

HEACHAM PARISH



NEIGHBOURHOOD PLAN

2017 - 2036

Made (Adopted) Version

June 2022

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The following is a list of Appendices to the Heacham Neighbourhood Plan:

<http://www.heachamplan.co.uk/about/>

Appendix A: SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

Appendix B: Heacham Demographic Data

Appendix C: Neighbourhood Plan Consultation Strategy

Appendix D: Residents Questionnaire and Analysis

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Appendix E: Heacham Neighbourhood Plan Consultation Statement

Appendix F: Heacham Neighbourhood Plan Basic Conditions Statement

Foreword

Graham Reader
Chairman of Heacham Parish Council

The Neighbourhood Plan is an opportunity for everyone in the village to have a real influence on the way Heacham develops over the period up to 2036. Neighbourhood Plans were introduced by the Government in 2011 and may contain policies relating to the development and use of land. When the Plan is brought into effect these policies will have real force as they will form part of the statutory development plan and will therefore be applied in the determination of planning applications.

The Neighbourhood Plan has been prepared by the Heacham Neighbourhood Planning Group set up by the Parish Council and supported by a grant from Groundwork UK Neighbourhood Planning Team.

In preparing it we have tried to ensure that we understand the views of residents and businesses through several stages of consultation with residents, businesses and statutory consultees prior to the statutory six-week period of consultation in November /December 2019. The comments which have been made have mostly been supportive of the Plan: we have considered all the feedback we have received and made some changes to the Neighbourhood Plan where necessary to reflect these comments.

The Plan was submitted to the Borough Council and was subjected to an independent examination to check whether it complies with national policy and guidance, the strategic policies of the Borough Council and European regulations. The Examiner made some modifications to the Neighbourhood Plan, which the Parish Council largely accepted, apart from some modifications to policies 11 (Holiday accommodation), policy 15 (Dark Skies) and Policy 17 (Settlement breaks and supporting text). Accordingly, a further focused “Consultation on the Proposed Modifications of the Examiners Recommendations” was undertaken by the Borough Council from 29 October – 10 December 2021, to allow the Neighbourhood Plan to depart from the Examiner’s modifications. This did not give rise to any material objections and the Plan therefore moved forward to Referendum.

The Referendum on the Heacham Neighbourhood Plan took place on 16 June 2022 and over 50% of those who voted supported the Heacham Neighbourhood Plan. The Plan has therefore been brought into effect and its policies will be important considerations in the determination of planning applications.

I would like to thank all those who have been involved in the preparation of the Plan, and all those who have taken the time to become familiar with it and let us have their views.

1 What is the Heacham Neighbourhood Plan?

- 1.1 The Heacham Neighbourhood Plan has been prepared in accordance with the Town & Country Planning Act 1990, the Planning & Compulsory Purchase Act 2004, the Localism Act 2011, the Neighbourhood Planning (General) Regulations 2012 and Directive 2001/42/EC on Strategic Environmental Assessment. The Plan establishes a Vision of the future of the parish and sets out how that vision will be realised through planning and controlling land use and development change.
- 1.2 This Neighbourhood Plan is a new type of planning document prepared by Heacham Parish Council, with the involvement, and on behalf of the wider community. It is a legal planning policy document and it has been adopted by the Borough Council of King's Lynn and West Norfolk (BCKLWN) and must be used to inform future planning decisions within the Parish along with other relevant planning policies by the planners at the Council.
- 1.3 To carry this much influence in planning decisions this Neighbourhood Plan has been examined by an independent examiner who checked that it has been prepared in accordance with planning law, is in conformity with the National Planning Policy Framework (NPPF) and the BCKLWN Local Plan (2016). The Neighbourhood Plan was subjected to a local referendum and was approved by a simple majority of votes (i.e. over 50% of those voting).

Why are we doing a Neighbourhood Plan?

- 1.4 Heacham is considered a 'Key Rural Service Centre' (due to the volume of people and houses) within the existing BCKLWN Local Plan (2016). This is reflected in the level of services and facilities available to the village – schools, GP surgery, Fire Station etc. The village has expanded over the past 20 years and there are particular infrastructure and social-economic issues that continue to affect the Parish. In addition, there is a concern within the community that local context is not always given sufficient consideration and this is where a Neighbourhood Plan can complement existing and emerging planning policy, whilst providing up-to-date local context.
- 1.5 Local Planning policy has always been formulated at District level and BCKLWN continues to have a legal duty to provide this via its adopted Local Plan. Both this Neighbourhood Plan and District's planning policies must also be in general conformity with the National Planning Policy Framework (NPPF). This Neighbourhood Plan is also required to meet the set of 'basic conditions' as stated within the Neighbourhood Planning Regulations (amended) 2012.

How does the Neighbourhood Plan fit into the Planning System?

- 1.6 The Parish of Heacham was designated as a neighbourhood area on 19th May 2017. The area is shown in Figure 1.

- 1.7 No other neighbourhood plan has been made for the neighbourhood area and the Plan does not relate to more than one neighbourhood area.
- 1.8 Whilst the Neighbourhood Plan has not yet been formally adopted, it is based on research and influenced by robust engagement with the local community. The Plan should be an important reference point and material consideration in any development planning decisions, as it represents the community's aspirations.
- 1.9 The adopted Plan forms part of the statutory development plan for BCKLWN and has full weight in the determination of planning applications along with the development policies within in the Local Plan and the National Planning Policy Framework (NPPF).
- 1.10 The Heacham Neighbourhood Plan should be read as a whole and in conjunction with national policies (i.e. the NPPF and the 'basic conditions' as stated within the Neighbourhood Planning Regulations (amended) 2012) and adopted local policies (e.g. the emerging BCKLWN Local Plan 2016).

Strategic Context

- 1.11 One of the statutory requirements for a neighbourhood plan is "general conformity with the strategic policies of the development plan". The development plan relating to Heacham is:
 - The King's Lynn and West Norfolk Borough Council Local Development Framework Core Strategy 2011
 - The King's Lynn and West Norfolk Borough Council Site allocations and Development Management Policies adopted in September 2016
 - The Norfolk Minerals and Waste Core Strategy and Development Management Policies (DPD). The County Council are in the process of preparing a Norfolk Minerals and Waste Local Plan Review, to consolidate the three adopted DPDs into one Local Plan to ensure that the policies within them remain up-to-date and to extend the plan period to the end of 2036
 - BCKLWN adopted Neighbourhood Plans
- 1.12 These documents set out proposals for development up to 2026. The Borough Council is in the process of preparing a new Local Plan which will guide development up to 2036 and this Neighbourhood Plan also has this timescale. While a neighbourhood plan is not required to conform to the policies of an emerging plan, as they are subject to change, it should take account of the evidence which is informing it. The Parish Council has maintained a continuing dialogue with officers of the Borough Council to ensure that the strategic context is understood.



Figure 1: Heacham Neighbourhood Plan Area

Preparation of the Plan so far

- 1.13 As part of the process, Heacham Parish Council have been committed to enabling the community to influence the development of the Plan. The Neighbourhood Plan has been prepared by the Heacham Neighbourhood Planning Group set up by the Parish Council. The Planning Group membership comprises three Parish Councillors, and four Parishioners. Updates and reports were provided to the monthly Parish Council meetings.
- 1.14 The Neighbourhood Planning Group have undertaken a significant level of community consultation, on behalf of the Parish Council, at various stages from events, meetings and surveys.
- 1.15 The Consultation Days and Drop-in sessions were extensively publicised through the village newsletter, with leaflets and posters around the village, in the library and local shops, on the Neighbourhood Plan website and Neighbourhood Plan and village Facebook pages.
- 1.16 Throughout the process of preparing the Plan the Planning Group has liaised with planning officers at the BCKLWN, to ensure that the Draft Plan is aligned with the Council's strategic policies and to understand the evidence which will influence the Borough Council's emerging Local Plan.

Plan period, monitoring and review

- 1.17 The Borough Council's Local Plan currently consists of the Core Strategy (CS) (adopted in 2011) and the Site Allocations and Development Management Policies Plan (SADMP) (adopted in 2016). The current plan period is 2001 to 2026. A review of the Local Plan is currently underway which is seeking to combine both of these plan documents to create a single Local Plan which looks forward from 2016 to 2036.
- 1.18 The Heacham Neighbourhood Plan will run concurrently with the BCKLWN's Local Plan Review (LPR) and apply from 19th May 2017 to the 31st March 2036. It is, however, a response to the needs and aspirations of the local community as understood today and it is recognised that current challenges and concerns are likely to change over the Plan period.
- 1.19 Heacham Parish Council, as the Neighbourhood Plan authority, will be responsible for maintaining and periodically revisiting the Plan to ensure relevance and to monitor delivery.

2 Heacham context

Location

- 2.1 The Parish of Heacham is a coastal, largely rural area of just under eighteen square kilometres (just under seven square miles) in West Norfolk overlooking The Wash. It lies between King's Lynn, 14 miles (23 km) to the south, and Hunstanton, about 3 miles (4.8 km) to the north. At least 50% of the village, on its eastern edge, is situated within the Norfolk coastal Area of Outstanding Natural Beauty (AONB).
- 2.2 Heacham is a deceptive place. It is one of the largest villages in the region, with a population of around 4649, and around 2763 dwellings, yet you might hardly realise it's there at all, by-passed as it is by the busy A149.

Boundaries

- 2.3 Heacham is situated to the north of Snettisham and south of Hunstanton, and also borders the neighbouring Parishes of Old Hunstanton, Ringstead, and Sedgeford. See map on page 8.

Landscape

- 2.4 The large, nucleated village of Heacham dominates the landscape pattern within the southern half of the area. Heacham is situated upon an outcrop of rolling lowland chalk and limestone (known locally as the Heacham Lowlands), which is surrounded by pockets of soft sandstone, with peat/gleyed soils further to the west (adjacent to The Wash). The relatively narrow course of Heacham River flows through the area, and drainage ditches delineate several field boundaries. Immediately to the north of Heacham, arable farmland dominates land cover, with a large-scale field pattern visible.

Heritage

- 2.5 The name Heacham is likely to have derived from the name of the river, the Hitch, in conjunction with the Old English word "ham", which meant either "homestead, village, manor, estate" or "enclosure, land hemmed by water or marsh or higher ground, land in a river bend, river meadow, promontory".
- 2.6 There is evidence of settlement in the Heacham area over the last 5,000 years, with numerous Neolithic and later Bronze Age, Roman and Saxon finds within the Parish. The name Heacham was noted in the Little Domesday Book which was written around 1086 as part of the Smithdon hundred (Smetheduna).
- 2.7 Heacham's greatest claim to fame is hinted at in its village sign, which bears the portrait of a young dark-skinned woman in fashionable Elizabethan costume. This is Pocahontas, the Native American princess who married John Rolfe, the 17th century English settler who organised the proper cultivation of tobacco in Virginia. Rolfe's home in England was at Heacham Hall.

- 2.8 The Heacham Declaration Plaque, located at the junction of Lynn Road and Hunstanton Road, commemorates a meeting held in St Mary's Church on the 5th November 1795, when local labourers, farmers and squires called on the King and Parliament to set a fair price for flour. This was a civilised and organised movement, a fledgling trade union, long before the Tolpuddle martyrs, fighting against the real threat of starvation during the Napoleonic Wars and Enclosures acts.
- 2.9 Heacham has been a seaside resort for a century and a half, gradually expanding to fulfil an important role in the West Norfolk holiday industry. The beaches at Heacham are on the east banks of The Wash. They are among the few beaches in eastern England where the sun sets over the sea instead of over the land. Heacham started to become popular as a seaside resort with the Victorians due to the opening of the railway between King's Lynn and Hunstanton in 1862.
- 2.10 While Heacham never attracted the early intensive level of private and public investment enjoyed by neighbouring Hunstanton, it has grown to be a holiday centre in its own right as a result of the boom in self-catering holidays since the Second World War.
- 2.11 A brickworks site is shown at Mount Pleasant, Heacham on Faden's map of 1797. The first brickworks at this location was likely to have been a very small-scale village industry, but was revitalised in the late 19th century when Holcombe Ingleby took possession of what was then known as the Lamsey Lane brickyard. New kilns, offices and drying sheds were built on the site. The company thrived throughout the early 20th century, and many local buildings are from Heacham bricks including Heacham Methodist Church and Hunstanton water tower. A brick stamped "HEACHAM" has even been noted in a wall on Peddars Way, Holme next the Sea. The brickworks closed in 1914, but the main building which housed the brickmaking machinery, engine and dynamo remains intact.

Heacham today

- 2.12 Today, Heacham is very much a village community, lit by unique east coast sunsets and encircled by purple lavender fields. Visitors and residents alike enjoy the sloping beaches and the soft undulating West Norfolk countryside, which has remained unchanged over time.
- 2.13 Over the last 30 years, the village has grown significantly and further growth is now planned for the next 20 years with 133 new homes being granted planning permission recently. However, the village has also successfully avoided the modern commercialisation of many seaside resorts retaining its quietness, solitude and natural quaintness.
- 2.14 Heacham is designated a Key Rural Service Centre (KRSC). Key Rural Service Centres help to sustain the wider rural community, providing 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. Heacham supports a number of other smaller nearby villages, including Sedgeford, Snettisham and Fring which widens the village catchment and therefore increases the population that use the village for its facilities. The number of jobs locally available is insufficient to support this level of population and therefore a high proportion of

the population is obliged to commute for employment. People generally commute to the surrounding larger settlements of King's Lynn and Wisbech.

Heacham demographics

- 2.15 Heacham has a high proportion of older people compared to the Borough as a whole. Census results show that in 2001 over half of Heacham's residents were under 45 years old, whereas by 2011 nearly three quarters were over 45 years old. This is consistent with the fact that much of the population growth over the period 1960-1990 has been due to retirement migration. Currently 38% of the population are over 65, compared with 23% across BCKLWN and just 17% across England as a whole.
- 2.16 The Office for National Statistics Report 'Living Longer: how our population is changing and why it matters', published in August 2018 reports that in 50 years' time, there are likely to be an additional 8.6 million people aged 65 years and over in the UK – a population roughly the size of London. The percentage of people aged 65+ in BCKLWN is estimated to rise by nearly 7% to 32.27% by 2039.
- 2.17 More information on demographics is available in Appendix B.

3 Consultation process

- 3.1 The Consultation Strategy used in production of the Heacham Neighbourhood Plan can be seen in Appendix C.
- 3.2 There have been four main opportunities so far for residents and those who work or do business in the area to contribute to and comment on the emerging Plan:
 - An initial consultation day held in October 2017 to identify the key issues that are important to people who live in the village
 - A consultation day held in July 2018 seeking views on potential development sites submitted to BCKLWN in response to their call for sites contributing to their review of the Local Plan. This information was also published in the October Heacham Newsletter in the form of a pull out response sheet
 - A questionnaire circulated to all households and to other interested parties in November 2018; this allowed us to build on information about the village and the key issues which are important to local people
 - A drop-in session to present the findings of the questionnaire and the emerging policies of the Plan, and to seek further views on potential development sites on 27th April 2019.
- 3.3 At various stages through the production of the Plan up-dates have been provided in the Heacham Newsletter.
- 3.4 A full report on consultation is contained in the Consultation Statement.

4 Summary of responses to Residents Questionnaire

- 4.1 The Heacham Neighbourhood Plan Residents Questionnaire was distributed in November 2017. A total of 518 completed forms were returned, just over 19% of those delivered.
- 4.2 Quantitative data from the 518 forms returned was entered into a spreadsheet and presented in chart format while comments were collated into a Word document.
- 4.3 Respondents regarded Heacham as a safe and secure neighbourhood, enjoying its village feel and peace and tranquillity. They highlighted the importance of the natural environment, including green open spaces, and also the sense of community.
- 4.4 Traffic growth, road junctions and road safety were major issues. Unsurprisingly the junctions giving most concern are Lamsey Lane/A149 and Hunstanton Road/Lynn Road (opposite Tesco). Many expressed concern about Cheney Hill, with particular worries about this being exacerbated when the new housing development of 133 dwellings commences.
- 4.5 In relation to new housing, concerns were expressed about the scale and appropriateness of future development; particularly the lack of infrastructure. Many are concerned that the infrastructure is not keeping pace with development. The main areas of concern being the impact on health services, which they feel are already overstretched; lack of access to an NHS dentist in the village, or wider area; capacity of the Heacham Water Treatment/sewage works to cope with further residential development; and potential impact on the natural environment – landscape, wildlife and tranquillity.
- 4.6 Most are keen that Heacham should retain its character of a residential village and wished to preserve the amenities which currently exist, and a majority of respondents were in favour of more land being allocated to encourage employment. The type of employment respondents scored most highly to be encouraged locally were retail shops, light industry, and community services. The lowest scoring was Caravans and other holiday accommodation at 13%. Further evidence of this is the significant local opposition to the proposal to develop a Glamping site off Hunstanton Road, which is currently the subject of a planning application.
- 4.7 The favoured location for additional housing was within the existing built-up area, with most preferring small groups of houses and opposing larger developments, especially if this took the form of a new housing estate.
- 4.8 Respondents considered that the greatest need was for homes which would be occupied full-time by the owners and for various types of affordable housing, for rent, shared ownership or suitable for first-time buyers. Nearly all agreed there was no need for any further second homes or for any more 'high end', expensive housing.
- 4.9 The Residents Questionnaire and analysis can be seen in Appendix D.

5 Community vision and objectives

5.1 The analysis, objectives and proposals in this Neighbourhood Plan have drawn on a variety of sources in order to support the information required to produce the Plan. These include:

- Strategic Environmental Scoping Report;
- The existing BCKLWN Local Plan; and
- The new, emerging BCKLWN Local Plan 2019 (which will propose development through to 2036).
- The Norfolk Minerals and Waste Core Strategy and Development Management Policies (DPD), which forms part of the Development Plan for Norfolk

5.2 In addition, data on

- population, employment, housing, deprivation and car ownership was obtained largely from the Office of National Statistics;
- the housing need was obtained from the BCKLWN housing register, local estate agents, and the views of residents at the public consultations;
- life in the village was obtained from the views of residents at the public consultations, and the responses to the Residents Questionnaire;
- landscape was obtained from the 2007 Landscape Character Assessment Report commissioned by BCKLWN.;
- flood risk was obtained from the Environment Agency

Community Vision

5.3 The vision for the Heacham Neighbourhood Plan was developed on the basis of the views expressed at the initial consultation meeting in October 2017

Heacham to continue to be a vibrant, safe and caring village community where residents feel valued, enjoy living and working, and where tourists seek to visit.

Key issues

5.4 From these events, the following 'key' issues were consistently raised by the community as areas where the Neighbourhood Plan could provide important influence in delivering social-economic benefits to the village.

Figure 2: Heacham Community Issues

Community Issues
The need for various types of smaller homes, for rent, shared ownership or suitable for first-time buyers, that are affordable to local, younger people on average incomes
Maintain Heacham's village status, in particular retaining clear space between Heacham and Hunstanton and other neighbouring parishes
Severely restricting the numbers of second homes/holiday homes to maintain the vibrancy of the community
Improving the infrastructure provision in the area

Encouraging local businesses to the area
Improving main road junctions in and out of the village and addressing traffic speed and pedestrian safety throughout the village
The importance of preserving and enhancing our natural environment, including protection of ancient woodland and local wildlife habitats

Objectives

- 5.5 In order to achieve this vision, address the identified key issues, and manage future developments in a way that benefits the local community, the following objectives have been created:

Objective 1: Creating a sustainable community - to appropriately manage new and impending developments that mean Heacham remains a safe and inclusive community where people want to live and work, now and in the future.

Objective 2: New housing developments – to support and guide planned new housing developments seeking to ensure they provide an appropriate mix and type of property that meets the needs of the existing, and future, community.

Objective 3: Supporting employment growth – to support the development of appropriate local employment opportunities in order to improve skills, knowledge and the local economy of Heacham.

Objective 4: Natural environment – to preserve and enhance our natural environment, including, ancient trees and woodland, local wildlife habitats and to maintain clear open space between Heacham and Hunstanton and other neighbouring parishes

Objective 5: Historic environment – to preserve and enhance our historic and heritage assets throughout the Parish.

Objective 6: Reduce flood risk – to reduce the risk of flooding to properties within Heacham and make sure new and impending developments improve existing drainage capacity.

Objective 7: Community facilities – to protect and encourage new community facilities and services to the village over the Plan period.

Objective 8: Infrastructure improvements and sustainability – to support and encourage improvements to our infrastructure and services such as our surface water and waste water drainage capacity, health services, road infrastructure and internet connectivity. To encourage sustainable development, including installation of solar voltaics on roofs, and provision of electric vehicle charging points.

6 A spatial plan for Heacham

- 6.1 Initial Consultation on this Neighbourhood Plan was undertaken in October 2017. Feedback identified that, if the village HAS to accommodate further new housing, the requirement would be for smaller homes. The majority view was also that small scale commercial development is required to bolster the local economy. Maximising the use of land and protecting areas of significance was heavily supported.
- 6.2 With the new planned development in the area, it is clear that amidst such potential change, policies must be in place to help make Heacham more resilient. Some policies in this Neighbourhood Plan are proactive to anticipate this change, whilst other policies provide greater clarity on what parts of the Plan area require particular protection.
- 6.3 Any required development will only be supported where it can be shown that the scheme will be instrumental in achieving the community aims and vision outlined above as well as delivering sufficient infrastructure and services in order to support a growing population.
- 6.4 The Heacham Neighbourhood Plan will take a more positive approach to any required development where it brings forward a balance of housing and employment to ensure the village remains an attractive and vibrant place to live and work. This approach will mean that proposals can be supported to secure development that improves the economic, social and environmental conditions for the whole parish.

7 Neighbourhood Plan planning policies

7.1 Our vision and objectives can only realistically be delivered through the planning and development process. Land use planning policies are the means by which we can guide, influence, shape and help manage future development proposals. The purpose of these policies is to either encourage planning applications to be made for the things the local community wants to see happen and to influence applications for less favoured developments. To be effective, planning policies need to be clear and unambiguous so they can be easily applied when considering planning applications.

7.2 We have included a number of planning policies;

- Allocated development sites
- Housing mix
- Windfall development
- Residential extensions
- Principal residence requirement
- Design principles
- Residential car parking
- Garage provision
- Enabling employment opportunities
- New business developments combining living and small scale employment
- Holiday accommodation
- Public recreational space
- Green infrastructure
- Provision of electric car charging
- Dark skies
- Community facilities
- Settlement breaks
- Heritage assets
- Reducing flood risk
- Water and waste
- Energy
- Road up-grades and improvements
- Cycleways

8 Housing and development

- 8.1 The Government's aim of achieving sustainable development is a key part of the Localism Agenda. Sustainable development is that of providing an appropriate mix of development that suits the needs of the local population where there is access to key services, whilst minimising the impacts on the local environment.
- 8.2 Earlier sections of this Plan have highlighted significant housing growth that has taken place in the parish and has led to the village increasing in size by over 60% in the last 50 years. As the plan area has seen considerable changes in the number of dwellings, it has also witnessed associated changes on the traffic on local roads and the impact of the population growth on its services, facilities and infrastructure. These matters have featured heavily in the community consultation that has both underpinned and informed this Plan.
- 8.3 Throughout the consultation events a strong message came through that Planners need to understand that Heacham is a village, and residents wish it to remain so. However, any future growth in Heacham will require a clear strategy that will enable the village to develop and grow in a logical and managed way over the coming years, ensuring that infrastructure is in place to support it.
- 8.4 There is a strong feeling about the need to sustain a community all the year round; the NPPF requires that support is given to strong vibrant communities; the Borough Core Strategy (6.5.2) says that the Council's approach to housing in rural areas will seek to sustain rural communities. In order to ensure that the houses built over the next few years will provide what the Government needs in terms of housing stock (houses that are used rather than stand empty) attention needs to be given to the type of houses that are being built. There is a general consensus that in Heacham the greatest need is only for homes which will be occupied full-time by the owners and for various types of affordable housing, for rent, shared ownership or suitable for first-time buyers
- 8.5 Figures obtained from Right Move report that the majority of sales in Heacham during 2019 were detached properties, selling for an average price of £359,044. Semi-detached properties sold for an average of £226,958, with terraced properties fetching £200,800. Heacham, with an overall average price of £312,066, was slightly higher in terms of sold prices to nearby Snettisham (£271,960), and Hunstanton (£253,405), but cheaper than Old Hunstanton (£555,714). Overall sold prices in Heacham over the last year were 21% up on the previous year and 35% up on the 2017 peak of £231,499.
- 8.6 It was reported in an article in the Lynn News in January 2019, that the average full-time employee in West Norfolk works for 39.8 hours per week, with a median salary of £23,821 per year. The top earners were paid an average £695 per week - the equivalent of £36,120 per year, however, for lower earners, average pay was just £341 per week, or £17,740 per year. (These figures refer to just basic pay, and do not include bonuses or overtime.)

- 8.7 It is estimated that a couple looking to buy a home with a £200,000 mortgage would need to earn at least £44,000 a year between both of them. They would need to have no loans or debts otherwise this would reduce the amount they could borrow. (Money Advice Service information is that lenders will cap the loan-to-income ratio at four-and-a-half times annual income, and assess what level of monthly payments are affordable, after taking into account various personal and living expenses.)
- 8.8 Given this, many Heacham properties are likely to be far out of the reach of younger, local residents on average incomes.
- 8.9 Dispersal of the population, and its effect on the community, because of the unavailability of appropriate accommodation is very much a concern of the Borough, which is committed to affordable housing. However the national definition of affordable, still puts these properties out of the reach of our younger local people. Homes that local people can afford, and/or shared ownership housing, is needed for people and families in order to ensure that the village has a sustainable permanent population. If these people cannot afford to live here they move elsewhere and thus the continued existence of the amenities that we do have (school, shops etc.) becomes even more precarious.
- 8.10 In addition to the significant housing growth previously mentioned, the 2011 Census figures reported that of the total number of dwellings in the Parish, 48% of these have no usual resident. This figure does, however, include those identified as being a 'Caravan or other mobile or temporary structure'.
- 8.11 On the 17th November 2020, BCKLWN provided up-dated figures based on their completed the council tax base calculations for the financial year 2020/21. At the end of September 2020 there are 2,763 domestic dwellings showing in the council tax list in Heacham. Of these:
- 83 are entitled to an exemption from council tax as they are unoccupied (3%)
 - 303 are registered as second homes (i.e. unoccupied but furnished) (11%)
 - 58 are registered as empty and unfurnished properties (2.1%)
- 8.12 In addition to this the Borough Council has licenced in excess of 2,800 caravans and mobile structures on the holiday parks which will be included in the business rates list.
- 8.13 If the permanent population, which is made up of working people, families and retired people, is to survive, a long term planning strategy has to consider provision of units for shops, workshops, small businesses etc. to provide local work.

Key principles

- 8.14 In addressing the future scale of the Plan area and the location and type of housing that would be appropriate the following principles have been applied:

- Allocating sites of appropriate size and location to fulfil any strategic housing target set for Heacham by BCKLWN
- Ensuring that new any housing development is appropriate in relation to the existing 'built up area' of Heacham
- Ensuring that any new housing development is appropriate within its wider landscape setting, visibility from the old village centre and maintains clear green space between Heacham and Hunstanton and other neighbouring parishes
- Ensuring that any new residential developments appropriately contribute to meeting the needs of local residents by providing affordable and principal residence housing
- Ensuring that new residential development make provision for garden/outside space and off road parking
- Facilitating economic and business development in the NDP area in line with Policy 9
- Ensuring that new residential developments make appropriate and proportionate contributions towards the provision of new or improved local infrastructure through section 106 and Community Infrastructure Levy (CIL)
- Ensuring that all new and impending developments are located and designed to operate effectively within the local highway network and do not detrimentally affect the free and safe flow of traffic on the network.

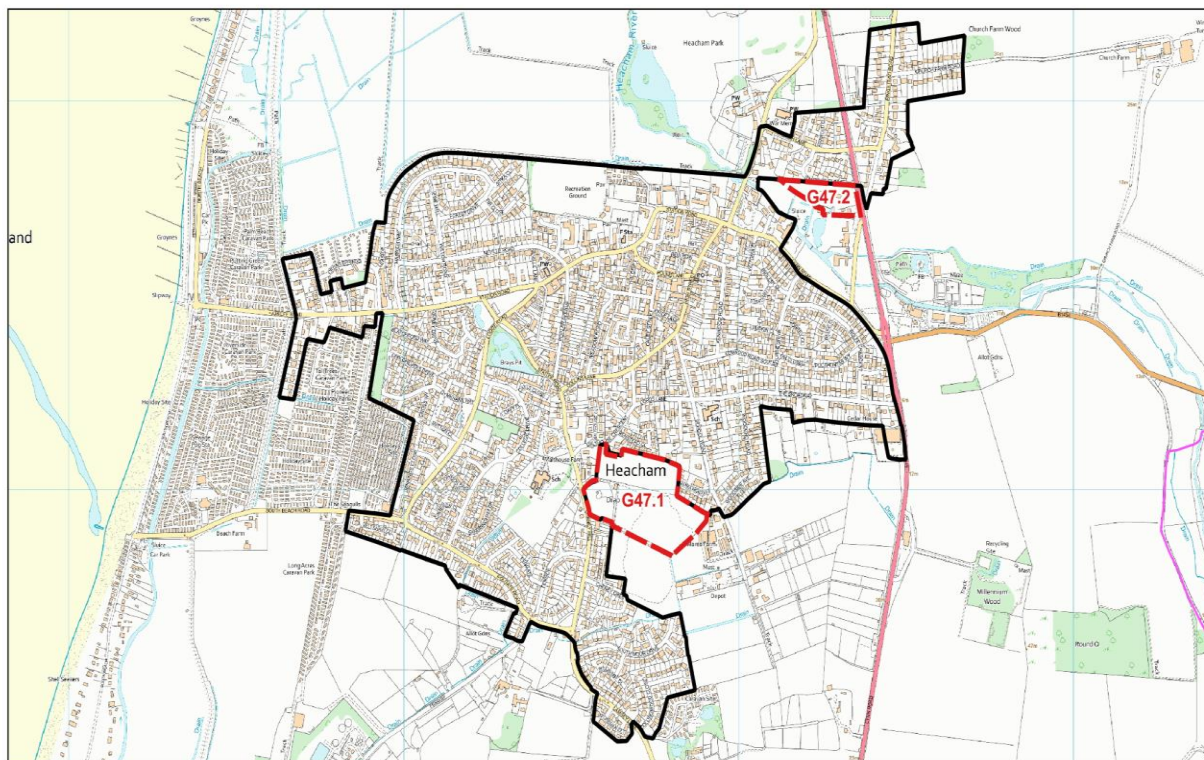
Assessing our general housing requirements

- 8.15 The Plan recognises its wider context within the existing BCKLWN Local Plan and their emerging Local Plan.
- 8.16 A review of the Local Plan, that combines both the Core Strategy and the Site Allocations and Development Management Policies and updates it to a 2036 ideal position, is currently being consulted on. This emerging plan originally identified the need to provide an additional 30 homes within Heacham up to 2036.
- 8.17 However, the revised NPPF (February 2019) introduced a new standard method for calculating housing need. This is known as Local Housing Need (LNH). The implications for the Heacham Neighbourhood Plan is that the Borough Council is not requiring the community to identify any additional housing development through the Neighbourhood Plan.
- 8.18 Policies G47.1 and G47.2 in the Site Allocations and Development Management Policies document adopted in 2016 allocated two sites in the village. Figure 3 details the existing permitted development under the current Local Plan, and Figure 4 shows the location of these sites.

Reference	Location	Site Size (ha)	Existing permitted development
G47.1	Cheney Hill	6	69
G47.2	St Mary's Close	1.3	6

Figure 3: Existing permitted development

- 8.19 The 6 ha site on the west side of Cheney Hill was allocated for a development of at least 60 dwellings through policy G47.1 of the King's Lynn and West Norfolk Local Plan - Site Allocations & Development Management Policies (SADMP) Plan adopted on 29 September 2016.
- 8.20 Subsequently, following significant opposition from the Parish Council and local residents' planning permission was granted, on appeal, for an additional 64 dwellings, in September 2018 (16/01385/OM).
- 8.21 The site now has approval for 133 dwellings, which the Parish believes will adequately meet the requirement for provision of sustainable development, particularly for encouraging younger generations, new home owners etc to stay or move into this village.



Borough Council of
King's Lynn &
West Norfolk



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Figure 4: location of existing permitted development sites

Site allocations

- 8.22 One of the main requirements for neighbourhood plans is that they should not “promote less development than set out in the Local Plan or undermine its strategic policies”.
- 8.23 Initially Heacham Parish Council were advised by BCKLWN that they were required to identify sites for an additional 33 dwellings during the life of this Plan and that any allocations should be made through the Neighbourhood Plan.
- 8.24 Sites were submitted to the Borough Council in response to its “Call for Sites” for the Local Plan roll forward. The potential of these sites was initially evaluated by BCKLWN using the Housing and Economic Land Allocations Assessment (HELAA) methodology which has been agreed by all the Norfolk Local Authorities and is consistent with Planning Practice Guidance. This methodology has been designed for use in relation to locations for relatively large scale growth, but is also used by the Borough Council in smaller locations. It is used to screen out sites that have constraints that cannot be overcome. It does not provide a basis for comparing sites that could be suitable for development,
- 8.25 A consultation day was held in July 2018 to seek residents’ views on the sites submitted to the Borough Council; this was followed up by an article in the August edition of the Heacham Newsletter with a pull out section for residents to give their views.
- 8.26 Following this consultation, Heacham Neighbourhood Planning Group identified the following HELAA criteria as relevant to evaluate the relative merits of the sites put forward in response to BCKLWN’s Call for Sites:
1. Access to site
 2. Accessibility to village services (school, post office, shops, pub, church, village halls, recreation ground)
 3. Utilities capacity
 4. Coastal change
 5. Flood Risk
 6. Effect on landscape and AONB
 7. Effect on high quality agricultural land
 8. Biodiversity / Geodiversity
 9. Relationship to the built form of the village
 10. Effect on Conservation Area or listed buildings
 11. Availability
 12. Highway safety
 13. Residents views
- 8.27 Based on this evaluation a number of possible development sites were presented at a consultation day held in April 2019 from which two sites were identified for inclusion as possible site allocations in the emerging Neighbourhood Plan
- 8.28 While the majority of attendees were against any further development, given the strong opposition to the approved development at Cheney Hill, residents accepted that it was necessary to identify sites for an additional 33 dwellings.

8.29 However, as stated earlier in this document, following the introduction in the revised NPPF (February 2019) of a new standard method for calculating housing need (LNH) the Borough Council is not requiring the community to identify any additional housing development through the Neighbourhood Plan.

8.30 On the 27th September 2019 the Parish Council received an e-mail from BCKLWN advising that

'Following responses to the draft Local Plan review consultation earlier this year and significant changes to National Planning Policy and guidance made by Government with regards to housing numbers we have reviewed the latest housing numbers and the strategy to accommodate these across the Borough (Please see the attached paper for a detailed breakdown). This paper has recently been to the Local Plan Task Group for Member consideration (4 September 2019) and Members are content at the moment that this is what officers should be working to, in terms of the emerging Local Plan review and housing numbers. We must stress that this at the moment as part of the preparation of the Local Plan review, and as always things could change.'

The implications for a Neighbourhood Plan is that rather than the Borough Council asking for an indicative housing figure to be sought through the Neighbourhood Plan, there would be no absolute requirement to do so as the paper explains the housing figure to find through new housing allocations is 0.'

8.31 As previously stated, despite significant opposition from residents and the Parish Council, permission has been granted for a development of 133 dwellings at Cheney Hill. Also the amount of infill development in the village within the last few years far exceeds the required allocation in the existing BCKLWN Local Plan, and applications are likely to continue to come forward.

8.32 In light of this, and given that BCKLWN emerging Local Plan does not require any additional site allocations be identified, no further site allocations are proposed for Heacham for the life of this Neighbourhood Plan.

8.33 However, responses to the Neighbourhood Plan questionnaire identified strong support for additional starter housing/flats (284 respondents from a total of 519), bungalows/easy access properties (118 respondents) and social housing/flats (109 respondents) to be provided in the village. Consideration will, therefore, be given to developers working in partnership with Housing Associations to provide small developments with a mix of social and shared ownership houses and bungalows

Planned Housing

Development at Cheney Hill

8.34 The reserved matters for the site at Cheney Hill have not been determined at the time this plan is being drafted. The making of the neighbourhood plan will ensure that its policies will

be used by the Borough Council in the determination of any future reserved matters applications.

Small scale (windfall and infill) development

- 8.35 While the emerging BCKLWN Local Plan is not requiring Heacham to identify any additional housing development BCKLWN have made it clear that the Neighbourhood Plan basic condition to support sustainable development still applies.
- 8.36 Policy LP26 of the emerging Local Plan is ‘designed to provide more modest levels of growth of an appropriate character, within all settlements, by identifying the key types of development likely to be suitable, and enabling appropriate, small-scale development adjacent to existing development’.
- 8.37 However, the wording of this Policy makes clear that it **does not apply** within the Area of Outstanding Natural Beauty nor for settlements with a made Neighbourhood Plan (unless the relevant Neighbourhood Plan allows this).
- 8.38 As Heacham already has 133 new dwellings across the two permitted development sites under the existing BCKLWN Local Plan, it is not considered necessary for the Heacham Neighbourhood Plan to allow any development adjacent to existing development.
- 8.39 Notwithstanding this, the Neighbourhood Plan provides an opportunity for small scale windfall and infill developments that make an effective and appropriate use of available land within the existing development boundary of the parish, possibly for self and custom build development (see [Policy 2 : Small scale \(windfall and infill\) development](#)).
- 8.40 Consultation has identified strong community support for smaller scale developments (75% of questionnaire respondents stating a preference for developments of less than 15 properties), although many respondents raised concerns about overdevelopment of these small brownfield sites. While the preference would be for developments of no more than two dwellings, each application will be based on its merits with regard to the scale of the proposal.
- 8.41 However, it is becoming increasingly common for some developers to sell on plots to individuals who then complete a Transfer of Assumed Liability form as a self-build applicant and submit this to the collecting authority. The developer then continues to build on the site with the new owner having a say in design, effectively exempting them from paying any Community Infrastructure Levy (CIL). Where the development is submitted as a ‘self-build’ development a copy of the ‘Self Build Exemption Form – Part 1’ is supplied, self-certifying:
- The name and address of person(s) claiming liability
 - That the project is a ‘self-build’ project
 - That the premises will be occupied as the applicants principal premises for a period of 3 years from completion
 - That the applicant will provide the required supporting documentation on project completion to confirm the development qualifies for relief

- 8.42 The CIL is a planning charge that allows local authorities in England and Wales to raise funds from developers of new build projects to support local infrastructure projects. Developers are required to assume liability to pay the levy in relation to the development by completing an Assumption of Liability form.
- 8.43 People wishing to build their own home or commission the building of their own home may be eligible for exemption. Community group self-build projects also qualify for exemption where they meet the required criteria.
- 8.44 The National Planning Policy Framework (NPPF) states that small and medium sized sites can make an important contribution to meeting the housing requirement of an area, and are often built-out relatively quickly. They require local Planning Authorities to support the development of windfall sites through their policies. It also states that Neighbourhood planning groups should also consider the opportunities for allocating small and medium-sized sites suitable for housing in their area
- 8.45 Policy 1 sets out the criteria for residential developments for small scale infill and redevelopment sites in Heacham.

Policy 1: Small scale (windfall and infill) development

Proposals for infill residential development within the development boundary of Heacham village will be supported on their merits taking account of the scale of the proposal in relation to the size and location of the proposed site, the character of the immediate area, the size of the village as a whole and any current and recent infill proposals in the immediate locality. In particular development proposals should comply with the following criteria insofar as they are relevant to the site concerned:

1. The proposed development does not impact on identified Mineral Safeguarding areas for sand and gravel, carstone and silica sand located in the Parish
2. The proposed development does not cause an unacceptable impact on the residential amenities of adjacent residential properties
3. The proposed development provides appropriate access, parking and turning arrangements
4. The proposed development does not adversely affect the free and safe flow of traffic on the local highway network
5. Where practicable based on the scale, nature and location of the proposed development, provide access to local services and facilities in the village by walking and cycling via a safe and secure route.
6. The proposal will not result in a reduction of the existing outdoor sport or recreational space, or children's play space in the village; and
7. The proposal would not result in the loss of a local business sites unless the site is economically unviable, or cannot overcome an overriding environmental objection, or a mixed use could not continue to provide local employment opportunities and also meet other local needs

Housing Type and Mix

8.46 Table 2 in Appendix B shows that Heacham has a higher proportion of detached houses than the country as a whole. However, the number of semi-detached, terraced (including end of terrace, flats and apartments is significantly lower than BCKLWN as a whole or, indeed, the country. At the same time, the results of the parish Questionnaire showed that residents felt that the greatest need was for smaller dwellings. Figure 5 below shows that many households in Heacham have bedrooms in excess of their theoretical need. While many families may choose to have this surplus accommodation, these statistics suggest that there may well be older people living in relatively large houses who may wish to downsize. The evidence certainly suggests that the need is more likely to be for smaller rather than larger houses.

Household	Heacham	BCKLWN	England
Average household size	2	2.3	2.4
Average no of bedrooms per household	2.6	2.8	2.7

Figure 5: Household size and bedrooms 2011 Census

8.47 The 2014 update of the Strategic Housing Needs Assessment for the Borough Council of King's Lynn and West Norfolk provides the most up to date Borough wide evidence on the types of housing needed. It is difficult to summarise the very detailed information it provides and to extract their implications for one village. However, among the key findings are:

- House prices are significantly higher in the northern rural part of the Borough than in other parts of the Borough
- The gap between affordable rents and market rents and between social rents and market rents is much higher in the northern parts of the Borough
- 67% of new housing should be market housing, 21.4% affordable rent, 6.1% social rented and 5.9% shared ownership
- For market housing the greatest need is for three bedroom dwellings (35%) followed by 4 bedroom (30%) and then 2 bedroom (25%)
- For affordable rented, social rented and shared ownership housing the greatest need is for 2 bedroom houses

8.48 However, Figure 6 data from the King's Lynn Housing Register as at July 2017, shows that the highest demand for social housing in Heacham is for 1 bedroom, ground floor accommodation, followed by 2 bedroom accommodation.

		Need 1 bed	Need 2 bed	Need 3 bed	Need 4 bed	Total
Applicants living in Heacham						
	General needs	6	0	2	0	8
	Ground floor	19	4	5	1	29
Applicants requesting Heacham						
	General needs	10	13	5	3	31
	Ground floor	21	1	0	0	32
TOTAL		56	18	10	4	

Figure 6: Housing register (King's Lynn and Breckland only) – July 2017

8.49 There is evidence to suggest that household sizes are getting smaller (see Table 4 in Appendix B). There is also evidence that there is an increasing number and proportion of older residents (those aged 75 and over) in the Parish (see figure 7 below and Table 1 in Appendix B).

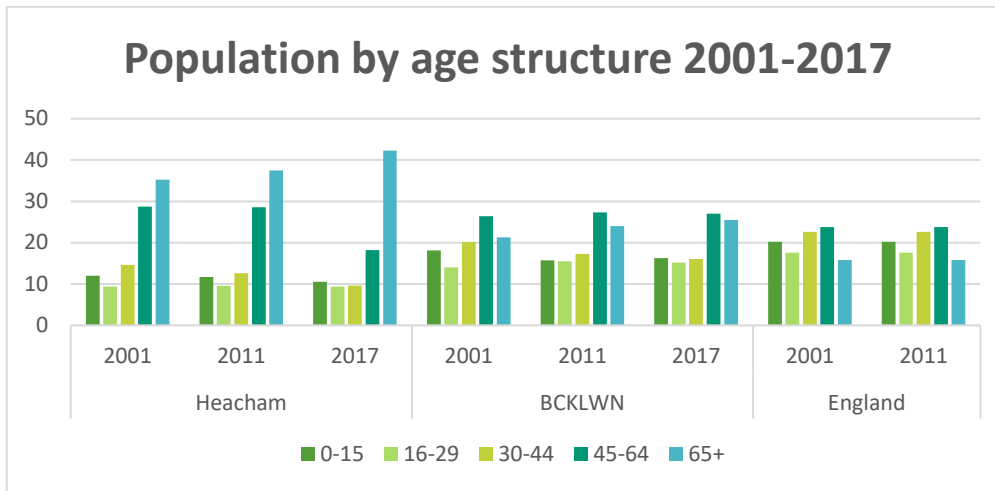


Figure 7: Population by age structure 2001-2017

- 8.50 Given the low proportion of 16-44 year olds resident in Heacham, this Neighbourhood Plan should consider how to make the village more accessible, affordable and attractive to young working age adults and young families. The Office for National Statistics Report 'Living Longer: how our population is changing and why it matters', published in August 2018 reports that in 50 years' time, the percentage of people aged 65+ in BCKLWN is estimated to rise by nearly 7% to 32.27% by 2039.
- 8.51 Therefore, a policy intervention is needed to encourage the development of smaller, two and three bedroom, affordable homes for family occupation which will encourage younger people and families to remain in, or move to the area. This will allow for a sustainable future for the village. The policy approach also allows for people down-sizing, while remaining in the same community.
- 8.52 The ageing population will also need suitable accommodation. Often aging goes hand in hand with a decrease in mobility so in order to enable Heacham's older residents to be able to live independently in their own home, an increasing number of single storey dwellings will be needed.
- 8.53 In some cases, the characteristics of the site may lend themselves to larger dwellings, but where possible the layout should aim to provide mainly two and three-bedroom dwellings. There is a risk that over time relatively small dwellings may be extended repeatedly and become much larger. Careful design and strict adherence to the limits on plot coverage and extensions can limit the potential for this to happen.
- 8.54 Paragraph 77 of the NPPF requires that, in rural areas, planning policies and decisions should be responsive to local circumstances and support housing developments that reflect local needs. Policy 2 sets out criteria to ensure proposed housing reflects the identified local needs of Heacham.

Policy 2: Housing Mix

- 1 Proposals for residential development should demonstrate how their housing mix reflects the identified need for two and three-bedroom dwellings for family occupation.
- 2 All new development proposals will be required to demonstrate how the housing mix reflects the identified need for two and three-bedroom dwellings for family occupation, that are affordable to people on average local wages, to help address the needs of the community, in order to encourage younger people and families to remain in, or move to the area.
- 3 Where practicable development proposals should contribute to the provision of housing local people can afford, and incorporate a housing mix to reflect the most up-to-date evidence of housing need.
- 4 Proposals should facilitate the development of accessible housing and accommodation for older people and people with disabilities, by:
 - a. supporting forms of housing which would encourage households to downsize while staying in the neighbourhood, such as co-housing and supported housing; and
 - b. encouraging designs for new housing to provide for accessibility for older people and people with disabilities enabling them to live independently in their own home.

Extensions to existing dwellings

- 8.55 The justification for Policy 3 relates both to the quality of the built environment and to the evidence of housing need. It is felt to be important to ensure that new extensions are in proportion to the size of the original dwelling and do not excessively erode the spaces between dwellings in order to retain the character of the village.
- 8.56 There is also a strong case for limiting the scale of extensions to existing dwellings because of the evidence that there is already an over-representation of larger dwellings in relation to the size of households. The progressive expansion of existing dwellings would tend to further skew the housing mix towards larger dwellings and reduce the already limited availability of relatively small dwellings. The limit of 50% for the extension of existing dwellings has been chosen as it offers a balance between the understandable desire of residents to expand their homes to meet their needs and meets the requirements of the Town and Country Planning (General Permitted Development) (England) Order 2015 (Schedule 2, Part 1).
- 8.57 The Policy also reflects requirement of NPPF paragraph 122 (d), relating to achieving appropriate densities, and the desirability of maintaining an area's prevailing character and setting (including residential gardens).

Policy 3: Residential extensions

Insofar as planning permission is required extensions to existing dwellings will be supported where they:

- 1 Respect the character of the original dwelling and neighbouring development, and are of an appropriate scale, bulk and mass, having regard to the size of the existing property;
- 2 Do not reduce the gaps between existing dwellings in a way which leads to a cramped appearance or undermines the character of the village
- 3 Retain a sensitive relationship between the size of the plot and built development and, as appropriate, have regard to historic plot boundaries, hedgerows and enclosure walls
- 4 Retain sufficient space for off street parking for the expanded dwelling in accordance with Norfolk County Council parking standards.

Second homes

8.58 Section 2 of the NPPF sets out the objectives which need to be pursued in order to meet the stated purpose of Achieving Sustainable development. Paragraph 8(b) sets out one of these objective

A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations

8.59 In the 2001 census it was reported that 183 properties were used as second residence/holiday accommodation (8.2%) (see Appendix B Table 2). On the 17th November 2020, BCKLWN provided up-dated figures based on their completed council tax base calculations for the financial year 2020/21. At the end of September 2020 there are 303 registered as second homes (i.e. unoccupied but furnished), an increase of over 165% from 2001. While at around 11% this figure is not as high as in some other villages on the North Norfolk coast, this is evidence that the proportion of homes without permanent residents in Heacham is rising.

8.60 In 2011, 8.5% of dwellings in the NDP area were not occupied by a resident household – a 48% increase from 2001. Over this same period, housing stock in the NDP grew by 199 or 8%, but the resident population grew by only 38 or less than 1% and the number of resident households grew by less than 4%. (Data obtained from Nomis Census Data).

8.61 In addition to this the Borough Council has licenced in excess of 2,800 caravans and mobile structures on the holiday parks which will be included in the business rates list.

- 8.62 While second homes and holiday homes bring some economic benefits, by generating some employment opportunities in activities such as maintenance, cleaning and in hospitality, this may not be of direct benefit to the village.
- 8.63 They can also have harmful effects on the village. The increase in second homes and holiday lets has increased house prices disproportionately so that local people, particularly first-time buyers, cannot compete with second, and holiday home owners. As detailed in Section 8 of this Neighbourhood Plan, overall sold prices in Heacham over the last year were 21% up on the previous year and 35% up on the 2017 peak of £231,499.
- 8.64 The number of second homes also reduces the support for local facilities such as the school, the village hall and recreation ground and reduces the cohesion and feelings of security in the community. Both the Infant and Junior schools in Heacham are small and in a village where over 40% of residents are age 65+ (see Appendix B Table 1) are even more vulnerable to a reduction in the permanent resident population, particularly younger families. In the past year Norfolk County Council has appointed one Head Teacher to manage both schools.
- 8.65 While a policy to require that new dwellings are occupied as a permanent residence will only affect a small proportion of the housing stock because of the relatively small amount of development envisaged during the Plan period, it will increase the potential for local people to purchase property in the village as their main home.
- 8.66 The questionnaire response identified a strong desire for there to be a limit on the number of second homes/holiday lets in the village, with almost half of respondents believing this should be set at a maximum of 10%.
- 8.67 The Local Plan site allocation at Cheney Hill (G47.1) is committed for development of 133 dwellings, which offers the opportunity to increase the supply of relatively small, more affordable dwellings and help maintain the sustainability of the village. However, if these houses are built and all or most of them are sold as second homes or holiday lets, the purpose of providing the houses will not be met.

Policy 4: Principal residence requirement

Due to the impact upon the local housing market of the continued growth of dwellings used for holiday accommodation (as second or holiday homes) new open market housing, excluding replacement dwellings, will only be supported where there is a restriction to ensure its occupancy as a Principal Residence.

Sufficient guarantee must be provided of such occupancy restriction through the imposition of a planning condition or legal agreement. New unrestricted second homes will not be supported at any time.

Principal Residences are defined as those occupied as the residents' sole or main residence, where the residents spend the majority of their time when not working away from home.

The condition or obligation on new open market homes will require that they are occupied only as the primary (principal) residence of those persons entitled to occupy them.

Occupiers of homes with a Principal Residence condition will be required to keep proof that they are meeting the obligation or condition, and be obliged to provide this proof if/when Kings Lynn Borough Council requests this information. Proof of Principal Residence is via verifiable evidence which could include, for example (but not limited to) residents being registered on the local electoral register and being registered for and attending local services (such as healthcare, schools etc).

9 Design principles for Heacham

9.1 Section 12 of the NPPF, Achieving Well Designed Places, states that

'The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process'

9.2 The aim of the Design Principles is to ensure that all of the developments reflect the unique character, and characteristics, of the village. The principles have been derived through responses to the residents' questionnaire and other elements of the consultation process, and give consideration to national standards and best practice. This approach is consistent with the design-led approach as captured in national planning policy. The Plan sets out the Council's approach towards a clear design vision and expectations for development sites. This will ensure that applicants have as much certainty as possible about what is likely to be acceptable.

9.3 The siting and design of new development needs to respect the qualities in the natural and built environment that provide local character and distinctiveness. There is no single predominant style, size or type of property, but instead, a mixture. This extends beyond the materials used and the detailed design of a house into the layout of a scheme, orientations and rooflines within a development and across adjacent properties, and the visual and physical connection of the development into the wider village. The integration of development with its surroundings, in both rural and built up areas, is a significant factor in limiting its impact in both the immediate locality and the wider landscape.

9.4 This does not limit imagination, but rather it encourages good, individual and characterful design that suits the place and provides inspirational spaces in which to live, work and play into the 21st Century.

9.5 In meeting the design principles set out in Policy 6, major development proposals will be expected to demonstrate that their proposals have being informed by information, principles and guidance in the following important sources of information on the origins, history and development of Heacham's landscape and village character such as:

- BCKLWN Landscape Character Assessment (2007) (https://www.west-norfolk.gov.uk/downloads/download/77/landscape_character_assessment); and
- the Green Infrastructure Study (2010) (https://www.west-norfolk.gov.uk/downloads/download/76/green_infrastructure).

9.6 In order to meet national standards, to improve the level of design within the village, new and impending developments will also be required to demonstrate how they accord with the requirements of:

- Building for Life 12 (BLF 12)
http://www.builtforlifehomes.org/downloads/BfL12_2018.pdf
- Government best practice guidance 'Manual for Streets'
<https://www.gov.uk/government/publications/manual-for-streets>

9.7 The following Policy is intended to specify the general criteria that development proposals will be expected to meet in order to achieve a consistent, high standard of development throughout Heacham and to ensure that developments are of a scale and use appropriate to the area and are located so as to minimise visual impact within the landscape or built environment.

Policy 5: Design principles

Development proposals should deliver high quality design. As appropriate to their scale, nature and location development proposals should:

- 1 Preserve, and where practicable enhance, the village of Heacham, be sensitive to its surroundings, and demonstrate that it minimises adverse impacts on neighbouring residences.
- 2 Recognise and reinforce the character of the local area in relation to height, scale, spacing, layout, orientation, design, and materials of neighbouring buildings.
- 3 Homes and streets are designed to be tenure-blind.
- 4 Streets are designed to provide sufficient resident and visitor parking that is well integrated and does not dominate the street. Street design should also encourage low vehicle speeds and allow them to function as social spaces.
- 5 Incorporate measures which increase energy efficiency and which reduce energy and resource loss, eg installation of solar panels, use of grey water, use of alternatives to plastic.
- 6 Provide sufficient external space for:
 - refuse and recycling storage;
 - bicycle parking;
 - child and disabled facilities where appropriate;
 - the integration of meter boxes, lighting, flues and ventilation ducts, gutters and pipes, satellite dishes, aerials and telephone lines.
- 7 New dwellings should have gardens commensurate with the intended occupancy.
- 8 Ensure that car parking provision is large enough to fit a modern family sized car (for example a VW Golf or Ford Focus) and allow the driver to get out of the car easily, and is positioned and designed to have minimal impact on the street scene.
- 9 Respect and protect designated and non-designated local heritage assets and their settings.

- 10 There is no unacceptable impact (visual or otherwise) on the area's landscape and proposals for development will be expected to demonstrate how they have minimised landscape impacts on the open countryside and coastline.
- 11 Incorporate adequate landscaping to mitigate the visual impact of the development and to ensure that proposals are in keeping with the existing village context. Where possible, sites are screened through the use of landform, native trees and locally appropriate planting.
- 12 For major residential developments applicants should produce a report to demonstrate that their scheme accords with national design standards (BFL 12 or equivalent).
- 13 Seek to, where practicable, provide adaptable homes through the lifetime homes standard in order to cater for a changing demographic.
- 14 Where practicable, make better connections to other areas of the parish, including access to local services and public open spaces.
- 15 Retain mature or important trees (NPPF 2019 Section 175 applies).
- 16 Ensure new boundary treatments reflect the distinct local character and incorporate semi-mature street planting and hedges to boundaries with open countryside.
- 17 Access to the site is provided/improved to highways authority standards.
- 18 Where appropriate, proposals make a positive contribution towards open spaces, whether respecting the amenity, recreational and wider environmental value of existing spaces or, especially for developments of more than 8 dwellings, provide additional public open space to meet the needs of new residents.

Residential Car Parking

9.8 Section 9 of the NPPF, Promoting Sustainable Transport, states that

'Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network'.

9.9 Consultations with residents of Heacham show they have significant concerns about parking, including on new and impending developments. 71% of respondents to the Residents Questionnaire consider that a minimum of 2 parking spaces should be allocated for each new dwelling.

9.10 Given the relatively rural nature of Heacham, many people need to own a car to access services and employment; indeed the use of cars/vans to get to work is relatively high. The 2011 Census reported that while 48.3% of households in Heacham own one car or van, over 30% of households own two or more vehicles, an increase of 5.1% since the 2001 census.

- 9.11 Heacham is a coastal village, attracting large numbers of visitors which also adds to pressure on car parking spaces.
- 9.12 There is little in the way of serious, chronic congestion in the village that would indicate a need and justification to constrain car ownership, and therefore the prevailing levels of car ownership need to be accommodated.
- 9.13 Within the Village increased car ownership has resulted in on-street parking becoming a significant issue in many areas of the village, impacting the safety of pedestrians and vehicles, impeding access for emergency and larger vehicles. In addition, parking on the road can detract from visual aspects of the village.
- 9.14 Norfolk County Council Parking Standards, referred to in Policy 4, and the adopted parking standards contained in Policy DM 17 of BCKLWN SADMP both require one space for a one-bedroom property. Policy 6 reflects residents' concerns about the increase in on-street parking and for this reason proposes a higher number of off-street parking spaces for one bedroom properties.

Policy 6 : Residential car parking

Off-street car parking should be provided for each new dwelling based on the minimum standards in the table below:

Number of bedrooms	Minimum number of off-road car parking spaces
One	Two
Two	Two
Three	Two
More than three	Three

New streets should be designed to accommodate unallocated on-street parking in a safe and attractive fashion and in a way which will minimise indiscriminate parking and the obstruction of footways and carriageways

Garage provision

- 9.15 While there is no specific reference to garage provision in the NPPF, There have been a number of planning issues in the village in recent times relating to garages.
- 9.16 The Oxford dictionary defines a garage as 'a building for housing a motor vehicle or vehicles', and insurance companies usually require these to be 'secure'. However, recent applications have included proposals that included, double glazed French windows, shower rooms, roof lights, to name but a few examples. Whilst it is accepted that how people use their garage is a matter of choice, if the proposed building is not suitable or intended to accommodate a vehicle, it would be more accurately described as an annexe. Concerns have been expressed that some recent applications for garages should have been submitted as an application for an annexe.

- 9.17 The following policy is included specifically to address some of these concerns and issues. Any application that does not meet items 1 and 2 above should be considered as an application for an annexe in which case Policy DM-7 of BCKLWN SADMP will apply.

Policy 7: Garage provision

Applications for garage provision, whether new development or addition to an existing dwelling will only be supported provided that the proposed building:

- 1 Is accessible by a car
- 2 Is large enough to fit a modern family sized car (for example VW Golf or Ford Focus) and allow the driver to get out of the car easily
- 3 Does not cause an unacceptable impact on the amenities of nearby residential properties; and
- 4 Is well-related to the host property and the wider street scene.

10 Business and employment

10.1 Section 6 of the NPPF, Building a Strong Competitive Economy, requires that

'Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.'

10.2 A key part of the approach adopted in this Plan is to secure the long term sustainability of Heacham.

10.3 Throughout the consultation it was clear that residents wish to retain all of Heacham's commercial facilities. There is also a strong feeling that more needs to be done to encourage and develop employment opportunities into the village and surrounding area. Without this there is concern that even if, through the Neighbourhood Plan, we manage to ensure that any housing development provides smaller homes that local people can afford, without good local employment opportunities our younger residents will still find themselves unable to remain in the village.

10.4 This section of the Plan sets out to provide a positive context within which businesses can be established and grow over the plan period.

Retail businesses

10.5 During the Victorian and Edwardian periods Heacham developed a local shopping centre, catering for the needs of its growing population, and the increasing number of holiday makers visiting the village.

10.6 By 1950 Heacham had almost 50 shops, over half of which were trading in food. However, as personal mobility of Heacham's residents increased, mainly through car ownership and good public transport, people began to travel to neighbouring Hunstanton and King's Lynn, both having a wider range of shops and more competitive prices than those in Heacham.

10.7 In recent years there has been a significant increase in on-line shopping, compounding difficulties experienced by retail businesses and fears of dying High Streets. This is shown in figure 8 below.

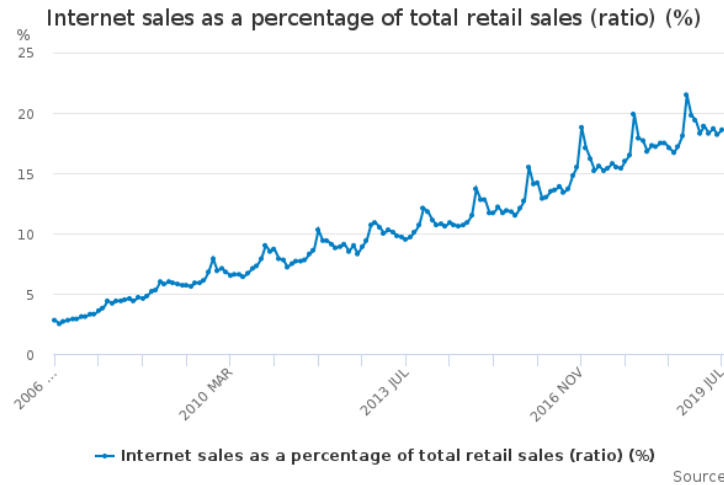


Figure 8: ONS Internet sales as a percentage of retail sales August 2019

10.8 Changes in Heacham in recent years reflect this wider change. Several major businesses have closed and the table at figure 9 below shows the significant decline in the range of local shopping in the village since 1950.

	Year of Survey		
	1950	1985	2019
Food shops:			
Grocers and general stores	11	5	3
Butchers	5	3	0
Bakers and confectioners	7	2	1
Fishmongers	1	1	0
Greengrocers and flowers	2	3	0
Wines and spirits	1	1	0
Total no. of food shops	27	15	4
Non-food shops:			
Stationery and newsagents	3	4	0
Hairdressers	3	6	4
Chemists	1	1	1
Shoes, sports and leather goods	2	1	0
Clothes, cloth and wool	3	4	0
Hardware*, DIY and furniture (incl. fitted kitchens/bathrooms)	2	4	1
Electrical and cycles	3	1	1
Jewellers and watch repairs	1	0	0
Antiques and crafts	1	4	0
Post office	1	1	1
Animal feeds and garden supplies	0	0	1
Home furnishings	0	0	4
Total no. of non-food shops	20	26	13
TOTAL NUMBER OF SHOPS	47	41	17

*Hardware shop in Heacham closed in 2017

Figure 9: Heacham range of local shopping (1950, 1985, and 2019)

Other businesses

- 10.9 The village has a wide variety of other businesses and ways that products and services are delivered, including smaller businesses that are 'working from home' private business and enterprise. These businesses provide both employment and a broader community and social function to the wider community.
- 10.10 This section includes a positive policy to support the development of new businesses in the Plan area. In accordance with the approach set out in the NPPF5 particular support will be given to the following enterprises and projects:
- business proposals that support the sustainability of the village and involve the sensitive conversion of existing buildings and the development of well-designed new buildings
 - proposals that promote the development and diversification of agriculture and other land based rural businesses.
- 10.11 Respondents to the Residents Questionnaire recognised the importance of high speed Broadband access in assisting existing local businesses to prosper and to provide further opportunities for the establishment of businesses for persons working from home.
- 10.12 They also recognised the importance of smaller businesses in sustaining the vitality and viability of the community during the working day and in reducing the levels of commuting to nearby larger towns and cities. In some cases, businesses operating from the owner's home do not need planning permission. In other cases, planning permission is required. A positive policy is included in this section for the latter category.
- 10.13 In addition they raised a number of issues that provide limitations to encouraging new businesses to set up within the village. These included:
- insufficient broadband connection;
 - traffic issues at the A149 junctions;
 - lack of suitable parking provision;
- 10.14 The centre of the village is based around narrow and winding streets, which were never designed to accommodate modern day traffic, and there is no public off-street parking available. The level of on-street parking in the village is relatively high during peak periods, especially along the High Street, and this is significantly worse during the summer season due to the influx of holidaymakers.
- 10.15 Some of the respondents to the Residents' Questionnaire suggested that a small, off-street car park close to the High Street, could encourage more visitors to the centre to use the shops and thus encourage retailers to take over empty properties. One potential site identified is the un-used bowling green which lies just off of the High Street. This is currently owned by BCKLWN.

Policy 8: New business developments combining living and modest employment

Proposals for new business developments which combine living and small scale employment will be supported, provided there is:

- no unacceptable impact on the character and amenity of neighbouring occupiers;
- adequate parking, servicing and access arrangements are provided.

Holiday businesses

- 10.16 According to the 2011 census data, Heacham has approximately 1,750 static holiday caravan spaces, the majority of which are within caravan parks situated on the coast. Most of the caravans are privately owned, with only the Heacham Beach Caravan Park having any significant number of caravans to hire.
- 10.17 On the 17th November 2020, BCKLWN provided up-dated figures based on their completed the council tax base calculations for the financial year 2020/21. This reported that BCKLWN has licenced in excess of 2,800 caravans and mobile structures on the holiday parks in Heacham which will be included in the business rates list (an increase of 60%).
- 10.18 Caravan holidays have been part of Heacham since the early 1930s. The caravan parks and associated businesses are major employers in the village and make a significant contribution both through business rates and income to the area from caravan owners and holidaymakers.
- 10.19 The Borough Council's report 'Heacham – A Plan for the future', produced in 1987, , included a policy that further holiday accommodation should not be allowed to develop beyond the existing defined holiday area at North and South beaches. This was to prevent the further intrusion of caravan and chalet development inland towards the centre of Heacham or north, or south, into undeveloped agricultural land. Continued support for this approach was evidenced in responses to the Heacham Neighbourhood Plan Residents Questionnaire, only 12% of respondents thought that more holiday accommodation should be encouraged in the village. There has also been significant opposition to a planning application for a Glamping site on Hunstanton Road, and a campsite on South Beach Road.
- 10.20 Policy DM11 of BCKLWN SADMP, seeks to protect the countryside for its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, and states that it is important to ensure that there is a correct balance between encouraging tourism and other policy aims of controlling development in the countryside. It further states that this controlled approach to new development is particularly desirable within the northern coastal settlements of the Borough, including Heacham, where there is already a high quantity of varied tourist accommodation available, and these types of development are most prevalent.

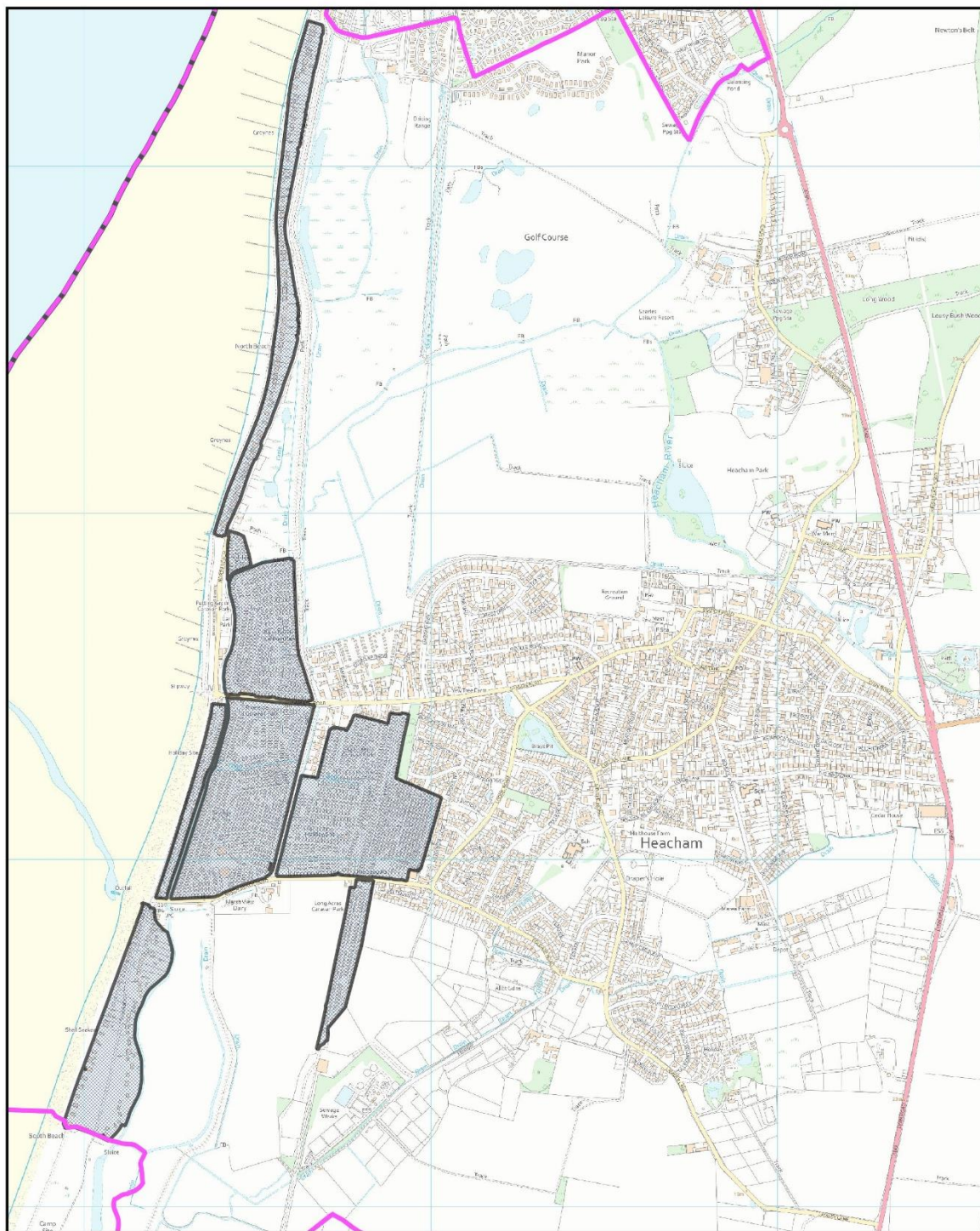
- 10.21 The Neighbourhood Plan, supports this controlled approach in general terms, and the way in which it addresses the need for high-quality development, the Coastal Hazard Zone and the Norfolk Coast Area of Outstanding Natural Beauty in particular.

Policy 9: Holiday accommodation

In order to maintain and improve Heacham's attraction as a quiet un-commercialised holiday centre, applications for further holiday accommodation beyond existing defined holiday areas¹, will only be supported where the proposals:

1. Maintain the distinction between the contrasting holiday centres of Heacham and Hunstanton and do not diminish the physical separation between these centres; and
2. Do not have any unacceptable impact on local infrastructure, including green infrastructure; and
3. Minimise any visual and physical impact on the village by including, where appropriate, a landscaping plan incorporating the use of landform, native trees and locally appropriate planting; and
4. Are not directly adjacent to any residential areas; and
5. Do not need to be accessed through the village centre of Heacham; and
6. Incorporates high quality accommodation for which adequate parking and servicing arrangements are provided; and
7. Can demonstrate a link to wider tourism or land use initiatives that provide demonstrable benefits to the local area.

¹ Figure 10: Tourist sites, below



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Figure 10: Tourist sites



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11 Natural environment

- 11.1 Section 15 of the NPPF, details the Governments planning policies and framework in relation to contributing to and enhancing the natural and local environment.
- 11.2 Heacham has a variety of designated sites for biodiversity and nature conservation. These range from International, national and local sites of importance.
- 11.3 The International sites have the highest level of protection. This means that a proposal which is detrimental to the functioning of the site will not be allowed to take place. Where there is an overriding public need then alternatives may need to be found. International sites within the designated Heacham Neighbourhood Plan area are:
- The Wash Special Protection Area (SPA),
 - The Wash Special Area of Conservation (SAC) and
 - The Wash and North Norfolk Coast Ramsar site
- 11.4 National sites also have a high level of protection under legislation such as the Wildlife and Countryside Act 1981, Protection of Badgers Act 1992, Countryside and Rights of Way Act 2000, Conservation (Natural Habitats, &c.) Regulations 1994 and the Hedgerow Regulations 1992. National sites within the designated Heacham Neighbourhood Plan area are
- The Wash SSSI
 - Heacham Brick Pit SSSI
 - County Wildlife Sites:
 - CWS 478 Coast near Snettisham
 - CWS 483: North West Heacham
 - CWS 484: Whin Covert
 - CWS 2000 Land North West of Heacham
 - CWS 2034: Coast near Snettisham
- 11.5 Local sites are protected under the local authority Local Plans and emerging Local Development Frameworks or organisations such as Natural England, the Norfolk Wildlife Trust and the Forestry Commission.
- 11.6 Within Heacham there is one registered area of Ancient Woodland, one parcel of Registered Common Land and a Registered Village Green in the parish, as well as a number of mapped veteran trees.
- 11.7 To ensure the protection of these valuable assets any planning applications submitted should take account of Policy LP17 – Environmental Assets, in the BCKLWN Local Plan.

Public open space

- 11.8 The Natural Environment White Paper (The Natural Choice: securing the value of nature 2011) highlighted *“the importance of green spaces to the health and happiness of local*

communities". Green spaces, particularly natural green spaces, located close to local people provide a range of social, environmental and economic benefits, including

- improved mental and physical health
- increased social activity
- increased physical activity
- reduced crime
- improvements to children's learning
- increased voluntary action
- improved community cohesion and sense of belonging
- potential for local food growing
- more attractive places to live, work, play, visit and invest
- enhanced opportunities for wildlife habitats and wildlife corridors
- climate change adaptation for example by flood alleviation

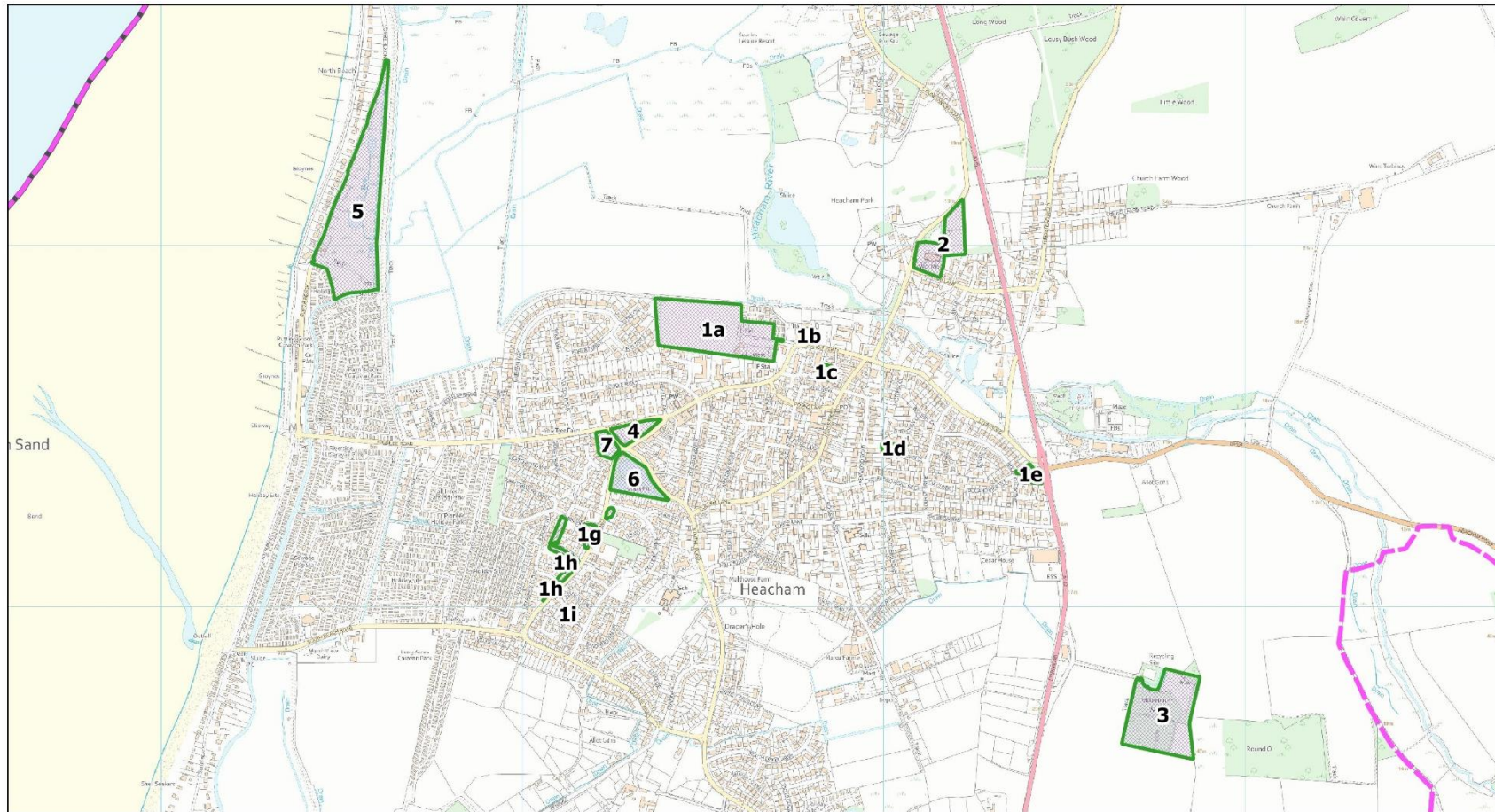
11.9 The openness of the village and its location between the Wash and AONB are greatly valued by all who live in Heacham, and residents wish to preserve the rural look and feel of the village. The beaches and areas of green open space in Heacham are used frequently and a number of groups within the village use the space for sports and informal recreation which helps improve the health of the local population.

11.10 The area around the public hall provides a 'community recreation and sports hub'. This should be strengthened to enable the area to be improved and protected for the growing community.

11.11 There are a number of public green open spaces within Heacham at Lodge Road, Staithe Road, and Millennium Wood (Figure 11).

11.12 Children's play equipment and play space can be found at Lodge Road.

11.13 Paragraph 96 of the NPPF states that 'Access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities.' The following policy is designed to protect existing green open space, sports and recreational buildings and playing fields. It also offers support for proposals to enhance or to provide new open green space. Proposals which would involve the provision of areas of green open space should include site-specific arrangements for the management and future maintenance of the space concerned.



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Figure 11: Map of Heacham's green open spaces



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Key to Figure 11 (above): Heacham's green open spaces

Site No	Sub-reference	Name of site
1	a	Heacham Recreation Ground
	b	Heacham Bowling Green
	c	Heacham Parish Church Green
	d	Ruskin Close Green
	e	Lavender Corner
	f	College Drive Green (Lodge End)
	g	Gymkhana Green
	h	Lodge Road Green
	i	College Drive Green (Cameron Close)
2		Churchyard at St Mary's Church
3		Millennium Wood, east of A149
4		Children's play area and amenity space at Lodge Road
5		The Saltings nature reserve
6		Brays Pit
7		Long pond (between Lodge Road and Station Road)

Policy 10 : Public recreational open space

The following sites (and as shown on Figure 11) are identified as green open spaces:

- Site 1: All Amenity Green Space
- Site 2: Churchyard at St Mary's Church
- Site 3: Millennium Wood, east of A149
- Site 4: Children's play area and amenity space at Lodge Road
- Site 5: The Saltings nature reserve
- Site 6: Brays Pit
- Site 7: Long pond (between Lodge Road and Station Road)

- 1 Proposals to redevelop an identified green open space for non-recreational purpose (other than ancillary developments such as changing rooms, pavilions, car parking, lighting, surfacing, play or sports equipment) will not be supported
- 2 Proposals to enhance or provide new green open space within new developments will be supported.

Green infrastructure

- 11.14 Green Infrastructure is the term given to the areas of countryside that intersperse the built environment. It comprises natural and semi-natural features, green spaces such as parks and allotments, and water courses. All these features coalesce to provide an infrastructure that, if well planned and managed, can enhance the quality of life and wellbeing of local communities and wildlife.

- 11.15 Maintaining and protecting local green open space within the landscape will also enhance the capacity of its natural resources, habitats and species to adjust to climate change and external pressures.
- 11.16 Using initiatives to improve and maintain rights of way and access to green open space increases usage for a broader spectrum of the population and wildlife, and aims to protect or reduce conflict with wildlife habitats where this might occur.
- 11.17 Incorporating, reinforcing and linking Green Infrastructure will improve connectivity and protect local green open spaces. This, in turn, can be seen to be of direct benefit to the health and wellbeing of both residents and visitors alike, in enabling healthy outdoor activity and relaxation.
- 11.18 It should also be noted that there is increasing effort to encourage recognition of the limited impact on the conservation of wildlife and its habitats that compartmentalising wildlife and landscape has; there is increasing concern to maintain and enhance the wider countryside, the only way that will provide for a vast number of species. See, for example, www.wildlifetrusts.org/living-landscape and www.norfolkwildlifetrust.org.uk/news-and-articles/interests/living-landscapes
- 11.19 Policies within the Heacham Neighbourhood Plan aim to fulfil these objectives by identifying landscapes and habitats that we wish to protect, preserve and enhance, and ensuring any proposed development does not obstruct or remove a public right of way.
- 11.20 Whilst there are already footpaths, public rights of way and green open spaces facilities available in the village, with a tennis court, sports field, nature reserve and a number of public footpaths connecting various parts of the village together, many would require enhancement to cater for a significantly larger population.
- 11.21 This could offer an opportunity to explore ways to improve our existing assets such as North and South Beaches, the River Hitch, and for the more active, opportunities to provide 'community walks' around the village.

Policy 11: Green Infrastructure

As appropriate to their scale, nature and location development proposals should protect and where practicable enhance existing green infrastructure and where practicable provide new green infrastructure facilities. In particular, support will be given to proposals that further enhance:

1. The quality, accessibility and usage of public open spaces, allotment provision and areas of sport provision
2. Existing public rights of way within the parish, and to seek opportunities to create new public rights of way to create linkages to the beaches, and into the wider countryside locally
3. The preservation and enhancement of Area of Natural Beauty and local habitats
4. Increasing the number of trees in the village and enriching green areas with wild flower planting
5. Maintain existing grass verges where possible, eg where there is a footpath on the opposite side of the road

Green infrastructure and development proposals that seek to improve the connectivity between the beaches, wildlife areas and green spaces will be supported. Where practicable and as appropriate to their location new routes should:

- Be traffic free and/ or pedestrian and cycle friendly;
- Be safe and inspire confidence in visitors;
- Offer 'easy access' i.e. be reasonably easy to use for users with a wide range of mobility levels, including pushchairs, walking aids and mobility scooters;
- Have the potential for future upgrading to use by cyclists (where not already possible); Have designated, safe crossing points over motorised routes and suitable street furniture;
- Provide connections between where people live and where they want to travel (for recreational or employment purposes);
- Be clearly signed;
- Require very little time, money, or effort to look after them;
- Provide enhanced user enjoyment through the provision of information boards and benches in attractive locations;
- Where appropriate provide safe access for horses, particularly links to existing bridleways;
- Cause no harm to, or loss of, the significance of a designated heritage asset or archaeological site (from its alteration or destruction, or from development within its setting),
- Provide safe passing places on those paths with shared vehicular use including appropriate management of vegetation to the sides; and
- Respect, protect and enhance local biodiversity.

Developments that propose a loss of existing Green Infrastructure nodes and spaces will only be supported where alternative open space can be provided on site or via a contribution towards public open space facilities and their maintenance within in the village.

Electric Vehicle Charging

- 11.22 Opportunities to minimise the adverse impacts on the environment by all development should be encouraged, especially where they minimise impacts on air quality. The Office for Low Emission Vehicles (OLEV) have set out a UK strategy to ensure that by 2050 nearly every new vehicle purchased in the UK will be an ultra-low emission vehicle. Pure electric and plug-in hybrid vehicles are therefore anticipated to take an increasing share of the new car and van market over the next 40 years. The use of electric vehicles is an important measure in reducing emissions locally with provision of necessary infrastructure essential. It is important therefore that new development seeks to encourage continued growth and respond to such change.
- 11.23 Paragraph 35 of the National Planning Policy Framework (NPPF) states that developments should be 'designed where practical to incorporate facilities for charging and plug-in and other ultra-low emission vehicles'. Planning policies should sustain compliance with, and contribute towards, EU limit values and national objectives for pollutants, taking account of Air Quality Management Areas and the cumulative impacts on air quality from individual sites (paragraph 124, NPPF).
- 11.24 In July 2019 the UK government launched a consultation on proposed legislation requiring provision of a charge point in every new home with an associated parking space, and in buildings undergoing a material change of use to create a dwelling. The proposal, if implemented, will also require every new non-residential building and every non-residential building undergoing a major renovation with more than 10 car parking spaces to have one charge point and cable routes for an electric vehicle charge point for one in five spaces.
- 11.25 The following policy is intended to promote a greater role for electric vehicles through the provision of the necessary infrastructure. Any provision of such infrastructure should include arrangements for the future operation and maintenance of the facility.

Policy 12: Provision of electric vehicle charging

Development proposals for the provision of accessible charging facilities for electric vehicles will be supported where they do not create unacceptable harm to the built or the natural environment of the neighbourhood area and to the amenities of residential properties in the immediate locality.

Any provision of infrastructure must also include arrangements for the future operation and maintenance of the facility.

Dark skies

- 11.26 Light pollution is a generic term referring to artificial light that shines where it is neither wanted nor needed. In broad terms, there are three types of light pollution:
- sky glow – the pink or orange glow we see for miles around towns and cities, spreading deep into the countryside, caused by a scattering of artificial light by airborne dust and water droplets
 - glare – the uncomfortable brightness of a light source
 - light intrusion – light spilling beyond the boundary of the property on which a light is located, sometimes shining through windows and curtains
- 11.27 Apart from the impact on people's experience of the countryside, there is an increasing awareness of the effect that light pollution can have on wildlife, by interrupting natural rhythms including migration, reproduction and feeding patterns.
- 11.28 The protection of dark skies is a key element of the Vision of the Norfolk Coast Partnership for the AONB.
- "by 2036 "...the area will still be essentially unspoilt with a strong feeling of remoteness, peace and tranquillity, with wide skylscapes, seascapes and dark night skies that show the richness and detail of constellations."*
- 11.29 The National Planning Policy Framework (NPPF) also notes how good design can help to "limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation".
- 11.30 Although Heacham does have street lighting, they have recently invested in replacing all lighting stock with LED bulbs, which are focussed downwards and cause little light pollution. The CPRE Dark Skies Map Figure 12 below, shows that the village itself has relative dark skies and in the surrounding countryside there is very little light pollution. Currently, timers are set so that most street lights dim between midnight and 5.00am. Additional street lights or intrusive external lighting associated with new development would be detrimental to the character of the village. Although in many cases external lighting is permitted development, it is possible to influence external lighting associated with new development and the evidence of the benefits of sensitive lighting may influence the choices of others.
- 11.31 Policy 13 addresses this important matter. As appropriate to the scale, nature and location of the development proposal concerned planning applications should include an external lighting impact assessment regarding any proposed external lighting. This should include, but not be limited to, the effect of the proposed lighting on bats and moths.

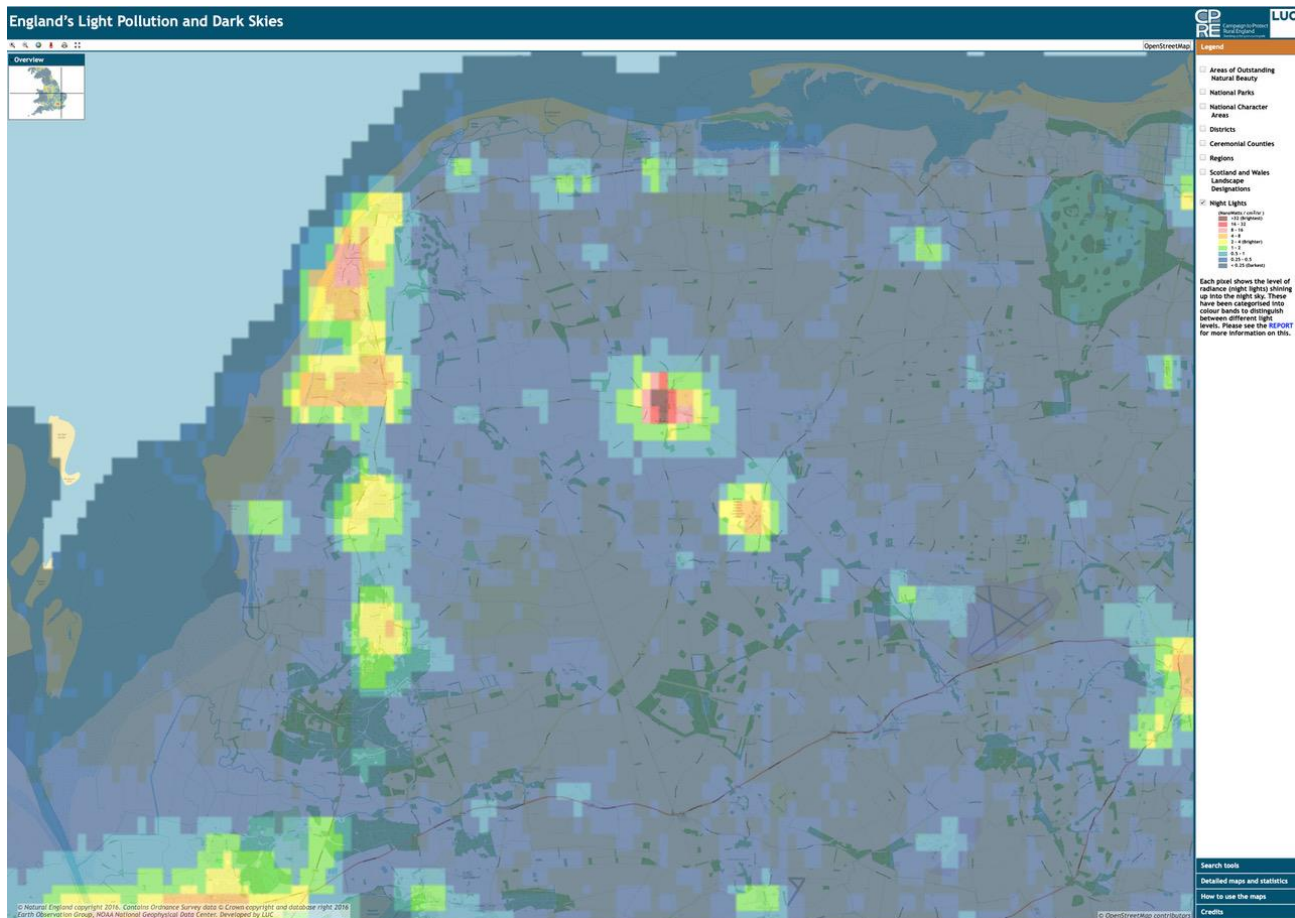


Figure 12: Extract from CPRE Dark Skies Map

Policy 13: Dark skies

External lighting associated with development proposals is sensitively-designed to safeguard the dark skies environment of the neighbourhood area and minimise the extent of any light pollution. In particular:

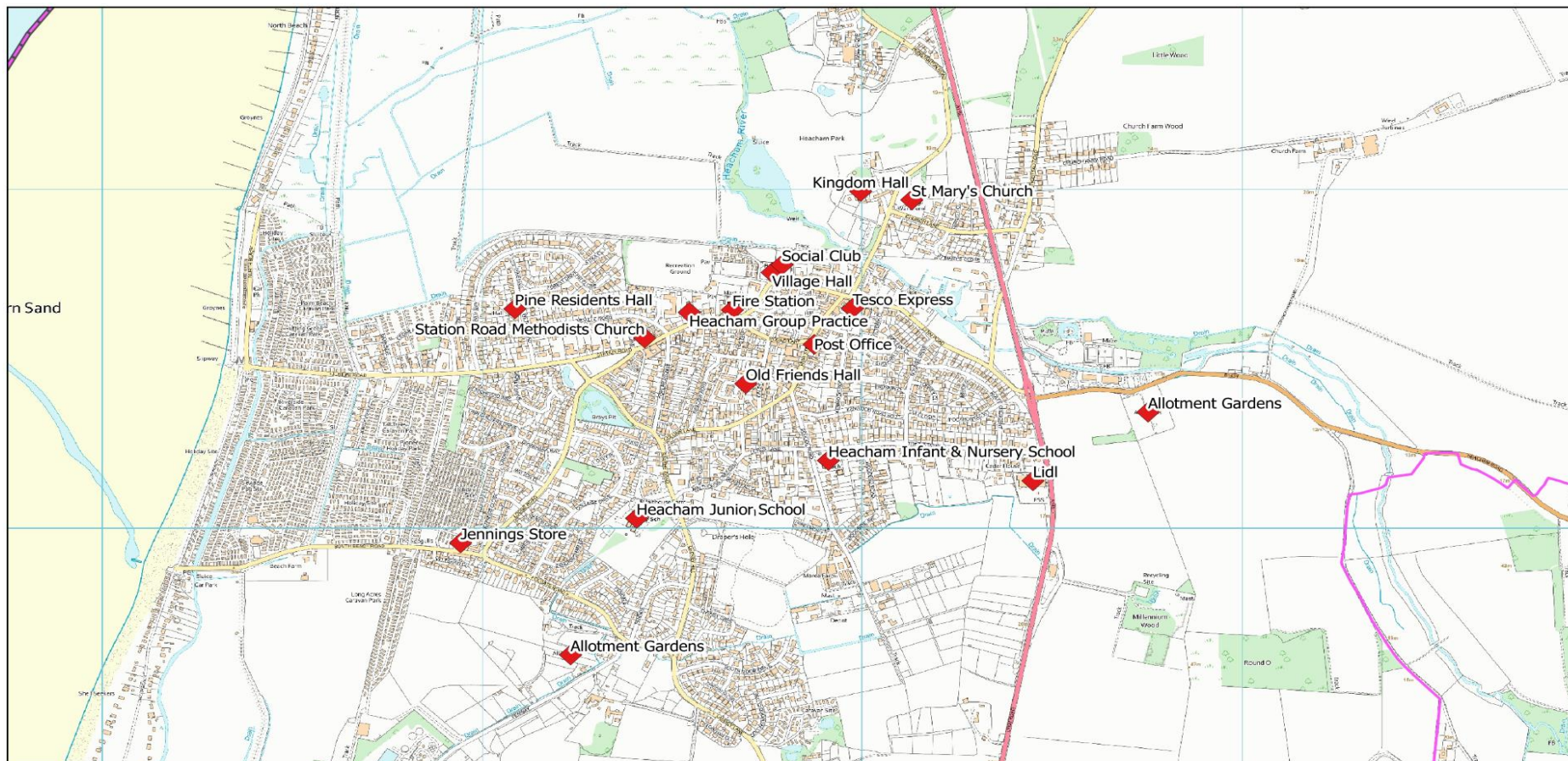
- 1 external lighting should be designed to minimise the risk of light spillage beyond the development site boundary; and
- 2 Light-emitting diode (LED) down lighting, including lights at lower levels, should be used wherever practicable, and be in keeping with the existing light stock.

12 Community facilities

- 12.1 Community services and facilities are an important part of any community and encourage community involvement, interaction and sustainable development. Section 8 of the NPPF requires that Planning policies and decisions should aim to achieve healthy, inclusive and safe places, and to provide the social, recreational and cultural facilities and services the community needs.
- 12.2 A sustainable community is one that provides opportunities for all its members to thrive through as many cultural, sporting and leisure interests as is reasonably practical. However, this requires both facilities and people to take advantage of the opportunities available. The demographic forecast based on the 2011 census envisaged an increase in overall population with an increase in average age.
- 12.3 However, newly permitted residential development at Cheney Hill will potentially reverse both of these trends; the village is likely to see new families with an associated increase in the demand for more active contemporary participatory sport and leisure activities, as well as older residents remaining in a community they know and enjoy. Consequently, there is an opportunity for existing clubs to enhance their facilities, expand and improve their standing, whilst there may be scope for new groups to bring activity into the village to foster greater community spirit and improve the health of residents.
- 12.4 The consultation identified that the 'built' community facilities within the village were of a good quality and provided useful spaces in order to provide social activities. There is strong community support for the safeguarding of these important village assets. There may, however, be opportunities, both in the development of the new Community and Heritage Building, or in the spare capacity in existing hall sites, for an extension of existing services, the provision of different or alternative recreation activities that residents currently travel to other settlements for, such as a community cinema.
- 12.5 Not all community facilities are classified as 'critical' in order to support growth, but there are some services and facilities that do support new and impending developments and an increased population and are used on a regular basis and therefore should be identified as 'key' services and facilities to enable the village to retain as many of these important services as possible. New developments should be encouraged to be located in close proximity to these facilities or provide new, enhanced or additional links in order to improve access to and from these facilities.
- 12.6 The key community services and facilities within the Parish are identified as:
- The Primary and Junior Schools;
 - Heacham Group Practice
 - Heacham Fire Station
 - Access to a bus stop and bus service;

- Convenience stores –Tesco Express and Jennings Store; McColl's (closed September 2019)
- Lidl supermarket
- Post Office
- Public open spaces;
- Community halls – Public Hall, Old Friends Hall, St Mary's Church Hall, the Methodist Church Hall, Pine Hall and when completed the new Community building; and
- Allotments provided by the Parish Council

12.7 These are shown on the map at Figure 13 on the following page.



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Figure 13: Map of community facilities in Heacham

Heacham Primary and Junior Schools

- 12.8 Heacham is fortunate to have two schools in the village, Heacham Infant and Nursery and Heacham Junior School led by one Executive Head Teacher who works across three local schools (Snettisham Primary is also part of the partnership).
- 12.9 Heacham Infant and Nursery School currently has 113 pupils and was rated 'Good' in its last Ofsted inspection in May 2011.
- 12.10 Heacham Junior School currently has 165 pupils and was also rated 'Good' in its last Ofsted inspection in March 2015. The majority of pupils leaving Heacham Junior School move on to Smithdon High School in Hunstanton.

Heacham Group Practice

- 12.11 Heacham has a long-established GP Practice, which was first started in 1952. The Practice operates from two purpose-built surgeries at Heacham and Snettisham, and provides care for the villages of Heacham, Snettisham, Sedgeford, Fring, Inmere and Ringstead. The dispensary attached to the Heacham Group Practice is highly valued.
- 12.12 The Practice currently has approximately 8,000 registered patients and being a retirement area a large proportion of these are aged over 65. In the summer months the Practice also provides care for a large influx of temporary residents. During consultation significant concerns were raised that these factors seriously strain the local medical practice.
- 12.13 Currently the surgery has 6 GPs, a number of whom work part-time. Throughout the consultation, concern was expressed whether the surgery had capacity to take on the additional demand that will be generated by the planned scale of new development in this area.
- 12.14 Currently the village has no NHS dentist, further impacted by the recent closure of the NHS dentist in neighbouring Snettisham.
- 12.15 While outside the remit of local Planning policies, it is hoped that the NHS West Norfolk Clinical Commissioning Group will ensure there is sufficient resources to support the growing population of Heacham.

Heacham Fire Station

- 12.16 Heacham Fire Station is staffed by Firefighters on a Retained Duty System Contract (RDS). These Firefighters are men and women who live or work close to the Station and ride the Fire Appliance when alerted to any Fire and Rescue incident. When fully staffed the crew consists of a Watch Manager, two Crew Managers and nine Firefighters.

- 12.17 Its current building on Station Road was opened in 1965 and replaced one in Pound Lane that dated from 1932.
- 12.18 In the year 01/04/17 – 31/03/18 Heacham crew attended 102 incidents, which included 21 primary fires, 7 secondary fires and 21 special services.
- 12.19 Primary fires are any fires involving property (including non-derelict vehicles) potentially casualties and potentially involves five or more fire appliances. Secondary fires include grass fires and derelict vehicle fires, and special services includes attending road traffic collisions, incidents involving hazardous substances, and so on.
- 12.20 In recent years the Fire Station has been threatened with closure and just last year potential downgrading of their appliance, but the Station has significant support from the community and has managed to avert either of these happening.
- 12.21 The community supports the development of additional community facilities and believes new and impending developments can attract new or enhanced facilities in the village such as a dental practice.

Policy 14: Community facilities

Proposals to enhance existing, or develop additional, community facilities will be supported, particularly

- Health services, dental practice
- Facilities for children, teenagers and young adults

Proposals to redevelop or change the use of an existing community facility or land or buildings last used as a community facility will only be supported where one of the following conditions is met:

- 1 A replacement facility of sufficient size, layout and quality to compensate for the loss of the existing facility (as shown in Figure 12) is to be provided on an alternative site within the 'built up area' of Heacham. Exceptionally, the replacement facility will be permitted adjacent to the development boundary of Heacham where there is a clear local need for the facility to be relocated and a more central site within the village is not available; or
- 2 It has been satisfactorily demonstrated that it would not be economically viable or feasible to retain the existing community facility (as shown in figure 12) and there is no reasonable prospect of securing an alternative community use of the land or building.

13 Settlement breaks

- 13.1 Gaps separating settlements are important in maintaining the separate identities of smaller settlements, providing their setting and preventing coalescence. Land immediately outside settlement boundaries may be important to the form and character of a settlement, providing both the foreground and the background views of the settlement from a distance and opportunities for views from the settlement.
- 13.2 Heacham has neighbours on several sides who, like Heacham, have their distinctive look and individual character. One of the concerns of Heacham residents is the risk of coalescence i.e. losing the green space separation between the existing village settlements and the green gaps between neighbouring villages and towns. Heacham shares a parish border with: Hunstanton, Old Hunstanton, Ringstead, Sedgeford and Snettisham.
- 13.3 The western boundary of Heacham is predominantly flat, low-lying open coastal marsh which fringes the eastern edge of The Wash. Most of this area falls into the Environment Agencies identified Flood zones 2 and 3. Much of the eastern boundary of the village falls within the Area of Outstanding Natural Beauty (AoNB) (see map at Figure 13 on following page). For this reason, both boundaries have some protection from future development.
- 13.4 However, as opposition to the previous School Road planning application identified, residents of Heacham believe it is important to maintain a further 'buffer zone' on eastern boundary of the village bordering the edge of the AoNB. The application was refused following a public enquiry².
- 13.5 Development outside the defined development boundaries is already controlled by Policy CS06 of the Core Strategy and Policy DM2 of the SADMP. The latter comments that 'areas outside development boundaries (excepting specific allocations for development) will be treated as countryside where new development will be more restricted and will be limited to that identified as suitable in rural areas by other policies of the local plan, including farm diversification (under Core Strategy Policy CS06); small scale employment (under Core Strategy Policy CS10); tourism facilities (under Core Strategy Policy CS10); community facilities, development in support (under Core Strategy Policy CS13); renewable energy generation (under Policy DM20 of the rural economy or to this Plan); rural workers' housing (under Policy DM6 of this Plan); and affordable housing (under Core Strategy Policy CS09).
- 13.6 Nevertheless, these development plan policies do not directly comment about the importance of the potential for coalescence between elements of built development in the neighbourhood area and its adjoining parishes. This potential is most significant in the Butterfield Meadow area (to the immediate north of the neighbourhood area), the development boundary based on Heacham Manor.

² <https://online.west-norfolk.gov.uk/online-applications/appealDetails.do?previousCaseType=Application&keyVal=N8P8WOIV05900&previousCaseNumber=13%2F01541%2FOM&activeTab=summary&previousKeyVal=MV0B0YIV39000>

13.7 The potential for coalescence is an important and distinctive matter in the neighbourhood area. Both its character and appearance are significantly defined by the arrangement of built development in general terms, and the open and rural character of the landscape between Heacham and Hunstanton to the north in particular. Policy 15 captures this matter. It requires that new developments should not cause unacceptable harm to the landscape setting and distinct identity of Heacham and should not unacceptably detract from the visual separation of Heacham from Hunstanton or the views or settings of the Norfolk Coast AONB. In addition, it addresses the importance of avoiding the potential coalescence of settlements.

Policy 15: Settlement breaks

Development proposals outside the development boundaries of Heacham (and as shown in Inset G47 of the SADMP) will only be supported where they:

- do not cause unacceptable harm to the landscape setting and distinct identity of Heacham
- do not detract from the visual separation of Heacham from Hunstanton
- do not detract from the views or settings of the Norfolk Coast AONB

New development must not result in the coalescence of Heacham with Hunstanton to the north.

14 Heritage assets

- 14.1 This Plan presents an opportunity to safeguard and enhance all assets of heritage value irrespective of the perceived development pressure on them. Consultation feedback showed resoundingly that local people cherish the character of their built and natural environment. The Plan area is rich in its amount and variety of heritage (buildings and spaces). Many of these are designated as 'heritage assets' by Historic England (as listed buildings or ancient scheduled monuments). However, there are some buildings that have a local value and this Neighbourhood Plan seeks to recognise these and preserve them for future generations.
- 14.2 Despite the significant change the village has undergone in the last century, several key remnants of Heacham's past remain intact, a number of which are now designated heritage assets and represent some of Heacham's most valued and characterful buildings.
- 14.3 Heacham Conservation Area, designated by the Borough Council in February 1988, offers some protection to the historic core in the centre of the village. It has an irregular shaped form, with several distinct areas; the historic core of the settlement around St Mary's Church and Heacham Hall, a thin strip of land in the middle which contains the important historic fabric on each side of the Hunstanton Road – together with the associated landscape and curtilages, and then the elongated southern section which contains the important historic buildings to the south of Heacham river (both sides of the Hunstanton Road), and extends eastwards to contain Little Mill House and its eastern boundary with the main A149 road, near the important Caley Mill site (now Norfolk Lavender).
- 14.4 First and foremost, amongst Heacham's key historic buildings is the Parish Church of St Mary the Virgin, which is the oldest surviving building in the village. It dates from 1230 and is Norman in style. In the cupola on the tower hangs a bell dating from about 1100, making it the oldest in East Anglia, and the seventh oldest in the country.
- 14.5 A listed building is one that is 'of special architectural or historic interest' and has been included on a list kept by the Secretary of State for the Environment. The list identifies our heritage and identifies those buildings that are thought to be special. Within Heacham, there are 24 buildings of 'special interest' that have been listed and none of these has been classified as "at risk". These are shown at Figure 14, and include:

- 1 Kingdom Hall of Jehovah's Witnesses – Grade II
- 2 16-26 Church Lane – Grade II
- 3 Churchyard Wall, including War Memorial, Church of St Mary – Grade II
- 4 Church of St Mary the Virgin – Grade II
- 5 1-11 Hunstanton Road – Grade II
- 6 Chestnut House – Grade II
- 7 Church House – Grade II
- 8 Briar Cottage – Grade II
- 9 Heacham Lodge – Grade II
- 10 Millbridge Nursing Home – Grade II

- 11 High House – Grade II
- 12 Archway Cottage – Grade II
- 13 Manor Farm House –Grade II
- 14 Gates and Gate Piers to No. 4 (Millbridge Nursing Home) – Grade II
- 15 Norfolk Cottage – Grade II
- 16 Railings and Plinth to Heacham Lodge – Grade II
- 17 Caley Mill – Grade II
- 18 Garden wall attached to south of The Homestead – Grade II
- 19 The Homestead – Grade II
- 20 Bridge over Loo Water – Grade II
- 21 Turret House –Grade II
- 22 30 Hunstanton Road – Grade II
- 23 Holly Lodge – Grade II
- 24 34 Hunstanton Road – Grade II

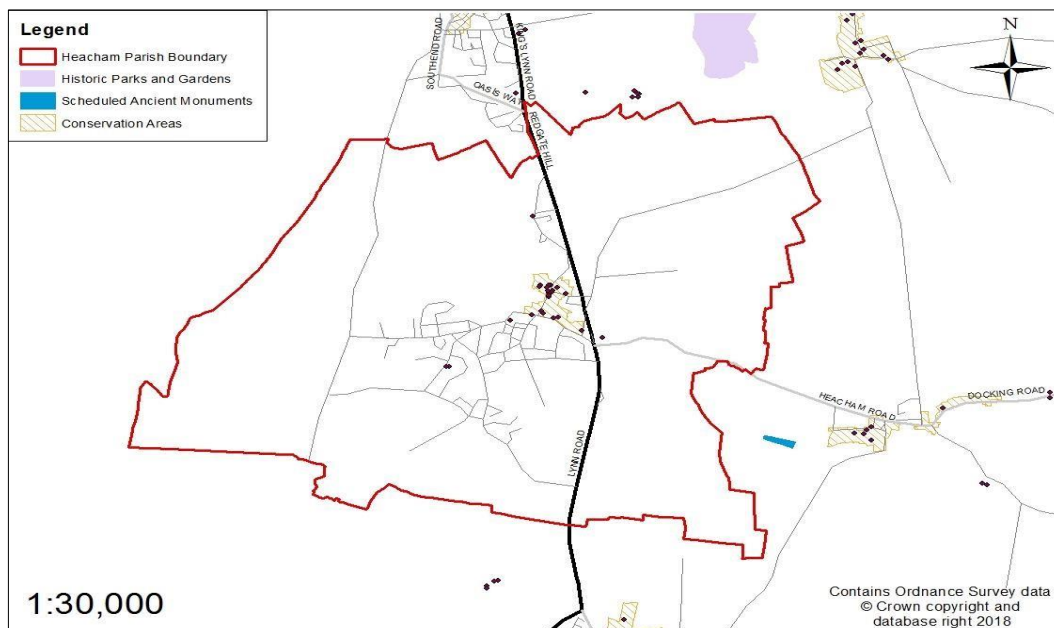
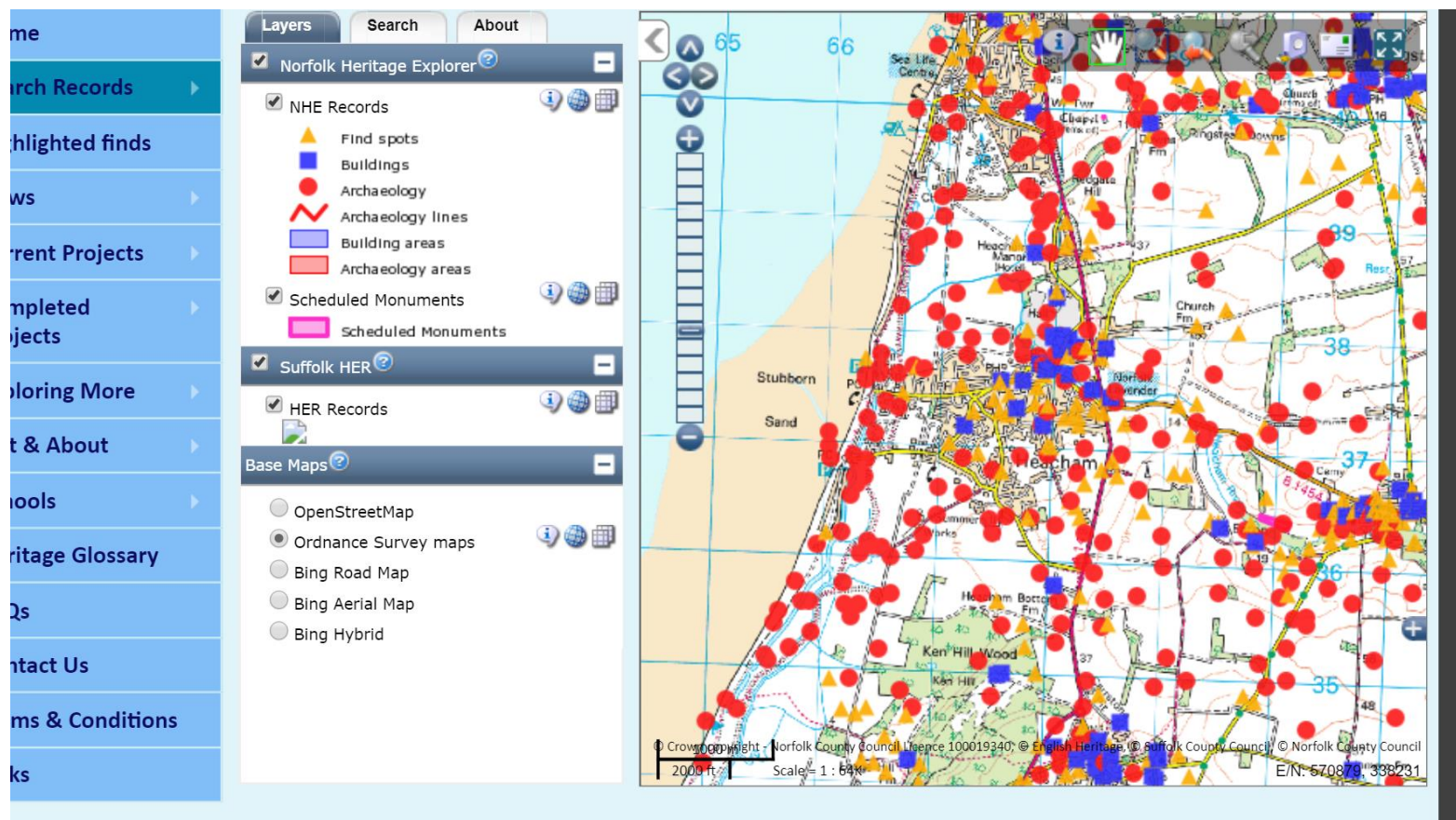


Figure 14: Heritage Assets in Heacham

14.6 Archaeological remains are a crucial link to our past and those of national importance are often designated as Scheduled Monuments. All of these are fragile: once lost, they can never be replaced. Heacham is home to a number of archaeological areas and find spots, as shown in Figure 15.



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www.heritage.norfolk.gov.uk/map-search#

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Figure 15: Archaeological Areas and Find Spots

- 14.7 Section 16 of the NPPF specifically deals with policies to conserve and enhance the historic environment, specifically requiring that 'plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats'. Policy 16 provides a context for the protection of heritage assets in the neighbourhood area. It provides a local iteration of the national approach as set out in the NPPF. The second part of the policy provides a policy approach for the conservation area and for the listed buildings identified in Figure 14. Where demolition is unavoidable, provision should be made for an appropriate level of archaeological recording to take place prior to demolition.

Policy 16: Heritage Assets

The heritage assets identified on Figure 14 should be sustained and where practicable enhanced as part of development proposals.

Development proposals should preserve or enhance the character or appearance of the Heacham Conservation Area.

Development proposals should respect the importance of listed buildings. When considering the impact of a proposed development on the significance of a listed building as included in paragraph 14.5 of the Plan, great weight should be given to the asset's conservation. Any harm to, or loss of, the significance of a listed building (from its alteration or destruction, or from development within its setting) will require clear and convincing justification.

15 Flood risk and drainage

Flood risk

- 15.1 The West Norfolk coastline has seen numerous inundations over the centuries, not least during the floods of 1953. The Wash Shoreline Management Plan (SMP) identified uncertainties over the future management of the flood defences between Hunstanton and Wolferton Creek (west of Dersingham) beyond 2025 – Heacham falls within this stretch of coastline.
- 15.2 This section of the coastline is considered to be at very high risk with only a one in 50 year (2% annual probability) standard of protection. The required standard of protection from tidal flood risk, as stipulated in the National Planning Practice Guidance is one in 200 years (0.5% annual probability).
- 15.3 Section 14, para 155 of the NPPF clearly states that
- ‘Inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk (whether existing or future).’*
- 15.4 Para 156 further requires that
- ‘Strategic policies should be informed by a strategic flood risk assessment, and should manage flood risk from all sources.’*
- 15.5 Following the SMP the Environment Agency (EA) and the Borough Council introduced a Coastal Flood Risk – Planning Protocol for the area between Wolferton Creek and Hunstanton. The protocol informs those who are submitting planning applications in the area reliant on these defences, about the predicted increase in flood risk. The aim of the protocol is to prevent inappropriate development in this area.
- 15.6 Considering the risks associated with the seasonality of each of the highest astronomical tides, the probability of storm surges, and wave action severity, reports undertaken for the Borough Council concluded the only safe period of occupancy was between 1st April and 30th September each year. BCKLWN have therefore concluded that occupation outside these dates at this location could not be considered safe due to flood risk and would therefore be contrary to the National Planning Policy Framework/Practice Guidance.
- 15.7 BCKLWN are also part of a group of Norfolk local planning authorities who, in collaboration with the Environment Agency (EA) commissioned a Strategic Flood Risk Assessment (SFRA). The SFRA:
- provides a robust appraisal of the extent and nature of flood risk from all sources of flooding, now, and in the future

- takes into account the effects of climate change and its implications for land use planning

15.8 Heacham Parish Council supports this policy.

15.9 Figure 16 below details the different Flood zones in Heacham.

15.10 BCKLWN Site Development Management Policies Plan Section DM18 – Coastal Flood Risk Hazard Zone (Hunstanton to Dersingham) seeks to prevent any inappropriate development in this area. Policy 17 of the Heacham Neighbourhood Plan fully supports the requirements of this Policy. It has been designed to provide a local supplement to the existing approach on this important matter to the neighbourhood area in the existing development plan.

Surface water

- 15.11 Built development in flood risk areas may also impede or divert the flow of floodwater to reduce the capacity of the available flood plain. In 2012 BCKLWN published a Surface Water Management Plan (SWMP). This is a framework to help understand the causes of surface water flooding and agree a preferred strategy for the management of surface water flood risk. In this context, surface water flooding describes flooding caused by runoff from land, roads, buildings, small watercourses and ditches as a result of heavy rainfall.
- 15.12 This report identified Heacham as a Local Flood Risk Zone (LFRZ). LFRZ are identified to enable further investigation to determine if they are part of a wider Critical Drainage Area. A LFRZ is defined as discrete areas of flooding that do not exceed the national criteria for a 'Flood Risk Area' but still affect properties, businesses or infrastructure. The results of intermediate level surface water modelling combined with site visits and a review of historical flood records indicated that there is a moderate risk of surface water flooding within Heacham – typically associated with topographic low points.
- 15.13 The Environment Agency (EA) holds a national data set identifying the risk of groundwater emergence within an area, Areas Susceptible to Ground Water Flooding (AStGWF). The SWMP reports that the EA AStGWF indicates Heacham is considered to have a low risk of ground water emergence in a small western and north eastern part of the village, which increases to a moderate risk in the southern and eastern areas; and to high risk in the centre of the settlement.
- 15.14 This is exemplified during times of excessive rain when Heacham suffers from surface water run-off during times of excessive rain. As recently in June 2019 the village around Station Road (Fox and Hounds) and Cheney Hill suffered significant flooding (Figure 17 below).



Figure 17: Flooding on Station Road June 2019

- 15.15 Other areas of the village, such as Jubilee Avenue and Marram Way, are known areas of regular surface water flooding in periods of heavy and prolonged rainfall. Anglian Water have undertaken extensive work in Heacham and have advised that there are unmaintained ditches and water courses which are frequent contributors to flooding issues in the village.

Policy 17: Reducing flood risk

As appropriate to their scale, nature and location development proposals in the neighbourhood area which are located in the Coastal Flood Risk Hazard Zone (Hunstanton to Dersingham) should be accompanied by a flood risk assessment to address any increased risk of flooding from an existing flood source and any mitigation measures which are required to address the disposal of water within the development site.

All developments in flood risk areas and those which feed into flood zones should be designed and constructed to reduce the overall level of flood risk on the site and the surrounding areas.

Waste water treatment

- 15.16 An area of significant concern to residents, raised at all stages of consultation on the Heacham Neighbourhood Plan, is the capacity of the Heacham Waste water Treatment Works (HWwTW).

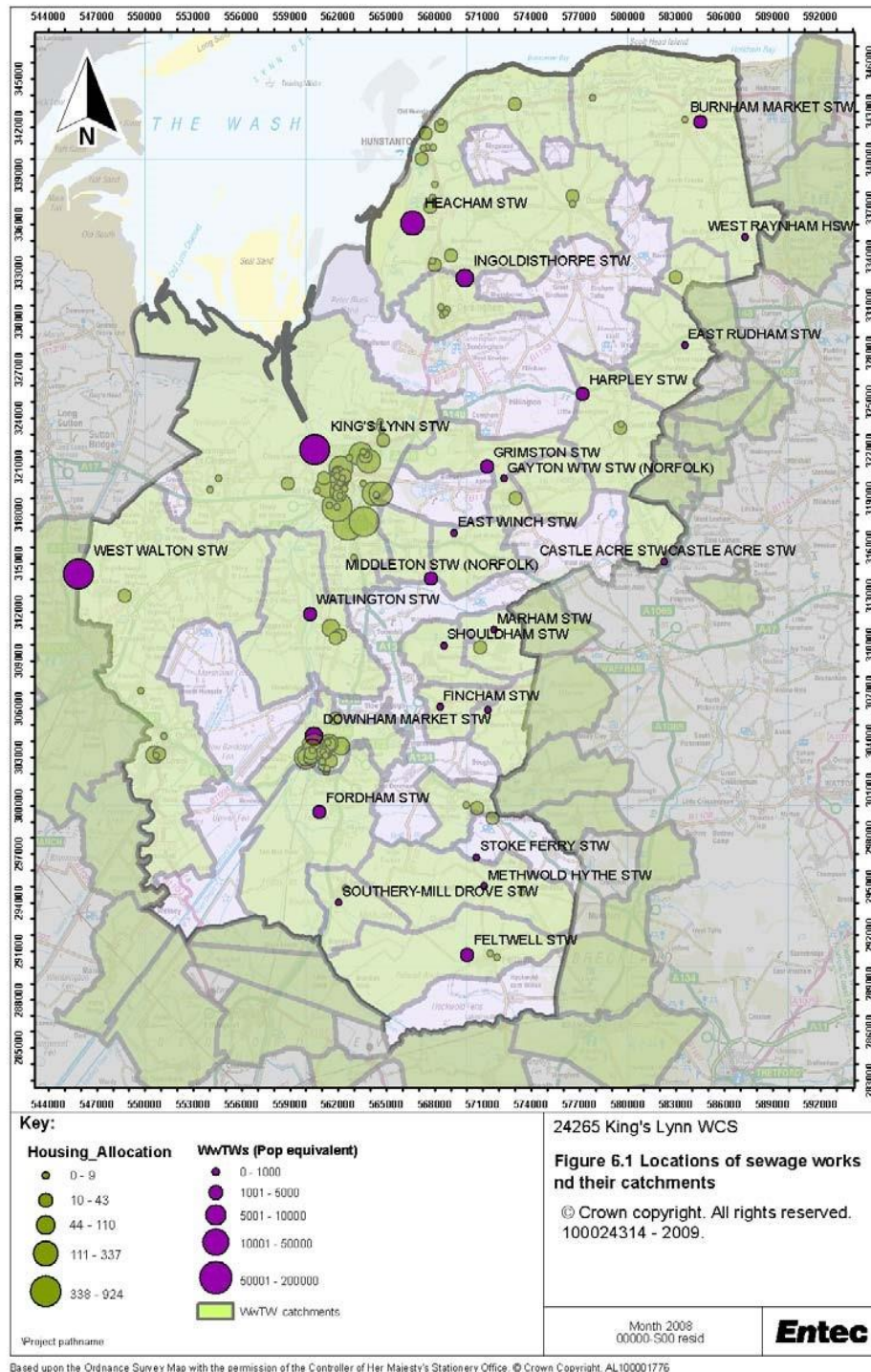


Figure 18 Water Cycle Study - Locations of sewage works and their catchments

15.17 Norfolk County Council's report, 'Norfolk Minerals and Waste Development Framework, Core Strategy and Minerals and Waste Development Management Policies, Development Plan Document 2010-2026 Revised Waste Data Evidence

Base was published in October 2010 reported that HWwTW was close to capacity under peak flow conditions. This report included a table detailing the impact of planned growth on Sewage Treatment Works at the four largest settlements and main market towns in Norfolk. The extract of this table for Hunstanton is shown in Figure 19 below:

Key Centre / Market Town (District Council)	Sewage treatment Works Capacity	Water Cycle study findings	AWG consultation response
Hunstanton (King's Lynn & West Norfolk)	Hunstanton is served by the Heacham Waste water Treatment Works (WwTW). Heacham is close to capacity under peak flow conditions and may therefore need to be extended.	An increase in the consented Dry Weather Flow will be required to support the planned growth in the Heacham growth area, although, bearing in mind the high dilution capacity of the receiving waters at these WwTWs, this is unlikely to place a constraint on growth. Impacts of the WwTW discharge on the bathing water at Heacham is a potential constraint to housing growth.	No new sites proposed by Anglian Water Services

Figure 19: Extract of table 24 from Norfolk Minerals and Waste Development Framework 2010 - Impact of planned growth on Sewage Treatment Works

- 15.18 The BCKLWN, as part of a consortium of Norfolk local planning authorities, commissioned new Level 1 Strategic Flood Risk Assessments to inform strategic planning decisions, the preparation of Local Plans and to inform development management decisions.
- 15.19 Table 6-2 of the Strategic Flood Risk Assessment, shows the Sewer flooding register for the Borough, and is reproduced below at Figure 20. As can be seen, Heacham has the second highest number of recorded sewer flood incidents in the Borough, higher even than more built up areas such as areas of King's Lynn and Downham Market. While this register is not a comprehensive 'at risk register', this fact should not be ignored when future planning decisions are being considered.

LOCATION	POSTCODE	RECORDED FLOOD INCIDENTS
Wisbech	PE14 0	2
Walton Highway/West Walton	PE14 7	5
Emneth	PE14 8	7
King's Lynn	PE30 1	1
King's Lynn	PE30 2	6
King's Lynn	PE30 3	8
King's Lynn	PE30 4	11
King's Lynn	PE30 5	5

LOCATION	POSTCODE	RECORDED FLOOD INCIDENTS
Ingoldisthorpe	PE31 6	1
Heacham	PE31 7	13
Burnham Deepdale/Brancaster Staithe	PE31 8	2
Pott Row/Grimston/Middleton/Roydon/Gayton	PE32 1	24
Watlington/West Winch	PE33 0	4
Wiggenhall St Germans/Wiggenhall St Mary Magdalen	PE34 3	10
Terrington St Clement/Clenchwarton	PE34 4	4
Hunstanton	PE36 5	2
Hunstanton	PE36 6	1
Downham Market	PE38 0	1
Downham Market	PE38 9	11
	TOTAL	118
2017s5962 BCKLWN SFRA Final v3.0.docx Note: Based on information supplied on 26/06/2017		

Figure 20: Sewer flooding register for the Borough of King's Lynn and West Norfolk

15.20 In response to the Regulation 14 consultation Anglian Water asked that this section be up-dated, and referenced their Water Recycling Long Term Plan published in September 2018 which sets out their long term strategy for investment relating to water recycling infrastructure by Anglian Water.

15.21 As part of development of this Plan, Anglian Water advise that they had considered the anticipated scale of growth over the next 25 years (to 2045) in the Heacham catchment including Hunstanton. Following this review they have not identified need for investment by Anglian Water for improvements at Heacham Water Recycling Centre to accommodate further growth to 2045. They also advise they have made significant investment in both updated pumps and pumped mains to provide increased resilience in this part of the public sewerage network.

15.22 In response to all public consultations in development of this Neighbourhood Plan residents of Heacham have highlighted that, particularly during the summer season, waste regularly has to be pumped and removed via lorries from the Jubilee area of the village close to the large caravan sites.

15.23 In their response to the Regulation 14 consultation Anglian Water advise, that they aware of historic issues in this area of the village, and can confirm that this relates to surface water flows entering the public sewerage network and not the available capacity at Heacham Water Recycling Centre to treat foul flows.

15.24 In the context of the information in this section of the Plan developers should submit information with planning applications to demonstrate that there is capacity within

the water supply network or that it can be made available, both on and off the site to serve the development, prior to occupation, and that it would not lead to unacceptable impacts for existing, or new users. Developers should also submit information to demonstrate that there is capacity within the foul sewerage treatment and that disposal is available or that it can be provided prior to the occupation of development.

16 Access, public transport and roads

- 16.1 Section 10 of the NPPF sets out the Government's planning policies and framework intended to promote sustainable transport.
- 16.2 This plan aims to enhance internal and external connectivity through the use of public transport; facilitate walking and cycling as the main means of access for all residents to village services and amenities; and ensure the vibrancy of the village as a safe and low carbon community.
- 16.3 In addition, other infrastructure issues, such as vital improvements to roads and junctions within the area, exist within the parish and it is hoped that this Neighbourhood Plan will help to resolve those through the planning system and external funding.

Public transport

- 16.4 Heacham has reasonable, but limited, public transport links: with the most frequent bus services are to neighbouring Hunstanton and King's Lynn, but there are no buses to Heacham from either of those destinations after 9.00pm. The services also serve the Queen Elizabeth Hospital.
- 16.5 The village has no bus services connecting further afield than the Hunstanton/King's Lynn and other villages on this route; Snettisham, Ingoldisthorpe, and Dersingham.

Roads

- 16.6 During the late 1950s Heacham was provided with a bypass (A149). Consideration was given to closing the side road junctions onto this road at the design stage, this was not carried out. However, following publication of the Borough Council's 1987 document 'Heacham – A Plan for the Future, traffic lights were installed at the Lynn Road/B1454/A149 junction, vehicles were prohibited from turning right from the Broadway onto the A149, and a point closure of Manor Road (west) was approved.
- 16.7 As was the case in 1987, during consultation the continuing dangers related to the A149 were subject of many comments. The level of traffic on the A149 causes concern, particularly in light of the two new large housing developments, one at Butterfield Meadows Hunstanton, and the recently agreed 133 dwelling development off Cheney Hill in Heacham. Also traffic flows on the A149 increase significantly during the summer.

- 16.8 Most residents agree that there is a need to improve the junctions on the A149. The Lamsey Lane/A149 junction was the subject of most concern and comment in responses to the Neighbourhood Plan Questionnaire. This junction is responsible for the majority of personal injury accidents on this stretch of the A149, and the number of accidents in this location significantly increase in the holiday season. The junction of Church Lane/ A149/ Ringstead Road was also the subject of concern.
- 16.9 Generally the overall road network in the village is satisfactory, although problems are experienced in some streets which are narrow and lack footpaths. This is exacerbated by the increase in on-street parking, due in part to the lack of parking within the village, particularly on the High Street which is ever-present and is an increasing problem. There are calls for more car parks but few suggestions on where these could be located. This is exacerbated by the increase in on-street parking. Parking on Cheney Hill another area of concern, particularly on weekdays around school opening and closing times. Residents are concerned that this will be exacerbated with the new 133 dwelling development recently given approval which has its only access onto this road.
- 16.10 Residents are also very concerned about the speed of vehicles passing through the village, despite the 30mph limits. The effect of this in terms of highway safety emerged as a particularly important issue in the Residents questionnaire. The Parish Council have invested in mobile Speed Awareness Mobile Sign (SAM2) which is used at several sites in the village where speeding is an issue, and this has gone some way to reducing vehicle speeds in these areas. While the potential to address this issue further through planning policy is very limited, it is important to ensure that new development does not increase the problem.

Policy 18: Road up-grades and improvements

1. Insofar as planning permission is required proposals that seek to upgrade and enhance the junctions onto the A149, specifically, but not exclusively, at Lamsey Lane and Church Lane/ A149/ Ringstead Road will be supported.
2. Where practicable any such road improvements should maintain any associated existing grass verges.

Cycling

- 16.11 Cycling is becoming more popular, not least because of a growing awareness of environmental issues, and how it can contribute to fitness and health.

- 16.12 At the time of drafting this Plan, Norfolk County Council are currently conducting a feasibility study looking to develop a greenway network across the county. Their aim is for them to extend across Norfolk and link into the Norfolk Trails network of promoted walking and cycling routes. Greenways offer a safe route for people and animals to travel, and the study is focusing on the particular benefits of health, wellbeing, economy, increased biodiversity, alleviation of congestion and air quality improvements. Officers started working on the project in April 2018, and one of the three disused railways they are focussing on is King's Lynn to Hunstanton.
- 16.13 Cycling is also related to tourism. Heacham is a stopping point for cyclists touring around the Norfolk coast. Indeed, Heacham is on the 'Norfolk Cycleway' route linking the village to other places of interest in Norfolk. Holidaymakers also cycle from Heacham's caravan and chalet sites to the shops. There are bicycles available for hire in the village, which has proved to be very popular with tourists.
- 16.14 However, it is recognised that the provision of facilities for cyclists in Heacham has not reflected this increased popularity, especially in the village centre.

Policy 19: Cycleways

Proposals to create safe cycle connections to minimise car trips will be supported.

17 Monitoring of the Neighbourhood Plan

- 17.1 The Neighbourhood Plan will be monitored by the Parish Council once it has been adopted.
- 17.2 Heacham Neighbourhood Planning group recognise that there has already been a significant level of development granted planning permission of which nothing has yet commenced.
- 17.3 The group understand that markets and economies change within a 20 year timeframe and recognise if the permitted development does not deliver, then the plan is failing to meet the needs of the local community.
- 17.4 Discussion and consultation will be undertaken with the Local Planning Authority, to consider whether, if the developments on sites at Cheney Hill (G47.1) has not yet started commencement within the first 5 years from the adoption of this Neighbourhood Plan, then a review of sites and the level of development should be undertaken, particularly as the number of dwellings involved far exceeds the number required for Heacham under the Local Plan.
- 17.5 The Parish Council will be working closely with the developers of the allocated sites in order to support their delivery before any additional sites come forward for development.
- 17.6 Other policies within this plan will be monitored accordingly.

18 Implementation of the Neighbourhood Plan

- 18.1 The policies in this plan will be implemented by BCKLWN as part of their development management process. Where applicable, Heacham Parish Council will also be actively involved, for example as part of the pre application process. Whilst BCKLWN will be responsible for development management, the Parish Council will use this Neighbourhood Plan to frame their representations on submitted planning applications.
- 18.2 This Plan It is not a rigid 'blue-print', but instead provides a 'direction for change' through its vision, objectives and policies. Flexibility will also be needed as new challenges and opportunities arise over the Plan period and this Plan may be modified accordingly.
- 18.3 To this extent the review period will be crucial. There are several strands of activity which will shape delivery and each is important in shaping Heacham in the months and years ahead. These comprise:
- Private sector investment in the village. Securing the right type and nature of investment through adaptations and new development will be crucial; and
 - The statutory planning process. This under the Neighbourhood Plan will direct and control private developer and investor interest in the village in the context of the Plan itself and the wider Council and national planning framework; and
 - Investment in and active management of public services, and community assets, together with other measures to support local services for the vitality and viability of the village. In the context of the prevailing economic climate and public funding there is recognition that public investment in the village will be challenging to secure; and
 - The voluntary and community (third) sector will have a strong role to play particularly in terms of local community infrastructure, events and village life. This sector may play a stronger role in the future.
- 18.4 The use of Section 106 agreements and planning conditions by the Borough and County Councils will be expected to assist in delivering the objectives of this Plan. The policies described throughout the Plan have been identified as part of the rigorous consultation process, as such they are endorsed by the community.

List of Documents Produced

The main Heacham Neighbourhood Plan documents produced during the development of the Plan are listed below:

- Project Brief/Business Case
- Vision Statement
- Consultation Strategy
- Communication Matrix
- Report of Consultation Day 17 October 2017
- Strategic Environmental Assessment Scoping Report
- Report of Consultation Day of July 2018
- Heacham Newsletter – pull out section on potential development sites
- Analysis of responses to Heacham Newsletter section on potential development sites
- Report of Consultation Day April 2019
- Heacham Residents Questionnaire
- Analysis of Residents Questionnaire returns
- Consultation Statement
- Basic Conditions Statement

List of Other Relevant Documents

Other documents of relevance to the Heacham Neighbourhood Plan are listed below:

- National Planning Policy Framework
- Borough Council of King's Lynn and West Norfolk's Local Plan 2016
- Borough Council of King's Lynn and West Norfolk's emerging Local Plan
- Building for Life 12

Acknowledgements

Heacham Parish Council believes that by working closely with Heacham's residents to develop this Neighbourhood Plan, it has ensured that the Plan:

- includes policies that reflect the views and wishes of the majority of Heacham's residents,
- will make Heacham an even better and more enjoyable place in which to live and work; and
- will maintain the village feel that Heacham values so highly, while also planning a level of housing development compatible with the proposals of BCKLWN and the requirements of national government.

The Parish Council would like to thank all members of the Neighbourhood Planning Group

Cllr Tracy Raby – Chair
Cllr Terry Clay
Cllr Terry Parish
Cllr Graham Reader
Jill Davis
Stuart Grant
Michael Lester

The Parish Council and its Neighbourhood Planning Group wishes to thank all of those residents of Heacham who participated in the process of producing this Plan, whether by taking part in community events, by completing and returning the Parish Questionnaire or by registering their views in letters and emails. Thanks are also due to the Officers of the Planning Department of the BCKLWN for their professional advice and guidance, which ensured that the formal process required for producing the Plan was correctly followed.

Without the assistance of those mentioned above, there would be no Neighbourhood Plan. That would have left no local influence on the location, type, size or appearance of Heacham's new housing.

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