Local Development Framework



Annual Monitoring Report 2015-2016













Covering the period 1 April 2015 to 31 March 2016

August 2016

North Norfolk District Council Planning Policy Team

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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 2015 31 March 2016**, compares this to previous years and presents information on the progress of the development of the emerging Local Plan. 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 existing Local Development Framework and which will help inform the new Local Plan. 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 and inform the development of new policies.
- **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 of 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. Some of the indicators highlighted within this report have been removed or changed since the implementation of the NPPF and National PPG. However for the purpose of this report, the policies within the Core Strategy need to be monitored against the indicators notwithstanding the recent changes to ensure consistency of monitoring.
- **1.5** This report focuses on a number of core areas related to housing and economic growth in the district. 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 \bigcirc . 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 The council is working on a replacement Single Local Plan which will run between 2016 and 2036. The council is currently at the stage of considering sites brought forward through the 'call for sites' process and commissioning evidence. As part of evidence gathering the council in partnership with adjoining authorities commissioned Opinion Research Services, (ORS) to produce a Strategic Housing Market Assessment (SHMA) in order to identify a functional Housing Market Area and provide a objectively assessed need (OAN) for North Norfolk. The Objectively assessed need for North Norfolk is 420 dwelling completions per year with a total requirement of 10,080 dwelling completions between 2012 and 2036. This replaces the current housing requirement as set out in adopted Core Strategy based on the now revoked Regional Spatial Strategy with a requirement of 400 dwelling completions per year (8,000 dwellings between 2001- 2021). The council considers that the SHMA which was published in January 2016 represents the most up to date and robust housing figure for District. The housing figure of 420 dwellings has been applied to the latest Five Year Land Supply Statement.
- **1.7** More information on Local Plan preparation is contained in the Local Development Scheme or alternatively more information can be found at <u>www.north-norfolk.gov.uk/localplan</u>.
- **1.8** During the year ending on 31 March 2016 a total of 479 new dwellings were recorded as completed, of which 65 were affordable. Since April 2012 ,1607 dwellings have been recorded as completed, giving an average of 402 dwellings per year. In addition, completion rates have risen over the last two years and will need to carry on increasing to ensure that the target of 10,080 dwellings is to be met. Furthermore, many of the new dwelling completions are derived from the adopted site allocations (2011) which are projected to have been completed by 2026 (see Housing Trajectory). New dwellings are also being provided from the conversion of existing buildings and the variation/removal of occupancy conditions (these are counted as windfalls).
- **1.9** Increasing the supply of affordable housing remains a key priority for the Council. Notwithstanding the changes made from central government (and following the adoption of the Council's Housing Incentive scheme) which has seen the requirement for affordable housing removed for sites for 10 dwellings.
- **1.10** North Norfolk District Council's Housing Delivery Incentive Scheme (See Appendix A) was introduced on 1 September 2013. The scheme introduced a range of temporary measures designed to speed up the delivery of approved housing development in the District. The incentives include revised affordable housing requirements. This scheme was introduced as a specific response to difficult economic conditions and an acknowledgement by the Council that intervention was required to deliver planned and approved development at a faster rate and is due to be reviewed in December 2016.
- **1.11** The primary purpose of the scheme is to incentivise the quick delivery of developments which have been granted planning permission and to encourage applications and house building on sites which are allocated for development in the adopted North Norfolk Site Allocations.
- **1.12** 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 2016) the Council has resolved to grant planning permission for 2,589 dwellings (949 of which have outline permission on the eight large allocated sites), of which 473 are affordable (167 of which have outline permission).
- **1.13** At April 2015 there were **33.77ha** of employment land available in North Norfolk, although its distribution is not evenly spread, with **16.78ha** available in North Walsham but only **0.79ha** available in Cromer.



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

		2011/2012	2012/13	2013/2014	2014/2015	2015/2016	
<u></u>	To ensure that over a period of 5 years an average of 420 dwellings are provided each year	337 5 Year Average - 346	242 5 year average - 337	383 5 Year Average - 540	503 5 Year Average -352	479 5 Year Average -	The number of housing completions has risen over the last 5 years.
:	To ensure 70% of all new dwellings are located in either a Principal or Secondary settlement	34%	24%	57%	55%	389 70%	Met due to the large number of completions of allocated sites located in Principal and Secondary Settlements
	To ensure 60% of new dwellings are built on previously developed land	84%	78%	71%	50%	50%	Continues to be a reduction in the amount of new dwellings built on PDL, as a result of garden development no longer being included as PDL.
8	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 41% of developments in towns and 63% in service villages and Hoveton.	Achieved on 10% of developments in towns and 8% in service villages and Hoveton.	Achieved on 35% of developments in towns and 2% in service villages.	Achieved on 35% of developments in towns and 13% in service villages.	Achieved on 32% of developments in towns and 26% in service villages.	Density requirements as set out in PPS3 have now been revoked.
※	To provide a minimum of 300 new affordable homes over the period 2008-2011	168	168	152 provided 13/14	74 provided 14/15	65 provided 15/16	Not met between 08/11 but 458 affordable homes have been provided between 2012-2016.
<u>;;</u>	To ensure that 80% of new affordable housing provided through Core Strategy Policy H02 comprises social rented accommodation	90%	100%	96%	81	45%	Not met with over half being provided as sheltered housing
	To ensure that each development of ten or more dwellings in towns includes at least 45% affordable units	One permission did not achieve this due to viability.	Achieved on all sites	Achieved on all sites	Not achieved	Not achieved	Housing incentive scheme has temporarily reduced this requirement to 20%.
-	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.	Not achieved - mainly due to previous permissions and viability.	Not achieved	Not achieved	Not achieved	Government have removed the requirement for affordable housing on schemes of 10 or less.
-	To maximise the number of rural exceptions schemes permitted	51 dwellings	0	4 Completed	1 Completed	0 Completed	
\odot	To bring back 25 empty homes per year back into use	1	1	325	105	92	Emphasis has been given to bring more empty homes back into use since 2013.
	To ensure that at least 40% of new dwellings built have two bedrooms or less	80%	Unknown, but of those built, at least 76 out of 242, however likely to be more.	Unknown	Unknown	Unknown	
	To provide two short stay stopping places for Gypsies and Travellers by 2009	Achieved	Achieved	Achieved	Achieved	Achieved	
	*Annual requirement which changes year on year depending	g on previous supply					



2.1 The table below shows the number of dwellings that were permitted through the Housing Incentive Scheme during the period of 2015 to 2016 :

Type of Development	Proposed Units Granted Planning Permission	Number of Affordable Units	Number of units completed	Comments
Conversion	80	0	20	
New Build	594	60	185	
14/155		8		16 dwelling to be completed within 18 months.
12/1427	150	45% (68) down to 21% (32)		18 month build period would begin from the date of permission.
13/0247	145	40		
15/0001	32	6		
Removal of Condition	37	0		

Table 2.2 Number of dwellings permitted through Housing Incentive Scheme (2016)

- 2.2 This section sets out the position in terms of new housing in the District over the period of 1 April 2015 to 31 March 2016. 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.
- 2.3 At 31 March 2016 the dwelling stock in North Norfolk was approximately 55,167.

Housing Permissions

2.4 The table below shows the total number of dwellings that were permitted each year in the district over the past five years:

Year	Number of dwellings permitted
2015/16	631
2014/15	867
2013/14	637
2012/13	536
2011/12	438

Table 2.3 Number of dwellings permitted (Source: NNDC monitoring data).

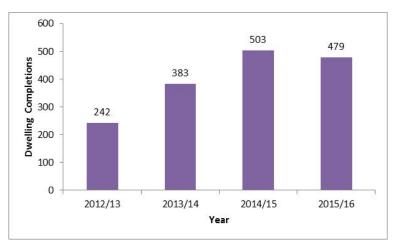
2.5 As the table shows, permissions have risen in the last five years, with 2014/15 seeing a sharp increase in the total number of dwellings permitted.



2.6 Prior to 2015, planning permission allowed 5 years for a scheme to commence and the relevant permission to be implemented. However this was changed to a period of 3 years from March 2015. Once started, there is no time limit for completions. Therefore, there is 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 (2015/16) looks at all sites with planning permission for 10 or more dwellings and site allocations and estimates that **2936** dwellings are likely to come forward from this source in the next 5 years.

House Building Rates

2.7 There were **479** net dwelling completions in North Norfolk during 2015/16 which compares to 503 in 2014/15. The annual average number of dwellings built in the last 5 years is 389. The graph below shows dwelling completions by year.



Picture 2.1 Total dwelling completions by year since 2012 (Source: North Norfolk District Council, 2016)

- 2.8 The number of housing completions have increased since 2012/13, which could be down to the improvement in the economic climate and market conditions over the last couple of years, with an increase in the amount provided on larger sites and site allocations. There has also been a more vigorous approach from the council when checking housing completions through performing site visits rather than relying on building control records. This more accurate and thorough approach will be adopted from now on to ensure the accuracy of monitoring. In 2013/14 7 dwellings were made available on the West Raynham Airbase along with 22 in 2014/15.
- 2.9 The table below shows how many of the new dwellings provided in 2015/16 were new build, conversions, change of use or other the findings indicate that new builds make up a significant proportion of dwelling completions.

Type of dwelling completed	Amount 2015/16
New build	299 (62%)
Conversions	67 (14%)
Change of use (inc. removal/variation of conditions)	113(24%)



Type of dwelling completed	Amount 2015/16
Total	479

Table 2.4 Break-down of dwelling completions by type (Source: North Norfolk District Council, 2016)

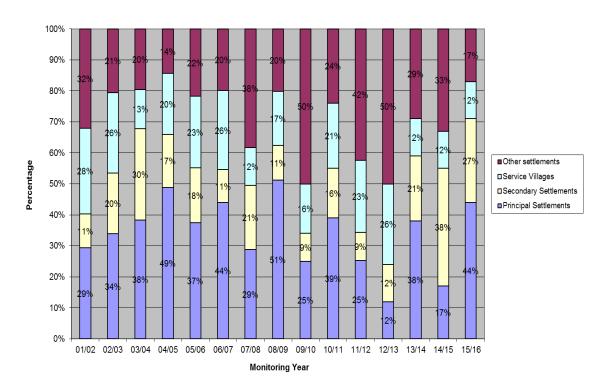
2.10 The following table shows dwelling completions by ward and indicates the general location for development, while picture 2.2 'Location of dwelling completions' shows the distribution between service villages, principal settlements, secondary settlements and other settlements. The Core Strategy seeks to deliver a high proportion of new development in towns and some of the large 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 village or rural exception schemes/conversions of rural buildings).

Ward	12/13	13/14	14/15	15/16
Astley	7	14	8	3
Briston	17	14	8	22
Chaucer	4	2	0	0
Corpusty	2	1	8	7
Cromer	10	30	38	157
Erpingham	1	0	2	4
Gaunt	3	2	11	1
Glaven Valley	11	15	32	3
Happisburgh	1	4	12	5
High Heath	4	4	11	12
Holt	3	1	22	1
Hoveton	0	52	67	4
Lancaster	4	31	15	12
Mundesley	9	1	10	6
North Walsham	11	82	12	42
Poppyland	4	44	20	14
Priory	9	14	69	41
Roughton	16	5	3	12
Scottow	10	2	1	7
Sheringham	7	9	33	10
St. Benet	5	1	1	3
Stalham & Sutton	19	11	44	74
The Raynhams	56	18	26	0



Ward	12/13	13/14	14/15	15/16
The Runtons	2	4	20	2
Walsingham	6	4	3	6
Waterside	12	2	6	7
Waxham	2	7	6	7
Wensum	1	3	4	8
Worstead	6	6	11	9
TOTAL	242	383	503	479

Table 2.5 New Dwelling Completions 2012/13 to 2015/16 (Source: Housing Land Availability Study, 2016)



Location of Completions

Picture 2.2 Location of dwelling completions (Source: North Norfolk District Council, 2016)

Housing Trajectory

2.11 The North Norfolk Local Development Framework plans for the period from 2001 until 2021, with a minimum requirement of 8,000 additional dwellings within the period. However the Council is currently working on a replacement Single Local Plan and as part of this jointly commissioned Opinion Research Services (ORS) to identify the functional Housing Market Area and prepare a Strategic Housing Market Assessment (SHMA) in order to establish the up-to-date Objectively Assessed Need (OAN) for housing in North Norfolk.



- 2.12 As stated in the SHMA the Planning Authority needs to provide a minimum of 10,080 dwellings within the period of 2012 and 2036. Account needs to be taken of the development which has already taken place and that which has secured Planning Permission. Between April 2012 and March 2016 a total of 1607 were recorded as complete, which equates to an average of 408 annually over the length of the SHMA period to date.
- **2.13** Total expected dwelling completions during the plan period are shown in the table below. The total figure is projected to be **6862** by 2036 as reported in the 2016 Five Year Housing Land Supply Calculation.

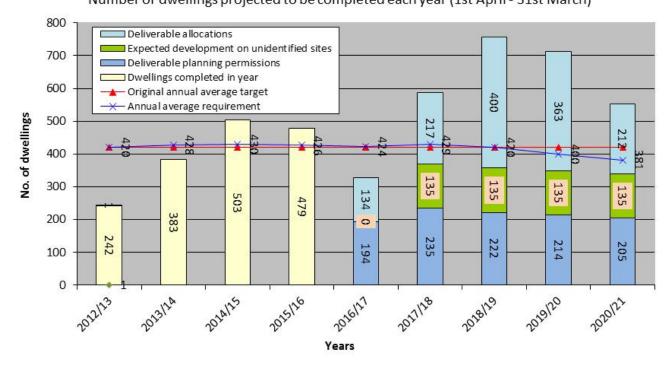
Sources of Housing Supply 2001 -2021	Total
Dwellings built 2012-2016	1.607
Commitment (planning permissions minus 10% lapse rate and under constructions)	2,642
Estimated 'windfall' development including rural building conversions and 'exception' development schemes	2,565
Proposed LDF allocations	1,655
Total dwellings expected within remaining plan period	6,862

Table 2.6 Total Housing Provision within Plan Period (Source: Statement of 5 Year Supply of Housing Land and
Housing Trajectory, NNDC, 2015/16)

2.14 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 illustrates the position as of 1st April 2016 and shows the number of dwelling recorded complete on an annual basis since 2012. The second trajectory (Picture 2.4) shows the projection of the likely number of dwellings up until the end of the plan period 2036 and shows how many future allocations are required to meet the overall housing target of 10,080 dwellings. 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 (2015/16).



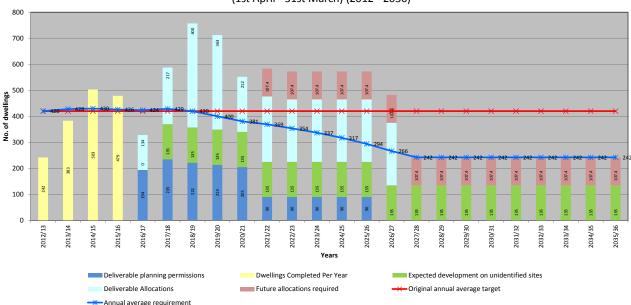
Housing Trajectory 2016 Number of dwellings projected to be completed each year (1st April - 31st March)



Picture 2.3 Housing Trajectory (Source: Statement of 5 Year Supply of Housing Land and Housing Trajectory, 2016)

2.15 The trajectory indicates that dwelling completions in the District are projected (apart from in the first year) to remain above the annual average requirement of 420 over the next 5 years. 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 on an annual basis.





Housing Trajectory 2016 Number of dwellings projected to be completed each year including Future Allocations Required (1st April - 31st March) (2012 - 2036)

Picture 2.4 Housing Trajectory showing Allocations required (Source: North Norfolk District Council, 2016)

2.16 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 (2015/16) shows that there is **5.6** years supply of housing land available.

Housing Density

Following the ministerial statement released on June 2010, in which the requirement upon local authorities to have regard to the national minimum density for housing as set out in paragraph 47 of PPS3 was abolished. However with policies in the current Core Strategy in relation to density, it is still important to monitor the density of new development.

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 density 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, 20 housing developments out of 53 completed in Principal and Secondary Settlements during 2015/16 were at densities of 40 or more dwelling per hectare, and 9 out of 26 completed in Service Villages and Hoveton in 2015/16 were at densities of 30 or more dwellings per hectare. Developments vary between very high density developments of flats in some of the main settlements, to low density individual plots.

	Period 2013/14					
Settlement	Density Required	Number of sites completed in period	Dwellings completed in period	Development sites which met density requirement	Amount of dwellings which met density requirement	



Principal	40 or more dwellings per hectare.	53	334	20(38%)	109(33%)
Service Villages	30 or more dwellings per hectare.	26	52	9 (39%)	26 (50%)
Coastal Villages	30 or more dwellings per hectare.	9	12	1 (11%)	1 (8%)
Elsewhere	30 or more dwellings per hectare.	51	81	10 (20%)	11 (13%)

Table 2.7 Break-down of density by settlement type (Source: North Norfolk District Council, 2016)

Brownfield Land

A key Government objective as stated in the NPPF is that local authorities should continue to make effective use of land by re-using land that has been previously developed. In North Norfolk 52% of dwellings completed in 2015/16 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%.⁽¹⁾

Percentage of new home	es on previously developed	d 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%
2013/14	50%	50%
2014/15	50%	55%

1 The definition of previously developed land in Annex B to PPS3 excludes private residential gardens. The national indicative minimum density of 30 dwellings per hectare is deleted from paragraph 47, as stated in PPS3.



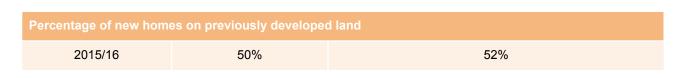


Table 2.8 New Homes on Previously Developed Land (Source: North Norfolk District Council, 2016)

Affordable Housing

- 2.17 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. Affordable housing continues to be a main priority with the Strategic Housing Market Assessment setting out a need of 2,200 over a twenty four year period.
- 2.18 In a ministerial statement published in 2014 the government amended Planning Policy relating to the threshold for providing affordable housing. The statement stated that authorities could no longer seek affordable housing from developments of **10-units or less.** and which have a maximum combined gross floorspace of no more than 1000sqm. Although this decision was then quashed in July 2015 following a High Court challenge by Reading Borough Council and West Berkshire District Council, the Court of Appeal overturned this decision and was re-inserted back into Planing Policy Guidance. The policy approach in May 2016 allows authorities to choose if they wish to apply a lower threshold of 5 units or less in designated Rural Areas and Area of Outstanding Natural Beauty (ANOB) for affordable housing contributions.
- 2.19 However this currently doesn't apply to North Norfolk District Council, which has a Housing Incentive Scheme in place for a temporary period. The Housing Incentive Scheme reduces the policy requirement of affordable housing to 20% on large scale development proposals of 10 dwellings or more in defined parts of the district (see 'Appendix B: Affordable Housing Zones Map'). This is available in association with full and reserved matters planning applications only where quick implementation and phased delivery of development is agreed. This incentive is not available for outline planning applications and is only available by formal application. Any decision concerning revised affordable housing thresholds will be considered as part of the next review of the Housing Incentive Scheme which is due in December 2016.
- 2.20 Affordable housing delivered on larger sites has remained on a steady rate. However there has been an impact on smaller sites where the number of affordable housing completions and permissions have decreased, with just 76 affordable dwellings being granted planning permission in 2015/16.
- 2.21 The number of new dwellings being permitted and completed was slow nationally in between 09/10 13/14 due to the economic climate and the resulting depressed housing market. However this has picked up in the past couple of years and the District has seen an increase in the number of affordable housing being completed through Housing Site Allocations and the incentive scheme. The latest Five Year Land Supply report expects that 1326 dwellings



will come forward on allocated sites (of 10 or more dwellings) 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.

Year	Number of affordable housing completed
2015/16	66
2014/15	74
2013/14	152
2012/13	18
2011/12	65

2.22 In the last 5 years **375** affordable dwellings have been built in the district.

Table 2.9 Number of Affordable Housing Completed (Source: NNDC monitoring data).

2.23 With the aim of maximising housing delivery including the provision of affordable housing across the District, North Norfolk District Council works in partnership with the Homes and Communities Agency, Registered Providers and the community to assist in the effective delivery of new affordable homes. Based on pipeline figures at the time of writing the Council are expecting 103 new affordable properties to be delivered in the monitoring year 2016/2017 and an indicative total of 466 dwellings over the next five years.

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	13/14	14/15	15/16
% of affordable housing that comprises social rented accommodation	92%	95%	90%	90%	100%	96%	81%	45%

 Table 2.10 Percentage of Affordable Housing that is social rented accommodation

No. Of Completions by Funding Source	11/12	12/13	13/14	14/15	15/16
Wholly funded by Registered Social Landlords and/or Local Authority	64	13	110	31	49
Wholly funded through Developer Contributions	0	0	42	43	17
Funded through mix of Public Subsidy and Developer Contributions	0	0	0	0	0



No. Of Completions by Funding Source	11/12	12/13	13/14	14/15	15/16
Total	64	13	152	74	66

 Table 2.11 Affordable Housing Completions (Source: Housing Services, NNDC, 2016)

House Prices

2.24 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 as of March 2015 was £198,487 compared to £134,174 between March and April 2015. This is the highest value in Norfolk, reflecting the high level of detached houses and the high demand in the area.

	Mar-Apr 2013	Sep-Oct 2013	Mar-Apr 2014	Sep-Oct 2014	Mar-Apr 2015	Sep 2015	March 2016
Detached	£211,042	£215,303	£221,501	£231,060	£236,319	£273,735	£298,276
Semi-Detached	£134,232	£136,942	£140,885	£146,965	£150,309	£182,665	£199,016
Terraced Housing	£107,152	£109,316	£112,463	£117,317	£119,986	£158,360	£171,172
Flat / Maisonette	£84,269	£85,970	£88,445	£92,262	£94,361	£117,570	£125,483

Table 2.12 House Prices (Source: Land Registry House Price Index, 2015)

Housing Stock

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



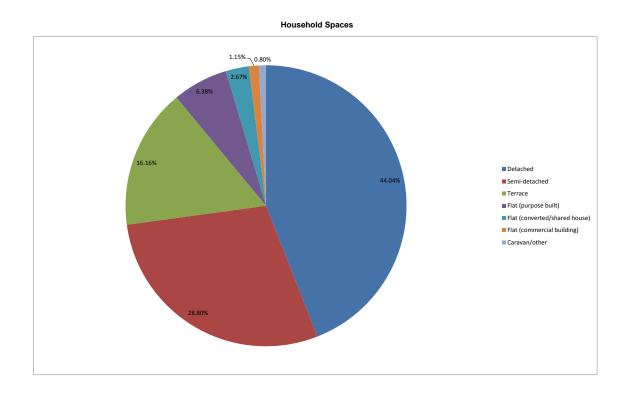


Figure 2.1 North Norfolk Household Spaces (Source: Census 2011)

2.26 The Strategic Housing Market Assessment (SHMA 2007) 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 HO1 therefore requires that 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.

Second Homes

2.27 Due to it's popularity North Norfolk has a high proportion of second homes. The 2011 Census found that 13.5% of homes in North Norfolk are second homes, rising from 9% in 2008. This is not uniform across the district and in some areas this is far higher, for example 55% in Lessingham and 38% 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.



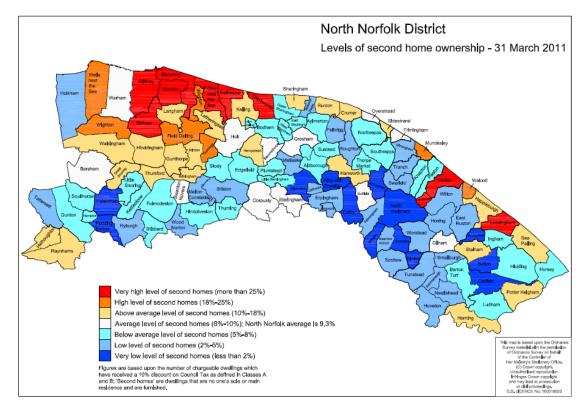


Figure 2.2 Second Homes in North Norfolk (Source: Housing Services (NNDC), 2011)

Empty Homes

2.28 In 2015, **456** 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. **430** empty properties in the private sector were bought back into use between 2013 and 2015.

Special Housing Needs

2.29 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
Great Yarmouth	2	1



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

Table 2.13 Table showing results for additional Gypsy and Traveller caravan pitches (Source: The East of EnglandRegional Assembly, January 2006)

- 2.30 North Norfolk has historically 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, Cromer and Sheringham areas. The EERA Study concluded that there is 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.
- **2.31** 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						
	Jan 11	Jul 11	Jan 12	July 12	July 14	Jan 16
Authorised Sites (Council)	2 (0)	2 (0)	2 (0)	2 (0)	2 (0)	2(0)
Authorised Sites (Private)	5 vans	1 van	1 van	1 van	6	9
Unauthorised Encampments (without permission): no of vans	6	2	0	4	0	0
Planning permission granted during monitoring period	0	0	0	0	7	0

Table 2.14 Gypsy & Traveller Count (Source: Count of Gypsy and Traveller Caravans, DCLG, 2016)

Population

2.32 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 sub national population projections (ONS) suggest that the population will increase to 115,000 by 2036, whilst the 10-year migration trend data projects 112,400 persons (24-year increases of 13,200 persons and 10,600 persons respectively). 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. Norfolk's population was estimated at



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877,700 in mid-2014 – an increase of around 6,700 on the previous year. Over the decade from 2004, Norfolk's population has increased by 7.6%, compared with an increase of 9.3% in the East of England region and 8.2% in England.

Рор	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 2.15 North Norfolk population (Source: Norfolk Insight (Norfolk County Council), 2012)

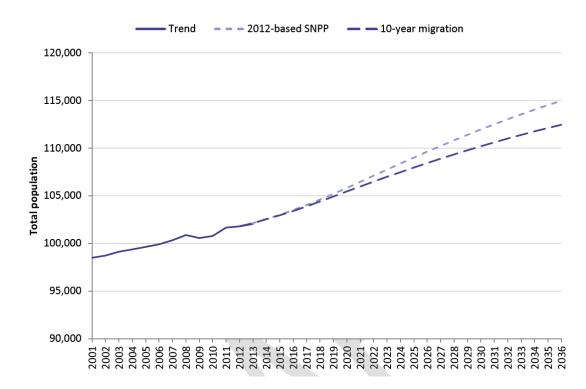


Figure 2.3 Population projections 2012 -2036 by migration trends based on 2012 SNPP (Source: Office for National Statistics)

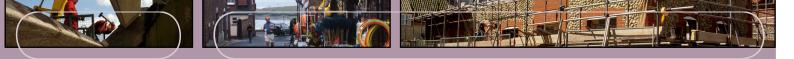
2.33 North Norfolk has a higher than average elderly population. The table below shows that the number of people living in North Norfolk aged 65 and over is predicted to increase from 30,538 in 2012 to 45,022 in 2030. People over 65 will account for more than 43% of the North Norfolk population by that time.

4.50		2012		2036						
Age	2012			201	2-based S	NPP	10-year migration trend			
	М		Total	М		Total	М		Total	
Aged 0-4	2,236	2,186	4,422	2,214	2,145	4,359	2,147	2,076	4,223	
Aged 5-9	2,181	2,043	4,224	2,413	2,345	4,758	2,347	2,271	4,618	
Aged 10-14	2,405	2,257	4,662	2,642	2,583	5,225	2,580	2,508	5,088	
Aged 15-19	2,723	2,667	5,390	2,646	2,514	5,161	2,592	2,451	5,043	
Aged 20-24	2,230	2,171	4,401	2,039	1,991	4,030	2,004	1,938	3,942	



0.00		2042		2036						
Age		2012		201	2-based S	NPP	10-year migration trend			
	М		Total	М		Total	М		Total	
Aged 25-29	2,243	2,104	4,347	2,237	2,157	4,394	2,178	2,087	4,265	
Aged 30-34	2,084	1,992	4,076	2,122	2,026	4,148	2,064	1,957	4,021	
Aged 35-39	2,144	2,173	4,317	2,342	2,329	4,671	2,277	2,249	4,526	
Aged 40-44	2,911	3,004	5,915	2,745	2,710	5,455	2,677	2,626	5,303	
Aged 45-49	3,251	3,488	6,739	3,039	3,042	6,081	2,966	2,955	5,921	
Aged 50-54	3,383	3,617	7,000	3,135	3,237	6,371	3,068	3,147	6,215	
Aged 55-59	3,466	3,761	7,227	3,291	3,463	6,754	3,221	3,369	6,590	
Aged 60-64	4,093	4,439	8,532	3,826	4,051	7,877	3,747	3,946	7,693	
Aged 65-69	4,489	4,684	9,173	4,737	4,977	9,714	4,649	4,862	9,511	
Aged 70-74	3,223	3,444	6,667	4,836	5,004	9,840	4,754	4,904	9,658	
Aged 75-79	2,780	3,076	5,856	4,106	4,276	8,382	4,049	4,214	8,263	
Aged 80-84	2,017	2,530	4,547	3,234	3,584	6,818	3,201	3,544	6,745	
Aged 85+	1,434	2,861	4,295	4,542	6,407	10,948	4,505	6,340	10,845	
Total	49,293	52,497	101,790	56,145	58,841	114,986	55,027	57,444	112,471	

Table 2.16 Population projections 2012-2036 by gender and age (based on 2012 SNPP and 10 year migration trends)(Source: Office for National Statistics)



3 Economy

Economy: Objectives & Targets

Core Strategy Aims

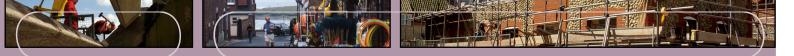
Core Aim 5: To develop a strong, high value economy to provide better job, career and training opportunities

- 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

		10/11	11/12	12/13	13/14	14/15	15/16	Comments
\odot	To provide and retain an adequate supply of employment land.	80.92ha available		79.51ha available	79.51 ha available	79.44 ha available	79.30 ha available	
-	To increase the amount of new floor space granted in the B1, B2 and B8 use classes of industrial development (sqm).	B1 (3,521) B2 (4,272) B8 (1,950)	B1 (2,048), B2 (1,766), B8(4,688)	B1 = 5,906 (net) B2 = 712 (net) B8 = 303 (net)	B1 (1614) B2 (4563) B8 (4697)	B1 (7417) B2 (5126*) B8 (10479*)	B1(23000) B2(1400) B8(15000)	*Permission for change of use of former aircraft hangar buildings at Former RAF Coltishall and West Raynham to B2 (general industrial / B8 Storage.
-	To monitor the amount of floorspace (sqm) by employment type on previously developed land	Of the above: B1 (3,521) B2 (3,107) B8 (1,875)	Of the above: B1 (1,099) B2 (1,546) B8 (4,427)	Of the above: B1 = 2,706 (net) B2 = 112 (net) B8 = 0 (net)	Of the above: B1 (693) B2 (4563) B8 (4697)	Of the above: B1 (7096) B2 (5126) B8 (10479)	Of the above: B1(23000) B2(1400) B8(10000)	
-	To monitor the amount of floorspace (sqm) for B1, B2, B8 uses in the Countryside	Of the above: B1 (2,446) B2 (4,077) B8 (722)	Of the above: B1 (949), B2 (310), B8 (4,468) and large change of use on former RAF site (Coltishall)	Of the above: B1 = 4,255 (net) B2 = 0* (net) B8 = 43 (net)	Of the above: B1 (1147) B2 (4500*) B8 (4500*)	Of the above: B1 (3667) B2 (5060*) B8 (8868*)	B1: (800) B8 (15000)	
	To increase the number of jobs available (39,700 in 2001)		2011/12 = 39,200	2011/12 = 39,200 (39,400 projected for 2012/13)	39,800 jobs (East of England Model)	Forecasting	42.8	The change of policy H09 in 2013 has seen a rise in the number of variation and removal of holiday occupation conditions.
-	To prevent the loss of serviced holiday accommodation			See table 3.12				
-	To monitor the amount and location of new tourism related permissions			See table 3.12 and para	3.12			
\odot	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 True						
	To maximise retail occupancy figures	Vacancy rates have decreased overall						
	To ensure that 90% of new industrial developments comply with approved car parking standards	Yes						



Employment Land

Core Strategy policies seek to ensure there are sufficient sites and premises available for employment development and encourages 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 2016 there were **79.30ha** of employment land available, of which **5.91ha** has planning permission.

	Undeveloped and available 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%)
2013/14	79.51	0	0.75	1.285 (1.6%)
2014/15	79.44	0.065	3.44	4.72 (5.9%)
2015/16	79.30	0.14	1.05	5.91 (7.5%)

Table 3.1 Table showing Available Employment Land in North Norfolk (Source: North Norfolk District Council, 2016)

Although across the District there is a good supply of employment land, however its distribution and take up remains uneven. North Walsham has a current available supply of approximately **32.16ha** of employment land, whilst in Cromer there remains only **2.05ha**. The amount of land designated and available in each town is influenced by demand, availability and past rates of take-up. The following table summarises the situation in each town at 31 March 2016.

	Total Designated (including Site Allocations)	Available	With planning permission	Development gained 2015
Cromer	20	2.05	0	0.14
Fakenham	66	14.82	0.69	0
Holt	17.21	5.6	0	0
Hoveton	10	2	0	0



	Total Designated (including Site Allocations)	Available	With planning permission	Development gained 2015
North Walsham	70	32.16	5.22	0
Sheringham	6	0.36	0	0
Stalham	11	7	0	0
Wells	3	0.13	0	0
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
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	79.3	5.91	0.14

Table 3.2 Available Employment Land (Source: North Norfolk District Council, 2016)

The following tables show key employment development permitted in 2015/16. 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 (m2)	Status	Emplynet Land
Cromer PF/15/0956	Change of use of former car showroom(Sui generis) to storage/distribution (B8)	Change of use	B8	1400	GRANTED	Yes
Fakenham PF/15/0093	Erection of industrial unit	New Build	B8	1300	GRANTED	Yes
Fakenham PF/15/0345	Change of use from training centre (D1) to mixed use of storage (B8) and cleaning and maintenance of equipment (B1) ancillary to marquee hiring business	Change of use	B1	1000	GRANTED	Yes
Fakenham PF/15/0485	Demolition of single-storey outbuilding and erection of 5 retail units and 4 first floor flats above	New Build	A1	4000	GRANTED	No
Fakenham PF/15/0706	Erection of 2 industrial buildings (B2/B8) with associated access and parking	New Build	B2/B8	1400	GRANTED	Yes
Fakenham PF/15/1754	Change of use of snooker hall (D2) to 5 units of mixed use of retail, financial & professional services, restaurant & cafe and hot food take away (A1, A2, A3 and A5)	Change of use	A (1228) 5	1200	GRANTED	No
Fakenham PF/16/0145	Erection of Warehouse	New Build		3700	GRANTED	No
Holkham PF/15/1030	Erection of orientation centre (D1) and associated cafe/restaurant (A3) upon new landscape mound	New Build	D1, A3	6700	GRANTED	No
Holkham PF/15/1379	Alterations to single-storey outbuildings and ground floor of two-storey building in east courtyard, to form B1 office/ light industrial space. Upgrading works to large barn at the south of the complex, to allow relocation of joinery workshop and associated landscape, drainage and ecological	Change of use	B1	15000	GRANTED	No
North Walsham PF/15/0392	Erection of single-storey warehouse and installation of canopy to existing warehouse	New Build	B1a	2200	GRANTED	Yes
Northrepps PF/15/0221	Change of use of agricultural workshop to artist studio/workshop and insertion of velux windows to rear roofslope	Change of use		1800	GRANTED	Yes



Location	Description	Type of Development	Use Class	Floorspace (m2)	Status	Emplyment Land
North Walsham PF/15/1031	Replacement Operational Deployment Base for Norfolk Constabulary including demolition of existing buildings, provision of temporary POD Unit, Lockers portacabin and construction of hardstanding / landscaping and external works.	New Build		500	GRANTED	No
Scottow PF/15/0296	Change of use of part of building/office/training room to use for television and film production office, associated facilities and storage B1)	Change of use		16000	GRANTED	No
Scottow PF/15/0577	Change of use of redundant gymnasium building to play and adventure venue for infant and primary school children and erection of single-storey link extension	Change of use		2100	GRANIED	No
Sculthorpe PF/14/1044	Erection of timber building for use as farm shop and creation of car park and visibility splay	New Build		15900	GRANTED	No
Stody PF/15/1413	Conversion of redundant cart shed buildings to office accommodation	Change of use	B8	100	GRANTED	No
Thursford PF/15/1436	Variation of condition 2 of planning permission 01/0606 to permit one unit for full residential occupancy and one unit for commercial use (studio/office)	Non Res Other	B2/B8	4900	COMPLETED	No

Table 3.3 Key Employment permissions in North Norfolk 2015-16 (Source: North Norfolk District Council, 2016)

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 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 (Source: Census 2011) but it 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 case for the last few years. Common with many coastal districts, recreation and tourism are important parts of the local economy.





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3.2 In North Norfolk, despite some initial growth in numbers, over time the number of jobs in North Norfolk reduced slightly from 39,700 in 2001 to 39,200 in 2011, however improved to 42,800 in 2016 as the table below shows (figures for 2013 to 2016 are estimates).

Year	11	12	13	14	15	16
North Norfolk	39.2	39.2	39.4 (est)	39.8	39.8 (est)	42.8.(est)
Norfolk	405.5	407.8	412.6 (est)			

Table 3.4 Total employment jobs (thousands) (Source: Nomis, 2016)

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

All people	North Norfolk (Numbers)	North Norfolk (%)	Eastern (%)	Great Britain (%)
All people working age (16-64)	56,100	54.3	61.8	63.3
Economically active	43,600	72.6	80.6	77.8
In employment	42,800	71.0	77.3	73.6
All people	North Norfolk (Numbers)	North Norfolk (%)	Eastern (%)	Great Britain (%)
Self employed	10,800	16.6	10.4	10.2
Unemployed	1,500	3.5	3.9	5.2

Table 3.5 Economically active data (Source: Nomis, 2016)

	North Norfolk (employee jobs)	North Norfolk (%)	Eastern (%)	Great Britain (%)
Total employee jobs	30,800	-	-	-
Full-time	18,900	61.3	66.1	68.3
Part-time	11,900	38.7	33.9	31.7
Employee Jobs by Industry				
Primary Services : Agriculture and Mining	400	1.2	0.3	0.4
Energy and Water	200	0.6	0.9	1.1
Manufacturing	3,700	12.1	8.5	8.5
Construction	1,500	4.9	5.4	4.5
Services	25,000	81.2	84.8	85.6



	North Norfolk (employee jobs)	North Norfolk (%)	Eastern (%)	Great Britain (%)
Wholesale and retail, including motor trades	6,300	20.4	17.7	15.9
Transport storage	1,000	3.1	4.4	4.5
Accommodation and food services	4,800	15.6	6.9	7.1
Information and communications	300	1.0	4.1	4.1
Financial and other business activities	3,100	10.1	22.8	22.2
Public admin, education & health	7,600	24.7	24.8	27.4
Other services	1,900	6.3	4.1	4.4

 Table 3.6 Employee Jobs (Source: ONS Annual Business Inquiry Employee Analysis, Nomis, 2016) (% 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	East (%)	Great Britain (%)
North Norfolk Job Seekers	440	0.8	1.1	1.5
North Norfolk All Benefit Claimants	5,950	10.6	9.5	11.8

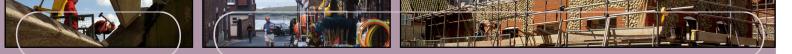
Table 3.7 Numbers of Jobseekers Allowance claimants, vacancies and redundancies, at November 2015 (Source:Nomis, 2016)

- 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 increased from £390.70 in 2012 to £442.0 in 2015, which still remains lower than the Eastern region and the UK as a whole.
- 3.6 Average Gross Full Time Weekly Earnings (2015/16) of those living in North Norfolk⁽²⁾

	Year 2015/16
North Norfolk (£)	442.0
Eastern (£)	551.0
Great Britain (£)	529.6

Table 3.8 Average gross full time weekly earnings

2 Average Gross Full Time Weekly Earnings (2015/16): <u>https://www.nomisweb.co.uk/reports/lmp/la/1946157236/report.aspx</u>



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3.7 The number of residents with qualifications to NVQ4 and above has reduced from 29% of the population in 2012 to 23% in 2015, and remains below the percentage for the eastern region as the table below shows.

2013	North Norfolk (numbers)	North Norfolk (%)	Eastern (%)	Great Britain (%)
Individual levels				
NVQ4 and above	12,800	23.0	33.6	37.1
NVQ3 and above	22,600	40.6	53.4	57.4
NVQ2 and above	34,600	62.3	71.5	73.6
NVQ1 and above	44,500	80.0	84.9	84.9
No qualifications	6,300	11.4	8.0	8.6

Table 3.9 Qualifications Jan 2015 - Dec 2015 (Source: Nomis, 2015)

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

Tourism

3.9 In 2014 North Norfolk attracted approx 8m day and staying trips with a total visitor spend of £386.7m (see table below). The total value of tourism in North Norfolk was an estimated £470m, supporting an estimated 7,601 tourism related jobs.

Domestic Tourists	Trips	Nights	Spend
Serviced	91,000	246,000	£23,789,000
Self catering	73,000	398,000	£23,686,000
Camping	62,000	363,000	£15,587,000
Static caravans	105,000	584,000	£23,508,000
Group/campus	26,000	61,000	£4,076,000



Domestic Tourists	Trips	Nights	Spend
Paying guest in private homes	0	0	£0
Second homes	25,000	105,000	£2,769,000
Boat moorings	21,000	103.000	£10,088,000
Other	20,000	119,000	£7,360,000
Staying with friends and relatives	95,000	333,000	£9,564,000
Total 2014	519,000	2,314,000	£120,429,000
Comparison 2013	543,000	2,617,000	109,797,000
Difference	-4%	-12%	10%
Overseas tourists	Trips	Nights	Spend
Serviced	1,700	8,000	£720,000
Self catering	3,700	86,000	£5,920,000
Camping	1,300	6,000	£336,000
Static caravans	600	2,000	£197,000
Group/campus	4,200	86,000	£4,832,000
Paying guest in private homes	0	0	£0
Second homes	1,400	8,000	£866,000
Boat moorings	0	0	£0
Other	1,200	3,000	£159,000
Staying with friends and relatives	12,500	100,000	£4,589,000
Total 2014	27,000	300,000	£17,618,000
Comparison 2013	26,000	317,000	14,524,000
Difference	4%	-5%	21%

Table 3.11 Staying visits by accommodation type (Source: Destination Research: 2014)

	Key Facts	
571,000	545,600	Staying visitor trips
2,452,000	2,614,000	Staying visitor nights
£124,937,000	£138,047,000	Staying visitor spend
5,948,000	7,451,000	Day visits
£220,173,000	£247,512,000	Day visitor spend
£345,110,000	£385,559,000	Direct visitor spend



		Key Facts
£19,536,500	£26,352,033	Associated spend
£364,646,500	£386,736,033	TOTAL VISITOR RELATED SPEND
£74,675,000	£83,281,000	Indirect / induced spend
£415,954,500	£470,017,033	TOTAL VALUE OF TOURISM
9,146	7,601	Full time equivalent jobs
6,550	10,543	Total actual tourism related employment
26.4%	26.4%	Proportion of all employment

Table 3.12 Economic Impact of Tourism (Source: Destination Research : 2014)

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** The Study 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% (East of England Tourism Board), 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 have 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.

2015/16		
Location	Proposal	
Provision of tourist accommodation		



2015/16		
Location	Proposal	
Bodham	Conversion of barns to five holiday accommodation units (PF/15/0423)	
Barton Turf	Change of use from part of dwelling to holiday accommodation (PF/15/1679)	
Happisburgh	Change of use of detached garage/workshop to holiday let (PF/16/0003)	
High Kelling	Siting of sheperd's hut for holiday letting purposes (PF/15/0944)	
Felbrigg	Conversion of detached garage/workshop to holiday cottage (PF/15/0570)	
Itteringham	Change of use from residential annexe to one unit of holiday accommodation (PF/16/0057)	
Melton Constable	Change of use of former signal box to self-contained holiday let (PF/15/1002)	
Mundesley	Siting of 5 holiday-let caravans (PF/15/1043)	
Paston	Alterations to mill and erection of single-storey extension for conversion to single unit of holiday accommodation (PF/15/1549)	
Paston	Demolition of accommodation Block B, swimming pool and laundry. Use of land to station 21 holiday lodges. (PF/15/1198)	
Sculthorpe	Conversion of former cattle/agricultural pens to holiday let accommodation (PF/15/0116)	
Skeyton	Change of use of workshop/store to one unit of holiday accommodation (PF/15/0661)	
Swafield	Conversion of redundant out-building to holiday let and erection of cart lodge style garage. (PF/15/1583)	
Swanton Abbott	Conversion of former forge to holiday accommodation (PF/15/1164)	
Trimingham	Installation of 50 static holiday lodge bases (PF/15/0073)	
Witton	Conversion of outbuilding/store to one unit of holiday accommodation (PF/15/1350)	
Loss of tourist accommodation		
Stalham	Removal of condition 3 of planning permission ref: 08/0313 to permit change of two holiday units to two residential dwellings (PF/15/0882)	
South Raynham	Change of use from holiday let to permanent residential occupation.(PF/15/1144)	
Table 3.13 Tourist Accommodation Permissions, April 2015 to March 2016 (Source: North Norfolk District Council 2016)		

2016)

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



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Annual Monitoring Report 2015 - 2016
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Strategy policy EC8. There has been some provision of new tourist accommodation as shown above (a lot of which remains the smaller self-catering accommodation through conversion of existing buildings. Changes to Core Strategy Policy H09 (2013) to allow the lifting holiday restrictions in certain areas may have affected 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.

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** Historically Norfolk County Council monitored the number of units in each market town and the table below shows changes since 2001 to 2010 in total units and in convenience store units. The table shows the number of units had increased in all the towns, with the exception of Wells where there has been a very small reduction. The most noticeable increases were in Holt and North Walsham. The amount of convenience stores has reduced in all towns except Cromer. 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 3.14 Total units in North Norfolk Towns (Source: Norfolk County Council, 2011)

3.18 In previous years the County Council have also monitored vacancy rates. Results up until 2011are shown in the table below. Between 2007 and 2009, Cromer experienced a large increase in vacancies with Fakenham also experiencing a significant net increase in the number



of properties becoming vacant. However North Walsham and Stalham continue to exhibited the highest percentage of vacancy rates (14%), with North Walsham showing a significant increase between 2009 and 2010. This is in contrast to the more tourist destination of both Sheringham and Wells where the vacancy over the same period more than halved.

			Va	acancy Ra	te				
	2003	2004	2005	2006	2007	2009	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 3.15 Number of units becoming vacant and being taken up (Source: Norfolk County Council, 2011)

3.19 The vacancy rates were monitored in 2015 in accordance with the identified retail primary and secondary frontages as required by Policy EC5. Due to this being the first time this information has been recorded in this manner the data cannot be directly comparable to the previous County Council town centre monitoring. It will however act as the baseline which future data will be compared against. These indicators show Fakenham records the highest number of vacancies in the designated retail frontages followed by North Walsingham and Stalham. A low vacancy rate exist in the market towns of Holt, Cromer, and Sheringham.

	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Cromer	40	27	347	75 %	0 (0%)
Fakenham	47	32	443	66%	8 (17%)
Holt	33	23	283	63%	0 (0%)
North Walsham	49	26	237	74%	4 (8%)
Sheringham	92	60	739	61%	1 (1%)
Stalham	46	26	436	57%	3 (6%)





	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Cromer	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Frontage 1	17	13	137	73%	0 (0%)
Frontage 2	7	3	60	32%	0 (0%)
Frontage 3	4	1	32	11%	0 (0%)
Frontage 4	12	10	118	86%	0 (0%)

Fakenham	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Frontage 1	8	4	38	74%	4 (50%)
Frontage 2	2	0	40	0%	0 (0%)
Frontage 3	7	3	102	46%	2 (29%)
Frontage 4	4	1	35	14%	2 (50%)
Frontage 5	8	7	65	83%	0 (0%)
Frontage 6	8	7	88	86%	0 (0%)
Frontage 7	10	10	75	100%	0 (0%)

Holt	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Frontage 1	6	3	50	42%	0 (0%)
Frontage 2	9	5	83	45%	0 (0%)
Frontage 3	5	4	26	58%	0 (0%)
Frontage 4	2	2	9	100%	0 (0%)
Frontage 5	5	4	29	86%	0 (0%)
Frontage 6	6	5	86	77%	0 (0%)
North Walsham	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Frontage 1	7	3	62	39%	2 (29%)
Frontage 2	6	2	39	26%	1 (17%)



	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Frontage 3	12	9	74	68%	1 (8%)
Frontage 4	8	5	62	55%	0 (0%)
Frontage 5	11	6	81	62%	0 (0%)
Frontage 6	5	1	66	32%	0 (0%)
Sheringham	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Frontage 1	7	5	64	42%	0 (0%)
Frontage 2	15	8	139	53%	0 (0%)
Frontage 3	9	4	68	38%	0 (0%)
Frontage 4	26	16	195	67%	0 (0%)
Frontage 5	12	7	68	63%	1 (8%)
Frontage 6	24	20	205	69%	0 (0%)
Stalham	Total units in retail frontage	Number of units currently in A1 use	Measured frontage (m) (approx)	% A1 frontage (total)	Number of units vacant (%)
Frontage 1	10	5	101	46%	0 (0%)
Frontage 2	6	4	72	36%	0 (0%)
Frontage 3	6	5	63	79%	0 (0%)
Frontage 4	18	9	134	61%	3 (17%)
Frontage 5	6	3	66	42%	1 (17%)

Table 3.16 Percentage of A1 and vacant units within retail frontages (Source: North Norfolk District Council: 2015)



4 Plan Making

- **4.1** The Local Development Framework suite of documents were adopted in 2008 (Core Strategy) and 2011 (Site Allocations). In November 2014 the council agreed to commence review of the existing plans and produce a new Local Plan for the district covering the period 2016-2036.
- **4.2** This section follows on from last years Annual Monitoring Report (2013- 2016) which set out the timetable and milestones in the Local Development Scheme for the emerging Local Plan. The following background and procedural documents have been produced to date;
 - The Council undertook a 'Call for Sites' to give an opportunity for developers, landowners, individuals and other interested parties to put forward sites within North Norfolk District for development, which ran until the 31st May 2016. These will be assessed through the HELAA process later this year.
 - North Norfolk District Council ran a consultation on a joint HELAA Methodology across the Norfolk authorities on behalf of the Duty to Cooperate, which ran between 21st March 2016 and 3rd May 2016.
 - Strategic Housing Market Assessment was published on January 2016 in partnership with adjoining authorities for the purpose of setting out the Objectively Assessed Need (OAN) for the authorities including North Norfolk.
 - Consultation ran between the 17 August and 9 October 2015 on Regulation 18 Notification setting out the scope of the emerging Local Plan.
 - Statement of Community Involvement consultation ran for eight weeks from the 17th August.
- **4.3** The LDS sets out the stages involved in the preparation of the Local Plan & includes a project timetable (See Appendix C 'Local Development Scheme timetable for Local Plan production' showing LDS Timetable).
- 4.4 A number of additional evidence documents will be prepared to support local plan review and the development of the new Local Plan. This will likely include a Housing and Economic Land Availability Assessment (HELAA), Sustainability Appraisals and Appropriate Assessment, Consultation Statements, Habitats Regulations Assessment, and other local evidence as required.
- **4.5** Further information on each of the documents which will form the Local Plan can be found in the profiles in Appendix D which sets out the contents of each document, status, review arrangements and the periods of public participation and consultation envisaged.







5 Duty to Cooperate

- **5.1** The duty to cooperate was created in the Localism Act 2011 introducing a legal duty on local planning authorities and other prescribed bodies, to engage constructively, actively and on an ongoing basis to maximise the effectiveness of the Local Plan preparation in the context of strategic cross boundary matters.
- **5.2** The Town and Country Planning Regulations (2012) requires Local Authorities to give details of what action they have taken under the Duty to Cooperate within the Annual Monitoring Report.

Strategic Issue	Purpose	Key Outcomes
Delivery	To develop a comprehensive understanding of development delivery issues across the area to inform the drafting of the Norfolk Strategic Framework (NSF). To summarise, analyse and present the evidence in accordance with the agreed timetable.	Non-Strategic Framework
Housing	To develop a comprehensive understanding of the housing market across the area to include demand,	Strategic Housing Market Assessment
	need and capacity for all types of dwellings to inform the drafting of the Norfolk Strategic Framework (NSF) and to summarise and present the evidence	Housing and Economic Land Availability Assessment (HELAA
	in accordance with the agreed timetable.	Gypsy and Travellers Assessment
Economy	To liaise closely with the business community to develop a comprehensive understanding of both current market and economic development issues in the area (including main town centre uses) and future quantitative and qualitative requirements for land, floorspace and job growth. To summarise, analyse and present the evidence in accordance with the agreed timetable to inform the drafting of the Norfolk Strategic Framework (NSF).	Housing and Economic Land Availability Assessment (HELAA)
Infrastructure	To develop a comprehensive understanding of the strategic infrastructure issues across the area to include impact of known investment, the need for further investment, capacity issues and constraints to inform the drafting of the Norfolk Strategic Framework (NSF). To summarise, analyse and present the evidence in accordance with the agreed timetable.	Habitats Regulation Assessment / Visitor Pressure Report.

Table 5.1 Duty to Co-operate Purposes and Key Outcomes







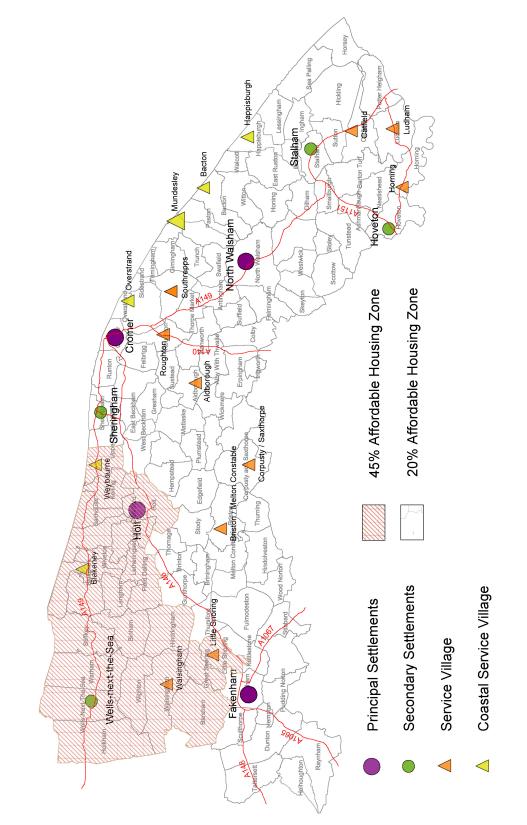
North Norfolk District Council



Appendix A Extract from the Housing Incentives Scheme

- Incentive 1 Affordable Housing (1): Increasing the number of dwellings which will be permitted on a development before seeking a contribution towards affordable housing. The Council will allow schemes of up to 9 dwellings (new build and conversions) without seeking contributions towards affordable housing. This incentive relates to the affordable housing usually made available via a Housing Association or similar registered social landlord. Smaller, lower cost housing for sale will continue to be required within larger schemes (Policy H01 of the adopted Core Strategy). This incentive is available for outline, reserved matters and full planning applications on request.
- Incentive 2 Affordable Housing (2): Reducing the quantity of affordable housing to 20% on large scale development proposals of 10 dwellings or more in defined parts of the district (see 'Appendix 2: Affordable Housing Zones Map'). This is available in association with full and reserved matters planning applications only where quick implementation and phased delivery of development is agreed. This incentive is not available for outline planning applications and is only available by formal application.
- Incentive 3 Renewable Energy: Relaxing the requirement that part of the schemes energy
 needs should be generated from on-site renewable sources. This is available in association with
 full and reserved matters applications only where quick implementation and phased development
 is agreed. This incentive is not available for outline planning applications and is only available
 by formal application.





Appendix B Affordable Housing Zones

Figure B.1 Affordable Housing Zones





Appendix C Local Development Scheme timetable for Local Plan production



					20	15									20	16											201	17											201	.8							201	.9	
ocal Plan ocuments		May	unſ	Jul	Aug	Sept	Oct	Νον	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Νον	Dec	Jan	Feb	Mar	Apr	May	un	Int	Aug	Sept	Oct	Νον	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Νον	Dec	Jan	Feb	Mar	Apr
 Core Strategy incorporati ng DM policies	DPD				1																												2		3				4				5		6			7	
 Site Specific Proposals	DPD				1																												2		3				4				5		6			7	
 Proposals	DPD																																2		3				4				5		6			7	
-																																																	
 Annual monitoring report	AMR																																																
 Local Developm ent Scheme	LDS																																																
 Statement of Communit y Involveme nt	SCI																																																

Mile	stones	Key Stages of Local Plan Preparation	Regulation
	Preparation	Project planning	
		Plan Preparation	
1		Notification of Scope of plan and consultation	Regulation 18
		Evidence gathering	
		Options development	
		Options consultation	
		Options development into Draft local plan	
2		Draft Plan Consultation	Regulation 19
	Examination	Submission preparation	
3		Submission	Regulation 22
		Pre-hearing meeting	
4		Examination in public	Regulation 24
5	Adoption	Inspectors report	Regulation 25
6		Adoption (or publication of AMR)	Regulation 26
7		Period for High Court Challenge	

Figure C.1 Local Plan Production Timetable



Appendix D Local Plan Document Profiles

Document Title	North Norfolk Local Plan - Core Strategy
Document details	
Role and Content	The document sets out the vision, objectives and strategy for the spatial development of North Norfolk in the period 2016-2036. It provides a range of strategic policies covering the overall type, level and broad location of development, with strategic level policies on sustainable development, housing, economic development, the natural and built environment, and access and infrastructure. There is also a vision for each of the main settlements to guide development to the most appropriate locations.
Status	Development Plan Document (DPD)
Conformity	The document will conform with the National Planning Policy Framework (NPPF) 2012
Geographical coverage	North Norfolk District Council local planning authority area (excluding the Broads Authority area)
Timetable for production	on
Evidence required	Strategic Housing Market Assessment (SHMA), Strategic Housing Land Availability Assessment (SHLAA), Housing Needs Study, Retail Study, Employment Land and Economic Growth Study, Rural Economy Study, Infrastructure Study, Health Impact Assessment, Tourism Study, Viability Assessment, Flood Risk Assessment, Water Cycle Study, Landscape Character Assessment, Visitor Pressure Survey Study, Gypsy and Traveller Needs Assessment, Open Space Audit, Shoreline Management Plan, Sport & Recreation Study NB This list will be refined as the evidence requirements for the Local plan are established in full.
Production milestones	Commence local plan preparation – May 2015
	Notification of preparation of policy options, including publication of timetable (LDS) and Statement of Community involvement (SCI) - Regulation 18 consultation – August 2015
	 Preparation of evidence studies required to support local plan preparation: Scoping/commissioning/preparing/publishing all evidence – by December 2016
	Preparation of policy options and appraisal of available sites, including preparation of Sustainability Appraisal of both and potential options consultation - January 2017 – July 2017
	Prepare Regulation 19 plan (draft plan) and carry out consultation –August 2017 – December 2017
	Assess representations to regulation 19 consultation and prepare for submission – January 2018 – February 2018
	Submit to Planning Inspectorate – February 2018
	Examination – June 2018 – August 2018
	Inspectors Report – October 2018
	Adoption – December 2018



Document Title	North Norfolk Local Plan - Core Strategy
Responsibilities	
Lead Officer	Planning Policy Manager
Governance	Housing and Policy Board, Planning Policy and Built Heritage Working Party
Resources	Staff from: Planning Policy, Development Management, Strategic Housing, Environmental Health, Economic Development, Coastal Management.
Monitoring and review	
Mechanism	Annual Monitoring Report (AMR)

Table D.1 Local Plan Document Profile - Core Strategy





Document Title	North Norfolk Local Plan - Development Management Policies (DM Policies)
Document details	
Role and Content	The document sets out the local policies, standards and criteria against which all proposals for development and change of use of land and buildings across the district will be assessed, and to inform decisions on planning applications made to the period 2036. The DM policies also supplement and interpret the wider principles for sustainable development set out in the NPPF and reinforces the strategic policies and objectives in the Core Strategy, where further guidance is necessary.
Status	Development Plan Document (DPD)
Conformity	The document will conform with the National Planning Policy Framework (NPPF) 2012
Geographical coverage	North Norfolk District Council local planning authority area (excluding the Broads Authority area)
Timetable for production	
Evidence required	As per Core Strategy
Production milestones	Commence local plan preparation – May 2015
	Notification of preparation of policy options, including publication of timetable (LDS) and Statement of Community involvement (SCI) - Regulation 18 consultation – August 2015
	 Preparation of evidence studies required to support local plan preparation: Scoping/commissioning/preparing/publishing all evidence – by December 2016
	Preparation of policy options and appraisal of available sites, including preparation of Sustainability Appraisal of both and potential options consultation - January 2017 – July 2017
	Prepare Regulation 19 plan (draft plan) and carry out consultation –August 2017 – December 2017
	Assess representations to regulation 19 consultation and prepare for submission – January 2018 – February 2018
	Submit to Planning Inspectorate – February 2018
	Examination – June 2018 – August 2018
	Inspectors Report – October 2018
	Adoption – December 2018
	NB The above projected timetable may slip if additional rounds of consultation are required.
Responsibilities	
Lead Officer	Planning Policy Manager
Governance	Housing and Policy Board, Planning Policy and Built Heritage Working Party



Document Title	North Norfolk Local Plan - Development Management Policies (DM Policies)
Resources	Staff from: Planning Policy, Development Management, Strategic Housing, Environmental Health, Economic Development, Coastal Management.
Monitoring and review	
Mechanism	Annual Monitoring Report (AMR)

 Table D.2 Local Plan Document Profile - Development Management Policies





Document Title	North Norfolk Local Plan - Site Allocations Policies
Document details	
Role and Content	The document sets out the site specific proposals for the district to show how objectively assessed development needs will be met over the plan period to 2036, including for housing, employment and other types of development in accordance with the strategic objectives of the Core Strategy. Details of specific land allocations will be included, identified on the proposals map and details of the infrastructure and other requirements arising from development.
Status	Development Plan Document (DPD)
Conformity	The document will conform with the National Planning Policy Framework (NPPF) 2012
Geographical coverage	North Norfolk District Council local planning authority area (excluding the Broads Authority area)
Timetable for production	
Evidence required	As per Core Strategy
Production milestones	Commence local plan preparation – May 2015
	Notification of preparation of policy options, including publication of timetable (LDS) and Statement of Community involvement (SCI) - Regulation 18 consultation – August 2015
	 Preparation of evidence studies required to support local plan preparation: Scoping/commissioning/preparing/publishing all evidence – by December 2016
	Preparation of policy options and appraisal of available sites, including preparation of Sustainability Appraisal of both and potential options consultation - January 2017 – July 2017
	Prepare Regulation 19 plan (draft plan) and carry out consultation – August 2017 – December 2017
	Assess representations to regulation 19 consultation and prepare for submission – January 2018 – February 2018
	Submit to Planning Inspectorate – February 2018
	Examination – June 2018 – August 2018
	Inspectors Report – October 2018
	Adoption – December 2018
	NB The above projected timetable may slip if additional rounds of consultation are required.
Responsibilities	
Lead Officer	Planning Policy Manager
Governance	Housing and Policy Board, Planning Policy and Built Heritage Working Party
Resources	Staff from: Planning Policy, Development Management, Strategic Housing, Environmental Health, Economic Development, Coastal Management.
Monitoring and review	



North Norfolk Local Plan - Site Allocations Policies
Annual Monitoring Report (AMR)
Five Year land supply statement incorporating housing trajectory and SHLAA update

Table D.3 Local Plan Document Profile - Site Allocations Policies