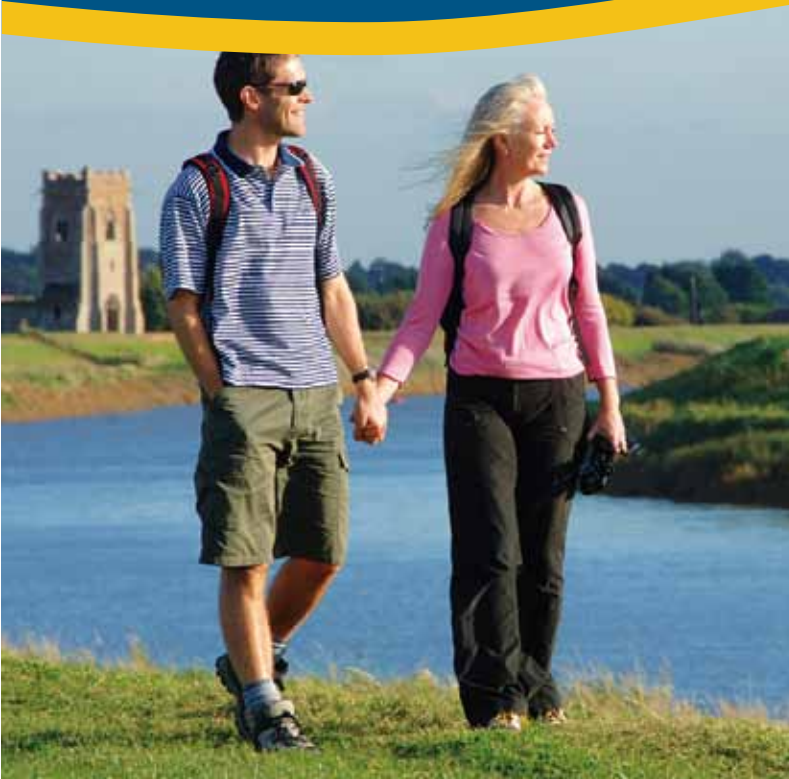


King's Lynn & West Norfolk Borough Council Local Development Framework - Core Strategy



Adopted Version July 2011

**your views, your vision...
help us to plan your future.**

Contents

1 Foreword	1
2 Introduction	2
3 Portrait of West Norfolk (Where are we now?)	6
3.1 Key Features	6
3.2 Key Sustainability Issues	8
4 Vision and Core Strategy Objectives (Where do we want to be?)	10
4.1 Relationship to Community Strategy	10
4.2 Vision	10
4.3 Core Strategy Objectives	11
5 Spatial Strategy for West Norfolk (How will we get there?)	14
5.1 Spatial Strategy Policy CS01	14
6 Policies for Places	17
6.1 Settlement Hierarchy - Policy CS02	17
6.2 King's Lynn - Policy CS03	21
6.3 Downham Market - Policy CS04	23
6.4 Hunstanton - Policy CS05	24
6.5 Rural Areas - Policy CS06	26
6.6 Coastal Areas - Policy CS07	28
7 Area Wide Policies	30
7.1 Sustainable Development - Policy CS08	30
7.2 Housing - Policy CS09	34
7.3 The Economy - Policy CS10	40
7.4 Transportation - Policy CS11	47
7.5 Environmental Assets - Policy CS12	51
7.6 Community and Culture - Policy CS13	55
8 Implementation	59
8.1 Implementation - Policy CS14	59
8.2 Delivery Framework	62

9 Monitoring	63
9.1 Monitoring	63

Appendices

Appendices	64
Appendix 1 - Housing Trajectory	65
Appendix 2 - List of Local Plan Policies to be Replaced	67
Appendix 3 - Delivery Framework	72
Appendix 4 - Monitoring Framework	83
Appendix 5 - Environmental Maps	89

Glossary and Key Diagrams

Glossary	93
Key Diagrams	98

1 Foreword

West Norfolk has a wonderfully diverse landscape, with stunning beaches, areas of outstanding natural beauty, historic market towns, picturesque villages and extensive swathes of lush green countryside and farmland.

It is vital that we protect the special nature of our environment at the same time as encouraging development and growth across the borough.

We need to ensure that we are able to meet the housing needs of future generations. We must enable industry to grow in order to provide jobs within our communities. We also need to consider the impact of development on our environment and address the ever-present risk of flooding.

We have been working hard to produce a blueprint for the future development of our borough. It has been a complex process during which we have consulted with a wide range of partners, organisations and members of the public to identify and explore the issues and consider the available evidence.

We are now pleased to present our adopted Core Strategy which has been through the full examination process, found to be 'sound' and was adopted by the Borough Council in July 2011. This document forms part of our Local Development Framework. It sets out our vision for the way in which the borough will grow, taking into account the needs and aspirations of our local communities.

The Core Strategy will be followed by the development of site specific allocations which will set out how specific parcels of land may be developed in the light of Core Strategy policies.

We would like to thank all those who have contributed to the production of this strategy which forms the basis for all future development in our borough.



Cllr Nick Daubney
Leader

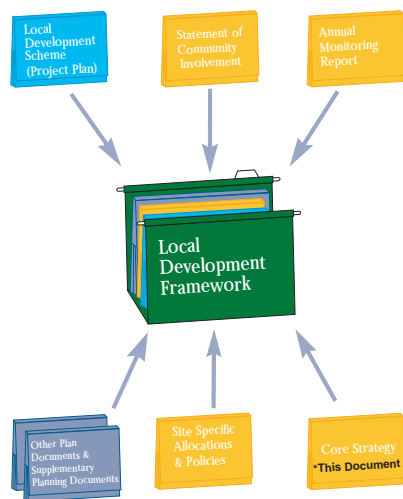


Cllr Vivienne Spikings
Cabinet Member for
Development

2 Introduction

2.0.1 The Borough Council is working to prepare a Local Development Framework for the Kings Lynn and West Norfolk area. The Local Development Framework contains a number of individual documents as shown in the diagram below.

Components of the Local Development Framework (LDF)



2.0.2 The Core Strategy sets out the spatial planning framework for the development of the borough up to 2026 and is part of King's Lynn and West Norfolk's Local Development Framework. The Core Strategy provides guidance on the scale and location of future development for the next 15 years. It also includes the policies needed to deliver the Core Strategy vision and objectives, and a system for monitoring whether the strategy is being delivered. The Core Strategy is a Development Plan Document, which means it forms the starting point for determining planning applications. All other Development Plan Documents must conform to the adopted Core Strategy. The Core Strategy should be read as a whole i.e. proposals will be assessed against all relevant policies of the Local Development Framework (text, policy boxes, and appendices). The policies are shown in boxes, but all text

should be considered as an integral part of the policy approach. It comprises the Council's policy and vision for the borough.

2.0.3 Once the Core Strategy is adopted it will replace the King's Lynn and West Norfolk Local Plan (1998). The Core Strategy deals with broad issues around development and it will be necessary to prepare a Site Specific Allocations and Policies document to define particular sites for a range of uses, and provide detailed guidance as to how they should be developed. Consultation on this document started in early 2009.

2.0.4 The Council is committed to involving local communities, stakeholders and other interested parties in helping to shape the contents of the Local Development Framework and sees consultation as an ongoing activity, which feeds the views of residents and consultees into the plan making process.

2.0.5 This document follows earlier consultations undertaken by the Council on the Core Strategy. In February 2009, the Council published a paper setting out the key issues facing the borough and broad development options and the Council received comments from stakeholders, statutory bodies, local communities, individuals, developers and landowners. The results of this and earlier consultations along with background evidence and information gathered about the District and the process of sustainability appraisal have been used to develop this proposed submission document.

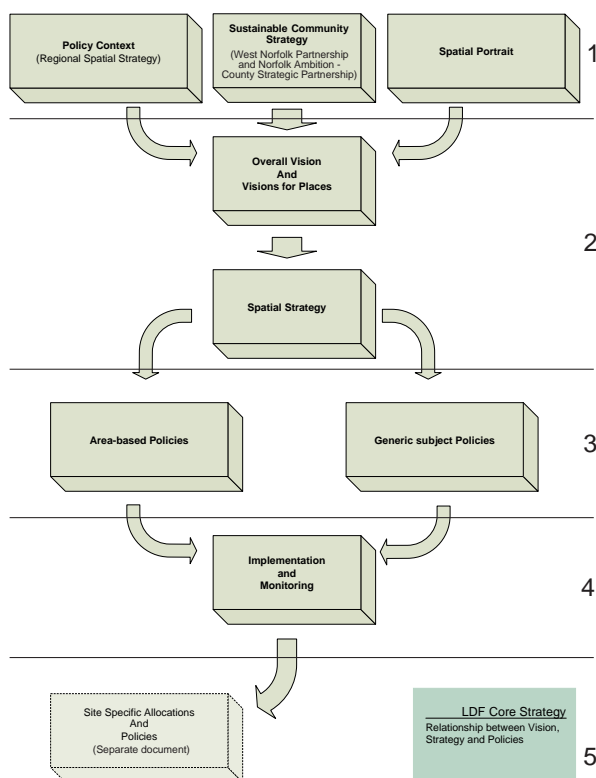
2.0.6 This document was submitted to the Government for independent examination as to its 'soundness'. The Examination took place in February 2011 and the Inspectors Report was published in May 2011, which found the Core Strategy with modifications to be 'sound'. The Borough Council formally adopted the Core Strategy on 28 July 2011.

The content of the Core Strategy

2.0.7 In May 2008 King's Lynn was confirmed as a Growth Point. The designation means the long term strategy for the town as contained in the Core Strategy can be supported to achieve the implementation by additional appropriate infrastructure and funding to deliver housing and regeneration.

2.0.8 The Borough Council is very aware that it is proposing significant development within the borough, and that we are in a very challenging economic climate at the present time. Nevertheless we are planning for some 15 years ahead and need to make adequate provision for that period. Clearly there may be a need to re-visit policy as circumstances dictate, a process of monitoring is included within this document.

Structure of the document



2.0.9 Portrait – Where are we now? A snapshot of the borough.

2.0.10 Vision & Objectives – Where do we want to be? There is a vision and a set of objectives for the borough as a whole, and also for each of our specific places.

2.0.11 Spatial Strategy – How will we get there? The Spatial Strategy explains the Council's approach to development across the borough, how the Council will seek to achieve the vision.

2.0.12 Policies for Places – These policy chapters outline the specific Core Strategy objectives which lead on to that policy and then state the Council's policy approach for each place. The Portrait and Vision and Objectives are the context and justification for the policy approach.

2.0.13 Area wide Policies - These policy chapters outline the specific Core Strategy objectives which direct the nature of the policy, and then go on to discuss the context and justification behind the subject approach. This leads onto the policy itself.

2.0.14 Implementation – The Implementation Chapter outlines how the vision, objectives and policies are going to be delivered.

2.0.15 Monitoring – This explains how the Council will monitor the success of the policies, and how we are moving towards the vision. The Council will produce an Annual Monitoring Report to report on this.

Sustainable development

2.0.16 This Core Strategy sets sustainable development at the heart of its planning agenda. Its vision is for sustainable growth that delivers a quality borough with a sustainable economy and strong and healthy communities within environmental limits. Growth that responds to climate change and has as its very foundation a series of sustainable linked communities.

2.0.17 To achieve this, the Core Strategy must play a positive role in promoting sustainable development. The Government has defined the goal of sustainable development as being:

“to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations”.

2.0.18 Planning Policy Statement 1⁽¹⁾ outlines five guiding principles and four priorities to meet this overall goal, namely:

2.0.19 The five principles:

- Living within environmental limits;
- Ensuring a strong, healthy and just society;
- Achieving a sustainable economy;
- Promoting good governance;
- Using sound science responsibly.

2.0.20 The four priorities:

- Sustainable production and consumption;
- Climate change and energy;
- Natural resource protection and environmental enhancement;
- Sustainable communities

2.0.21 The adopted Core Strategy brings together these broad policy objectives at a more local level.

Sustainability Appraisal & Appropriate Assessment

2.0.22 The task of ensuring long-term sustainability in plan making is aided by the requirement in the Planning and Compulsory Purchase Act 2004, for local authorities to conduct a Sustainability Appraisal of all Development Plan Documents within the Local Development Framework. A Sustainability Appraisal, which includes a Strategic Environmental Assessment, has been undertaken during the production of this document. This considers the social, economic and environmental effects (including impact on natural resources) of the document, and ensures that it accords with the principles of “sustainable development”. Each of the draft policies was developed, refined and

assessed against sustainability criteria throughout the preparation of the Core Strategy. The Sustainability Appraisal report was published alongside the proposed submission version of the Core Strategy.

2.0.23 There is also the requirement introduced by the EU Habitats Directive for an Appropriate Assessment of the potential significant effects of a plan on European Sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas, and International Ramsar sites. The Borough Council undertook a Habitats Regulation Assessment to ensure that the policies in the Core Strategy do not harm sites designated as being of European importance for their biodiversity interest.

Sustainable Community Strategy

2.0.24 The Core Strategy has a key role in delivering community aspirations and therefore the document shares the vision and objectives identified in the West Norfolk Partnership Sustainable Community Strategy. It is a requirement that the Local Development Framework and the Sustainable Community Strategy are integrated with each other, and the Local Development Framework provides particular guidance on spatially related items to bring about the implementation of the Community Strategy.

2.0.25 The Sustainable Community Strategy and the Core Strategy have been produced alongside each other with close ties and shared elements between the two documents. The shared vision reflects joint consultation work between the Local Development Framework and Sustainable Community Strategy in February 2008 which influenced the formally agreed vision.

1 Planning Policy Statement 1: Delivering Sustainable Development (2005) provides the national context for delivering sustainable development through planning at the local level.

Other strategies and plans

2.0.26 The Council is required to take account of Government statements on planning policies, and the Core Strategy has to be in line with the East of England Plan (the Regional Spatial Strategy, which forms part of the 'statutory development plan'). The Local Development Framework generally, but in particular the Core Strategy needs to interpret the policies of the Regional Spatial Strategy – The East of England Plan, showing how these will work at the local level.

2.0.27 Also cross boundary issues shared with adjacent local authorities need to be taken into account, and the nature of spatial planning means we should also take into account other strategies and plans for the borough.

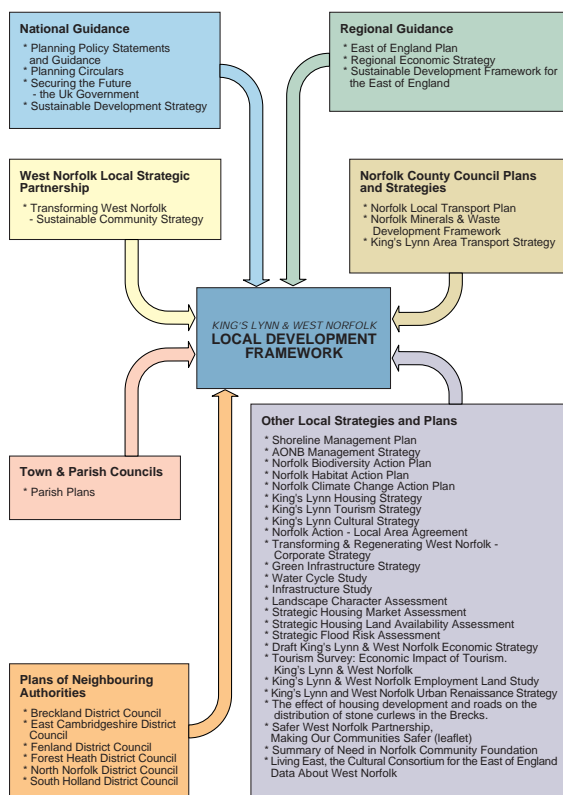
What happens next?

2.0.28 If you have any queries about this document or the King's Lynn & West Norfolk Local Development Framework please contact a member of the Local Development Framework Team:

- Telephone 01553 616200 or
- E-mail ldf@west-norfolk.gov.uk

An electronic copy of this document together with the supporting documentation and previous versions can be found on the Borough Council website at: www.west-norfolk.gov.uk

Key Strategies and Plans



3 Portrait of West Norfolk (Where are we now?)

3.1 Key Features

3.1.1 The following is a short description of the borough to summarise its character, key demographic and economic factors, and identify some of the challenges that need to be met by the Council and its partners.

3.1.2 The borough of King's Lynn and West Norfolk is about 100 miles north of London and extends from the north Norfolk coast, along the eastern side of The Wash, through the Marshlands, Fens and Brecks to the borders of Lincolnshire, Cambridgeshire and Suffolk. The regional centres of Peterborough, Cambridge and Norwich are some 40-50 miles distant creating a role for King's Lynn as a service centre and economic driver to a sub-region in excess of 200,000 population.

3.1.3 The borough is the fourth largest district in England covering an area of some 550 square miles (142,877 hectares) with a population of 143,500 (2007 estimate). The main population centre is King's Lynn (36,400) though the borough also includes the market town of Downham Market (8,600), the coastal resort of Hunstanton (5,850) and more than 100 villages of varying sizes. By 2017 more than a quarter of the population will be over retirement age, with 10% of residents aged over 75 years; the proportion of those under 25 is below the national average.

3.1.4 Main transport routes include the A47(T) trunk road (Leicester to Great Yarmouth), three principal roads (A10, A17 & A134), a direct electrified rail service to Cambridge and London, sea links to northern and eastern Europe and an extensive system of navigable waterways. The A47(T), railway and port all feature within the Trans European Network.

3.1.5 The borough has a large rural area with a diverse landscape, ranging from coastal marsh and reclaimed marshland to fen, and chalk plateau through undulating sandstone to The Brecks. Although it is sparsely populated it nevertheless contains over 100 villages, each with its own distinctive character, needs and aspirations. Tracts of unspoilt coast, attractive countryside and numerous historic settlements and buildings form major attractions to the area and there are many examples of national and internationally important designations protecting aspects of the built and natural environments⁽²⁾.

3.1.6 West Norfolk has extensive tracts of high quality and productive agricultural land, meaning agriculture is a key sector in the borough's economy. Although the importance of agricultural production must not be underestimated, a legacy of the agricultural based economy is a low-wage economy stemming from relatively low skills levels and associated low aspiration levels. Pockets of isolation and deprivation are real issues, both in King's Lynn and in some of the more rural parts of the borough. Nevertheless, the economic base is changing and the borough is now home to world-leading businesses in pharmaceuticals, precision and aerospace engineering and advanced manufacturing sectors including commercial refrigeration, robotics, electronics and specialist chemicals. The key employment sectors now fall within advanced engineering and manufacturing, added value food activity and tourism.

3.1.7 Access to high quality communications technology is important for such a rural area. However, the borough currently lacks consistent access to quality broadband services, even in urban areas, such as King's Lynn.

3.1.8 The coastal areas of the borough are a major asset in terms of providing tourism, employment, homes, recreation, and habitats for species. Nevertheless these assets also introduce significant challenges in the management of

2 See also 7.5 'Environmental Assets - Policy CS12'

visitor related development, environmental and ecological assets, and physical processes including erosion.

3.1.9 King's Lynn is centred upon an historic medieval core although there are numerous examples of Georgian heritage and Victorian town expansion. Further expansion to the town during the 1960s and 1970s with influx from the Greater London area created additional housing and employment areas. A large part of the car free shopping centre has recently been redeveloped. The local fishing industry retains access to the riverside although the commercial port activities have migrated northward towards the Alexandra and Bentinck docks.

3.1.10 Downham Market is the second largest town in the borough. It is a compact market town and service centre to the surrounding rural area with modern employment sites at Trafalgar Way and St John's business parks. The town's position between the A10 and railway has proved to be attractive for commuters and there has been substantial residential expansion in recent years which seems not to have been matched with appropriate investment in local services.

3.1.11 Hunstanton has a dual function. The town is an important service centre for the surrounding rural area and a local employment centre providing a number of jobs for the local population, especially in the summer months. Hunstanton is also a successful seaside resort originally developed around the former railway terminus and now offers a short-stay and day-visit attraction. A masterplan for the regeneration of the town centre and southern seafront has been produced.

3.1.12 Hunstanton itself has a population of approximately 5,850 people, however is surrounded by a number of smaller rural villages which are served by the town. The population structure of the town is considerably weighted towards residents of retirement age, with the proportion of the resident population of retirement age for Hunstanton ward at 41.59% ⁽³⁾.

3.1.13 Although outside of the borough, Wisbech abuts the County boundary and some of the town's urban area is within the borough. Wisbech presently fulfils the role of a local service centre to the western part of Norfolk but remains under the influence of both King's Lynn as the primary service centre in the sub-region and Peterborough. It is accessible to the A47(T) and also has a river-side port.

Ongoing strategies

3.1.14 The East of England Plan has designated King's Lynn as both a Key Centre for Development and Change, and it is also a Growth Point in support of the government's housing delivery strategy. This places a number of priorities on the town: to establish its role as a sub-regional centre; to lead in the provision of additional new homes and new jobs; and to regenerate itself by enhancing the quality of the urban environment, cultural and service provision.

3.1.15 To respond to these challenges, the Council and its strategic partners have adopted an Urban Development Strategy and Integrated Programme of Development. At the forefront of these strategies is the delivery of:

- the Nar Ouse Regeneration Area;
- the Waterfront Regeneration Area; and
- a framework for a retail expansion of the town centre with new bus station.

3.1.16 In developing these strategies the Partnership considers the following assets to be of strategic importance, both essential to the future growth of the town and in need of improvement:

- King's Lynn – Cambridge – London rail link
- A47(T), A10 and A17 principal roads
- College of West Anglia
- Queen Elizabeth Hospital

3.1.17 Nevertheless the town cannot develop in isolation from other strategic assets including:

3 Age Profile: Hunstanton. Data about West Norfolk - Sept 2009. <http://www.visitdawn.com>

- The towns of Downham Market and Hunstanton
- The cumulative impact and interdependencies of a large number of villages and hamlets in the rural areas
- Extensive tracts of high quality and productive agricultural land
- Large areas of diverse yet attractive countryside supporting both agricultural and tourism economies and also affecting the quality of life of those who live and work there
- Numerous national and international environment designations, notably large areas extending across the North Norfolk Coast and The Wash
- The specialised role of major employers for example, Associated British Ports, RAF Marham / BAe complex and the National Construction College at Bircham Newton

3.2 Key Sustainability Issues

3.2.1 Balancing the competing demands of regeneration within the urban areas, strategic growth, and maintaining sustainable rural villages and services is a complex matter affecting both the investment in infrastructure and the nature and levels of service provision. The impact of climate change exacerbates these problems, notably the increasing challenge of living with flood risk; the management of both coastal erosion and the separate risks of tidal and fluvial flooding are increasingly significant to the future development of the borough.

3.2.2 With a population spread across such a broad and diverse area it is not surprising that social cohesion, accessibility to numerous essential services and consequent logistics of service delivery are seen to be important issues by many.

3.2.3 The Sustainability Appraisal has identified the following issues to be considered in determining the future development within the borough:

Environment

- Impending climate change and issues associated with it.
- Much of the borough is low-lying, meaning that it may be at risk of flooding. Coastal locations are particularly at risk.
- There is a potential lack of water resources due to over abstraction, and climate change leading to decreased water availability.
- The borough is renowned for its wildlife and natural resources, which should be protected from any negative impacts of development.
- The borough has a large number of designated sites protecting habitats and species.
- The borough contains part of the Norfolk Coast Area of Outstanding Natural Beauty, which will require protection.
- The borough has over 100 Scheduled Ancient Monuments, around 2000 Listed Buildings, 5 Historic Parks and Gardens and buildings and landscapes with cultural value.
- Greenhouse gas emissions from the borough are contributing to climate change, and are higher than the national average.
- Air Quality targets are unlikely to be met for nitrogen dioxide and PM10.
- Government targets for a reduction in energy demands are rising, therefore energy from renewable energy sources is needed as well as efficiency improvements in buildings.

Social

- Unsustainable transport patterns as a result of dispersed populations.
- Low skills base in the borough under national average for GCSE's and A levels.

- There are higher proportions of people living with limiting long term illnesses in the borough than the national, regional or county averages.
- The difference in life expectancy between the best and worst wards in the borough is over 10 years, representing significant health inequalities.
- The borough has an ageing population. This places demands on the health/care sector and means a shortage of residents of working age.
- Lack of facilities for young people. This leads to younger people leaving the area and not returning.
- The borough has been identified as an area of high deprivation; three of the eight wards in King's Lynn are in the most deprived 10% in England.
- There is a low proportion of affordable housing developed in the borough.
- Impact on communities particularly on the coast from 'second homes'.
- Hunstanton, and other coastal locations, have significant retired populations, which creates an imbalance in the age structure.
- The isolated rural nature of parts of the borough leads to inaccessibility of essential services and facilities.
- Growing rural populations are increasing demand for housing and service provision in the countryside.
- Withdrawal of village services.

Economy

- The borough has a lack of good quality employment sites. This discourages potential businesses from coming to the area.
- Attracting and retaining key workers in the borough.
- There is a high level of employment in agriculture and manufacturing in the borough, compared with other districts in Norfolk, and Britain in general,

reflecting the focus on low-skilled employment sectors.

- Average earnings in the borough are lower than both the national and regional averages.
- King's Lynn is under performing in terms of services, the economy, housing and tourism given its role as a significant centre.
- Some areas of King's Lynn town centre appear uncared for and unsafe.
- An increase in residential development in Downham Market has led to the town outgrowing its compact market town characteristics and facilities.
- Downham Market has suffered from a number of years of underinvestment, and is in need of improvement of its visual amenity and regeneration of the economy.
- Downham Market is used as a dormitory town due to its location on the main line to Cambridge and London. This leads to underspending in the town and lower community spirit.
- The seasonal nature of visitors to Hunstanton and other coastal locations lead to variations in population and demands on local services.
- The role of Hunstanton and other coastal locations as seaside resorts means there is large seasonal variation in employment opportunities and income in the town.
- Changes in farming needs and practice mean that agricultural diversification is needed.
- Loss of high quality agricultural land.

3.2.4 These factors and the elements of the Spatial Portrait and reflected through in the Vision and Objectives and policies in the following chapters.

4 Vision and Core Strategy Objectives (Where do we want to be?)

4.1 Relationship to Community Strategy

4.1.1 The Core Strategy identifies shared priorities arising from local strategies, most notably the Sustainable Community Strategy. Through this process, the Core Strategy becomes an important document in helping to support aspirations and resolve conflicting issues. In achieving this its key purpose is to explain how, where and when the Core Strategy will assist in delivering the outcomes which have emerged from these varied strands (i.e. spatial planning).

4.1.2 The starting point is to set out a Vision for the borough, and it is helpful that both the Sustainable Community Strategy and Core Strategy share the same headline vision. The subsequent place elements are specific to this Core Strategy document.

4.1.3 Realising the Vision will rely upon many different stakeholders and service providers. It is important, therefore, to identify the particular role of the Local Development Framework in delivering the Vision. To do this a set of Strategic Objectives have been identified for the borough, which provide a concise expression of the priorities for the Local Development Framework. These are set out immediately after the Vision.

4.2 Vision

Vision

People want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit.

West Norfolk enjoys an unparalleled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this.

Economy

We want to help people of all ages improve their skills and qualifications, and help raise their aspirations. We want to help people become entrepreneurs and benefit from the growing economy. We want to be a place where skilled people want to live and work.

Society

We want to help reduce inequality wherever it exists. We want to make sure that people have access to good quality housing and local facilities, we want to help people deal with social change and ensure that a growing economy brings higher wages and an improved quality of life.

Environment

We want to safeguard our justifiably famous natural and historic environment, at the same time making sustainability a central principle to our vision. We want to build connections with other local and regional economies, reduce reliance on the car, and prepare ourselves for the challenges of climate change.

Vision for Places

Development will support a pattern of development which reinforces the roles of towns and key centres. This will include locating the majority of development to the main towns as the most sustainable

locations including land adjacent to Wisbech; and an appropriate scale of development at key rural settlements in the rest of the borough.

King's Lynn is an urban centre of regional significance; an exemplar town balancing the needs of conservation with urban renewal and strategic growth.

Downham Market remains a key local centre serving the Fens and the southern part of the borough with the services necessary to meet the demands of a growing population.

Hunstanton meets the needs and expectations of those who choose to live and work in and near the town and has developed its role as a seaside visitor destination.

Rural areas: The economy has been bolstered by a modest scale of new development, including the potential for affordable housing, in settlements which have both a range of services and which are accessible by a daily public transport service to the main urban areas.

Coast: The impact of climate change and the associated threats of coastal erosion and flooding is managed in a sensitive and sustainable manner that respects the distinctive landscape of the coast, the ecology, and the social and economic needs of the local communities along it.

4.3 Core Strategy Objectives

4.3.1 Spatial objectives are indicators of the success or otherwise in achieving the Vision. The means of achieving these objectives are broadly set out in the Spatial Strategy and more specifically in the Core Strategy policies. The chapters in the Core Strategy list which objectives have been addressed at the end of each policy.

Core Strategy Objectives

Economy

1. King's Lynn's reputation as a great place to live and work has spread across the country and reflects its regional importance.
2. West Norfolk has a thriving economy with local employment opportunities.
3. All young people access schools that motivate and raise aspirations to succeed in a prospering local economy.
4. All adults have the opportunity to develop their skills or learn new ones throughout their lives.
5. West Norfolk is among the premier visitor destinations in the country with tourism based on its historical, cultural and environmental offer.

Society

6. All communities are strong, cohesive and safe.
7. Everyone receives quality services that meet their needs.
8. Residents are active and engaged in their communities, helping to identify and respond to local needs, with cross boundary working as appropriate.
9. Housing is focused in sustainable towns; in the rural areas local demand is targeted towards sustainable villages.

10. All people are active and healthy.

Environment

11. West Norfolk has undergone regeneration and growth that is well planned and complements its high quality historical and natural inheritance.

12. Communities benefit from quality public spaces and parks with access to the coast and countryside that make the area special.

13. West Norfolk is meeting the challenges of climate change and reducing or mitigating carbon emissions.

14. Public transport has improved and people are less reliant on the motor car to access places and services.

15. West Norfolk is still considered to be somewhere unique retaining its own local distinctiveness.

Towns and places

King's Lynn

16. Population of the town has grown to more than 50,000 by 2025 reflecting the Growth Point status.

17. There has been emphasis on brownfield redevelopment and renewal within the town, together with urban extension.

18. The risk of both tidal and fluvial flooding has been reduced or mitigated through the provision of effective defences and the design of new developments in lower lying areas.

19. The central areas of the town have been revitalised to provide a sub-regional shopping, cultural and leisure destination with high quality public realm, preserving and enhancing this major heritage asset.

20. The town is a major employment centre with good communications and a diverse economy attractive to new employers and investors.

Downham Market

21. Provides employment land and premises within, or adjacent to, the urban area to meet the needs of existing and potential new businesses and has capitalised on the role as a retail centre and also as a service base for the local tourism economy.

22. Inadequacies in local service provision have been resolved as part of the development strategy which recognised the benefits of the town's key location, particularly on the King's Lynn – Cambridge – London main rail line, and consequent contribution towards optimising opportunities for sustainable public transport.

Hunstanton

23. The town meets the needs of residents with an expanded and improved retail core offering year round services.

24. A town that respects its heritage whilst continuing to look to the future.

25. A more attractive seaside destination where visitors stay longer and spend more.

26. An active town with all year round tourism potential and expanded water sports offer.

27. An environmental resort making the most of the coast's natural assets.

Rural areas

28. Beyond the villages, the locally distinctive countryside has been protected in its many attributes and continues to provide for the social and economic needs of those who live and work there.

29. Elsewhere the local economy has been bolstered by guiding new development (including market housing) to the most sustainable locations, recognising the needs of the agricultural sector and the potential for diversification into other activities, and by retaining where possible, current employment sites.

30. Local housing needs have been secured in a sustainable manner.

31. There is improved accessibility to essential services.

Coast

32. The threats of coastal erosion and flooding has been reduced or mitigated in a sensitive and sustainable manner.

33. There is a good balance between improved accessibility to the coast and retention of the distinctiveness of the landscape and protection of its ecology.

5 Spatial Strategy for West Norfolk (How will we get there?)

5.1 Spatial Strategy Policy CS01

Introduction

5.1.1 The Spatial Strategy (CS01) is the approach to delivering the vision and objectives in the borough, stemming from consultation and the Sustainability Appraisal of options and policies. The strategy sets an overview of the development priorities for the borough, and outlines broadly where development is planned until 2026. The Spatial Strategy is illustrated by the Key Diagram for the borough, which is located at the back of this document. In addition, separate inset diagrams for King's Lynn, Hunstanton and Downham Market illustrate the detailed strategies for these settlements and are also contained at the end of the document.

5.1.2 The Spatial Strategy seeks to strike a balance between protecting and enhancing the built and natural environment of West Norfolk whilst facilitating sustainable growth in the most appropriate locations. In outlining development priorities, it seeks to respond to, and deliver the objectives outlined in the previous chapter for the economy, society and environment in the borough's towns and places. The strategy also reflects the regional East of England Plan, which designates King's Lynn as a Key Centre for Development and Change. Therefore the strategy directs the majority of growth and regeneration to King's Lynn, and begins to develop a settlement hierarchy for the borough.

5.1.3 This strategy forms the basis for the coordination of further plans and the development of detailed policies to address issues outlined in the Spatial Portrait, and will guide future consideration and investment by the Council (including through the growth point programme) and the West Norfolk Partnership. The Spatial Strategy will be delivered through the Core Strategy Policies for Places (CS02 to CS07) the Policies for Areas (CS08 to CS13) and the Implementation Policy (CS14).

CS01 Spatial Strategy

Development priorities for the borough will be to:

- facilitate and support the regeneration and development aspirations identified in the Regional Spatial Strategy;
- encourage economic growth and inward investment;
- improve accessibility for all to services; education; employment; health; leisure and housing;
- protect and enhance the heritage, cultural and environmental assets and seek to avoid areas at risk of flooding;
- foster sustainable communities with an appropriate range of facilities.

Sustainable development locations

In accommodating these priorities our approach will utilise a settlement hierarchy (set out in Policy CS02) to ensure that:

- new investment is directed to the most sustainable places;
- significant emphasis is placed on brownfield redevelopment within the towns and villages;
- the development of sustainable urban extensions to the main towns;
- locally appropriate levels of growth take place in selected Key Rural Service Centres and Rural Villages;
- new development is guided away from areas at risk of flooding now or in the future, however recognising development may be required within flood risk areas to deliver regeneration objectives within King's Lynn and maintain the sustainability of local communities in rural areas;
- approximately 90% of new residential development will take place in areas identified within the settlement hierarchy to ensure reasonable access

to services satisfying basic day to day needs;

- 75% of employment land will be allocated in King's Lynn.

King's Lynn

In support of the overall development strategy the Council will:

- promote King's Lynn as the main centre including retail, leisure and culture and economic driver within the borough, a significant "engine of growth" and sub regional centre in the East of England;
- provide for a minimum of 7,510 new houses through the regeneration of brownfield land and urban expansion;
- make provision for new jobs within existing and new employment areas and also as part of central area regeneration;
- make appropriate use of the high quality historic environment in the town through sensitive inclusion in regeneration proposals;
- establish a strong educational base;
- underpin the growth and development of King's Lynn with a major review of transport strategy to:
 - improve the public transport network linking the main centres of population within and beyond the borough;
 - seek improvements to the efficiency and safety of principal roads connecting to other parts of the borough;
 - enable improved circulation within the town and support new development;
 - it will also reflect the rural nature of King's Lynn's hinterland where the car will remain the primary

transport mode to the town throughout the plan period.

- seek to resolve the need for economic and social regeneration in those parts of the town which are at risk to flooding.

Downham Market

Downham Market will be supported as a key town within the south of the borough supporting the demands for, and improving accessibility to, local services, cultural and leisure facilities.

The impact of significant development in recent years and the adequacy and quality of local services will be assessed by the Council and its strategic partners to quantify and address necessary change.

The strategy for the town will seek to:

- provide new employment opportunities within a revitalised town centre and new allocations of land.
- support the role of the town a service centre for visitors and the local tourism economy.
- provide a limited amount of growth to the town including at least 2,710 new homes with new allocations of at least 390 houses.
- ensure existing essential services and facilities are not jeopardised and that new investment brings with it appropriate mitigation and improvements.

Hunstanton

The focus for Hunstanton will be on ensuring the town develops its position as a successful service hub for the area providing retail, cultural and social facilities while strengthening its role as a year round tourist destination.

Support will be given to:

- extend the season and diversify year-round activity without detracting from the town's heritage with additional tourist facilities and leisure development.
- improving visitor accessibility and public transport so that the town may benefit from growth proposals for King's Lynn.
- implement the Southern Seafront and Town Centre Masterplan.

Provision will be made for at least 580 new homes with new allocations of at least 220 houses.

The area adjacent to Wisbech

Although the town of Wisbech is beyond the borough's administrative area it does provide services and employment to people living in the borough.

The Council will be supportive in principle to:

- the expansion of the port-related employment area into land predominantly within the borough.
- consider the provision of at least 550 new houses to the east of the town.

(The nature and scale of this development will be dependant upon the outcome of work by Fenland District Council addressing the strategic role of Wisbech, the scale of housing provision overall, the impact of Strategic Flood Risk Assessment and the impact upon traffic using the A47(T). The Borough Council will review the potential for further joint study with Fenland District Council as these issues achieve more clarity).

Rural and coastal areas

The strategy for the rural areas will:

- promote sustainable communities and sustainable patterns of development;

- ensure strong, diverse, economic activity, whilst maintaining local character and a high quality environment;
- focus most new development and at least 2,880 new homes within or adjacent to these selected Key Rural Service Centres (to be defined in the Site Specific Allocations DPD);
- protect the countryside beyond the villages for its intrinsic character and beauty, the diversity of its historic environment; landscapes; geodiversity and biodiversity through a Green Infrastructure Management Plan, and Biodiversity Action Plans.

Within the coastal areas, the Council will work with its strategic partners to limit any detrimental impact of coastal change and take account of the Shoreline Management Plans, which will plan for future change.

6 Policies for Places

6.1 Settlement Hierarchy - Policy CS02

Introduction

6.1.1 The introduction to the borough set out in a previous chapter outlines some of the issues arising from its rural nature i.e. the abundance of small villages and the difficulties in ensuring connectivity and accessibility to local services and facilities. Against this background the East of England Plan focuses growth on King's Lynn as a Key Centre for Development and Change. The town has also been designated separately as a Growth Point. The Plan also imposes a requirement to define the approach to development within other towns and in the rural areas to increase their economic and social sustainability. This improvement will be achieved through measures that:

- support urban and rural renaissance;
- secure appropriate amounts of new housing, including affordable housing, local employment and other facilities; and
- improve accessibility, especially through public transport.

6.1.2 Consequently it is necessary to consider the potential of the main centres, which provide key services, to accommodate local housing, town centre uses and employment needs in a manner that is both accessible, sustainable and sympathetic to local character.

6.1.3 Elsewhere within the rural areas there may be less opportunity to provide new development in this manner. Nevertheless support may be required to maintain and improve the relationships within and between settlements that add to the quality of life of those who live and work there. Matters for consideration include the:

- viability of agriculture and other economic activities;
- diversification of the economy;

- sustainability of local services; and
- provision of housing for local needs.

6.1.4 The settlement hierarchy ranks settlements according to their size, range of services/facilities and their possible capacity for growth. As such, it serves as an essential tool in helping to ensure that:

- new development at an appropriate scale occurs in the most sustainable locations;
- additionally by identifying the role of settlements it offers the opportunity to support communities in maintaining and enhancing facilities serving these areas.

6.1.5 To support these aims the settlement hierarchy identifies six tiers of settlements based on their role and function in the borough. The divisions are:

Sub-Regional centre

King's Lynn (including West Lynn)

6.1.6 The town's role is as a sub-regional centre. It is important to strengthen the retail function alongside tourist, leisure facilities and employment development and regeneration.

Main towns

Downham Market and Hunstanton

6.1.7 Here the focus will be on maintaining and enhancing the roles of the towns providing essential convenience, service and / or tourist facilities.

6.1.8 (**Wisbech** makes a significant contribution to the provision of services and facilities enjoyed by residents in the west of the borough).

Settlements adjacent to King's Lynn and the main towns

6.1.9 These are larger villages providing significant local facilities but, because of their proximity to the main towns and particularly areas

with potential for urban expansion, their importance as rural service centres is very much modified. The settlements are:

- North Wootton
- South Wootton
- West Winch
- Walsoken
- Emneth

6.1.10 These settlements function as separate communities with a range of facilities, but they also support the adjacent larger settlements, often through significant residential developments. These settlements benefit from public transport linkages to King's Lynn and the main towns.

Key Rural Service Centres

6.1.11 Key Rural Service Centres help to sustain the wider rural community. They provide a range of services that can meet basic day-to-day needs, and a level of public transport that can enable access to and from the settlement. The Borough Council will seek to maintain and enhance facilities to support this function.

6.1.12 Local scale development will be concentrated in identified Key Rural Service Centres. This will include new housing, employment and retail development.

Rural villages

6.1.13 Rural villages have a limited but locally important role meeting the needs of the immediate village. Sustaining the existing services is a key priority. These settlements may see some limited growth, which will help support surrounding rural areas (e.g. some small-scale infilling or affordable housing).

Smaller villages and hamlets

6.1.14 These are villages with little or no services. It would be inappropriate to seek further development in these places.

CS02 The Settlement Hierarchy

Decisions on investment in services and facilities and on the location and scale of new development will be taken on the basis of the borough settlement hierarchy:

Sub-regional centre

King's Lynn including West Lynn, and Gaywood which provides a significant neighbourhood level function within King's Lynn

Main towns

Hunstanton

Downham Market

Settlements adjacent to King's Lynn and the main towns

Emneth (adjacent Wisbech)

North Wootton

South Wootton

Walsoken (adjacent Wisbech)

West Winch

Key Rural Service Centres		
Brancaster with Brancaster Staithe / Burnham Deepdale	Feltwell with Hockwold cum Wilton	Stoke Ferry
Burnham Market	Great Massingham	Terrington St Clement
Castle Acre	Grimston / Pott Row with Gayton	Terrington St John with St John's Highway / Tilney St Lawrence
Clenchwarton	Heacham	Upwell/Outwell
Dersingham	Marham	Watlington
Docking	Methwold with Northwold	West Walton/ West Walton Highway
East Rudham	Snettisham	

Rural villages		
Ashwicken	Runcton Holme	Wiggenhall St Germans
Burnham Overy Staithe	Sedgeford	Wiggenhall St Mary Magdalen
Castle Rising	Shouldham	Wimbotsham
Denver	Southery	Wormegay

East Winch	Syderstone	
Fincham	Ten Mile Bank	
Flitcham	Three Holes	
Great Bircham / Bircham Tofts	Thornham	
Harpley	Tilney All Saints	
Hilgay	Walpole Cross Keys	
Hillington	Walpole Highway	
Ingoldisthorpe	Walpole St Peter / Walpole St Andrew / Walpole Marsh	
Marshland St James / St John's Fen End with Tilney Fen End	Welney	
Middleton	Wereham	
Old Hunstanton	West Newton	

Smaller villages and hamlets ⁽⁴⁾		
Anmer	Little Massingham	West Acre
Bagthorpe with Barmer	Methwold Hythe	West Bilney

4 unlisted hamlets and smaller groups of rural dwellings excluded from this hierarchy are deemed to be within the wider countryside

Barroway Drove	New Houghton	West Dereham
Barton Bendish	Nordelph	West Rudham
Barwick	North Creake	Whittington
Bawsey	North Runcton	Wiggenhall St Mary the Virgin
Bircham Newton	Pentney	Wolferton
Boughton	Ringstead	Wretton
Brookville	Roydon	
Burnham Norton	Ryston	
Burnham Overy Town	Saddlebow	
Burnham Thorpe	Salters Lode	
Choseley	Setchey	
Congham	Sherborne	
Crimplesham	Shouldham Thorpe	
East Walton	South Creake	
Fordham	Stanhoe	
Fring	Stow Bardolph	
Gayton Thorpe	Stow Bridge	
Hay Green	Tilney cum Islington	
Holme next the Sea	Titchwell	

Lakesend	Tottenhill	
Leziate	Tottenhill Row	

Land allocation in each of the settlement tiers will be in accordance with the principles set out in Policy CS09 Housing Distribution. All new development in the borough should be of the highest quality design in accordance with the requirements of Policy CS08 Sustainable Development.

Sub Regional Centre (King's Lynn)

The focus of major planned growth will be in and adjacent to King's Lynn as indicated within the Key Diagram, in accordance with Policy CS03 King's Lynn which addresses housing, town centre uses, and employment regeneration and growth. A significant area of growth will be allocated to the south east of the town which will contribute both to current needs and also establish a direction of future growth to meet anticipated need beyond the current plan period.

Gaywood functions as a **neighbourhood centre** within King's Lynn. It provides a significant range of services including retail. Gaywood's important role as a centre is recognised and will be protected so that it can continue to provide a nucleus for new local business in accordance with Policy CS10 Economy.

Main Towns (Downham Market & Hunstanton)

Significant development will take place in these locations with a focus on maintaining and enhancing their respective roles in delivering essential convenience services, opportunities for employment and residential development, and enhanced tourist facilities in accordance with Policies CS04 Downham Market and CS05 Hunstanton.

Settlements adjacent to King's Lynn and the main towns

Development will take place in these locations where it can demonstrate a positive impact on the adjacent Sub Regional Centre/Main Town and which will assist in both maintaining and enhancing the provision of services, employment and local retail needs.

Key Rural Service Centres

Limited growth of a scale and nature appropriate to secure the sustainability of each settlement, will be supported within the Development Limits of the Key Rural Service Centres. In accordance with Policy CS06 Development in rural areas.

Rural Villages

Limited minor development will be permitted which meets the needs of settlements and helps to sustain existing services in accordance with Policy CS06 Development in rural areas.

Smaller Villages and Hamlets

Development in Smaller Villages and Hamlets will be limited to specific identified needs only in accordance with Policy CS06 Development in rural areas.

In all cases set out above, development should seek to avoid conflict with the environmental protection and nature conservation policies of the Local Development Framework and should, where necessary, introduce mitigating or compensatory measures to address harmful implications in accordance with Policy CS12 Environmental Assets.

Policy CS02 aims to assist the delivery of all the Core Strategy Objectives by directing development to sustainable locations.

6.2 King's Lynn - Policy CS03

Context and justification for policy approach

6.2.1 Policies for Places builds upon the Spatial Strategy and develop the approach for each of the towns in the borough, the rural areas and the coastal area to deliver appropriate elements of the Core Strategy Objectives.

6.2.2 In support of this approach the Council will continue to promote the regeneration of King's Lynn and focus major growth within and around the town to enable the town to deliver the services and facilities necessary for a sub-regional centre.

CS03 King's Lynn area

In support of the overall development strategy King's Lynn will continue to meet its obligations as a Growth Point and Key Centre for Development and Change and develop as a Sub-Regional Centre.

The strategy for growth is to:

- Provide at least 7,510 new dwellings within and around King's Lynn including:
 - West Lynn,
 - South Wootton,
 - North Wootton, and
 - West Winch.
- At least 1,000 of these dwellings will be provided as part of the regeneration of the central part of the town and the remaining number will be allocated within urban expansion areas to the north and south east of the town.
- The area south east of the town adjoining West Winch will contribute significantly both to current needs and also establishes a direction of future growth to meet anticipated need beyond the current plan period.
- Provide at least 3,000 new jobs in existing and new employment areas to

the east and south of the town at Hardwick Estate Extension, Saddlebow Road, as part of a balanced mix of uses within areas of renewal and replacement.

- Provide at least 20,000m² of retail floor space as an extension to the existing town centre west of Railway Road.
- Continue protecting and enhancing the historic environment of King's Lynn in order to promote the town for its unique heritage and cultural offer.

To achieve these outcomes precedence will be given to the Urban Renaissance Strategy set out for:

- The Nar-Ouse Regeneration Area;
- The Waterfront Regeneration Area, which will combine to provide a balanced mix of housing; employment sites; educational facilities and local services; and the
- Town Centre Extension Development Framework which will promote the town's role as a sub-regional attraction with an expanded retail offer and improved accessibility to cultural, tourism and leisure uses.

Within the historic and commercial cores of the town, new development will be required to demonstrate a high quality of design which, without stifling innovation, respects and enhances the wider historic surroundings and reinforces a positive visitor experience to the town and consequently supports the local tourism, leisure and culture economies.

The expansion areas, and sites of significant redevelopment, are indicated within the Key Diagram and will be defined within the Site Allocations and Policies Development Plan Document.

Elsewhere throughout the urban area, schemes of renewal or replacement that positively contribute to the regeneration of the town will be encouraged where there is no detrimental impact upon:

- flood-protection strategies set out in CS01 and CS08;
- the transportation network, including the operation of the port as a strategic transport facility;
- local services and facilities;
- significant trees, wildlife or historic assets;
- enjoyment of the public realm;
- crime prevention.

In support of these policies the Council will continue to monitor and seek to influence improvements in the efficiency of the public transport network within the town, its links to main towns and villages within the borough, and major destinations beyond the borough. Improvements may require change to operational aspects of the services or appropriate improvements to the highways infrastructure including traffic management and car-parking strategies. The King's Lynn Area Transportation Strategy will address detailed proposals.

Open space and recreational facilities will be provided within and around the town to serve the needs of the existing residents and to meet the needs of the growing population.

The Council will seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy. In particular enhancing the area around the Gaywood Valley to the east of the town and Nar Ouse Riverside Park to the west.

Alternative links within the town for walking and cycling will be maintained and extended to meet the future needs of the residents notably within the areas of regeneration and expansion.

The Council will work with its strategic partners to:

- ensure the continued presence of a general hospital at King's Lynn to serve the needs of its growing population, the broader population of West Norfolk and the relevant catchment areas from Breckland, Cambridgeshire and Lincolnshire;
- develop a major new educational enterprise campus by relocating all, or parts, of the College of West Anglia, and attracting both the Anglia Ruskin University and relocating the Academy School to develop King's Lynn as an educational and enterprise centre.

Policy CS03 contributes to Core Strategy objectives 1-15 Economy, Society and Environment and 16-20 King's Lynn.

6.3 Downham Market - Policy CS04

6.3.1 Downham Market will continue to be the main service centre and the focus for employment for the southern part of the borough, with employment land available both in and around the town. It will be essential however to ensure that future growth of the town is carefully balanced with the provision of necessary services, facilities and infrastructure to meet both existing shortcomings and the needs and aspirations of future residents.

CS04 Downham Market

The role of Downham Market will continue as a main town providing and supporting employment and essential services for the southern part of the borough. In supporting the function of the town, provision will be made for:

- At least 15 ha in existing employment areas; combined support for an employment area alongside the east bank of the Relief Channel south of Hythe Bridge and; as part of a balanced mix of uses within areas of renewal and replacement;
- At least 2,710 new homes including at least 390 new houses on greenfield site(s) adjoining the eastern half of the town.

The broad location for expansion and sites of significant redevelopment are indicated within the Key Diagram and will be defined within the Site Allocations and Policies Development Plan Document.

The provision of new housing will be carefully balanced with the need to provide additional services and local facilities both to meet the needs of the future population and also to redress present inadequacies within the existing level of services within the town.

Focus in the town centre will be on:

- Maintaining and enhancing a strong local convenience and service offer;
- Accommodating a balanced diversity of uses to strengthen the evening economy;
- Improving the local arts and culture offer;
- Promoting the town's role as a wider visitor centre.

Seek to respect and enhance the built, historic and natural environment in the town. Maintain the landscape and the quality of open space in Downham Market.

In addition opportunities will be investigated to develop a leisure and tourism attraction within the proposed employment site adjacent the Relief Channel.

Pedestrian and cycling links will be improved throughout the urban area to enhance accessibility to the town centre, the railway station and employment areas.

In addition to an over-arching approach to seek improvements to the King's Lynn / Cambridge / London rail-link and the A10, public transport links to King's Lynn, Ely and Cambridge and the surrounding villages will be improved.

Seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy. In particular enhancing the Wissey Valley Landscape Project, Cock Drove and Kingston Plantation.

Policy CS04 contributes to Core Strategy objectives 1-15 Economy, Society and Environment and 21, 22 Downham Market.

6.4 Hunstanton - Policy CS05

6.4.1 Hunstanton will continue to provide necessary services for residents within and around the town. Diversification of employment opportunities to provide all year employment will be encouraged as will proposals which seek to improve year-round tourist activities.

CS05 Hunstanton

The focus for Hunstanton will be on ensuring that as a main town it develops its position as a successful service hub for the local area, while strengthening the role as a tourist destination with year-round activities. This will utilise evidence within the Town Centre and Southern Seafront Masterplan.

The strategy for the town is to:

- retain and strengthen the role of Hunstanton as a main town in the borough, a service centre supporting retail, culture and social infrastructure;
- provide modest and balanced employment growth to create jobs and opportunities to meet the needs of existing and new residents. This should be quality year round employment, with less reliance on seasonal/tourist activity;
- promote opportunities for residential development within the town centre, particularly for affordable housing;
- allocating at least 220 new dwellings to the east and / or south of the town.
- strengthen the town's role as a visitor destination. Support will be given to additional sustainable tourist facilities and leisure development which extends the season by providing diverse year-round activities, while acknowledging and being sympathetic

to the valuable natural assets of the town and surrounding area;

- develop a transport and movement strategy for the town, to expand upon the information in the Town Centre and Southern Seafront Masterplan. This should include:
 - a parking strategy. The provision of adequate levels of parking in the town as a whole is key, particularly during the summer months. For the town centre area particularly, there is a demand for parking at all times of the year, stemming from retail uses;
 - improvements to public transport; increasing the frequency and reducing journey times of services to King's Lynn; supporting more frequent services along the coast; and strengthening public transport links within rural areas;
 - improvements to routes, signage and facilities for walking and cycling.
- build upon the relationship between Hunstanton and King's Lynn so the town is able to benefit from growth proposals for King's Lynn;
- enhance the local character of the town, promoting high quality design of the local environment and the public realm. In particular to:
 - respect the heritage of Hunstanton while promoting the vibrancy of the town centre and The Green. New development should meet modern requirements while respecting the historic environment in the conservation area.
 - promote a new style of design for the Southern Seafront area, creating a new identity that reflects modern and high quality architecture rather than replicating

the past. The public realm should be enhanced with a consistent approach to design and layout helping to forge the new character of this area.

- seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy and Delivery Plan in particular enhancing:
 - the green assets in the town particularly Oasis Way; and
 - links to Heacham and Hunstanton Park.

Policy CS05 contributes to Core Strategy objectives 1-15 Economy, Society and Environment and 23-27 Hunstanton.

6.5 Rural Areas - Policy CS06

6.5.1 The Council will continue to encourage a strong hierarchy of rural settlements by developing competitive, diverse and thriving rural enterprise that supports a range of jobs. Rural settlements provide essential services and facilities to serve visitors to the borough as well as the local communities.

6.5.2 In line with national planning guidance for housing (PPS 3), the Councils approach to housing in rural areas will seek to sustain rural communities, identifying a need for both affordable and market housing. Rural exception sites can be used to enable the Council to deliver affordable housing in rural communities on sites not otherwise available for residential development.

CS06 Development in Rural Areas

The strategy for rural areas is to:

- promote sustainable communities and sustainable patterns of development to ensure strong, diverse, economic activity;
- maintain local character and a high quality environment;
- focus most new development in key rural service centres selected from the Settlement Hierarchy Policy CS02;
- ensure employment, housing (including affordable housing), services and other facilities are provided in close proximity.

Provision will be made for a total of at least 2,880 new homes within or adjacent to selected Key Rural Service Centres.

In the Rural Villages, Smaller Villages and Hamlets, more modest levels of development, as detailed in Policy CS09, will be permitted to meet local needs and maintain the vitality of these communities where this can be achieved in a sustainable manner, particularly with regard to accessibility to housing, employment, services and markets, and without detriment to the character of the surrounding area or landscape. Sites may be allocated for affordable housing or exception housing in accordance with criteria to support the housing strategy.

Within all centres and villages, priority will be given to retaining local business sites unless it can be clearly demonstrated that continued use for employment (including tourism or leisure) of the site is economically unviable, or cannot overcome an overriding environmental objection, or a mixed use can continue to provide local employment opportunities and also meet other local needs.

Beyond the villages and in the countryside, the strategy will be to protect the countryside for its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, and its natural resources to be enjoyed by all. The development of greenfield sites will be resisted unless essential for agricultural or forestry needs.

The strategy will be supportive of farm diversification schemes and conversion of existing buildings for business purposes in accordance with Policy CS10 providing any proposal:

- meets sustainable development objectives and helps to sustain the agricultural enterprise;
- is consistent in its scale with its rural location;
- is beneficial to local economic and social needs;
- does not adversely affect the building and the surrounding area or detract from residential amenity.

Conversion to residential use will only be considered where:

- the existing building makes a positive contribution to the landscape;
- a non-residential use is proven to be unviable;
- the accommodation to be provided is commensurate to the site's relationship to the settlement pattern; and
- the building is easily accessible to existing housing, employment and services.

In terms of transport there will be a focus on improving accessibility between towns and villages so helping to reduce social exclusion, isolation and rural deprivation as set out in Policy CS11.

Policy CS06 contributes to Core Strategy Objectives 6, 7, 9 Society, 14, 15 Environment, 28, 29, 30, 31 Rural Areas 34 Coast.

6.6 Coastal Areas - Policy CS07

6.6.1 The impact of flooding and climate change threatens the distinctive villages, landscape and heritage of the area. In adapting to flooding and climate change, the strategy will promote new and innovative approaches to mitigate risk which do not undermine existing coastal assets. The Sustainability Appraisal⁽⁵⁾ has highlighted that some land may in time be lost to the sea, therefore it is important that mitigation strategies are developed for threatened sites that may be designated of special importance, historic interest or particular landscape character.

6.6.2 Through consultation⁽⁶⁾ we have learnt that coastal communities feel that there needs to be more services and facilities available all year round, improved public transport and links including paths and cycleways, safeguarding of properties from flooding, and provision of affordable homes and employment for local people.

6.6.3 Emerging Shoreline Management Plans⁽⁷⁾ for the Coast are currently being prepared. These will plan for the impacts of changes in Shoreline Management over the next 100 years and are being led by the Environment Agency in consultation with the Borough Council. Methods of management include holding the line and improving and safeguarding defences, managed alignment whereby there is defence, although it may mean the loss or gain of some land and, lastly, managed retreat where areas may be lost to the sea. All of these options will be considered through statutory organisations and public consultation with benefits and risks appropriately weighed.

6.6.4 To ensure that people and their homes are protected from flooding, new development will need to be carefully considered. Therefore,

where the Shoreline Management Plans and Strategic Flood Risk Assessments highlight an area at high risk of flooding on the coast with no possible mitigation, development will be resisted for safety reasons.

6.6.5 Whilst development and investment is needed in the coastal areas of the borough, it is important that growth is sustainable, well planned and can demonstrate use of sustainable building methods in locations with good access to services and facilities which serve local communities well.

6.6.6 Likewise the Green Infrastructure Strategy⁽⁸⁾ and the Econet map for the borough⁽⁹⁾ will be used to ensure that habitats and species susceptible to changes in climate and at risk of loss due to flooding are enhanced and compensated for where necessary.

CS07 Development in Coastal Areas

The Council will seek to balance the sensitive nature of the coastal area of West Norfolk with the national and international designations including the Area of Outstanding Natural Beauty for wildlife, landscape and heritage with the need for economic and social development of the area and the effects of climate change.

In this context the Council will:

- protect and enhance the historic environment qualities of the coast including designated and undesignated archaeological assets;
- support and develop services which attract visitors throughout the year and provide for the local community to increase economic sustainability for businesses and services;

5 Regulation 25 Sustainability Appraisal document (2009)

6 Regulation 25 Community Strategy consultation (2009)

7 Shoreline Management Plan, Environment Agency (2009)

8 Stage 1, ENTEC (2009)

9 West Norfolk Econet Map, Norfolk Wildlife Trust (2008)

- promote visitor access in coastal areas of the borough, whilst considering any necessary measures to meet the requirements of the Habitats Regulations and protect the integrity of the coastal European sites, working with partners and neighbouring authorities as appropriate;
- work with partners including the Environment Agency and local communities to limit any detrimental impacts of coastal change and take account and implement the policies of the Shoreline Management Plans;
- resist new and replacement dwellings and the extensive alteration of dwellings and relaxation of occupancy limitations unless the outcome of the Shoreline Management Plans acknowledge the absence of risk or promotes the retention and/or improvement of local sea defences;
- ensure that any development on the coast is sustainable and able to withstand the effects of climate change;
- ensure that any new development enhances the distinctive local character of coastal areas as well as helps to support and enhance services and facilities for local people and visitors alike;
- work in partnership with organisations such as Natural England and the Norfolk Coast Partnership and other conservation bodies to ensure that protected species and habitats on the coast are adequately protected;
- where appropriate, ensure mitigation or compensation measures are put in place where management strategies change or coastal habitats and the species using them may change in light of changes in climate;
- support the recommendations of the AONB Management Plan and continue

to play a role as a key partner in the Norfolk Coast Partnership;

- use the Green Infrastructure Strategy and the West Norfolk Econet Map to identify possible areas for biodiversity enhancement on the coast (Wash and North Coast) and deliver this through decisions on planning application and partnership working.

Policy CS07 contributes to Core Strategy Objectives 2, 5, Economy 7, 8, 9 Society, 11, 12, 13, 14, 15 Environment, 32, 33, 34 Coast.

7 Area Wide Policies

7.1 Sustainable Development - Policy CS08

7.1.1 The Government has now committed the UK to cutting greenhouse-gas emissions by 80% by 2050 and set out its plans to make all new homes zero carbon by 2016.

7.1.2 To help meet these targets renewable energy will need to be considered. There are many different types of renewable energy choices, from solar energy, wind and biomass through to energy efficient installations such as combined heat and power and ground source heating. All of these technologies and methods of construction have a role to play in meeting Government targets and were seen as positive outcomes for the borough in the Sustainability Appraisal.

7.1.3 This is supported by the Regional Spatial Strategy (2008) which provides targets of an increase of renewable energy of 10% by 2010 and 17% by 2020 with the very high probability that this figure will rise. Given the urgency to meet these targets there will have to be changes in the way local authorities address the issue of renewables and sustainable construction.

7.1.4 In order to encourage more sustainable development, the Council will consider and support schemes which contribute to the Code for Sustainable Homes. The Homes and Communities Agency adopted the Code for Sustainable Homes Level 3 as a base standard. The Code measures the sustainability of a new home against categories of sustainable design using a 1 to 6 rating system. The Code sets minimum standards for energy and water use. The Code also gives new homebuyers better information about the environmental impact of their new home and its potential running costs, and offer builders a tool with which to measure themselves in sustainability terms.

7.1.5 Since April 2007 the developer of any new home in England can choose to be assessed against the Code. In February 2008 the Government confirmed a mandatory rating against the Code which was implemented for new homes from May 2008.

7.1.6 The choice of location has a key bearing on the long term sustainability of any proposed development. The Proposals Map and the Settlement Hierarchy Policy CS02 show a more strategic overview of acceptable locations for development. However, more specific details such as the exact location, form, layout and accessibility of the site for proposed development should also be designed to promote sustainability, for example, by situating development next to established walking, cycling or public transport routes for access to local services.

7.1.7 Good design is a key element of sustainable development. In preparing for population growth in the borough it is imperative that proposals for new development and redevelopment are based on sound design principles. This will help ensure that what is being constructed now will be of high quality and can last far beyond the timescale of the plan. Developers will be encouraged to refer to publications and best practice on quality design such as those produced by the Commission for Architecture and the Built Environment (CABE) in formulating development proposals.

7.1.8 The borough has a wealth of heritage in terms of its environment and history. With this wealth come challenges as the borough will need to provide extra homes and associated infrastructure without causing a detrimental impact on these qualities. Through public consultation we have learnt that communities feel that safeguarding our natural resources is crucial to ensure future generations have access to a healthy and attractive environment.

7.1.9 Grasping opportunities to enhance and expand our natural resources is vital to ensure that people and wildlife can adapt to the impacts

of climate change. There is a need to find innovative solutions to maximise opportunities to help cut our carbon emissions.

7.1.10 Due to the location of the borough and the nature of many of the settlements, the use of the car remains the only viable option for many residents to travel. Changes in the road network and long term investment in public transport may be able to lessen the problem along with ensuring that new development is sensibly located with adequate facilities.

7.1.11 To help aid decisions, numerous studies have been undertaken to ascertain the resources we have in the borough coupled with any issues relating to sustainability and climate change and how best we can move forward in protecting our natural resources.

7.1.12 The Borough Council alongside Breckland District Council commissioned a Wind Turbine Study to ascertain the impacts of this technology on the landscape in different areas of the borough. The recommendations of this report will be taken into account in considering planning applications relating to wind turbines.

7.1.13 The borough has two Air Quality Management Zones. The Council will continue to monitor these areas and promote remedial action where appropriate, introduce measures of mitigation where necessary and ensure new development does not exacerbate the problem.

7.1.14 The Council's Environmental Statement (2009) sets out what the Authority has achieved in terms of improvements to the local environment, waste and energy efficiency. From this, the Council intends to build on its achievements and monitor any changes.

7.1.15 Water resources should be protected to ensure that people have access to water and that growth is sustainable. A Water Cycle Study is being formulated to ascertain the level of water resources needed to cope with growth in the borough. Sustainable Drainage Systems or SUD's may include the following: drainage channels; water courses; infiltrations areas such as swales;

attenuation ponds; and wetland areas. As well as providing protection from flooding these measures can also provide recreational opportunities and new habitats for wildlife. The Council will work with the Water Cycle Study phase 2 recommendations when this is finalised.

7.1.16 A Strategic Flood Risk Assessment was completed for the borough in 2008 and shows the areas at risk from flooding. By using this evidence development can be steered away from areas at risk and more sustainable communities can be planned as a result.

7.1.17 Shoreline Management Plans are currently being prepared by the Environment Agency. These look at how the coast will be managed over the next 100 years. Options may include holding the line, managed realignment or retreat. All options undergo extensive stakeholder and public consultation.

7.1.18 The Borough Council published the first phase of a Green Infrastructure Strategy in 2009 (and Stage 2 Final Report in May 2010). The document will be used by the Council to plan and deliver a network of high quality green spaces and other environmental features. The finalised Green Infrastructure Strategy will help to deliver sustainable methods of design by incorporation of pathways and cycle tracks in new development, the provision of trees for urban cooling and areas which act as a refuge for wildlife in a changing climate.

7.1.19 All planning decisions will take into account and support the recommendations in Planning Policy Statement 25 on Development and Flood Risk, Planning Policy Statement 22 on Renewable Energy, Planning Policy Statement 1 Delivering Sustainable Development and Planning and Climate Change - Supplement to Planning Policy Statement 1.

CS08 Sustainable Development

All new development in the borough should be of high quality design. New development will be required to demonstrate its ability to:

- protect and enhance the historic environment;
- enrich the attraction of the borough as an exceptional place to live, work and visit;
- respond to the context and character of places in West Norfolk by ensuring that the scale, density, layout and access will enhance the quality of the environment;
- optimise site potential, making the best use of land including the use of brownfield land;
- enhance community wellbeing by being accessible, inclusive, locally distinctive, safe and by promoting healthy lifestyles (see Policy CS14 Community & culture);
- achieve high standards of sustainable design.

To promote and encourage opportunities to achieve high standards of sustainability and energy efficiency, measures should include:

- construction techniques, layout, orientation, internal design and appropriate insulation maximised to improve efficiency;
- innovative use of re-used or recycled materials of local and traditional materials to decrease waste and maintain local character;
- reduction of on site emissions by generation of cleaner energy;
- provision of green space to safeguard wildlife, provide recreation opportunities and improve the quality of life for people living in the area;

- good access links for walking and cycling;
- integration of water saving devices and Sustainable Drainage Systems;
- designs that exceed the present standards set by Building Regulations and achieve higher levels of the Code for Sustainable Homes will be encouraged;
- at the design stage, attention should be had to the CABI 'Building for Life' national standard for well-designed homes and neighbourhoods and all new schemes should be assessed against the Building for Life Criteria, or successor documents as appropriate;
- new development of more than 10 dwellings (new build or conversions) or 1000m² of non residential floor space should reduce their predicted CO² emissions by at least 10% (by using decentralised and renewable and low carbon sources) as compared to the Standard Assessment Methodology⁽¹⁰⁾. For developments over 100 dwellings a 20% reduction of CO² emissions will be encouraged.

The Council will take account of the impact of achieving these targets on the viability of a scheme and where appropriate agree a lower or nil target provided:

- the development of the site is in the wider public interest; and
- the developer is prepared to share information on development costs and margins with the Council prior to consent being granted.

Density of development

In seeking to make the most efficient use of land, the Council will scrutinise Design and Access Statements to confirm that the proposal optimises the density of development in the light of local factors such

as: the setting of the development; the form and character of existing development; and the requirement for any on site infrastructure including amenity space.

Flood Risk and Climate Change

The Council's Strategic Flood Risk Assessment outlines potential flood risk throughout the borough. In order to ensure future growth within the borough is sustainable:

- the findings of the Strategic Flood Risk Assessment will be used to guide planned growth and future developments away from areas of high flood risk;
- the Council will work in conjunction with the Environment Agency and ensure that decisions take into account coastal flooding and climate change adaptation issues.

The emerging Shoreline Management Plans will also serve to highlight the future needs and changes that may affect coastal communities arising from changes in climate. The adopted Shoreline Management Plans will be material considerations in planning applications.

Policy CS01 acknowledges that some development may be required in flood risk areas to meet regeneration objectives and maintain the sustainability of local communities. Development proposals in high flood risk areas will need to demonstrate that:

- the type of development is appropriate to the level of flood risk identified in the Strategic Flood Risk Assessment, or;
- if the development vulnerability type is not compatible with the flood zone as set out in PPS25, proposals will need to demonstrate that the development contributes to the regeneration objectives of King's Lynn or the wider

sustainability needs of rural communities;

- the development is on previously developed land, or, where proposals are for development of greenfield sites, the development must demonstrate a contribution to the regeneration objectives of Kings Lynn or the wider sustainability needs of rural communities;
- flood risk is fully mitigated through appropriate design and engineering solutions.

Renewable Energy

The Council and its partners will support and encourage the generation of energy from renewable sources. These will be permitted unless there are unacceptable locational or other impacts that could not be outweighed by wider environmental, social, economic and other benefits.

Renewable projects should be assessed accordingly (where necessary by project level Habitat Regulation Assessment) to ensure minimal ecological impact, and should undergo a detailed cumulative impact assessment.

Policy CS08 contributes to Core Strategy Objectives 5, Economy, 11, 12, 13, 15, Environment, 18, King's Lynn, 32, Coast.

7.2 Housing - Policy CS09

Context and justification for policy approach

7.2.1 The Council have commissioned and conducted a number of studies to identify the existing housing need, and to create a strategic plan for housing in the borough.⁽¹¹⁾

7.2.2 A Strategic Housing Market Assessment was produced in 2007⁽¹²⁾ for the three districts of Kings Lynn and West Norfolk, North Norfolk and Breckland with a specific Housing Needs Survey which focused on the borough.

7.2.3 The report highlighted that there are two distinct housing market areas i.e. the western coastal area, and the rest of the borough. The Western Coastal area shows a more affluent and settled population with a high proportion of second home ownership and retired people, having much larger savings than the average.

7.2.4 The reports also highlights:

- Using the Department of Communities and Local Government 'needs assessment model' that there is a net annual requirement of **797** additional affordable dwellings in the borough.
- A shortage of one and two bedroom owner occupied/private rented properties.
- A shortage of 4+ bedroom properties in private rented and affordable housing sectors.
- A notable demand for intermediate housing in all areas; demand is largest in urban areas.
- A relatively high demand for private rented accommodation in the urban areas, compared to other areas.
- A larger proportion of owner-occupied demand for four bedroom units in urban areas.
- A preference for detached dwellings.

7.2.5 The East of England Plan expects DPDs to set appropriate targets for affordable housing and aims to achieve some 35% of new homes to be affordable. An Affordable Housing and Site Viability Study was first produced in October 2008 and was revised in November 2009 to reflect current economic conditions. This study made key recommendations on the thresholds and proportions applied to Section 106 agreements for affordable housing.

7.2.6 Targets have been set in the policy to reflect the viability deterioration to date. The Council will establish a procedure for reviewing the affordable housing targets in the policy as set out in the monitoring section of the document.

7.2.7 A Strategic Housing Land Availability Assessment (SHLAA) was produced in May 2008 and is a key component of the evidence base to support the delivery of sufficient land for housing to meet the borough's need for more homes. It is required by national planning policy, set out in Planning Policy Statement 3: Housing (PPS3).

7.2.8 The primary role of the SHLAA is to:

- identify sites with potential for housing;
- assess their housing potential; and
- assess when they are likely to be developed.

7.2.9 The SHLAA estimates that there is the potential to deliver 11,209 new homes over the twenty-year period from Core Strategy adoption, (of which 8,235 can be delivered within King's Lynn). The SHLAA will be regularly monitored and up dated to support the updating of the housing trajectory (see Appendix 1) and the five-year supply of specific deliverable sites as part of the monitoring process.⁽¹³⁾

7.2.10 The Sustainability Appraisal identified the importance of re-using previously developed land, but equally balancing this with meeting the social needs of the population for adequate housing and supporting regeneration aspirations.

11 It is important to note that residential mobile homes are treated as market housing within the LDF.

12 (updated in 2009)

13 The SHLAA was updated in February 2011.

The Council's Site Allocations document will assess potential sites for housing in greater detail, and will provide a justification for allocating housing on specific sites.

Housing calculation

7.2.11 Taking the East of England Plan as a starting point, the following calculation shows the allocations necessary in the light of development and commitment since 2001.

Housing Calculation

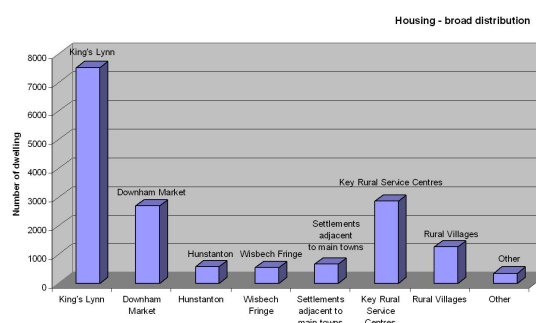
A	East of England Plan minimum dwelling provision 2001-2021	12,000
B	(to ensure a 15 year supply from date of adoption (2011) - need to add 5 years - 2026 at 600 pa from PPS3 and RSS	3,000
C	Total to find to 2026 10% additional amount for flexibility and non completion	15,000 (+1,500) + 16,500
D	Completions 2001 to end March 2009	5,846
E	Existing planning permissions still to be built (as at March 2009)	3,616
G	Need to find sites to accommodate completions amounting to:	7,038

7.2.12 In accordance with the Settlement Hierarchy Policy CS02, the majority of new housing (90%) will be located within either the main towns, settlements adjacent to the main towns and in the settlements designated as Key Rural Service Centres. The following table breaks down the percentage of new housing which will be distributed across the borough.

Distribution of new housing

Main Towns - King's Lynn / Downham Market / Hunstanton including Wisbech Fringe	73%
(King's Lynn)	(45%)
Key Rural Service Centres (x24)	17%
Rural Villages (x39)	8%
Other	2%

Figure 1 Housing Distribution



Justification

7.2.13 The numerical requirements to 2021 are given in the Regional Spatial Strategy and the five years to 2026 reflect the advice in PPS3 to have a horizon of 15 years provision once the Plan is adopted. The relative distribution between settlements relates back to the overall vision, and the aspirations for the particular places. King's Lynn town is the main focus for employment development and the majority of new housing provision; this is considered appropriate from a sustainability perspective. Allocations to the south east of the town will also establish a direction for future growth to meet anticipated need beyond the plan period. Continued housing growth in Downham Market and Hunstanton reflects the size and function of those settlements. Wisbech, although not within the borough, does abut the boundary, and parts of Emneth and Walsoken parishes are contiguous with the town. As a significant service centre for the area it is

appropriate to support this function with additional growth. Policies CS01 and CS09 note the intention to support growth adjacent to Wisbech of at least 550 houses but the ultimate scale is dependant on further work lead by Fenland District Council.

7.2.14 More modest housing growth in the Key Rural Service Centres is appropriate to support the local housing needs, potentially support local employment opportunities which diversify the job market, and provide additional support for the viability of local services. These places, as the name suggests, contain basic services and journey to work public transport.

7.2.15 In Rural Villages which are reliant for many needs on nearby larger centres it would not be appropriate to locate significant amounts of new housing growth here. Any significant expansion would be unsustainable. However there will be opportunities for limited infilling and housing for specific local needs without detriment to the form and character.

7.2.16 The percentage shares between settlements noted in the draft policy reflects the need to locate development in the most sustainable places - almost 90% is directed to the key towns and villages. Some 60% of the overall allocation shown in Table 1 is either completed or committed through existing permissions. The remaining 40% are new allocations which can (when identified in detail) be located so as to maximise sustainability. The shift to the most sustainable pattern of development will only be a longer term feature.

7.2.17 The elements of the policy dealing with affordable or special needs housing reflect very particular circumstances evidenced from focused studies⁽¹⁴⁾. The affordable housing threshold and percentage takes into account demand, viability of development and the size and function of settlements in the borough.

7.2.18 Affordable housing including social rented and intermediate housing is unlikely to be delivered by the market alone. The majority of new affordable housing will be delivered through Section 106 planning agreements. Such agreements will require developers to transfer a proportion of their housing at a price below market value to a Registered Social Landlord. Other sites will provide purely affordable housing, and will include rural exception sites. Such development is likely to be dependent upon the Registered Social Landlord securing grant funding from the Homes and Communities Agency. A 15% affordable housing contribution will be sought in the built up area of Kings Lynn (i.e. the un-parished area). In seeking to apply this in a consistent manner in parishes surrounding the built up area (including those specifically noted in Policy CS02 as being '...adjacent Kings Lynn...') a 20% contribution will be sought.

7.2.19 The approach to accommodating Gypsy and Travellers reflects need evidenced from regional and local sources and criteria aimed at achieving deliverable sites. A study undertaken of gypsy and traveller aspirations⁽¹⁵⁾ suggests support for locations where there are existing sites.

Implementation

7.2.20 The achievement of the provision outlined above depends on appropriate market conditions. The Borough Council can ensure that the proper planning for strategic infrastructure has taken place, facilitate implementation plans (site briefs, etc.) and deal with planning applications in an efficient way, but broadly the risks will lie with the private sector.

7.2.21 There are significant risks associated with implementing a development strategy policy which in part relies on large scale capital investment, particularly for the strategic infrastructure improvements in this case to enable

14 King's Lynn & West Norfolk Borough Council - Update of affordable housing site viability study - Fordham Research (December 2009)

15 Borough Council of King's Lynn and West Norfolk, Gypsy and Traveller Survey (2009) unpublished study

housing development. As a Growth Point, with the imperative to deliver both housing and employment growth, we know that many significant schemes need pump priming. Any lack of recognition or potential investment gaps will seriously jeopardise our ability to deliver to timetable. More localised investments as part of particular development schemes or applications must incorporate sustainable solutions from inception of a scheme.

CS09 Housing Distribution

The plan will identify sufficient land for a minimum of 16,500 new dwellings across the Borough over the period 2001 to 2026, (12,000 to 2021 and an additional 3,000 to maintain a 15 year supply from adoption date of the Core Strategy, anticipated 2011. The total also allows 10% for flexibility and non-completion of commitments etc.) This will be distributed broadly as follows:

- **King's Lynn** – Provision for at least 7,510 dwellings in total (with allocations for at least 5,070 new homes) will be made in King's Lynn through development at strategic locations identified on the proposals map and through other smaller sites, both will be allocated through the Site Allocation DPD. Encouragement will be given to brownfield sites which come forward in contributing to the overall total to support the regeneration emphasis in King's Lynn. An allocation of at least 1,600 new homes south east of the town will contribute both to current needs and also establish a direction of future growth to meet anticipated need beyond the current plan period .
- **Downham Market** – Provision will be made for at least 2,710 dwellings in total (with allocations for at least 390 new homes) in Downham Market over the plan period, which will require new allocations in the town and will be identified through the Site Allocations DPD.
- **Hunstanton** – Provision will be made for at least 580 new dwellings in total (with allocations for at least 220 new homes) in Hunstanton, which will require the identification of new allocations within the town. Where possible new allocations should support the aims and objectives in the Hunstanton regeneration plan and involve the redevelopment of previously

developed land in the centre of the town. New greenfield allocations will be restricted to land to the east and / or south of the town and will be identified through the Site Allocations DPD.

- **Wisbech** fringe (Emneth / Walsoken) - Provision will be made for at least 550 new dwellings to support the service centre function of Wisbech.
- **Key Rural Service Centres** – Provision will be made for at least 2,880 new dwellings in total (with allocations for at least 660 new homes) in the Key Rural Service Centres identified by the Settlement Hierarchy (see Policy CS02). Most of this provision will be met through existing completions and commitments, with new housing allocations of an appropriate scale reflecting location and function, to be identified through the Site Allocations DPD.
- **Rural Villages** – Provision will be made for at least 1,280 new dwellings in total (with allocations for at least 215 new homes) in the rural villages. New housing allocations will be restricted solely to the provision of small scale infilling or affordable housing allocations or potential exceptions housing to meet the identified needs of the local community, and will be identified through the Site Allocations DPD.
- **In total new allocations amount to 7,105.**

Housing – type, size, tenure

Proposals for housing must take appropriate account of need identified in the most up to date strategic housing market assessment with particular regard to size, type and tenure of dwellings. (These needs will include appropriate provision for all sectors of the community, for example including the needs of elderly people or people with disabilities).

Affordable Housing

The Council will work with partner organisations to maximise the delivery of affordable housing to respond to identified housing need throughout the borough. This will be achieved by having regard to up to date strategic housing market assessments and affordable housing needs viability studies.

The overall target for affordable housing in the Borough during the plan period will be related to the ability to deliver in the market conditions that prevail at the time a planning application is made. At the present time the percentage which will be sought for affordable housing provision on qualifying sites is:

- 15% within the built up area of Kings Lynn
- 20% in all other areas

The thresholds over which affordable housing provision will be sought are:

- King's Lynn, Downham Market and Hunstanton - Sites of 0.33 ha or 10 or more dwellings
- Rural areas - Sites of 0.165 of ha or 5 or more dwellings

The Borough Council will vary this percentage and / or threshold(s) in line with a model of dynamic viability. The levels will be reviewed annually in consultation with a stakeholder group informed by the following factors:

- Market land values
- House prices
- Level of contributions sought overall
- Index of build costs

(The detailed mechanisms for assessing the factors will be considered as part of the Supplementary Planning Document referred

to in Policy CS14 the policy relating to developer contributions for infrastructure, which is also to be reviewed annually).

The expectation is that affordable housing will be delivered on site other than in exceptional circumstances when a financial contribution will be sought.

A flexible approach on both thresholds and proportions will be taken to ensure scheme viability and balance housing need, negotiated scheme-by-scheme, subject to open book approach by developers.

Tenure mix - 70:30 Rented to 'shared ownership', adjusted where necessary to balance housing need and make schemes viable, subject to negotiation. 30% 'shared ownership' to include other forms of intermediate tenure, including intermediate rented.

In negotiating the proportions and tenures of affordable housing account will be taken of the site characteristics and effects on the economic viability of the development through open book explanations. Provision will be 'on-site' unless demonstrated that this is not feasible.

It is appropriate to consider the exceptional provision of affordable housing (maintained in 'perpetuity') are within the Rural Villages classification in Policy CS02.

Gypsies and Travellers and Travelling Showpeople

Provision will be made for a minimum of 146 permanent pitches identified in the Regional Spatial Strategy as being needed in the borough between 2006 and 2011 for gypsies and travellers.

Any deficit will be addressed through working with Registered Social Landlords and additionally with the gypsy and traveller community to bring forward applications on suitable sites.

In addition the Borough Council will review by survey the need for additional pitches on an annual basis and judge this against the 3% annual compound increase indicated in Regional policy for the period 2011 - 2021

Provision for transit sites and additional provision of permanent sites for gypsies and travellers above the 146 pitches will be considered where additional need is demonstrated.

Sites for gypsies, travellers (or travelling show people) will be given permission where they:

- are capable of being serviced by basic utilities;
- meet an identified need;
- avoid environmentally sensitive areas and areas at risk from flooding;
- afford good access to main routes (including the A47(T); A17; A10; A148/9; and A134); and
- are located within a reasonable distance of facilities and supporting services (such as schools or health provision).

The Borough Council will work with partners in county groupings to establish a network of transit sites and appropriate provision for travelling showpeople across the county.

Policy CS09 contributes to Core Strategy Objectives 1, 3, Economy, 6, 7, 9, Society, 11, 13, 15, Environment, 16, 17, 18, King's Lynn, 28, 29, 30, 31 Rural Areas.

7.3 The Economy - Policy CS10

Information

7.3.1 There are 62,000 jobs in West Norfolk, and King's Lynn accounts for 55% of all the jobs in the borough acting as the principal economic driver for the borough. In comparison the smaller settlements of Downham Market and Hunstanton account for 5% and 4% of all jobs respectively. There are smaller but significant concentrations of employment at RAF Marham, the National Construction College at Bircham Newton; British Sugar; and in the Wisbech fringe area.

7.3.2 In terms of employment the public sector is the largest employer with 29.6% of the workforce followed closely by distribution, hotels and restaurants (26.1%), manufacturing (13.8%) and banking, finance and insurance (10.7%). We are more dependent on agriculture and fishing sectors than the rest of Norfolk and the area has strengths in value added food processing and pharmaceuticals, advanced manufacturing and precision engineering.

7.3.3 Overall the service sector is under represented in the West Norfolk economy whilst accounting for 73% of employment it is below the figure for Norfolk (81.1%) and the region (81.8%). The number of people employed in the service sector has risen by around 3,400 jobs since 2001⁽¹⁶⁾.

7.3.4 During the period July 2006 to June 2007 overall 73.8% of the population was economically active (age 16-59/65), this is below the figure for Norfolk (78.9%) and the region (80.5%) and reflects in part the age profile within the borough with a higher proportion of retired people. Unemployment has been consistently below or at national and Norfolk levels and in the period

October 2006 to September 2007 there was on average 4.8% of the economically active in the borough unemployed.

7.3.5 The borough also has a major issue with low skills, educational attainment and career aspirations. In 2007, the proportion of the working age population of King's Lynn and West Norfolk with no qualifications was 17%, with 42% of the population functioning at basic skills level or below. There is a need to improve the local skills base to help drive up what is a relatively low-wage economy.

7.3.6 King's Lynn and West Norfolk's labour market is not self contained but does have relatively low levels of in-and-out commuting. Analysis of the last census tells us that 80% of those in employment who lived in the borough also worked here. In terms of in-and-out commuting the borough has a net out-commuting total of 4,400 people⁽¹⁷⁾.

Tourism

7.3.7 For the purposes of this document Tourism is defined as in the Good Practice Guide on Planning for Tourism⁽¹⁸⁾. Tourism plays a significant role in our local economy and the definition highlights the diverse nature of tourism related development.

7.3.8 The tourism sector is a significant employer creating an estimated 5,500 full time equivalent jobs and employing around 7,400 people. There are estimated to be around 5.4 million day visits and approximately 640,000 staying visits, which are estimated to be worth £395 million per year to the local economy⁽¹⁹⁾. Tourism is identified in the Town Centres Study as playing a key contribution to the revival of our

16 Data taken from ONS Annual Business Inquiry Employee Analysis (2007)

17 Data taken from Economic Strategy for the borough of King's Lynn and West Norfolk (Consultation Draft, April 2009)

18 Good Practice Guide on Planning for Tourism, Dept. for Communities and Local Government. May 2006, 2nd edition July 2007. Page 5 paragraphs 1.4-1.5

19 Data taken from East of England Tourism (EET) Volume & Value Survey: Economic Impact of Tourism. King's Lynn & West Norfolk (2007)

towns, as described in national guidance⁽²⁰⁾. Additionally, our consultation with the public has shown the tourist industry is considered to have an important role to play in development. However the main tourist appeal in the borough is based on the unique natural environmental assets and the historic built environment that reflects the heritage of our towns. Care is needed when considering locations for growth, but also in considering how to build upon the existing tourism offer and facilities.

7.3.9 The Council has taken a positive approach to the development of tourism accommodation in order to deliver benefits for the local economy. It is acknowledged that second homes have a less positive influence on our local economy than short term holiday lets. Therefore proposals for holiday accommodation should provide for a range of accommodation which will continue to positively contribute to the local economy.

Retail

7.3.10 King's Lynn town centre is a healthy and viable centre mainly characterised by mid-market and value-orientated retailers. The redevelopment and extension of the Vancouver Quarter has significantly increased the town's floorspace and provides modern units which meet the current needs of retailers. The town is to be promoted as the main focus for retail and town centre activities within the borough; however, in order to maintain and improve its position in the regional hierarchy, and to continue to satisfy mainstream shopping needs, the centre needs to raise the quality of its comparison retail offer⁽²¹⁾. Capacity projections indicate a potential capacity for an additional 20,250 m² of comparison goods floorspace within the town centre by 2016. It is important that new investment is also directed to the town centre to maintain and enhance its role as the principal leisure, cultural and visitor destination.

Strategy Framework

7.3.11 The East of England Plan identifies King's Lynn as a Key Centre for Development and Change (Policy SS3) and gives a target of 5,000 additional jobs for the borough between 2001 and 2021 (Policy E1).

7.3.12 The Sustainable Community Strategy includes as two of its main themes, 'Competitive & Enterprising' and 'Aspiring & Skilled'. Both themes have specific aims and objectives directing the strategy for the borough. These aims and objectives are also carried through the Economic Strategy for the borough of King's Lynn & West Norfolk.

7.3.13 The West Norfolk Tourism Strategy and the Cultural Strategy for West Norfolk both provide guidance and detail priorities for growth and development in these sectors across the borough. The Core Strategy is in line with these strategies and seeks to achieve the key issues identified.

Strategic locations

7.3.14 The East of England Plan notes that it is important to promote a range of sites to meet employment and investment opportunities to strengthen the sub-region, and as King's Lynn is identified as a Key Centre for Development and Change it is proposed that the strategic employment sites be located in and around the town. This will support residential development proposed for the town, creating a sustainable pattern of growth. Our status as a Growth Point will assist in bringing forward this scale of development and the infrastructure necessary to support this.

Employment Land Requirements

7.3.15 The King's Lynn & West Norfolk Employment Land Study (2007) considered the local economy and forecasted changes in employment by economic sector to 2021, as a

20 (Planning Policy Statement 6, Planning for Town Centres)

21 Town Centres Study, (September 2006)

basis for projecting employment land requirements. They also took into account the RSS target of 5,000 additional jobs to be provided by 2021.

7.3.16 The main areas of decline are the agricultural and manufacturing services. This will be compensated for by growth in the service sectors such as public services, tourism, retail, etc. These changes in employment sectors create the minimum employment land requirements predicted below.

Minimum Forecast Employment Land Requirements taken from the King's Lynn & West Norfolk Employment Land Study.

Low Forecast (Base scenario, local – Table 7.14)	ha
Manufacturing	-29.4
Warehousing & Distribution	6.2
Offices	6.9
Net Total	-16.3
High Forecast (High Population – Table 7.21)	
Manufacturing	-7.6
Warehousing & Distribution	18.5
Offices	8.5
Net Total	19.4
<i>Note: employment figures are Full-Time Equivalent</i>	

7.3.17 The Employment Land Study concluded that within King's Lynn & West Norfolk restructuring of the economy in the borough will result in a reduction in manufacturing employment. The study forecasts that this reduction will equate to a loss of between 7.6ha and 29.4ha of manufacturing employment land over the plan period. The study however

anticipates an increase in demand for Warehousing, Distribution and Office employment land. The overall affect of the restructuring is that the need for employment land will grow. Other land use types such as retail, education and health will assist in reaching the job target of 5,000.

7.3.18 While the overall forecast for employment land is between -16.3ha and up to 19.4ha, there is a need to provide a range of sites (both type, size, quality and location) to provide choice and variety across the borough in different locations. Therefore the total land allocated will exceed the amount forecasted. It is also important to recognise the need to maintain an appropriate supply of land to accommodate changes in industrial requirements.

7.3.19 The Employment Land Study identifies that the key issue is to take steps to assist in the delivery of existing sites so that they are genuinely available and able to come forward for development, particularly in King's Lynn. There is a need to address specific issues to enhance the sites attractiveness, the sustainability and availability of employment sites.

Employment Land Commitments and Completions from 1 Apr 2004 to 31 March 2009 (taken from Annual Monitoring information)

	Commitments (ha) at 31 March 2009 – Land with planning permission / under construction	Total Completions (ha) 2005-09 – Development completed
King's Lynn	4.3	2.48
Downham Market	0.06	0.01
Hunstanton	0	0
Rural areas	28.8	13.2

	Commitments (ha) at 31 March 2009 – Land with planning permission / under construction	Total Completions (ha) 2005-09 – Development completed
Total	33.2	15.6

7.3.20 The monitoring of completions and commitments indicates the distribution of employment growth throughout the borough, and the crucial part the rural areas play in our economy.

Job Growth since 2001

7.3.21 Figures from the 2007 Annual Business Inquiry (ABI) show that since 2001 King’s Lynn & West Norfolk has gained just under 1,600 jobs. This has been the net result of a 2,000 loss of jobs in manufacturing, and a gain of 3,400 jobs in the services sectors and 200 jobs in construction. In addition to these figures is the number of self employed in the borough.

Locations for Employment Growth

7.3.22 The Employment Land Study indicates we have an oversupply of employment land in the borough, particularly around King’s Lynn. While some of our employment allocations should be taken forward from the Local Plan and protected, the Study also advises us to reduce the amount of allocated employment land and provides guidance on which employment sites are less appropriate. The role of the Core Strategy is to outline the direction of employment growth in the borough, detailed site identification will take place in the Site Specific Allocations and Policies DPD.

7.3.23 Our policy approach to encourage employment generation will enable a wide range of commercial uses and business types to locate to our established employment areas. King’s Lynn is the Key Centre for Development and Change and will be the focus for employment growth.

However to support our local economies it is important to look to employment development in our other towns and more sustainable villages where appropriate. This pattern of growth reflects the potential for employment growth and development in our settlements outlined in the Employment Land Study.

7.3.24 In line with PPS4 'Planning for Sustainable Economic Growth' the Council will seek to promote new working practices such as live/work in sustainable locations across the Borough.

7.3.25 Any allocations we propose for development may require additional support to bring these forward, and this is addressed within the Infrastructure Policy CS14. In many cases the scale of employment development is likely to generate a need for improvements to infrastructure, expanding and improving our existing networks.

7.3.26 Furthermore the Council priority to support the regeneration and expansion of our town centres will continue with a town centre first approach in line with PPS4: Planning for Sustainable Economic Growth, in particular for retail, leisure and cultural uses.

King’s Lynn

7.3.27 The role of King’s Lynn as the economic driver for the sub-region means that most growth will be located within/adjoining the town. This sustainable approach to development aims to ensure new jobs are located near to the proposed residential development outlined in this Core Strategy.

7.3.28 Potential employment locations could include:

- Land adjacent to the Hardwick Industrial Estate;
- Land adjacent to the Saddlebow roundabout.

7.3.29 Proposed employment allocations in King’s Lynn will total 50ha. While this exceeds the forecasted amount needed for the town, the Core Strategy is seeking to clarify the direction

for growth in the town for the longer term. This is in line with the growth aspirations for the town as a sub regional centre.

Downham Market

7.3.30 The Study points out the difficulty in forecasting employment land but that generally the demand is for small industrial units, and there is a demand for land from small local firms. There is little demand for offices, aside from at a very local level. However the town has seen significant residential growth and there is local support for available employment land.

7.3.31 It is also important to recognise the existing employment related uses at Bexwell, and the significant commitment for an additional 23ha of employment uses. Given the close proximity of Bexwell to the town, these employment uses will serve the wider area.

7.3.32 A location for potential employment could include land to the south west of the town and 15ha in total area.

Hunstanton

7.3.33 The Study indicates that Hunstanton has a limited very local commercial market with the limited supply and demand in equilibrium. Similarly there is little office market. However the town does have a role as a service centre for the surrounding rural area, and as such a retail presence. Significantly it is a tourist destination attracting large numbers of visitors, and this makes a vital contribution to the local economy. Consultation has told us that there is a strong desire to build on the local economy, both extending the tourist season and creating year round employment.

7.3.34 Potential employment growth could take place to the east of the town, adjacent to the A149, in an area of approximately 1ha in size.

Rural Areas

7.3.35 The completions and commitments of employment land illustrate the important role the rural areas play in our local economy. Rather

than indicate specific locations for employment growth in rural areas, the policy is intended to enable a flexible approach to employment generating development.

CS10 The Economy

The local economy will be developed sustainably:

- to facilitate job growth in the local economy, delivering the RSS target of 5,000 additional jobs by 2021. Job growth will be achieved through the provision of employment land as well as policies for tourism, leisure, retail and the rural economy;
- to increase the proportion of higher skilled jobs while ensuring that opportunities are available for the development of all sectors of the economy and workforce;

Some 66 hectares of employment land will be allocated between 2010 and 2025 to provide for business, industrial and distribution uses. This will achieve a mix and range of sites consistent with the Settlement Hierarchy to meet identified and future needs and to provide for choice. At least 75% of employment land will be located in King's Lynn, in line with Policy CS01.

In the employment areas indicated on the Proposals Map, only high quality development which generates employment will be permitted. The distribution of employment land will be approximately as follows:

Area	Approx. Total land
King's Lynn	50ha
Downham Market	15ha

Area	Approx. Total land
Hunstanton	1ha
Total	66ha

The Core Strategy and subsequent documents will ensure that a readily available supply of land is maintained throughout the plan period (at least a five year supply of readily available land is maintained, with a further 10 years that is developable and allocated.) Development Briefs (SPDs) will be prepared to focus on overcoming constraints to key sites. The quantity and range of available employment sites will be monitored and the amount of land allocated for employment purposes reviewed in future DPDs.

Infrastructure networks in some areas will need to be expanded and improved to facilitate the growth planned. The Implementation Chapter addresses the way in which we intend to facilitate these improvements.

Tourism, Leisure and Town Centre Uses

Retail, tourism, leisure, and cultural industries are key elements of the economic and social vibrancy of our borough, and contribute to the regeneration and growth of the area. The policy approach to retail development is addressed within the Settlement Hierarchy policy.

The Council will promote opportunities to improve and enhance the visitor economy:

- Supporting tourism opportunities throughout the borough.
- Promoting the expansion of the tourism (including leisure and culture) offer in Hunstanton to create a year-round economy.
- Smaller scale tourism opportunities will also be supported in rural areas to

sustain the local economy, providing these are in sustainable locations and are not detrimental to our valuable natural environment.

The Council will permit the development of new tourism accommodation in rural areas subject to the following criteria being met:

- It should be located in or adjacent to our villages and towns;
- It should be of a high standard of design in line with national guidance;
- Will not be detrimental to the landscape;
- Mechanisms will be in place to permanently retain the tourism related use.

New development to promote and enhance tourism should consider the historic character and setting of our towns, and proposals should aim to preserve and enhance this unique environment. In the Countryside, preservation of the natural and historic environment should be a priority (also refer to Environmental Assets). Promotion of tourism and leisure industries will be assisted by implementation of the Green Infrastructure Management Plan.

Rural Employment Exception Sites

The Council will support the rural economy and diversification through a rural exception approach to new development within the countryside; and through a criteria based approach to retaining employment land and premises.

Permission may be granted on land which would not otherwise be appropriate for development for an employment generating use which meets a local business need. Any development must satisfy the following criteria:

- It should be appropriate in size and scale to the local area;

- It should be adjacent to the settlement;
- The proposed development and use will not be detrimental to the local environment or local residents.

Retention of Employment Land

The Council will seek to retain land or premises currently or last used for employment purposes (including agricultural uses) unless it can be demonstrated that:

- continued use of the site for employment purposes is no longer viable, taking into account the site's characteristics, quality of buildings, and existing or potential market demand; or
- use of the site for employment purposes gives rise to unacceptable environmental or accessibility problems particularly for sustainable modes of transport; or
- an alternative use or mix of uses offers greater potential benefits to the community in meeting local business and employment needs, or in delivering the Council's regeneration agenda.

Skills and Aspirations

Opportunities for innovation, skills and training will be expanded through:

- facilitating the expansion of, and access to, further and higher education provision. The aspiration for a new higher education college has been outlined within the Spatial Strategy and the Implementation Chapter;
- encouraging links between training and education provision and relevant business concentrations;
- supporting primary and secondary schools, throughout the borough, to improve facilities for the provision of a good range of vocational and academic education for the whole community. We will seek to ensure any new growth will be accompanied by the appropriate

level of infrastructure to meet the needs of our communities. The Implementation Chapter provides more information on this.

Policy CS10 contributes to Core Strategy Objectives 1, 2, 3, 4, 5, Economy.

7.4 Transportation - Policy CS11

Context and justification for policy approach

7.4.1 The borough sits at important junctions of the A10, A17 and A47 roads, which link West Norfolk to Norwich, Cambridge and Peterborough and more generally to the south and midlands. There are direct, electrified rail links between King's Lynn and Downham Market which provide frequent services to Cambridge and London. West Norfolk has an extensive system of inland waterways, and sea links to northern and eastern Europe.

7.4.2 The existing strategic transport links are vitally important in connecting settlements in West Norfolk to regional centres and the wider area. However, the borough is characterised as being more poorly connected than the regional economic centres of Norwich and Cambridge, which have connectivity scores well above the national average⁽²²⁾. This is reflected in the low proportion of jobs taken by non-residents of the borough and of residents travelling out to work elsewhere.

7.4.3 In addition to connectivity, the borough faces some specific transport related issues. It is recognised that in such a rural borough, many people rely on the car as the main mode of transport. Issues relating to the use of vehicles include road accidents, pollution, congestion and parking which particularly affect areas in and around King's Lynn and the market towns. Vehicular related issues can be exacerbated during the summer tourist season and can cause a localised problem on coastal routes such as the A149, and through rural settlements. Whilst it is vital that West Norfolk is accessible by vehicle, the strategy will encourage the use of more sustainable transport methods, where possible, and will facilitate conditions for the reduction of vehicular traffic in the long term.

East of England Plan

7.4.4 The East of England Plan⁽²³⁾ sets the Regional Transport Strategy which covers the borough. The strategy highlights King's Lynn to be a Regional Transport Node for the improvement of public transport, both of a strategic nature and for coordinating local interchange between different modes of transport. The Strategy also highlights both the A47 and A17 as part of the Strategic Road Network, making them priorities for investment in the future. Overall the aim of the Regional Transport Strategy is to manage travel behaviour to reduce the rate of road traffic growth, but at the same time using sustainable access for new growth proposals. The Regional Spatial Strategy also notes that King's Lynn should have policies that provide improved transport choices both within the urban area and between the town and its hinterland.

Norfolk Local Transport Plan (2006-2011)

7.4.5 The Norfolk Local Transport Plan⁽²⁴⁾ is the transport strategy for the county. The strategy for the King's Lynn sub-regional area works to complement the Urban Renaissance Strategy⁽²⁵⁾ for King's Lynn and the wider area with three key aims:

- Help to deliver improvements to public spaces, in particular the town centre, and removing traffic from public spaces.
- Focus on improving travel choice, especially better public transport within King's Lynn and between King's Lynn and other parts of the sub-region.
- Provide a framework through which to deliver transport improvements that will assist regeneration and growth.

22 West Norfolk Partnership, Sustainable Community Strategy (2007-2030)

23 Government Office for East of England, East of England Plan (2008)

24 Norfolk County Council, Norfolk Local Transport Plan (2006-2011)

25 King's Lynn and West Norfolk Council, Urban Renaissance Strategy (2007)

King's Lynn Area

7.4.6 Norfolk County Council prepared the first phase of the King's Lynn Area Land Use and Transportation Strategy (KLATS) in March 2009. This strategy used modelling techniques to examine current traffic flows and highlighted a number of transport issues and opportunities for further investigation outlined in the following section.

7.4.7 An analysis of the national census data shows that King's Lynn enjoys high, though declining, levels of cycling and walking. Despite having the role of a regional transport node with strong rail links and a large bus station, there are consistently low levels of public transport use, especially compared to similar towns. In order to develop King's Lynn's role as a centre for interchange, and as part of the Growth Point status, the Council will continue to facilitate improvements to the public transport system.

7.4.8 Parts of King's Lynn are classed as Air Quality Management Areas due to vehicle emissions. Congestion and associated pollution from vehicle traffic is a key issue in the town centre. Improvements to the public realm will prioritise pedestrian and cycle access, helping to make central King's Lynn less car orientated, as well as safer and more attractive. Congestion is also an issue on the outskirts of the town causing traffic to be held up between King's Lynn town centre and the A47 and A149, ultimately affecting the ability to connect the Sub Regional Centre to the wider area.

7.4.9 Road safety is a particular issue in the King's Lynn area. There has been a high proportion of road accidents on A roads and several corridors were identified as having large clusters of accidents, including the A148, A149, A1076, and B1144, which form the gyratory and its southern and eastern access routes. The Borough Council are continuing to work with Norfolk County Council and the Highways Agency to improve road safety and reduce accident rates within the King's Lynn and West Norfolk area.

7.4.10 It is essential for residents and businesses of King's Lynn that the town remains accessible and that planned growth is adequately accessed. In the long term, reducing the necessity for vehicles to access the town centre by improving public transport could reduce congestion and pollution from vehicles. The potential for a Park & Ride scheme as well as a secondary rail parkway station will be considered through KLATS as part of a longer term solution to vehicular related issues in the town centre.

Hunstanton, Downham Market and Key Rural Service Centres

7.4.11 The priority for Hunstanton, Downham Market and the Key Rural Service Centres is to increase connectivity between these centres and the surrounding settlements, to ensure people have access to the services they need. As part of this, it is important that the public transport network is maintained and improved on key routes to the main towns and service centres. Each centre is likely to have localised transport issues, and these will need to be examined as appropriate as part of the Site Specific Allocations DPD.

Rural Areas

7.4.12 The rural nature of the borough means that the car will remain the key transport method for many people. The isolated nature of rural areas makes it difficult to promote or adopt more sustainable methods of transport. Improving communications technology, particularly access to high speed internet connections and broadband will allow people in rural areas to access some services, or even work at home, reducing the need to travel by car. In the long term, promoting behavioural change such as car sharing, as well as facilitating opportunities to operate from home will reduce the frequency of car usage.

The Coast

7.4.13 The strategy for the Norfolk Local Transport Plan seeks to protect the North Norfolk Coast by developing market towns as entrance

points into the area and by seeking to build strategic links between these and the main urban areas in the county. Innovative schemes including quiet lanes and village traffic management schemes can also help to increase safety and reduce congestion. Any amendments to the transport infrastructure on the coast will need to make reference to environmental policies, particularly the European Habitats Directive.

Overview

7.4.14 The Sustainability Appraisal and recent public consultation on the previous version of the Core Strategy (Regulation Stage 25) recognise the importance of the strategic road network and rail links to the borough. These documents also support the enhancement of public transport, which will be particularly important in King's Lynn, Hunstanton and Downham Market and the Key Rural Service Centres.

7.4.15 A key transport strategy is to increase connectivity within the borough, particularly between Key Rural Service Centres and surrounding settlements but also increase overall connectivity to the wider area. In accordance with the Settlement Hierarchy Policy CS02, investment in transport infrastructure will be concentrated in those areas which will experience the highest population growth, aiming to reduce vehicular use in the long term and ensuring residents and workers can access jobs and services by public transport, cycling or walking. The transport strategy will aim to protect the coast and rural areas whilst maintaining the existing level of access.

7.4.16 The Norfolk Local Transport Plan highlighted that the increase in households could lead to unconstrained traffic growth increasing by as much as 35% between 2001 and 2021 in the borough. For this reason the policy for the Core Strategy must work to decrease the vehicular traffic growth in the borough, by encouraging modal shift, promoting a wider coverage of high speed broadband networks and facilitating improvements to the infrastructure for public transport.

7.4.17 Significant levels of new growth are anticipated within the borough over the plan period, it is important that new development is well integrated with the transport and communications networks. Clearly scale is an important issue, but the policy sets out the principles involved generally, and the detail will be considered further, either in the Site Allocations document or through individual planning applications.

CS11 Transport

Strategic issues

The Council will work with partner organisations (including the Regional Transport Board, Highways Agency, public transport operators, Network Rail, Norfolk County Council and neighbouring authorities) to deliver a sustainable transport network which improves connectivity within and beyond the borough, and reinforcing the role of King's Lynn as a regional transport node, so as to:

- facilitate and support the regeneration and development priorities as identified in Policy CS01 Spatial Strategy;
- foster economic growth and investment;
- improve accessibility for all.

Priority will be given to:

- Improving the strategic networks serving passenger and freight movements to, from and through the borough (including via the port) and including the introduction of measures to reduce congestion, and improve reliability and safety of travel within the A10, A17, A134, and A47(T)/A148/9 corridors. This will include seeking:
 - Bypasses for Middleton and East Winch, and West Winch; and junction improvements at key

interchanges including A47(T)/A149;

- Improvements to rail infrastructure, facilities, and services on the King's Lynn to Cambridge/King's Cross rail line, aimed at achieving better frequency and quality of travel (potential environmental impacts will be assessed as part of the development of any scheme).
- Implementing the KLATS schemes, including delivering a package of transport improvements within King's Lynn arising from the KLATS. This will involve balancing ease of access, and car parking, with flows, highway safety and alternatives such as park and ride and a second parkway station.
- Achieving improvements within the towns of King's Lynn, Downham Market and Hunstanton, particularly where there are air quality issues.
- Achieving a balanced package of highway, traffic management (including car parking) and public transport improvements.
- Maximising the use of alternative modes of freight movement via rail and the port.
- Improving accessibility and connections between (and within) towns and villages; so helping to reduce social exclusion, isolation and rural deprivation. To do this the Council and its partners will seek to:
 - Improve the quality of the bus network;
 - Extend the choice of transport available for communities;
 - Work with commercial providers of broadband to increase the accessibility of high speed connections within the borough;

- Provide integrated and safe routes for pedestrians and cyclists;
- Recognise that in the rural areas the private car will remain an important means of travel.

Dealing with transport issues in new development

Development proposals should demonstrate that they have been designed to:

- Reduce the need to travel.
- Promote sustainable forms of transport appropriate to their particular location and related to the uses and users of the development. In order of preference this should consider:
 - Walking
 - Cycling
 - Public transport
 - Private car (development proposals which are likely to have significant transport implications will need to be accompanied by a transport assessment and travel plan to show how car based travel can be minimised)
- Provide for safe and convenient access for all modes.

The Council will seek appropriate contributions to necessary transport improvements.

Policy CS11 contributes to Core Strategy Objectives 12, 13, 14, Environment, 19, King's Lynn, 22, Downham Market, 31 Rural Areas, 33 Coast.

7.5 Environmental Assets - Policy CS12

Context and justification for policy approach

7.5.1 The borough has a significant number of natural and historic assets, including:

- an Area of Outstanding Natural Beauty - nationally recognised for its landscape importance;
- 5 Ramsar sites - internationally recognised for their wetland importance'
- 8 Special Areas of Conservation – internationally recognised for their unique habitats;
- 4 Special Protection Areas – internationally recognised for their birdlife;
- 6 National Nature Reserves;
- 29 Sites of Special Scientific Interest – nationally recognised for their ecological and geological importance;
- 195 County Wildlife Sites – locally recognised for their biodiversity value;
- 23 ancient woodlands;
- 5 historic parks and gardens;
- 42 Conservation Areas;
- approximately 2000 Listed Buildings;
- 133 Scheduled Ancient Monuments (which is the greatest number for any district or unitary authority in the East of England).

7.5.2 Part of the appeal of the area to visitors and local people is the environment and heritage, therefore it is important that these assets are protected and enhanced.

7.5.3 Planning Policy Statement 9, Biodiversity and Geological Conservation (2005) provides guidance for planners to avoid development or activities which introduce a detrimental impact upon the quality of the natural environment whilst conserving, enhancing and restoring England's wildlife and geology.

7.5.4 Planning Policy Statement 5, Planning for the Historic Environment (2010) provides guidance to ensure the protection of historic sites and buildings for future generations whilst providing opportunities for sustainable economic growth to reflect the needs of a changing world.

7.5.5 The Council will work to the provisions of the PPS's to ensure that our historic sites, buildings, biodiversity and geodiversity are protected, and that opportunities for enhancement sensitive to the area and feature are grasped.

7.5.6 Alongside this guidance, the Council adopted a Biodiversity Supplementary Planning Guidance in 2005 which encourages developers and planners to maximise opportunities for wildlife enhancement on development sites.

7.5.7 Designated sites within King's Lynn and West Norfolk include Special Protection Areas (SPAs) and Special Areas of Conservation (SACs). These sites are of European importance. As King's Lynn and West Norfolk contains sites of European importance it was necessary to carry out a Habitats Regulations Assessment (HRA) of the Core Strategy to ensure that the plan has no adverse effects on these sites. In concluding the assessments the HRA consultants drew particular attention to potential effects on the Breckland SPA as outlined below. Additionally the Dersingham Bog SAC was of potential concern given its proximity to a built up area and possible changes arising there.

7.5.8 The Assessment concluded that there is particular concern about proximity impacts on Breckland SPA species, mainly stone curlew. Recent evidence (Sharp et al 2008⁽²⁶⁾) suggests that stone curlews are susceptible to disturbance from proximity to human settlement.

7.5.9 Housing provision will increase recreational use of the surrounding areas, leading to disturbance which could result in direct mortality, reduction in breeding success and/or

26 Sharp, J., Clarke R. T., Liley D. and Green R.E. (2008). The effect of housing development and roads on the distribution of stone curlews in the Brecks. Unpublished Report, Footprint Ecology, Wareham, Dorset.

avoidance of heavily used areas. It is doubtful that the scale of proposed development within West Norfolk is likely to create significant recreational effects alone, however there may be in-combination effects with other districts. To protect these areas from excessive visitor pressure, the Council will in conjunction with partners:

- undertake an initial assessment of visitor pressure on these sites to provide a baseline for recreational use.
- secure a monitoring programme to identify future changes in visitor use of these sites.
- identify a set of measures to manage visitor pressure to prevent adverse impacts upon the protected sites.
- Utilise the baseline assessment and have regard to any mitigation measures as appropriate in the preparation of the Site Specific Allocations & Policies DPD.

It is important to note that only 5% of the Brecks designated area is included in the King's Lynn and West Norfolk Borough Council area.

7.5.10 Therefore built development within 1500m of the SPA boundary classified for Stone Curlew will not be supported.

7.5.11 For development within 400m of the SPA, a project level HRA will be required to demonstrate that the development will not have an adverse effect upon the integrity of the SPA. This would reflect protection for the woodlark and nightjar from urban edge effects.

7.5.12 Areas outside the SPA that support stone curlews (1km squares that have supported at least five nesting attempts since 1995) should also be buffered to 1500m. In these areas new development will need to be assessed at the project level and mitigation (such as new areas of suitable habitat for stone curlews) be provided.

7.5.13 These zones are shown on the Core Strategy diagram and will possibly need to change in the future, in response to new survey information and in recognition that supporting

habitat may change over time. The different zones should therefore be reconsidered at plan review.

7.5.14 The Council is committed to ensuring sustainable levels of recreation in and around the Breckland SPA, and other sensitive areas including the coastal areas and working with partners, including the Brecks Partnership and Norfolk Coast Project, to develop measures to prevent increasing visitor pressure. Suitable mitigation may be needed if species fail to meet conservation objectives due to recreational pressure.

7.5.15 working with partners to develop measures to prevent increasing visitor pressure. Suitable mitigation may be needed if species fail to meet conservation objectives due to recreational pressure.

7.5.16 The main settlements in the borough to be affected from these buffer zones are Hockwold and Feltwell. These are identified as being a joint Key Rural Service Centre.

7.5.17 The first phase of the Green Infrastructure Strategy (produced in 2009) highlights local areas of existing biodiversity and geology value and identifies new local areas for creation. The Strategy also identifies a network of multifunctional areas of, and links to, green space which is accessible to local people and visitors to the area. The consideration of maintenance and management of these sites in the long term will be addressed in the second phase of the study.

7.5.18 This came out as a significant positive effect in the Sustainability Appraisal.

7.5.19 The Council will use the Green Infrastructure Strategy to ensure that the recommendations are incorporated into decision making.

7.5.20 Alongside the strategy, the emerging Water Cycle Study (2009) will ascertain the water needs of the borough. The recommendations will also have biodiversity benefits where sustainable

drainage schemes are designed to not only relieve pressures of flooding but also provide habitats for species.

7.5.21 The increased growth in the borough means that there will be impacts on the environment in terms of land loss, disturbance and visual impact on the landscape. By working in partnership with other organisations more strategic gain can be made.

7.5.22 The 2007 Landscape Character Assessment recognises the different landscape character types in the borough and their sensitivity to accommodate change. It also provides guidance on how planning can help to make better decisions and shape the future of a more attractive and healthy environment.

7.5.23 In addition, the Norfolk Wildlife Trust prepared Econet Mapping for the borough in 2007 which maps opportunities in the area for protection and enhancement (see appendix 5). These maps will be considered alongside the emerging Green Infrastructure Strategy.

CS12 Environmental Assets

Green Infrastructure, Historic Environment, Landscape Character, Biodiversity and Geodiversity

Proposals to protect and enhance our historic environment and landscape character, biodiversity and geodiversity will be encouraged and supported.

The Borough Council will work with partners to ensure an integrated network of green infrastructure throughout the urban and rural areas (identified through the Green Infrastructure Management Plan and Econet map) is successfully created and managed to:

- meet the environmental, social and economic needs of local communities and the wider borough;

- create a high quality environment for biodiversity and geodiversity to flourish;
- provide opportunities for species to adapt to the impacts of climate change;
- contribute to an improved quality of life for current and future residents and visitors;
- areas identified as being deficient in multi-functional green space will be targeted;
- the incorporation of Sustainable Drainage Systems with new development will also be promoted to encourage new habitats.

The historic and built environment play a crucial role in delivering environmental quality and well-being. Therefore the Council will preserve and where appropriate enhance its qualities and characteristics.

The Council and its partners will support a range of initiatives, including Biodiversity Action Plans and proposals that will improve areas of poor quality lacking in biodiversity and geodiversity as well as maintaining, enhancing and linking areas of good quality.

The Council will protect and enhance County Wildlife Sites, ancient woodlands, Biodiversity Action Plan Species and Habitats, Regionally Important Geological Sites and designated sites of historical value from development which damages their interest or significance unless the need for, and public benefits of the development outweigh the loss of interest or significance.

Development should seek to avoid, mitigate or compensate for any adverse impacts on biodiversity, geodiversity and heritage as well as seeking to enhance sites through the creation of features of new biodiversity, geodiversity and heritage interest. The design of new development should be sensitive to the surrounding area, and not detract from the inherent quality of the environment.

The Council will require development proposals to be accompanied by an ecological impact study and assessment proportionate to the degree of the impact and importance of the species affected.

It may be necessary to secure biodiversity, geodiversity and heritage needs through planning conditions and/or obligations. This can include timing of work, Section 106 Agreements, pre-application negotiations, conditions, mitigation and compensation measures.

New built development will be restricted within 1,500m of the Breckland SPA. Development will be restricted to the re-use of existing buildings or where existing development completely masks the new proposal from the Breckland SPA. Beyond the SPA, a 1,500m buffer will also be applied to areas where the qualifying features are known to exist, or where nesting attempts have been made. In this area, development may be acceptable where suitable alternative habitat (outside the SPA) can be secured.

Character Assessment

Proposals for development will be informed by, and seek opportunities to reinforce the distinctive character areas and potential habitat creation areas identified in the King's Lynn and West Norfolk Landscape Character Assessment, the West Norfolk Econet Map and other character assessments.

Development proposals should demonstrate that their location, scale, design and materials will protect, conserve and, where possible, enhance the special qualities and local distinctiveness of the area (including its historical, biodiversity and cultural character), gaps between settlements, landscape setting, distinctive settlement character, landscape features and ecological networks.

Policy CS12 contributes to Core Strategy Objectives 5 Economy, 10, Society, 12, 13, 14, 15 Environment, 32, 33, Coast.

7.6 Community and Culture - Policy CS13

Context and justification for policy approach

7.6.1 Planning is about more than just physical land use. It is essential that planning policy aims to improve the wellbeing of local communities by tackling social issues, and creating the right conditions for people to have a good quality of life. The first part of this chapter examines the key social issues which are affecting communities in the borough, while the second part identifies the significance of culture to the community.

7.6.2 A socially and culturally sustainable community means that it is active, inclusive and safe – fair, tolerant and cohesive with a strong local culture and other shared community activities⁽²⁷⁾. In order to achieve this goal, policies in the Core Strategy must address the following key issues:

- Inequality - the difference between the most and least deprived wards in the borough.
- Health - encouraging more healthy and active lifestyles.
- Crime - reducing the fear of crime as well as actual incidents of crime to ensure people feel safe.
- Community Cohesion - community cohesion is achieved when:
 - There is a common vision and a sense of belonging for all communities.
 - The diversity of people's different backgrounds and circumstances are appreciated and positively valued.
 - Those from different backgrounds have similar life opportunities.
 - Strong and positive relationships are being developed between people from different backgrounds in the workplace, in schools and within neighbourhoods.

7.6.3 West Norfolk ranks 21st out of 408 districts nationally for inequality⁽²⁸⁾. 'Pockets' of deprivation are a key issue, both in King's Lynn, and in some of the more rural parts of the borough. The borough has received funding from the government's Safer and Stronger Communities Fund to help reduce deprivation in areas such as North Lynn, Fairstead and Gaywood Chase in King's Lynn, which are in the bottom 10% of the most deprived areas in the country⁽²⁹⁾. Funding will help towards improving community facilities and services in deprived areas.

7.6.4 A health profile of the area, undertaken by the NHS in 2009 highlighted that average life expectancy varies by eight years (for women) and six years (for men) between the most deprived wards and the most affluent areas of the borough. People who have good access to open space, parks, sports facilities and other leisure and recreation facilities have the opportunity to have an active and healthy lifestyle. The Borough Council's Green Space Strategy (2008-2013), in addition to feedback from the West Norfolk Partnership's Quality of Life Survey (2007), shows that the community believes that parks, open spaces and access to nature are important to their 'Quality of Life'. The Green Infrastructure Management Plan will help to determine the future provision of leisure and recreation facilities and the allocation of open space.

7.6.5 West Norfolk is fortunate to have one of the lowest crime levels in England⁽³⁰⁾. However, the borough has some 'hot spots' in King's Lynn and the main towns. Nearly 50% of all crime recorded in the borough occurs in five wards in King's Lynn. The 2007 Quality of Life Survey indicated that residents in the borough perceived that the level of crime had stayed consistent or raised slightly over the previous two years. One of the main ways in which the planning process can help to reduce the likelihood of crime is to

27 Inspire East, Excellence Framework (2009) www.inspire-east.org.uk/frameworkwheel.aspx

28 Data for West Norfolk (2009) www.visitdawn.com

29 West Norfolk Partnership, Sustainable Community Strategy (2007-2010) p8

30 Safer West Norfolk Partnership, Making our Communities Safer (2009)

ensure it is a key consideration in the design process, particularly for access routes and public spaces. This will complement policy on design outlined in Sustainable Development Policy CS08.

7.6.6 West Norfolk is experiencing an increasing mix of people of different nationalities and cultures. Over the past decade parts of King's Lynn and the wider borough have welcomed a significant number of economic migrants, mainly from the A8 accession countries that joined the EU in 2004, particularly from Poland, Lithuania and Latvia. Whilst the number of people from Black and Minority Ethnic communities is only 3.77% against a national average of 8% the number is growing rapidly and has quadrupled in the last ten years⁽³¹⁾.

7.6.7 The West Norfolk Partnership has produced a Community Cohesion Strategy⁽³²⁾ to tackle the issues that can arise from significant numbers of migrant workers moving into an area, and address community cohesion in the borough. The evidence for this strategy is taken from both the 2006 Best Value Performance Indicator survey and the 2007 Quality of Life survey which indicated that King's Lynn and West Norfolk is part of a larger area around the Wash experiencing lower than national levels of cohesion.

7.6.8 Providing opportunities for the community to work together, either by involving the community early in the design of new development, creating shared community facilities or by supporting different kinds of community groups, sports and activities will help to improve community cohesiveness.

7.6.9 The policy for Community & Culture aims to work alongside wider strategies undertaken by the West Norfolk Partnership and other agencies such as the Norfolk Constabulary as well as charities and community groups to address the social and community issues outlined

above. The policy aims to ensure West Norfolk is a great place for people to live and work by creating opportunities for the community to interact, supporting the provision of community facilities and infrastructure and ensuring that future development is designed in a way which helps to avoid the creation of, or increase the amount of social problems experienced by residents in the borough.

The cultural context

7.6.10 Culture is a collective term for a diversity of different activities and attractions. The cultural assets of West Norfolk are considered to include the arts, the natural and built heritage, libraries, museums, archives, galleries, sports and leisure, churches and other places of worship as well as events, concerts and festivals. As culture is so wide ranging, it is strongly linked to policies on the economy and environmental assets.

7.6.11 Norfolk Live, the strategic cultural partnership for the county, have produced a cultural strategy⁽³³⁾ which identifies the importance of culture to people in Norfolk:

- By taking part in sports and arts activities people of all ages feel better about their minds, their bodies and their welfare.
- Young people who participate in organised cultural activities perform well at school and are proved to have good life chances.
- A thriving and confident cultural sector brings investment and creates a wide range of differing jobs.
- People learn about themselves, their own and other people's lives and improve their self-esteem through taking part in cultural activities.
- Cultural activity contributes significantly towards social regeneration and brings communities together.
- Culture changes people's lives.

31 Norfolk Community Foundation, Summary of Need (2008)

32 West Norfolk Partnership, Community Cohesion Strategy (2008) www.wnp.org.uk

33 Norfolk Live, the cultural strategy for Norfolk (2005-2010) www.norfolklive.co.uk/norfolkcfb/

7.6.12 The Regional Spatial Strategy ⁽³⁴⁾ also recognises the importance of culture to the economy in employing substantial numbers and playing a significant role in driving regeneration.

7.6.13 West Norfolk is rich in cultural assets and hosts a variety of different events and festivals across the borough each year. Whilst more strategic cultural facilities are focused in the larger settlements such as King's Lynn, Hunstanton and Downham Market, there are many smaller but important tourist and/or cultural facilities throughout the rest of the borough as well as many traditional local events and festivals. The borough is fortunate to be rich in cultural heritage in the built and natural environment. Environmental Assets Policy CS12 focuses on protecting and enhancing the rich heritage of the borough such as the many historic Listed Buildings, Conservation Areas, Areas of Outstanding Natural Beauty as well as the distinctive inland waterways which support tourism and recreation.

7.6.14 The Borough Council has already made improvements to significant cultural venues in King's Lynn which were commended by the Audit Commission in 2009. As part of the Growth Point status, it is essential that cultural facilities are improved and continue to grow in King's Lynn to serve an expanded population. A comprehensive list of the cultural and tourism provision is outlined for Kings Lynn and the Main Towns in the Town Centres study which is accessible from the Borough Council website ⁽³⁵⁾.

7.6.15 Cultural facilities can contribute to improving quality of life, reinforcing local distinctiveness, driving regeneration, providing jobs and promoting tourism. For this reason it is vital that Community & Culture Policy CS13 aims to protect and promote West Norfolk's existing cultural assets, as well as facilitating new cultural facilities where appropriate. Policy CS13 will prioritise locating cultural facilities sequentially in accessible locations in the larger settlements, in

line with the Settlement Hierarchy Policy CS02 and national planning policy on sustainable development ⁽³⁶⁾.

CS13 Community & Culture

(i) Delivering community well-being and enhancing quality of life through good design.

Where possible, developers should examine best practice on design in new development and should aim to involve the community early in the design process of new development.

The form, design, location and layout of development should enhance community wellbeing, by:

- being accessible and inclusive - ensuring that people of any age, gender, ethnicity and ability can use and access the development;
- being adaptable - creating high quality development which is capable of being modified either for different uses or to suit people with different needs;
- being locally distinctive - contributing to a sense of place and identity;
- reducing the opportunity for crime - considering factors such as natural surveillance, boundaries and security features, lighting and the management of public space to promote safe living environments;
- being within walking distance of open space - to increase peoples quality of life and enable active and healthy lifestyles.

34 The East of England Plan (2008) pg 36-37

35 GVA Grimley, Town Centres Study (2006) www.west-norfolk.gov.uk/Default.aspx?page=24598

36 Communities and Local Government, PPS1 Delivering Sustainable Development (2005)

(ii) Creating sustainable communities through the provision of community infrastructure.

Promoting healthy and active lifestyles is a priority. To ensure that people have the opportunity to exercise and improve their health the Borough Council will:

- support proposals that protect, retain or enhance sports, leisure and recreation facilities including children's playgrounds or create new facilities in accessible locations where an existing need can be justified and without compromising the environmental quality of the area;
- work with NHS Norfolk to ensure that new health facilities are provided to serve an expanded population, particularly in growth areas in King's Lynn.

The Borough Council recognises the importance of community facilities and services (also referred to as community infrastructure) to improving people's quality of life, reducing inequality and improving community cohesion. The Council will seek opportunities to gain funding for the development of community infrastructure, particularly in deprived parts of the borough (see Policy CS14).

In tackling inequality and promoting community cohesion, the Borough Council will work with the community, local charities, the Local Strategic Partnership and the Norfolk Constabulary to help address the wider social problems in the borough.

(iii) Protecting, enhancing and promoting cultural assets as well as facilitating new cultural facilities in growth areas.

The Borough Council will seek to protect and enhance existing cultural assets. If a cultural facility is no longer viable and the Council cannot secure funding, the Council will seek to explore alternative options such as

co-locating multiple facilities on a single site to prevent the loss of cultural facilities and to increase the economic viability of such facilities.

Development will not be permitted in cases where it would result in a loss of existing cultural facilities, unless equivalent new or improved facilities, where need justifies, can be provided within the same settlement boundary or in close proximity of the existing facility.

New cultural facilities will actively be encouraged by the Borough Council, providing they are compatible with their location and setting and do not conflict with Economy Policy CS10. New cultural facilities will be located sequentially, in accessible sites in King's Lynn and the Main Towns of Hunstanton and Downham Market. Cultural facilities proposed in accessible locations in Key Service Centres or the more rural settlements and areas will be considered based on localised impacts.

Policy CS13 contributes to Core Strategy Objectives 1, 2, 5 Economy, 6, 7, 8, 10 Society, 12, 14, 15 Environment.

8 Implementation

8.1 Implementation - Policy CS14

Context and justification for policy approach

8.1.1 The successful delivery of the borough's growth including provision for approximately 16,500 additional dwellings and 5,000 jobs will be crucial to the success of the Core Strategy. This has been acknowledged in the Sustainable Community Strategy⁽³⁷⁾. The management of this growth over the next 20 years has been made a corporate priority at the Council⁽³⁸⁾.

8.1.2 The Borough Council will coordinate and manage the delivery programme, through effective and efficient project management, effective partnership working and through dedicated staff working on the delivery and management of the growth programme. Together with long-term funding commitments, the Council is confident that the borough's long-term sustainable future can be delivered.

8.1.3 Effective monitoring is essential to check that the Core Strategy is being implemented correctly, and to assess whether the desired outcomes are being achieved. The Council is required to produce an Annual Monitoring Report, which must be submitted to government by the end of December each year. The Annual Monitoring Report provides the main way in which we publish the results of our monitoring.

8.1.4 In order to achieve the vision and strategic objectives of this Plan, it is vital that appropriate infrastructure is provided both to support new development and investigate ways to remedy existing deficiencies. To establish a list of infrastructure deficiencies and elements that are viewed as essential, highly desirable or desirable to support future growth in the borough an Infrastructure Study is in the early stages. Service providers in a variety of agencies are working through the Local Strategic Partnership to coordinate provision.

Infrastructure provision and funding

8.1.5 The development industry has a key role to play, bringing investment into the borough, providing new homes, helping to bring about regeneration, and contributing towards the improvement of our local infrastructure. In order to deliver the proposed growth in the borough and to create sustainable communities the necessary infrastructure has to be put in place to address community needs. This includes not only the works such as roads and utilities which are required to enable new development to proceed, but the community facilities which ensure that occupiers of those developments have access to services such as education, healthcare, leisure activities and open space which can enhance their quality of life.

8.1.6 It is important that we plan carefully to provide for adequately and timely utilities infrastructure, including water supply, foul drainage, sewage treatment capacity, as well as the provision of other basic services to new development. This will continue to involve working closely with utility providers to ensure adequate and timely infrastructure provision. Early liaison with the key infrastructure providers has not highlighted any fundamental problems in this respect, although further studies and consultation will be necessary.

8.1.7 In some parts of the borough, existing infrastructure, including community facilities, may already be inadequate and the shortfall would be exacerbated by any new development. Elsewhere, the impact of a particular development may be such that in itself it creates a need for additional or improved infrastructure. In these cases, we expect developers to address the impacts of their proposals, either through the provision of facilities on-site as part of the new development, or through financial contributions which will be used to provide or improve facilities in the surrounding area. Where the combined impact of a number of developments creates the

37 West Norfolk Partnership, Sustainable Community Strategy (2007-2030), page 37

38 Transforming and Regenerating West Norfolk, Corporate Strategy 3.2 (2007-2011)

need for new or improved infrastructure, we will pool contributions to allow the infrastructure to be secured in a fair and equitable way.

8.1.8 The Council has produced an Integrated Programme of Development specifically for the regeneration of King's Lynn which details the plans and ambitions for the growth of the Town. The programme is structured to meet the requirements of the King's Lynn Growth Point Programme and East of England Development Agency's Integrated Development Programme. The programme forms a key part of the evidence base for the Core Strategy and identifies investment requirements and prioritises programmes and projects where additional funding is required, these include:

- Nar Ouse Regeneration Area – Traffic Mitigation and Utilities provision.
- Waterfront Regeneration Scheme – Remediation and Utilities Provision.
- King's Lynn Transportation and Land Use Strategy – Implementation.
- Provision of Green Infrastructure and Community Facilities.
- Hardwick Industrial Estate Extension.

8.1.9 Where relevant, developer contributions will also be required to provide appropriate compensation and/or mitigation wherever development would harm an environmental or community resource.

8.1.10 Where community infrastructure (including financial contributions) cannot be secured by a planning condition, it will be secured through planning obligations made under s106 of the Town & Country Planning Act, 1990 (as amended) or other successor mechanisms. Detailed guidance, taking account of government policy, will be set out in a Supplementary Planning Document (SPD) on Developer Contributions. This SPD will set out the type and scale of development from which we will seek community infrastructure and facilities, and guidance on typical levels of financial contributions to be sought where development generates a need that is not provided for as part of the proposed development. The Council will

make use of evidence gathered including the County Council Planning Obligation Standards (2009) in this process. The Council will identify specific schemes and programmes to which contributions will be directed. Regular reviews of the Planning Obligations SPD will be undertaken to ensure that the contributions being sought are the most appropriate.

CS14 Infrastructure Provision

All development in the plan area will need to be accompanied by appropriate infrastructure (including off-site infrastructure) in a timely way, with arrangements for its subsequent maintenance.

Obligations will be sought from developers through Section 106 Legal Agreements or other successor mechanisms. This will apply to but is not limited to infrastructure, including, where applicable:

- Community and recreation facilities [education facilities, community halls, health facilities, libraries, social services facilities, allotments, indoor/outdoor sports facilities].
- Improved public transport facilities.
- Other appropriate transport infrastructure including pedestrian and cycle links.
- Affordable or supported housing.
- Sustainable Drainage Systems, including surface water.
- Green infrastructure including habitat creation/ recreation facilities/landscaping.
- Water conservation measures.
- Emergency services including crime prevention.
- Recycling/composting facilities.
- Improvements to the public realm including the historic environment.
- Local and renewable energy generation.

- Utilities.
- Public art.

Key infrastructure projects for which contributions will be sought include provision of:

- Infrastructure detailed in Policy CS11-Transportation.
- Infrastructure needed to support regeneration in King's Lynn detailed in Policy CS03 King's Lynn and appropriate transport infrastructure including the implementation of the King's Lynn Area Land Use and Transportation Study (KLATS).
- Infrastructure needed to support policies CS04 Downham Market and CS05 Hunstanton.

Provision will be achieved through:

- Contributions from all market residential and commercial development in the plan area through appropriate legal agreements or other successor mechanisms;
- Coordination with the investment programmes of other public bodies and utility providers;
- Taking full advantage of mainstream Government funding streams;
- Active use, where necessary, by the local planning authorities and County Council of their legal powers to bring about the strategically significant development, including compulsory purchase;
- In the case of community or social development, a reduced contribution, taking account of the social value of the development concerned.

The resulting funds will be gathered, managed and spent in a transparent way.

Future maintenance of infrastructure provided on the site or built or improved as part of the development will be achieved

either through adoption by a public body with appropriate maintenance payments or other secure arrangements such as the establishment of a local infrastructure management body.

The type, amount and phasing of contributions sought from developers will be related to the form of the development, its potential impact on the site and surrounding area, and levels of existing infrastructure and community services/facilities. Where appropriate, any such provision will be required to be provided on-site. Where this is not possible, a commuted payment will be sought. Details of the Council's approach to developer contributions and planning obligations will be set out in a Supplementary Planning Document which will be subject to periodic review reflecting relevant cost indices.

The Council will take account of the impact of contributions on the viability of a scheme (particularly on brownfield sites) and where appropriate agree a lower or nil contribution provided:

1. The development of the site is in the wider public interest; and
2. The developer is prepared to share information on development costs and margins with the Council prior to consent being granted.

Policy CS14 contributes to Core Strategy Objectives 5, Economy, 7, Society, 12, 14 Environment 19, King's Lynn, 22, Downham Market, 23, 26, Hunstanton, 31, Rural Areas, 34, Coast.

8.1.11 The specific requirements to be sought from developer contributions within the policy (indicated by bullet points) are not intended to be considered in rank order and simply reflect examples of the contributions that could be sought. The planning obligations Supplementary

Planning Document will identify and set out criteria outlining what requirements are needed and attempt to categorise priority, for example:

(a) Essential for the development to go ahead – necessary highway and transport infrastructure, education provision (this category would address those items which make the development safe and fulfil basic sustainability needs).

(b) Highly Desirable - Affordable housing, open space, etc.

(c) Desirable – wider community improvements.

8.1.12 Such a prioritisation schedule would need to be developed in consultation with the development industry and infrastructure and service providers.

8.1.13 Notwithstanding the above, in considering the need for contributions towards strategic infrastructure where funds from developments may need to be pooled, tools such as Integrated Development Programmes, strategic infrastructure studies and other evidence bases will be utilised. These sources of evidence could help identify at the earliest opportunity, those geographical areas and the specific infrastructure requirements where the pooling of contributions may be necessary.

8.2 Delivery Framework

8.2.1 A delivery framework together with the likely delivery mechanisms for each policy is being proposed⁽³⁹⁾. The delivery framework seeks to summarise how the outcomes we want to achieve can be delivered, making the links between the Local Development Framework, the Sustainable Community Strategy, and the role of other agencies and strategies in terms of delivery. More specifically it sets out:

- what we are planning for in relation to these main outcomes, including the key issues that we are addressing (the context);

- what targets and indicators we are setting ourselves to achieve these outcomes; the main policies in this Core Strategy that help to achieve the outcome;
- where else in the Local Development Framework we might help achieve the outcomes; and
- how it links to the Community Strategy.

8.2.2 Given the summary nature of the table it cannot be regarded as an all inclusive list, but is intended to provide a broad guide to delivery - we have not for instance tried to list every policy relevant to the outcome or every agency involved in delivery, but just the main ones. It is important to remember that we are not trying to deal with detailed issues in this Core Strategy. Subsequent documents will address more detailed issues and outcomes.

39 See 'Appendix 3 - Delivery Framework'

9 Monitoring

9.1 Monitoring

9.1.1 Policies contained in the Sustainable Community Strategy and the Core Strategy will be monitored through specific indicators and targets⁽⁴⁰⁾, and reported through the Annual Monitoring Report published in December each year. This will enable us to monitor whether the policies and proposals are being implemented as intended and how effective they are in delivering the vision and objectives. Should the monitoring show significant variance from expected results and targets then this might trigger a review of policies in the LDF.

40 See 'Appendix 4 - Monitoring Framework'

Appendices

Appendix 1 - Housing Trajectory

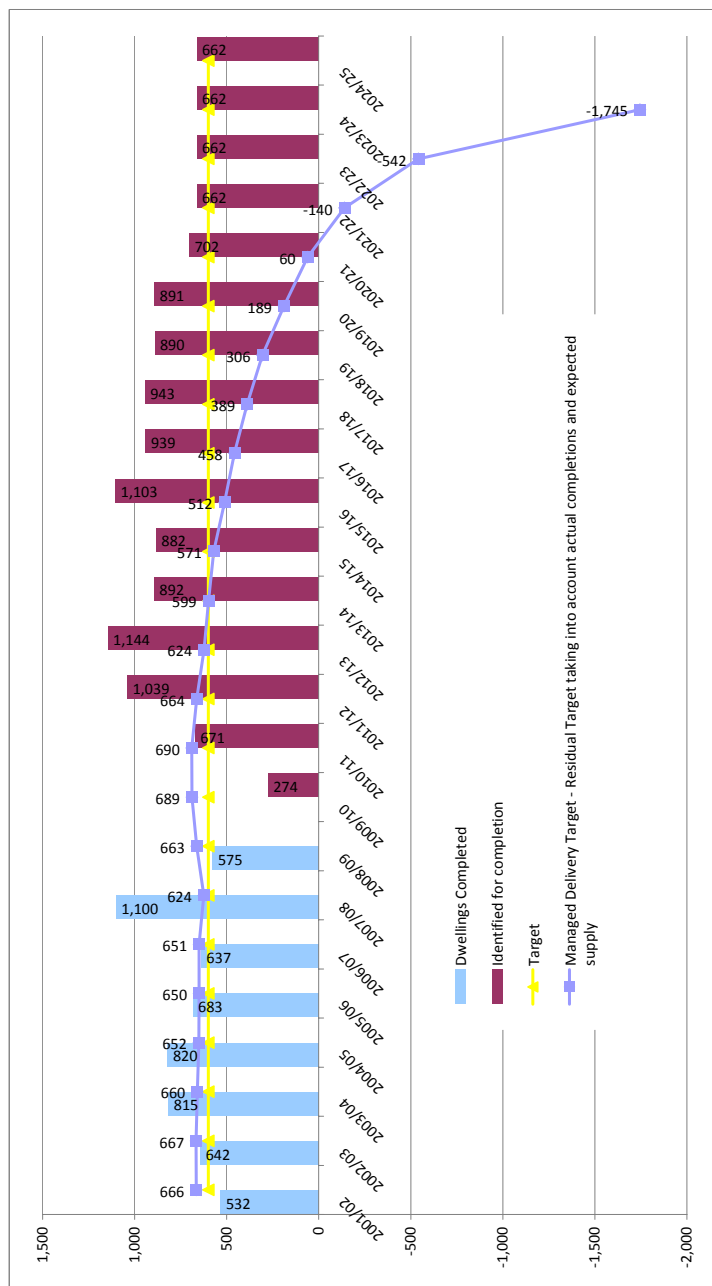
.0.1

Housing provision, new allocations (see Policy CS09)

Place	Completions (2001 - March 2009)	Commitment (unbuilt planning permissions at March 2009)	Total Completions and Commitments	New allocations for	Total
Main Settlements					
King's Lynn	1138	1303	2441	5070	7511
Downham Market	1445	876	2321	390	2711
Hunstanton	252	108	360	220	580
Wisbech fringe	*****	*****	*****	550	550
Sub total	2835	2287	5122	6230	11352
Settlements adjacent to main towns					
Sub total	587	85	672	(41)	672
Key Rural Service Centres (x20)					
Sub total	1595	836	2431	660	3091
Rural Villages (x34)					
Sub total	587	328	915	215	1130
Other					
Sub total	242	80	322	0	322
Total	5846	3616	9462	7105	16533 <i>(16500)</i>

41 To be included within the figures for main towns

Housing provision - "Plan and Manage"
Provide, plan and manage assessment



Appendix 2 - List of Local Plan Policies to be Replaced

.0.1 The current Development Plan comprises the Regional Spatial Strategy⁽⁴²⁾ and a number of "saved" policies from the [Norfolk Structure Plan](#) and the [King's Lynn and West Norfolk Local Plan](#) . Those saved policies will cease to have effect on adoption of the Core Strategy unless specifically carried forward within the document.

.0.2 The relevant policies are:

Norfolk Structure Plan CS03, CS04, CS05

Saved Policy	Policy Description	Effect of the Core Strategy
EC.10	Economy Tourism	Superseded by CS03, CS04, CS05, CC06, CS07 and CS10
T.2	Transport New Development	Superseded by CS11 and CS14
T.17	Transport General Aviation	Superseded by CS08, CS10, CS11 and CS12
RC.8	Non Renewable energy	Superseded by CS08

King's Lynn and West Norfolk Local Plan

Saved Policy	Policy Description	Effect of the Core Strategy
SS8	Major Development	Superseded by CS02, CS03, CS04 and CS05
SS9	Retail Development	Superseded by CS02, CS03, CS04 and CS05
SS10	Employment Land	Superseded by CS02, CS03, CS04, CS05 and CS10
4/6	Conserving locally important landscapes	Superseded by CS12
4/7	Conserving landscape features	Superseded by CS12

Saved Policy	Policy Description	Effect of the Core Strategy
4/14	Development adjacent Conservation Areas	Superseded by CS08
4/20	Built Environment Areas Type A & B	Retained for consideration within SSA&P DPD
4/21	Built Environment Areas Type C & D	Retained for consideration within SSA&P DPD
4/25	Disused Railway Trackbeds	Retained for consideration within SSA&P DPD
5/4	King's Lynn Retail Zone	Superseded by CS03
5/14	King's Lynn Urban Renewal Areas - Comprehensive Development	Superseded by CS03
5/15	King's Lynn Urban Renewal Areas - Housing	Superseded by CS03
5/20	King's Lynn Park & Ride	Retained for consideration within SSA&P DPD
5/25	South Lynn Expansion Area - Employment	Superseded by CS03
5/26	South Lynn Expansion Area - Housing	Superseded by CS03
5/28	South Lynn Expansion Area - Retail	Superseded by CS03
5/29	South Lynn Expansion Area - Business uses	Superseded by CS03
5/30	South Lynn Expansion Area - Leisure	Superseded by CS03

Saved Policy	Policy Description	Effect of the Core Strategy
5/31	South Lynn Expansion Area - Railway Station	Superseded by CS11
5/32	Lynn East, Hardwick Estate Extension	Superseded by CS10
5/33	Lynn East, South Fairstead - Housing	Retained for consideration within SSA&P DPD
5/35	Lynn East, Public Transport	Superseded by CS11
5/36	Lynn East, Railway Station	Superseded by CS11
5/37	Lynn North - Employment	Retained for consideration within SSA&P DPD
5/38	Lynn North - Housing	Retained for consideration within SSA&P DPD
5/43	South Wootton - Housing	Built-out
6/2	Downham Market Urban Renewal Area - Comprehensive Development	Superseded by CS04
6/3	Downham Market Urban Renewal Area - Housing	Superseded by CS04 (Outline Permission Granted)
6/4	Downham North West - Housing	Superseded by CS04 (Large part built-out)
6/6	Downham South East - Housing	Retained for consideration within SSA&P DPD
6/7	Downham South West - Housing	Superseded by CS04 (Large part built-out)
6/8	Downham Market - Employment	Retained for consideration within SSA&P DPD
7/4	Hunstanton - Employment	Retained for consideration within SSA&P DPD

Saved Policy	Policy Description	Effect of the Core Strategy
7/5	Hunstanton - Holiday Zone	Retained for consideration within SSA&P DPD
8/1	Villages - Housing (Built Environment Types C & D)	Retained for consideration within SSA&P DPD
8/10	Removal of Agricultural Occupancy Conditions	Retained for consideration within SSA&P DPD
8/13	North Coast Holiday Development	Superseded by CS07, CS08 and CS10
8/14	West Coast Holiday Development	Superseded by CS07, CS08 and CS10
8/15	Protection for East and West Rudham By-pass	Retained for consideration within SSA&P DPD
9/6	Residential Caravans	Retained for consideration within SSA&P DPD
9/11	Primary Corridors of Traffic Movement	Retained for consideration within SSA&P DPD
9/12	General Aviation Facilities	Superseded by CS08, CS10, CS11 and CS12
9/13	Cycleways and Footpaths	Superseded by CS11
9/14	Protection of Open Spaces etc	Superseded by CS12
9/15	Water-based Recreation	Superseded by CS08
9/16	Caravans - Tourism (Coastal Zone and AONB)	Superseded by CS06, CS07, CS08, CS10 and CS12
9/17	Caravans - Tourism (elsewhere)	Superseded by CS06, CS08, CS10 and CS12
9/18	Caravans - Tourism (Improvements to sites)	Superseded by CS06, CS07, CS08, CS10 and CS12

Saved Policy	Policy Description	Effect of the Core Strategy
9/24	Infrastructure (Buildings and Facilities)	Superseded by CS14
9/25	Infrastructure (Utilities and Services)	Superseded by CS14
9/26	Infrastructure - Coordination	Superseded by CS14

Appendix 3 - Delivery Framework

.0.1 The Delivery Framework sets down the likely delivery mechanism for each policy. Many of the policies in the Core Strategy will be implemented through other Development Plan Documents such as the Site Specific Allocations and Policies. The Sustainable Community Strategy, prepared by the West Norfolk Partnership, will also have a key role, as will other strategies prepared by the Council and partners. The key agencies and partners likely to have a role in the delivery of the policies are identified. The end of the Plan period, 2026, will in most cases be the time scale for delivery. To ensure delivery of this Core Strategy the Council has set up a corporate working group focused on delivering sustainable communities.

.0.2 Significant risks to delivery are identified, and potential mitigation against the risks. The significant factors that delivery may be dependent on are highlighted. Where appropriate, contingencies are identified, setting down the course of action that will be taken should the Core Strategy policies or elements of them not be delivered as expected.

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Spatial Strategy Policy CS01	On-going.	Core Strategy Policies CS02 to CS15	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk • Norfolk County Council • Local Strategic Partnership • Environment Agency • Internal Drainage Boards 	Other partners taking a similar approach in their strategies and investment plans	Review of the Core Strategy		

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Settlement Hierarchy Policy CS02	On-going.	Core Strategy Policies CS01 & CS03 to CS15	<ul style="list-style-type: none"> • Anglian Water • Infrastructure Providers • Borough Council of King's Lynn & West Norfolk • Norfolk County Council • Parish and town Councils • Local Strategic Partnership • Infrastructure Providers 	Other partners taking a similar approach in their strategies and investment plans in retaining services in specific locations in the hierarchy.	Review of the Core Strategy	<p>Closure of facilities. Inability to attract developers to the area.</p> <p>Landowner does not release land for development</p>	On going monitoring of services.
Kings Lynn Policy CS03	Short to medium term regeneration. Medium to long term urban expansion and	Core Strategy Policies CS01 and CS04.	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk 	Other partners taking a similar approach in their strategies and investment plans	Review of the Core Strategy	Inability to attract developers to the area.	Ongoing monitoring of residential and

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
	2025 to deliver the housing requirements.		<ul style="list-style-type: none"> • Norfolk County Council • Town Council • Local Strategic Partnership • Environment Agency • Internal Drainage Boards • Anglian Water • Infrastructure Providers • Landowners 			Landowner does not release land for development.	employment development. Flexible approach to development of sites to enable them to come forward. Work alongside landowners and developers to facilitate development.
Downham Market Policy CS04	Medium and 2025 to deliver the housing requirements following infrastructure improvements.	Core Strategy Policies CS01 and CS05.	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk • Norfolk County Council • Town Council 	Other partners taking a similar approach in their strategies and investment plans	Review of the Core Strategy	<p>Inability to attract developers to the area.</p> <p>Landowner does not release land for development.</p>	<p>Ongoing monitoring of residential and employment development. Flexible approach to development of sites to enable them to come</p>

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Hunstanton Policy CS05	Short to medium term 2025 to deliver the housing requirements.	Core Strategy Policies CS01 and CS06.	<ul style="list-style-type: none"> • Local Strategic Partnership • Environment Agency • Internal Drainage Boards • Anglian Water • Infrastructure Providers • Landowners 	Other partners taking a similar approach in their strategies and investment plans	Review of the Core Strategy	<p>Inability to attract developers to the area.</p> <p>Landowner does not release land for development.</p>	<p>forward. Work alongside landowners and developers to facilitate development.</p> <p>Ongoing monitoring of residential and employment development. Flexible approach to development of sites to enable them to come forward. Work alongside landowners and developers to</p>

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Rural Areas Policy CS06	On-going	Core Strategy Policies CS02 and CS07.	<ul style="list-style-type: none"> • Anglian Water • Infrastructure Providers • Borough Council of King's Lynn & West Norfolk • Infrastructure and service Providers • Local Strategic Partnership • Parish Councils 	Other partners taking a similar approach in their strategies and investment plans.	Rely more heavily on windfall development and early review of the core strategy to establish alternative locations for growth.	Inability to attract developers to the area and to address flood issues.	On-going monitoring of housing delivery and regular updates of the Strategic Housing Land Availability Assessment.
Coastal Areas Policy CS07	On-going	Core Strategy Policies CS 8 Shoreline Management Plans	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk • Norfolk County Council 	Will rely on other organisations making technical decisions based on research.	Shoreline Management Plan adoption.	Flooding issues and subsequent loss of land.	Will be explored through the emerging Shoreline Management Plans.

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Sustainable Development Policy CS08	On-going	Core Strategy Policy CS 9 PPS 22 Supplementary Guidance on Climate Change PPS1	<ul style="list-style-type: none"> • Environment Agency Natural England Landowners in significant locations. • Borough Council of King's Lynn & West Norfolk Norfolk County Council Local Strategic Partnership • Environment Agency Anglian Water Natural England Renewables companies Infrastructure and 	Government targets, RSS approach.	Review of Core Strategy	Failure to meet Government targets.	Applications for renewable installations will need to be monitored. Potential for design guidance.

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Housing Policy CS09	2025 to deliver the housing requirements.	<ul style="list-style-type: none"> Site Specific Allocations & Policies Document Development Management System 	<ul style="list-style-type: none"> service Providers English Heritage CABE Borough Council of King's Lynn & West Norfolk Housing Association Local Strategic Partnership Architects/ developers Norfolk County Council Larabournes 	In the medium to long term dependent on housing development in King's Lynn, Downham Market, Hunstanton and Wisbech areas.	Rely more heavily on windfall development and early review of the core strategy to establish alternative locations for growth.	Inability to attract developers to the area and to address flood issues.	On-going monitoring of housing delivery and regular updates of the Strategic Housing Land Availability Assessment.
The Economy Policy CS10	2025 to deliver the job requirements.	<ul style="list-style-type: none"> Core Strategy policies. Site Specific Allocations 	<ul style="list-style-type: none"> Borough Council of King's Lynn & West Norfolk 	Other partners taking a similar approach in their strategies and investment plans.	Review Core Strategy.	Inability to attract developers to the area.	Ongoing monitoring of employment development.

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
		<ul style="list-style-type: none"> • & Policies document. • Development Management system. • West Norfolk Tourism Strategy (2005-10) and Tourism Action Plan. 	<ul style="list-style-type: none"> • Norfolk County Council • Local Strategic Partnership • Infrastructure Providers • Regional bodies 	Dependent on employment development in the borough.		Inability to facilitate the provision of infrastructure for larger employment sites, to enable them to come forward for development.	Flexible approach to development of sites. Work alongside landowners and developers to facilitate development.
Transportation Policy CS11	On-going.	<ul style="list-style-type: none"> • Local Transport Plan • Site Specific Allocations & Policies document. • Planning Control system. • Developer contributions 	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk • Norfolk County Council • Bus operating companies • Rail operating companies • Highways Agency 	Other partners taking a similar approach in their strategies and investment plans.	Review of Core Strategy. Phased approach to development.	Lack of funding slows the rate of development.	Ensure developer contributions are made via planning applications and funding advice is provided by partners.

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Environmental Assets Policy CS12	On-going	<ul style="list-style-type: none"> • Core Strategy Policies • PPS 9 • Green Infrastructure Strategy • Econet Map • Landscape Character Assessment • Other character assessments and studies • Development Management system 	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk • Norfolk County Council • Environment Agency • Internal Drainage Boards • Anglian Water • Natural England • Norfolk Wildlife Trust • Norfolk Biodiversity Partnership • Norfolk Geodiversity Partnership • English Heritage • National Trust 	Coordinated Partnership working. Funding and Implementation. Sensitive assessments at the development control stage.	Govt. targets and guidance Revised Core Strategy.	<p>Loss of species and habitats to development.</p> <p>Impacts on designated sites. Will be assessed through Appropriate Assessment.</p> <p>Potential damage to the historic environment</p>	<p>Green Infrastructure Strategy will look at mitigation strategies.</p> <p>Site Specific Allocations policies will look at mitigation.</p> <p>Potential design guidance.</p>

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Community & Culture Policy CS13	On-going	<ul style="list-style-type: none"> • Safer and Stronger Communities Fund Implementation Plan (2006) • CABE 'Building for Life' • The King's Lynn Growth Point Programme of Development (2008-11) • West Norfolk Tourism Strategy (2005-2010) • Green Infrastructure Management Plan • Site Specific Allocations 	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk Architects/ developers Local Strategic Partnership • Local communities groups 	That sensitive planning is achieved at the development control stage.		Reliance on good planning and successful delivery of DPDs (e.g. GIMP) to achieve goals	Monitoring of quality of life indicators. Potential for design guidance.

Policy	Timescale for delivery/ funding	Implementation Mechanism	Lead Agencies and Partners	Dependencies	Contingencies	Risks	Mitigation
Implementation Policy CS 14	On-going	<ul style="list-style-type: none"> • & Policies Document Development Control System • Site Specific Allocations & Policies Document Development Management System 	<ul style="list-style-type: none"> • Borough Council of King's Lynn & West Norfolk • Local Strategic Partnership Architects/ developers and landowners • Service and infrastructure providers • Norfolk County Council • Parish Town Councils • Local community 	Land values being sufficiently high for developments to be viable. Other partners taking a similar approach in their strategies and investment plans.	Slower than anticipated rates of development and provision.	Low land values. Lower level of desirable facility provisions.	Require open book accounting by developers to demonstrate viability where necessary. Phased development provision.

Appendix 4 - Monitoring Framework

.0.1 The table below shows the outcomes from the SCS and the Core Strategy and the indicators (both national and local) we will use to measure these. The table also shows how these link to specific Core Strategy policies.

Core Strategy Objectives (in line with the SCS)	Core Strategy Policies	SCS Outcomes	Scope Includes...
<p>Economy</p> <ol style="list-style-type: none"> King's Lynn's reputation as a great place to live and work has spread across the country and reflects its regional importance. West Norfolk has a thriving economy with local employment opportunities. All young people access schools that motivate and raise aspirations to succeed in a prospering local economy. All adults have the opportunity to develop their skills or learn new ones throughout their lives. West Norfolk is among the premier visitor destinations in the country with tourism based on its historical, cultural and environmental offer. 	<p>CS02, CS03, CS04, CS05, CS07, CS08, CS09, CS10, CS12, CS13, CS14</p>	<p>The economy is thriving</p> <p>Communities are prosperous</p>	<p>Business growth / formation; regeneration; employment rates; labour market; occupations; occupancy rates – town centre & industrial units; performance of different sectors (eg manufacturing, retail, tourism); supply of land & buildings; planning applications.</p> <p>Job opportunities; job creation; job vacancy levels; skills & qualifications; lifelong learning; training opportunities; worklessness; average earnings; tackling deprivation & inequality; poverty.</p>
<p>Society</p> <ol style="list-style-type: none"> All communities are strong, cohesive and safe Everyone receives quality services that meet their needs 	<p>CS02, CS03, CS04, CS05, CS06, CS07, CS09, CS12, CS13, CS14</p>	<p>Communities are strong and active</p>	<p>Diversity/ethnicity; participation rates; voter turnout; people getting on well together; sense of identity & belonging; engagement; migration; hate crime; independent living; internet provision; cultural amenities; access to services; rural issues / isolation.</p>

Core Strategy Objectives (in line with the SCS)	Core Strategy Policies	SCS Outcomes	Scope Includes...
<p>3. Residents are active and engaged in their communities, helping to identify and respond to local needs, with cross boundary working as appropriate</p> <p>4. Housing is focused in sustainable towns; in the rural areas local demand is targeted towards sustainable villages</p> <p>5. All people are active and healthy</p>		<p>Young people succeed</p> <p>People feel safe</p> <p>People are healthy</p>	<p>Education attainment; NEET; exclusions from schools; looked after children; school performance; child protection; activities for young people; teenage conception rates.</p> <p>Crime & disorder; repeat offending; fear of crime; ASB; domestic violence; emergency planning / public safety; fire prevention; RTAs; courts system; probation.</p> <p>Health – general; life expectancy; aging population; participation in sport; older people; drugs & alcohol; mental health; obesity; smoking; mortality rates.</p>
<p>Environment</p> <p>1. West Norfolk has undergone regeneration and growth that is well planned and complements its high quality historical and natural inheritance</p> <p>2. Communities benefit from quality public spaces and parks with access to the coast and countryside that make the area special</p> <p>3. West Norfolk is meeting the challenges of climate change and reducing or mitigating carbon emissions</p> <p>4. Public transport has improved and people are less reliant on the</p>	<p>CS02, CS03, CS04, CS05, CS06, CS07, CS08, CS09, CS11, CS12, CS13, CS14</p>	<p>People live in decent homes</p> <p>The environment is clean and attractive</p>	<p>Housing growth; quality/DHS; supply / completions against planned (Local Development Framework); average prices; diversity & affordability; fuel poverty; homelessness; housing register; population growth; HMOs; s106; standards; enabling.</p> <p>Cleanliness; green / public space - provision & quality; waste & refuse; quality of the built environment / new development; graffiti; litter; bio-diversity; climate change; energy use; historic environment; use of natural resources; Area of Outstanding Natural Beauty (AONB); coastal issues; flooding; energy efficiency; CO₂; air / water quality; transport provision & access; cycling / walking & reducing reliance on car; green corridors; car parking; access to countryside; road system / repairs.</p>

Core Strategy Objectives (in line with the SCS)	Core Strategy Policies	SCS Outcomes	Scope Includes...
<p>motor car to access places and services</p> <p>5. West Norfolk is still considered to be somewhere unique retaining its own local distinctiveness.</p>			
<p>The Towns and Places objectives will be measured by the criteria detailed above for each locality. Where possible this will be place specific, for example, housing affordability or the supply of employment land will identify rates for each of our towns and our rural areas. However, in some cases the information will only be provided at a district wide level.</p> <p>In particular places within the Borough there may be greater significance attached to particular indicators, one example could be the importance of monitoring flooding in areas of high risk. Similarly monitoring the development of new retail floorspace in King's Lynn would help to indicate the success of the town as a Sub-Regional centre.</p>			
<p>Towns and places</p> <p>King's Lynn</p> <p>1. Population of the town has grown to 50,000 by 2021 reflecting the Growth Point status.</p> <p>2. There has been emphasis on brownfield redevelopment and renewal within the town, together with urban extension</p> <p>3. The risk of both tidal and fluvial flooding has been reduced or mitigated through the provision of effective defences and the design of new developments in lower lying areas</p>	<p>CS02, CS03, CS08, CS11, CS14</p>	<p>Core Strategy specific only</p>	<p>Census data; population size; planning applications; flooding; Business growth / formation; regeneration; employment rates; labour market; occupations; occupancy rates – town centre & industrial units; performance of different sectors (eg. manufacturing, retail, tourism); supply of land & buildings.</p>

Core Strategy Objectives (in line with the SCS)	Core Strategy Policies	SCS Outcomes	Scope Includes...
<p>4. The central areas of the town have been revitalised to provide a sub-regional shopping, cultural and leisure destination with high quality public realm befitting a major heritage asset.</p> <p>5. The town is a major employment centre with good communications and a diverse economy attractive to new employers and investors</p>			
<p>Downham Market</p> <p>1. Provides employment land and premises within, or adjacent to, the urban area to meet the needs of existing and potential new businesses and has capitalised on the role as a retail centre and also as a service base for the local tourism economy.</p> <p>2. Inadequacies in local service provision have been resolved as part of the development strategy which recognised the benefits of the town's key location, particularly on the King's Lynn – Cambridge – London main rail line, and consequent contribution towards optimising opportunities for sustainable public transport.</p>	<p>CS02, CS04, CS11, CS14</p>	<p>Core Strategy specific only</p>	<p>Planning applications; business growth / formation; regeneration; employment rates; labour market; occupations; occupancy rates – town centre & industrial units; performance of different sectors (eg. manufacturing, retail, tourism); supply of land & buildings; transport provision & access; car parking; road system / repairs; Quality of Life Survey results.</p>

Core Strategy Objectives (in line with the SCS)	Core Strategy Policies	SCS Outcomes	Scope Includes...
<p>Hunstanton</p> <ol style="list-style-type: none"> The town meets the needs of residents with an expanded and improved retail core offering year round services. A town that respects its heritage whilst continuing to look to the future. A more attractive seaside destination where visitors stay longer and spend more. An active town with all year round tourism potential and expanded water sports offer. An environmental resort making the most of the coast's natural assets. 	<p>CS02, CS05, CS14</p>	<p>Core Strategy specific only</p>	<p>Planning applications; business growth / formation; regeneration; employment rates; labour market; occupations; occupancy rates – town centre & industrial units; performance of different sectors (eg manufacturing, retail, tourism); supply of land & buildings; transport provision & access; car parking; road system / repairs; sports, leisure and recreation; visitors; length of stay; cleanliness; green / public space - provision & quality; quality of the built environment / new development; graffiti; litter; bio-diversity; climate change; energy use; historic environment.</p>
<p>Rural areas</p> <ol style="list-style-type: none"> Beyond the villages, the locally distinctive countryside has been protected in its many attributes and continues to provide for the social and economic needs of those who live and work there. Elsewhere the local economy has been bolstered by guiding new development (including market housing) to the most sustainable locations, recognising the needs 	<p>CS02, CS06, CS09, CS11, CS14</p>	<p>Core Strategy specific only</p>	<p>Employment rates; labour market; occupations; occupancy rates; performance of different sectors (eg. manufacturing, retail, tourism); supply of land & buildings; planning applications; cleanliness; green / public space - provision & quality; waste & refuse; quality of the built environment / new development; graffiti; litter; bio-diversity; climate change; energy use; historic environment; use of natural resources; AONB; coastal issues; flooding; transport provision & access; cycling / walking & reducing reliance on car; green corridors;</p>

Core Strategy Objectives (in line with the SCS)	Core Strategy Policies	SCS Outcomes	Scope Includes...
<p>of the agricultural sector and the potential for diversification into other activities, and by retaining where possible, current employment sites.</p> <p>3. Local housing needs have been secured in a sustainable manner.</p> <p>4. There is improved accessibility to essential services.</p>			<p>car parking; access to countryside; road system / repairs; housing growth; quality/DHS; supply / completions against planned (LDF); average prices; diversity & affordability; fuel poverty; homelessness; housing register; population growth; HMOs; s106; standards; enabling.</p>
<p>Coast</p> <p>1. The threats of coastal erosion and flooding have been reduced or mitigated in a sensitive and sustainable manner.</p> <p>2. There is a good balance between improved accessibility to the coast and retention of the distinctiveness of this natural landscape and protection of its ecology.</p>	<p>CS02, CS06, CS07, CS08, CS11, CS12, CS14</p>	<p>Core Strategy specific only</p>	<p>Cleanliness; bio-diversity; climate change; energy use; AONB; coastal issues; flooding; energy efficiency; CO₂; air / water quality; transport provision & access; cycling / walking & reducing reliance on car; green corridors; car parking; access to countryside; road system / repairs; coastal erosion; flooding; transport provision & access; car parking; road system / repairs.</p>

Appendix 5 - Environmental Maps

Figure 3 Norfolk Ecological Network Map

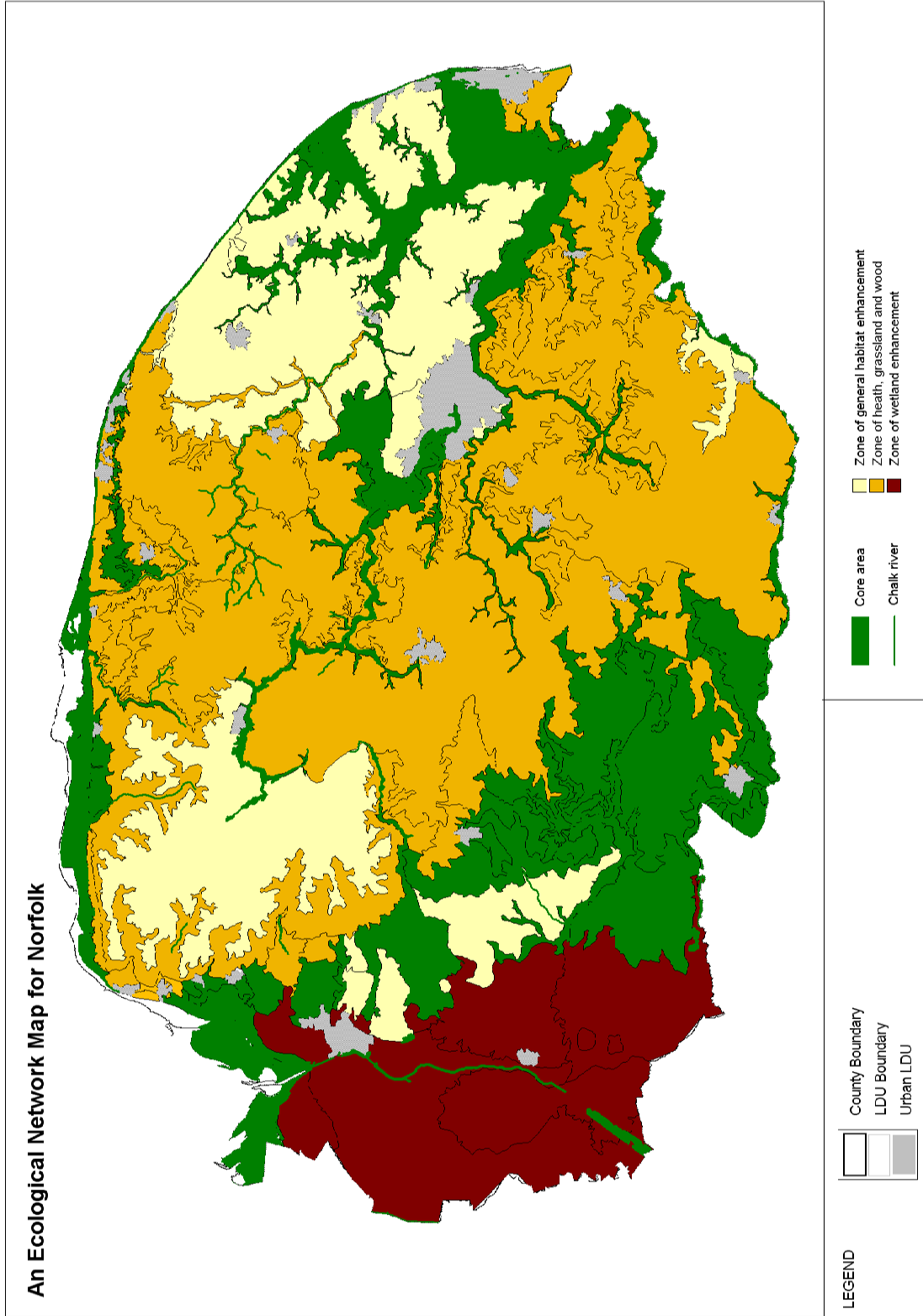


Figure 4 West Norfolk Ecological Map

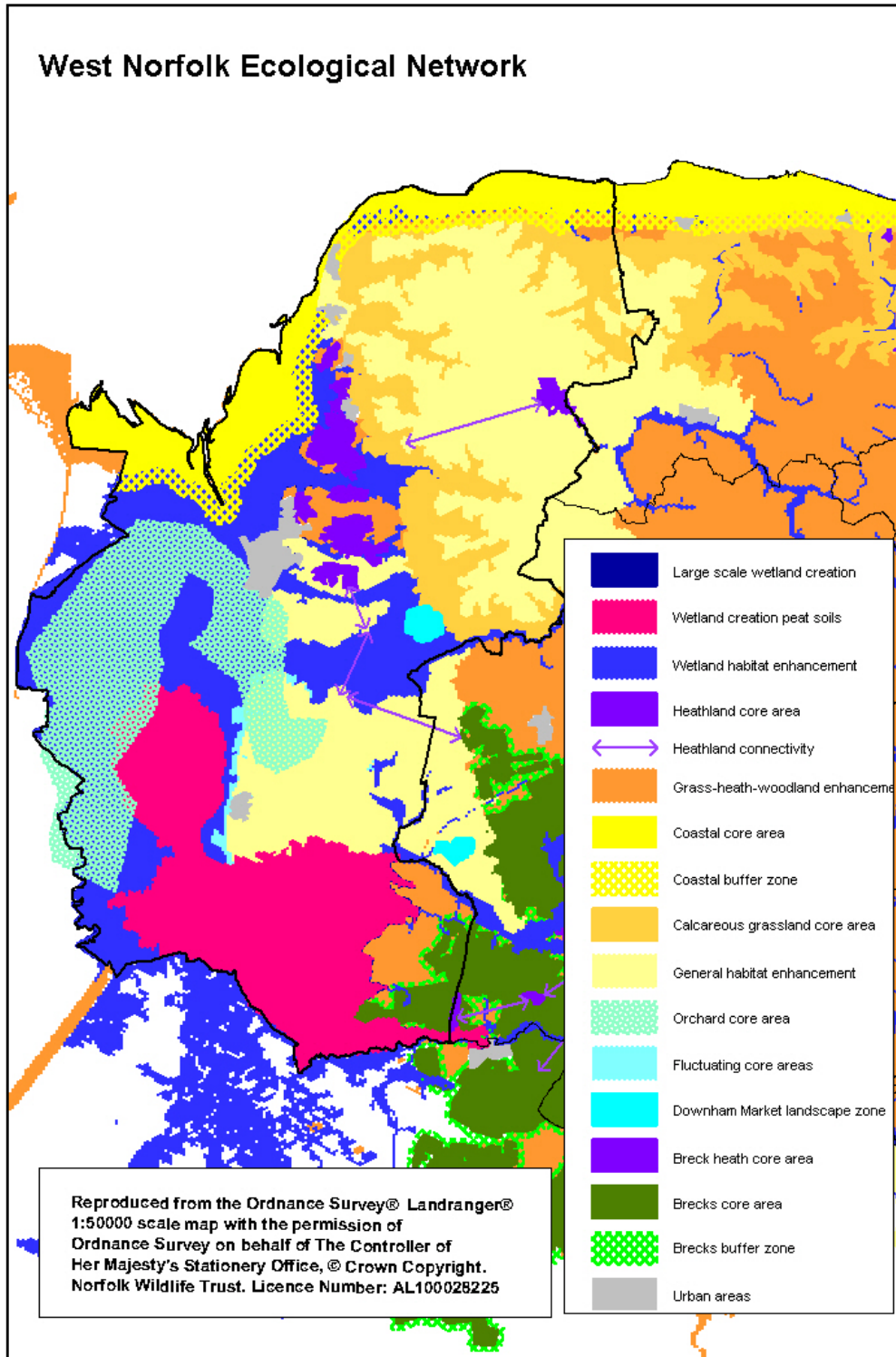


Figure 5 Strategic Green Infrastructure

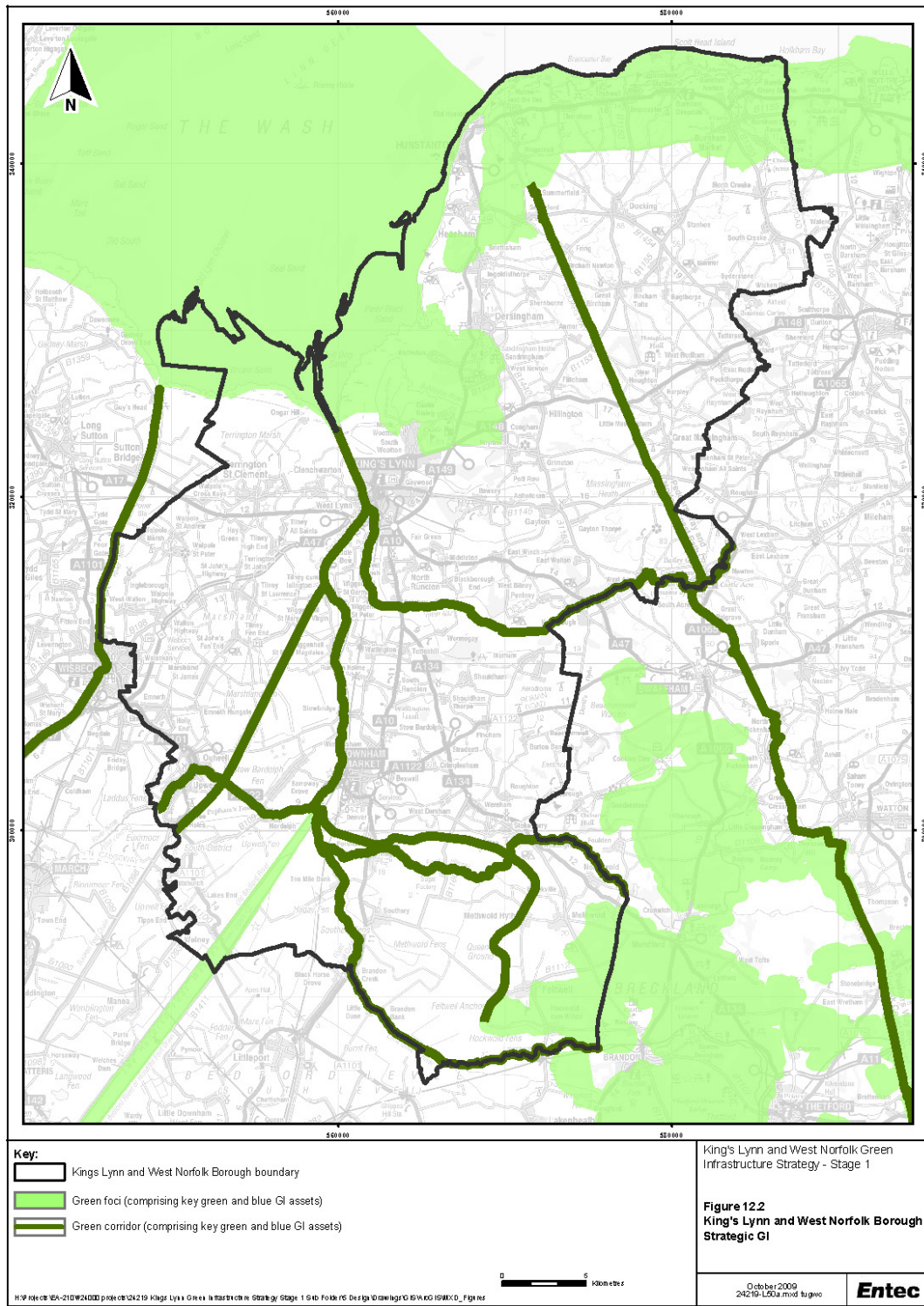
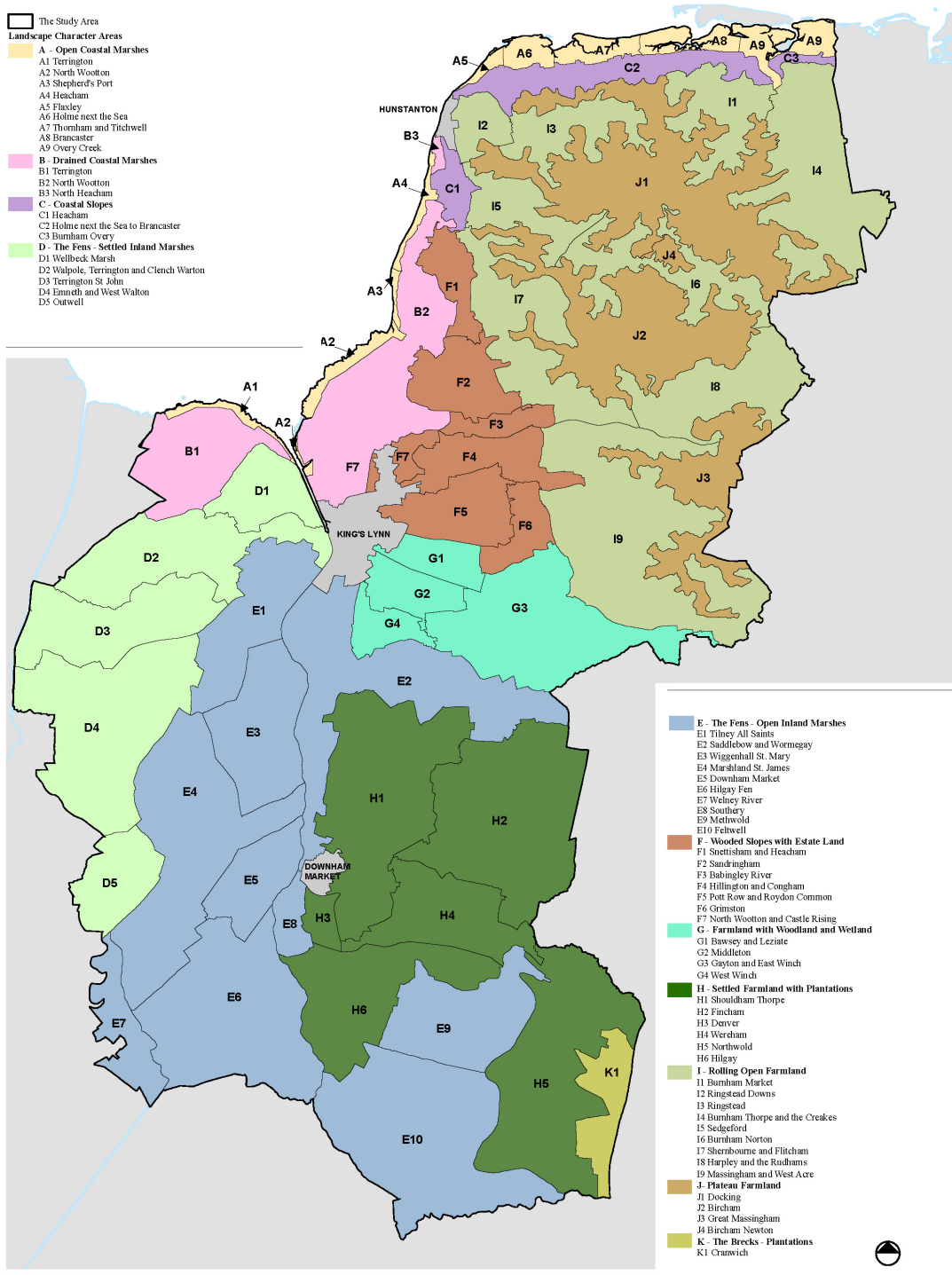


Figure 6 West Norfolk Landscape Character Areas and Types



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KING'S LYNN & WEST NORFOLK BOROUGH
LANDSCAPE CHARACTER ASSESSMENT
CHRIS BLANDFORD ASSOCIATES
www.chrisblandford.co.uk
November 2006

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Figure 3.5
Borough Landscape Character
Types and Areas (1:25,000)

Glossary

A8 Accession Countries- The countries that joined the EU on the 1 May 2004 (except Malta and Cyprus): Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia.

Adoption – The stage at which the Local Planning Authority (LPA), can adopt, by resolution of the Council a Local Development Document (LDD) as Council policy.

Affordable Housing (or sub-market housing) - Housing provided at a cost considered affordable in relation to average incomes or the price of general market housing.

Annual Monitoring Report (AMR) – A report produced by the LPA to show how the Authority is performing against all agreed targets.

Appropriate Assessment (AA) – An assessment of the potential effects of a proposed plan – in combination with other plans and projects – on one or more European sites, including Special Areas of Conservation (SACs). The Assessment itself is a statement that says whether the plan does, or does not, affect the integrity of the European site.

Area of Outstanding Natural Beauty (AONB) - An area with statutory national landscape designation, the primary purpose of which is to conserve and enhance natural beauty.

Bio-diversity - The whole variety of life encompassing all genetics, species and ecosystem variations, including plants and animals.

Bio-diversity Action Plan (BAP) - A strategy prepared for a local area aimed at conserving biological diversity.

Brownfield Land and Sites - See 'Previously-Developed Land'.

Climate Change - Long-term changes in temperature, precipitation, wind and all other aspects of the Earth's climate. Often regarded as a result of human activity and fossil fuel consumption.

Conservation Area - Areas of special architectural or historic interest, the character, appearance or setting of which it is desirable to preserve or enhance.

Core Strategy – A Development Plan Document (DPD), that sets out the long-term spatial vision and spatial objectives for the LPA area and the strategic policies and proposals to deliver that vision.

Cultural Strategy - A Cultural Strategy aims to “promote the cultural well-being” of the area it covers.

Density - In the case of residential development, a measurement of either the number of habitable rooms per hectare or the number of dwellings per hectare.

Development - Development is defined under the 1990 Town and Country Planning Act as "the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land." Most forms of development require planning permission (see also “permitted development”).

Development Management - The process whereby a local planning authority manages, shapes, and considers the merits of a planning application and whether it should be given permission with regard to the development plan.

Development Plan - This will consist of the Regional Spatial Strategy (RSS) and Local Development Documents (LDDs) (both statutory Development Plan Documents (DPDs) and non-statutory Supplementary Planning Documents (SPDs); all contained within a Local Development Framework (LDF).

Development Plan Documents (DPDs) – Spatial planning documents prepared by the LPA and subject to Independent Examination. They include the Core Strategy, Site Specific Allocations, Proposal Map and Generic DC Policies. DPDs are required to have a Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA).

Employment Land Study – An assessment of the suitability of sites for employment development, to safeguard the best sites in the face of competition from other higher value uses and help identify those which are no longer suitable for other uses.

Evidence Base – The researched, documented, analysed and verified basis for all the components of a Local Development Framework (LDF). The work used to create the LDF can be published in the form of background papers.

Farm Diversification - The expansion, enlargement or variation of the range of products or fields of operation of a rural business (branching out from traditional farming activities, for example new income generating enterprise like renewable energy).

Flood Risk Assessment - An assessment of the likelihood of flooding in a particular area so that development needs and mitigation measures can be carefully considered.

General Conformity - A process by which Regional Planning Bodies consider whether a Development Plan Document is in “general conformity” with the Regional Spatial Strategy. Also, all other DPDs must conform to a Core Strategy DPD.

Geodiversity - The range of rocks, fossils, minerals, soils, landforms and natural processes that go to make up the Earth's landscape and structure.

Greenfield Land or Site - Land (or a defined site) which has never been built on before or where the remains of any structure or activity have blended into the landscape over time.

Ha - Hectare

Habitat – An area of nature conservation interest.

Historic Parks and Gardens - A park or garden of special historic interest. Graded I (highest quality), II* or II. Designated by English Heritage.

Key Diagram - The diagrammatic interpretation of the spatial strategy as set out in the Core Strategy Development Plan Document. In a Regional Spatial Strategy, the key diagram illustrates the spatial strategy and may show links and relationships with other strategies and neighbouring regions.

Landscape Character - The distinct and recognisable pattern of elements that occur consistently in a particular type of landscape. It reflects particular combinations of geology, landform, soils, vegetation, land use and human settlement.

Listed Building - A building of special architectural or historic interest. Graded I (highest quality), II* or II.

Local Centre - Includes a range of small shops and perhaps limited services of a local nature, serving a small catchment. Sometimes also referred to as a local neighbourhood centre.

Local Development Document (LDD) – A document that forms part of the Local Development Framework (LDF). This can be either a statutory Development Plan Document (DPD) or a non-statutory Supplementary Planning Document (SPD).

Local Development Framework (LDF) – A folder of Local Development Documents (LDDs) prepared by the LPA that sets out policies for delivering the economic, environmental and social aims of the area.

Local Plan - An old-style development plan prepared by District and other Local Planning Authorities. These plans will continue to operate for a time after the commencement of the new development plan system.

Local Planning Authority - The local authority or council that is empowered by law to exercise planning functions. Often the local borough or district council.

Local Strategic Partnership (LSP) - An overall partnership of people that brings together organisations from the public, private, community and voluntary sector within a local authority area, with the objective of improving people's quality of life.

Local Transport Plan - A five-year integrated transport strategy, prepared by local authorities in partnership with the community, seeking funding to help provide local transport projects. The plan sets out the resources predicted for delivery of the targets identified in the strategy. Local transport plans should be consistent with the policies and priorities set out in the Regional Transport Strategy as an integral part of the RSS.

Mixed Use (or mixed use development) - Provision of a mix of complementary uses, such as say residential, community and leisure uses, on a site or within a particular area.

Monitoring (and review) - The process of measuring (in terms of quantity and quality) the changes in conditions and trends, impact of policies, performance of the plan against its objectives and targets, and progress in delivering outputs. Please also refer to Annual Monitoring Report (AMR).

Nature Conservation - The protection, management and promotion of wildlife habitat for the benefit of wild species, as well as the communities that use and enjoy them.

Neighbourhood Centre - A number of shops serving a local neighbourhood and separate from the district centre. Sometimes referred to as a Local Centre.

Open Space - All space of public value, including not just land, but also areas of water such as rivers, canals, lakes and reservoirs, which can

offer opportunities for sport and recreation. They can also act as a visual amenity and a haven for wildlife.

Planning & Compulsory Purchase Act 2004 - The Act updates elements of the 1990 Town & Country Planning Act. The Planning and Compulsory Purchase Act 2004 introduces: Statutory system for regional planning; A new system for local planning; reforms to the development control and compulsory purchase and compensation systems; and Removes crown immunity from planning controls.

Planning Out Crime - The planning and design of street layouts, open space, and buildings so as to reduce the actual likelihood or fear of crime, for example by creating natural surveillance.

Previously Developed Land - Any land which is or was occupied by a permanent structure (excluding agricultural and forestry buildings) and associated fixed surface infrastructure, including the curtilage of (land attached to) buildings. Includes defence buildings and land used for minerals extraction or waste disposal when there is no requirement for subsequent restoration. Often called Brownfield land.

Rural Exceptions Policy/Site - A development plan or Development Plan Document may allocate small sites within rural areas solely for affordable housing, which would not otherwise be released for general market housing.

Sequential approach/sequential test - A planning principle that seeks to identify, allocate or develop certain types or locations of land before the consideration of others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites.

Site of Special Scientific Interest (SSSI) - A site identified under the Wildlife and Countryside Act 1981 (as incorporated in the Countryside and Rights of Way Act 2000) as an area of special interest by reason of any of its flora, fauna,

geological or physiographical features (basically, plants, animals, and natural features relating to the Earth's structure).

Site-specific allocations and policies – Sites that are proposed for development to meet the LPA's requirements set out in the Core Strategy. Policies will identify any specific requirements for individual proposals.

Spatial Planning - Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function. That will include policies which can impact on land use, for example by influencing the demands on, or needs for, development, but which are not capable of being delivered solely or mainly through the granting or refusal of planning permission and which may be implemented by other means.

Stakeholders – People who have an interest in the activities and achievements of the Council, including residents, local communities of interest, partners, employees, customers, shareholders, suppliers, opinion leaders, regulators and “hard to reach” groups.

Statement of Community Involvement (SCI) – A Local Development Document (LDD) that sets out the standards which the LPA intends to achieve in relation to involving the community in the preparation, alteration and continuing review of all Local Development Documents (LDDs) and in significant development control decisions, and also how the local planning authority intends to achieve those standards. The Statement of Community Involvement (SCI) will not be a Development Plan Document (DPD) but will be subject to Independent Examination.

Strategic Environmental Assessment (SEA) - A generic term used internationally to describe environmental assessment as applied to policies, plans and programmes. The SEA will form an integral part of the preparation process for all Local Development Documents (LDDs) and will

be used to explain the environmental implications of policies and development as part of a Sustainability Appraisal (SA).

Strategic Flood Risk Assessment (SFRA) – Strategic Flood Risk Assessment is a tool used by the Local Planning Authority to assess flood risk for spatial planning, producing development briefs, setting constraints, informing sustainability appraisals, identifying locations of emergency planning measures and requirements for flood risk assessments.

Strategic Housing Land Availability Assessment (SHLAA) – Strategic Housing Land Availability Assessments are a key component of the evidence base to support the delivery of sufficient land for housing to meet the community's need for more homes. These assessments are required by national policy set out in Planning Policy Statement 3: Housing (PPS3).

Supplementary Planning Documents (SPDs) – A guidance document that supplements policies and proposals in Development Plan Documents (DPDs). It will be subject to public consultation, but will not form part of the Development Plan or be subject to Independent Examination.

Sustainability Appraisal (SA) – The examination of Local Development Documents (LDDs) to ascertain whether their policies and proposals accord with the principles of sustainable development. The Sustainability Appraisal will incorporate a Strategic Environmental Assessment (SEA).

Sustainable Community Strategy (SCS) - A strategy prepared by local authorities to help deliver local community aspirations, under the Local Government Act 2000.

Sustainable Development - A widely used definition drawn up by the World Commission on Environment and Development in 1987: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The Government has set out four aims for sustainable

development in its strategy “A Better Quality of Life, a Strategy for Sustainable Development in the UK”. The four aims, to be achieved at the same time, are: social progress which recognises the needs of everyone; effective protection of the environment; the prudent use of natural resources; and maintenance of high and stable levels of economic growth and employment.

Sustainable Travel/Sustainable Transport - Often meaning walking, cycling and public transport (and in some circumstances “car sharing”), which is considered to be less damaging to the environment and which contributes less to traffic congestion than one-person car journeys.

Travel Plan (sometimes called a ‘green travel’ or ‘commuter’ plan) – A travel plan aims to promote sustainable travel choices (for example cycling) as an alternative to single occupancy car journeys that may impact negatively on the environment, congestion and road safety. Travel Plans can be required when granting planning permission for new developments.

Viability - In terms of retailing, a centre that is capable of success or continuing effectiveness.

Vision - A brief description of how the area will be changed at the end of the plan period (often 10 – 15 years).

Vitality - In terms of retailing, the capacity of a centre to grow or develop.

Windfall Site - A site not specifically allocated for development in a development plan, but which unexpectedly becomes available for development during the lifetime of a plan. Most “windfalls” are referred to in a housing context.

Key Diagrams

For a paper copy of the Key Diagram see insert.

For an electronic version [[Click here](#)].

Figure 7

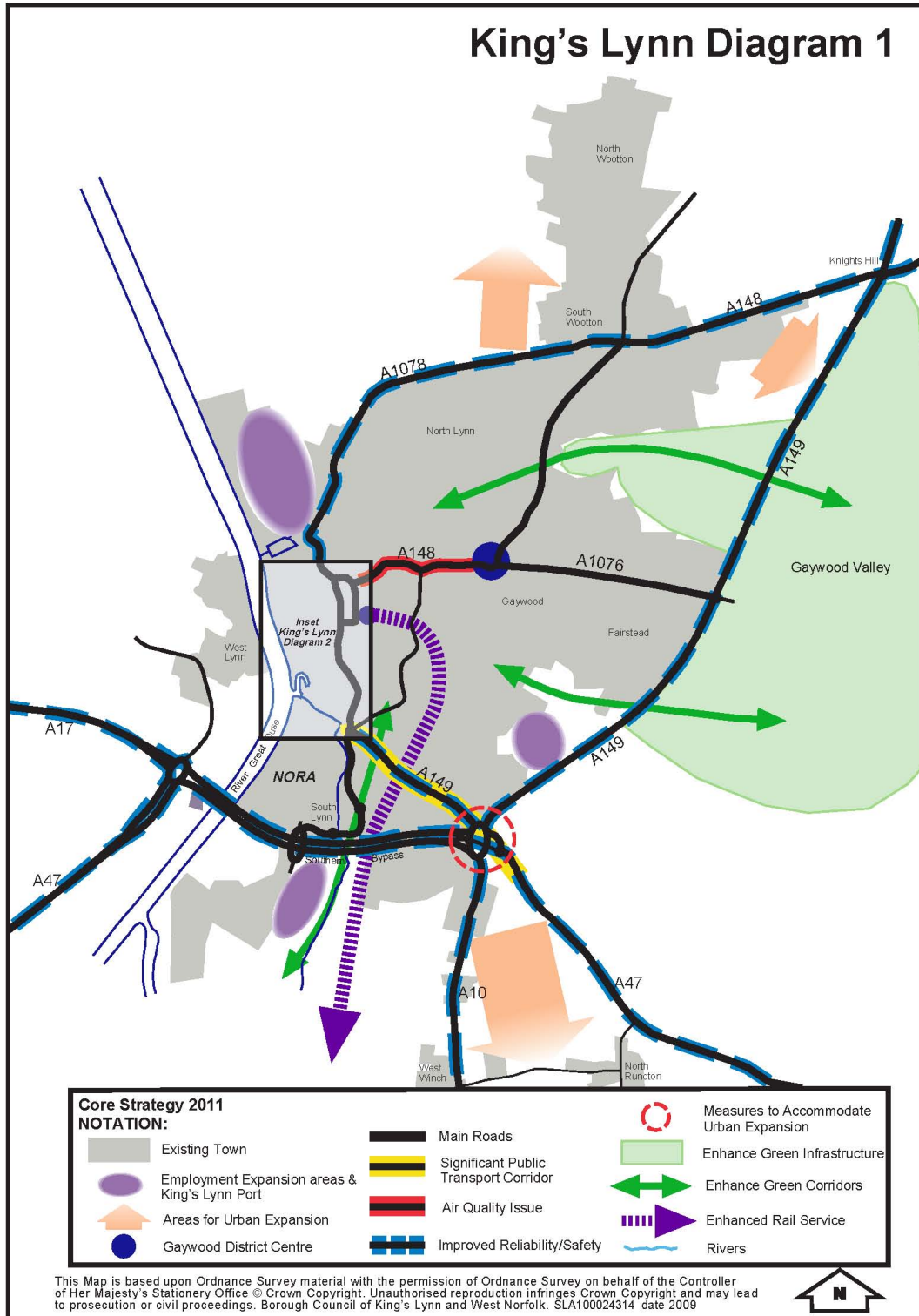


Figure 8

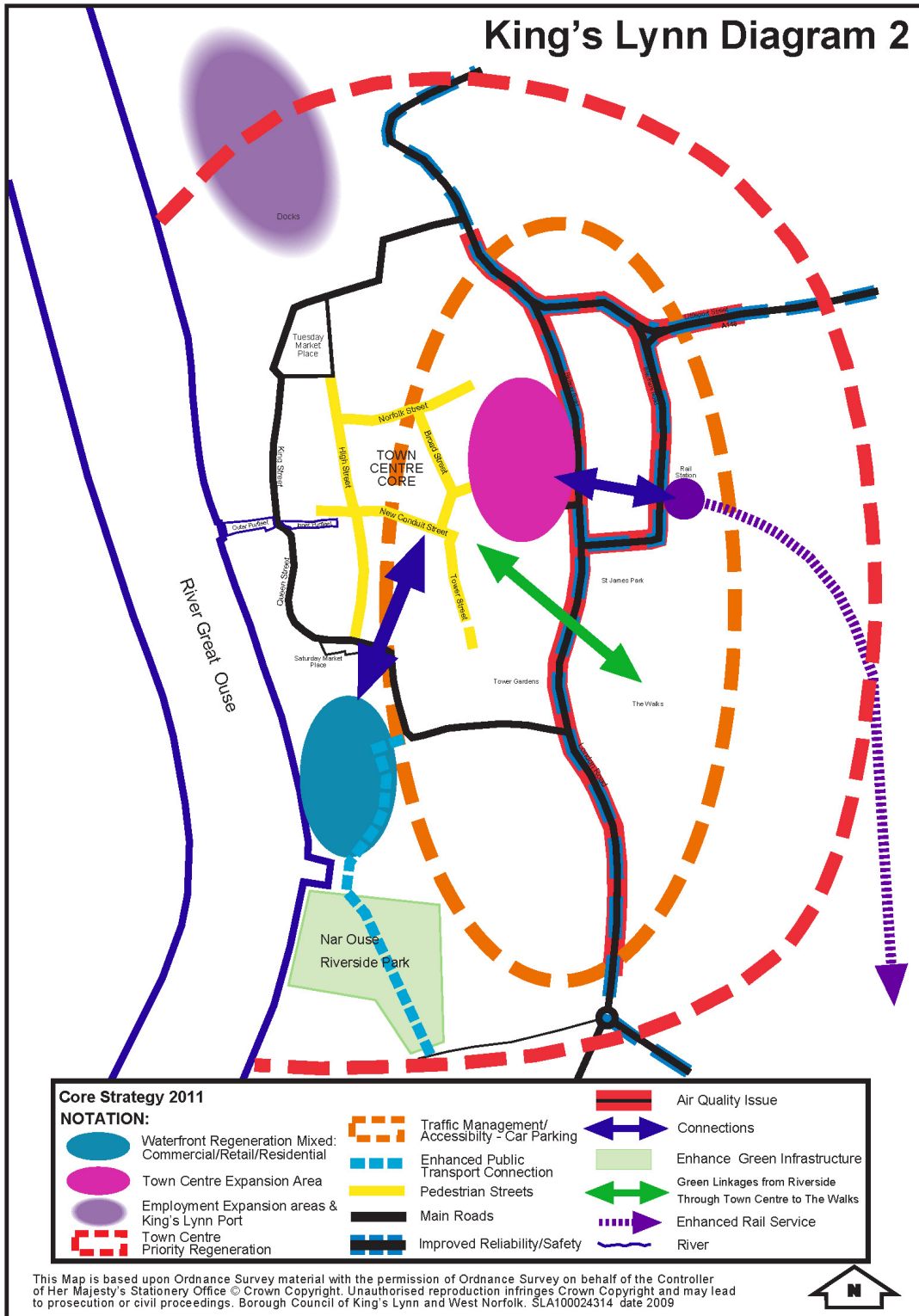


Figure 9

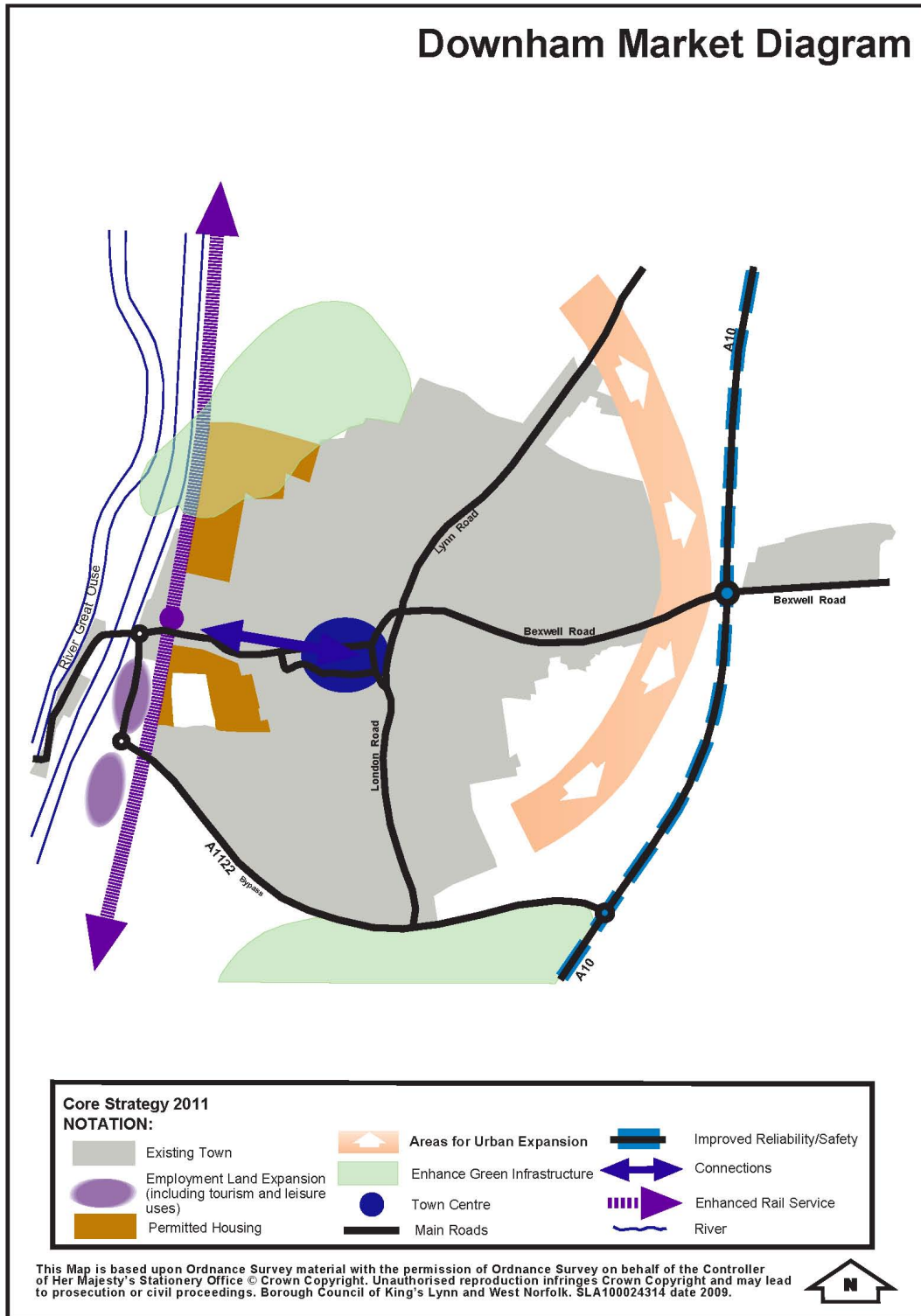
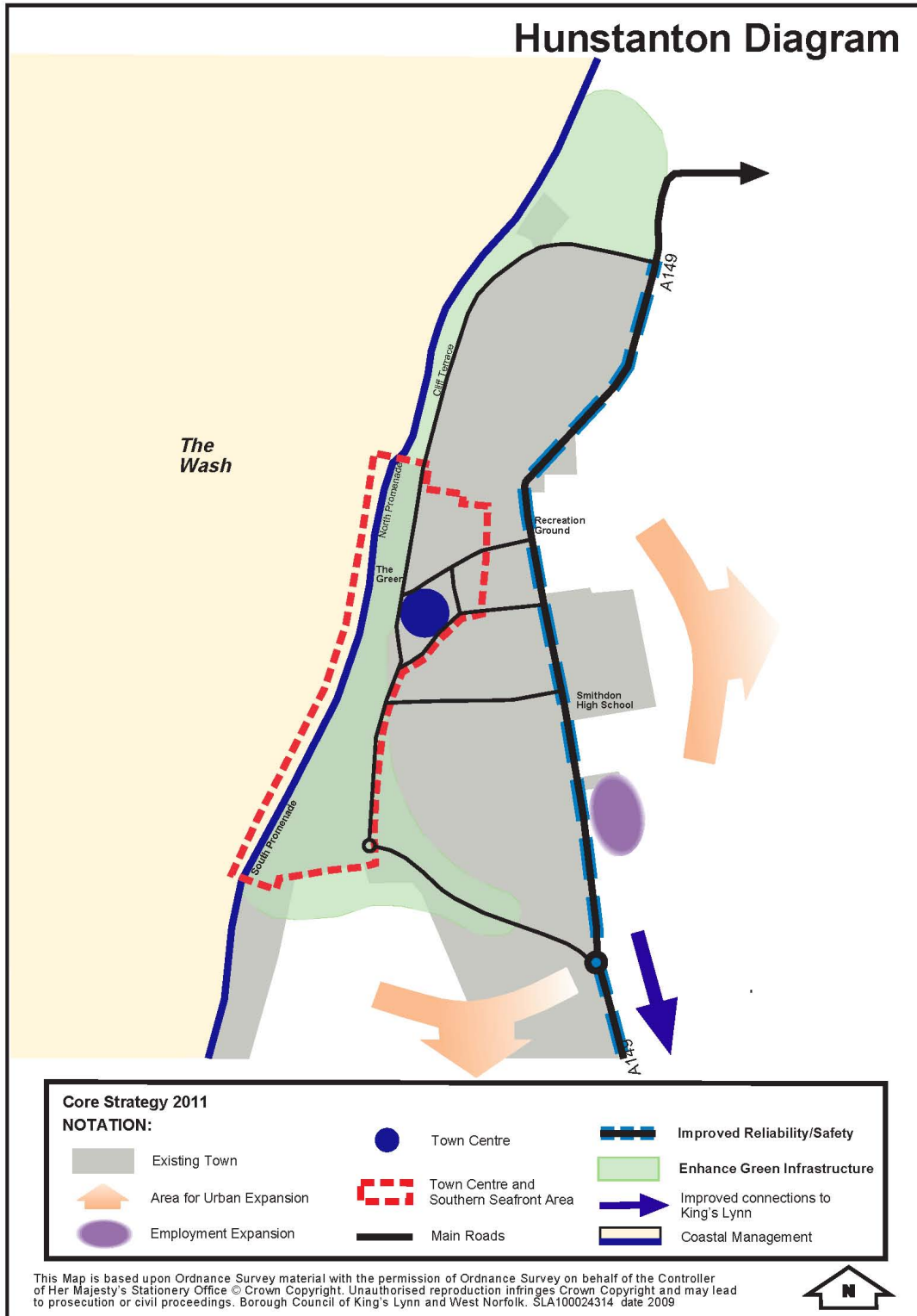
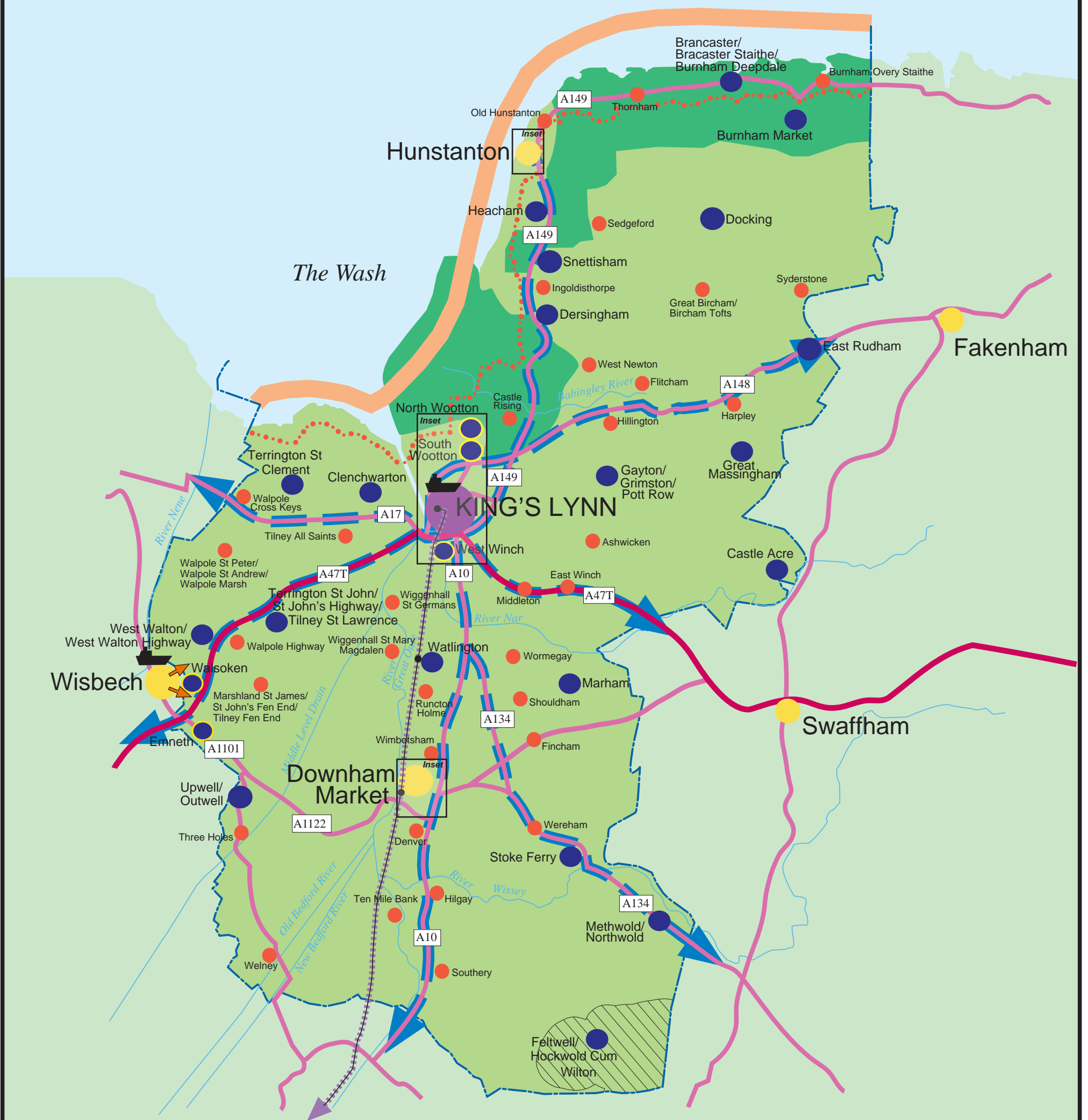


Figure 10



Adopted Core Strategy Diagram



Adopted Core Strategy July 2011

NOTATION:

- | | | | | | |
|--|---|--|---|--|---------------------------------|
| | Sub Regional Centre | | Borough Boundary | | Coastal Management |
| | Main Towns | | A47 T | | Port |
| | Settlements Adjacent to King's Lynn or Main Towns | | Main Roads | | AONB |
| | Key Rural Service Centre | | Improved Reliability/Safety | | Stone Curlew Zone |
| | Rural Village | | Rivers | | Coastal Zone(subject to change) |
| | | | Potential Urban Expansion (East of Wisbech) | | Railway Network & Stations |
| | | | | | Enhanced Rail Service |

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Core Strategy

Local Development Framework

King's Lynn & West Norfolk Development Services

Adopted July 2011



If you would like this document in large print, audio, Braille, alternative format or in a different language, please contact us at the address below and we will do our best to help.

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