooms or less in order to try and increase the supply of smaller properties. In 2012/13, 60% of schemes met this requirement. In addition, at least 40% of new dwellings on schemes of 5 or more should have two bedrooms or less. In 2012/13, 60% of new schemes met this requirement.

Second Homes

2.22 Due to it's popularity North Norfolk has a high proportion of second homes. The 2001 Census found that 8% of homes in North Norfolk are second homes, rising to 9% in 2008. This is not uniform across the district and in some areas this is far higher, for example 44% in Cley-next-the-Sea and 31% in Weybourne, which can create issues of affordability for local people. The map below shows figures for second homes based on Council Tax records at March 2011 and shows that certain coastal areas are still 'hot spots' for second home ownership.





Picture 2.5 Second Homes in North Norfolk (Source: Housing Services (NNDC), 2011)

Empty Homes

2.23 In 2012, 886 dwellings were classified as being long term vacant (more than 6 months - unoccupied or substantially unfurnished).The Council aims to bring several empty properties back into use each year. **1** empty property in the private sector was bought back into use in 2012/13.

Special Housing Needs

2.24 The East of England Regional Assembly carried out a study to assess the need for additional Gypsy and Traveller caravan pitches in the East of England up to 2011. It suggested that across the Region some 1,220 pitches were required. The breakdown for Norfolk is shown below. It indicates that there is no need for any permanent site in North Norfolk, but noted that no assessment of pitch provision for transit (short-stay) sites had been made at that stage.

County	Estimated caravan pitches on authorised sites (January 2006)	Need for additional authorised caravan pitches identified by research study up to 2011
Norfolk	165	94
Breckland	26	13
Broadland	2	1

County	Estimated caravan pitches on authorised sites (January 2006)	Need for additional authorised caravan pitches identified by research study up to 2011
Great Yarmouth	2	1
Kings Lynn & West Norfolk	94	53
North Norfolk	1	0
Norwich	16	5
South Norfolk	25	21

Table 2.7 Table showing results for additional Gypsy and Traveller caravan pitches (Source: The East of England Regional Assembly, January 2006)

2.25 North Norfolk has traditionally experienced low levels of Gypsy and Traveller activity compared with other Districts in Norfolk, however, Gypsies and Travellers do visit the area for short periods of time as they are passing through, visiting religious festivals, looking for work or for recreational purposes in the summer period. Typically these activities have occurred in the Fakenham, Walsingham and Cromer / Sheringham areas. There is considered to be no need for a permanent site, however, there is a need for short stay stopping places to assist in the management of unauthorised encampments. Two short stay sites (one each in Cromer and Fakenham) were completed in February 2010. In addition, permission was granted in July 2010 for the change of use of private land in Briston to a private travellers site for 6 pitches.

2.26 Twice yearly counts of Gypsy and Traveller caravans present in the District are carried out by the Council and the results are shown in the table below.

Category	Number of Sites (and vans)									
	Jan 08	Jul 08	Jan 09	Jul 09	Jan 10	Jul 10	Jan 11	Jul 11	Jan 12	July 12
Authorised Sites (Council)	0 (0)	0 (0)	0 (0)	0 (0)	2 (0)	2 (0)	2 (0)	2 (0)	2 (0)	2 (0)
Authorised Sites (Private)	1 (1)	1 (1)	1 (1)	1 (1)	1 (1)	1 (1)	5 vans	1 van	1 van	1 van
Unauthorised Encampments (without permission): no of vans	5	7	5	5	4	4	6	2	0	4
Planning permission granted during monitoring period	0	0	0	0	2	1 site (6 pitches)	0	0	0	0

Table 2.8 Gypsy & Traveller Count (Source: Count of Gypsy and Traveller Caravans, DCLG, 2012)



Population

2.27 Although there are no Core Strategy targets or indicators in relation to population, it is important to monitor changes to see if planning policies meet the needs of the current and future population. The 2011 Census shows that the population for North Norfolk was 101,664 (Source: Norfolk Insight (Norfolk County Council)). The population is predicted to increase to 119,300 by 2035. The table below shows how the population has increased over time - all figures shown are mid-year estimates, except for 2001 and 2011 which are Census figures.

Pop	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
	98,495	99,066	99,757	100,127	100,458	100,598	100,779	101,503	101,218	101,667	101,664

Table 2.9 North Norfolk population (Source: Norfolk Insight (Norfolk County Council), 2012)

2.28 North Norfolk has a higher than average elderly population and the table below shows that the number of people living in North Norfolk aged 65 and over is predicted to increase from 29,197 in 2011 to 46,500 in 2030. People over 65 will make-up more than 43% of the North Norfolk population by that time and there may be a need for planning policies to respond to their needs.

	2010	2015	2020	2025	2030
People aged 65-69	8,100	10,300	9,000	9,600	10,800
People aged 70-74	6,800	8,000	10,100	8,900	9,600
People aged 75-79	5,800	6,300	7,500	9,400	8,400
People aged 80-84	4,300	4,900	5,500	6,500	8,300
People aged 85 and over	4,200	5,100	6,200	7,600	9,400
Total population 65 and over	**29,200**	**34,600**	**38,300**	**42,000**	**46,500**

Table 2.10 Projected numbers of people aged over 65 by year (Source: Office for National Statistics)



3 Economy

Economy: Objectives & Targets

Core Strategy Aims

Core Aim 5: To develop a strong, high value economy to provide better job, career and training opportunities

- To ensure there is a range of sites and premises available for employment development and encourage the growth of key sectors
- To improve education and training opportunities building on existing initiatives and institutions
- To maximise the economic, environmental and social benefits of tourism and encourage all year round tourist attractions and activities
- To improve the commercial health of town centres and enhance their vitality and viability consistent with their role and character.

Targets

		2013
☺	To provide and retain an adequate supply of employment land.	79.51ha available
-	To increase the amount of new floor space granted in the B1, B2 and B8 use classes of industrial development (sqm).	B1 = 5,906 (net) B2 = 712 (net) B8 = 303 (net)
-	To monitor the amount of floorspace (sqm) by employment type on previously developed land	Of the above: B1 = 2,706 (net) B2 = 112 (net) B8 = 0 (net)
-	To monitor the amount of floorspace (sqm) for B1, B2, B8 uses in the Countryside	Of the above: B1 = 4,255 (net) B2 = 0 (net) B8 = 43 (net)
☹	To increase the number of jobs available (39,700 in 2001)	2011/12 = 39,200 (39,400 projected for 2012/13)
-	To prevent the loss of serviced holiday accommodation	See table 5.10

		2013
-	To monitor the amount and location of new tourism related permissions	See table 5.10 and para 5.20
☺	To meet the needs for additional comparison goods floor space identified in the Retail and Commercial Leisure Study by 2016	Sites allocated in Site Allocations DPD
-	To ensure that within Primary Shopping frontages the proportion of non A1 uses does not increase beyond 30%	Not monitored
☺	To maximise retail occupancy figures	Vacancy rates have decreased overall
☹	To ensure that 90% of new industrial developments comply with approved car parking standards	No



Employment Land

Core Strategy policies seek to ensure there are sufficient sites and premises available for employment development and encourage the growth of key sectors. It is therefore important to monitor the supply of employment land and ensure it meets the needs of businesses in the area. During the year 2006 / 07 the Authority undertook a review of employment land in the District. This considered the supply of land in the main towns in the District. This identified **170** hectares of land designated for employment use of which **116** hectares was developed. Approximately **53** hectares was judged to be suitable and available for development (Employment Land in North Norfolk - LDF background report).

There are approximately **255.15ha** of designated employment land in the District. The table below tracks and shows the amount of employment land available, with planning permission and under construction. At 31 March 2013 there were **79.51ha** of employment land available, of which **5.87ha (7.4%)** has planning permission.

	Employment land available (ha)	Vacant employment land developed during year (ha)	Vacant employment land granted planning permission during year (ha)	Total employment land with planning permission (ha)
2010/11	80.92	0	2.23	2.23 (2.8%)
2011/12	80.07	0.85	1.23	3.46 (4.2%)
2012/13	79.51	0.56	2.57	5.87 (7.4%)

Table 3.1 Table showing Available Employment Land in North Norfolk (Source: North Norfolk District Council, 2013)

Although across the District there is a good supply of employment land, its distribution is uneven. For example at North Walsham there are **32.23ha** of employment land which are yet to be developed, whilst in Cromer there are only **2.19ha**. The amount of land designated in each town was influenced by demand, availability and past rates of take-up. The following table summarises the situation in each town at 31 March 2013.

	Total Designated (including Site Allocations)	Available	With planning permission	Development gained 2013
Cromer	20	2.19	0.73	0
Fakenham	66	14.82	2.6	0.46
Holt	17.21	5.6	0	0
Hoveton	10	2	0	0
North Walsham	70	32.23	1.04	0
Sheringham	6	0.36	0	0
Stalham	11	7	1.5	0
Wells	3	0.13	0	0

	Total Designated (including Site Allocations)	Available	With planning permission	Development gained 2013
Aldborough	0.15	0	0	0
Catfield	12	1.66	0	0
Corpusty/Saxthorpe	1.1	0	0	0
Ludham	0.26	0	0	0
Melton Constable	8.5	0.1	0	0
Mundesley	0.46	0	0	0.1
Roughton	0.15	0	0	0
Southrepps	0.58	0	0	0
Weybourne	0.58	0	0	0
Tattersett	28.16	13.42	0	0
Total	**255.15**	**79.51**	**5.87**	**0.56**

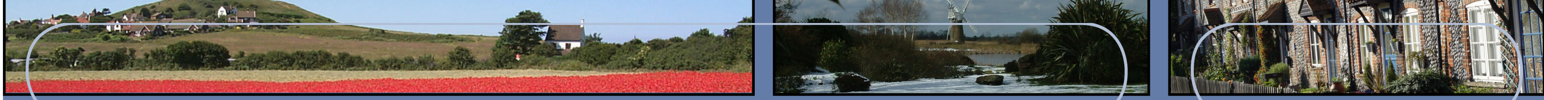
Table 3.2 Available Employment Land (Source: North Norfolk District Council, 2013)

The following table shows key employment development permitted in 2012/13. It primarily looks at industrial development and does not include other smaller commercial uses such as retail, food and drink and very small scale office/storage/workshop uses, though does include key larger schemes with other uses that may generate significant employment opportunities. In addition, there have been several applications for minor improvements, alterations and changes of use to existing employment premises which indicate ongoing investment in the district.

Location	Description	Type of development	Use Class	Floorspace (m^2)	Status
Permissions granted 2012/13					
Bacton (PF/13/0022)	Erection of extension to clubhouse to provide shop and reception facilities and replacement of roof including increase in height to provide first floor bed and breakfast accommodation	Extension	B1a	70	Granted
Cley-next -the-Sea (PF/13/0026)	Erection of B1 office/storage building	New build	B1	50	Granted
Cromer (PF/12/1345)	Change of use from B8 (warehouse) to B2 (general industrial)	Change of use	B2	935	Granted



Location	Description	Type of development	Use Class	Floorspace (m^2)	Status
			B8	-935	
East Runton (PF/12/0273)	Erection of covered storage building	New build	B8	60	Completed
Fakenham (PF/12/0125)	Erection of front extension	Extension	B2	570	Granted
Fakenham (PF/12/0549)	Change of use from D1 (Doctors' Surgery) to B2 (Glass Manufacturing) with ancillary retail shop, cafe and installation of flue	Change of use	B2	164	Granted
Fakenham (PF/12/0745)	Erection of five B2 (industrial)/B8 (storage) units	New build	B2 B8	600 600	Granted
Fakenham (PF/12/0798)	Erection of side and rear extensions, siting of changing cabin, retention of plant housing on roof, installation of water tank and provision of additional car parking	Extension	B2	625	Granted
Fakenham (PF/12/0833)	Erection of building to provide a mixed use of A1 (retail showroom) and B2 (industrial)	New build	B2	108	Granted
Great Ryburgh (PF/12/0863)	Change of use from B2 (General Industrial) to B8 (Storage)	Change of use	B2 B8	1300 -1300	Granted
Holt (PF/12/0714)	Erection of first floor office extension	Extension	B1	78	Granted
Hoveton (PF/12/1166)	Extension to boat building workshop	Extension	B8 B1c	595 -382	Granted
Kettlestone (PF/12/1080)	Change of use from residential to B1 (offices)	Change of use	B1	380	Granted
Little Barningham (PF/12/0983)	Erection of workshop	New build	B1c	147	Granted
Neatishead (PF/13/0059)	Change of use from B2 (general industrial) to B8 (storage and distribution) with ancillary offices,	Change of use/extension	B1a B8	359 1033	Granted



Location	Description	Type of development	Use Class	Floorspace (m^2)	Status
	re-cladding of roof and walls and insertion of windows and doors		B2	-1392	
North Walsham (PF/11/0212)	External cladding and use of industrial unit for D2 (entertainment centre) comprising theatre/cinema, museum, cafe, shop, research centre/archive and ancillary workshop	Change of use/extension	D2 B2	2251 -2251	Granted
North Walsham (PF/12/0110)	Erection of two-storey office/control room building	New build	B1a	190	Granted
North Walsham (PF/12/1006)	Erection of two-storey office building with cycle and refuse storage	New build	B1a	650	Granted
North Walsham (PO/12/0214)	Erection of two office buildings and car showroom and formation of access	New build	B1 SG	602 856	Granted
Potter Heigham (PF/12/1141)	Change of use of building to B2 (general industrial) and B8 (storage)	Change of use	B2	53	Completed
Sheringham (PF/12/0453)	Change of use from A1 (retail) to D1 (veterinary surgery)	Change of use	D1 A1	517 -517	Granted
Stalham (PF/12/1427)	Mixed use development comprising 150 dwellings, B1 (a - c) employment buildings (3150sqm), public open space, landscaping and associated highways and drainage infrastructure	New build	B1	3150	Granted
Stiffkey (PF/12/0964)	Change of use from B8 (storage) to D1 (education centre)	Change of use	D1 B8	1250 -1250	Granted
Thornage (PF/12/0424)	Erection of single-storey extension to Day Centre facilities	Extension	B1a	71	Started
Wells next the Sea (PF/11/1106)	Continued use of former coal yard for storage of boats and siting of portable office buildings	Other	B1a	336	Completed
Wells next the Sea (PF/12/0469)	Change of use from a mixed use of office space, Youth Group and storage to a mixed use of ten Starter Business Units & community space, including external alterations	Change of use	B1a	177	Granted

Location	Description	Type of development	Use Class	Floorspace (m^2)	Status
Worstead (PF/12/1032)	Conversion of outbuildings to one unit of holiday accommodation and micro-brewery with ancillary retail	Conversion	B1c	28	Granted
Worstead (PF/12/0184)	Continued use of land for storage of haulage vehicles and trailers	Other	B8	1500	Completed

Table 3.3 Key Employment permissions in North Norfolk 2012-13 (Source: North Norfolk District Council, 2013)

The County Council has identified a number of **Strategic Employment Sites** across Norfolk. Only one of these, Tattersett Business Park, is in North Norfolk. The County's Employment Land Monitor notes that progress on site has been slow and that poor transport links are one of the key constraints facing the site. Land at Tattersett Business Park is identified for general employment development in the Site Allocations DPD and development progress will be monitored.

Employment & Training

3.1 One of the Core Strategy aims is to develop a strong, high value economy and to provide better job, carer and training opportunities. The provision of a range of employment land and premises, along with a supportive policy framework, should help increase the amount of jobs available in the area. The working age population in North Norfolk has increased from 57,500 in 2009, to 57,633 in 2011, but is still below regional and national averages. The key employment sectors in North Norfolk are retail, health, manufacturing, accommodation and food services and education, which has been the case for the last few years. Common with many coastal districts, recreation and tourism are important parts of the local economy.

3.2 In North Norfolk, despite some initial growth in numbers, over time the number of jobs in North Norfolk has reduced slightly from 39,700 in 2001 to 39,200 in 2011 as the table below shows (figures for 2013 are estimates).

Year	01	02	03	04	05	06	07	08	09	10	11	12	13
North Norfolk	39.7	39.4	40.9	42.1	41.0	43.1	40.9	38.5	38.4	38.6	39.2	39.2	39.4 (est)
Norfolk	376.9	379.1	391.7	401.1	402.5	421.0	415.2	403.6	398.2	397.9	405.5	407.8	412.6 (est)

Table 3.4 Total employment jobs (thousands) (Source: Norfolk County Council, 2012)

3.3 In addition, the following tables below show the amount of economically active people in North Norfolk and within various sectors, and can be compared with previous years monitoring reports.

All People	North Norfolk (numbers)	North Norfolk (%)	Eastern (%)	Great Britain (%)
All people - working age (16-64)	57,633	56.8	63.5	64.8
Economically active	42,700	77.5	78.9	76.3
In employment	41,200	74.7	73.5	70.3

All People	North Norfolk (numbers)	North Norfolk (%)	Eastern (%)	Great Britain (%)
Self employed	9,670	13.3	10.5	9.8
Unemployed	1,500	3.5	6.8	7.8

Table 3.5 Economically active (Source: Census 2011)

	North Norfolk (employee jobs)	North Norfolk (%)	Eastern (%)	Great Britain (%)
Total employee jobs	29,700	-	-	-
Full-time	17,800	60.1	67.2	68.8
Part-time	11,800	39.9	32.8	31.2
Employee Jobs by Industry				
Manufacturing	3,800	12.8	10.3	10.2
Construction	1,600	5.4	5.4	4.8
Distribution, hotels and restaurants	9,500	32	25	23.4
Transport & communications	1,100	3.7	6	5.8
Finance, IT, other business activities	3,100	10.5	21.4	22
Public admin, education & health	7,400	25.1	25.3	27
Other services	1,600	5.5	4.8	5.3
Tourism related [1]	3,900	13.1	7.7	8.2

Table 3.6 Employee Jobs (Source: ONS Annual Business Inquiry Employee Analysis, Nomis, 2008) (% is a proportion of total employee jobs, excluding self-employed, government supported trainees and HM Forces)

3.4 Quarterly Labour Market Statistics are also published including the number of Job Seekers Allowance (JSA) claimants. The overall figure for North Norfolk is shown in the table below, but the picture varies across the district.

	JSA claimant count and change since 2011	% of pop	Vacancies notified to Jobcentre Plus
North Norfolk	1,607 (-121)	2.8	662 (-88 since 2011)

Table 3.7 Numbers of Jobseekers Allowance claimants, vacancies and redundancies, at March 2013 (Source: Nomis, 2013)

1 *Tourism consists of industries that are also part of the services industry*



3.5 Core Strategy policies also seek to improve education and training opportunities, to meet the needs of business and help residents access better quality jobs. Figures for average earnings and qualifications are shown below and can be compared to figures in previous years monitoring reports. The average full time weekly earnings for those living in North Norfolk have decreased from £409.20 in 2010 to £390.70 in 2012, despite earnings increasing in the Eastern region and the UK as a whole.

3.6 **Average Gross Full Time Weekly Earnings (2012) of those living in North Norfolk[2]**

- North Norfolk: £390.70
- Eastern: £531.00
- Great Britain: £508.00

3.7 The number of residents with qualifications to NVQ4 and above has increased from 20% of the population in 2011 to 29.1% in 2012, but is below the percentage for the eastern region as the table below shows.

	North Norfolk (numbers)	North Norfolk (%)	Eastern (%)	Great Britain (%)
NVQ4 and above	16,000	29.1	32.9	34.4
NVQ3 and above	27,300	49.5	53.7	55.1
NVQ2 and above	38,800	70.5	72.0	71.8
NVQ1 and above	47,500	86.2	85.5	84.0
Other qualifications	-	7.5	6.1	6.3
No qualifications	5,700	10.3	8.5	9.7

Table 3.8 Qualifications Jan 2012 - Dec 2012 (Source: Nomis, 2013)

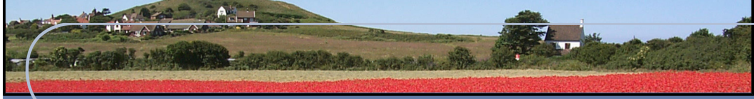
Note: Numbers and % are for those of working age, % is a proportion of total working age population

3.8 The number of VAT registered businesses is also monitored and can give a general picture of the health of the economy. The table below shows figures from 2007, however it has not been possible to get an update since then.

	North Norfolk (numbers)	North Norfolk (%)	Eastern (%)	Great Britain (%)
Registrations	250	6.4	9.6	10.2
De-registrations	220	5.6	7.2	7.3
Stock (at end of year)	3,900	-	-	-

Table 3.9 VAT registered business 2007 (Source: DTI Small Business Service - vat registrations / de-registrations by industry)

2 *ONS annual survey of hours and earnings - residential analysis: www.nomisweb.co.uk*



Tourism

3.9 Tourism is an important part of North Norfolk's economy. According to the 2003 economic impact study, the overall annual tourism spend is some £390 million which supports approximately 7,000 full time jobs (of which 84% are employed directly as a result of visitor spend). In 2008 there were 9,500 employee jobs in the distribution, hotels and restaurant sector (approx. 32% of all jobs) and 3,900 in the tourism sector (13.1%) in North Norfolk.

Tourist Accommodation Stock

3.10 A mix and sufficient levels of accommodation is required to provide a choice for a range of visitors to North Norfolk. The Tourism Sector Study, 2005, estimated that the District had:

- 336 serviced accommodation establishments providing 3,496 bedspaces;
- 939 self-catering units providing 4,320 bedspaces;
- 4,997 static caravans; and
- 4,100 touring pitches.

3.11 It found that accommodation occupancy levels were generally comparable to Norfolk and the East of England, which suggests that the sector is in good health.

- Serviced accommodation - the bedspace occupancy level of North Norfolk's serviced provision (40%) was roughly equivalent to both Norfolk (43%) and the East of England (43%). However, the seasonality of the occupancy in the District is much more pronounced, with levels peaking in August but falling sharply between September and November.
- Self catering - the average level of occupancy per self-catering unit was estimated to be 58% (EETB), re-enforced by the business survey results (57.2%). This equated to roughly 30 weeks occupancy per unit. This level is comparable to Norfolk as a whole, and is actually above the levels achieved by neighbouring districts and other districts in the region (King's Lynn & West Norfolk = 53%; Suffolk Coastal = 49%).

3.12 Since the 2005 study there has been a number of permissions for new tourist accommodation, and some losses, although the sector still appears to be in good health, and will have been buoyed up by the increase in people holidaying at home during 2009 and 2010 (the 'stay-cation').

3.13 The table below summarises permissions for new (and lost) tourist accommodation granted during the monitoring period.

Proposal	Location
Loss of tourist accommodation	
Variation of Condition 2 of planning permission reference: 06/0770 to permit design amendments to cottages 1, 2, 3-7, 10-12, 13 & 14 and variation of condition 3 to permit permanent residential occupation (PF/12/0721)	Langham
Removal of Condition 2 of planning permission reference: 00/1200 to permit permanent residential occupation (PF/12/0321)	Roughton
Approx. 18 permissions resulting in the loss of one or two holiday units	Various
Provision of tourist accommodation	



Proposal	Location
Conversion of barns to five units of holiday accommodation and associated residential dwelling (PF/12/0856)	Aldborough
Change of use of land from agriculture to 53 units tent-only campsite and formation of vehicular access (PF/12/1263)	Baconsthorpe
Erection of replacement reception/shower block and formation of five additional touring caravan/camping pitches (PF/12/1282)	Erpingham
Alterations to barns and outbuildings to facilitate conversion to holiday accommodation (amended scheme following previous consent LA/2005/0995) (PF/12/0491)	Neatishead
Conversion and extension of buildings to provide 12 units of holiday accommodation (extension of period for commencement of planning permission reference: 05/1482) (PO/12/1240)	North Walsham
Change of use from siting of ten touring caravans/motorhomes and twenty tents to siting of twenty touring caravans/motorhomes (PF/11/1455)	Sea Palling
Continued use of residential dwelling as bed and breakfast accommodation (PF/12/0269)	Sheringham
Change of use from dwelling to bed and breakfast establishment and erection of retaining wall (extension of period for commencement of permission reference: 09/0533) (PF/12/0454)	Sheringham
Erection of ancillary holiday accommodation (PF/11/1257)	Stiffkey
Change of use of ground floor shop (A1) to fish and chip restaurant (A3) and ground floor bingo hall (D2) to retail (A1), replacement shop fronts, conversion of first and second floor existing residential/office/storage to one manager's, one residential and four holiday flats, insertion of front dormer windows and front balcony, erection of single-storey side, first floor rear and two-storey rear extensions (PF/12/0907)	Wells-next-the-Sea
Conversion of barns to three units of holiday accommodation (PF/12/1023)	Weybourne
Change of use to bed & breakfast establishment (PF/12/1433)	Weybourne
Approx. 31 permissions for the creation of one or two holiday units	Various

Table 3.10 Tourist Accommodation Permissions, April 2012 to March 2013 (Source: North Norfolk District Council, 2013)

3.14 The Tourism study identified a number of key issues that need to be addressed, including the loss of serviced accommodation and touring caravan provision, and this is addressed by Core Strategy policy EC8. There has been some provision of new tourist accommodation as shown above (a lot of which consisted of smaller self-catering accommodation through conversion of existing buildings), although changes to Core Strategy Policy HO9 to allow the lifting of holiday restrictions in certain areas may affect the stock. The Tourism Study identified a number of gaps in the market, including high quality (4-5*) hotels with spa and health facilities, hotels with the capacity and appeal to attract groups and special occasions, a budget accommodation operation, water-sports and heritage and culture tourism, and these have generally not been filled.

3.15 Core Strategy policy EC7 seeks to direct new tourism development to the Principal and Secondary Settlements or through the reuse of existing buildings and extensions to existing businesses in the Countryside. Two large tourist attractions were permitted in 2012/13, consisting of the relocation of the Langham Glass factory/shop to Fakenham, and the use of a large industrial unit in North Walsham as a magic museum/theatre/cinema/shop/cafe/research centre/archive and workshop. Significant changes were also permitted on The Quay in Wells-next-the-Sea, to provide for a new fish and chip restaurant, bingo hall, retail unit and holiday flats.

Town Centres

3.16 The Core Strategy identifies a retail hierarchy for the District;

- **Large town centres:** *Cromer, Fakenham, North Walsham*
- **Small town centres:** *Hoveton, Holt, Sheringham, Stalham and Wells*

3.17 The County Council monitor the number of units in each market town and the table below shows changes since 1999 in total number of units and in convenience store units (no data available for 2007 & 2008). This shows the number of units has increased in all the towns, with the exception of Wells where there has been a very small reduction, with the most noticeable increase in Holt and North Walsham. The amount of convenience stores has reduced in all towns except Cromer, and most noticeably in Fakenham, North Walsham and Stalham. The amount of service units has increased in all towns except Wells.

	2001	2002	2003	2004	2005	2006	2009	2010	Change in no. of units since 2001	Change in no. of convenience units 2001 - 2009	Change in no. of service units 2001-2009
Cromer	222	224	233	231	231	237	241	222	0	0	+24
Fakenham	159	159	160	156	156	158	159	159	0	-8	+10
Holt	193	193	197	197	194	192	214	205	+12	-2	+9
North Walsham	154	154	158	157	159	161	162	160	+6	-7	+30
Sheringham	163	164	169	171	174	170	175	186	+23	-1	+14
Stalham	97	98	102	105	106	105	111	107	+10	-7	+6
Wells	95	92	96	95	94	95	99	93	-2	-5	-1
All Towns	**1083**	**1084**	**1115**	**1112**	**1114**	**1118**	**1161**	**1132**	**49**	**-30**	100%

Table 3.11 Total units in North Norfolk Towns (Source: Norfolk County Council, 2011)

3.18 More detailed figures for the amount (and %) of Comparison, Convenience, Service and Miscellaneous units in each town over the period 2001 to 2009 are contained in Appendix C. Unfortunately no update has been possible since 2009.

3.19 The County Council also monitors vacancy rates, the take up of vacant units and changes between uses. Results from 2010 are shown in the table below. Between 2007 and 2009, Cromer experienced the largest number of units becoming vacant in the County, with Fakenham



also experiencing a significant net increase in the number of properties becoming vacant. The vacancy rate in North Walsham in the last year or so has almost doubled to 14% whilst the vacancy rate in both Sheringham and Wells over the same period has more than halved.

	Vacancy rate, 2003	Vacancy rate, 2004	Vacancy rate, 2005	Vacancy rate, 2006	Vacancy rate, 2007	Vacancy rate, 2009	Vacancy rate, 2010	Units becoming vacant 2007-09	Take-up of vacant units 2007-09
Cromer	4.7%	4.8%	4.8%	5.9%	5.5%	11%	9.9%	22	10
Fakenham	8.9%	6.4%	5.1%	6.3%	5.1%	12%	9.4%	15	4
Holt	3.1%	2.1%	3.1%	2.6%	5.4%	5.6%	5.3%	7	4
North Walsham	5.1%	5.1%	7.6%	5%	5.6%	7.4%	14%	9	5
Sheringham	3.6%	4.1%	2.3%	2.4%	5.7%	6.9%	3.2%	8	3
Stalham	7.8%	6.7%	8.6%	4.8%	7.6%	14.4%	14%	11	3
Wells	2.1%	1.1%	4.3%	7.4%	7.5%	9.1%	3.2%	4	1
All Towns								**76**	**30**

Table 3.12 Number of units becoming vacant and being taken up (Source: Norfolk County Council, 2011)

3.20 The County Market Town Survey also provides a commentary on each of the towns. Key conclusions are contained below.

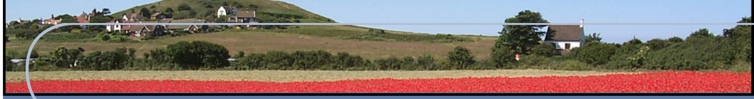
3.21 **Cromer** has the largest number of independent retailers of all the market towns surveyed, particularly within the service sector. Many of these units provide refreshments and services for the tourist markets.

3.22 **Fakenham** has an average number of business units and has three of the five significant national multiples. Comparison shopping outlets (37%) and service outlets (40%) are relatively balanced. Whilst the day-to-day shopping needs of the population are met, the range of shops in the town is limited.

3.23 **Holt** has the third highest number of units and the highest number of units per head of population in the market towns surveyed. The Market Town report recognises that with the mix of uses (independent shops, galleries, cafes etc) present the town could be regarded as a specialist and niche shopping destination rather than simply a market town.

3.24 **North Walsham** has a lower than average number of units per head of population and while the town has a range of shops, it is not a significant centre for major purchases, specialist or recreational shopping. North Walsham has seen a slightly higher than average proportion of units changing use from one use to another over the last two years, but the vacancy rate in the town (8%) is slightly lower than the average for the towns surveyed.

3.25 **Sheringham** has a lower than average vacancy rate of just 7% and only 1% of the stock has been lost to residential uses, suggesting that the centre has been relatively robust in the current recession, however, like many coastal resorts, some outlets will be seasonal in nature and may not be open in winter.



3.26 **Stalham** is one of Norfolk's smaller centres, but is significantly over represented in terms of the number of units per head of population. This over representation is possibly because the town also has a tourism role, based upon the Broads boat hire industry, which swells the population during the summer months.

3.27 **Wells-next-the-Sea** is one of the smaller market towns in the County, but has the second highest number of units per head of population. The centre has a significantly greater proportion of comparison shopping outlets (43%) compared to service outlets (29%). The town is dominated by independently-owned stores and has only a small number of local and national multiples with none of the five significant national multiples present.

4 Plan Making

Monitoring the Local Development Scheme

4.1 This chapter reviews progress on the North Norfolk LDF and indicates whether the timetable and milestones in the Local Development Scheme are being achieved. Progress on the LDF has been good and as at March 2011 the Council had an adopted Statement of Community Involvement, Core Strategy, Design Guide SPD, Landscape Character Assessment SPD and Site Allocations DPD.

4.2 The following milestones were achieved between April 2010 and March 2011:

- Adoption of Site Allocations DPD (February 2011
- Adoption of Core Strategy Policy HO 9: Conversion & Re-use of Rural Buildings as Dwellings (February 2011)

4.3 The Local Development Scheme was revised to accommodate the additional work associated with the Strategic Housing Land Availability Assessment and commencement of work on the single policy review of the Core Strategy in relation to the re-use of rural buildings as dwellings as required by the Core Strategy Inspector. A revised LDS (fifth revision) was approved by Government in September 2009 to include these work streams. The following table shows progress on each document against the LDS timetable.

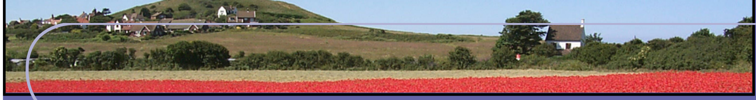
Timetable Slippage

☺	Target achieved on time or within 3 months	😐	Target achieved within 6 months	☹	Target not achieved within 6 months

Table 4.1 LDF Document Production Status Key

Progress on LDD	LDS Fifth Revision Adopted Sept 2009	Date(s) Target Achieved	Status [3]
Statement of Community Involvement			
Adoption	-	Apr 2006	☺
Core Strategy			
Adoption	-	Sep 2008	☺
North Norfolk Design Guide			
Adoption	-	Dec 2008	☺
Landscape Character Assessment			
Adoption	-	Jun 2009	☺
Site Specific Proposals			

3 *(against Fifth Revision LDS)*



Progress on LDD	LDS Fifth Revision Adopted Sept 2009	Date(s) Target Achieved	Status [3]
Old Reg 25	-	Jan 2005 to Jul 2006	☺
Old Reg 26	-	Sep to Nov 2006 & Jun to 2008	☺
New Reg 27	Jun/Jul 2009	Jun/Jul 2009	☺
Submission	Feb 2010	March 2010	☺
Binding Report	Nov 2010	Dec 2010	☺
Adoption of Site Allocations DPD	Jan 2011	Feb 2011	☺
Core Strategy Policy Review - Conversion and Re-use of Rural Buildings as dwellings (Policy HO 9)			
Reg 25	Apr - Sep 2009	June 2009	☺
Reg 27	Oct - Nov 2009	Oct - Nov 2009	☺
Reg 28	Dec 09- Jan 2010	Oct - Nov 2009	☺
Submission Reg 30	Feb 2010	March 2010	☺
Binding Report	Nov 2010	Dec 2010	☺
Adoption	Jan 2011	Feb 2011	☺

Table 4.2 Local Development Document Production Timetable

Consultation Feedback

4.4 As part of the preparation of LDF documents the Council has undertaken a range of consultation exercises. Details of these consultations and the feedback we have received are provided in the following table.

Consultation on...	When	How	With whom	Response / Feedback
Preparing the STATEMENT OF COMMUNITY INVOLVEMENT– how we should consult	April 05	QUESTIONNAIRE and PRESENTATIONS	Stakeholders*	• 250 sent out • 31% response rate • 99% of above requested to be involved in planning process

3 *(against Fifth Revision LDS)*



Consultation on…	When	How	With whom	Response / Feedback
The Draft STATEMENT OF COMMUNITY INVOLVEMENT Document	16 June / July 2005	Draft SCI sent out with QUESTIONNAIRE	Public Consultation	• 250 sent out • 27% response rate • 94% of above supported principles outlined in Draft SCI
The submission STATEMENT OF COMMUNITY INVOLVEMENT Document	26 September to 4 November 2005	Submission SCI sent out with QUESTIONNAIRE	Public Consultation	• 264 sent out • 10 representations received of which 4 objected
CORE STRATEGY & SITE SPECIFIC PROPOSALS (Reg 25) Identifying local issues	June & July 2005	7 Area WORKSHOPS	Stakeholders*	• 500 consultees invited, 198 consultees attended • Over 800 issues raised • 99% of attendees were pleased or very pleased with the workshop content and delivery of objectives.
CORE STRATEGY Identifying thematic issues	July 2005	MEETINGS	Stakeholders from Specific Interest Groups	Well attended by invitees. General thematic issues raised and recorded.
CORE STRATEGY (Reg 25) Reviewing options	4 November to 20 December 2005	Scenario based paper and on-line QUESTIONNAIRE conducted by independent community researchers	Stakeholders*	• 500 sent out • 31% response rate (including 43% of Parish Councils and 88% of Town Councils) Helped to inform the preparation of the Core Strategy options.
CORE STRATEGY (Reg 26) Preferred Options SITE SPECIFIC PROPOSALS (Reg 26) Preferred Options	25 September to 6 November 2006	PUBLIC CONSULTATION through exhibitions and targeted document distribution	General Public including Statutory Consultees	Over 2700 attendees at public exhibitions 1382 CORE STRATEGY representations received (624 Objections, 342 Supports, 385 Observations 31 other) 2080 SITE SPECIFIC representations received (1069 Objections, 372 Supports, 323 Observations, 316 Other)
CORE STRATEGY (Reg 29) Submission	18 June 2007 to 30 July 2007	PUBLIC CONSULTATION through exhibitions and targeted document distribution	General Public including Statutory Consultees	807 representations received from 258 people / organisations (590 Objections (unsound), 139 Supports (Sound), 79 Other (soundness not specified))
CORE STRATEGY (Reg 32)	20 August to 1 October 2007	PUBLIC CONSULTATION through advertising and targeted	General Public including Statutory Consultees	24 representations received. (9 Supported changes to designations made by third parties, 7 Objected, 8 made observations / other)



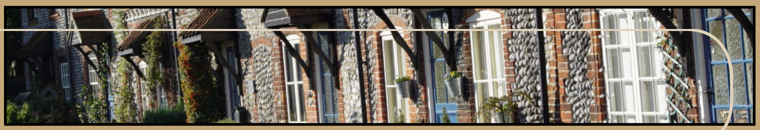
Consultation on...	When	How	With whom	Response / Feedback
		document distribution		
DESIGN GUIDE SPD (Reg 17)	9 June to 21st July 2008	PUBLIC CONSULTATION through advertising and targeted document distribution	General Public including Statutory Consultees	65 representations received (1 objection, 16 support, 48 observations)
SITE SPECIFIC PROPOSALS (Reg 26) Preferred Options - 5 Coastal Service Villages	9 June to 21st July 2008	PUBLIC CONSULTATION through advertising, exhibitions and targeted document distribution	General Public including Statutory Consultees	323 representations received (125 objecting to specific sites, 86 supporting specific sites and 112 comment/observations)
LANDSCAPE CHARACTER ASSESSMENT SPD (Reg 17)	19 January to 2 March 2009	PUBLIC CONSULTATION	General Public including Statutory Consultees	96 representations received from 29 individuals and organisations. 59 were observations, 30 were objections and 7 were in support.
SITE SPECIFIC PROPOSALS (Reg 27) Draft Plan	15 June to 31 July 2009	PUBLIC CONSULTATION through advertising, exhibitions and targeted document distribution	General Public including Statutory Consultees	1,380 representations received from 916 organisations. 764 considered it unsound, 202 considered it sound and 414 did not specify.
CONVERSION & RE-USE OF RURAL BUILDINGS AS DWELLINGS (Reg 27) Draft Policy	2 October to 13 November 2009	PUBLIC CONSULTATION	General Public including Statutory Consultees	82 representations received from 64 individuals, parish and town councils and other organisations. 16 supported the policy, 20 made comments and 46 objected.

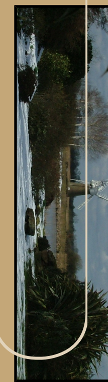
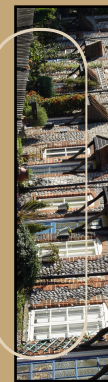
Table 4.3 Consultation Responses

4.5 *Stakeholders: At each stage a specified selection of representatives are selected from our database which consists of; Community representatives, Area Partnerships, District and County Councillors, National and Local Interest and Voluntary Groups, Developers, Agents, Local Businesses, Advisory groups, Statutory consultees, Parish and Town Councils, neighbouring Local Authorities, Schools and educational establishments.

Annual Monitoring Report 2012 - 2013

Appendices



Appendix A Core Indicators

Information on Core Output Indicators that are relevant to North Norfolk 2012-13

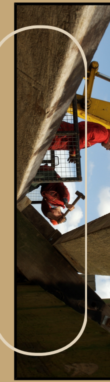
Business Development and Town Centres

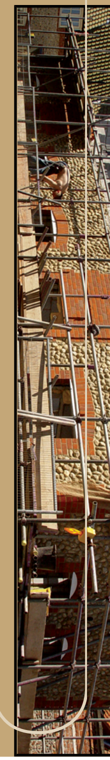
Indicator		B1a	B1b	B1c	B2	B8	B1-B8	Total
BD1	gross							
	net		527		53	1,399		1,979
BD2	gross							
	% gross On PDL							
BD3	hectares							79.51 vacant

Table A.1 BD1: Total amount of additional employment floorspace granted (previously built) (m2) - by type, BD2: Total amount of employment floorspace (m2) on previously developed land - by type, BD3: Employment land available (ha) - by type.

Indicator		A1	A2	B1a	D2	Total
BD4	gross		Not recorded			
	net		Not recorded			

Table A.2 BD4: Total amount of floorspace (m2) for 'town centre uses'.





Housing

Indicator	Start of Plan period	End of Plan Period	Total housing Required	Source of plan Target
H1	01/04/2001	31/03/2021	8000	East of England Plan

Table A.3 H1: Plan period and housing targets

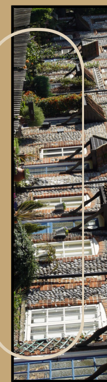
Indicator		02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24
H2a		428	230	250	446	341	551 xxx	258	416	178	337												
H2b								xxx				242											
H2c	a) Net additions												See Housing Trajectory (pages 8-9)										
	b) Hectares																						
	c) Target												See Housing Trajectory (pages 8-9)										
H2d													See Housing Trajectory (pages 8-9)										

Table A.4 H2(a): Net additional dwellings - in previous years, H2(b): Net additional dwellings - for the reporting year, H2(c): Net additional dwellings - in future years, H2(d): Managed delivery target

Indicator		Total
H3	gross	242
	% gross On PDL	78

Table A.5 H3: New and converted dwellings - on previously developed land



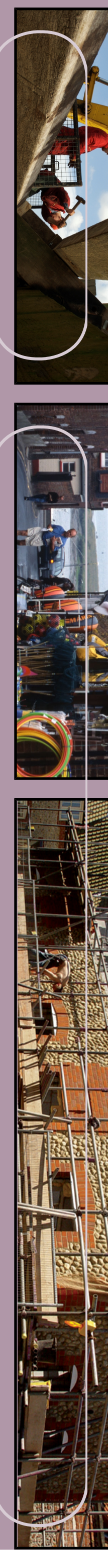


Indicator	Permanent	Transit	Total
H4	0	0	0

Table A.6 H4: Net additional pitches (Gypsy and Traveller)

Indicator	Social rent homes provided	Intermediate home provided	Affordable homes Total
H5	13	0	13

Table A.7 H5: Gross affordable housing completions



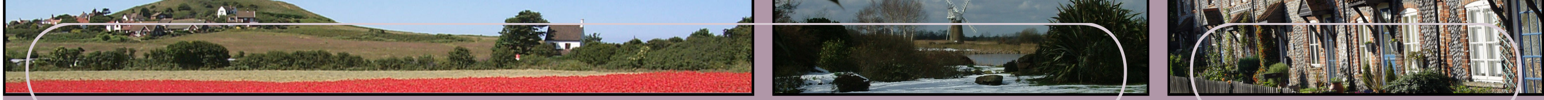
Appendix B Local Development Framework Document Production Timetable

Local Development Document Production		2008				2009												2010												2011			
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Core Strategy	DPD	4																															
Policy Review - Conversion & Re-use of Rural Buildings as Dwellings	DPD								1	1	1	1	1	1	2	2			3											4			
Site Specific Proposals	DPD	1	1	1	1	1	1	1	1	1	2	2							3											4			
Proposals Map Published		4																									4						
North Norfolk Design Guide	SPD	1	1	1	4																												
Planning Obligations	SPD																					1	1	1	1	1	2	2			4		
Landscape Character Assessment	SPD	1	1	1	1	2	2				4																						
Master Plans for Fakenham Allocation	SPD																					1	1	1	1	2	2				4		
Annual Monitoring Report	AMR				3												3												3				

Milestones		Key Stages of production of a DPD	
1	PREPARATION	Plan Preparation	Reg 25
2		Draft Plan Consultation	Reg 27
		Representations Collated	Reg 28
3		Submission to Secretary of State	Reg 30
	EXAM	Pre-hearing Meeting	
		Independent Examination Hearings	Reg 34
	ADOPTION	Inspector's Binding Report	
4		Adoption	Reg 36
		Period for High Court Challenge	

Jun-09

Picture B.1 LDF Document Production Timetable (Fifth Revision) Adopted Sept 2009





Appendix C Change in Commercial Units in North Norfolk Market Towns

C.1 The tables below show the amount of comparison, convenience, residential and service units in each of the town centres over time. The surveys were carried out by Norfolk County Council and are based on the Town Centre area as defined in the former North Norfolk Local Plan. There is no table data for 2008.

2009								
Town 2009	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	81	20	15	5	95	25	241	10.37
Fakenham	59	8	9	0	64	19	159	11.95
Holt	108	16	9	5	64	12	214	5.61
North Walsham	54	11	5	6	74	12	162	7.41
Sheringham	65	24	9	2	63	12	175	6.86
Stalham	42	5	8	2	38	16	111	14.41
Wells	42	9	7	3	29	9	99	9.09
Total	**451**	**93**	**62**	**-**	**427**	**105**	**1138**	
Proportion (%)	**40**	**8**	**5**	**-**	**38**	**9**		

Table C.1

2007								
Town 2007	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	99	17	23		85	13	237	5.49
Fakenham	68	9	18		55	8	158	5.06
Holt	118	20	6		48	11	203	5.42
North Walsham	68	10	6		67	9	160	5.63
Sheringham	75	27	8		57	10	175	5.71
Stalham	43	6	12		37	8	106	7.55
Wells	41	11	10		25	7	94	7.45
Total	**510**	**100**	**83**		**374**	**66**	**1133**	

2007								
Town 2007	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Proportion (%)	**45**	**9**	**7**		**33**	**6**		

Table C.2

2006								
Town 2006	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	95	18	25		85	14	237	5.91
Fakenham	67	9	17		55	10	158	6.33
Holt	113	20	6		48	5	192	2.60
North Walsham	72	10	6		65	8	161	4.97
Sheringham	79	28	8		51	4	170	2.35
Stalham	43	7	12		38	5	105	4.76
Wells	43	11	10		24	7	95	7.37
Total	**512**	**103**	**84**		**366**	**53**	**1118**	
Proportion (%)	**46**	**9**	**8**		**33**	**5**		

Table C.3

2005								
Town 2005	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	94	20	24		80	11	229	4.80
Fakenham	67	10	11		60	8	156	5.13
Holt	110	15	6		57	6	194	3.09
North Walsham	64	15	13		55	12	159	7.55
Sheringham	76	23	10		61	4	174	2.30
Stalham	41	7	9		39	9	105	8.57
Wells	40	14	12		24	4	94	4.26



2005								
Town 2005	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Total	**492**	**104**	**85**		**376**	**54**	**1111**	
Proportion (%)	**45**	**10**	**8**		**33**	**4**		

Table C.4

2004								
Town 2004	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	95	19	25		79	11	229	4.80
Fakenham	64	12	11		59	10	156	6.41
Holt	111	17	5		56	4	193	2.07
North Walsham	65	15	17		53	8	158	5.06
Sheringham	75	22	9		58	7	171	4.09
Stalham	45	9	9		35	7	105	6.67
Wells	40	14	12		25	1	92	1.09
Total	**495**	**108**	**88**		**365**	**48**	**1104**	
Proportion (%)	**45**	**10**	**8**		**33**	**4**		

Table C.5

2003								
Town 2003	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	93	23	28		78	11	233	4.72
Fakenham	64	14	14		54	14	160	8.75
Holt	108	17	10		56	6	197	3.05
North Walsham	65	16	17		52	8	158	5.06
Sheringham	76	23	8		56	6	169	3.55
Stalham	45	9	8		32	8	102	7.84

2003								
Town 2003	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Wells	40	15	15		24	2	96	2.08
Total	**491**	**117**	**100**		**352**	**55**	**1115**	
Proportion (%)	**44**	**10**	**9**		**32**	**5**		

Table C.6

2002								
Town 2002	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	92	19	26		74	13	224	5.80
Fakenham	63	15	13		54	14	159	8.81
Holt	108	17	8		54	6	193	3.11
North Walsham	62	18	16		47	11	154	7.14
Sheringham	76	25	9		50	4	164	2.44
Stalham	39	11	8		30	10	98	10.20
Wells	40	14	8		29	1	92	1.09
Total	**480**	**119**	**88**		**338**	**59**	**1084**	
Proportion (%)	**44**	**11**	**8**		**31**	**5**		

Table C.7

2001								
Town 2001	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Cromer	91	20	19		71	21	222	9.46
Fakenham	60	16	12		54	17	159	10.69
Holt	107	18	7		55	6	193	3.11
North Walsham	64	18	13		44	15	154	9.74
Sheringham	77	25	9		49	3	163	1.84

2001								
Town 2001	**Comparison**	**Convenience**	**Misc**	**Residential**	**Service**	**Vacant**	**Total Units**	**Rates (%)**
Stalham	39	12	10		32	4	97	4.12
Wells	41	14	9		30	1	95	1.05
Total	**479**	**123**	**79**		**335**	**67**	**1083**	
Proportion (%)	**44**	**11**	**7**		**31**	**6**		

Table C.8