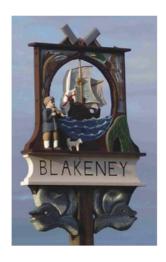
# THE BLAKENEY NEIGHBOURHOOD PLAN



**Blakeney Baseline Data** November 2018

Version 3 updated April 2020







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#### Introduction

Purpose of this document is to identify key information about Blakeney, its residents and businesses to establish a 'baseline' for the data identifying and recognising any gaps in the information held

Information contained within this document will be used to inform the Blakeney Neighbourhood Plan and assist the Steering Group in their decision-making and priority setting.

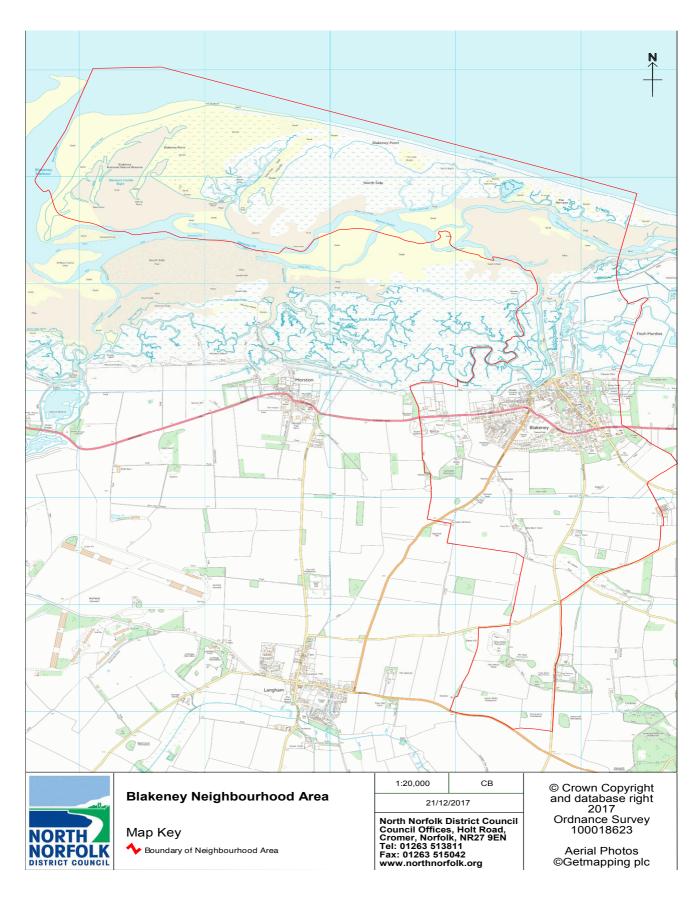
The 'baseline' data will be used over the coming years to measure and monitor the impact of the Blakeney Neighbourhood Plan and its policies to provide evidence of change to support the reviews of the Blakeney Neighbourhood Plan and any subsequent changes identified.

The Parish Council, as the Qualified Body, have led on the development of the Blakeney Neighbourhood Plan and, through the Steering Group, providing the engagement and drive to see the Neighbourhood Plan make a difference to the future of Blakeney.

The Blakeney Neighbourhood Area for the Neighbourhood Plan is shown on Map 1 is the entire civil boundary of the parish of Blakeney.



Map 1: Blakeney Parish and Neighbourhood Area



#### Vision and Objectives 2

# **BLAKENEY NEIGHBOURHOOD PLAN VISION**

Pointing Blakeney towards a future that reflects the needs of local residents, preserving its unique character and supporting a vibrant and sustainable community

## **OBJECTIVES**

- 1. To accommodate appropriate change and development so that the intrinsic character and appearance of the village is retained and enhanced.
- To support the provision of affordable housing and to balance the 2. number of 'second' homes with the housing needs of the local community so that Blakeney continues to be a place where people of all ages can live and work.
- To give people with a connection to Blakeney priority for 3. affordable homes.
- To support and promote the development of new and existing 4. local businesses and employment opportunities.
- 5. To protect green open spaces and footpaths within the village to promote well-being, preserve the local environment and protect wildlife.
- To make sure any development is of the highest standards of 6. design and meets local needs.
- 7. To maintain a navigable port in Blakeney for leisure and commercial craft.

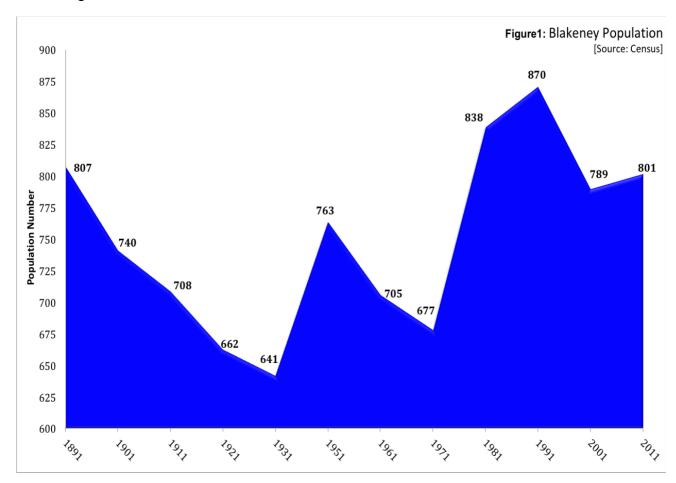
### **Baseline Data for Blakeney**

#### 3 Baseline Data for Blakeney

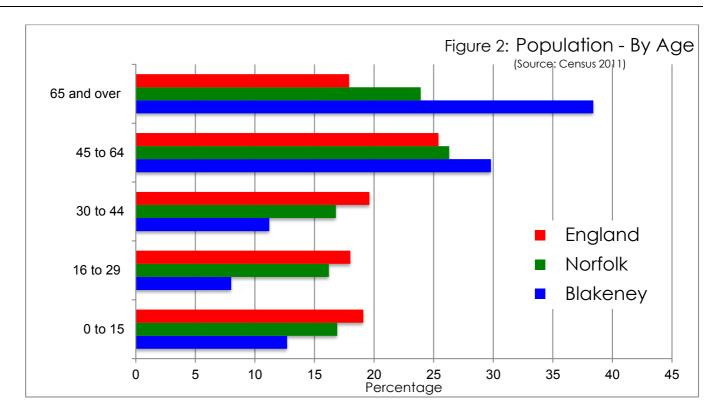
3.1 Information and data has been assimilated and analysed to present a broad picture of Blakeney and its residents that can be used to measure changes and impact over time.

### 4 Population

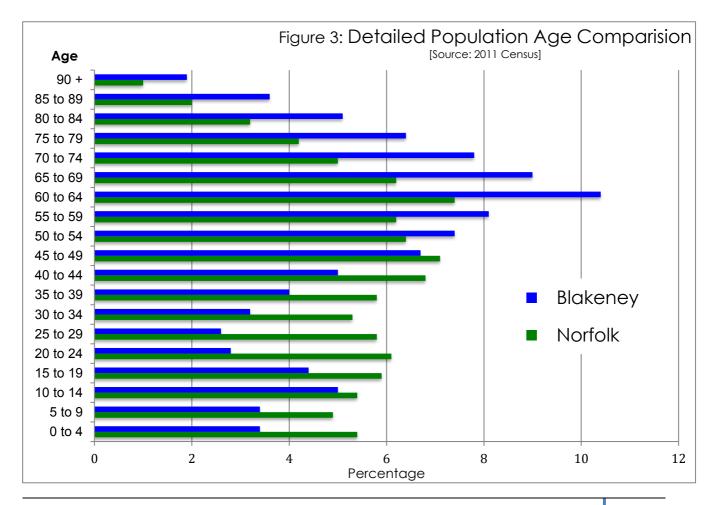
4.1 The 2011 Census records a population for Blakeney of 801 an increase of 1.5% on the 2001 Census numbers, although six people less than in 1891. See Figure 1. The population of Blakeney has fluctuated – with a low of 641 recorded in 1931 and a high of 870 recorded in 1991.



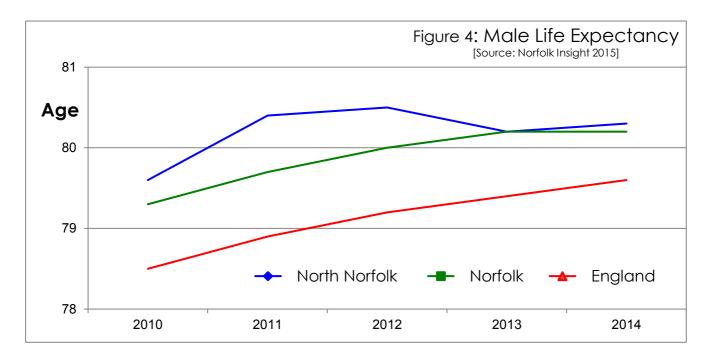
- 4.2 The age structure of the population of Blakeney is significantly older than Norfolk as a whole, with 68.2% of the population aged 45 years and over compared with 50.2% in Norfolk and only 43.3% for England. See Figure 2.
- 4.3 Proportionally the age gap is even greater in the 65 years and over grouping with 38.4% of the population for Blakeney in this group compared with 23.9% in Norfolk and only 17.9% for England. See Figure 2.



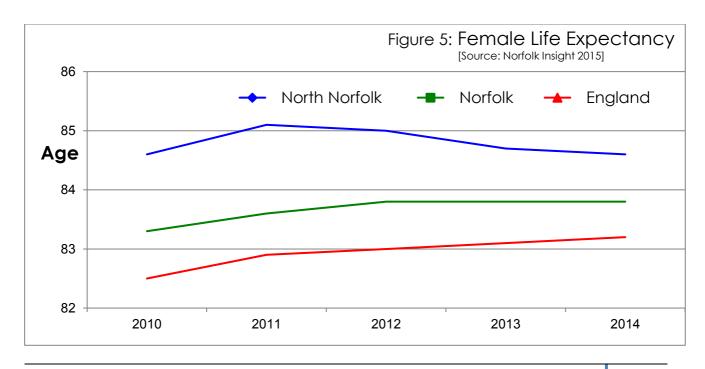
4.4 With 3.5% and 5.1% less of the Blakeney population aged under 10 years old when compared to Norfolk and England respectively. This gap widens further with 4.2% and 6.4% less of the Blakeney population aged 15 and under years old compared to Norfolk and England respectively. See Figures 2 and 3.



- 4.5 In the age banding 15 to 44 years old age group the number of people in the Blakeney population is 13.7% and 15.6% less when compared to Norfolk and England. See Figures 2 and 3.
- 4.6 The gender split of the population is approximately 48% male and 52% female as recorded in the 2011 Census.



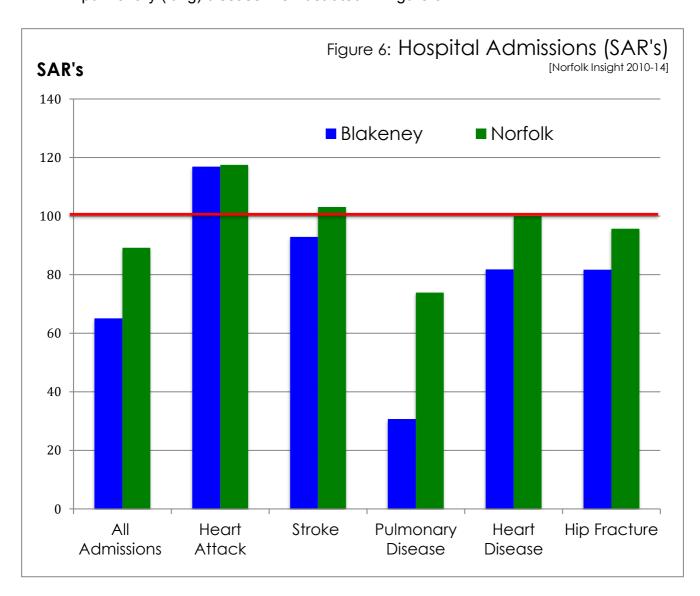
4.7 Data on life expectancy is not available specifically for Blakeney but is available at a District level. There is significance difference in life expectancy between the genders, with female life expectancy 4.3 years greater than male. The North Norfolk life expectancy exceeds that of Norfolk, while it is 1.5 years above the national average for females and almost 1 year above the national average for males. See Figures 4 and 5.



#### 5 Health and Wellbeing

### 5.1 Hospital Admissions

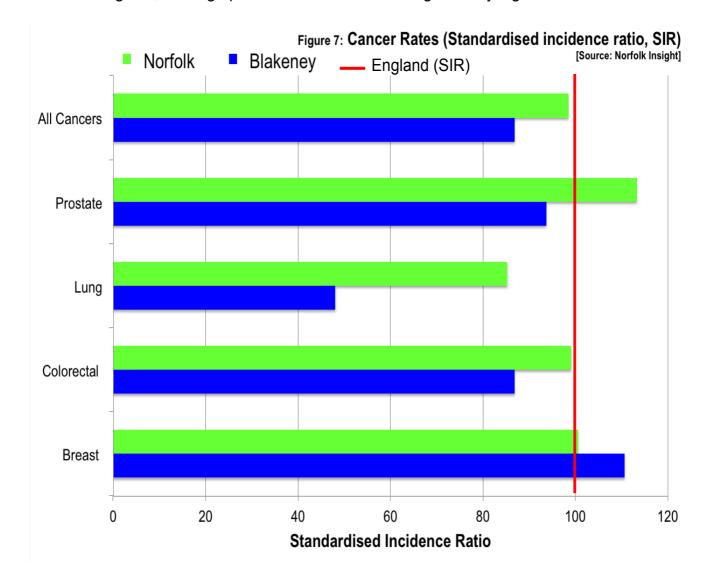
- 5.2 Standardised admission ratios (SAR's¹) for emergency hospital admissions for all causes, coronary heart disease, chronic obstructive pulmonary disease, stroke, myocardial infarction (heart attack) and hip fractures are based on an expected level of 100.
- 5.3 These ratios illustrate that the population of Blakeney has significantly lower overall admissions when compared nationally and to Norfolk levels. Blakeney does have higher than expected levels of emergency hospital admissions relating to heart attacks whilst below expected levels of admissions in all other categories, especially pulmonary (lung) disease. As illustrated in Figure 6.



<sup>&</sup>lt;sup>1</sup> SAR's are expected admissions calculated by applying age-specific admission rates for England to each area's population. Ratios calculated by dividing the observed admissions (numerator) in the area by the expected admissions (denominator) and multiplying by 100. If SAR's is less than 100 that means the number of admissions for the area was less than would have been expected. If SAR's is greater than 100 the number of admissions was greater than expected.

#### 5.4 Cancers

- 5.5 Standardised incidence ratios (SIR²) for all cancers, breast cancer, colorectal cancer, lung cancer and prostate cancer enable a comparison of incidents across areas of England with a number of '100' used as the standard unit.
- 5.6 The population of Norfolk has an overall lower risk of incidents of cancer compared to England, although prostate cancer rates are significantly higher.



5.7 Incident levels for the population of Blakeney are at lower risk levels in most categories compared to Norfolk. The exception is breast cancer, which has significantly higher incidents of cancer compared to Norfolk and England.

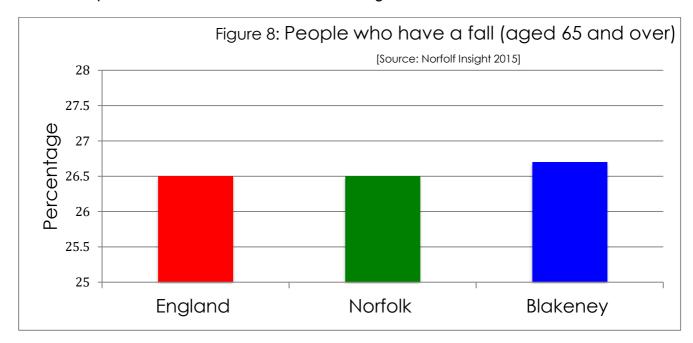
<sup>&</sup>lt;sup>2</sup> Standardised incidence ratios (SIR) for all cancers, breast cancer, colorectal cancer, lung cancer and prostate cancer. Indirectly age-sex standardised ratios (number of new cases as a percentage of expected new cases), calculated relative to England. Ratios calculated by dividing the observed total number of new cases (numerator) in the area by the expected number (denominator) and multiplying by 100. A SIR number greater than 100 implies a higher risk and a number lower than 100 implies a lower risk.

#### 5.8 **Estimated Dementia Prevalence**

- 5.9 In Norfolk in 2015 there were estimated to be 14,592 older people (aged 65 and over) with dementia but by 2030 this number is predicted to increase to around 26,937 people in Norfolk diagnosed with dementia.
- 5.10 It is estimated that there are 56 older people (aged 65 and over) with dementia. This is marginally higher as a percentage, 7.4%, than Norfolk, 7.0%, of this age group. [Source: Norfolk County Council Health and Wellbeing Profile 2017 and Norfolk Insight]

#### Falls in the Elderly 5.11

5.12 In Blakeney a marginally higher percentage of falls in the elderly are recorded with 26.7% of people aged 65 and over having a fall, which is a higher percentage when compared to 26.5% for both Norfolk and England.

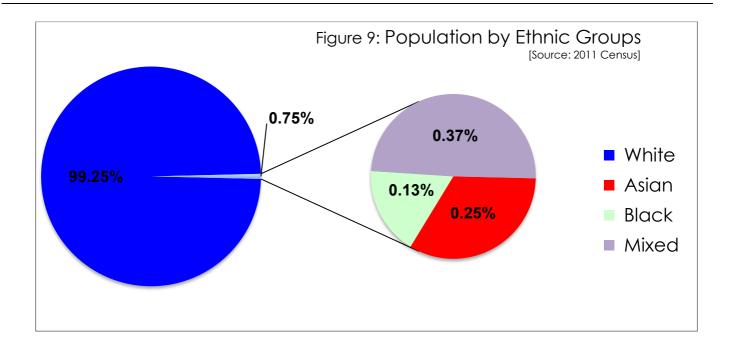


#### **Diabetes** 5.13

- In Blakeney 4.2% of the population aged between 16 and 64 years have diabetes 5.14 (either Type 1 or Type 2), which is seen as significantly higher when compared to Norfolk at 3.3% and England at 3.1%.
- 5.15 In the older population of Blakeney, 65 years and over, the trend is 12.5% of this group has diabetes compared to Norfolk at 12.5% and 12.4% for England.

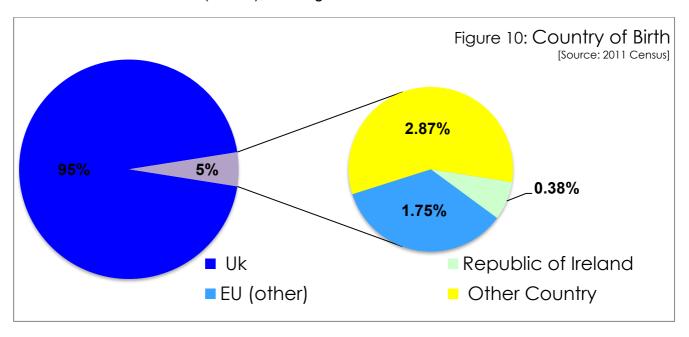
### **Ethnicity**

The resident population of Blakeney, as recorded in the 2011 Census, is 6.1 predominately 'White' (99.25%). The remaining groups are - 'Asian' (0.25%), 'Black' (0.13%) and 'Mixed' 0.37%. See Figure 9.



#### 6.2 **Country of Birth**

6.3 In the 2011 Census the country of birth recorded for the resident population of Blakeney was UK (95%), Republic of Ireland (0.38%), other EU countries (1.75%) and other countries (2.87%), See Figure 10.



#### 6.4 Religion

6.5 The religious beliefs and faiths for the Blakeney population recorded in the 2011 Census are detailed in Table 1. The largest group being Christian, at just under 75%, the second largest group being recorded as having no religion, at just over 24% with the remainder record as of Muslin, Hindu, Sikh, Jewish and Buddhist.

**Table 1: Religion** 

Religion	
Christian	74.38%
Muslim	0.26%
Hindu	0.26%
Sikh	0.13%
Jewish	0.13%
Buddhist	0.26%
Other	0.26%
None	24.22%

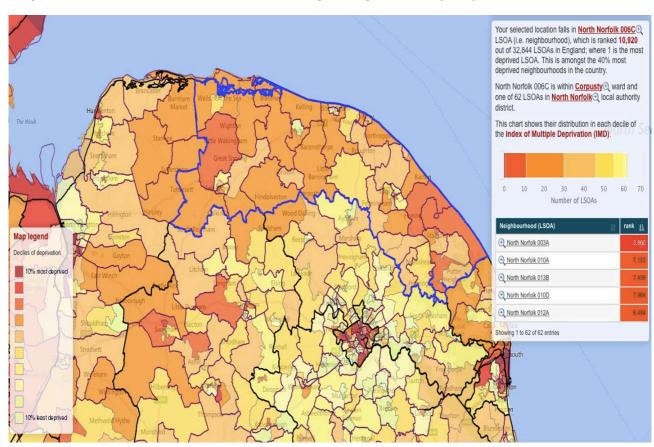
Source: Census 2011

### 7 Deprivation

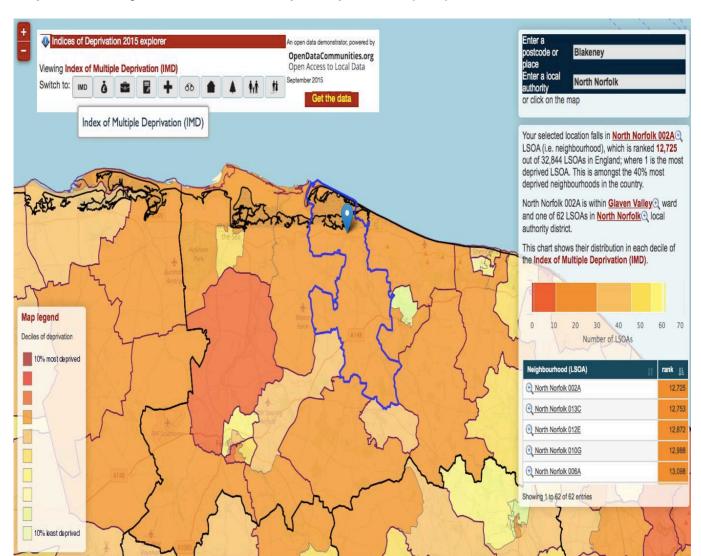
- 7.1 The Index of Multiple Deprivation (IMD) is an overall relative measure of deprivation constructed by combining seven categories of deprivation according to their respective weights.
- 7.2 North Norfolk is amongst the 40% of the most deprived neighbourhoods in the country, with a ranking of 10,920 out of 32,482 Lower-layer Super Output Area (LSOA) across England. (The lower the number the more adverse the indicator is for that neighbourhood.) See Map 2.

[Scorce: <a href="http://dclgapps.communities.gov.uk/imd/idmap.html">http://dclgapps.communities.gov.uk/imd/idmap.html</a> Indices of Deprivation 2015 Exporler]

Map 2: North Norfolk 006C Index of Multiple Deprivation (IMD)



7.3 Blakeney (002A) is amongst the 40% of the most deprived neighbourhoods in the country, with a ranking of 12,725 out of 32,844 Lower-layer Super Output Area (LSOA) across England and performing significantly better than North Norfolk. See Map 3.

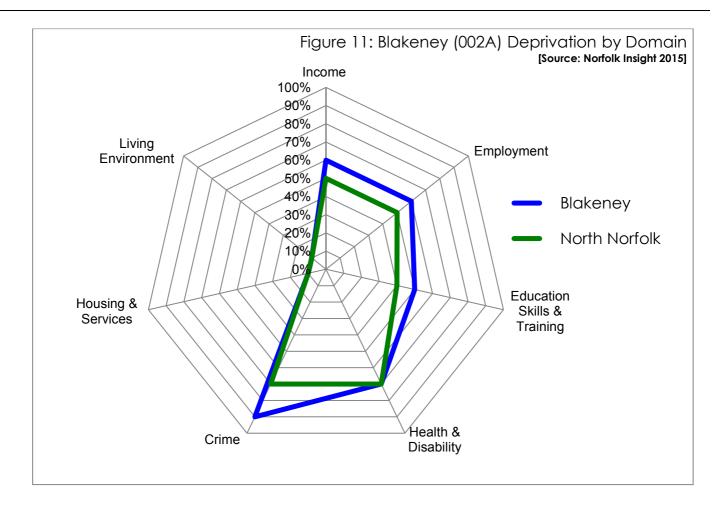


Map 3: Blakeney 002A Index of Multiple Deprivation (IMD)

The breakdown by Deprivation Domain category <sup>3</sup> enables a more detailed analysis 7.4 of the indicators. Using North Norfolk as the comparison (all 62 LSOAs) to Blakeney LSOAs (002A) Blakeney generally performs either marginally better or the same in all categories when compared to North Norfolk. Performing better in four categories - income, employment, education skills and training, and crime – while performing the same in three - health and disability, housing and services, and living environment. See Figure 11.

Blakeney Baseline Data Report v3 Page 15

 $<sup>^3</sup>$  In each Deprivation Domain category the higher the percentage the more favourable the situation is whilst the lower the percentage the more adverse the situation is.



- 7.5 Below is an explaination of each deprivation domain categories.
- 7.6 Income: The purpose of this Domain is to capture the proportions of the population experiencing income deprivation in an area.
- 7.7 Employment: This Domain measures employment deprivation by considering people of working age who are involuntarily excluded from the world of work, either through unemployment, ill health or family circumstances.
- 7.8 Health and disability: This Domain identifies areas with relatively high rates of people who die prematurely or whose quality of life is impaired by poor health or who are disabled, across the whole population.
- 7.9 Education, skills and training: The purpose of the Domain is to capture the extent of deprivation in education, skills and training in a local area. The indicators fall into two sub-domains: one relating to lack of attainment among children and young people and one relating to lack of qualifications in terms of skills. These two sub-domains are designed to reflect the 'flow' and 'stock' of educational disadvantage within an area respectively. That is, the children/young people sub-domain measures the deprivation in the attaining of qualifications, while the skills sub-domain measures the deprivation in the resident working age adult population.
- Barriers to Housing and Services: The purpose of this Domain is to measure barriers to housing and key local services. The indicators fall into two sub-domains: 'geographical barriers' and 'wider barriers' which includes issues relating to access to housing such as affordability.

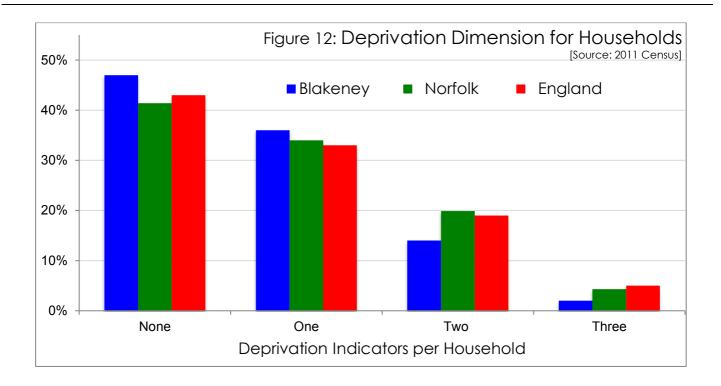
- 7.11 Living environment: This Domain focuses on deprivation in the living environment. It comprises two sub-domains: the 'indoors' living environment which measures the quality of housing and the 'outdoors' living environment which contains two measures about air quality and road traffic accidents.
- Crime: This Domain measures the rate of recorded crime for four major crime themes 7.12 - burglary, theft, criminal damage and violence - representing the occurrence of personal and material victimisation at a small area level.
- 7.13 Looking specifically at income deprivation; the sub indicators reflecting the impact on children and older people illustrates, when compared to North Norfolk district, that both groups are less affected by income deprivation. See Table 2 for details).

**Table 2: Income Deprivation Sub Indicators** 

Income Deprivation (Ranking out of 32,844)	Blakeney	North Norfolk
Affecting Children (IDACI)	22,317 40% least deprived	15,294 30% most deprived
Affecting Older People (IDAOPI)	23,691 30% least deprived	21,170 40% least deprived

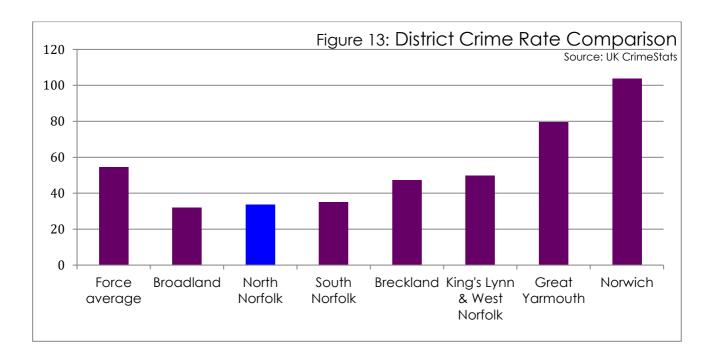
#### 7.14 Household Deprivation

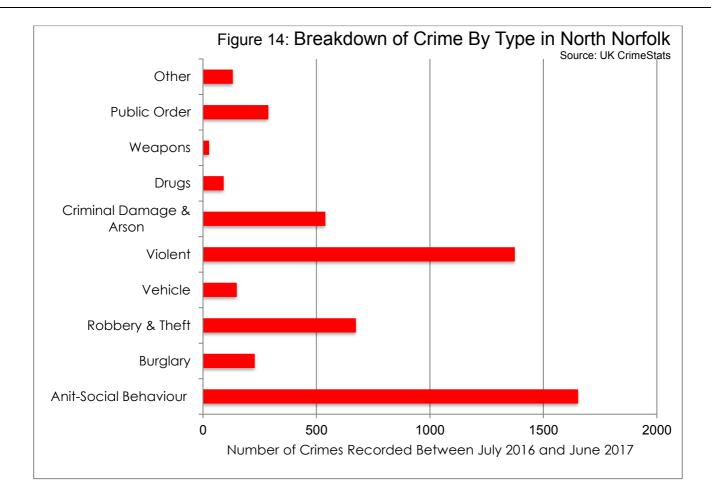
- Deprivation is measured through selected household characteristics. These 7.15 deprivation measures (including income, employment and education) illustrate how Blakeney is ranked overall against other areas.
- The household deprivation measures for Blakeney are more positive when compared 7.16 to Norfolk and nationally, see Figure 12. Households in Blakeney without any deprivation indicator are significantly higher (47%) compared to Norfolk (41%) and England (43%).
- Households in Blakeney with one deprivation indicator are higher (36%) than Norfolk (34%) and England (33%). Blakeney households with two (14%) or three (2%) deprivation indicators are significantly lower in both instances than Norfolk (2 indicators at 20% and 3 indicators at 4%) and England (2 indicators at 19% and 3 indicators at 5%).



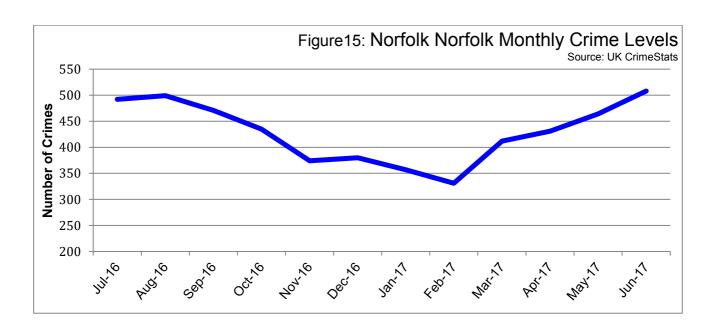
#### Crime 8

8.1 North Norfolk has the second lowest crime rate, at 33.6, in Norfolk with only the district of Broadland lower at 31.9. See Figure 13. Crime figures relate to the number of crimes per 1000 population.





8.2 The large influx of tourists through the summer months is attributed to significant increases in the level of crimes associated with anti-social behavior, criminal damage, public order and violence. See Figures 14 and 15.

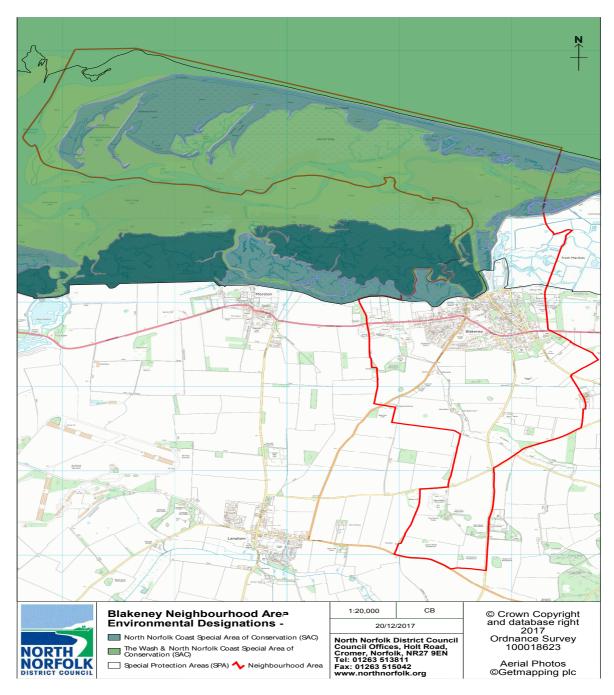


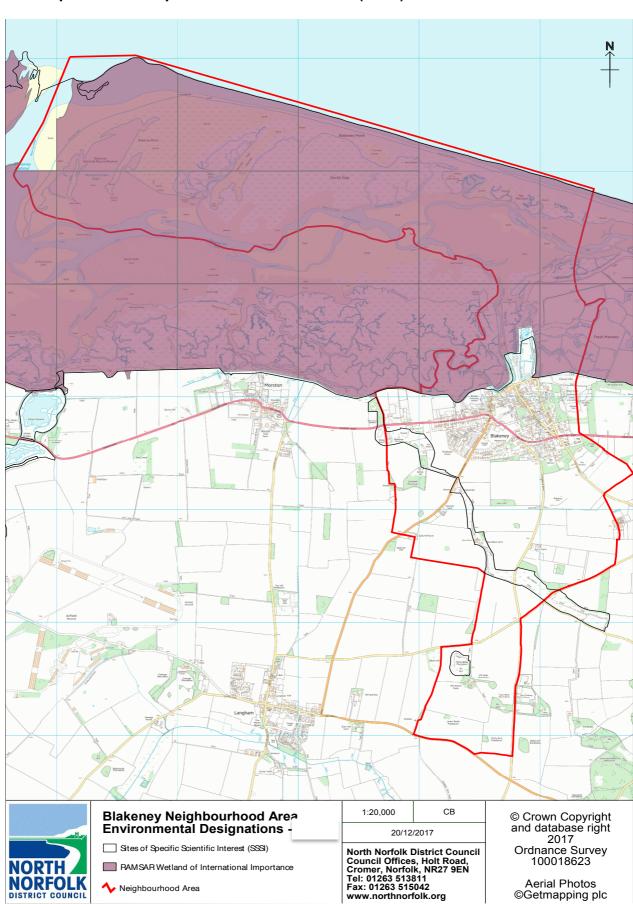
### **Landscape & Environment**

### **Landscape and Environment**

9.1 North Norfolk contains many important and protected sites with priority habitats and species. Designated sites are those areas that are particularly notable for their features, biodiversity, flora, fauna or geodiversity and may be designated under international agreements (such as the Ramsar Convention and the EC Habitats Directive), national law (such as Sites of Special Scientific Interest (SSSI)) or through non-statutory designations (such as County Wildlife Sites). Such sites are managed to protect and preserve those features for which they are particularly valued.

Map 4: Special Area of Conservation (SAC)

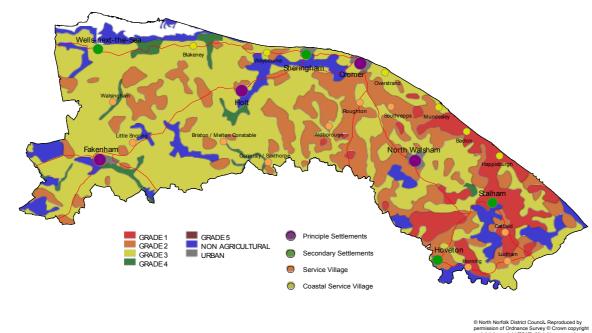




Map 5: Sites of Specific Scientific Interest (SSSI) and RAMSAR

1:20,000 **Blakeney Neighbourhood Area** © Crown Copyright and database right 2017 Ordnance Survey 100018623 **Environmental Designations -**20/12/2017 North Norfolk District Council Council Offices, Holt Road, Cromer, Norfolk, NR27 9EN Tel: 01263 51381 Fax: 01263 515042 www.northnorfolk.org National Nature Reserve (Holkham to Blakeney) Neighbourhood Area Aerial Photos ©Getmapping plc

Map 6: National Nature Reserve (Holkham to Blakeney)



Map 7: North Norfolk Agricultural Land Classifications

- 9.2 Blakeney Conservation Area, see Map 8
- 9.3 The condition of the conservation area is considered being generally good with buildings, gardens and boundaries well maintained. As of 2018 there are no buildings on Historic England's Buildings at Risk Register.
- 9.4 It is important for buildings and structures individually and for the conservation area as a whole for built fabric to be maintained to a high standard. This maintains their aesthetic qualities, the integrity of the built fabric and prevents loss of historic fabric. There are very few examples of structures in poor condition, although some deteriorating brickwork will require attention in the medium term - decayed due to corrosion of inbuilt iron hinges.
- 9.5 With the prominence of flint walls throughout the village they play an important contribution to the Blakeney's character, it is important that the walls are well maintained.
- 9.6 The greatest threat to the character of the village is the intrusion of modern elements that are out of keeping with the traditional materials - such as timber fencing and solar panels. Or the replacement of historic or traditional doors and windows with inappropriate alternatives, such as those in uPVC, is a significant threat to individual historic buildings
- 9.7 The rural character can be eroded with the addition of more urban features such as the replacement of front gardens with 'hard-standing' creating a harsher surface that is in contrast to the softer gravel treatments that are typical throughout the village. For more details on see Blakeney Conservation Area Appraisal and Management Plan.



**Map 8: Blakeney Conservation Boundary** 

There are 100 listed buildings in the parish of Blakeney. One Grade I, four Grade II\* 9.8 and the remaining 95 all listed Grade II. Table 3 lists each of these buildings and Map 9 identifies those that are located within the Blakeney Conservation Area.

**Table 3: Listed Buildings in Blakeney** 

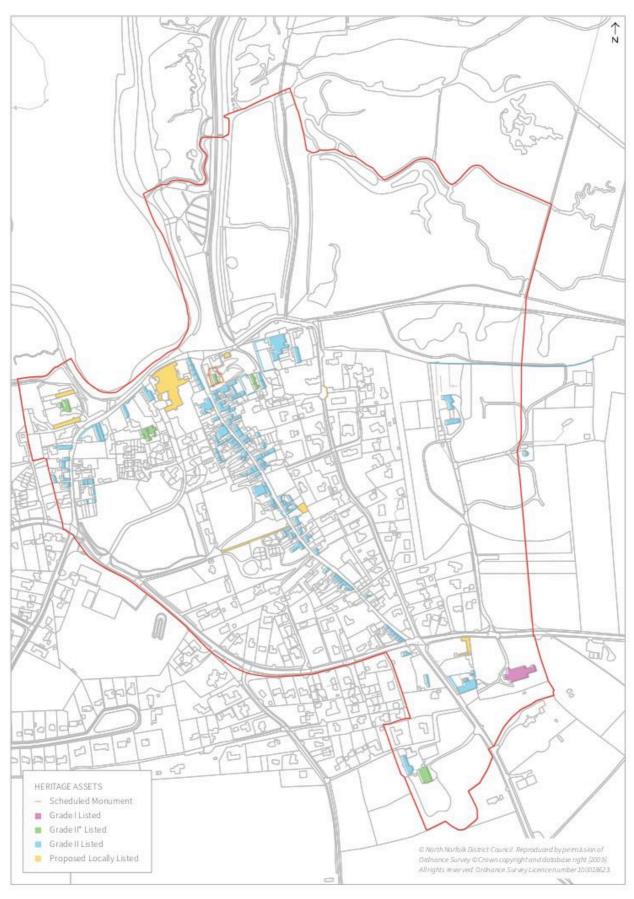
	List Number	Grade	Name
1	1170652	II	Blakeney Mill, Cley Road
2	1039495	I	Church of St Nicholas, Cley Road
3	1039496	II	About 120m of boundary wall north of Friary
			Farmhouse, Cley Road
4	1373960	II	Barn south of Friary Farmhouse, Cley Road
5	1253063	II	Friary Farmhouse, Cley Road
6	1039467		Alma Cottage Beacon Cottage, High Street
7	1373962		Barclays Bank/ Post Office, High Street
8	1039498		Benbow Cottage/ Ship Cottage, High Street
9	1169957		Claremount House, High Street
10	1039471		Corner Cottage, High Street
11	1169971		Double Doors Cottage The Doll's House, High Street
12	1039473		Dolphin Cottage and Nos. 39 High Street
13	1039478		Findhorn Cottage, High Street
14	1170031	ll l	Flint Cottage, High Street
15	1373987	*	Guildhall, High Street
16	1039462		Ice House immediately W of No.86, High Street
17	1373954		Ivy House, High Street
18	1049557		K6 Telephone Kiosk, High Street
19	1170110	ll l	Miranda, High Street
20	1306242	ll l	Morgan Cottage, High Street
21	1039468		Providence House, High Street
22	1373966	ll l	Roundstones, High Street
23	1373964	ll l	S Loose and Son, High Street
24	1373990	II	St Margaret's, High Street
25	1170009	ll l	The Anchor, High Street
26	1373961	II	The Granary, High Street
27	1039501	II	The Little Regency, High Street
28	1039469	II	The Wheel House High Street
29	1039497	II	White Horse PH, High Street
30	1306256	II	Yew Tree Cottage, High Street
31	1170000	II	17-25 High Street
32	1039499	II	20a High Street
33	1373963	II	22 High Street
34	1039500	II	24 High Street
35	1169857	II	26 and 28 High Street
36	1306309	II	32 High Street
37	1039472	II	31 and 33 High Street
38	1039502	II	34 - 44 High Street

	List Number	Grade	Name
39	1169882	II	46 High Street
40	1373989		47 and 49 High Street
41	1306260	11	51-55 High Street
42	1373965	II	52 High Street
43	1366314	II	54 High Street
44	1039503		56 High Street
45	1039474	II	59 High Street
46	1039475	II	69a and 71 High Street
47	1169893		70-74 High Street
48	1170049	11	81 High Street
49	1039460		82 and 84 High Street
50	1039476		83 and 85 High Street
51	1039461		86 High Street
52	1039463	=	Gateway Arch between 84 and 88 High Street
53	1170062	11	87 and 89 High Street
54	1039464	II	88 High Street
55	1039465	II	90-94 High Street
56	1039466	II	Wall and gate piers immediately S of Nos. 90-94 High
			Street
57	1373952	II	93 and 95 High Street
58	1373985	II	100 and 102 High Street
59	1039477	II	101 High Street
60	1306214		103-107 High Street
61	1373953		109 High Street
62	1170099		113 High Street
63	1169945	II	124-130 High Street
64	1170103	<u>II</u>	127 and 131 High Street
65	1373986	II .	132-134 High Street
66	1039479	II	145 and 147 High Street
67	1169950	II	146-148 High Street
68	1039470	II	152-154 High Street
69	1440867	II	Blakeney War Memorial, New Road
70	1039439	II	Hill House, New Road
71	1039443	II	Barn Annex to W of Blakeney Building Name Hotel, The
70 -	1000 / /1	11	Quay
72	1039441		Barn SE of Manor Hotel, The Quay
73	1039447	II	Boundary Wall from NW corner of Quay Barn
7.4	1020400	- 11	westwards, The Quay/ Westgate Street
74	1039480	II	Caulking House, Building Name The Counting House,
75	1020440	11	The Quay
75	1039440	II II	Manor Hotel, The Quay
76	1039442	II	Boundary Wall around garden of Manor Hotel, The
77	1170135	II	Quay 4 Mariners Hill, The Quay
78	1039481	II II	5 Mariners Hill, The Quay
			,
79	1306201	II	6 Mariners Hill, The Quay

	List Number	Grade	Name
80	1171139	*	Red House, The Quay
81	1039446	II	Quay Barn, The Quay
82	1373974	II	Range of Outbuildings to NE of Quay Cottages, The Quay
83	1039444	*	Quay House, The Quay
84	1039445	11	Garden Wall to the N of Quay House, The Quay
85	1373975	II	The Pightle, Westgate Street
86	1171179	II	Pimpernel Cottage, Westgate Street
87	1305723	II	Shipley House including Front Garden, Westgate Street
88	1170123	*	The Friary, The Quay
89	1373955	II	Wall enclosing garden to W of Friary, The Quay
90	1171160	II	The Kings Arms Inn, Westgate Street
91	1039450	II	West View, Westgate Street
92	1039449	11	6 Westgate Street
93	1373977	II	10 Westgate Street
94	1039448	11	11-15 Westgate Street
95	1171155	11	19 Westgate Street
96	1305696	11	20 Westgate Street
97	1373976	II	23 Westgate Street
98	1305702		Barn to NW of Old Rectory, Wiveton Road
99	1423837	II	Blakeney C of E Primary School, Wiveton Road
100	1039451	11	School House, Wiveton Road

- The need to respond to changing climatic conditions may also put pressure on the 9.9 historic environment and individual buildings with the incorporation of renewable energy sources, increased insulation, the fitting of window shutters and other measures.
- 9.10 Damage may also occur to below ground archaeology that has the potential to enhance understanding of the village's history and development. This may be as the result of flooding or drying out of the ground.

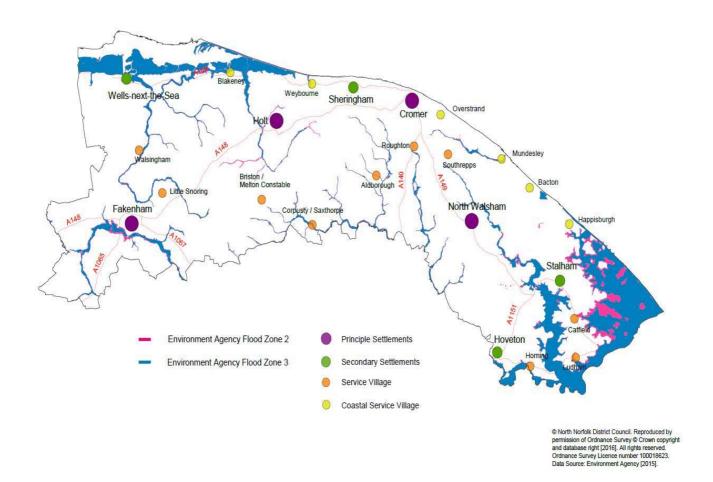




#### Water Resources

#### 10 Water

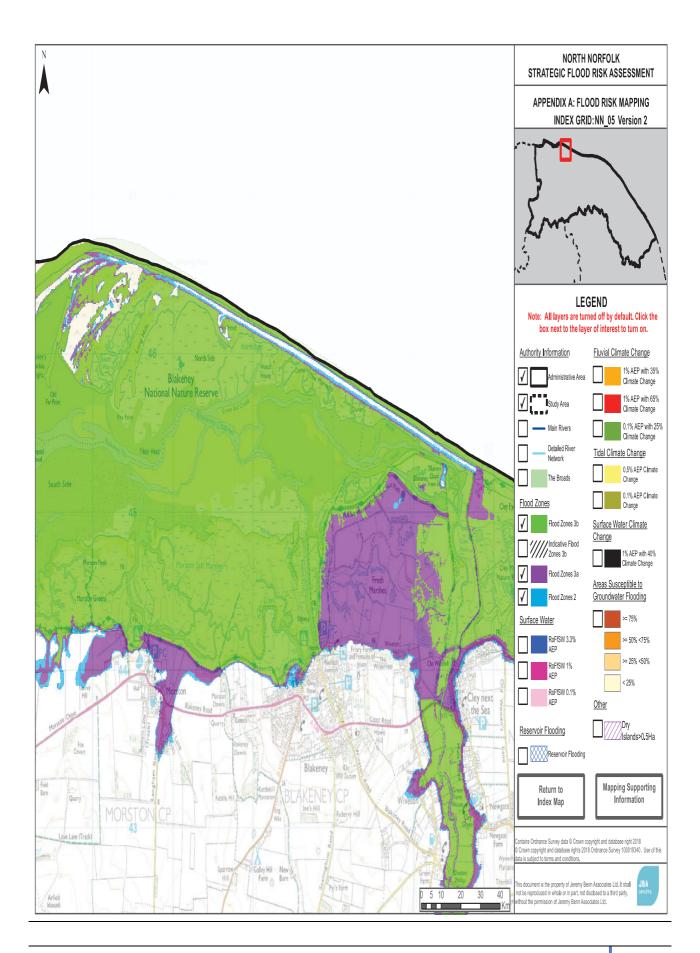
- 10.1 With the exception of a small area to the District's southeast, which is served by the Broads water resources, North Norfolk's water resources are entirely dependent on the North Norfolk Coast Cromer Ridge chalk aquifer.
- With average annual rainfall of approximately 71% of the long-term average for 10.2 England, the Anglian region is the driest in the UK. The region also contains a significant number of internationally important wetland sites and other water dependent habitats. In recognition of the large number of customers and the vulnerability of the natural resources, the Anglian region is designated as an area of serious water stress (Anglian Water, 2015, p.26).
- Over the 25-year period between 2015 and 2040, Anglian Water predict that their supply-demand balance will be adversely affected by a combination of growth, climate change and the reductions in deployable output and that abstraction levels will need to restore abstraction to sustainable levels (Anglian Water, 2015, p.2).
- In 2012/13, the vast majority of available water supplies came from groundwater (53%) and reservoirs (40%) (Anglian Water, 2015, p.35). Approximately 30% of delivered supplies were to non-household customers (Anglian Water, 2015, p.41). Non-household demands in the Norfolk Rural, North Norfolk Coast and Hunstanton resource zones are dominated by wholesale, retail trade, food, accommodation and other services (Anglian Water, 2015, p.42).
- An important consideration for the Neighbourhood Plan will be to ensure that there is sufficient capacity to not only provide water, but also to look at sewage networks, waste water treatment works and receiving watercourses. North Norfolk District Council is currently working, through the Duty to Co-operate process and Norfolk Strategic Framework, to map known constraints; this ongoing work and the potential for further work thorough a Water Cycle Study will be used to inform the Neighbourhood Plan.
- In respect of local sources of flooding, such as surface water runoff, ground water 10.6 and ordinary watercourses, no nationally significant indicative flood risk areas have been identified (Environment Agency, 2010 cited in Norfolk County Council, 2011b p.6-7). Within the District, however, it should be noted that there is a high risk of flooding from local sources across the county, particularly from surface water and in combination with other sources of flooding such as main rivers and the sea. See Map 10 for the Environment Agency Flood Zones in North Norfolk.
- The North Norfolk Strategic Flood Risk Assessment (SFRA) Final Report, November 2017, identifies tidal flooding as the most significant hazard in North Norfolk - it is known that surge tides with strong winds caused road flooding at Blakeney and is one of the Flood Alert Areas and Flood Warning Areas (FWAs), which cover significant parts of North Norfolk coastal area. Blakeney has its own specific flood warning code - 054FWCDV2A - The north Norfolk coast at Blakeney.



Map 10: Environment Agency Flood Zones in North Norfolk

- Sea level rates are estimated to increase by between 68 and 80cm over the course of the twenty-first century whilst changes in temperature and precipitation are also likely to occur. Blakeney is located less than 30m above sea level.
- 10.9 The North Norfolk Coast AONB Climate Change Action Plan identifies key changes that are likely to result from climate change and may impact on Blakeney are :
  - Rising sea levels with an associated increase in the frequency and severity of flooding;
  - Increased frequency and severity of storms affecting beaches and other facilities associated with visitors, which could in turn affect the tourist economy;
  - Warmer and drier springs and summers resulting in a potential longer tourist season; and
  - Loss of habitats and species.

Map 11: Blakeney Flood Zones



#### Air

### 11 Air Quality

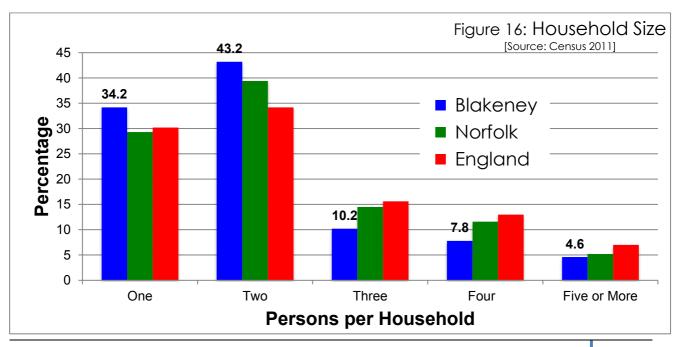
- Due to the location and rural nature, industry in North Norfolk is generally small scale. The main population within North Norfolk is located around the market towns of Wells-Next-The-Sea, Fakenham, Holt, Sheringham, Cromer, North Walsham, and Stalham. The population varies significantly between the summer and winter due to varying levels of tourism - a sector, which makes a vital contribution to the local economy of the District.
- There are no Air Quality Management Areas (AQMAs) in North Norfolk, although a nitrogen dioxide hotspot has been identified in Hoveton, south of Blakeney, due to the high levels of traffic and congestion in the area. Air quality levels are kept under review. There is the potential for nitrogen dioxide levels to increase with an increase in population, vehicles and traffic.

### Housing

### 12 Housing

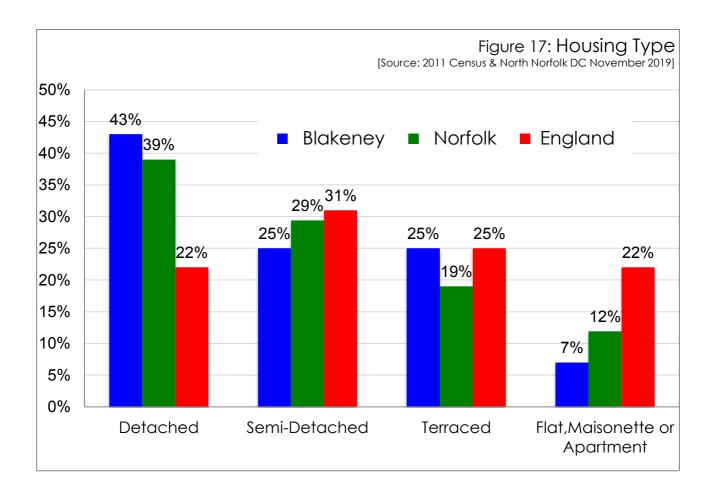
#### **Housing Supply** 12.1

- 12.2 The popularity of Blakeney means that there is considerable pressure for the construction of new or replacement dwellings. With a national housing shortage, planning policy has evolved in recent years to encourage house building.
- 12.3 The 2011 Census records 721 dwellings across the parish; this is 10 more than recorded by NNDC through payment of council tax and business rates. The household size in Blakeney differs considerably from that of Norfolk and England. Whilst it is recognised national that household size is reducing - Blakeney already has significantly more one and two person households when compared to both Norfolk and England. See Figure 16.



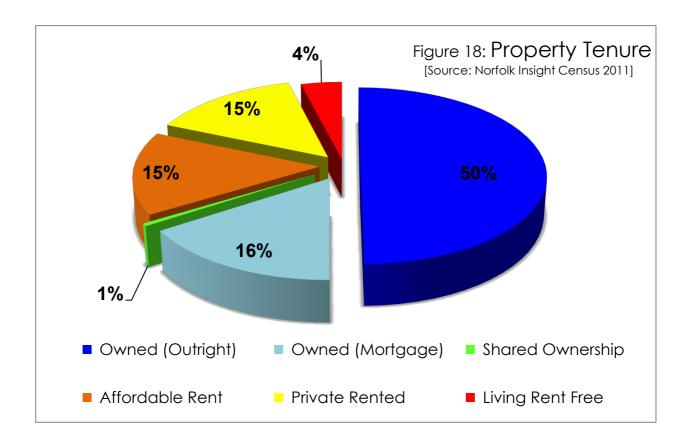
#### 12.4 **Housing Type**

- 12.5 The housing mix in Blakeney recorded in the 2011 Census is dominated by detached homes, 43%, significantly higher than Norfolk and England at 39% and 22% respectively. See Figure 17.
- 12.6 Blakeney has 25% semi-detached houses, 4% less than Norfolk and 6% below the national level. There are significantly more terraced homes, 6%, when compared to Norfolk although the same as the national figure for England at 25%.
- There is a smaller proportion of flats, maisonettes or apartments homes, 3%, 12.7 compared to 12% for Norfolk and 22% for England.



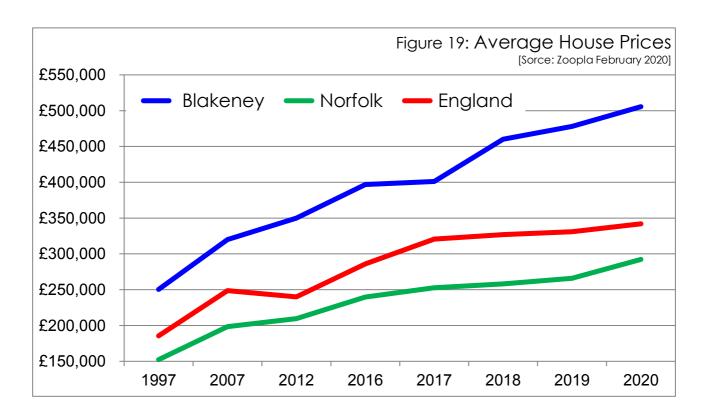
#### 128 Tenure

- 12.9 Property in Blakeney is 66% owned, as illustrated in Figure 18, with 50% being owned outright and 16% with mortgages – whilst the overall percentage is roughly the same as Norfolk, the split between owned outright or with a mortgage is significantly different at 37% and 30% respectfully for Norfolk.
- 12.10 There is a very small percentage, just less than 1%, shared ownership. Of the local housing market 30% is rented accommodation, split equally 15% each between affordable rent and private rent. The tenure split is broadly inline with that seen across Norfolk.

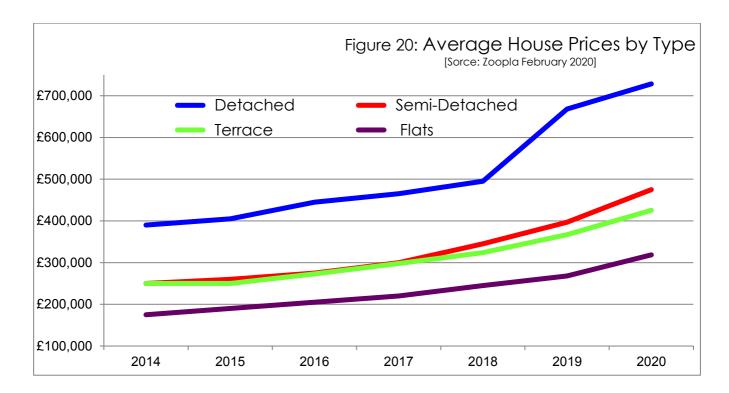


### 12.11 House Prices and Affordability

12.12 Average house prices in Blakeney have continued to rise, to just over £505,000 (February 2020). A rise of over 25.9%5 since 2017, compared to increases of 15.9% for Norfolk and 6.9% for England over the same period. See Figure 19.



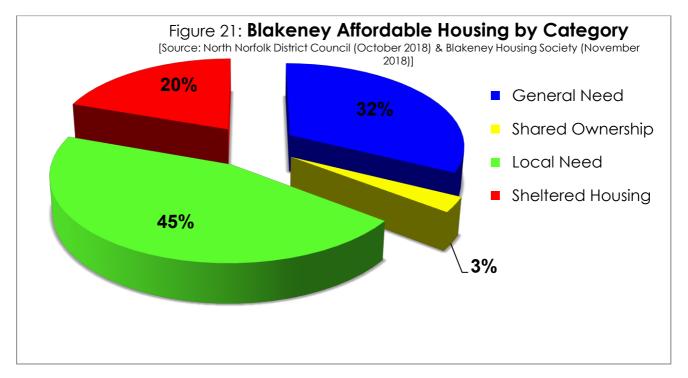
- 12.13 Affordability of local houses is a significant issue. When comparing average house prices in Blakeney to income results in a ratio of 1:15. This is significantly higher than the ratio for Norfolk North of 1:9 and England of 1:7. [Source: Annual Survey of Hours and Earnings Office for National Statistics].
- 12.14 Average cost to rent is £849 pcm. This ranges from an average of £650pcm for a one-bedroom property through to an average of £1,100pcm for a four-bedroom property. A one-bedroom flat is the lowest entry point at an average of £594pcm. [Source: Zoopla September 2018].



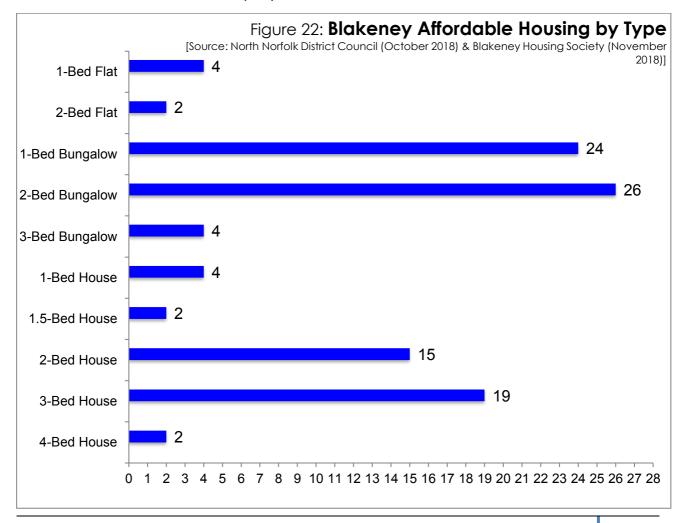
12.15 With the attractiveness and desirability of North Norfolk as a location for holiday and second homes affordability is further affected, negatively, as more affluent people, many from London, are able to outbid local people for homes. The latest figures from North Norfolk District Council (2018) indication that holiday homes are 17.9% of the entire Blakeney housing stock, with 24.9% being second homes - compared to 10.4% of second homes across North Norfolk. It is notoriously difficult to accurately measure second homes. The Percentage of second homes and holiday homes total 42.76% of the entire Blakeney housing stock.

#### 12.16 Affordable Homes

12.17 There are currently 102 affordable homes in Blakeney. Of these 33 are for 'general need' (available to applicants from across the district), 3 are 'shared ownership', 46 are for 'local need' (homes available to applicants with a local connection) and the remaining 20 are 'sheltered housing' (or older people). See Figure 21.



12.18 Included in the total number of affordable homes is 34 owned by Blakeney Neighbourhood Housing Society. The purpose of the Blakeney Neighbourhood Housing Society, founded 1946, is to provide affordable housing for local people and are all let at affordable rents to tenants with a local birth tie. In total 45% of the affordable homes are for people with local connections.



12.19 The mix, size and type of the affordable homes is illustrated in Figure 22, with over 75% of the homes having one bedroom, one and a half bedroom or two bedrooms. This aligns with the household size in Blakeney, see Figure 16, with just over 77% being one or two person households.

## 12.20 Housing Needs

- 12.21 The Central Norfolk Strategic Housing Market Assessment Report identifies the Objectively Assessed Need (OAN) for Norfolk and the individual Districts.
- 12.22 For North Norfolk the overall assessment of need, across the district, for both market and affordable, is a total of 8,581 homes as identified as the OAN for the period 2015 to 2036.
- 12.23 The information available about households seeking a home in Blakeney is taken from the North Norfolk District Council (NNDC) housing list, as at October 2018. There are two categories of results:
- 12.24 General Need These are households on the housing list who wish to live in Blakeney (but who may also wish to live in other towns and villages). They may or may not have a local connection. Most housing in the district is allocated to general needs applicants and analysis considers the 706 households (as at October 2018) on the NNDC housing list who have stated they may wish to live in Blakeney.
- 12.25 The analysis shows that most needed is one-bed homes (56%) for single people and couples. Small families (31%) will need two or three-bed homes and large families (13%) will need three or more bed homes.
- 12.26 There are 11 households (aged 55+) who would like sheltered housing. 45% of single people and couple households are aged 55+. For this reason any new onebed housing should be provided suitable for people with limited mobility.
- 12.27 Local Need These are households on the housing list who have a local connection to Blakeney and the adjoining parishes of Cley, Field Dalling, Langham, Morston and Wiveton. There are 79 households identified as having a 'local connection' with one or more of the following criteria;
  - current home;
  - former home;
  - work; and/or
  - close family.
- 12.28 The Broadland Housing Association Homes in Haywards Close and Oddfellows Field has a local allocation agreement.
- 12.29 As with the general need the analysis demonstrates that most of the need is for onebed homes (52%) for single people and couples. Small families (37%) will need two or three-bed homes and large families (10%) will need three-bed homes. Included in the 79 households are seven households, which include a wheelchair user.

12.30 Providing a balanced mix of dwelling types across the area to meet the needs of the local population goes hand in hand with creating and retaining a balanced local community.

#### 12.31 Second Homes and Holiday Homes

12.32 The number of 'second homes' and 'holiday homes' is a concern of local residents and seen as a key sustainability issue for Blakeney, see Table 4.

Table 4: Percentage of Second and Holiday Homes

	Total Dwellings	Second Homes (Council Tax discount*)	Holiday Homes (Business rates)	Second Homes	Second & Holiday Homes
2018-19	705	178	125	30.7%	43.0%
2017-18	711	178	127	30.3%	42.8%
2016-17	696	180	124	31.1%	43.7%

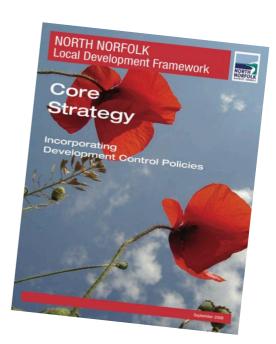
Source: North Norfolk District Council April 2019 [\*5% discount for second homeowners on their council tax 2017-18]

- 12.33 The 5% council tax discount for second homes was discontinued for 2018-19, making it more difficult to identify 'second homes', and it should not be assumed all 'second home' owners claimed the discount when it was available.
- 12.34 With 43% of the existing housing stock either being used as a second home or holiday let accommodation is having an impact on the sustainability of the village. The number of second homes, at over 30%, is seen as too high for these homes to be empty for large periods of the year. See Table 4.

#### 12.35 Core Strategy Settlement Hierarchy

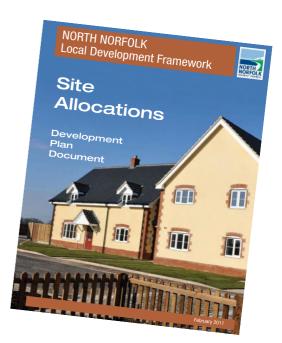
- 12.36 The Core Strategy proposes that most new development in the District should be concentrated in four of the larger towns in North Norfolk -Cromer, Fakenham, Holt and North Walsham - with lower levels of development in Hoveton, Sheringham, Stalham and Wells-next-the-Sea.
- 12.37 In addition, the Strategy indicates that small-scale housing development is necessary to meet identified local needs in some of the larger villages in the District and that the service role of these villages should be protected and if possible enhanced.
- 12.38 Blakeney is identified in Policy SS1 Spatial Strategy for North Norfolk as one of the six Coastal Service Villages. The policy states "Development in these Coastal Service Villages will support local

coastal communities in the face of coastal erosion and flood risk. Land may be identified in or adjacent to these settlements to provide for new development or relocation from areas at risk.



#### 12.39 Site Allocations

- 12.40 Blakeney is identified as a 'Coastal Service Village' in the Core Strategy. The Strategy indicates that small-scale housing allocations for a total of approximately 26 dwellings should be considered.
- 12.41 The opportunities for allocations in Blakeney are limited as there are few sites within the existing development boundary, much of which is designated as a Conservation Area, and those sites that are undeveloped provide important greenspaces and recreation areas which are an essential part of the character of the village. Expansion of the village beyond its existing boundaries raises concerns in relation to landscape impact within the Norfolk Coast Area of Outstanding Natural Beauty. Despite these concerns it was considered appropriate



to take the opportunity to allocate a new site in order to increase the supply of affordable housing, which would otherwise be limited to rural exception schemes.

12.42 In section 12.0.5. it is indicated by Anglian Water that Blakeney has limited capacity in relation to water supply and/or foul water disposal.

## 12.43 Policy BLA03: Land West of Langham Road

12.44 Land amounting to approximately 1 hectare is allocated for residential development of approximately 26 dwellings, located on the southwestern fringe of the village. It is within the Norfolk Coast Area of Outstanding Natural Beauty (AONB) and the site, and surrounding area, is prominent in the local landscape particularly when viewed from the higher ground to the south. The area identified as suitable for development was selected in order to minimise landscape impact. Development of allocation site BLA03 has now been completed. See Map 12 for site location.

Map 12: Site Allocations DPD Map 12.3. Land West of Langham Road (BLA03)

Source: Site Allocations Document: Section 12.3: Allocations for Blakeney Major Growth Locations



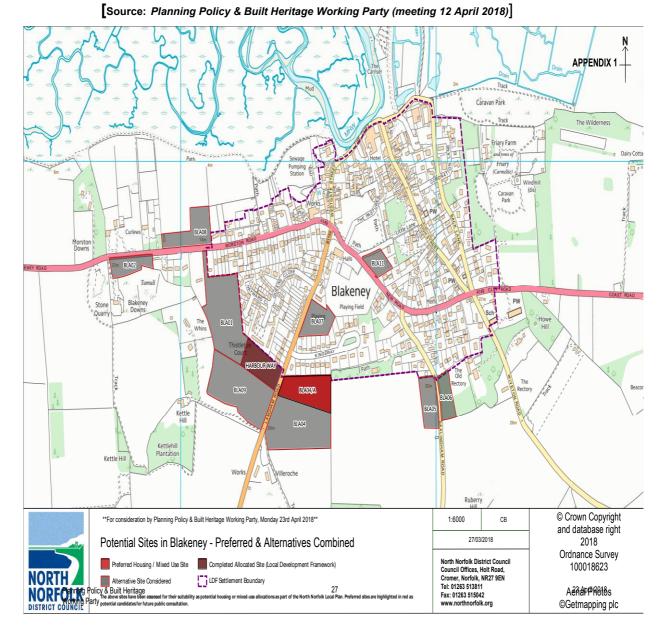
#### 12.45 Emerging New Local Plan

12.46 North Norfolk District Council is undertaking the production of a new Local Plan that will provide the planning policy context for development across the whole of North



Norfolk, including Blakeney, for the period 2016 - 2036. Although this work has not been completed at this time, it is expected that the new Local Plan will be adopted by North Norfolk District Council in the coming years, therefore, the Blakeney Neighbourhood Plan will need to be mindful for the emerging content and outcomes of the new Local Plan.

12.47 Through the 'call for sites' process a number of sites where proposed and put forward by landowners and promoters. Map 4 illustrates the different sites and preferred site.



Map 13: Preferred Site BLA04/A Map (Appendix 1)

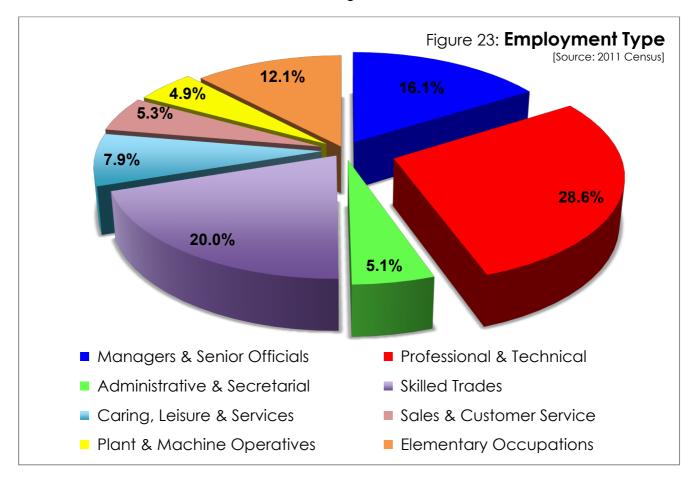
- 12.48 The North Norfolk Local Plan 2016 2036 First Draft Local Plan (Part1) was consulted on from 7th May to 19th June 2019.
- 12.49 Blakeney is now identified by North Norfolk District Council as one of five 'Large Growth Villages' recognising their role as local service centres and to support rural sustainability.
- 12.50 The **Growth Villages (large and small)** have a number of services but the range is often limited and only Ludham, Mundesley, Briston and Blakeney include a Primary School, convenience shop(s), doctors' surgery, some public transport, some local employment, and a limited selection of other services such as a public house, church, post office, and village hall. They act as limited service hubs for other nearby villages.
- 12.51 The emerging Local Plan identifies in paragraph 7.24 (page 50) that "these communities have affordable housing needs and the Council believes these should be addressed locally provided such proposals are modest in size and do not result in harmful impacts.

- 12.52 The opportunities for allocations in Blakeney are limited as there are few sites within the existing development boundary, much of which is designated as a Conservtion Area. The areas that are undeveloped provide important green spaces and recreation areas that are an essential part of the character of the village.
- 12.53 Expansion of the village beyond its existing boundaries raises concerns in relation to landscape impact within the Norfolk Coast Area of Outstanding Natural Beauty (AONB). Despite these concerns it is considered important to take the opportunity, in North Norfolk District Council's view, to allocate a new site in order to increase the supply. This is North Norfolk District Council's choice of the site that came forward and their preference for further residential development. However, alternative sites (see Map 13) have been proposed, some local residents have specifically supported BLA1, and the District will consider these and include them in their future consultation.

# **Economic Development**

# 13 Economic Development

- **Employment Demographics** 13.1
- 13.2 In the 2011 Census the working population (aged between 16 and 74 years old) of Blakeney is spread broadly across all the classifications.
- Predominately, people are employed in the higher classifications of employment, 13.3 70%, with the majority in professional, technical, administrative, skilled or managerial roles and skill trades, as illustrated in Figure 23.



13.4 When comparing across Norfolk Blakeney people in higher level roles, 5.7% more as managers and senior officials, 3.6% more as professional and technical and 5.9% more in the skilled trades. While in the following roles there are lower numbers, 5.4% in administrative and secretarial, 2.5% less in caring, leisure and services, 3.4% lower in sales and customer service and 3.6% less in plant and machine operatives. Although in the elementary occupations there is only a very small marginal difference with 0.3% lower in Blakeney.

#### 13.5 Employment

- 13.6 There is very limited choice of employment opportunities within Blakeney, with the tourist, hospitality and hotel sectors being the largest employer. There are a number of retail shops, although mainly aimed at the tourist market. There is a school providing educational opportunities. A little light industrial and service sectors.
- 13.7 Employment levels across North Norfolk are generally high and above levels achieved across Norfolk and England. Data from Department for Work & Pensions has 2.3% of the working age population claiming Job Seekers Allowance (JSA). This compares favourably to 3% for Norfolk and 3.3% for England. See Table 6.

#### 13.8 Benefits

The level of benefits being claimed in North Norfolk is lower across all three key 13.9 measures, when compared to Norfolk and England, see Table 5.

Table 5: Benefit Levels

Benefit	Norfolk Norfolk	Norfolk	England
Jobseekers Allowance	2.3%	3%	3.3%
Incapacity Benefits	2.2%	2.4%	2.4%
Any Benefits (including in work benefits)	12.4%	13.2%	13.5%

Source: www.ilivehere.co.uk (accessed July 2017) & Department for Work and Pensions

#### 13.10 **Employment** Areas

- 13.11 The main employment areas for the residents of the area are: -
  - Holt with retail, educational, professional services and light industrial and manufacturing based vocations.
  - Cromer, Sheringham, Well-next-the

    Sea and other smaller villages along the coastline for more tourism and hospitality sectors.

# **Transport & Access**

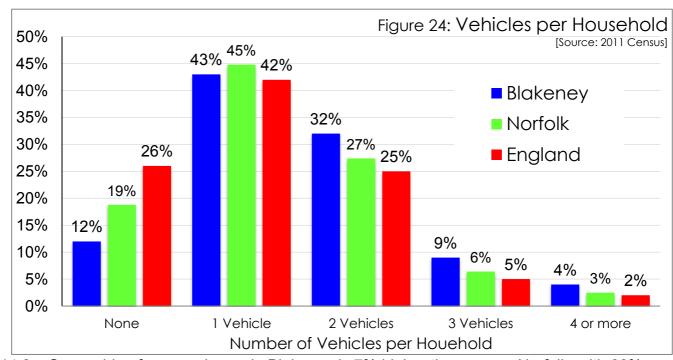
## 14 Transport and Access

### 14.1 Transport Routes

- 14.2 Blakeney is located on the A149 the Coast Road dissects Blakeney which is the main thoroughfare and provides good linkages to the major urban settlement to the east to Sheringham (8.6 miles) and to the west to Wells-next-the-Sea (8.2 miles).
- 14.3 The A149 Coast Road runs through Blakeney and incorporates the Morston Road, New Road and Cley Road. This keeps through traffic away from the historic streets to the north. However, the High Street and Westgate Street do suffer from heavy traffic and parking issues, particularly during the tourist season and the narrow streets are not suitable for large vehicles.
- 14.4 Blakeney has a free car park by the Village Hall and a 'pay & display' National Trust car park on the Quay (the Carnser), to encourage people to park off-road rather than parking indiscriminately on the street. It must be noted that on-street parking still occurs and there is pressure on the car parks in the summer months.
- 14.5 The rural market town of Holt is inland from Blakeney (5.2 miles), going further to the west is the market town of Fakenham (18 miles) and King's Lynn (39 miles) away. The City of Norwich is southwest (30 miles) and has both an International Airport and main line train services although the closest main-line train station is in Sheringham.

## 14.6 Car & Van Ownership

14.7 Norfolk, as a rural county is recognised to have a high dependency on cars and vans but Blakeney has a significantly higher dependency over and above that seen across Norfolk. Limited public transport in North Norfolk means that those without access to a car find it difficult to access jobs, services and other facilities.



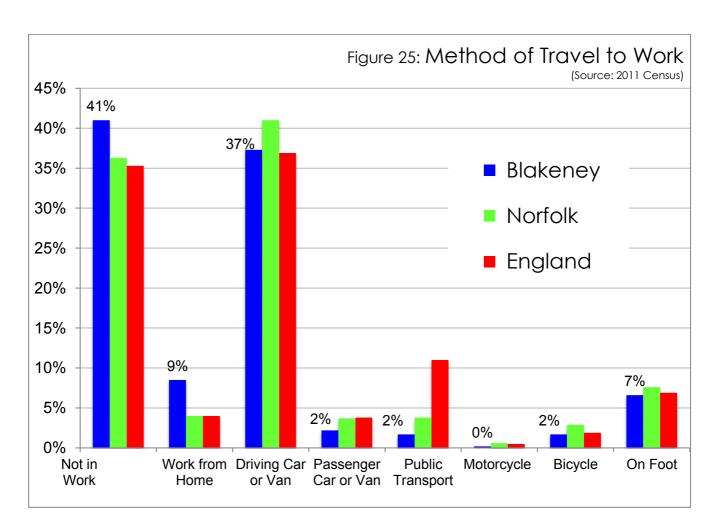
14.8 Ownership of cars and vans in Blakeney is 7% higher than across Norfolk, with 88% of households having at least one vehicle. This dependency becomes more extreme

for Blakeney households at two plus (45%) and three plus vehicles (13%) - this is significantly higher than the comparison groups of Norfolk (36% and 9% respectively) and England (32% and 7% respectively). See Figure 24 for more details and information

14.9 With Blakeney households having such high levels of multiple levels of vehicle ownership this has the affect of creating on-road parking issues, which are exacerbated through the tourist season.

#### 14.10 Travel to Work

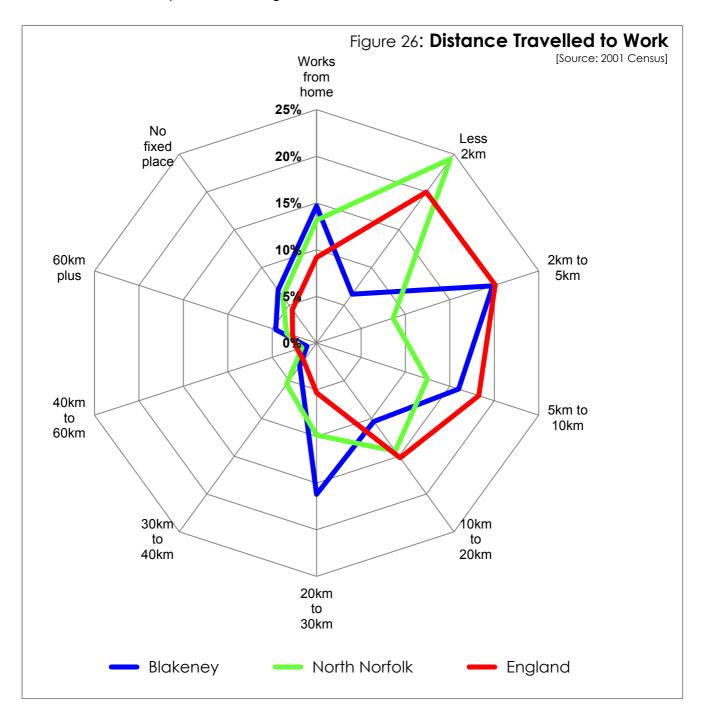
- 14.11 The 2011 Census shows that 39% of residents aged 16 to 74 who drive or are driven to work compared to 45% for Norfolk and 41% for England. With the very high numbers of households with multiple vehicle ownership, see Figure 24, illustrates that residents are extremely dependent on the car, far more so than other parts of Norfolk.
- 14.12 Significantly more people work from home, 9%, more than double the percentage when compared to Norfolk and England. See Figure 25 for details.



14.13 The very low levels, only 2%, using public transport illustrates how, potentially, isolated Blakeney is and the high level of vehicle ownership and dependency on the car.

#### 14.14 Distance Travelled

14.15 The travel pattern of residents of Blakeney to work is different to both the district and the national picture. See Figure 26.



14.16 Data used for Blakeney has been taken from the 2001 Census, (not currently available as part of the 2011 Census release).

- 14.17 The distance travelled illustrates a pattern of movement linking to the main settlements around Blakeney - Holt, Sheringham, Cromer and Fakenham - with 46% of journeys between 2km and 20km, this compares to 26% for North Norfolk District.
- 14.18 A significant proportion travel further a field with 16% of Blakeney residents travelling between 20km and 30km compared to 10% for the District and only 5% for England.
- 14.19 The number travelling further afield, 60km plus is also higher foe Blakeney, 5%, compared to 3% for both the District and England.

## 14.20 Access to Key Services

14.21 Residents of Blakeney have access locally to most of the key services, see Table 6, for a small village accessibility is good and the village is seen as a sustainable location.

**Table 6: Blakeney Service Availability** 

Key Services					
Post Office	Yes				
Convenience Shopping	Yes				
Other Shopping	Yes				
Public House / Restaurant	Yes				
Petrol Filling Station	Yes				
Vehicle repair workshop	Yes				
Designated employment land	Yes				
Meeting place – e.g. Village Hall, Scout Hut, Harbor Rooms, Church Room	Yes				
Places of worship	Yes (Catholic, Church of England and Methodist				
Village School	Yes - CE VA Primary School				
Public Transport	Coasthopper Service only after 09:00				
Care Home	No				
Day Care	Yes - Glaven Centre				
Primary Healthcare Facilities	Yes - GP Surgery				
Pharmacy	No – nearest Holt (5.2 miles)				
Sports Facilities	Tennis Courts (with floodlights) Bike Track Children play area - with 'zip wire' Indoor at Village Hall				
Broadband 3/4/5G https://checker.ofcom.org.uk	Broadband: Standard and Superfast Mobile: Partial 3G and Poor 4G				

# Education

#### 15 Education

#### 15.1 Educational Facilities

· Primary education is provided at Blakeney Church of England VA Primary School for children aged between 4 and 11. Part of a Federation with other Church of England VA Primary Schools at Hindringham, Kelling and Walsingham





Secondary education is provided by Alderman Peel High School at Wells-Next-The-Sea.



- Sixth Form education is provided by Sheringham High School.
- Gresham's School, a long-established public school, provides a high quality, fully rounded education to boys and girls from the age of three in Pre-Prep and Nursery to Sixth Form students.



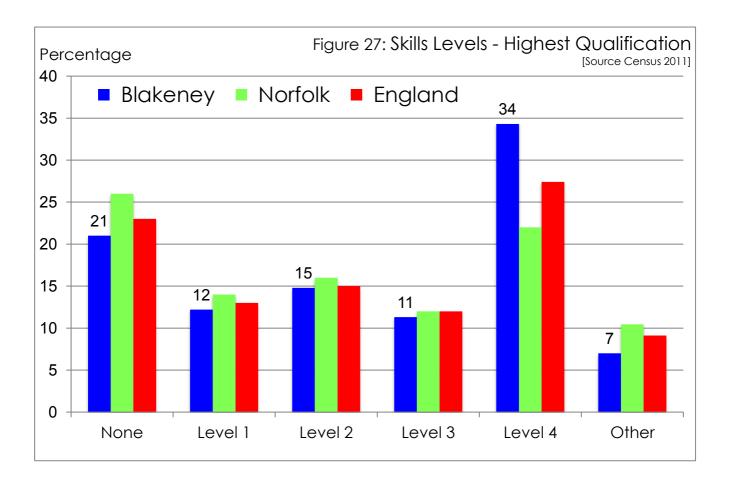
· Further and higher education at University of East Anglia (UEA) and Norwich City College (NCC)





#### 15.2 Highest Qualification

15.3 Residents of Blakeney are very well educated – significantly out performing Norfolk and England at the highest level. See Figure 27 for the full breakdown. The percentage of Blakeney residents with no qualifications is lower than both the comparison of Norfolk and England.



# 15.3.1 Qualification Level Key

**Level 1:** 1 to 4 O levels/CSE/GCSEs (any grades), Foundation Diploma, NVQ level 1, Foundation GNVQ, Basic/Essential Skills.

**Level 2:** 5 or more O level (Passes) / CSEs (Grade 1) / GCSEs (Grades A\* to C), School Certificate, 1 A Level / 2 to 3 AS Levels / VCEs, Intermediate / Higher Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma.

**Level 3:** 2 or more A Levels /VCEs, 4 or more AS Levels, Higher School Diploma, Progression/Advanced Diploma, NVQ level 3, Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma.

**Level 4:** Degree (BA, BSc), Higher Degree (MA, PhD, PGCE), NVQ level 4 or 5, RSA Higher Diploma, BTEC Higher level, Professional Qualifications.

**Other Qualifications:** Vocation and work-related, apprenticeship, foreign qualification (level unknown).

# Blakeney Neighbourhood Plan

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