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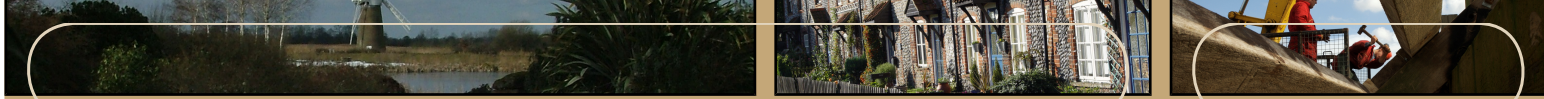
1 Introduction

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 2013 - 31 March 2015**, 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 NPPG. 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** Where published and measurable targets are available these are referred to in the text and the summary tables at the start of each chapter. Targets which have been achieved or are on track to be achieved are indicated with a 😊 and those which have not been achieved with a ☹️. Table 4 in the implementation and Monitoring section of the Core Strategy sets out how each indicator relates back to Core Strategy objectives and policies, providing the important link between this report and the monitoring of key policy objectives. This report focuses on a number of core areas related to housing and economic growth in the district. Future reports will monitor on the basis of all available indicators and over the full range of indicators as of April in the next monitoring year.



Summary

- 1.6** During the years ending on the 31 March 2014 and 31 March 2015 a total of 886 new dwellings were recorded as completed (13/14 – 383 and 14/15 – 503), of which 226 were affordable (13/14 -152 and 14/15 – 74). The adopted Core Strategy requires that at least 8,000 dwellings are provided in North Norfolk between 2001-2021, giving an annual minimum requirement of 400 completions per year. Since the start of the plan period 4,930 dwellings have been recorded as completed, giving an average of 379 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 8,000 dwellings is to be met. Furthermore, many of the new dwelling completions are derived from site allocations coming forward which will continue to provide dwelling completions throughout the plan period. New dwellings are also being provided from the conversion of existing buildings and the variation/removal of occupancy conditions (these are counted as windfalls).
- 1.7** 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.
- 1.8** 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. Potential incentives include revised affordable housing requirements and simplified processes to deliver energy efficient homes for those schemes that can be built quickly. 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 finished by December 2015. Albeit accepting that levels of all provided may reduce.
- 1.9** However, 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.
- 1.10** 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 2015) the Council has resolved to grant planning permission for 1957 dwellings (408 of which have outline permission) on six large allocated sites, of which 263 are affordable (80 of which have outline permission).
- 1.11** At April 2015 there were 79.44ha of employment land available in North Norfolk, although its distribution is not evenly spread, with 32.16ha available in North Walsham but only 2.19ha available in Cromer. Town centre vacancy rates were monitored by County Council until 2009 but have now stopped providing this information.
- 1.12** With regards to the emerging Local Plan, the council is at a very early stage of development. In the last 3 months, a Local Development Scheme, Regulation 18 notification document and Statement of Community Involvement has been produced and agreed through Cabinet. For more information see timetable for Local Plan preparation in the Local Development Scheme or alternatively more information can be found at www.north-norfolk.gov.uk/localplan

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

| | | 2010/2011 | 2011/2012 | 2012/13 | 2013/2014 | 2014/2015 | |
|----|---|---|---|--|--|---|---|
| ☹️ | To ensure that over a period of 5 years an average of 420 dwellings are provided each year | 178 | 337 5 Year Average - 346 | 242 5 year average - 337 | 383 5 Year Average - 540 | 503 5 Year Average -352 | 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 | 55% | 34% | 24% | 57% | 55% | Target hasn't been met due to high numbers of rural exception sites and conversion of rural buildings. |
| 😊 | To ensure 60% of new dwellings are built on previously developed land | 78% | 84% | 78% | 71% | 50% | 14/15 saw a reduction in the amount of new dwellings built on PDL, as a result of garden development no longer being included as PDL. |
| ☹️ | 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 47% of developments in towns and 24% in service villages and Hoveton. | 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. | 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 | 168 | 152 provided 13/14 | 74 provided 14/15 | Not met between 08/11 but 393 affordable homes have been provided between 2012-2015. |
| 😊 | To ensure that 80% of new affordable housing provided through Core Strategy Policy H02 comprises social rented accommodation | 90% | 90% | 100% | 96% | 81 | |
| | To ensure that each development of ten or more dwellings in towns includes at least 45% affordable units | Two permissions did not achieve this due to previous permissions. | One permission did not achieve this due to viability. | Achieved on all sites | Achieved on all sites | 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 - mainly due to previous permissions and viability. | 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 | 55 Dwellings | 51 dwellings | 0 | 4 Completed | 1 Completed | |
| ☹️ | To bring back 25 empty homes per year back into use | | 1 | 1 | 325 | 105 | 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 | 58% | 80% | Unknown, but of those built, at least 76 out of 242, however likely to be more. | Unknown | Unknown | |
| 😊 | To provide two short stay stopping places for Gypsies and Travellers by 2009 | Sites completed at Cromer & Fakenham (2010) | | | | | |
| | *Annual requirement which changes year on year depending on previous supply | | | | | | |

Table 2.1

2.1 The table below shows the number of dwellings that were permitted through the Housing Incentive Scheme introduced in March 2013:

| Type of Development | Proposed Units Granted Planning Permission | Number of Affordable Units | Comments |
|-----------------------------|--|----------------------------|--|
| Conversion | 85 | 0 | |
| New Build | 455 | - | |
| 14/1559 | 40 | 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

2.2 This section sets out the position in terms of new housing in the District over the period of **1 April 2013 to 31 March 2015**. 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 2015 the dwelling stock in North Norfolk was approximately 54, 688.

Housing Permissions

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

| Year | Number of dwellings permitted |
|---------|-------------------------------|
| 2014/15 | 867 |
| 2013/14 | 637 |
| 2012/13 | 536 |
| 2011/12 | 438 |
| 2010/11 | 364 |
| 2009/10 | 189 |
| 2008/09 | 508 |



| Year | Number of dwellings permitted |
|---------|-------------------------------|
| 2007/08 | 587 |
| 2006/07 | 560 |
| 2005/06 | 563 |
| 2004/05 | 664 |
| 2003/04 | 542 |
| 2002/03 | 642 |
| 2001/02 | 473 |

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

- 2.5** As the table shows, permissions remained fairly consistent over time until 09/10 which saw a sharp fall. This is likely to have been due to the economic climate and the slow-down of the housing market that has been experienced in all Norfolk authorities. Permissions have, however, risen again in the last three years. The last year has seen 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 (2014/15) looks at all sites with planning permission for 10 or more dwellings and site allocations and estimates that **1471** dwellings are likely to come forward from this source in the next 5 years.

House Building Rates

- 2.7** 2.6 There were **383** net dwelling completions in North Norfolk during 2013/14 and **503** in 2014/15 which compares to **242** in 2012/13. The annual average number of dwellings built in the last 14 years is **352**. The graph below shows dwelling completions by year.

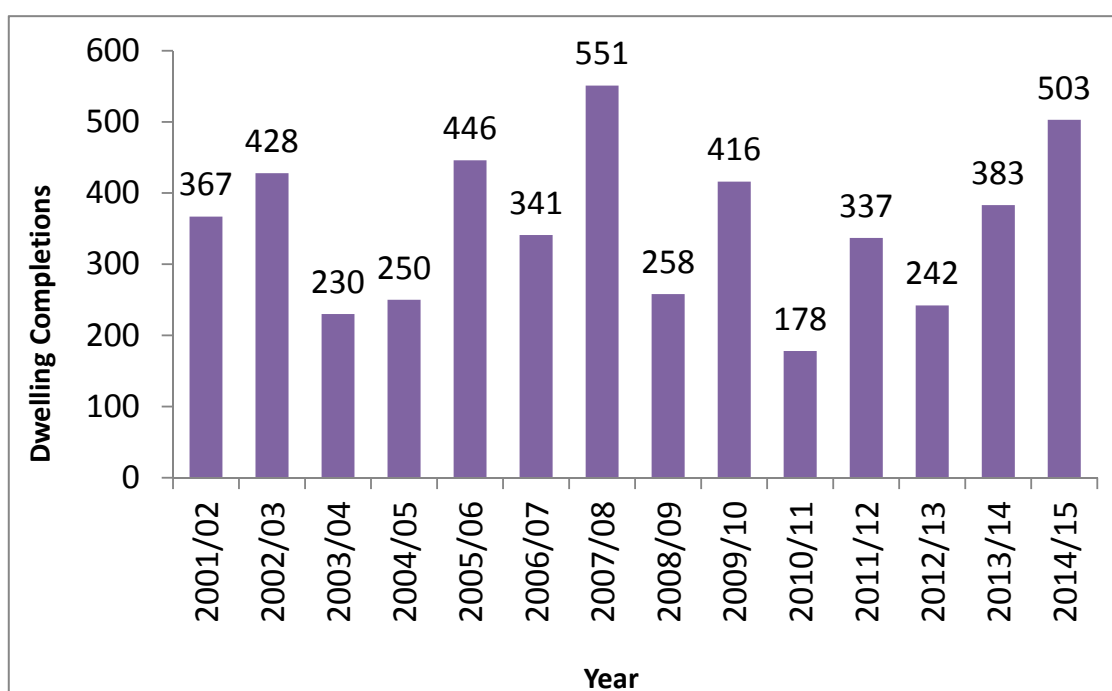


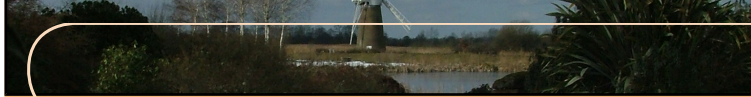
Figure 2.1 Total dwelling completions by year (Source: North Norfolk District Council, 2015)

- 2.8** The high figures for 2007/08 and 2009/10 were due in part to the inclusion of dwellings at Coltishall and West Raynham Airbases that were not previously available on the open market. Similarly, in 2013/14 an additional 7 and 22 in 2014/15 have been made available on West Raynham Airbase.
- 2.9** The increase in number of housing completions in 2014/15 could be down to the improvement in the economic climate over the last year and the council's more vigorous approach 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.
- 2.10** The table below shows how many of the new dwellings provided in 2013/14 and 14/15 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 2013/14 | Amount 2014/15 |
|--|----------------|----------------|
| New build | 269 (70%) | 294 (58%) |
| Conversions | 39 (10%) | 49 (10%) |
| Change of use (inc. removal/variation of conditions) | 66 (17%) | 138 (27%) |
| Other | 9 (3%) | 22 (4%) |
| Total | 383 | 503 |

Table 2.4 Break-down of dwelling completions by type (Source: North Norfolk District Council, 2015)

- 2.11** The following table 2.5 'New Dwelling Completions 00/01 to 14/15' shows completions by ward and indicates the general location for development, while diagram 2.2 Location of dwelling completions' shows the distribution between service villages, principal settlements, secondary



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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).

| Dwellings Completed by Ward | | | | | | | | | | | | | | | | | | |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---|--|--|
| WARD | 00/01 | 01/02 | 02/03 | 03/04 | 04/05 | 05/06 | 06/07 | 07/08 | 08/09 | 09/10 | 10/11 | 11/12 | 12/13 | 13/14 | 14/15 | Comments | | |
| Astley | 2 | 3 | 13 | 2 | 3 | 19 | 7 | 7 | 7 | 3 | 1 | 1 | 7 | 14 | 8 | | | |
| Briston | 22 | 19 | 30 | 6 | 7 | 37 | 12 | 13 | 6 | 25 | 8 | 12 | 17 | 14 | 8 | | | |
| Chaucer | 1 | 12 | 5 | 3 | 0 | 0 | 2 | 1 | 8 | 3 | 0 | 5 | 4 | 2 | 0 | | | |
| Corpusty | 1 | 5 | 0 | 8 | 4 | 7 | 1 | 12 | 11 | 1 | 6 | 12 | 2 | 1 | 8 | | | |
| Cromer | 56 | 33 | 53 | 30 | 11 | 57 | 50 | 34 | 25 | 37 | 11 | 12 | 10 | 30 | 38 | | | |
| Erpingham | 7 | 10 | 0 | 0 | 5 | 21 | 2 | 10 | 1 | 2 | 0 | 0 | 1 | 0 | 2 | | | |
| Gaunt | 6 | 8 | 3 | 2 | 3 | 2 | 12 | 6 | 6 | 2 | 1 | 7 | 3 | 2 | 11 | | | |
| Glaven Valley | 5 | 2 | 11 | 2 | 4 | 3 | 1 | 12 | 1 | 8 | 1 | 8 | 11 | 15 | 32 | | | |
| Happisburgh | 11 | 16 | 13 | 0 | 0 | 14 | 2 | 6 | 0 | 1 | 0 | 4 | 1 | 4 | 12 | | | |
| High Heath | 41 | 22 | 3 | 2 | 2 | 5 | 0 | 2 | 5 | 8 | 1 | 3 | 4 | 4 | 11 | | | |
| Holt | 19 | 12 | 33 | 22 | 31 | 43 | 16 | 14 | 66 | 22 | 2 | 39 | 3 | 1 | 22 | | | |
| Hoveton | 8 | 3 | 2 | 3 | 2 | 19 | 0 | 2 | 0 | 2 | 1 | 2 | 0 | 52 | 67 | | | |
| Lancaster | 37 | 29 | 37 | 13 | 56 | 27 | 11 | 46 | 22 | 23 | 10 | 20 | 4 | 31 | 15 | | | |
| Mundesley | 24 | 17 | 20 | 5 | 4 | 19 | 31 | 19 | 21 | 10 | 2 | 13 | 9 | 1 | 10 | | | |
| North Walsham | 86 | 34 | 22 | 23 | 24 | 40 | 73 | 65 | 19 | 24 | 46 | 14 | 11 | 82 | 12 | Site allocation is just being implemented (13/0866) and more completions are expected 15 and onwards. | | |
| Poppyland | 5 | 11 | 13 | 4 | 1 | 20 | 14 | 29 | 11 | 3 | 4 | 10 | 4 | 44 | 20 | | | |
| Priory | 27 | 19 | 33 | 4 | 1 | 9 | 14 | 60 | 9 | 9 | 6 | 17 | 9 | 14 | 69 | Includes site allocation coming forward at Wells-Next-The-Sea (13/0007). | | |
| Roughton | 3 | 9 | 3 | 1 | 2 | 9 | 20 | 8 | 0 | 6 | 15 | 15 | 16 | 5 | 3 | | | |
| Scotow | 1 | 4 | 3 | 1 | 0 | 3 | 0 | 102 | 0 | 114 | 10 | 54 | 10 | 2 | 1 | | | |

| Dwellings Completed by Ward | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|--|--|--|
| WARD | 00/01 | 01/02 | 02/03 | 03/04 | 04/05 | 05/06 | 06/07 | 07/08 | 08/09 | 09/10 | 10/11 | 11/12 | 12/13 | 13/14 | 14/15 | Comments | | | |
| Sheringham | 24 | 21 | 56 | 62 | 21 | 44 | 10 | 31 | 21 | 17 | 12 | 6 | 7 | 9 | 33 | | | | |
| St. Benet | 7 | 6 | 2 | 1 | 3 | 4 | 5 | 3 | 4 | 8 | 2 | 4 | 5 | 1 | 1 | | | | |
| Stalham & Sutton | 6 | 6 | 5 | 1 | 19 | 14 | 29 | 33 | 4 | 13 | 10 | 20 | 19 | 11 | 44 | | | | |
| The Raynhams | 3 | 10 | 6 | 5 | 7 | 2 | 0 | 2 | 1 | 56 | 0 | 2 | 56 | 18 | 26 | | | | |
| The Runtons | 3 | 14 | 5 | 6 | 2 | 2 | 0 | 6 | 2 | 4 | 3 | 6 | 2 | 4 | 20 | | | | |
| Walsingham | 1 | 6 | 7 | 3 | 1 | 2 | 4 | 8 | 2 | 2 | 4 | 18 | 6 | 4 | 3 | | | | |
| Waterside | 3 | 16 | 25 | 13 | 27 | 12 | 3 | 8 | 3 | 3 | 4 | 16 | 12 | 2 | 6 | | | | |
| Waxham | 2 | 5 | 4 | 8 | 2 | 3 | 4 | 4 | 0 | 2 | 2 | 6 | 2 | 7 | 6 | | | | |
| Wensum | 22 | 17 | 14 | 0 | 6 | 6 | 12 | 3 | 3 | 6 | 13 | 6 | 1 | 3 | 4 | | | | |
| Worstead | 1 | 1 | 7 | 0 | 2 | 3 | 6 | 5 | 0 | 2 | 3 | 5 | 6 | 6 | 11 | | | | |
| Total | 434 | 367 | 428 | 230 | 250 | 446 | 341 | 551 | 258 | 416 | 178 | 337 | 242 | 383 | 503 | | | | |

Table 2.5 New Dwelling Completions 2000/01 to 2014/15 (Source: Housing Land Availability Study, NNDC, 2015)

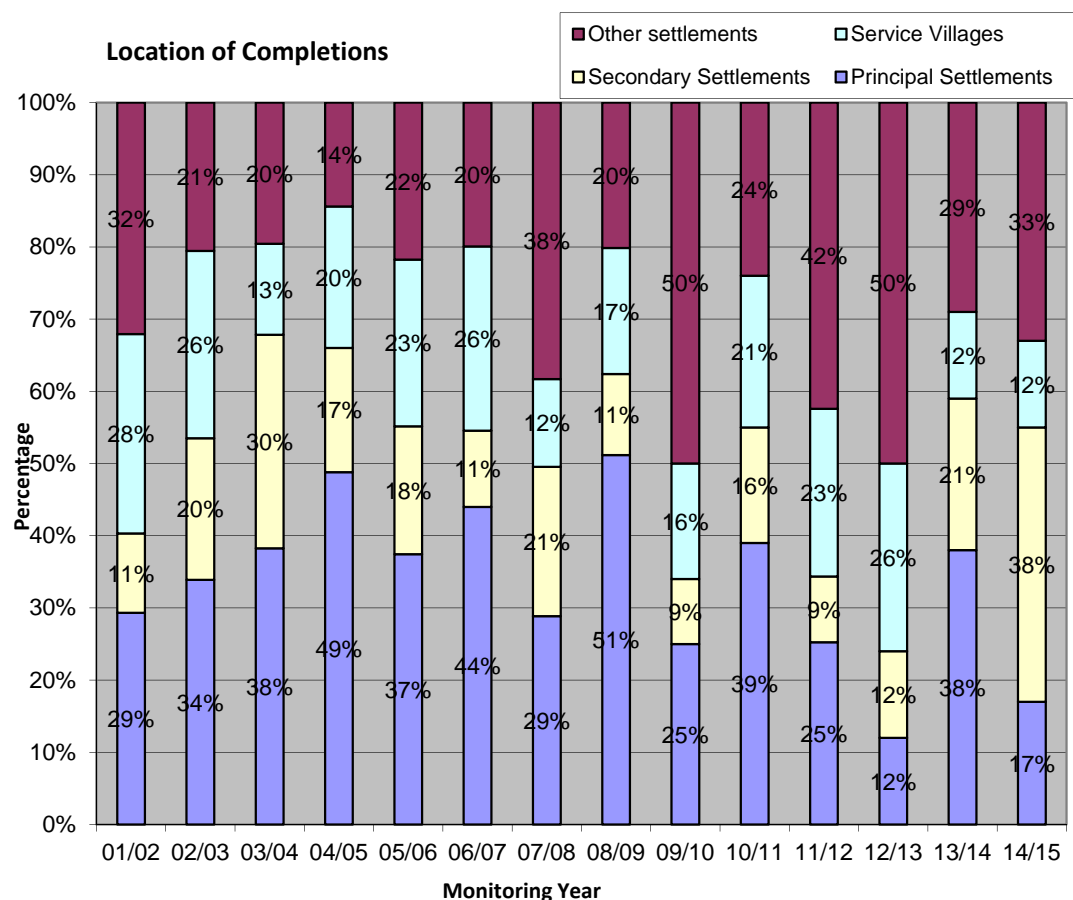


Figure 2.2 Location of dwelling completions (Source: North Norfolk District Council, 2015)

Housing Trajectory

2.12 The North Norfolk Local Development Framework plans for the period from 2001 until 2021. The Planning Authority needs to provide a minimum of **8,000** additional dwellings within this period (as identified in the Core Strategy). Given that the period commenced in 2001, account needs to be taken of the development which has already taken place and that which has secured Planning Permission. Between March 2001 and April 2015 a total of **4930** dwellings were recorded as complete, which equates to an average of **352** annually over the plan period to date.

2.13 Total expected dwelling completions during the plan period are shown in the next table. The total figure is projected to be **4700** by 2021.

| Sources of Housing Supply 2001 -2021 | Total |
|---|-------|
| Dwellings built 2001-2015 | 4,930 |
| Commitment (planning permissions minus 10% lapse rate and under constructions) | 2,314 |
| Estimated 'windfall' development including rural building conversions and 'exception' development schemes | 675 |
| Proposed LDF allocations | 1,711 |

| Sources of Housing Supply 2001 -2021 | Total |
|---|-------|
| Total dwellings expected within remaining plan period | 4700 |

Table 2.6 Total Housing Provision within Plan Period (Source: Statement of 5 Year Supply of Housing Land and Housing Trajectory, NNDC, 2014/15)

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 2015 and shows the number of dwelling completions on an annual basis since 2001, whilst projecting the likely number of dwellings in future years up until 2025/26. Future housing supply is broken down into various sources of supply including sites with planning permission which have yet to be built, new sites allocated for development in the Site Allocations Development Plan Document, and an estimate for housing completions that will occur on unidentified sites (Windfall). Further information is available in the latest Statement of Five Year Supply of Housing Land and Housing Trajectory (2014/15).

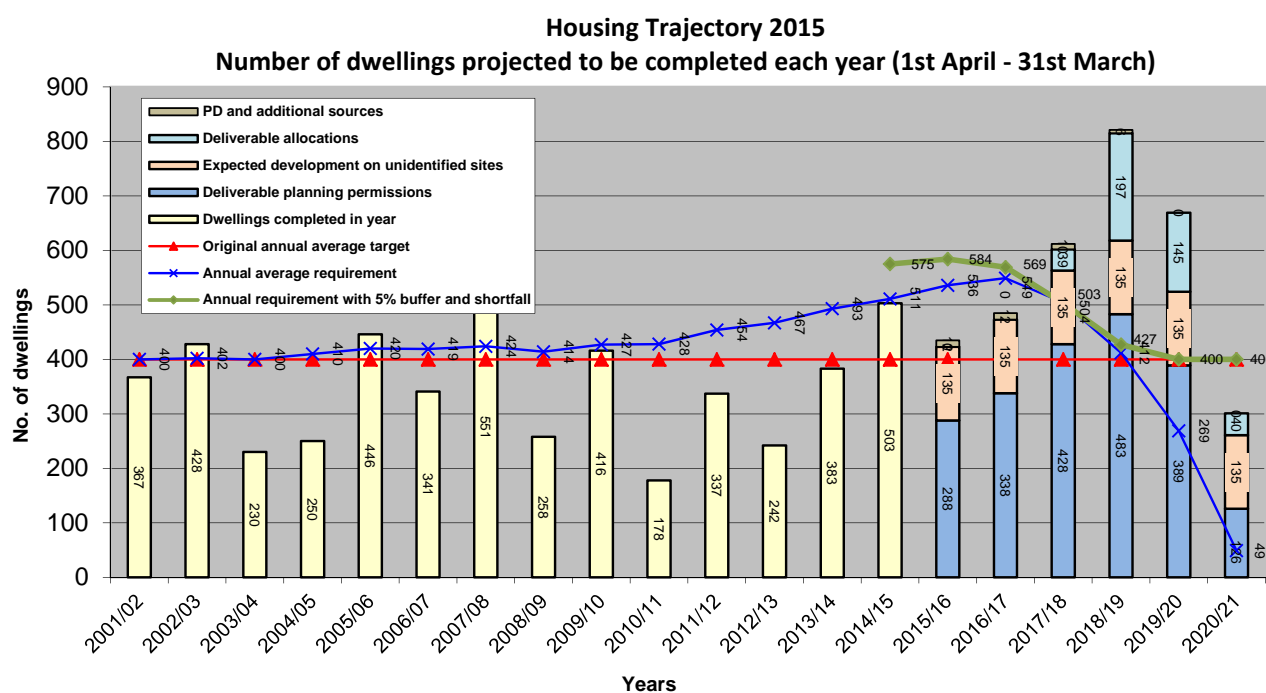


Figure 2.3 Housing Trajectory (Source: Statement of 5 Year Supply of Housing Land and Housing Trajectory, 2015)

2.15 The trajectory indicates that dwelling completions in the District are projected to remain above the annual average requirement of 400 over the next 5 years. The 8,000 dwellings requirement in the East of England Plan for period 2001-2021 is expected to be met by 2020. 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.

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 (2014/15) shows that there is **5.4** years supply of housing land available.

Housing Density

Since the last update of the AMR (2012/13), the requirement upon local authorities to have regard to the national minimum density for housing as set out in paragraph 47 of PPS3 has been 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, 32 housing developments out of 61 completed in Principal and Secondary Settlements during 2014/15 were at densities of 40 or more dwelling per hectare, and 2 out of 17 completed in Service Villages and Hoveton in 2014/15 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 |
| Principal | 40 or more dwellings per hectare. | 40 | 229 | 18(45%) |
| Service Villages | 30 or more dwellings per hectare. | 20 | 28 | 3 (15%) |
| Coastal Villages | 30 or more dwellings per hectare. | 8 | 19 | 1 (12.5%) |
| Elsewhere | 30 or more dwellings per hectare. | 53 | 107 | 3 (6%) |

Table 2.7 Break-down of density by settlement type (Source: North Norfolk District Council, 2014)

| Period 2014/15 | | | | |
|------------------|-----------------------------------|-------------------------------------|-------------------------------|---|
| Settlement | Density Required | Number of sites completed in period | Dwellings completed in period | Development sites which met density requirement |
| Principal | 40 or more dwellings per hectare. | 92 | 276 | 32 (35%) |
| Service Villages | 30 or more dwellings per hectare. | 15 | 28 | 2 (13%) |
| Coastal Villages | 30 or more dwellings per hectare. | 24 | 53 | 4 (17%) |
| Elsewhere | 30 or more dwellings per hectare. | 123 | 146 | 7 (8%) |

Table 2.8 Break-down of density by settlement type (Source: North Norfolk District Council, 2015)

Brownfield Land

A key Government objective is that local authorities should continue to make effective use of land by re-using land that has been previously developed. In North Norfolk 78% of dwellings completed in 2012/13 were on brownfield land. Garden plots were excluded from the definition of previously developed land in the revision to PPS3 which was published in June 2010. This is reflected in the revised target of 50%. ⁽¹⁾

| Percentage of new homes on previously developed land | | |
|--|--------|--------|
| Period | Target | Actual |
| 2004/05 | 60% | 77% |
| 2005/06 | 60% | 74% |
| 2006/07 | 60% | 80% |
| 2007/08 | 60% | 82% |
| 2008/09 | 60% | 89% |
| 2009/10 | 60% | 90% |
| 2010/11 | 60% | 79% |
| 2011/12 | 50% | 84% |
| 2012/13 | 50% | 78% |
| 2013/14 | 50% | 50% |
| 2014/15 | 50% | 55% |

Table 2.9 New Homes on Previously Developed Land (Source: North Norfolk District Council, 2015)

Affordable Housing

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

2.18 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

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.

increase supply. Smaller development sites (ten dwellings in towns and two in villages) are required to provide at least 45% (towns) or 50% (villages) of the new dwellings as affordable units where it is viable to do so.

- 2.19** However, in a ministerial statement published in 2014 the government amended Planning Policy relating to the threshold for providing affordable housing and other planning contributions. Contributions will no longer be sought from developments of 10-units or less, and which have a maximum combined gross floorspace of no more than 1000sqm.
- 2.20** In addition to this the council has introduced a Housing Incentive Scheme (2013) for a temporary period which reduces 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 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. With the scheme being introduced in 2013, there is yet to see a full impact on affordable housing numbers.
- 2.21** The amount of affordable housing permissions since the adoption of the Core Strategy has decreased with just 89 affordable dwellings being granted planning permission in 2014/15.
- 2.22** The majority of planning applications in the district were on small sites which were below the affordable housing thresholds introduced in the Core Strategy. There have been detailed applications for previous outline applications that had been permitted under the existing Local Development Framework policy and were therefore not subject to affordable housing requirements.
- 2.23** The number of new dwellings being permitted and completed was slow nationally in 13/14 due to the economic climate and the resulting depressed housing market. However this has picked up during 2014/15 and seen an increase in the number of affordable housing being completed through Housing Site Allocations. The latest Five Year Land Supply report expects that 1471 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.
- 2.24** In the last 5 years **318** affordable dwellings have been built in the district.

Exception Sites

- 2.25** In cooperation with local registered providers of affordable housing the Council is committed to developing a further 82 dwellings over the coming 5 years and is providing substantial loan funding to facilitate this. The majority of these schemes are on identified sites, pre-application discussions are underway, and funding is in place. In addition, a further 37 dwellings are being discussed for various sites throughout the district which may also deliver within the remainder of the plan period, although these are in the very early stages of development and funding is not secured.

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 |
|--|-------|-------|-------|-------|-------|-------|-------|
| % of affordable housing that comprises social rented accommodation | 92% | 95% | 90% | 90% | 100% | 96% | 81% |

Table 2.10 Percentage of Affordable Housing that is social rented accommodation

| No. Of Completions by Funding Source | 01/02 | 02/03 | 03/04 | 04/05 | 05/06 | 06/07 | 07/08 | 08/09 | 09/10 | 10/11 | 11/12 | 12/13 | 13/14 | 14/15 |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Wholly funded by Registered Social Landlords and/or Local Authority | 69 | 23 | 16 | 114 | 79 | 95 | 53 | 43 | 40 | 64 | 64 | 13 | 110 | 31 |
| Wholly funded through Developer Contributions | 4 | 0 | 0 | 12 | 0 | 13 | 0 | 16 | 0 | 0 | 0 | 0 | 42 | 43 |
| Funded through mix of Public Subsidy and Developer Contributions | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 73 | 23 | 16 | 126 | 81 | 108 | 53 | 64 | 40 | 64 | 64 | 13 | 152 | 74 |

Table 2.11 Affordable Housing Completions (Source: Housing Services, NNDC, 2015)

House Prices

2.26 The housing stock within North Norfolk has more detached houses than other house types with the majority of houses owner occupied, either outright or with a loan or mortgage. Prices rose in 2010, dipped in 2011 and mid-2012, but have now risen again. The average value for all property types in North Norfolk between March and April 2013 was £134,174 compared to £150,244 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.

| Type | Mar-Apr 2013 | Sep-Oct 2013 | Mar-Apr 2014 | Sep-Oct 2014 | Mar-Apr 2015 |
|-------------------|--------------|--------------|--------------|--------------|--------------|
| Detached: | £211,042 | £215,303 | £221,501 | £231,060 | £236,319 |
| Semi-detached: | £134,232 | £136,942 | £140,885 | £146,965 | £150,309 |
| Terraced Housing: | £107,152 | £109,316 | £112,463 | £117,317 | £119,986 |
| Flat/Maisonette: | £84,269 | £85,970 | £88,445 | £92,262 | £94,361 |

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

Housing Stock

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

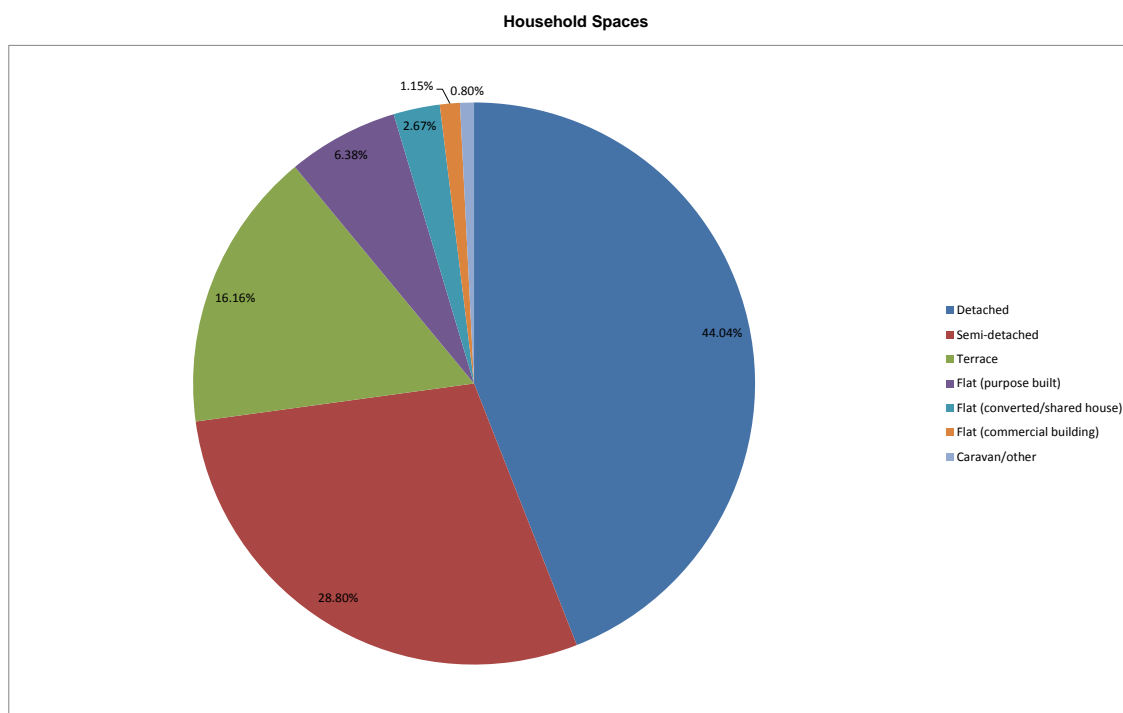


Figure 2.4 North Norfolk Household Spaces (Source: Census 2011)

2.28 The Strategic Housing Market Assessment (SHMA 2010) highlighted that the amount of larger detached dwellings and the lack of smaller properties contributes to a lack of affordable starter homes. Core Strategy policy H01 therefore requires that 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

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

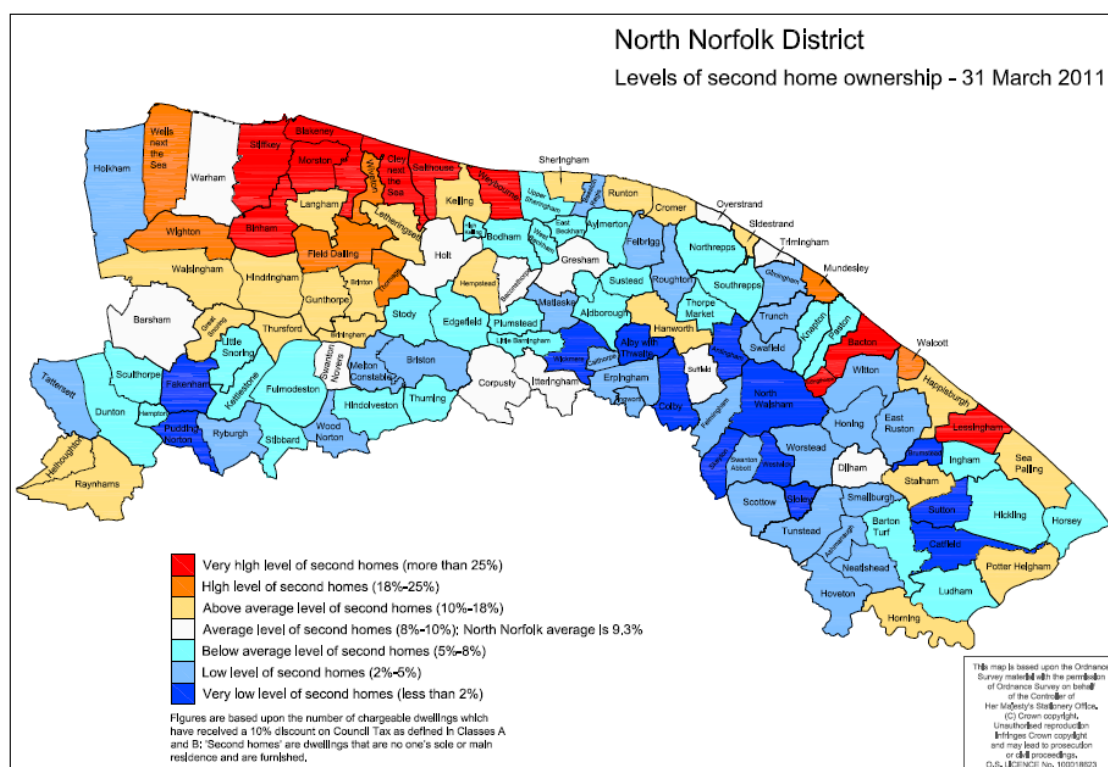


Figure 2.5 Second Homes in North Norfolk (Source: Housing Services (NNDC), 2011)

Empty Homes

2.30 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

2.31 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 England Regional Assembly, January 2006)

2.32 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.

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

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

Table 2.14 Gypsy & Traveller Count (Source: Count of Gypsy and Traveller Caravans, DCLG, 2012)

Population

2.34 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 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.

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

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

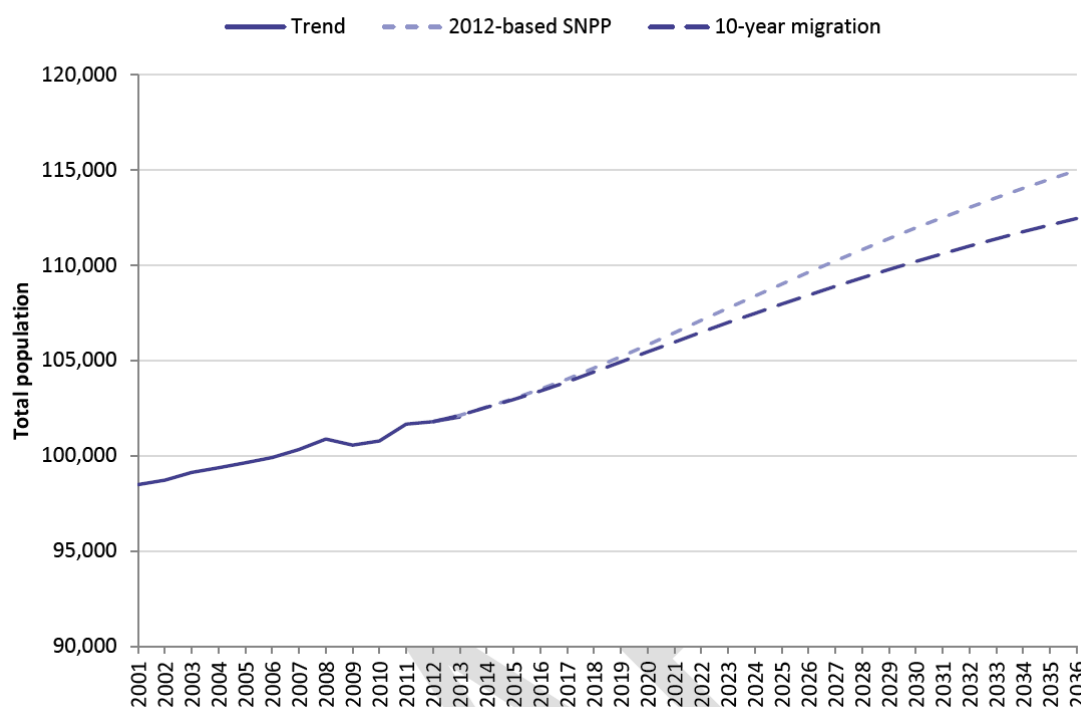
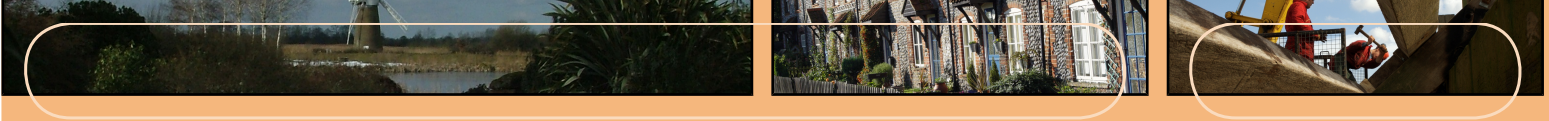


Figure 2.6 Population projections 2012 -2036 by migration trends based on 2012 SNPP (Source: Office for National Statistics)

2.35 North Norfolk has a higher than average elderly population and the table below shows that the number of people living in North Norfolk aged 65 and over is predicted to increase from 30,538 in 2012 to 45,022 in 2030. People over 65 will make-up more than 43% of the North Norfolk population by that time and there may be a need for planning policies to respond to their needs.

| Age | 2012 | | | 2036 | | | | | |
|------------|-------|-------|-------|-----------------|-------|--------|-------------------------|-------|--------|
| | | | | 2012-based SNPP | | | 10-year migration trend | | |
| | M | F | Total | M | F | Total | M | F | 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 |
| 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 |



| Age | 2012 | | | 2036 | | | | | |
|-------|--------|--------|---------|-----------------|--------|---------|-------------------------|--------|---------|
| | | | | 2012-based SNPP | | | 10-year migration trend | | |
| | M | F | Total | M | F | Total | M | F | Total |
| 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 | Comments |
|---|---|---|---|---|--|--|---|
| 😊 | To provide and retain an adequate supply of employment land. | 80.92ha available | | 79.51ha available | 79.51 ha available | 79.44 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*) | *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) | |
| - | 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*) | |
| 😞 | 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 Forecasting Model) | | |
| - | 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 | | | | | |
| 😊 | 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 2015 there were **79.44ha** of employment land available, of which **4.72ha** (**5.9%**) 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%) |

Table 3.1 Table showing Available Employment Land in North Norfolk (Source: North Norfolk District Council, 2015)

Although across the District there is a good supply of employment land, its distribution is uneven. For example at North Walsham there are **32.23ha** of employment land which are yet to be developed, whilst in Cromer there are only **2.19ha**. The amount of land designated in each town was influenced by demand, availability and past rates of take-up. The following table summarises the situation in each town at 31 March 2015.

| | Total Designated (including Site Allocations) | Available | | With planning permission | | Development gained 2013 | |
|---------------|---|-----------|-------|--------------------------|-------|-------------------------|---|
| | | 13/14 | 14/15 | 13/14 | 14/15 | | |
| Cromer | 20 | 2.19 | | 0 | 0 | 0 | |
| Fakenham | 66 | 14.82 | | 0.13 | 1.84 | 0 | |
| Holt | 17.21 | 5.6 | | 0.5 | 1.9 | 0 | |
| Hoveton | 10 | 2 | | 0 | 0 | 0 | |
| North Walsham | 70 | 32.23 | 32.16 | 0.25 | 0.53 | 0.065 | 0 |

| | Total Designated (including Site Allocations) | Available | | With planning permission | | Development gained 2013 | |
|--------------------|---|--------------|--------------|--------------------------|-------------|-------------------------|----------|
| | | 13/14 | 14/15 | 13/14 | 14/15 | | |
| Sheringham | 6 | 0.36 | | 0 | 0 | 0 | |
| Stalham | 11 | 7 | | 0 | 0 | 0 | |
| Wells | 3 | 0.13 | | 0 | 0 | 0 | |
| | | | | | | | |
| Aldborough | 0.15 | 0 | | 0 | 0 | 0 | |
| Catfield | 12 | 1.66 | | 0 | 0 | 0 | |
| Corpusty/Saxthorpe | 1.1 | 0 | | 0 | 0 | 0 | |
| Ludham | 0.26 | 0 | | 0 | 0 | 0 | |
| Melton Constable | 8.5 | 0.1 | | 0 | 0 | 0 | |
| Mundesley | 0.46 | 0 | | 0 | 0 | 0 | |
| Roughton | 0.15 | 0 | | 0 | 0 | 0 | |
| Southrepps | 0.58 | 0 | | 0 | 0 | 0 | |
| Weybourne | 0.58 | 0 | | 0 | 0 | 0 | |
| | | | | | | | |
| Tattersett | 28.16 | 13.42 | | 0 | | 0 | |
| | | | | | | | |
| Total | 255.15 | 79.51 | 79.44 | 1.76 | 1.76 | 0.065 | 0 |

Table 3.2 Available Employment Land (Source: North Norfolk District Council, 2015)

The following tables show key employment development permitted in 2013/14 and 14/15. 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 | Employment Land |
|---------------------------------|---------------------------|---------------------|-----------|-----------------|---------|-----------------|
| 2013/2014 | | | | | | - |
| Cley Next The Sea PF/13/0624 | Erection of single-storey | Extension | D2 | 171 | STARTED | No |

| Location | Description | Type of Development | Use Class | Floorspace (m2) | Status | Employment Land |
|---------------------------|--|---------------------|-----------|-------------------|---------|-----------------|
| | extension and construction of viewing deck | | | | | |
| Fakenham PF/13/1095 | Erection of building for B1 (business)/B2 (general industrial)/B8 (storage) use | New Build | B1,B2,B8 | 63 63 | GRANTED | Yes |
| Fakenham PM/13/0953 | Erection of buildings to provide C2 (care home), D1 (healthcare facilities and day nursery) and B1 (offices) | New Build | C2,D1,B1 | 82 2200 900 | GRANTED | No |
| Holt PF/13/0373 | Erection of two-storey side extension to workshop | Extension | B1 | 362 | STARTED | Yes |
| Holt PF/13/0436 | Change of use from D1 (non-residential institution) to B1 (Business) | Change of use | B1 | 98 | GRANTED | No |
| Hoveton PF/13/0154 | Erection of rear extension | Extension | D1 | 147 | GRANTED | No |
| North Walsham PF/13/0774 | Continued use of site for parking of cars and HGVs, installation of surface water interceptor and erection of office/staff facility building | New Build | B1a | 216 | GRANTED | Yes |
| North Walsham PF/13/0927 | Change of use from B8 (storage) to D1 (day care centre) | Change of use | D1 | 344 | GRANTED | Yes |
| Potter Heigham PF/13/0593 | Erection of livestock building | New Build | | 465 | GRANTED | No |
| Raynham PF/13/0529 | Change of Use of former aircraft hangar buildings | Change of use | B2/B8 | 4500 4500 | GRANTED | No |



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| Location | Description | Type of Development | Use Class | Floorspace (m2) | Status | Employment Land |
|-------------------------|---|---------------------|-----------|-----------------|-----------|--|
| | to B2 (general industrial)/B8 (storage) | | | | | |
| Stalham PF/13/0884 | Conversion and extension of garage to provide B1 (workshop) | Non Res Other | B1 | 38 | COMPLETED | No |
| Trunch PF/13/0602 | Demolition of workshop/stores and erection of B2 (vehicle repair/MOT) workshop | New Build | B2 | 205 | STARTED | No |
| Worstead PF/10/1135 | Change of use from ancillary residential to D1 (flotation therapy business) | Change of use | D1 | 50 | GRANTED | No |
| <u>2014/2015</u> | | | | | | - |
| Fakenham PF/14/0217 | Erection of two-storey extension and construction of bund | Extension | B2 | 2630 | GRANTED | Just outside (extension to building within zone) |
| Fakenham PF/14/1455 | Erection of bakery preparation unit and office facilities above | New Build | B1c | 312 | GRANTED | Yes |
| Fakenham PF/14/1679 | Erection of side extension for office and storage | Extension | B1/B8 | 60 | GRANTED | Yes |
| Holkham PF/14/0245 | Demolition of garage and erection of sectional building to house de-purification plant for processing shellfish | New Build | B1c | 50 | GRANTED | No |
| Holkham PF/14/0560 | Alterations to buildings to provide B1 (business units) with associated access and car parking | Change of use | B1 | 917 | STARTED | No |

| Location | Description | Type of Development | Use Class | Floorspace (m2) | | Status | Employment Land |
|-----------------------------|--|---------------------|--------------|-----------------|-----|---------|-----------------|
| Holkham PF/14/0754 | Alterations to stables to provide revised museum, café and shop, formation of ticket office, conversion of store to WC, redevelopment of pottery building to provide events space and erection of cycle store/workshop | Change of use | D1,A3,A1,SUI | 180 | 91 | GRANTED | No |
| Holt PF/14/1188 | Erection of single-storey extension to office and extension to existing warehouse | Extension | B1a | 815 | 240 | GRANTED | Yes |
| Kettlestone PF/13/0173 | Conversion and extension of former dwellings to offices and conference facilities and erection of play barn and workshop | Change of use | B1A | 407 439 | 420 | STARTED | No |
| Langham PF/14/0271 | Change of use of former MOD building to D1 (visitor centre) | Change of use | D1 | 116 | | GRANTED | No |
| North Walsham PF/14/0291 | Erection of a B2 (general industrial) building | New Build | B2 | 1260 | | GRANTED | Yes |
| North Walsham PF/14/0545 | Demolition of Veterinary Centre buildings and erection of replacement building | New Build | D1 | 610 | | GRANTED | No |
| North Walsham PF/14/0735 | Erection of extension to provide training room facilities | Extension | | 107 | | GRANTED | No |



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| Location | Description | Type of Development | Use Class | Floorspace (m2) | Status | Employment Land |
|------------------------------|--|---------------------|-----------|-----------------|-----------|-----------------|
| Pudding Norton PF/14/0588 | Erection of rear extension to grandstand | Extension | | 343 | GRANTED | No |
| Raynham PF/13/0983 | Change of use of former aircraft hanger buildings to B2 (general industrial) and B8 (storage including agricultural storage) | Change of use | B2/B8 | 1000 8000 | GRANTED | No |
| Scottow PF/14/0642 | Change of use of former munitions stores to B8 storage | Change of use | B8 | 416 | GRANTED | No |
| Scottow PF/14/0811 | Change of use of Hanger 3 and Building 382 for police training and storage purposes | Change of use | B8 | 300 | COMPLETED | No |
| Scottow PF/14/1038 | Change of use of hanger to B2 and B1 use (general and light industrial use) and associated outside storage | Change of use | B2/B1 | 2750 2750 | GRANTED | No |
| Scottow PF/14/1365 | Change of use from storage associated with former airbase to B8 storage (storage of empty plastic bottles/caps and cardboard packaging only) | Change of use | B8 | 700 | COMPLETED | No |
| Worstead PF/14/1047 | Erection of linked extension to existing industrial storage building. | Extension | B8 | 253 | GRANTED | No |

Table 3.3 Key Employment permissions in North Norfolk 2012-13 (Source: North Norfolk District Council, 2015)

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.
- 3.2** In North Norfolk, despite some initial growth in numbers, over time the number of jobs in North Norfolk has reduced slightly from 39,700 in 2001 to 39,200 in 2011 as the table below shows (figures for 2014/15 are estimates).

| Year | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 |
|---------------|------|------|------|------|------|-------|-------|-------|-------|------|-------|-------|-------------|------|------------|
| North Norfolk | 39.7 | 39.4 | 40.9 | 42.1 | 41.0 | 43.1 | 40.9 | 38.5 | 38.4 | 38.6 | 39.2 | 39.2 | 39.4 (est) | 39.8 | 39.8 (est) |
| Norfolk | 369 | 379 | 397 | 401 | 405 | 421.0 | 415.2 | 403.6 | 398.2 | 379 | 405.5 | 407.8 | 412.6 (est) | | |

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

- 3.3** In addition, the following tables below show the amount of economically active people in North Norfolk 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) | 57,633 | 56.8 | 63.5 | 64.8 |
| Economically active | 42,700 | 77.5 | 78.9 | 76.3 |
| In employment | 41,200 | 74.7 | 73.5 | 70.3 |
| All people | North Norfolk (Numbers) | North Norfolk (%) | Eastern (%) | Great Britain (%) |
| Self employed | 9,670 | 13.3 | 10.5 | 9.8 |
| Unemployed | 1,500 | 3.5 | 6.8 | 7.8 |

Table 3.5 Economically active data (Source: Census 2011)

| | North Norfolk (employee jobs) | North Norfolk (%) | Eastern (%) | Great Britain (%) |
|--|----------------------------------|----------------------|-------------|----------------------|
| Total employee jobs | 29,400 | - | - | - |
| Full-time | 18,000 | 61.1 | 65.3 | 67.7 |
| Part-time | 11,500 | 38.9 | 34.7 | 32.3 |
| Employee Jobs by Industry | | | | |
| Manufacturing | 4,000 | 13.5 | 8.8 | 8.5 |
| Construction | 1,400 | 4.6 | 4.8 | 4.4 |
| Services | 23,500 | 79.9 | 85.2 | 85.7 |
| Wholesale and retail, including motor trades | 6,100 | 20.7 | 17.7 | 15.9 |
| Transport storage | 900 | 3.2 | 4.7 | 4.5 |
| Accommodation and food services | 3,600 | 12.1 | 6.3 | 7.0 |
| Information and communications | 300 | 1.0 | 3.5 | 4.0 |
| Financial and other business activities | 3,300 | 11.4 | 22.2 | 21.8 |
| Public admin, education & health | 7,400 | 25.2 | 26.6 | 28.0 |
| Other services | 1,900 | 6.5 | 4.2 | 4.6 |

Table 3.6 Employee Jobs (Source: ONS Annual Business Inquiry Employee Analysis, Nomis, 2013) (% 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 |
|---------------------------------|---|----------|
| North Norfolk (13/14) | 1234.9 (-493.1) | 2.2 |
| North Norfolk (14/15) (average) | 751 (977) | 1.3 |

Table 3.7 Numbers of Jobseekers Allowance claimants, vacancies and redundancies, at March 2013 (Source: Nomis, 2015)

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 £466.2, which still remains lower than the Eastern region and the UK as a whole.

3.6 Average Gross Full Time Weekly Earnings (2013/14) of those living in North Norfolk⁽²⁾

| | Year 2013/14 | Year 2014/15 |
|-------------------|--------------|--------------|
| North Norfolk (£) | 411.2 | 466.2 |
| Eastern (£) | 543.5 | 539.1 |
| Great Britain (£) | 517.9 | 520.8 |

Table 3.8 Average gross full time weekly earnings

3.7 The number of residents with qualifications to NVQ4 and above has reduced from 29% of the population in 2012 to 22.2% in 2014, 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 | 14,300 | 25.8 | 33.0 | 35.1 |
| NVQ3 and above | 25,300 | 45.7 | 53.5 | 55.7 |
| NVQ2 and above | 41,400 | 74.7 | 72.6 | 72.4 |
| NVQ1 and above | 48,800 | 88.1 | 85.8 | 84.3 |
| No qualifications | 4,400 | 7.9 | 8.4 | 9.4 |

Table 3.9 Qualifications Jan 2013 - Dec 2013 (Source: Nomis, 2013)

| 2014 | North Norfolk (numbers) | North Norfolk (%) | Eastern (%) | Great Britain (%) |
|-------------------|-------------------------|-------------------|-------------|-------------------|
| Individual levels | | | | |
| NVQ4 and above | 12,300 | 22.2 | 33.1 | 36.0 |
| NVQ3 and above | 28,800 | 51.9 | 54.1 | 56.7 |
| NVQ2 and above | 36,800 | 66.3 | 72.1 | 73.3 |
| NVQ1 and above | 46,700 | 84.1 | 86.0 | 85.0 |
| No qualifications | 6,300 | 11.3 | 8.1 | 8.8 |

Table 3.10 Qualifications Jan 2014 - Dec 2014 (Source: Nomis 2014)

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.

² Average Gross Full Time Weekly Earnings (2013/14):
https://www.nomisweb.co.uk/reports/lmp/la/1946157236/subreports/asher_time_series/report.asp

| | 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 3.11 VAT registered business 2007 (Source: DTI Small Business Service - vat registrations / de-registrations by industry)

Tourism

3.9 In 2012 North Norfolk attracted approx 6.5m day and staying trips with a total visitor spend of £364.6m (see picture 3.1 below). The total value of tourism in North Norfolk was an estimated £416m, supporting an estimated 9,100 tourism related jobs. Of that £345m direct visitor expenditure in the country 11% was spent in accommodation sector, 23% shopping, 37% on food and drink, 12% on attractions and entertainment and 17% on travel and transport within the local area (see picture 3.2 below).

| Domestic Tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|---------------------|
| Serviced | 173,000 | 466,000 | £41,455,000 |
| Self catering | 85,000 | 326,000 | £22,768,000 |
| Touring caravans/tents | 111,000 | 454,000 | £21,821,000 |
| Static vans/holiday centres | 23,000 | 102,000 | £4,724,000 |
| Group/campus | 11,000 | 186,000 | £1,878,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 32,000 | 134,000 | £4,792,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 7,000 | 129,000 | £5,229,000 |
| Staying with friends and relatives | 105,000 | 376,000 | £9,459,000 |
| Total | 547,000 | 2,172,000 | £112,126,000 |
| Overseas tourists | Trips | Nights | Spend |
| Serviced | 2,600 | 13,000 | £1,031,000 |
| Self catering | 2,700 | 89,000 | £4,733,000 |
| Touring caravans/tents | 2,200 | 20,000 | £637,000 |
| Static vans/holiday centres | 100 | 0 | £13,000 |

| Domestic Tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Group/campus | 1,200 | 27,000 | £1,213,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 1,200 | 13,000 | £829,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,300 | 6,000 | £293,000 |
| Staying with friends and relatives | 12,200 | 113,000 | £4,062,000 |
| Total | 24,000 | 280,000 | £12,811,000 |

Table 3.12 Staying visits by accommodation type (Source: The South West Research Company Ltd: 2012)

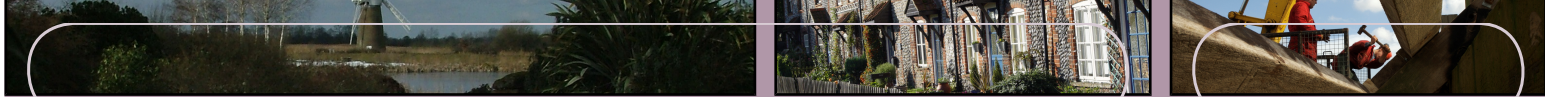
| Key Facts | |
|--------------|-----------------------------------|
| 571,000 | Staying visitor trips |
| 2,452,000 | Staying visitor nights |
| £124,937,000 | Staying visitor spend |
| 5,948,000 | Day visits |
| £220,173,000 | Day visitor spend |
| £345,110,000 | Direct visitor spend |
| £19,536,500 | Other related spend |
| £364,646,500 | TOTAL VISITOR RELATED SPEND |
| £341,279,500 | *ADJUSTED VISITOR RELATED SPEND |
| £74,675,000 | Supplier and income reduced spend |
| £415,954,500 | TOTAL VALUE OF TOURISM |
| 9,146 | Estimated actual employment |
| 6,550 | FTE employment |
| 23% | Proportion of all employment |

Table 3.13 Value of tourism (Source: The South West Research Company Ltd: 2012)

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;



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- 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.

| 2013/14 | |
|---|---|
| Location | Proposal |
| Provision of tourist accommodation | |
| Trimingham | Use of land for siting 22 static caravans (PF/13/0459) |
| Langham | Conversion and extension of barns to provide hotel with swimming pool, restaurant and bar facilities, conversion of barn to four residential dwellings and erection of five holiday dwellings (PF/12/0181) |
| Kelling | Creation of 20 hard standings (former rally field Area A) for the siting of 20 woodland lodges with associated access and infrastructure. Demolition of chicken sheds (Area B), change of use of land and creation of hard standings for the siting of 17 static caravans with associated access and infrastructure. (PF/13/1026) |
| North Walsham | Change of use from residential to bed and breakfast accommodation (PF/13/0597) |
| Holkham | Conversion and extension of A1 (retail shop) to provide hotel accommodation (PF/13/1085) |
| North Walsham | Variation of condition 12 of planning permission reference PO/12/1240 to permit permanent residential occupancy to nine units and three holiday units (PF/13/1033) |
| Weybourne | Erection of five holiday lodges and manager's lodge and formation of access and driveway (PF/13/0803) |
| East Ruston | Conversion of barn and outbuildings to residential dwelling and four units of holiday accommodation (PF/13/1470) |
| Various | Approx 29 permissions for the creation of one or two holiday units |

| 2013/14 | |
|---|---|
| Location | Proposal |
| Loss of tourist accommodation | |
| Briningham | Variation of Condition 2 of planning permission reference: 02/1309 to permit permanent residential occupation (PF/14/0057) |
| Gimingham | Variation of Conditions 1, 5, 7 and 8 of planning permission ref: 10/1103 to permit permanent residential occupancy (PF/13/0780) |
| 2014/15 | |
| Location | Proposal |
| Provision of tourist accommodation | |
| Bacton | Change of use from residential/holiday cottages to hotel accommodation and erection of side extension to swimming pool building (PF/14/0157) |
| High Kelling | Erection of detached timber building for use as Bed and Breakfast unit (PF/14/1250) |
| Sheringham | Continued use of dwelling for a mixed use of residential/bed and breakfast accommodation (PF/14/0602) |
| Hanworth | Conversion of buildings to provide five units of holiday accommodation and swimming pool (PF/14/0681) |
| Walsingham | Erection of first floor extension to form manager's flat, installation of external staircase, conversion of attic to additional guest bedrooms and internal alterations to flat 2 (PF/14/1079) |
| Hickling | Conversion of barns/workshop to 4 holiday lets and single-storey side and two-storey rear extensions to existing dwelling (PF/14/1453) |
| Loss of tourist accommodation | |
| Sheringham | Change of use from C1 (bed and breakfast establishment) to C3 (residential dwelling) (PF/14/0334) |
| Langham | Variation of Condition 2 of planning permission reference 12/0181 to permit reduction in number of units from 5 to 4 (barns 5-8), removal of Condition 3 (holiday occupancy restriction) |

Table 3.14 Tourist Accommodation Permissions, April 2013 to March 2015 (Source: North Norfolk District Council, 2015)

3.14 The Tourism study identified a number of key issues that need to be addressed, including the loss of serviced accommodation and touring caravan provision and this is addressed by Core Strategy policy EC8. There has been some provision of new tourist accommodation as shown above (a lot of which 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. Two large tourist attractions were permitted between 2013 and 2015 were Langham Dome (World War 2 Visitor Centre) and Wells Malting (Tourist Information Centre, Café, Shop and Gallery Space).

Town Centres

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

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

- 3.17** The County Council 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. However they stopped monitoring this data in 2010. The table shows the number of units has increased in all the towns, with the exception of Wells where there has been a very small reduction, with the most noticeable increase in Holt and North Walsham. The amount of convenience stores has reduced in all towns except Cromer, and most noticeably in Fakenham, North Walsham and Stalham. The amount of service units has increased in all towns except Wells.

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

Table 3.15 Total units in North Norfolk Towns (Source: Norfolk County Council, 2011)

- 3.18** In previous years the County Council have also monitored vacancy rates, however they stopped recording this data in 2010. Results up until 2010 are shown in the table below. Between 2007 and 2009, Cromer experienced the largest number of units becoming vacant in the County, with Fakenham also experiencing a significant net increase in the number of properties becoming vacant. The vacancy rate in North Walsham between 2009 and 2010 has almost doubled to 14% whilst the vacancy rate in both Sheringham and Wells over the same period has more than halved.

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

Table 3.16 Number of units becoming vacant and being taken up (Source: Norfolk County Council, 2011)

3.19 With the data recorded by the County Council being out of date, we have undertaken research into the current numbers of vacant units within the five main Market Towns as identified in Core Strategy's Policy SS1 and looked at how much of each identified retail frontage is being taken up by A1 uses as required in Policy EC5. Due to this being the first time this information is recorded in this manner there is no data to compare it against and therefore it will act as the baseline which future data will be compared against.

| | 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%) |
| | | | | | |
| 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%) |



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| | Total units in retail frontage | Number of units currently in A1 use | Measured frontage (m) (approx) | % A1 frontage (total) | Number of units vacant (%) |
|---------------|--------------------------------|-------------------------------------|--------------------------------|-----------------------|----------------------------|
| 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%) |
| 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%) |
| | | | | | |

| | Total units in retail frontage | Number of units currently in A1 use | Measured frontage (m) (approx) | % A1 frontage (total) | Number of units vacant (%) |
|-------------------|---------------------------------------|--|---------------------------------------|------------------------------|-----------------------------------|
| 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 3.17 Percentage of A1 and vacant units within retail frontages (Source: North Norfolk District Council: 2015)



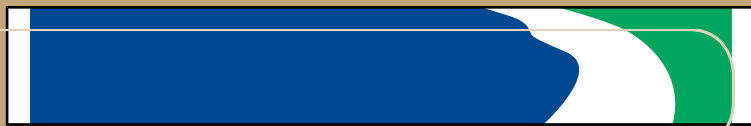
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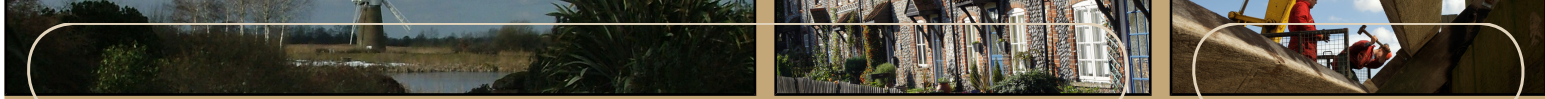
4 Plan Making

- 4.1** In previous monitoring reports this chapter reviewed progress on the North Norfolk LDF and considered whether the timetable and milestones in the Local Development Scheme had been achieved.
- 4.2** The LDF suite of documents were adopted in 2008 (Core Strategy) and 2011 (Site Allocations). Since this time an LDS has not been published. 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. This is in very early stages with some of the background and procedural documents have been produced to date; The Local Development Scheme, the timetable for the production of the new Local Plan for the district, the Regulation 18 Notification document setting out the scope of the emerging Local Plan for North Norfolk and the formal notification of all those specified in the regulations and Statement of Community Involvement (SCI). These documents have been approved by Cabinet on the 6th July 2015 to which they have recommended:
- The Local Development Scheme, to take effect from the 3rd August 2015.
 - Regulation 18 Notification, consultation in order to invite representations on the scope of the new Local Plan for a period of not less than 8 weeks commencing on the 17th August 2015.
 - Statement of Community Involvement, a period of consultation of not less than 8 weeks commencing on the 17th August 2015.
- 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 Strategic Housing Market Assessment, Strategic Housing Land Availability Assessments, 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.



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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 - Code for Sustainable Homes:** Relaxing the requirement that dwellings should be constructed in accordance with the Code for Sustainable Homes. This is applicable to 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 4 - 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

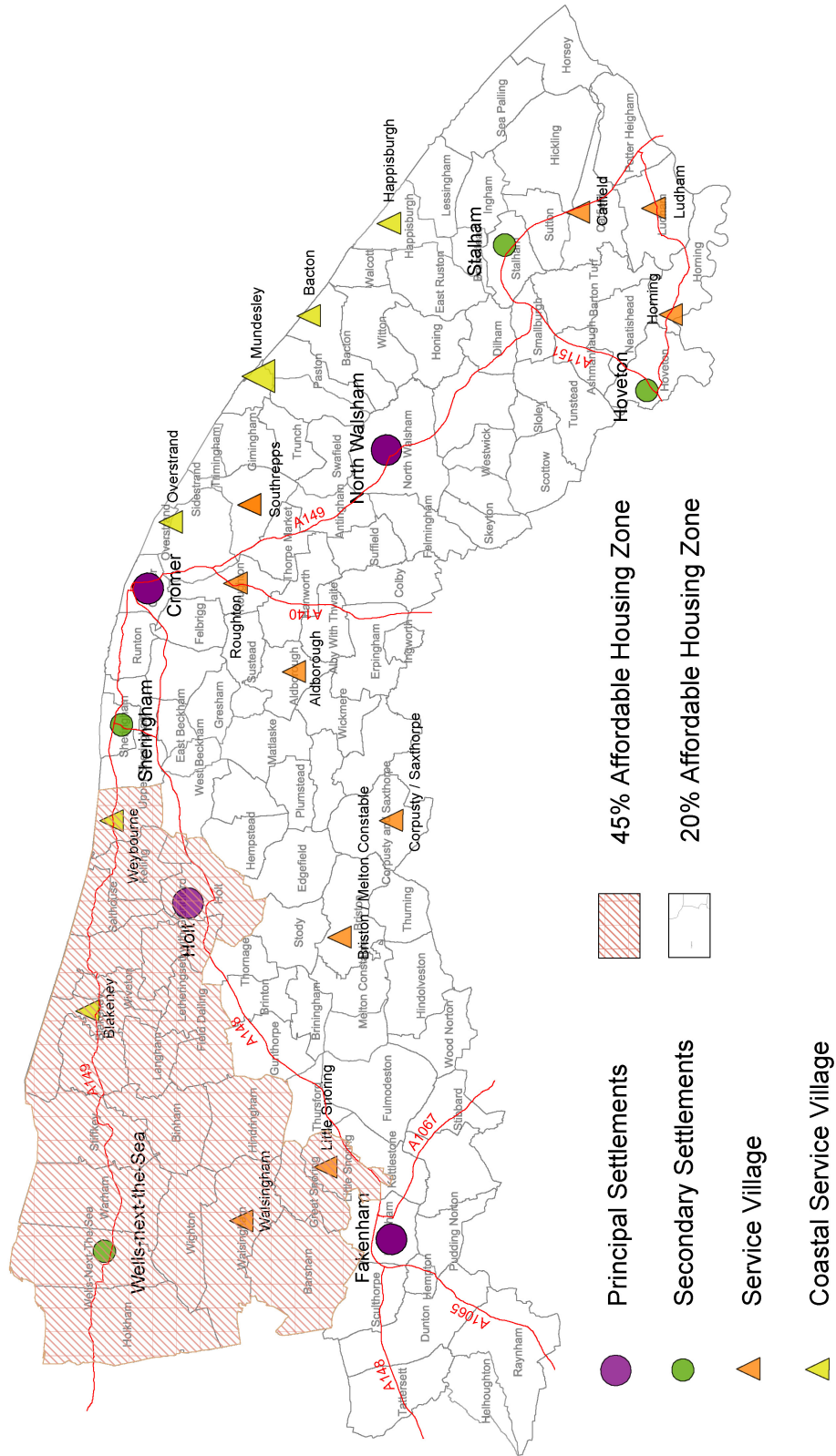


Figure B.1 Affordable Housing Zones



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Appendix C Local Development Scheme timetable for Local Plan production

| Local Plan Documents | | | 2015 | | | | | | | 2016 | | | | | | | | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | |
|----------------------|---|-----|------|-----|-----|-----|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|-----|--|--|--|------|--|--|--|
| | | | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | | | | | | | |
| → | Core Strategy incorporating DM policies | DPD | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| → | Site Specific Proposals | DPD | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| → | Proposals Map | DPD | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| → | Annual monitoring report | AMR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| → | Local Development Scheme | LDS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| → | Statement of Community Involvement | SCI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Milestones | | 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 | |
| Evidence required | <p>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</p> <p><i>NB This list will be refined as the evidence requirements for the Local plan are established in full.</i></p> |
| 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: <ul style="list-style-type: none"> 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 |
| | <i>NB The above projected timetable may slip if additional rounds of consultation are required.</i> |



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| 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 | <p>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.</p> <p>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.</p> |
| 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: <ul style="list-style-type: none"> 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 |
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| | Examination – June 2018 – August 2018 |
| | Inspectors Report – October 2018 |
| | Adoption – December 2018 |
| | <i>NB The above projected timetable may slip if additional rounds of consultation are required.</i> |
| Responsibilities | |
| Lead Officer | Planning Policy Manager |
| Governance | Housing and Policy Board, Planning Policy and Built Heritage Working Party |

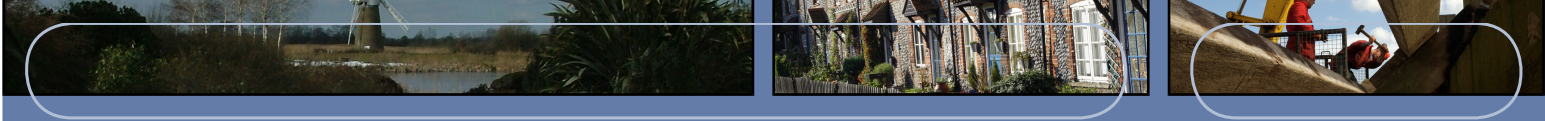


Annual Monitoring Report 2013 - 2015

| 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: <ul style="list-style-type: none"> • 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 |
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| | Examination – June 2018 – August 2018 |
| | Inspectors Report – October 2018 |
| | Adoption – December 2018 |
| | <i>NB The above projected timetable may slip if additional rounds of consultation are required.</i> |
| 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 | |



Annual Monitoring Report 2013 - 2015

| Document Title | North Norfolk Local Plan - Site Allocations Policies |
|----------------|---|
| Mechanism | 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