

## Local Plan Review Pre-Submission Stage 2021

### 1 Foreword

#### **Cabinet Member and Portfolio Holder for Development & Regeneration – Cllr Richard Blunt -**

**1.0.1** The officers and members of the Local Plan Task Group have worked very hard reviewing the current Local Plan to produce the new Local Plan for the Borough of King's Lynn and West Norfolk.

**1.0.2** All councils must have a local plan in place by 2023. By law, the local plan must be reviewed every 5 years. Planning decisions are based upon the local plan unless material circumstances indicate otherwise. It is vital that the local plan is kept up to date.

**1.0.3** The review of our local plan began in 2016 with a call for sites and policy change suggestions. In 2019, the draft local plan review was published for a 6-week consultation period. All this data and evidence has been collated and assessed to produce a pre-submission local plan review draft.

**1.0.4** It will be the blueprint against which all planning applications for the area will be determined over the next fifteen years, along with national planning policy and neighbourhood plans.

**1.0.5** The Local Plan Review incorporates a host of supporting documents which underpin policies on environmental impact, flood risk, settlement boundaries, affordable housing and custom/self-build.

**1.0.6** This Local Plan is a comprehensive planning document that identifies where development will take place, how new jobs will be supported and how the environment of the borough will be protected and enhanced, maintaining the natural beauty and heritage of West Norfolk.

**1.0.7** There are only two new housing sites allocated in this local plan - one in Marham and one in Terrington St Clement (other sites are being carried forward). Some sites within the 2016 plan will be deallocated as they are not being brought forward for development and are no longer required to meet the council's 5-year housing land supply or housing need requirement.

**1.0.8** The Local Plan has been prepared through a long and detailed process, with input from local residents, councillors, interested bodies, and statutory consultees taking into account a range of issues and considerations.

**1.0.9** I would like to take this opportunity to thank all the residents, community groups, and other contributors to the plan who all share a desire to plan for a successful future for the borough. This strategy will meet our need for new homes, a strong economy, and a protected natural environment over the next fifteen years.

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*R. P. SLT.*



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### 2 Introduction

#### The King's Lynn & West Norfolk Local Plan Review (2016 - 2036)

**2.0.1** The Neighbourhood Planning Act 2017 and latest National Planning Practice Guidance (PPG) requires that every 5 years from the date of adoption of the plan document, a local planning authority must complete its review and decide either:

- a. that their policies do not need updating and publish their reasons for this decision; and/or
- b. that one or more policies do need updating, and update their Local Development Scheme to set out the timetable for this revision.

If necessary, authorities should then update their policies.

**2.0.2** Reviewing a plan means undertaking an assessment to determine whether the policies need updating, which should include consideration of any changes to local circumstances and national policy. A local planning authority should consider in particular any necessary changes to policies which address their strategic priorities.

**2.0.3** The Borough Council, as part of the Site Allocations and Development Management Policies Plan (SADMP) examination and adoption process, had already committed to an early review of the Local Plan. This means reviewing both the Core Strategy (CS) and the SADMP to create a single Local Plan document.

**2.0.4** This commitment formed Policy 'DM2A – Early Review of Local Plan' of the SADMP. An early review will ensure a set of deliverable and achievable housing sites for the duration of the Plan period (2016 -2036), with the most up to date policy framework to secure continuity for the longer term. The review will identify the full, objectively assessed housing needs for the borough and proposals to ensure that this is met in a consistent manner with national policy.

**2.0.5** Elements of this review began in 2016 and continued in 2017 including the Sustainability Appraisal (SA) Scoping Consultation with statutory consultees (Environment Agency, Natural England and Historic England) and the 'Call for Sites and Policy Suggestions' Consultation (Regulation 18). The latter ran for 6 weeks, between the 17 October and 28 November 2016, and offered an opportunity for developers, agents, landowners, individuals, and other interested parties to promote sites located within the Borough for future development, suggest locations/areas for special policy treatment, and put forward policy suggestions. The Housing and Economic Land Availability Assessment (HELAA) process also commenced.

**2.0.6** In this plan the Vision and Objectives are shown in green boxes and Policies are shown in lilac boxes.

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### Consultation

**2.0.7** Consultation with the public and relevant organisations is both a statutory requirement in plan-making and something the Council is keen to do. This is carried out in accordance with our adopted Statement of Community Involvement (available on the Council's website). The Consultation process for local plan review with estimated timings is as follows:

- a. Sustainability Appraisal Scoping Report Consultation (2016)
- b. Development of options – on-going engagement on issues and emerging options
- c. Publish and Consult on draft Local Plan Regulation 18 - Winter/Spring 2019
- d. Pre-Submission plan development - Spring 2019-2021
- e. Pre-Submission publication and consultation Regulation 19 & 20 Summer 2021
- f. Submission of document to Secretary of State Regulation 22 - Summer/Autumn 2021
- g. Examination (Including Hearing Sessions) Regulation 24 Autumn/Winter 2021
- h. Receipt of Inspector's Fact Check Report
- i. Receipt of final Inspector's Report Regulation 25
- j. Adoption Regulation 26 - Spring/Summer 2022

### Sustainability Appraisal (incorporating Strategic Environmental Assessment)

**2.0.8** Legislation requires plans to go through processes of both Strategic Environmental Assessment (SEA) and Sustainability Appraisal (SA). These two requirements, although slightly different, overlap considerably and have been carried out together in the preparation of the Plan. These processes consider the likely social, economic and environmental effects of a plan's proposals, and show how these have informed the plan's contents. In principle these processes simply make explicit the careful consideration of a comprehensive range of factors which inform all good plan making, but in practice the resulting documentation can be rather forbidding. The importance of the processes, in addition to meeting statutory requirements, is in ensuring that the decisions that are made explicitly consider the principles of sustainable development and that any potential adverse impacts are minimised and beneficial impacts maximised.

**2.0.9** The SA process (incorporating the SEA) has been fully integrated into the plan making process to date, informing the choices of sites and policies within this document. This is shown in the SA Report which is published as a separate document alongside the Plan.

### Appropriate Assessment

**2.0.10** There is also a requirement introduced by the EU Habitats Directive for an Appropriate Assessment (AA) of the potential significant effects of a plan on European Sites designated for their nature conservation importance. These include Special Areas of Conservation (SACs), Special Protection Areas (SPAs), and International Ramsar sites. The Borough Council has to undertake a Habitats Regulation Assessment (HRA) to ensure that the policies in the Plan do not harm sites designated as being of European importance for their biodiversity interest.

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### Other Strategies and Plans

#### National Planning Policy Framework and Planning Practice Guidance

**2.0.11** The National Planning Policy Framework (NPPF) is the national tier of planning policy. National Planning Practice Guidance (PPG) sits alongside the NPPF. The Local Plan must be consistent with the NPPF and be prepared with regard to the PPG.

**2.0.12** At the heart of the NPPF is a presumption in favour of sustainable development. This presumption guides local planning authorities when they are writing Local Plans and making decisions on planning applications. The Borough Council has reflected the presumption in favour of sustainable development in the Local Plan by ensuring that the needs of the Borough is at least met through the appropriate allocations and policies.

#### Strategic Cooperation (the 'Duty to Cooperate'/Statement of Common Ground) and the Norfolk Strategic Planning Framework (NSPF)

**2.0.13** All planning authorities in Norfolk have agreed to prepare a combined strategic framework planning document (the Norfolk Strategic Planning Framework (NSPF)). This provides the overarching framework for planning issues across the County with an emphasis on strategic land use issues with cross boundary implications.

**2.0.14** The document forms part of the process to demonstrate compliance with the Duty to Cooperate (The Localism Act 2011).

**2.0.15** It relates to the period 2012 to 2036 and will inform the preparation of Local Plans produced by individual planning authorities during this period. The current version was agreed by Borough's and districts in December 2017. An update is in preparation.

**2.0.16** The framework includes strategic guidance in relation to housing, economic growth, infrastructure provision and environmental considerations. It is not a policy document and is not a Development Plan. This document is being redrafted to become the Norfolk local planning authorities' Statement of Common Ground.

**2.0.17** It is essential that the Plan's policies and proposals pay appropriate regard to the plans, programmes and issues of the wider area within which the Borough sits – including the plans of neighbouring authorities, the wider programmes for transport infrastructure, health, education provision, etc. covering a wider area and the issues which affect and cross planning authority boundaries. The Government placed a 'duty to cooperate' on local planning authorities and a host of other statutory organisations and agencies. The Council has worked closely with the relevant planning authorities in Norfolk, Suffolk, Cambridgeshire and Lincolnshire, and undertaken detailed consultation with a relevant range of statutory bodies such as the Environment Agency, water companies, health trusts, etc. Examples of this can be seen in the justification for the inclusion, exclusion or particular details of individual policies, and the Council will publish a statement of common ground showing its activities under the 'duty to cooperate' at each stage of the plan process.

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### Neighbourhood Plans

**2.0.18** Several neighbourhood plans have been completed and a number of others are in preparation for parts of the Borough, and more may be produced during the life of this Plan. Neighbourhood plans must be in general conformity with the strategic policies of the local plan, but may change more detailed policies, or add further such policies, within the neighbourhood plan area.

**2.0.19** The Borough Council considers this means that neighbourhood plans must support the overall scale and nature of growth for their area indicated by the Plan and, this plan will specify the minimum scale of growth appropriate for each settlement, and in the case of strategic growth locations support the relevant policy in this Plan. Otherwise they may provide revised development boundaries, policies and allocations to those in this Plan to shape development in their area in line with community aspirations.

**2.0.20** Those considering undertaking development should check whether any neighbourhood plan is in force in the area, as its policies need to be considered alongside this Plan.'

### 2.1 Spatial Portrait

#### Introduction

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

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

**2.1.3** The Borough is the fourth largest district in England covering an area of some 550 square miles (142,879 hectares) with a population of 151,900 (2017 estimate). The main population centre is King's Lynn (41,590) though the borough also includes the market town of Downham Market (9,994), the coastal resort of Hunstanton (4,210) and more than 100 villages of varying sizes. The number of properties in the district are approximately 73,940 (2020 estimates) and the average household size in the district is 2.3 (Census, 2011). By 2036 some 29% of the population will be over retirement age, with 17% of residents aged over 75; while the proportion of those under 25 will be below the national average.

**2.1.4** Main transport routes include the A47(T) trunk road (Leicester to Lowestoft), three principal roads (A10, A17 and A134), a direct electrified rail service to Cambridge and London, sea links to northern and eastern Europe and an extensive system of navigable waterways.



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**2.1.5** The Borough has a large rural area with a diverse landscape, ranging from coastal marsh and reclaimed marshland to fen, and chalk plateau through undulating sandstone to The Brecks. Although it is sparsely populated it nevertheless contains over 100 villages, each with its own distinctive character, needs and aspirations. Tracts of unspoilt coast, attractive countryside and numerous historic settlements and buildings form major attractions to the area and there are many examples of national and internationally important designations protecting aspects of the built and natural environments<sup>(1)</sup>.

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

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

**2.1.8** The coastal areas of the borough are a major asset in terms of providing tourism, employment, homes, recreation, and habitats for species. Nevertheless these assets also introduce significant challenges in the management of visitor related development, environmental and ecological assets, and physical processes including erosion.

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

**2.1.10** Downham Market is the second largest town in the borough with a population of 9,994.<sup>(2)</sup> It is a compact market town and service centre to the surrounding rural area with modern employment sites at Trafalgar Way and St John's business parks. The town's position between the A10 and railway has proved to be attractive for commuters and there has been substantial residential expansion in recent years.

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1 See also Environmental Assets - Policy LP19  
2 2011 Census Report

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

**2.1.12** Hunstanton town itself has a population of approximately 4,210 people, however is surrounded by a number of smaller rural villages which are served by the town. The population structure of the town is considerably weighted towards residents of retirement age, with the proportion of the resident population of retirement age at over 43% <sup>(3)</sup>.

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

### Strategic Assets

**2.1.14** The following assets are of strategic importance; essential to the future growth of King's Lynn and the wider area:

- King's Lynn – Cambridge – London rail link
- A47(T), A10 and A17 principal roads along with the A148/9 supporting the cost and tourism
- The College of West Anglia
- The Queen Elizabeth Hospital
- The towns of Downham Market and Hunstanton
- The cumulative impact and interdependencies of a large number of villages and hamlets in the rural areas
- Extensive tracts of high quality and productive agricultural land
- Large areas of diverse yet attractive countryside supporting both agricultural and tourism economies and also affecting the quality of life of those who live and work there
- Numerous national and international environment designations, notably large areas extending across the North Norfolk Coast and The Wash
- The Norfolk Coast Area of Outstanding Natural Beauty
- The specialised role of major employers for example, Associated British Ports, RAF Marham/BAE complex and the National Construction College at Bircham Newton
- The area's many conservation areas, listed buildings and other important heritage assets.



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### 2.2 Key Sustainability Issues

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

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

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

#### Environment

- Impending climate change and issues associated with it.
- Much of the borough is low-lying, meaning that it is at risk of flooding. Coastal locations are particularly at risk.
- There is a potential lack of water resources due to over abstraction, and climate change leading to decreased water availability.
- The borough is renowned for its wildlife and natural resources, which should be protected from any negative impacts of development.
- A large number of designated sites protecting habitats and species.
- The borough contains part of the Norfolk Coast Area of Outstanding Natural Beauty, which requires protection.
- There are over 127 Scheduled Monuments, around 1545 Listed Buildings, 5 Registered Parks and Gardens, 42 Conservation Areas and buildings and landscapes with cultural value.
- Greenhouse gas emissions from the borough are contributing to climate change and are higher than the national average.
- Air Quality targets are unlikely to be met for nitrogen dioxide and PM10.
- Government targets for a reduction in energy demands are rising, therefore energy from renewable energy sources is needed as well as efficiency improvements in buildings.
- Consideration needs to be given to the impact of water quality (including wastewater infrastructure) from future development.

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### Social

- Unsustainable transport patterns as a result of dispersed populations.
- A low skills base - under the national average for GCSE and A level attainment.
- There are higher proportions of people living with limiting long term illnesses than the national, regional or county averages.
- The difference in life expectancy between the best and worst wards is over 10 years, representing significant health inequalities.
- An ageing population. This places demands on the health/care sector and means a shortage of residents of working age.
- A lack of facilities for young people. This leads to younger people leaving the area and not returning.
- There is a low proportion of affordable housing developed.
- Impact on communities, particularly on the coast, from 'second homes'.
- Hunstanton, and other coastal locations, have significant retired populations, which creates an imbalance in the age structure.
- The isolated rural nature of parts of the borough leads to inaccessibility of essential services and facilities.
- Growing rural populations are increasing demand for housing and service provision in the countryside.
- Withdrawal of village services.

### Economy

- A lack of good quality employment sites. This discourages potential businesses from coming to the area.
- Attracting and retaining key workers.
- There is a high level of employment in agriculture and manufacturing compared with other districts in Norfolk, and Britain in general, reflecting the focus on low-skilled employment sectors.
- Average earnings are lower than both the national and regional averages.
- King's Lynn is under performing in terms of services, the economy, housing and tourism given its role as a significant sub-regional centre.
- Some areas of King's Lynn town centre appear uncared for and unsafe.
- An increase in residential development in Downham Market has led to the town outgrowing its compact market town characteristics and facilities.
- Downham Market has suffered from a number of years of under-investment, and is in need of improvement of its visual amenity and regeneration of the economy.
- Downham Market is used as a dormitory town due to its location on the main line to Cambridge and London. This leads to under-spending in the town and a lower community spirit.
- The seasonal nature of visitors to Hunstanton and other coastal locations leads to variations in population and demands on local services.

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- The role of Hunstanton and other coastal locations as seaside resorts means there is large seasonal variation in employment opportunities and income in those areas.
- Changes in farming needs and practice mean that agricultural diversification is needed.
- Loss of high quality agricultural land.

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

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### 3 Vision and Strategic Objectives (Where do we want to be in 2036?)

#### 3.1 Vision and Objectives

##### Introduction

**3.1.1** As part of the Local Plan review process the Vision and Objectives from the Core Strategy (2011) have been reviewed and a revised Vision and set of Objectives prepared.

**3.1.2** The themes considered included:

- Acknowledging current modes of transport.
- Providing a high calibre communications network.
- Retaining a focus on tourism.
- Acknowledging a shift in working patterns, in terms of flexible working and those working and trading from home.
- Recognising changing demographics and changes to society.
- Reducing carbon emissions.
- Recognising the importance of sustainable development and housing.
- A shift towards encouraging development towards Downham Market based upon the sustainable nature of the settlement and the key role the town plays within the borough, as opposed to the previous approach which sought to allow for a slower pace of growth.
- Continuing to support development within the most sustainable villages; the Key Rural Service Centres.
- Recognising the importance of future challenges of climate change, including flood risk.
- Allowing for technological advancements, which have taken place since the Core Strategy Vision and Objectives were written and those that may take place in the future.
- Striving for a better work/life balance.

**3.1.3** Additional themes arose from discussions relating to the potential strategic growth options for the borough, these have also been taken into consideration:

- Continuing to support King's Lynn, as the Main Town.

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- Continuing to support the growth of Hunstanton and the growth aspirations of Wisbech.
- Supporting the growth of Downham Market and Watlington as they both have sustainable transport hubs on the main railway line to King's Lynn, Cambridge and London.
- Supporting growth at Marham, with the continued presence of a key employer in RAF Marham.
- In the Rural Areas directing sustainable growth towards the Key Rural Service Centres, as the most sustainable villages.

**3.1.4** A Vision for King's Lynn and West Norfolk to 2036, and a set of Objectives incorporating the above is proposed below:

### Vision

- People want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit.
- West Norfolk enjoys an unparalleled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this.

### Economy

- We want to continue to grow a strong local economy in a sustainable manner, which is both responsive and competitive, and one which recognises technological innovations. This will be supported through the provision of infrastructure to enable the desired growth, including improvements to strategic transport connections, and a high calibre communications network.
- We aim to support changing, and flexible, working patterns including those of people who work and trade from home.
- We want to help people of all ages improve their skills and knowledge qualifications and help raise their aspirations.
- We want to assist people in becoming entrepreneurs and in benefiting from the growing economy.
- We want to be a place where businesses want to locate, establish and grow and therefore skilled people want to live and work.

### Society

- We want to support our strong, vibrant and healthy communities, through the provision of housing to meet current needs and that of future generations.

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- We want to create a high quality built environment, including good quality housing which includes a mix of types and tenures, with access to local services and which supports the health, social and cultural well-being of local communities.
- New development will be located and designed so as to be better adapted to climate change, including the risk of flooding.
- We want to help reduce inequality wherever it exists.
- We want to make sure that people have access to good quality housing and local facilities.
- We want to help people deal with social change and ensure that a growing economy brings higher wages, an improved quality of life and a better work/life balance.

### Environment

- We want to protect and enhance our justifiably famous natural and historic environment, ensuring growth of the borough in a sustainable manner, at the same time making sustainability a central principle to our vision.
- Whilst recognising the current transport modes and trends, we will support the use and development of integrated sustainable transport systems and ensure that people have access to these services.
- We want to build connections with other local and regional wider economies, reduce reliance on the car, and ensure that we meet the current, and future challenges posed by preparing ourselves for the challenges of climate change.

### Vision for Places

Development will support a pattern of growth which reinforces the roles of towns and key centres. This will be distributed to the most sustainable locations: the Main Towns of King's Lynn, Downham Market, Hunstanton, the Wisbech Fringe Area; and the Key Rural Service Centres (most notably Watlington and Marham), whilst ensuring that development is of an appropriate scale, locating the majority of development to the main towns as the most sustainable locations including land adjacent to Wisbech; and providing for an appropriate scale of development at key rural settlements in the rest of the borough.

#### King's Lynn

Is an urban centre of regional significance; an exemplar town balancing the needs of conservation with urban renewal and strategic growth.



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### **Downham Market**

Remains a key local centre serving the Fens and the southern part of the Borough with the services necessary to meet the demands of a growing population. The town has taken advantage of being situated on the main railway line from King's Lynn to Cambridge and London.

### **Hunstanton**

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

### **Wisbech Fringe Area**

Wisbech, located within the Fenland District Council area, is an important local centre for a number of rural settlements within West Norfolk. Further development adjacent to the town on land within West Norfolk will support its growth aspirations.

### **Rural Areas**

The economy has been bolstered by a modest and appropriate scale of new development, including affordable housing, in settlements which have both a range of services and which are accessible by a daily public transport service to the main urban areas, in particular those identified as Key Rural Service Centres.

Watlington and Marham have been identified for growth as Watlington benefits from a railway station on the main line from King's Lynn via Downham Market to Cambridge and London, whilst Marham hosts one of the borough's key employers in RAF Marham.

### **Coastal Areas**

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

## **Strategic Objectives**

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

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### **Economy**

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

### **Society**

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

### **Environment**

12. West Norfolk has undergone regeneration and growth that is well planned and complements its high quality historical and natural inheritance.
13. Communities benefit from quality public spaces and parks with access to the coast and countryside that make the area special.
14. West Norfolk is meeting the challenges of climate change and reducing or mitigating carbon emissions.
15. Public transport has improved, and people are increasingly reliant on sustainable modes of transport and less reliant on the motor car to access places and services.
16. West Norfolk is still considered to be somewhere unique retaining its own local distinctiveness.

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### Places

#### King's Lynn

17. The town offers good quality housing, including a mix of dwelling types and a range of tenures and is a popular place to live. Population of the town has grown to more than 50,000 reflecting the Growth Point status.
18. There is a continued emphasis on brownfield redevelopment, heritage led regeneration and renewal within the town, together with urban extension.
19. The risk of both tidal and fluvial flooding has been reduced through the provision of effective defences and the design of new developments in lower lying areas.
20. The central areas of the town have been revitalised to provide a sub-regional shopping, cultural and leisure destination with high quality public realm, preserving and enhancing this major heritage asset.
21. The town is a major employment centre with good communications and a diverse economy attractive to new employers and investors.

#### Downham Market

22. The town offers good quality housing, including a mix of dwelling types and a range of tenures, and is an attractive place to live.
23. The town provides employment land and premises within, or adjacent to, the urban area to meet the needs of existing and potential new businesses and has capitalised on its role as a retail centre and also as a service base for the local tourism economy.
24. Inadequacies in Local Service Provision meets the needs of the community, and have been resolved as part of the development strategy which recognised the benefits of the town's key location, particularly on the King's Lynn – Cambridge – London main railway line, and consequent contributions towards optimising opportunities for sustainable public transport are realised.

#### Hunstanton

25. The town offers good quality housing, including a mix of dwelling types and a range of tenures, and is an attractive place to live.
26. The town meets the needs of residents with an expanded and improved retail core offering year round services.
27. A town that respects its heritage whilst continuing to look to the future.
28. A more attractive seaside destination where visitors stay longer and spend more.
29. An active town with all year round tourism potential and expanded water sports offer.
30. An environmental resort making the most of the coast's natural assets, whilst continuing to protect the town from coastal flooding and reducing the impact of coastal erosion.

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### **Wisbech Fringe Area**

31. The Wisbech Fringe Area supports the growth aspirations of the town and meets the needs of the local community.

### **Rural Areas**

32. Development in the rural areas of the borough is directed to the most sustainable locations, most notably those identified as Key Rural Service Centres, and in particular Watlington and Marham, taking advantage of sustainable transport hubs and opportunities to support key employers.
33. Beyond the villages, the locally distinctive countryside has been protected in its many attributes and continues to provide for the social and economic needs of those who live and work there. (This includes acknowledging the value that farming contributes to the economy and landscape).
34. The needs for businesses located within rural areas to diversify and take advantage of technological innovations is recognised, as are changes to work patterns in terms of flexibility and location. Elsewhere the local economy has been bolstered by guiding new development (including market housing) to the most sustainable locations, the needs of the agricultural sector and the potential for diversification into other activities, and by retaining where possible, current employment sites.
35. Local housing needs have been secured in a sustainable manner.
36. There is improved accessibility to essential services.

### **Coastal Areas**

37. The threats of coastal erosion and flooding have been reduced or mitigated in a sensitive and sustainable manner, working with local communities.
38. There is a good balance between improved accessibility to the coast and retention of the distinctiveness of the landscape and protection of its ecology.