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Subject: Hemsby Neighbourhood Plan publication response

Report to: Full Council – 13 October 2022

Report by: Nick Fountain, Principal Strategic Planner

SUBJECT MATTER

Response to Publication of Hemsby Neighbourhood Plan

RECOMMENDATION

Full Council endorses the consultation response to the Final Draft Hemsby Neighbourhood Plan

1. Introduction

- 1.1. The Hemsby Neighbourhood Plan has been prepared by the parish council with the support of a private consultancy. The neighbourhood plan has now been formerly submitted to the Borough Council and the Broads Authority. The Borough Council is content that the plan (and submitted supporting documentation) meets the compliance check in accordance with Regulation 15 of the Neighbourhood Plan Regulation 2012 (as amended), i.e. that the necessary documents have been submitted.
- 1.2. As soon as possible following this submission, the Borough Council must publish and consult on the documents over a minimum period of 6 weeks. Representations received over that period will be considered by an independently appointed Examiner who will undertake the Neighbourhood Plan Examination.
- 1.3. The Borough Council has taken opportunities to comment informally on an early draft of the plan and then again, formerly, as part of the Regulation 14 pre-submission consultation. The parish council were invited to submit documents to the Borough Council for a 'health check' prior to formally submitting their plan but declined (note that this stage is not a requirement). This is the first instance at which a parish council has declined a health check and prepared a design code to accompany its plan.
- 1.4. While some concerns within the plan have been addressed, some of the policies and the 'Design Codes' requirements remain inconsistent with national policies and impractical for Council officers to implement when considering planning applications. For comments to be considered on the plan at this stage, representations must be made on the published documents for the attention of the Examiner.

2. Neighbourhood Plan & supporting documents

2.1. The Hemsby Neighbourhood Plan has been prepared by the parish council with the support of a private consultancy. The plan is 62 pages in length and includes 20 local policies under the following headings:

- Housing and Design
- Infrastructure
- Transport
- Tourism
- Flood Water and Management
- Natural Environment
- Important Views
- Services & Facilities
- Historic Environment

2.2. The plan is supported by a number of evidence documents such as a Local Green Space Assessment and a Views Assessment. In addition, the regulatory documents include the SEA/HRA Screening Assessment, the Statement of Basic Conditions and a Consultation Statement.

2.3. The parish council decided to include a design code to support a number of policies within the plan. The Government facilitates support on some detailed evidence-based documentation by commissioning AECOM (consultancy) to prepare such documents. This is the first design code prepared to support a neighbourhood plan within the Borough. There is no formal early consultation requirement with the Borough Council, therefore the only opportunity to provide feedback has been at informal and pre-submission plan consultations. There is a concern at the lack of consultation in preparing a design code, not least to identify existing and proportionate sources of evidence (and standards) within the Borough. The design code does not form part of the Neighbourhood Plan and therefore is not subject to the same level of scrutiny.

3. Proposed representations

3.1. The proposed response to the consultation is attached to this report. The main concerns with the plan relate to its consistency with the strategic policies of the Local Plan, lack of justification for some policies and potential issues with its use in the determining of planning applications:

- Policy 1 does not provide the necessary level of clarity on the discount for First Homes (it cannot be either 40% or 50%) and this must be appropriately evidenced. The Borough Council's [Local Housing Needs Assessment \(2022\)](#) suggests a 50% discount would be necessary to meet all levels of need.
- Policy 3 requires consistency with the Design Codes which has some shortcomings and is not part of the Neighbourhood Plan (therefore not part of the development plan) and will not be subject to the level of scrutiny required on a development plan.

Further technical standards and guidelines for household extensions have no locally specific evidence and neighbourhood plans cannot apply national technical standards.

- Local Green Spaces (LGSs) – to be consistent with the NPPF, the identified sites need to meet the specified criteria and protection in accordance with Green Belt policy. The policy wording could create inconsistencies with the National Planning Policy Framework and make it difficult to implement at planning application stage.
- Important Local Views – there is a lack of evidence to support those that have been identified and no regard has been given to the strategic evidence documents - the '[Landscape Character Assessment](#)' (2008) and the '[Settlement Fringe Landscape Sensitivity Study](#)' (2016). There is also a concern that by identifying such views surrounding the village this will frustrate development; the Government has been clear that this is something that neighbourhood plans will not be permitted to do.
- Non-designated heritage assets (including Kiah Homebakes, Hemsby Post Office, Richardson's Holiday Park, and former Pontin's Holiday Park) – there are four buildings that lack the evidence and do not meet Historic England's guiding principles for such protection.

4. Local Plan Working Party

- 4.1. Local Plan Working Party (LPWP) considered the proposed representations on 27th September 2022. No comments or concerns were raised.

5. Next Steps

- 5.1. The Borough Council will work with the parish council to appoint an independent Examiner. The Examiner will then examine the plan considering all of the representations raised at publication stage. The Examiner will then prepare their examination report on the plan with recommendations as to whether the plan meets the 'Basic Conditions', suggest changes to the plan, and set out whether the plan can proceed to referendum. The Borough Council and Broads Authority will then decide how to proceed following the publication of the examination report.

6. Financial Implications

- 6.1. The Borough Council has already received £5,000 for the adopted neighbourhood plan area (it has actually received 5 of these through the first 5 adopted areas). This funding will support the payments required to appoint independent examiners.
- 6.2. The Borough Council should receive a further Government grant of £20,000 having issued a decision statement to send the neighbourhood plan to referendum.
- 6.3. All costs associated with officer resources, the examination and referendum of the Neighbourhood Plans are expected to be covered by the Government funding.

7. Legal and Risk Implications

- 7.1. Without making representations at this publication stage, the Examiner may not be aware of, or otherwise take any actions to consider or address the concerns as set out above. The Neighbourhood Plan and Design Codes would be difficult for the Borough Council to

implement without modification; and may have further implications in terms of local plan policies and the preparation of policies in other neighbourhood plans.

- 7.2. There is no guarantee that the Examiner will make any specific changes (including those based on the proposed representations) to the neighbourhood plan documents. The Borough Council and Broads Authority will, however, have the opportunity to decide in how to proceed following the publication of the Examiner’s report.

8. Conclusion

- 8.1. The recommendation is that Full Council endorses attached consultation response to be considered by the Independent Examiner who will be appointed to examine the neighbourhood plan.

9. Appendices

A. Draft consultation response

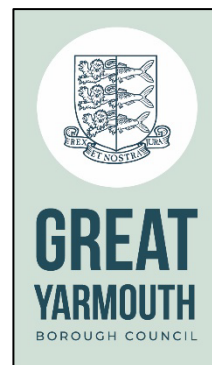
B. Submitted Hemsby Neighbourhood Plan

C. Submitted Design Codes

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	n/a
Section 151 Officer Consultation:	n/a
Existing Council Policies:	Local Plan Part 1: Core Strategy, Local Plan Part 2
Financial Implications (including VAT and tax):	See Section 6
Legal Implications (including human rights):	See Section 7
Risk Implications:	See Section 7
Equality Issues/EQIA assessment:	n/a
Crime & Disorder:	n/a
Every Child Matters:	n/a

localplan@great-yarmouth.gov.uk



October 2022

Dear Sir/Madam,

Response to Hemsby Neighbourhood Plan Publication Regulation 16 Consultation

The following comments are made by the Borough Council's **Local Planning Authority** in response to the above consultation for the consideration of the Examiner. The Borough Council has provided assistance and guidance; and has commented on the Neighbourhood Plan and supporting documents at previous stages of consultation including early stages and Regulation 14 (pre-submission).

As a general point, the Borough Council is concerned that the 'Design Codes' document is not appropriately evidenced, has not had regard to existing evidence and in some circumstances is impractical to apply to development. Whilst this is not part of the neighbourhood plan (as it is a supporting document), it is referenced throughout policies of the plan, and it is clearly relied on to set standards.

Throughout the document there is also concern at the use of 'all development' without careful consideration as to which types or scale of development is appropriate to the requirement. In some cases, the requirements will be more relevant to 'major development' schemes.

Policy 1 – As written the policy on the level of discount for First Homes is unclear and contrary to the Affordable Homes Update Written Ministerial Statement (May 2021). This could cause difficulties in using the policy in determine planning applications. The policy could be interpreted to read that the discount could either be 40% or 50% or in between the two. The Planning Practice Guidance on First Homes makes clear that the discount level should be fixed at either 40% or 50% and no other value. Therefore, it is not possible to have a discount level which falls between 40% and 50%. Policy 1 should therefore be fixed at either 40% or 50% discount. Evidence in the Hemsby Housing Needs Assessment would justify a 50% discount. More recent evidence from the Borough-wide [Local Housing Needs Assessment \(2022\)](#) suggests a 50% discount would be necessary to meet all levels of need.

Policy 3 – The Hemsby Design Code does not form part of the Hemsby Neighbourhood Plan and therefore is not subject to the same level of scrutiny or the ability to require modifications through the consultation and examination process. The Council has a number of concerns with the Design Code in terms of its justification and implementation when considering planning applications. As such the Council considers that the first sentence of Policy 3 should be amended as follows:

“All development, including extensions, will need to have regard to the Hemsby Design Codes in general, and specifically as they apply to the following distinct character areas”

Design Codes – The following detailed requirements are not appropriately evidenced, or evidence is incorrect or missing:

- Figure 14, does not show Newport Cottages Conservation Area
- Pg.68-69 – No justification is provided for the household extension standards. How do they relate to some extensions already built in the area?
- Pg. 70-71 – Can only be used to guide development. Technical standards go beyond the scope of the Neighbourhood Plan which cannot set or apply the new national technical standards. See the Written [Ministerial Statement](#) from March 2015.

Policy 16 & Appendix A– The following considerations are made having regard to NPPF paragraphs 102 and 103:

- Site 4 is an extensive tract of land in equestrian use and is commercially operated – this is unlikely to meet the criteria for designating Local Green Spaces (LGSs)
- The NPPF does not allow for ‘deviations’; such protection should be consistent with Green Belt policy as it is worded. Such a decision has also been established by Examiners in the Examinations of the 4 recently adopted Neighbourhood Plans in the Borough.

Policy 17 – The identified ‘important local views’ are inconsistent with the findings of the ‘[Landscape Character Assessment](#)’ (2008) and the ‘[Settlement Fringe Landscape Sensitivity Study](#)’ (2016). The former document states *“Edge influences such as paddocks and abrupt settlement edges at Hemsby and California erode the character and quality of the local landscape”*. The latter document identified within it ‘areas 1, 2 and 3’ (relevant to the views identified below) as having a low landscape value and high landscape capacity (i.e. to accommodate development). It is considered that the views have not been appropriately evidenced. In each of the below cases, there are no specific landscape features or specific qualities as you see along 5 & 6 in relation to the coastal or Broads landscape:

- ‘1. Coming into Hemsby from Scratby’ – Is characterised by open fields, roadside signage, mixed uses on the west (such as events space), a petrol station, paddocks and residential properties to the east.
- ‘2. Coming into Hemsby down the hill from Martham’ – Is characterised by a scattered tree-lined edge to the village and some residential properties.
- ‘3. Views from Winterton Road as you come into the parish’ – Is characterised by a scattered tree-lined edge to the village and some residential properties to the west. The supporting document shows a focal point with the church on the left side (east) of the road, but this is not possible, as if visible it would appear on the right side (west).
- ‘4. The view from Ormesby Road towards Hall Farm’ – Is characterised by a narrow country lane with few glimpses east or west owing to the compact hedging along the roadside.

Identifying all views of the village as important views undermines the value of the designation with respect to those which are truly justified. There is also a concern that by identifying such views

surrounding almost the entire village this will frustrate development which would otherwise be in accordance with the strategic policies of the Local Plan such as affordable housing exception sites or new tourism related development; Paragraph 29 of the NPPF states that Neighbourhood plans should not promote less development than set out in the strategic policies for the area, or undermine those strategic policies.

Policy 20 & Figure 8 – Some of the proposed non-designated heritage assets are not appropriately evidenced and fail to meet Historic England’s guiding criteria (such as: asset type, architectural interest and landmark status) for considering non-designated historic assets. These include:

- 4: Kiah Homebakes. While the building has clear community value there is a lack of evidence in its historic value
- 10: Hemsby Post Office. While the building has clear community value there is a lack of evidence in its architectural and historic value and modern alterations have altered its historic appearance.
- 18: Richardson’s Holiday Park. While it is suggested to be one of the earliest established holiday parks, it is still in operation, containing mainly static caravans which have no historic value. From 1946 based aerial photography, only the buildings at the front of the site existed and these have either been entirely replaced or substantially altered over that period.
- 19: Former Pontin’s Holiday Park. While it is suggested to be one of the earliest established holiday parks, most of the buildings were constructed more recently than WWII. The site has planning permission for 188 dwellings and 88 holiday lodges (ref. 06/20/0422/F) which is partially constructed and will substantially alter the site from the current character.

I trust that the above comments will be of use for consideration in the Examination process.

Yours faithfully,

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Hemsby Neighbourhood Plan 2021-2036



Submission Draft July 2022

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1. Introduction

1.1 Hemsby is a unique village, with an established and strong history of tourism which has been noted in the Domesday Book. The village is understood to have Viking origins but developed as a collection of farmsteads around the 14th century parish church. Hemsby village expanded significantly during the late 19th century as a seaside destination partly with the arrival of the railways, helping to establish a settlement pattern of key holiday attractions to the east of the village¹.

1.2 Hemsby falls within the Borough of Great Yarmouth, East of England and is identified as a Primary Village as set out in the Great Yarmouth Local Plan Core Strategy (2015). It is set in one of the more remote parts of East Anglia, and it is located 8 miles north of Great Yarmouth. It is one of the larger villages in the borough, with an approximate residential population of 3,275 (Census, 2011).



Figure 1: Hemsby Designated Neighbourhood Plan Area

1.3 Due to being a popular coastal village, the population increasingly grows in the summer months when it welcomes a variety of tourists and many returning families to our caravan and chalet parks and award-winning sandy beaches. Hemsby has established its

¹ [Local Plan Part 2 \(2021\) \(great-yarmouth.gov.uk\)](http://great-yarmouth.gov.uk)

own national presence as a seaside resort, contributing to the Borough's economy and playing a vital role through its history of tourism.



Example Pictures of Hemsby Beach

1.4 A lot of the tourist trade is located along the coastal stretch within the south-eastern area and many seasonal services are situated along both Beach Road and Newport Road. The village also has a reasonable range of services and facilities to offer including a primary school, small supermarket, post office, doctors' surgery and two public houses.

1.5 Hemsby parish falls within the Broads Authority Executive Area to the west of the main settlement, encompassing an area of the Trinity Broads (Norfolk and Suffolk Broads) which is an important wetland habitat and an area of species rich fen grazing. There are a vast range of landscape types which cover the Broads Authority area including tidal estuary, rivers, coastal dunes, estuarine marshland, grazing marsh, peat fens, the Broads and more which can be read in the Landscape Character Assessment². The landscape of the Broads is distinctive with bodies of open waters which vary in size and can either be isolated water bodies from the main rivers or lie on the line of the main river. A majority of these waters are located within the peat soils of the middle/upper reaches of the northern Broad rivers- Yare, Thurne, Bure and Ant. Whilst each broad has its own character, two characteristics (size and nature of vegetation) can provide a rough division of open and enclosed broads when combined. Over time vegetation including fenn/carr tends to encroach on the edges of the broads reducing their size and some being completely lost over time.

There are a range of national and international designations including:

- Broadland Ramsar/Special Protection Area (SPA),
- The Broads Special Area of Conservation (SAC),
- Hall Farm Fen Site of Special Scientific Interest (SSSI) and
- The Trinity Broads Site of Special Scientific Interest (SSSI)

Further detail can be found in the evidence base.

² [LCA Part-2.pdf \(broads-authority.gov.uk\)](#)

1.6 Hemsby first began its journey with the Neighbourhood Plan in 2017 and the steering group have worked hard on this plan for creating a future for our village. The community have helped contribute to how we can have an influence on protecting important aspects of our village and how we want to shape such things as where residential and employment sites may be suitable in the future and how these should look.

1.7 The village is growing year by year with new developments enticing newcomers to the village with a reasonable range of services and facilities. Data has shown that home ownership is reasonably high in Hemsby (84%) compared to Borough and National percentages which range between 63-64%. The number of homes rented are (14%) which are significantly less compared to the borough (34%) and much of Hemsby's housing stock ranges between 2 to 4 bedrooms; with a lack of one-bedroom homes being available (5%) which is lower than the borough and national average (11-12%)³.

1.8 As seen in many seaside villages, the population profile has shown that there has been a 5% growth in the local population aged 65 or over, equating to an increase of 285 people from 2001 to 2011, which could create over the years a considerable upward pressure on demand for specialised housing for older people.

1.9 The Neighbourhood Plan Steering Group constitutes residents who are keen to shape the future of Hemsby and have been informed in this by various consultation events within the village. This has been more challenging during Covid-19, but this has been achieved through a variety of forums as explained in the chapter 3.

1.10 A neighbourhood plan is an opportunity for communities to have their say in the place they live, and it gives the plan weight to influence future developments and to give a strategic focus on how we wish to live in our village. For example, there was community feedback regarding green links between villages so people can walk safely and an identified need for more one bedroom housing.

1.11 **We would like to thank everyone who has contributed towards ensuring your voice is heard and shaping the future of your village.**

³ Hemsby Housing Needs Assessment, AECOM, July 2021

2. Neighbourhood Planning

- 2.1 Neighbourhood planning was introduced by the Localism Act 2011, with the legislation coming into effect in April 2012. Neighbourhood Planning has provided Hemsby residents with a unique opportunity to proactively set a positive and ambitious vision for the future of our parish. It has enabled us to consider what is really important to residents and how to tackle some significant issues faced by the community.
- 2.2 As Hemsby is located in the borough of Great Yarmouth its Neighbourhood Plan sits within the context of the Great Yarmouth Local Plan. The Local Plan consists of two parts: The Core Strategy (2015) and Part 2 which was adopted in 2021. A small part of the parish is also within the Broads Authority Executive Area, and so it is covered by the Broads Authority and its own adopted Local Plan.
- 2.3 The Neighbourhood Plan will be a document that sets out planning policies for the parish and these will be used, alongside the local plans, to decide whether planning applications are approved or not. It's a community document, that's written by local people who know and love the area.
- 2.4 Hemsby Neighbourhood Plan has to support the delivery of the strategic policies contained in the Great Yarmouth Local Plan and that for the Broads Authority, and so it cannot promote less development than set out in local plans. That is, the local plans set the overall strategic policies such as the amount of new development and the distribution of that development across the borough. The Great Yarmouth Local Plan makes one allocation in Hemsby, for 190 homes on the former Pontin's site. The indicative housing requirement for the Neighbourhood Plan is zero, as set out in Policy GSP2 of the Local Plan Part 2. The Broads Local Plan does not allocate land for housing in the parish. Despite this, the steering group did choose to engage with the community on allocating one or more sites for housing and specifically investigated the options for a roll-back site for people displaced by coastal erosion. However, after engagement with the community, the Parish Council decided against allocating a roll-back site in January 2022 and are not allocating any housing in this neighbourhood plan.
- 2.5 A neighbourhood plan can include non-strategic policies, such as the mix of housing if any comes forward, design principles for new development, conserving and enhancing the natural and historic environment, protecting local green spaces from development, and setting out other development management policies. Importantly, the Hemsby Neighbourhood Plan will contribute to the achievement of sustainable development as described in the National Planning Policy Framework.
- 2.6 Once a neighbourhood plan has been 'made', following consultation with residents and a local referendum, it becomes part of the statutory development plan and will be used by the borough council and Broads Authority in deciding on all planning applications in the parish.

3. Consultation and Engagement

3.1 Hemsby Neighbourhood Plan has been developed by a steering group on behalf of Hemsby Parish Council. An initial consultation was held in February 2020 to gauge interest in the community to see if a neighbourhood plan would be supported.

3.2 The priority of the Parish Council was to ensure that the plan was community led and that local views were collected and included at all stages of making the plan. The steering group has always had between 10 and 15 members including residents and members of the Parish Council.

3.3 Engagement with the local community has proved to be challenging due to the Covid-19 pandemic restrictions between 2020 and 2021; so, the steering group were creative in planning alternatives to any cancelled events to ensure that the community were always kept informed. Below is a summarised timeline of ways the steering group engaged with the community the full detail of how this entailed can be found in the Consultation Statement.

February 2020- Village Hall	•Discussions on beginning a neighbourhood plan
July 2020- Coastal Partnership East Survey	•Involvement in a Coastal Partnership East Survey on climate change and coastal erosion
September 2020- Options Survey	•The survey asked the local community about a variety of matters they believed were important to them and wished to protect.
February 2021- Third Survey	•Present the work undertaken so far, likely policy options and seek qualitative feedback from residents.
August 2021- consultation	•Displayed posters and advertised at a village event the work and policies that had been done so far for the neighbourhood plan
October to November 2021- Call for Sites	•Consultation on finding a suitable site for either the rollback policy and relocated residents from coastal erosion or first homes
December 2021 to January 2022- Site Survey	•Asked the community if they supported or not the one site put forward for allocation
Other engagements throughout	•Produced online videos, posters, surveys, updating the community on platforms such as Facebook, zoom and the parish council website.

4. Vision and aims

4.1 The vision for the village of Hemsby is to remain a small and safe community that is proud of its heritage and that embraces the natural beauty of its unique surroundings, with the North Sea and sandy beaches to the east. The village will be a social and recreational meeting point for parishioners and tourists alike with local facilities, activities, inclusive village events and beautiful nearby rural areas. The village will experience slow and sustainable growth; development will both respect the rural character of the village and be environmentally responsible, including seeking out opportunities for 'green' initiative projects such as electric vehicle charging points and reducing carbon emissions. The planning and development of the village will take into account the needs of the village and the environment within which the village is set.

4.2 The aims of the plan are to:

- A. Support year-round and day-visitor sustainable tourism.
- B. Protect and enhance Hemsby's rich heritage, including its cultural heritage and association with the holiday camps.
- C. Help people choose sustainable ways of getting around in Hemsby, as well as to neighbouring villages.
- D. Help to meet the housing needs of the community.
- E. Widen the use of community facilities, especially by younger people.
- F. Make sure future development will deliver the infrastructure needed for our communities and businesses.
- G. Ensure that new development, especially housing developments, are designed to a high standard and have a positive impact on local character.
- H. Protect and preserve those special qualities and features that are valued by the community, such as the sandy beaches and Broads.
- I. Support the sensitive relocation of properties affected by coastal erosion.
- J. Improve wildlife habitat across the parish and especially in the green corridors.

5. Policy Context

- 5.1 Great Yarmouth Borough Council has an adopted Local Plan which is split into two parts, Part 1: The Core Strategy (2015) and Local Plan Part 2 (2021). The Local Plan Part 2 (2021) provides updates to the Core Strategy, new strategic policies, site allocations, and detailed policies. Part of the parish is also within the Broads, and so it is covered by the Broads Authority and its own recently adopted local plan. The policies in this Neighbourhood Plan need to be in general conformity with the strategic policies in these plans. In addition to the local plans, there is national planning policy, mainly in the National Planning Policy Framework. The policies in the neighbourhood plan need to have due regard to national planning policies.
- 5.2 The plans also contain non-strategic policies for the borough, and this emerging Neighbourhood Plan also contains non-strategic policies but just for Hemsby Parish itself specifically.
- 5.3 There is no need to repeat or copy the planning policy framework in place in the local plans and national policy. For example, there is no need for Hemsby Neighbourhood Plan to have its own general policy on the protection and enhancement of the natural environment and habitat, as this topic is covered in national policy and in the local plans, as well as in legislation. However, some specific detail could be useful, which is why the neighbourhood plan has a policy on green corridors linked to a map of those corridors, as this then shows where in Hemsby enhancement of the natural environmental will be focused. The explanations that go alongside the different policy areas in this plan try to set out what is already covered by the wider policy framework.
- 5.4 So, where there are policy details missing that are important for Hemsby, or where it was felt that a slightly different policy is needed, then new policies were developed for the Neighbourhood Plan. Some of the policies in the following sections are not strictly 'planning' related. Nevertheless, it was felt that they were important enough to include in the plan and be called 'Community Actions', being something that the local community and parish council will lead on.
- 5.5 The policies are intended to meet the vision and objectives set out above. They are aimed at guiding decision makers and applicants in order to achieve high standards of sustainable development. Development proposals should have regard to all the planning policies in this Neighbourhood Plan, and of course those in the local plans and national policy.

6. Housing and Design

Affordable Housing

6.1 Affordable Housing denotes those forms of housing tenure that fall within the definition set out in the current National Planning Policy Framework, such as social rent, affordable rent, affordable private rent, and its products designed to offer affordable routes to home ownership. As part of the Government's commitment to home ownership they have recently proposed to introduce First Homes that will provide at least 30% discount on new market housing for sale.

6.2 There is limited Affordable Housing (either to rent or for sale) within Hemsby at present. This suggests that some provision of Affordable Housing would offer a wider choice of homes for local residents, and may allow those on lower incomes including newly forming households and younger families to remain in or move to the area.

6.3 Affordable Housing is typically provided and made financially viable by its inclusion as a proportion of larger market developments, such as those guided by the local plans. Policy UCS4 in the Great Yarmouth Local Plan Part 2 in relation to Affordable Housing requires 20% of all new homes on sites of 10 dwellings or site area of 0.5 hectares or more to be delivered as Affordable Housing⁴. However, applications which fall within the Broads Area must accord with the threshold of the Broads Local Plan DM34 which takes an approach of developments of 6-9 dwellings will be required to contribute a commuted sum (off-site contribution) towards the provision of Affordable Housing, or, developments of 10 or more dwelling will be required to provide Affordable Housing in accordance with the requirements of the adopted standards and policies of the relevant District Council⁵ (which is Great Yarmouth). The expected level of delivery of affordable homes during the plan period does not meet the level of demand identified by either the Housing Needs Assessment (HNA)⁶ or local surveys of need. The HNA provides evidence of need for 395 affordable homes, split between 100 affordable homes for sale and 295 affordable homes for rent. This compares to expected delivery of 38 affordable homes. Nevertheless, it is worth noting that the split of tenures that will be delivered is also subject to the viability of development coming forward within this plan's period.

6.4 Government policy aimed at tackling the housing crisis continues to attach high priority to helping those on modest incomes and those unable to afford market housing for purchase, such as younger buyers, to access affordable routes to home ownership. The HNA identifies that the most appropriate tenures to help implement this policy intention locally are entry-level market rent, higher discounted market sales, 25% shared ownership, affordable rent and social rent.

6.5 As a starting point Great Yarmouth Borough Council will seek the following split in the affordable housing requirement – 90% affordable rent, 10% affordable home ownership,

⁴ [Local Plan Part 2 \(2021\) \(great-yarmouth.gov.uk\)](http://great-yarmouth.gov.uk)

⁵ [Local-Plan-for-the-Broads.pdf \(broads-authority.gov.uk\)](http://broads-authority.gov.uk)

⁶ Hemsby Housing Needs Assessment (HNA), AECOM, April 2021

which is set out in Policy H1 of the Local Plan Part 2. The HNA provides evidence of a more localised split 25% First Homes, 75% affordable rent.

6.6 First Homes are a specific kind of discounted market sale housing and should be considered to meet the definition of Affordable Housing for planning purposes. Specifically, First Homes are discounted market sale units which must be discounted by a minimum of 30% against the market value and sold to a person or persons meeting the First Homes eligibility criteria, which is essentially a first-time buyer. The homes must also not exceed £250k in price after the discount. Planning Practice Guidance sets out that a minimum of 25% of all affordable housing units secured through developer contributions should be First Homes. This suggests that the tenure split will need to include at least 25% First Homes, and so the other 75% could be for affordable rent as recommended in the HNA. In terms of First Homes, the HNA provides robust evidence that there is a need to require higher minimum discounts for First Homes at up to 40% or 50% because a discount of 30% only narrowly reaches those households on average incomes.

6.7 There are more proactive routes to boost the supply of affordable housing, such as allocating sites specifically for Affordable Housing, including specifically for First Homes. However, no sites have been put forward by landowners and without this it is impossible to allocate such sites in the Hemsby Neighbourhood Plan. A call for sites was undertaken in December 2021 and January 2022. If land does become available, then it is possible to have a focused review of the plan so as to allocate a site. In the meantime, Affordable Housing exception sites (so on land not allocated for residential development in the local plan or neighbourhood plan) would be supported if they comply with national policy. These can be Rural Exception Sites for people with a local connection, or First Homes/ Entry-Level Exception Sites.

Policy 1: Affordable Housing

As a starting point the Borough Council will seek the following split in the affordable housing requirement for any qualifying site in Hemsby:

- a) 25% First Homes;
- b) 75% affordable rent.

Alternative tenures may be accepted where applicants can adequately demonstrate the demand for other affordable housing products and that they are affordable in the local context.

First Homes will need to be provided at a discount from the prevailing market value of between 40% and 50%, subject to site specific viability.

Type and Size of Homes

6.8 Hemsby's housing profile is dominated by detached houses which make up 62% of the overall housing stock. This is more than double the proportion of detached homes

across the borough, and nearly three times the national level. The quantity of semi-detached homes is about average but there are very few terrace properties or flats. The proportion of caravan and mobile dwellings is twice that of borough levels and four times that of national levels.

6.9 Data indicates that Hemsby's housing stock is skewed towards larger homes. There is a relative lack of one-bedroom properties and a relative abundance of four-bedroom homes. The proportion of two and three-bed properties is close to average.

6.10 Life-stage modelling undertaken as part of Hemsby's Housing Needs Assessment recommends that development involves the following share of dwelling sizes:

- 32.2% 1 bedroom
- 29.2% two bedrooms
- 35.5% three bedrooms
- 0% four bedrooms
- 3.1% 5 or more bedrooms

6.11 A neighbourhood plan can influence the size and type of new homes that will be built in the future. When asked about preferences for new homes the community indicated a clear preference towards smaller homes and affordable homes and no real support for larger homes. Smaller homes are more likely to meet the needs of younger residents as well as older residents looking to downsize.

Policy 2: Housing Type & Mix

Developments will need to provide a mix of housing types and sizes, and these should aim to reflect local housing need using the best available and proportionate evidence. This should include, unless evidence is provided either showing a lower need is justified or the scheme is made unviable, a minimum of 60% of dwellings comprising two bedrooms or fewer. This will enable older residents to downsize or younger residents to get on the housing ladder.

These requirements apply to development proposals as a whole, therefore, open-market and affordable housing combined.

Design

6.12 Design is another key area where a neighbourhood plan can have significant influence. The Government is raising the importance of good design with the development of national design guides⁷, and encourages neighbourhood plans to have design policies and design codes. Design, however, is more than just what the actual building looks like. It also relates to layout, density, environmental performance and how it incorporates habitat features and landscaping. The augmenting of biodiversity

⁷ National Design Guide and National Model Design Code

networks is a key feature of the plan, and all development will be expected to contribute to this.

- 6.13 There is a Conservation Area in Hemsby where there is a concentration of listed buildings including the Grade II listed Church of St Mary. There will be housing and holiday accommodation growth, such as at the former Pontins site. These factors highlight the need to have a policy on design, and with a view to retaining local character, especially historic character and the setting of historic assets, ensuring that it is not diluted through new development.
- 6.14 In earlier consultations with the community, there was strong support for having a design approach and requiring high standards for enhancing the natural environment. Specific issues have also been raised such as the need for electric charging points. Street lighting, or lack of it, has been raised as an issue, in particular with regard to personal safety, especially for women.
- 6.15 NPPF Chapter 12 sets out that design is key to sustainable development. It requires plans to have design policies that have community support and that pick up the defining characteristics and historic character of the area. Design covers not just appearance but how a place functions, but appearance is seen as critical with national policy explaining that, *“the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.”* Although national policy supports development that is sympathetic to local and historic character, it also encourages innovative design and high levels of sustainability.
- 6.16 GYBC Core Strategy Policy CS1 sets out that development should create, *“Distinctive places that embrace innovative, high quality urban design that reflects positive local characteristics.”* CS9 requires well-designed places, setting out the general requirements such as safe access, and in keeping with the surrounding area. Policy CS4 – Delivering Affordable Housing – sets out that affordable homes should be designed to be well integrated with other housing. Policy H3 in the Local Plan Part 2 sets out a density of 30 dwellings per hectare for Hemsby as a minimum.
- 6.17 Policy DM43 of the Broads Local Plan has extensive design guidance covering the full range of general considerations such as accessibility, density, materials. In addition, the Broads Local Plan policy DM22 relates to light pollution and protecting the dark night skies. The Broads area has intrinsically dark skies that are protected through the National Planning Policy Framework, so any new development will need to be designed to retain this. **Policy 3** on design refers to this in relation to lighting design.
- 6.18 There is therefore already a considerable amount in existing policy on general as well as specific approaches to design for Hemsby, but the neighbourhood plan could usefully have a policy based on more specific Design Codes for the parish. AECOM has produced the Hemsby Design Codes (July 2022). This provides a baseline assessment of local character, views, historic assets, and natural infrastructure. For the development of design codes, it identifies five distinct areas across the parish: the historic core, Hemsby village, Hemsby beach, Beach front, and open countryside. These are explained below.

Area Type A: Historic Core

Corresponding with the oldest part of the parish, the historic core contains most listed and non-listed heritage assets, including St Mary the Virgin church and the commercial core of Hemsby Village, with some convenience shops grouped around King's way roundabout. Dwellings reach two storeys in the area.

Area Type B: Hemsby Village

The residential bulk of Hemsby Village is largely comprised of one storey bungalows. The open character of the streets in Hemsby village is a consequence of the low profile of bungalows and the generous front gardens. Recent developments detract from this character by reaching two storeys with typologies that are not in keeping with the character of the area.

Area Type C: Hemsby Beach

The tourist-based part of the village lies along Beach Road and is commonly known as Hemsby Beach. It features funfairs, crazy golf courses and children's rides. The beach end of the road has cafes, shops and amusement arcades, while at the upper end are houses and accommodation parks, consisting mainly of chalets and caravans.

Area Type D: Beachfront

Large sand dunes form a natural barrier between the beach and the village behind it. Detached beach dwellings of different typologies develop along the front line before the sandy cliffs. Hemsby's dunes are affected by erosion, impacting the properties in this area.

Area Type E: Open Countryside

The surrounding arable fields and farmsteads.

6.19 An additional 'area', new developments (Area type F), is used in the design codes to refer to new developments in any of these areas. Design considerations are set out for each of these distinct areas, including density, movement, public space, the natural environment, energy, and sustainability, and built form. These design codes can be a valuable tool for securing context-driven, high-quality development in Hemsby, especially on potential sites that might come forward in the future. They will provide more certainty to both developers and the community in securing developments that are designed to the aspirations of the community.

6.20 A lack of clear and specific Design Codes prior to the neighbourhood plan has resulted in new development at odds with the surrounding area. Single storey (sometimes including a habitable pitch roof) is the most common building height in the area. Two-storey dwellings tend to be limited to the historic core and at the end of cul-de-sacs. However, large developments of two-storeys have been recently developed in the area, resulting in clashes with the representative lower profile of dwellings in Hemsby.

6.21 Another key characteristic is the density of housing, which is generally quite low, rarely exceeding 20 dwellings per hectare, with a feeling of space and openness of the

street. It is recognised that Policy H3 of the Great Yarmouth Local Plan requires housing development in Hemsby to meet a density of 30 dwellings per hectare. It is accepted that this will help make the most efficient use of land and will be appropriate in many locations. It is at odds with the current prevailing character of some parts of Hemsby however, as demonstrated in the Design Codes, which the community are particularly keen to preserve. Policy in the Local Plan sets out that lower densities may be acceptable in sensitive locations, and **Policy 3** below identifies that where this is the case, the density of development should accord with that of the prevailing character.

6.22 The Hemsby Design Codes do not apply to the Broads, but the general design principles set out in the policy are relevant to schemes in the Broads.

Policy 3: Design

All development, including extensions, will need to be consistent with the Hemsby Design Codes in general, and specifically as they apply to the following distinct character areas:

- A. Historic Core
- B. Hemsby Village
- C. Hemsby Beach
- D. Beachfront
- E. Open Countryside

The Design Codes will be used to help assess all planning applications to determine their acceptability, although the Hemsby Design Codes does not apply to development in the Broads Authority Executive Area.

The following design considerations are especially important:

- a. Density in new residential developments should take into consideration the density ranges of the relevant character area as set out in The Hemsby Design Codes and where the site is in a particularly sensitive location with distinctive local character, the density should accord with that of the prevailing character.
- b. New development should not cause unacceptable harm to the openness of the existing street scene. New development creating its own street network will need to be designed to have an open street scene unless this conflicts with the immediate area.
- c. New development must have due regard to the heights of other buildings in the area and the generally low profile of buildings.
- d. Major housing developments will be expected to incorporate a system of street lighting. Any lighting must be well designed so as to conserve and enhance the dark sky experience of the Broads.

Support for properties at risk from coastal erosion

- 6.23 The management of the coastline at Hemsby is covered by complex legislation and there are various agencies with differing responsibilities, not least in relation to the significant coastal erosion. This will have an impact upon residents who own homes close to the coastline, some of whom may lose their homes over the plan period. It will also impact upon the local economy, especially where it leads to a loss of tourism facilities/ holiday accommodation, and associated infrastructure.
- 6.24 National policy sets out that local plans should reduce risk from coastal change by avoiding inappropriate development in vulnerable areas and not exacerbating the impacts of physical changes to the coast.
- 6.25 Core strategy policy CS13 directs development away from areas at risk of flooding or coastal change. The Great Yarmouth Local Plan Part 2 identifies a Coastal Change Management Area⁸ in Policy GSP4 and this includes part of Hemsby. New development is restricted in this area and Policy E2 in the Local Plan Part 2 sets out criteria for the relocation of residential and commercial development from within the Coastal Change Management Area, to sites both outside and inside the development limit.
- 6.26 This Neighbourhood Plan does consider it important to reflect the increasing pressures from climate change on coastal erosion and would like to support residents and businesses affected by enabling the roll-back or relocation of properties. Almost 70% of people in consultations for the Neighbourhood Plan supported a relocation policy for homes beyond the Coastal Change Management line, and 60% supported relocating businesses.
- 6.27 As part of developing the Neighbourhood Plan, an effort was made to identify land that could be safeguarded⁹ for rollback or the relocation of homes or businesses from the Coastal Change Management Area. It was felt that this would provide greater certainty and focus than the general criteria-based policy in the local plan.
- 6.28 One landowner did express an interest and put forward a site within the call for sites consultation in October 2021. The site is currently used for arable purposes as Land off Waters Lane. However, as detailed in the site assessment was rated Red for conflicting with Policy 17 in this emerging local plan, and excluded following consultation with the community.
- 6.29 There is also considerable community effort, mainly by the Save Hemsby Coastline group, to identify an appropriate sea defence and raise the funding. The Borough Council has indicated that the proposed rock berm defence accords with current policy and guidance and is supported in principle, but is subject to securing planning permission. If this is successful, then it could slow down the rate of erosion and so buy some time. The rate of erosion is uncertain anyway, and the added uncertainty as to

⁸ Coastal Change Management Area: An area identified in plans as likely to be affected by physical change to the shoreline through erosion, coastal landslip, permanent inundation or coastal accretion.

⁹ Protected from other inappropriate development

whether additional sea defences will be implemented makes any forecasting very difficult.

Policy 4: Support for properties at risk from coastal erosion

A focused review of the Hemsby Neighbourhood Plan will be triggered if:

Three years after the adoption of this Neighbourhood Plan, the sea defences being progressed have not been implemented and are unlikely to be implemented; and

- a. A willing landowner makes appropriate land available to be safeguarded with a view to enabling properties to be relocated from the Coastal Change Management Area; or
- b. Funding is made available for the procurement of sufficient land for this purpose.

7. Infrastructure

7.1 New development such as housing can trigger the need for infrastructure. The National Planning Policy Framework states that local plans should make sufficient provision for infrastructure requirements including transport, waste management, water and energy supply, flood risk. In addition to the provision of community facilities such as libraries, schools and other cultural infrastructure. Planning cannot, however, address existing or historic infrastructure capacity issues, only the impacts associated with additional development.

7.2 According to the Borough Council's Core Strategy the definition of infrastructure is wide and includes a range of services and facilities provided by both public and private bodies. Infrastructure needed to support the delivery of development is of three main types:

- Physical such as transport (roads, pavements), flood management, water supply, broadband and telecommunications, and sewage;
- Social such as schools, healthcare, affordable housing, and community facilities; and
- Green such as open space and habitat.

7.3 Development needs to be delivered with adequate infrastructure in place and ensuring that any negative impacts of development can be mitigated. Developers are often required to contribute to the infrastructure. Statutory agencies, such as Anglia Water, are also responsible for meeting their statutory obligations and responding to growth by ensuring sufficient capacity is made available. As part of developing this Neighbourhood Plan residents raised concerns about the reliability of some infrastructure services in Hemsby, including electricity and water.

7.4 There are instances where the cumulative impacts of development requires more strategic infrastructure, such as a new link road or bypass, or a new medical centre. Indeed, a lot of social and physical infrastructure is planned more strategically as part of the local plan as the need is determined on a much larger scale than the parish or neighbourhood plan level. Other agencies look at the overall level and distribution of growth across the borough (and even wider) and try to identify what it means for their services. The Borough Council has prepared an Infrastructure Plan to support the implementation of policies in the Local Plan. The Infrastructure Plan assesses the existing networks of service provision, establishes current capacity problems, looking into future investment plans by the service providers and assessing additional infrastructure that will be needed as a result of the amount and location of new development proposed by the Core Strategy.

7.5 Growth in Hemsby and the surrounding villages is expected to have an impact on education capacity. Hemsby Primary School does not have the potential to be expanded within its current footprint. Financial contributions will be expected from developments toward increasing early years (pre-school) capacity as well as towards increasing capacity at Ormesby Junior School given there is little scope for expanding Hemsby

Primary School. This means that additional education needs created by housing growth in Hemsby will be absorbed by additional capacity elsewhere.

7.6 Medical facilities are also considered at a much larger scale than the parish. Financial contributions will be secured from developments to expand capacity at some existing facilities elsewhere in the borough as well as provide a new medical centre at Caister. Contributions will also be secured for other services such as libraries and fire and rescue.

7.7 The provision of community centres and communal rooms across the borough is generally good. The average standard of provision is 140sqm per 1000 people. Most of the rural villages have in excess of that provision. This includes Hemsby which has 351sqm per 1,000 people. However, this does not necessarily reflect specific demographic needs, and consultations have identified that facilities specifically for younger people are needed.

7.8 Utilities include water supply, wastewater collection and treatment, gas distribution, as well as electricity generation and distribution. There are no capacity or connectivity issues in the borough with respect to gas or electricity. There are also no critical or strategic water utility infrastructure requirements which need to be provided over the lifetime of the Great Yarmouth Local Plan Part 2. There might be localised water infrastructure issues related to specific developments, however. Such network improvements (on-site and off-site) are generally funded/part funded through developer contributions and the cost and extent of the required network improvements will be investigated and determined at the planning application stage. The network functions as a combined system (taking in both surface and foul water), and so therefore where possible, sustainable drainage systems (SuDS) should be implemented within the design of housing schemes to help remove surface water from the water recycling system, thereby protecting its capacity. The requirement for SuDS is national policy but is emphasised by **Policy 13** on Surface Water Flooding in this Neighbourhood Plan.

7.9 As indicated by the issue of SuDS, sometimes infrastructure is needed that is specific to a particular site, such as a new footway, improvement to a particular habitat, highway access, or a new connection to the foul water system. Policy 13 in the Local Plan Part 2 requires foul drainage provision and connections. This is normally addressed during the planning application process. New development will be expected to meet its own physical infrastructure needs. If the site is allocated in the local plan or the neighbourhood plan, these requirements can be set out as part of the policy too. Core strategy policy CS15 in the Great Yarmouth Local Plan covers the need for new infrastructure to be provided as part of growth and new development.

7.10 Broadband was raised as a local issue. Improvements to telecommunications, particularly Broadband speed, would be supported by the community and would be seen as beneficial to the economy. The 2011 Census shows that a number of people work from home and this is likely to have increased as a result of the Covid-19 pandemic. Policy 12 in the Great Yarmouth Local Plan (2021) and DM19 in the Local Plan for the Broads support new and improved telecommunications infrastructure. This

includes new developments needing to provide superfast broadband. Broadband Fibre to the Premises (FTTP) is the best way of provided super-fast broadband.

Community Action 1: Working with broadband providers

The parish will work with providers to secure improvements to broadband speeds.

7.11 Improved access to and provision of medical facilities in Hemsby was commonly raised during consultation exercises. Hemsby does have a medical centre, which is part of the Coastal Village Surgeries, and located in King’s Court in the village centre. Although Great Yarmouth Local Plan does not identify a need for an extension or improvements to Hemsby Medical Centre, with the level of planned housing growth, particularly redevelopment of the Pontin’s site, residents are concerned that there will be additional pressure on this facility, which will lead to lack of availability. There are also issues, as detailed elsewhere in this Plan, in relation to parking outside the centre.

Policy 5: Hemsby Medical Centre

Proposals for expansion of Hemsby Medical Centre will be supported in principle. Proposals will need to demonstrate sufficient parking is or can be made available, in accordance with county parking standards, to meet increased demand or in a way that does not impede the free flow of traffic on neighbouring streets.

7.12 Neighbourhood plans can play a key role by ensuring that infrastructure improvements, including by developers, are part of a cohesive plan rather than being piecemeal. For example, although any habitat improvement is useful, it is more useful if it is part of a network of nature sites and links. Similarly, an improvement for cyclists should be part of an identified cycle network. The following sections set out the neighbourhood plan’s approach to ensuring such co-ordinated and cohesive infrastructure improvements.

8. Transport

8.1 Better facilities for public transport, walking and cycling, alongside a reduction in car traffic can create many benefits. This includes improved health, air quality and nicer public spaces. Alongside this these measures will help to meet environmental commitments. Latest figures indicate that the transport sector is responsible for approximately 34%¹⁰ of all CO₂ emissions, so reducing car usage can bring significant savings. In relation to health, Hemsby is amongst the most deprived neighbourhoods in the country, as determined by the health domain of the Index of Multiple Deprivation 2019¹¹. Achieving improved sustainable travel infrastructure and promoting its use are important measures to support improved health outcomes for the community and address inequality.

Walking and Cycling

8.2 Plans to improve walking and cycling connections support a low carbon economy and the health and wellbeing of residents by removing barriers to sustainable travel. The importance of walking or cycling for recreation is also recognised, and many comments were received in relation to this as part of consultation exercises.

8.3 There is significant opportunity to increase walking and cycling across the plan area. The area is fairly flat, so suitable for cycling. Almost a fifth of residents indicate that they travel less than 5km to work. Although the car is the most dominant mode of travel to work, just over 10% of people already walk or cycle¹². There are currently barriers to walking and cycling in the parish, such as busy roads, lack of signage and narrow or lacking footway.

8.4 There is an increasing trend for people to work from home as a result of the Covid-19 pandemic, and therefore many residents are now making use of their local shops and services on a more regular basis. The popularity of cycling has also risen sharply and nationally the government is promoting improvements to cycle infrastructure to support this.

8.5 The National Planning Policy Framework (Section 9) supports sustainable transport, including making walking and cycling access integral to design of new development. Great Yarmouth Local Plan Part 2 identifies the need to provide necessary infrastructure to support development through policy GPS8, including for pedestrians, and safeguards potential strategic cycling and pedestrian routes in policy GSP7. One of the strategic pedestrian and cycle routes links Hemsby with Ormesby.

8.6 NPPF chapter 9 supports walking and cycling being integral to design considerations. Also, development should maximise opportunities to promote walking and cycling.

¹⁰ HM Government (2020)

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/875485/2019_UK_greenhouse_gas_emissions_provisional_figures_statistical_release.pdf

¹¹ https://dclgapps.communities.gov.uk/imd/ioid_index.html

¹² 2011 Census Data, www.nomis.web

8.7 GYBC Core Strategy Policy CS1 supports walking and cycling. CS17 also supports sustainable transport and reducing the need to travel.

8.8 A review of walking and cycle provision within the parish indicates:

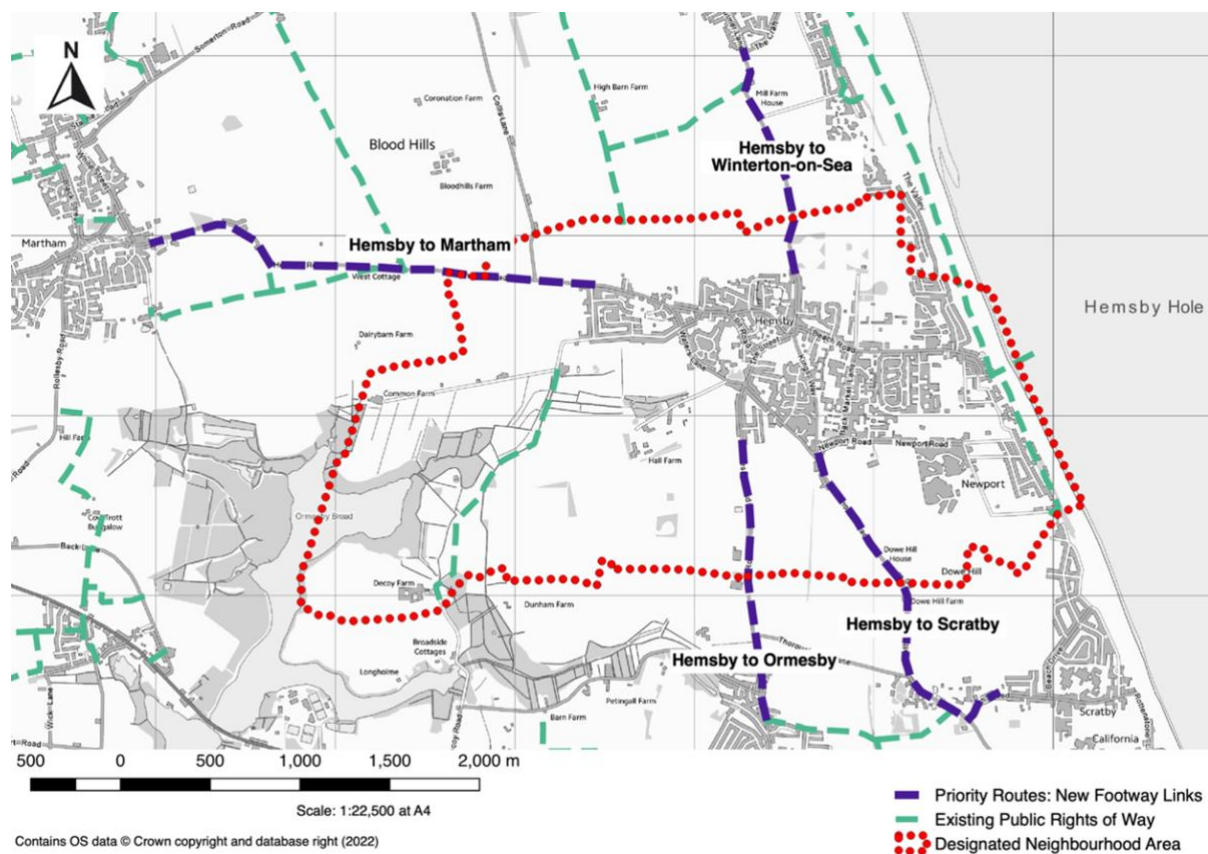
- Some footways are quite narrow;
- There is a lack of dedicated cycle routes and residents would like to see more;
- Some public footpaths have been lost over time and many of the paths used now are permissive along field margins;
- There is a lack of infrastructure such as footpaths linking Hemsby with surrounding villages where many residents travel to access services, with people having to walk in the road;
- Much better signage is needed.



Example of the narrow footway on Waters Lane

8.9 At consultation there was strong support for improving walking and cycling links. Improving links to nearby villages was most commonly suggested by residents in terms of where to focus action. It is only around 1.5 miles to Ormesby St Margaret and Winterton-on-Sea, and both are common destinations for residents accessing services. Some families in Hemsby send their children to Ormesby Primary School and this is increasingly likely as the village grows with the new Pontin's development receiving approval for 190 new homes together with tourism and retail facilities – some year groups are at capacity at Hemsby Primary School. A better and safer route to Ormesby is therefore essential. The road routes connecting the villages are busy and dangerous, and increasingly so during holiday season, and footpaths are currently lacking.

Figure 2: Priority Routes between Hemsby and Neighbouring Villages



8.10 The plan identifies four priority routes for improvement between Hemsby and nearby villages, see **Figure 2**:

- Along Ormesby Road to Ormesby St Margaret
- Along Winterton Road to Winterton-on-Sea
- Along Martham Road to Martham
- Along Yarmouth/Scratby Road to Scratby and California

8.11 The community would like these routes to be available to all, meaning families, cyclists, mobility scooters, wheelchair users and others. The preference is for routes along field margins adjacent to the roads. This will provide improved access as well as recreational opportunities, with access to not only other villages but green open space, which has so many physical and mental health benefits. The top priority is delivering a safe accessible route to Ormesby. This was supported by 75% of residents who responded to a survey as part of developing this plan. A route between Hemsby and Ormesby along the old railway line is also recognised as one of the potential strategic cycling and pedestrian routes in the Great Yarmouth Local Plan Part 2, as defined in the Policies Map for both Ormesby and Hemsby¹³. Though it should be noted that this would not create a complete footpath.

¹³ https://www.great-yarmouth.gov.uk/media/5069/Policies-Inset-Map-4-Hemsby/pdf/Inset_Map_4_Hemsby.pdf

Community Action 2: Improving walking and cycling routes between Hemsby and neighbouring villages

Opportunities will be sought to establish accessible walking/cycling routes along field margins between Hemsby and surrounding villages, with a route to Ormesby St Margaret a top priority. This will be achieved mainly by working collaboratively with nearby parishes and local landowners, especially farmers, to support better public access for all. Delivery should aim to create improved habitat adjacent to the routes.

8.12 This policy will need both funding and the support and cooperation of local landowners. Opportunities for this will be varied, but a key one will be the Agriculture Act 2020. This sets out that farmers may be given financial assistance for:

- Managing land or water in a way that protects or improves the environment; and
- Supporting public access to and enjoyment of the countryside, farmland or woodland.

8.13 This provides an excellent opportunity for the implementation of this community action. Making use of field margins would enable access without using the busy and narrow country road network. There may be concerns that opening routes for public access could have the unintended consequence of people wandering onto the farmland. A solution could be a clear separation of the public access routes from the farmland by means of new or improved planting which also provides wildlife habitat.

8.14 Most existing walking and cycling trips are likely to take place within the village as this is where people live and where local services and facilities are. It is also currently easier, with existing footways and the 30mph speed limit making these travel options safer and more attractive. This is where most new housing will be delivered – including the former Pontin’s site, and so the number of people who will have good sustainable access to the local facilities will increase. Importantly, new developments also present opportunities to provide the necessary sustainable transport infrastructure improvements.

Policy 6: Walking and Cycling Improvements

New major development should provide suitable new or improved links to the network of footways, cycleways, and cycle parking in Hemsby to ensure that new and existing residents can have good sustainable access to services and facilities.

Good sustainable access by walking will include consideration of personal security and whether the route to key services and facilities is well-lit by street lighting. Where it is reasonable to do so, new development will be expected to support sustainable access by introducing street lighting on key walking routes, reflecting the priorities in **Community Action 2**. Any lighting must be well designed, as per **Policy 3**, to conserve and enhance dark skies in the Broads which is an intrinsically dark landscape.

Opportunities will be taken to support improvement of the four priority routes between Hemsby and surrounding villages shown in **Figure 2**. Any development in Hemsby adjacent these routes will be expected to support their improvement in line with creating safe, accessible, all-weather routes.

8.15 Developments will be expected to take all reasonable opportunities to provide for safe and convenient pedestrian and cycle access. This could include providing new or enhanced facilities as well as improving the physical condition of existing facilities. This is especially important for any development related to the school in the event of expansion.

8.16 Residents and visitors in Hemsby could feel unsafe after dark in poorly lit areas. As well as being an issue for safety, this could deter people from walking, contrary to the aims of the plan. A new government initiative, the Tackling Violence Against Women and Girls Strategy, cites the need for improved street lighting.

8.17 There is evidence from the consultations that local people support improved street lighting, especially in particular locations such as Back Market Lane and Newport Road to Kingsway, and this is in relation to feelings of safety, or lack of it. The Hemsby Design Codes require the provision of street lighting as part of new residential development in the built-up area of Hemsby, but this risks leaving existing issues. **Policy 6** above on Walking and Cycling Improvements should help to address this where linked with a particular new development, but there are non-planning ways for the community to improve street lighting. The Government initiative referenced above promotes a new fund to which communities can make applications. In implementing this locally, through planning or otherwise, schemes will need to be designed in a manner that protects the intrinsically dark skies of the Broads.

Community Action 4: Street Lighting

New street lighting will be acceptable on walking and cycling routes, and around bus waiting facilities, where this is shown to be of benefit in terms of promoting greater use of those facilities, especially through supporting feelings of safety and security.

Where feelings of personal security is an issue, new street lighting will be supported and this includes the following locations as a priority:

- Back Market Lane
- Newport Road to Kingsway

All street lighting must be well designed to conserve and enhance dark skies associated with the Broads.

The use of new street lighting in or adjacent to Green Corridors will only be acceptable if it can be shown that it will not harm the purpose of the Green Corridors in supporting wildlife.

Bridleways

- 8.18 Although there are no bridleways currently in Hemsby, there are aspirations to provide off road riding for the horse riders of the village. There are two equestrian livery yards within the village alongside private horse fields. In other villages such as Martham and Ormesby farmers have set aside field margins to support this alongside walkers. This supports rural life and the livery yards employment. The main fields of focus are those around Martham Road across to Winterton Road. The fields between Hemsby and Ormesby. Both of these would support linking up with set aside field margins in Martham and Ormesby.
- 8.19 There is an intention to work with the Broads Authority, who have powers to create Bridleways and upgrade local footpaths. Where the landowner is willing, a dedication agreement will be established and Norfolk County Council, as the highway authority, will be involved to create a legal event order and add it to the definitive map and statement.

Community Action 3: Bridleways

The community will work with local landowners, the Broads Authority and Norfolk County Council to identify and create bridleways within Hemsby parish, with particular focus on creating links with existing livery yards within the village.

Public Transport

- 8.20 Hemsby is currently served by a number of bus services that provide access to nearby villages and towns such as Great Yarmouth and Martham, mainly service number 1 and 1a (Coastal Clipper) by First Group.
- 8.21 To some residents these routes are lifelines, connecting them with higher order settlements including Great Yarmouth where there are onward travel opportunities to places such as Norwich. Bus services are also used by visitors to the parish. Their retention is important, alongside measures to encourage their use, which is essential in promoting a lower carbon economy and shift away from private car travel. With more people living in the village as a result of planned housing growth, investment in bus services and waiting facilities such as shelters, stops and information will be required. Existing shelters must be upgraded where appropriate, new stops and shelters installed, and support for more frequent services to key destinations sought. These measures are a critical part of ensuring bus travel offers a viable alternative to the private car.
- 8.22 Feedback from the community indicates they feel that the bus infrastructure being planned as part of emerging developments is not adequate. The proposed bus stop in King's Way as part of the Pontin's development is not considered to be large enough to meet the needs of current and future residents in that area.
- 8.23 Section 9 of the National Planning Policy Framework sets out that in addition to locating new development in sustainable locations, opportunities to promote public transport are identified and pursued as part of development proposals. The Great Yarmouth Local Plan Part 2 requires larger housing developments to have streets

designed to accommodate public transport as part of Policy A2: Housing Design Principles. Norfolk County Council as the Highway Authority

Policy 7: Public Transport Improvements

Bus stops will be located within close proximity of residential areas and close to footpaths and cycle routes.

New major development will contribute towards improved bus waiting facilities, with existing shelters upgraded where appropriate and new stops and shelters installed. All waiting areas will have good quality seating and timetable displays. It will also be important to provide areas for people to leave mobility scooters/wheelchairs where possible.

Contribution towards more frequent bus services to key destinations will be required where the development is likely to result in a significant increase in travel demand.

Car Parking

- 8.24 Consultations on the Neighbourhood Plan identified a concern regarding the management of residential parking and parking provision.
- 8.25 It is now widely recognised that restricting the off-road space to park vehicles at home does not restrict car ownership, but instead leads to indiscriminate on-street parking.
- 8.26 The National Planning Policy Framework and Planning Practice Guidance now discourage the use of *maximum* parking standards unless clearly justified. The County Council's 2007 *Parking Standards for Norfolk* are therefore now out-of-date as guidance as these apply maximum standards. In light of the level of car ownership in the Parish, the modest public transport provision, and limited availability of local services and facilities, the use of minimum parking standards, where possible, in this Neighbourhood Plan is fully justified.
- 8.27 Evidence in Hemsby indicates that insufficient off-road parking in new developments has led to unplanned on-street parking, with consequences for the flow of traffic and safety, especially regarding pedestrians and cyclists.
- 8.28 The average number of vehicles per household in 2011 was 1.4. There were signs that this was increasing, and assuming the increase in ownership continues during the plan period, it is estimated that by 2041 it will be nearer two vehicles per household on average. Whatever minimum parking standards are adopted, it should result in the provision of an average of two vehicle spaces per household; fewer than this would result in too much on-street parking and more than this would be excessive. Evidence from the 2011 Census indicates that the standards set out in **Policy 8** would result in an average of around two per household.

Policy 8: Residential parking standards

For all new residential developments, where practicable and feasible, the following *minimum* standards shall apply for the provision of off-road vehicle parking:

- 1 bed dwelling, 1 off-road car parking space
- 2 bed dwelling, 2 off-road car parking spaces
- 3 bed dwelling, 2 off-road car parking spaces
- 4+ bed dwelling, 3 off-road car parking spaces

Where these standards cannot be met or where there is a potential for on-street parking to occur because of the needs of visitors, streets will need to be designed to safely accommodate some on-street parking, which may include formal parking facilities such as laybys.

Landscaping shall be used to avoid car parking being obtrusive in the street scene. Well-designed on street parking schemes on through routes that can be shown to function as informal traffic calming measures will be supported.

8.29 Consultations also highlighted some issues around non-residential parking, notably at the medical centre and at King's Way.

Policy 9: Public car parking

Proposals that provide additional public off-road parking around the Medical Centre and Kingsway will be supported.

9. Tourism

9.1 Hemsby is known for its sandy beaches, family friendly bucket and spade holidays and its nostalgia appeal, in the 1920s one of the first UK holiday parks opened here. Recently it was voted as having the third most popular beach in the country¹⁴. As a result, it is an important tourist destination, and a large part of the area is dedicated to the tourism industry. Whilst this importance is self-evident, it is confirmed in the 2019 Economic Impact of Tourism Report for Great Yarmouth¹⁵ and the surrounding area. This found that tourism in the wider area, including Hemsby, accounts for a Total Tourism Value of £648,617,728, and 37% of employment. The importance of tourism for Hemsby can hardly be over-estimated.



9.2 The eastern part of the area towards the seafront is characterised by a very large cluster of holiday accommodation, stretching from the historic village core eastwards to the North Sea coastline. The capacity of this area makes Hemsby one of the largest coastal resorts in Norfolk and the East of England. The retention and enhancement of the tourism economy is key for the Neighbourhood Plan because much of Hemsby's employment and prosperity stems from the influx of visitors.

9.3 The closure of the Pontin's site in 2008 had a considerable impact on tourism in Hemsby with a reported decline in business over the following years during the nationwide recession. Despite the loss of the Pontins site, now allocated for mixed use, residential, tourism and leisure, Hemsby remains a popular seaside destination for tourists with a good range of facilities, eateries, shops and amusements, which are predominantly seasonal. These are clustered along Beach Road. Visitors and residents alike love the sandy beach at Hemsby and Newport, which is sheltered by the sand dunes. There is a wide selection of holiday caravan and chalet parks with direct access to the beach.

¹⁴ www.holidaycottages.co.uk survey, 2021

¹⁵ <https://gyta.com/?download=5526>

- 9.4 Most of the holiday accommodation in Hemsby consists of self-catered units on holiday parks. These typically take the form of ‘chalets’, small single storey buildings typically large enough to host one family. The chalets are run by holiday park companies which provide basic utilities and security but generally do not offer in-person hospitality services.
- 9.5 Hemsby largely appeals to families and its offering is currently geared towards this sector, such as providing facilities for children including playgrounds and amusement rides. However, the family sector is highly seasonal because of school terms. Appealing to different sections of the tourism market, including local day-visitors, would improve the resilience of the tourism sector and ensure that it becomes attractive year-round. The Broads, which has equivalent status of a National Park, extends into the neighbourhood plan area, and Hemsby could become a gateway into the Broads for visitors. Day visitors would ease economic issues caused by seasonal employment because some of the holiday accommodation is likely to still have quiet periods during cold weather or school term-time. The Neighbourhood Plan would like to support a diversification of tourism both in terms of facilities and accommodation type with a view to making it less dependent on that peak summer holiday period.
- 9.6 In the adopted Local Plan Core Strategy Policy CS8 is relevant. Policy CS8 (Promoting Tourism, Leisure and Culture) encourages new, and the enhancement of existing, tourist facilities generally, including outside of the holiday accommodation area. This includes traditional tourism offers but also facilities and opportunities related to culture, heritage, the arts, the natural environment, and education. CS8 encourages habitat-based tourism. Policy SP16 of the Broads Local Plan has a similar objective.
- 9.7 The Great Yarmouth Local Plan policies provide considerable protection of the designated Holiday Accommodation Area of Hemsby. The Great Yarmouth Local Plan Part 2 identifies the eastern part of the parish as a Holiday Accommodation Area in the Hemsby Policies Map. Policy L1 sets out the council’s aims in relation to this area and the uses and development that will be encouraged and permitted. It sets out clear criteria that resists the loss of tourism accommodation in the Holiday Accommodation Area, but not elsewhere in the parish. However, Policy L2 does allow some flexibility to the expansion or creation of new tourist facilities outside of the Holiday Accommodation Areas or Development Limits if they meet the criteria set out in this policy. As well as this, Policy C8 of the GYBC Core Strategy offers some protection for accommodation outside of the Holiday Accommodation Area by referring to viability, the Neighbourhood Plan would like to strengthen this, especially by expanding on the matter of viability, given the importance of tourism and the potential growing importance of tourism away from the Holiday Accommodation Area. **Policy 10** below therefore aims to protect such accommodation that is outside of the Holiday Accommodation Area and would work in addition to Policy L2 providing more flexibility to new or existing tourist facilities.
- 9.8 Another relevant factor is the East Marine Plan, which as stated in the NPPF (2021) Para 170 “*coastal areas should take account of the UK Marine Policy Statement and Marine*

Plans". The East Marine Plan (2014)¹⁶ covers the Hemsby area and this falls within the character area 3- East Inshore. The East Inshore Marine Plan is a statutory document and has policies in place to support marine sustainable development including supporting economic growth (EC1, EC3) and consideration to tourism and recreation areas such as healthy beaches, good water quality and recreational boating routes (TR1, TR2, TR3). Since Hemsby is a seaside town with strong connections to tourism and recreation, it is important for planning applications which will come forward to support tourism on land, also pays attention to the east marine policies regarding the local marine environment too. Policy TR3 in particular states *"Proposals that deliver tourism and/or recreation related benefits in communities adjacent to the East marine plan areas should be supported."* TR3 gives effect to the Marine Policy Statement (3.11.5¹⁷) in proactively supporting tourism development including but not limited to:

- The general diversification of activities, particularly where they are accessible all year round.
- Adding to or improving existing tourism facilities and opportunities such as visiting heritage assets or areas of historic environment
- Sustainable tourism and recreation activities which incorporate improvements in the quality of the natural environment.

9.9 **Policy 10** also aims to support new tourism accommodation. Where new accommodation is permitted appropriate planning conditions will be applied to ensure the facility is genuinely available for holiday lettings, and to help manage any adverse impacts on the environment and the character and appearance of the countryside. Typically, these will take the form of a requirement for the removal of temporary structures at appropriate intervals, and holiday occupancy conditions placed on un-serviced holiday accommodation or sites.

Policy 10: Tourist Accommodation

The loss of holiday accommodation within the parish will be strongly resisted and only be acceptable in specific circumstances where the current use is demonstrated to be unviable due to:

- a. Vacancy of the accommodation of at least a one year period; and
- b. Marketing of the site for tourist accommodation or an alternative tourist use for at least a one year period; or
- c. The viability of an alternative tourist-related use of the site.

Proposals for new tourist accommodation will be supported where they are for short stay occupation on a rented basis for a substantial period of the year, not occupied on a continuous basis by the same people, and not used as a second home or for the main residence of the occupiers. This does not apply to hotels.

¹⁶ Marine Management Organisation. (2014). East Marine Plans. Source: [East Inshore and East Offshore Marine Plans \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/270423/East_Marine_Plans.pdf)

¹⁷ HM Government. (2011). UK Marine Policy Statement. Source: [10164 Marine Statement_Cov.indd \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/270423/10164_Marine_Statement_Cov.indd.pdf)

Any tourist accommodation must be of similar quality to residential dwellings and adhere to **Policy 3 on Design**.

9.10 One of the aims of the local plans is to support year-round, sustainable tourism, which is also an aim of this Neighbourhood Plan. Policy CS8 of the GYBC Core Strategy aims to safeguard key tourism assets, this appears to be mainly those in Great Yarmouth. Policy L1 in the GYBC Local Plan Part 2 aims to resist the loss of existing tourism uses in the designated Holiday Accommodation Area. Although there are clear criteria in relation to resisting the loss of holiday accommodation in the Holiday Accommodation Area, there are no criteria for resisting the loss of tourism facilities, and there are no policy criteria to resist the loss of such facilities outside of the Holiday Accommodation Area. This presents the Neighbourhood Plan with an opportunity to set out how the loss of tourism facilities will be resisted.

9.11 The loss of facilities is genuine. Recently a restaurant, amusement arcade and retail outlet was lost, and replaced by a car park as shown below.



Policy 11: Loss of Tourism Facilities

The loss of existing tourism facilities in the parish will be strongly resisted. Proposals leading to the loss of an existing tourism facility to a non-tourism use will only be permitted where it is demonstrated that either:

- a. It is to be replaced by a facility of equal or greater quality in a suitable location; or
- b. The area currently served by it would remain suitably provided for following the loss; or
- c. It is no longer viable or feasible to retain the premises in a tourism use, and this will need to be supported by clear and robust evidence including a viability assessment.

Details of consultation with the community regarding the change of use or redevelopment must be provided with any application submitted.

- 9.12 During the first Neighbourhood Plan consultation exercise there was strong support from residents for more entertainment, eco-tourism and year-round opportunities. These were seen to help support the local economy as well as offering events and activities for residents to enjoy. The impact of Covid-19 also means that staycations will be popular in the coming years and the village will benefit from catering for additional tourists that may usually travel abroad.
- 9.13 Hemsby has a rich variety of history (see **Heritage Section**), from its Viking origins to the World War II defences which can still be found on the beaches. **Community Action 5** will allow for the delivery of a Wayfinding project, linking walking routes with heritage as part of the tourism offer in Hemsby. This will celebrate Hemsby's historic areas, notable figures, past archaeological discoveries and wildlife and include photographs and stories from local residents. It's important to retain these elements of our cultural heritage where they remain whenever possible so that these important aspects of our heritage are not lost to future generations and are promoted to further our own understanding of our local history and in attracting tourists who want to learn more about this special historic culture.
- 9.14 The village would also like to promote more open-air entertainment. In the past Hemsby has hosted a range of successful outdoor festivals, such as the steam fair at Highfield Equestrian Centre, Herring and Lifeboat days on the beach, and a Viking Festival. More recently there have been other activities, sometimes driven by local farmers diversifying; Hirsty's Family Fun Park offers attractions such as a maize maze, an outdoor amusement park, play equipment, cafe and seasonal Halloween activities. Elsewhere there has been an open air cinema. Farm diversification will need to be encouraged as a key area for tourism growth.
- 9.15 Tourism locally will also be supported by the wider policies in this Neighbourhood Plan. An improved natural environment and better accessibility to the natural environment, as well as development of a good cycle and walking network that links with the key holiday areas and places of interest. **Community Action 5** (below) on wayfinding and heritage assets will also provide a visitor attraction. The preservation of existing heritage assets (see **Policy 20**) will also support this culture-based tourism offer.
- 9.16 Development proposals which can demonstrate a contribution towards enhancing sustainable tourism will be viewed favourably.

Policy 12: Tourism

Development which promotes Hemsby as a visitor destination for the following proposals will be supported in principle:

- a. Those which facilitate the attraction of day visitors;
- b. Supports the appreciation and understanding of the heritage and history of the parish;
- c. Promotes the use of walking and cycling within the village and the wider area;
- d. Provides for year-round tourism rather than seasonal; or
- e. Promotes open air events within the village.

Proposals for tourist facilities in the countryside will be supported where the proposal supports farm diversification and subject to demonstrating that the use needs to be located in the rural area and that other impacts, such as on landscape, are acceptable.

Community Action 5: Heritage Wayfinding

A sign-posted network of routes for people walking and cycling will be identified that links together the key heritage and wildlife assets within the parish

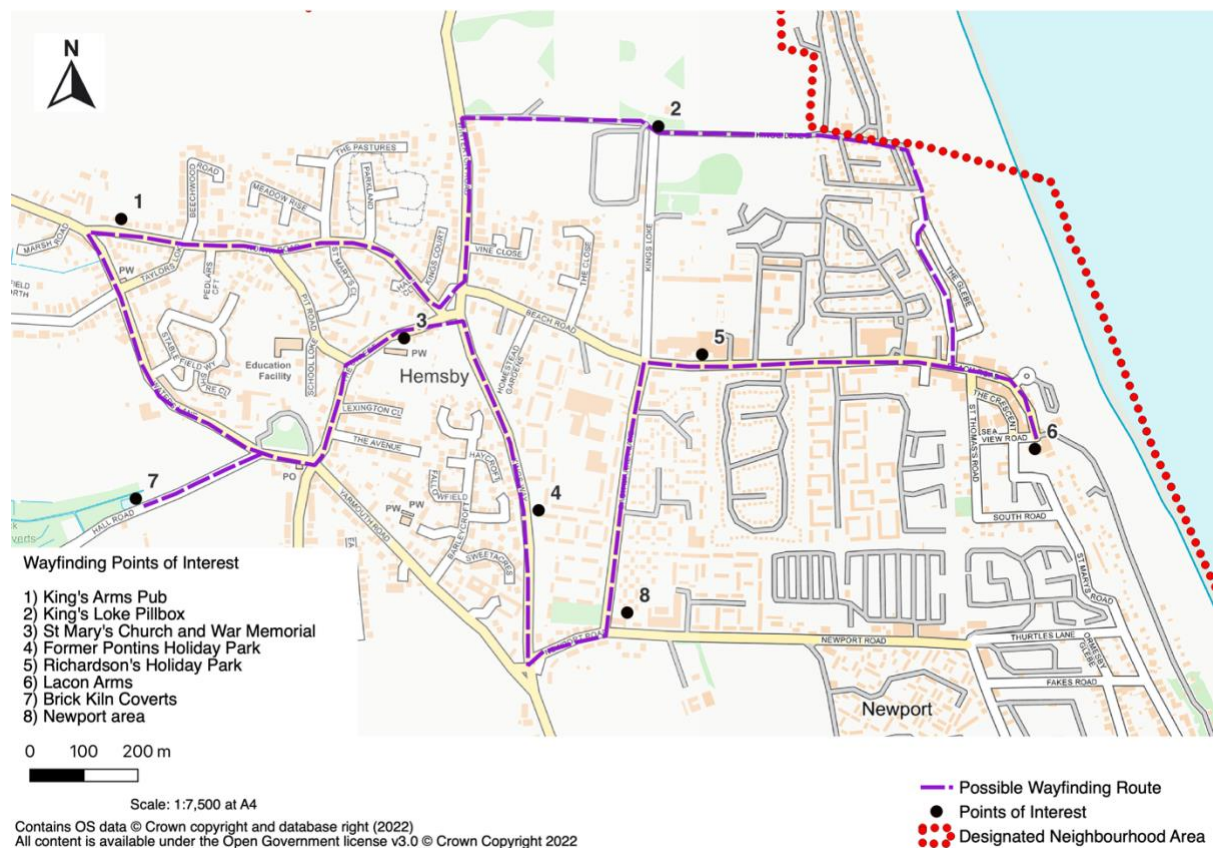


Figure 3: Example of a way finding map which could be used to support Community Action 5.

10. Flood and Water Management

- 10.1 Flood risk from rivers is covered comprehensively in the National Planning Policy Framework chapter 14. This also considers the approach to surface water management, with a focus on Sustainable Drainage Systems (SuDS). Core strategy policy CS13 directs development away from areas at risk of flooding or coastal change. This policy also covers the approach to developments managing surface water flood risk and use of SuDS.
- 10.2 Policy SP2 (Strategic flood risk policy) and DM6 (surface water run-off) of the Broads Local Plan set out requirements for managing flood risk and the use of SuDs, whilst policy DM5 limits development that can be allowed in flood risk areas.
- 10.3 Hemsby is identified as a Critical Drainage Catchment (CDC) in the Great Yarmouth Strategic Flood Risk Assessment. This is a discrete geographic area (usually a hydrological catchment) where multiple and interlinked sources of flood risk (surface water, groundwater, sewer and/or river) often cause flooding during severe weather thereby affecting people, property, or local infrastructure. The purpose of identifying a Critical Drainage Catchment is to acknowledge that all matters relating to drainage in that catchment have an effect on the downstream risk to people, property, and infrastructure. This identification is important to ensure that every opportunity is taken to reduce this downstream risk throughout the catchment, not just in the immediate areas at risk of flooding. It does not mean that all properties are at a high risk of flooding. As a consequence, the settlement is reliant on a pumping station to reduce the risk of flooding.
- 10.4 Evidence from the Great Yarmouth Strategic Flood Risk Assessment¹⁸ indicates that Hemsby has one of the highest recorded flood incidents in the borough, NR29 4 being one of the most frequently flooded postcodes. Mapping shows surface water flood risks consist predominantly of pockets of water ponding on roads, gardens and other open spaces throughout the village. In the 0.1% AEP event, an overland flow route begins to affect properties off The Street and Waters Lane and in the vicinity of Common Road. Areas also known for flooding locally include Yarmouth Road, Waters Lane and Winterton Road. There is additional sporadic flooding to properties across the settlement.
- 10.5 This is also the experience of residents who have provided photos of surface water flooding in Hemsby:

¹⁸ [https://www.great-yarmouth.gov.uk/media/2649/Great-Yarmouth-SFRA-Level-1-Report/pdf/2017s5962_Great_Yarmouth_SFRA_Final_v2.0_\(2\).pdf](https://www.great-yarmouth.gov.uk/media/2649/Great-Yarmouth-SFRA-Level-1-Report/pdf/2017s5962_Great_Yarmouth_SFRA_Final_v2.0_(2).pdf)



Figure 4: Flood incidents in Hemsby

- 10.6 According to Lead Local Flood Authority datasets (extending from 2011 to present day) there have been 63 records of internal flooding and 31 records of external/anecdotal flooding in Hemsby. In their feedback to the Regulation 14 consultation on the pre-submission draft of the Neighbourhood Plan the Flood Authority highlight the importance of considering surface water, ground water, and flooding from ordinary watercourses within the plan in the best interests of further development in the area.
- 10.7 A list of locations that frequently flood within the plan area include:
- Waters Lane, meeting The Street, adjacent the Post Office
 - Beach Road meeting Winterton Road
 - Yarmouth Road to Kingsway
 - Newport Road
 - Waters Lane / Hall Road
 - Martham Road / Mill Road
- 10.8 Strategic policies in the National Planning Policy Framework and local plans seek to minimise development in areas at risk from flooding, and reduce the risk of flooding associated with development, both on the development site and elsewhere. The Neighbourhood Plan aims to strengthen the recognition of local flood issues and ensure these are adequately considered in future planning proposals. The plan also seeks to ensure SuDS are incorporated as both an effective way of reducing runoff rates and delivering wider biodiversity, water and public amenity benefits.
- 10.9 Drainage systems can contribute towards sustainable development and improve places where people live and work. Approaches to manage surface water that take account of water quantity, quality, biodiversity and amenity are collectively known as SuDS. Traditionally piped drainage networks convey water much more quickly than natural processes. Flooding can occur when housing and other development such as paving increases the volume and speed of run-off. SuDS seek to manage rainfall in a way similar to natural processes, by using the landscape to control the flow and volume of surface water, prevent or reduce pollution downstream of development and promote recharging of groundwater. Natural vegetation, including trees, in SuDS helps attenuate flows, traps silts and pollutants and promotes infiltration.
- 10.10 **Policy 13** focuses on maximising the use of natural SuDS features which manage flood risk but also provide benefits such as enhancing public open space, contributing to the character of an area, and providing wildlife habitat. SuDS schemes that consist of underground concrete boxes to store rainwater, although recognised to reduce flood risk by releasing rainwater more slowly, will not deliver the additional benefits.
- 10.11 There has been concern locally regarding the number of attenuation ponds that are simple open bodies of water, without any complementary planting or other measures that either soften their visual impact to improve them aesthetically or make better use of the habitat or amenity potential.

10.12 The use of SuDS will help to reduce the risk of surface water and sewer flooding and have wider benefits. The CIRIA¹⁹ guidance provides useful information about integrating SuDS and biodiversity. In general, when seeking to implement SuDS schemes, developers should adhere to the guidance given in Anglian Water's publication *Towards Sustainable Water Stewardship – A Sustainable Drainage Systems Adoption Manual* and the LLFA's *Guidance for Developers*.

10.13 Drainage ditches and dykes play a key role in flood management and better maintenance and care would improve their functionality. Through development of this plan, a lack of maintenance of some ditches has been a concern of residents and the link between this and flood events has been raised. Locally there is a desire to work with local landowners and statutory agencies to address this, which is reflected in **Community Action 6**.

10.14 In their response to the Regulation 14 consultation on the pre-submission draft of the Neighbourhood Plan the Lead Local Flood Authority requested that the following text be included within the plan.

10.15 Any future development (or redevelopment) proposals should show there is no increased risk of flooding from an existing flood source and mitigation measures are implemented to address surface water arising within the development site. Any new development or significant alteration to an existing building within the Parish of Hemsby should be accompanied by an appropriate assessment which gives adequate and appropriate consideration to all sources of flooding and proposed surface water drainage. Any application made to a local planning authority will be required to demonstrate that it would:

- a) Not increase the flood risk to the site or wider area from fluvial, surface water, groundwater, sewers, or artificial sources.
- b) Have a neutral or positive impact on surface water drainage.
- c) Proposals must demonstrate engagement with relevant agencies and seek to incorporate appropriate mitigation measures manage flood risk and to reduce surface water run-off to the development and wider area such as:
 - Inclusion of appropriate measures to address any identified risk of flooding (in the following order or priority: assess, avoid, manage, and mitigate flood risk).
 - Where appropriate undertake sequential and /or exception tests.
 - Locate only compatible development in areas at risk of flooding, considering the proposed vulnerability of land use.
 - Inclusion of Sustainable Drainage Systems (SuDS) with an appropriate discharge location.
 - Priority use of source control SuDS such as permeable surfaces, rainwater harvesting and storage or green roofs and walls. Other SuDS components which convey, or store surface water can also be considered.
 - To mitigate against the creation of additional impermeable surfaces, attenuation of greenfield (or for redevelopment sites as close to greenfield as possible)

¹⁹ <https://www.susdrain.org/resources/ciria-guidance.html>

surface water runoff rates and runoff volumes within the development site boundary.

- Provide clear maintenance and management proposals of structures within the development, including SuDS elements, riparian ownership of ordinary watercourses or culverts, and their associated funding mechanisms.

Policy 13: Surface Water Flooding

New development proposals will have due regard to the risk of surface water flooding within the plan area. Planning proposals will need to be accompanied by a statement that sets out how surface water flooding has been considered and how it will be managed and maintained going forward, particularly in relation to those areas set out above which are especially prone to flooding.

All proposals must incorporate natural Sustainable Drainage Systems (SuDS) that are appropriate to the scale and nature of the development and designed to be an integral part of the green infrastructure. These may include:

- Planting;
- Introduction of permeable driveways or parking areas;
- Rainwater harvesting and storage features;
- Green roofs.

Such measures will be required except where this is not technically feasible or where it can be demonstrated that other factors preclude their use. Attenuation ponds may be acceptable provided that they are not simple open bodies of water, which will not be acceptable. They will need to be well designed and safety considered to minimise risk to children and the general public. It is also common for schemes to include hydraulic controls or silt traps which may encourage absorption of polluting substances. All risks associated with such controls should be considered. They will need to create additional habitat and have their visual impact mitigated.

To mitigate against the creation of additional impermeable surfaces, there should be attenuation of greenfield (or for redevelopment sites as close to greenfield as possible) surface water runoff rates and runoff volumes within the development site boundary. These measures will be required unless the developer can provide justification to demonstrate that it is not practicable or feasible within the constraints or configuration of the site.

Where development is proposed within or partly within the Internal Drainage District of the Broads the Broads Internal Drainage Board's consenting process should be followed prior to determination of any planning application.

Community Action 6: Maintenance of Drainage Ditches

The Parish Council will work proactively with landowners and statutory agencies, such as the Lead Local Flood Authority, to ensure that drainage ditches are properly maintained with a view to ensuring that they continue to play their role in the management of flood risk.

11. Natural Environment

- 11.1 Legislation and the National Planning Policy Framework (Chapter 15) affords considerable support for protecting and enhancing key landscapes and areas of value in terms of biodiversity. This includes the need for biodiversity net gains in developments, including through green infrastructure networks. Paragraph 174 supports the mapping of ecological assets and networks, including for enhancement and creation. Trees are recognised to make an important contribution to character and quality, and support climate change mitigation. Opportunities should be taken to incorporate trees in developments, with existing trees retained and new trees planted, streets should be tree lined. Furthermore, paragraphs 98-103 of the National Planning Policy Framework cover protection of existing green open spaces and creation of new ones. Of critical importance in achieving this is ensuring the 'right tree in the right place'. It is not as simple as planting trees in any space available, careful design and planning to get the right species in the right place will create a positive impact and where possible new planting should be targeted where there are existing trees and hedges.
- 11.2 The Environment Act (2021²⁰) Schedule 14 sets the requirement for mandatory biodiversity net gain (BNG) of at least 10% on development proposals. It is currently anticipated that this will become law mid-2023, with secondary legislation and detail yet to come. There will be three ways to deliver BNG, onsite within the red line, off site locally with biodiversity enhanced in conjunction with nearby landowners, or through statutory credits. The requirement for BNG is in addition to following the usual mitigation hierarchy to avoid, mitigate or compensate for biodiversity losses. Some developers are already designing net gain into their development projects and as set out above, the National Planning Policy Framework encourages the net gain approach, though the requirement to measure this or meet a particular level of BNG is not yet mandatory nationally or within the Great Yarmouth borough.
- 11.3 Policy CS11 of the GYBC Core Strategy, and Policies SP6 and DM13 of the Broads Local Plan reflect the NPPF in terms of conservation and enhancement of the natural environment, including ecological gains and creating improved networks, and the need for developments to retain existing natural assets. Policy GSP6 (Green Infrastructure) of the Great Yarmouth Local Plan Part 2 recognises the benefit of natural habitat and seeks to enhance green infrastructure networks. More specifically Policy E4 (Trees and Landscape) protects trees and hedgerow for their character, amenity and ecological value. Policy DM8 in the Broads Local Plan protects nature conservation designated sites as well as having a requirement for positive ecological gain from development and support for the creation of ecological networks.
- 11.4 Trees, hedgerow, copses and woodland perform several important roles in Hemsby, including biodiversity, shade, shelter, habitat for wildlife, health and wellbeing. In just 7 days a metre length of well managed dense hedgerow will consume the same amount

²⁰ [Environment Act 2021 \(legislation.gov.uk\)](https://legislation.gov.uk)

of pollution that a single car emits during a 500-mile journey²¹. They also play a significant role in reducing the rate of climate change. Hedgerows contribute to services such as climate change, sustainable urban drainage and providing wildlife habitat. They also act as a barrier to windborne pests, and insects in the hedgerow pollinate crops, particularly bumblebees which need hedge banks.

11.5 Trees are the biggest plant on the planet, they give us oxygen, store carbon, stabilise the soil and give life to wildlife. Canopies of trees act as a physical filter trapping dust and absorbing pollutants from the air. Each individual tree removes 1.7 kilos every year²². Trees help to prevent flooding and soil erosion absorbing thousands of litres of stormwater.

Biodiversity Improvement and Green Corridors

11.6 **Policy 14** on biodiversity aligns with national plans to make biodiversity net gain mandatory within the planning process. Until national requirements and guidance on measuring biodiversity net gain is released, the latest Defra Biodiversity Metric, or equivalent should be used to assess changes in biodiversity value brought on by development or changes in land management. This is a habitat-based approach to determining a proxy biodiversity value and determining if the policy target of 10% gain has been delivered. Focus should be on creating greater ecological connectivity within the parish, linking habitat created as part of development with existing green corridors (as **figure 5**) or nature-rich sites and preventing fragmented habitats. Corridors of native habitat which are joined together provide opportunity for wildlife to move, and are more resilient to a changing climate.

Policy 14: Biodiversity Improvements

All development (except for alterations to a single dwelling house) must maximise habitat opportunities. It will also be expected to demonstrate the ability of wildlife to thrive. Proposals should incorporate measures identified in relevant local guidance, including the Broads Authority Biodiversity Enhancements Planning Guidance²³.

Development should protect trees, woodlands, hedegrows or copse. Any loss of such features will need to be replaced in line with biodiversity net gain requirements. In addition, any new residential development will be expected to plant an appropriate number of trees of native species for each property and make use of soft boundary features rather than standard fencing. An appropriate number of trees will depend on the size of the plot and the viability of the scheme coming forward.

²¹ Blanuša, T.; Qadir, Z.J.; Kaur, A.; Hadley, J.; Gush, M.B. Evaluating the Effectiveness of Urban Hedges as Air Pollution Barriers: Importance of Sampling Method, Species Characteristics and Site Location. *Environments* **2020**, *7*, 81. <https://doi.org/10.3390/environments7100081>

²² <https://www.royalparks.org.uk/parks/the-regents-park/things-to-see-and-do/gardens-and-landscapes/tree-map/why-trees-are-important>. <https://www.theguardian.com/science/2020/feb/18/plantwatch-how-urban-trees-and-hedges-help-cut-air-pollution>

²³ https://www.broads-authority.gov.uk/_data/assets/pdf_file/0016/231055/Biodiversity-guide_18_11_2016.pdf

As a minimum, development proposals will be expected to demonstrate an overall biodiversity net gain of 10%, commensurate with the scale and type of the development.

Community Action 7: Trees and Hedgerow

Hemsby community will actively engage in a tree and hedgerow planting exercise both in public places, Local Green Spaces, streets and in private gardens.

- 11.7 As part of developing the Neighbourhood Plan for Hemsby Green Corridors²⁴ have been identified to connect areas of wildlife habitat across the parish. At this stage the Green Corridors are indicative. Each Green Corridor will be a focus for landowners and community groups to increase biodiversity and connectivity, for example, by planting more trees and hedges, by allowing grassland areas to grow wilder, and by installing features like bird and bat boxes. These will also be a target for BNG where developers in Hemsby need to deliver improvements offsite.
- 11.8 The indicative Green Corridors in **Figure 5** have been identified with support from Norfolk Wildlife Trust and Essex and Suffolk Water (as the landowners at the Trinity Broads) according to the following principles:
- Around the edge of sites which are designated for their wildlife importance to give them a buffer of extra protection e.g. Hall Farm Fen SSSI²⁵ and Brick Kilns Cove CWS²⁶.
 - Between these designated sites, to enable high quality core habitats to be connected by corridors of habitat, e.g. between Hall Farm Fen SSSI in the west of the parish, and Winterton-Horsey Dunes SSSI in the northeast of the parish.
 - In other locations where existing habitats such as woodland copses and hedges can be connected and augmented, and where popular walking routes, and newly created walking routes, can be enhanced with wildlife friendly natural features.
- 11.9 Green Corridors are important to Hemsby's residents. Their inclusion in the Neighbourhood Plan was supported by 96% of respondents to a survey, with comments received such as 'these corridors are hugely important' and 'how can we improve these areas as a local community'.
- 11.10 Green Corridors benefit wildlife and people. Mammal species such as hedgehogs and bats, many species of birds including barn owls and yellow-hammers, and numerous insect and plant species require continuous habitat features to thrive. The coastal environment also adds significant value as it supports biodiversity, including many rare species and internationally important populations of seabirds; it creates a buffer between the unstable coastline and community; and it acts as a carbon sink. Across the

²⁴ A Green Corridor is sometimes referred to as an Ecological Corridor or Network, a Wildlife Corridor, or a Green Infrastructure Corridor. See <https://www.gov.uk/guidance/natural-environment#green-infrastructure>.

²⁵ SSSI is a Site of Special Scientific Interest, protected by UK law.

²⁶ CWS is a County Wildlife Site designated for its locally important wildlife.

UK coastal margin habitats store at least 6.8 Mt C²⁷, which is equivalent to approximately 10% of the UKs greenhouse gas emissions in a single year. Many wildlife species have reduced in abundance because of habitat destruction and fragmentation, and Green Corridors will go some way to reduce this trend in Hemsby.

11.11 In addition to wildlife benefits, there will be benefits for residents and visitors in Hemsby. Spending time close to nature is good for mental and physical wellbeing, and these Green Corridors would increase the opportunity for people to do this, either through recreation on publicly accessible land or through assisting with conservation activities. There is also evidence that Green Corridors can mitigate flooding by intercepting and slowing run-off in high rainfall events²⁸.

Policy 15: Green Corridors

New development proposals must recognise the identified Green Corridors (see **Figure 5**) and consider the following:

- Development within or near to a Green Corridor must maintain and enhance the function of the corridor and demonstrate how they will mitigate any likely harm to wildlife. Harm may be caused to Green Corridors by anything which reduces the ability of wildlife to move through the corridor, including barriers like buildings and hard surfaces, redirecting water courses, adding artificial lighting, and insensitive management of habitats e.g. hedge cutting in the bird breeding season.
- Where developers are required to deliver biodiversity net gain offsite (as a result of not being able to deliver onsite) measurable gain should be delivered within the identified Green Corridors in conjunction with local landowners as a preference to statutory credits.

²⁷ Alonso et al. (2012) *Carbon storage by habitat – Review of the evidence of the impacts of management decisions and condition on carbon stores and sources*. Natural England Research Reports, Number NERR043

²⁸ https://www.north-norfolk.gov.uk/media/5037/norfolk-green-infrastructure-mapping-project-july_18_v4.pdf

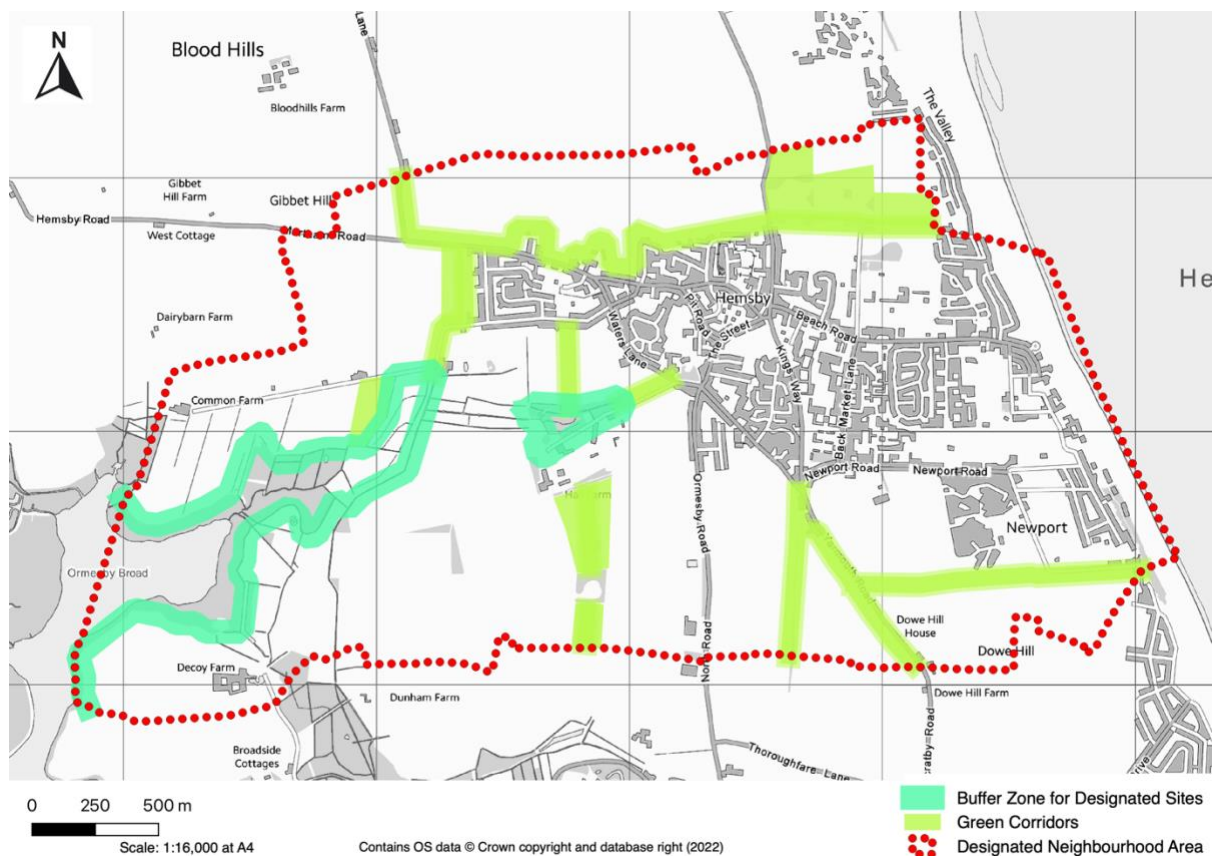


Figure 5: Hemsby’s Green Corridors

Local Green Space

11.12 The National Planning Policy Framework sets out that specific areas of land that are demonstrably special to the local community may be protected against development through designation as Local Green Space. These are often found within the built-up area and contribute to the character of a settlement. These can vary in size, shape, location, ownership and use, but such spaces will have some form of value to the community and help define what makes that specific settlement what it is.

11.13 The designation should only be used where:

- The green space is reasonably close to the community it serves;
- The green area is demonstrably special to the community and holds a particular local significance, for example because of its beauty, historic significance, recreational value, tranquillity or richness of wildlife;
- The green area concerned is local in character and is not an extensive tract of land.

11.14 A robust process has been followed to determine which green spaces within Hemsby should be designated:

- a) Initial ideas were suggested by residents as part of consultation activities, with residents also asked to provide reasons as to why their ideas were special
- b) These were reviewed to consider at a glance whether they would meet the national criteria for designation. Some suggestions such as highway verge or public footpaths were removed at this stage;

- c) A site visit was undertaken by the steering group and further evidence gathered on each of the remaining green spaces;
- d) Landowners were contacted to make them aware that their land was being considered for local green space designation and to invite them to make representations;
- e) Further feedback from the community was sought on each of the green spaces that were assessed to meet the designation criteria to ensure that only those that hold particular local significance were identified for designation.
- f) A final decision was made by the steering group as to which green spaces to designate.

11.15 This Neighbourhood Plan designates 11 Local Green Spaces for protection, these are identified in **Figure 6**. These are important not only for the wildlife they support, but provide significant quality of life benefits to residents, for example through encouraging recreation. Justification for each Local Green Space is found in **Hemsby Neighbourhood Plan Local Green Space Assessment** document and justification for the policy wording is found in **Appendix A**. The policy only allows for new buildings under exceptional circumstances. This would include extension or alteration to buildings where it does not impact on openness or the reasons for designation. Norfolk Council Council set out concerns in relation to Hemsby Primary School Playing Field being designated a Local Green Space, in case it impedes future growth of the school, at Regulation 14. It is felt that extension to the school would be permitted under the Local Green Space Policy.

Policy 16: Local Green Spaces

The following areas are designated as Local Green Space for special protection:

1. Water's Lane Playing Field
2. Green space at the junction of Pit Road and North Road
3. The church and Hemsby burial ground
4. Part of the Highfield Equestrian Centre
5. Hemsby allotments
6. Ryelands playground
7. Ryelands green space
8. Brick Kiln Covert
9. Hemsby Primary School playing field
10. St Mary's Close village green
11. Green space behind Medeswell

These will be protected from inappropriate development in accordance with Green Belt Policy, except for the following deviations:

New buildings are inappropriate development, with the only exceptions to this:

- a) Buildings for forestry or agriculture where the Local Green Space is used for commercial woodland or farmland;

- b) The provision of appropriate facilities in connection with the existing use of land where the facilities preserve the openness of the Local Green Space and do not conflict with the reasons for designation that make it special to the community, such as for recreation or ecology;
- c) The extension or alteration of a building if it does not impact on the openness or the reasons for designation that make Local Green Space special to the community; or
- d) The replacement of a building provided the new building is in the same use and not materially larger than the one it replaces.

Other appropriate development includes:

- a) Engineering operations that are temporary, small-scale and result in full restoration;
- b) The re-use of buildings provided that the buildings are of permanent and substantial construction; or
- c) Material changes in the use of land where it would not undermine the reasons for designation that make it special to the community.

Proposals that are on land adjacent to Local Green Space are required to set out how any impacts on the special qualities of the green space, as identified by its reason for designation, will be mitigated.

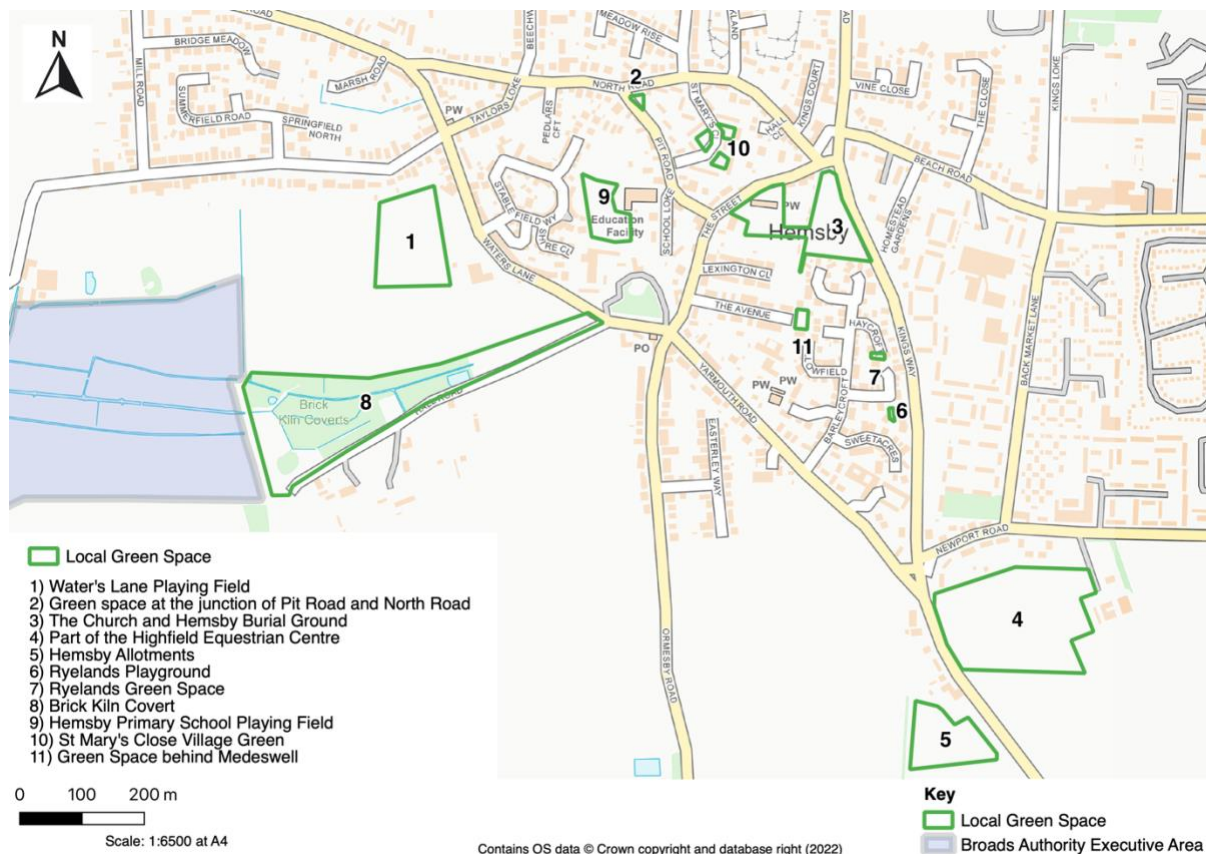


Figure 6: Local Green Space

12. Important Views

12.1 The National Planning Policy Framework indicates that planning policies and decisions should protect and enhance valued landscapes recognising the intrinsic character and beauty of the countryside. The Great Yarmouth Local Plan Part 2 sets out design principles for new housing in Policy A2. This sets out that key views should be retained and new views of key natural and built features should be created. There are some specific views and vistas within the Hemsby Neighbourhood Plan area that are of particular importance to the local community. Building on national and local planning policy, Hemsby Neighbourhood Plan identifies these, provides justification for their significance, and seeks to protect them for future enjoyment.

12.2 Residents were asked to identify particularly special views as part of the first consultation exercise for the Hemsby Neighbourhood Plan. Overall, over 30 public views were suggested by the respondents. The views chosen were reviewed by the steering group, and further evidence and photos were gathered to determine whether any of the 30 public views should be included.

12.3 Overall, the Neighbourhood Plan seeks to protect six public views, many of which include local features of the landscape, key buildings and landmarks in the parish. Justification for each of the views is provided in **Hemsby Neighbourhood Plan Views Assessment** document. The intention is not to stop development within these views, but to ensure that their distinct character is retained. Development within the views listed in **Policy 17** that is overly intrusive or prominent will not be supported. Any proposals within these views will need to demonstrate that they are sited, designed and of a scale that does not significantly harm them.

Policy 17: Protection of important local views

The following six views (shown in **Figure 7** and described in **Hemsby Neighbourhood Plan Views Assessment**) are identified as important public local views:

1. Coming into Hemsby from Scratby
2. Coming into Hemsby down the hill from Martham
3. Views from Winterton Road as you come into the parish
4. The view from Ormesby Road towards Hall Farm
5. View from Waters Lane recreation ground towards Hall Lane woodland
6. View of Long Beach

Proposals are expected to demonstrate that they are sited, and designed to be of a form and scale, that avoids or mitigates any harm to the key views.

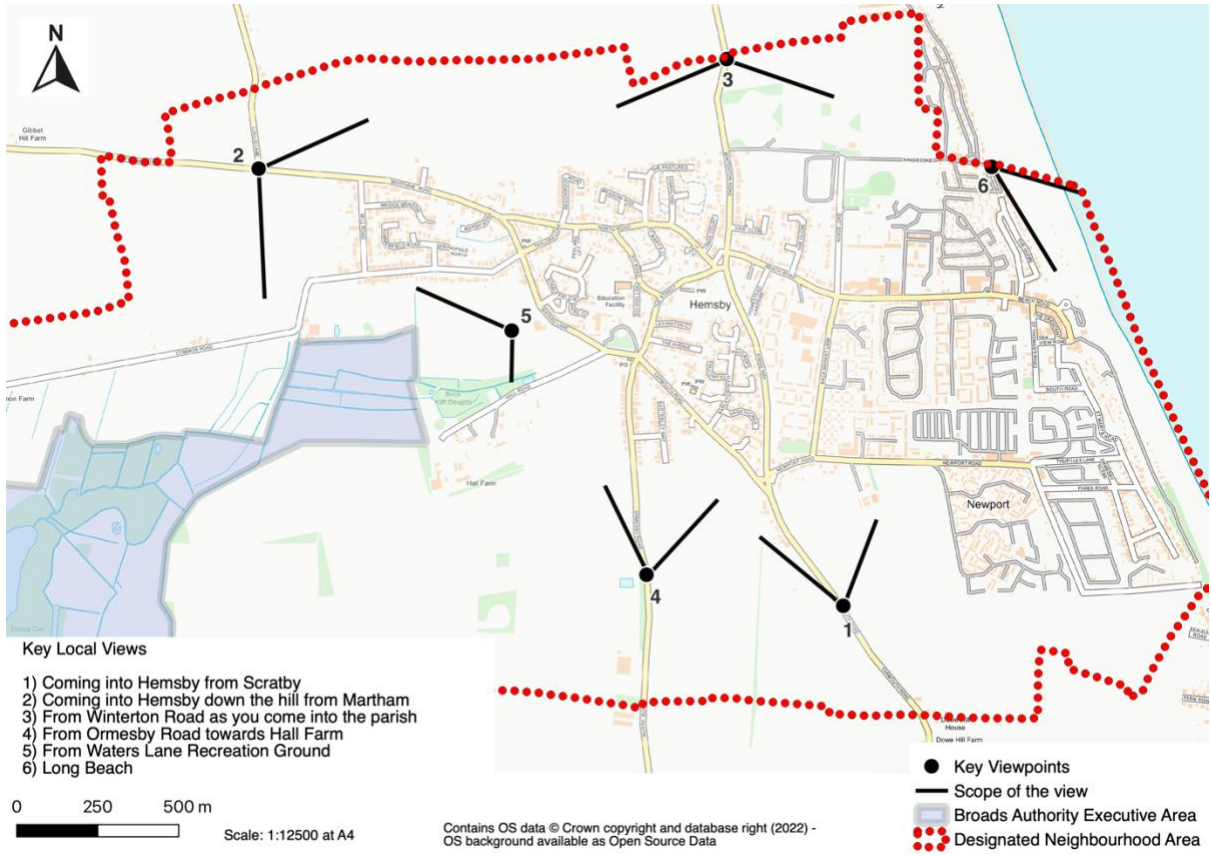
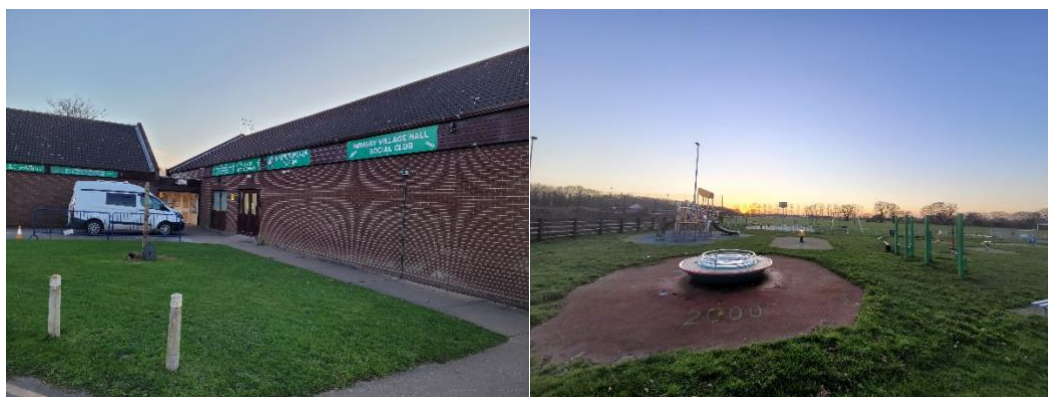


Figure 7: Important Local Views

13. Services and facilities

- 13.1. Hemsby has a reasonable range of facilities including a primary school, a small Cooperative supermarket, pharmacy, post office, Sports and Social Club with its playing field and outdoor gym, petrol station, hairdressers, butchers, Chinese restaurant, kebab/ pizza takeaway, village hall, doctor's surgery, fish and chip shop, and two lively public houses (The Bell and The King's Head): all within reasonable walking distance of residents. The Kings Head is currently an Asset of Community Value. A greater range of seasonal facilities are clustered along Beach Road serving the holiday trade, including another pub.



Examples of services including the Village Social Club and Playing Field

- 13.2. King's Way is an area of the village which includes a cluster of these facilities. This is also the main pick up point for buses into Great Yarmouth and Martham. Kings Way is designated as a local centre in Policy R5 of the Great Yarmouth Local Plan Part 2. The policy gives some protection to existing uses that are typical of a local centre, such as retail and day to day services, and it also encourages additional business and facilities such as retail and leisure. Policy R5 sets out that, "*Within Local Centres, limited retail, leisure, community facilities and office development will be permitted where it is of a proportionate scale to provide essential services to the local community.*"
- 13.3. National Planning Policy Framework paragraph 92 supports the protection of existing village services and the delivery of new ones in order to maintain the vitality of rural communities. GYBC Core Strategy Policy CS1 supports thriving local centres and good access to local services and facilities. GYBC Core Strategy Policy CS7 aims to maintain and strengthen the role of local centres and local shops in the borough to better serve the day-to-day needs of local communities.

Facilities for Younger People

- 13.4. A key theme from the consultations has been the need to provide facilities and improved access to leisure activities for younger people, especially teenagers. In terms of existing facilities, Water's Lane Playing Field on the western edge of the settlement provides a large grassy area, including football pitch, with facilities such as football changing rooms, toilets and hire space available for Brownies and similar

activities in the adjacent Pavilion building. It is anticipated that redevelopment of the Pontins site will provide a new leisure centre, including a gym and swimming pool, which may provide further opportunities for younger people.

13.5. At present there are limited opportunities for younger people, particularly teenagers, to go out within Hemsby, and some travel by bus to Great Yarmouth to use the facilities there or rely on parents for lifts. A lack of youth facilities, such as clubs, somewhere to hang out and sports equipment, is having a detrimental effect on the community, and there has been an increase in anti-social behaviour in locations where younger people have started to hang out in the evenings.

13.6. This was the most commented upon issue at a consultation event in August 2021 and specific engagement with the local high school also indicated a lack of facilities locally. Consultation with younger people indicates that there is demand for a skate park, youth club or centre with activities such as table tennis or pool, a meeting space for younger people, an exercise strip at the local playing field, BMX track.

13.7. Whilst there are well-established standards for the provision of play space for children (ie local areas for play and equipped areas), there is an absence of such standards for youth facilities such as youth shelters, skate parks or physical space to run a youth activity.

Policy 18: Provision of leisure facilities for young people

Subject to other relevant policies, applications that propose the provision of leisure facilities for young people will be considered favourably; leisure facilities could support youth clubs/services and activities.

New residential developments will be expected to demonstrate that they have assessed the likely needs of the new resident under-18 population and sought to address these needs where possible.

King's Head Public House

13.8. The former King's Head public house started trading in 1846, comprising two cottages joined together, it has a beautiful garden at the back. The pub closed in August 2019 but has recently reopened. In February 2021 it was registered as an Asset of Community Value. The community are keen, should the pub close again in the future, for it to be turned into a hub, such as a library or drop-in centre. This could be somewhere young people can safely meet or host local groups.

Policy 19: Community facilities

Subject to other relevant policies, proposals which assist with the delivery of new or enhanced facilities to the benefit of the community will be supported.

King's Head Public House

Proposals for the development of the Kings Head public house, an Asset of Community Value, into a community use will be supported if the public house closes within the plan period. Examples of community uses which would be looked upon favourably in principle are:

- a) Community hub for the use of local groups of all ages.
- b) Library or drop-in centre.

14. Historic Environment

14.1 The village is known to have had Viking origins but predominantly grew as a collection of farmsteads around the 14th Century parish church. The village expanded significantly during the late 19th Century, due in part to the arrival of the railways and the village's popularity as a seaside designation, the latter helping to establish a settlement pattern of major holiday resorts and attractions to the east of the village.

14.2 Norfolk Heritage Explorer lists 119 historic assets within the parish, including those dating back to pre-historic times. There are also finds relating to the Bronze Age, Iron Age and Roman times.

14.3 There is a Conservation Area in the village centre, centering on the Church of St Mary, and 13 Listed Buildings, including the Grade I listed Barn at Hall Farm, which is the oldest timber framed building in Norfolk and dates to around 1300. Excavations at the site of the village stores also uncovered evidence for a medieval clay extraction pit. There are several buildings that date to the post-medieval period, including Shamrock Cottage, Home Farm, The Chimneys and The Lodge. The 19th century Decoy Farmhouse was built near the site of the earliest duck decoy built in Britain.



Picture of St Marys Church

14.4 The Government's Planning Practice Guidance recognises that there are buildings, monuments, sites, places, areas or landscapes identified as having a degree of significance meriting consideration in planning decisions, but which are not formally designated heritage assets. In some areas local authorities keep a local list of non-designated heritage assets, incorporating those identified by neighbourhood planning bodies. Paragraph 197 of the National Planning Policy Framework determines that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application.

14.5 GYBC Core Strategy Policy CS10 sets out the general approach to conserving and enhancing the significance of the borough's heritage assets and their settings, such as Conservation Areas, Listed Buildings. Policy SP5 (Historic Environment) and Policy DM11 of the Broads Local Plan both cover heritage assets.

14.6 Non-designated heritage assets should be identified against a clear set of consistent criteria. A comprehensive review by the working group of designated heritage assets

and the Historic Environment Record was undertaken prior to considering whether there were other assets of heritage value worth identifying in the Neighbourhood Plan. Residents were asked for their suggestions in relation to this as part of the first community consultation, and overall, almost 30 suggestions were put forward of heritage assets worthy of inclusion. Further evidence on these was collated by the working group and an assessment undertaken against Historic England’s listing criteria. Those felt to meet the criteria were reviewed by Norfolk County Council’s Historic Environment Service, who made recommendations regarding each asset’s significance. Subsequently, as art of Regulation 14, the Conservation team at Great Yarmouth Borough Council also provided feedback.

14.7 Norfolk County Council’s Historic Environment Team will continue examining new planning applications in the parish and recommending archaeological mitigation as required to protect, and when necessary, record buried archaeological remains before they are adversely affected by new development projects.

14.8 The following assets are identified in Hemsby Neighbourhood Plan as non-designated heritage assets, as shown on **Figure 8**. Further detail of how each of these assets meet Historic England’s listing criteria is set out in **Hemsby Neighbourhood Plan Non-Designated Heritage Assessment**.

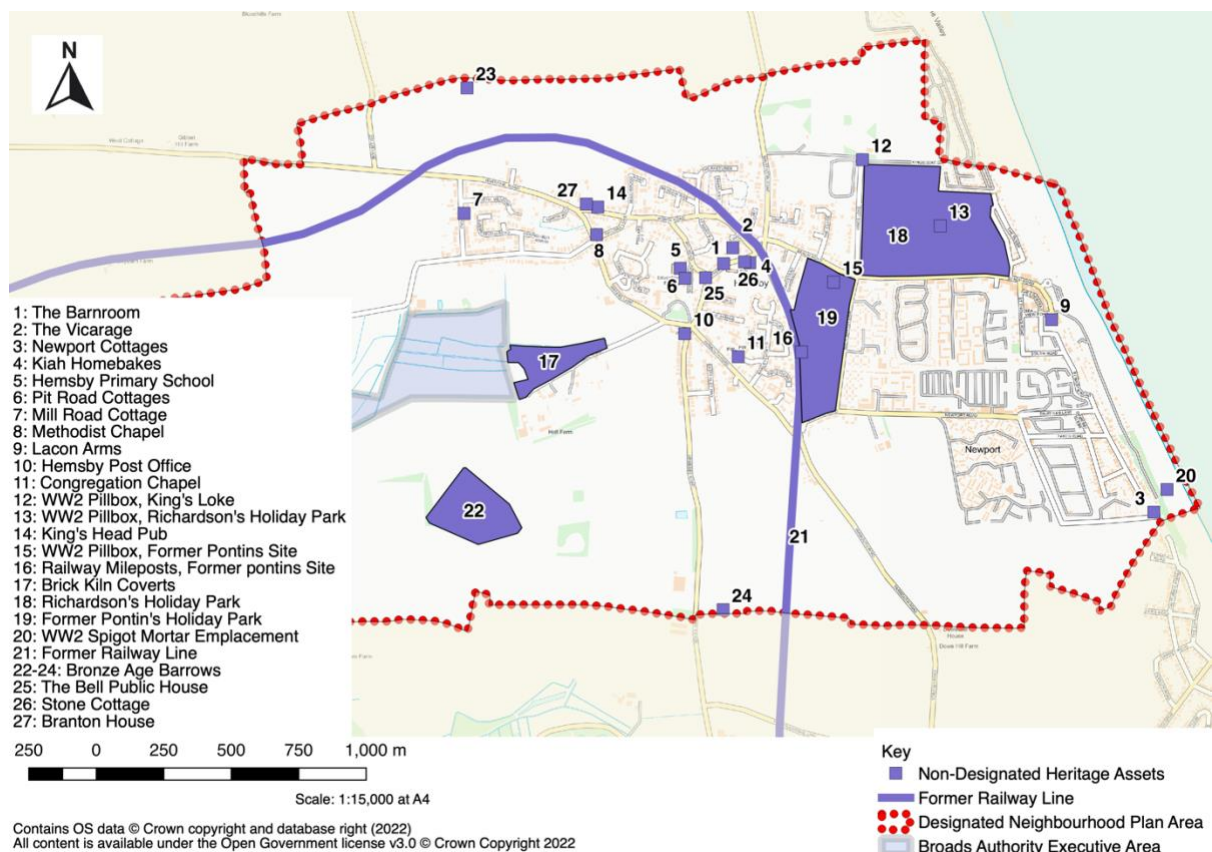


Figure 8: Non-designated Heritage Assets

Non-Designated Heritage Assets

- **The Barnroom:** This building, opposite St Mary's Church, dates back to the 17th century and was formerly the coach house for the Old Vicarage. Its primary use currently is as an events venue.
- **The Old Vicarage:** This is an early Victorian vicarage, built in 1845, which still retains the original architecture.
- **Newport Cottages:** These rows of terrace period cottages in the Newport area were built as a beach colony for locals who made a living from the sea. One of the buildings, The Cottage on the Cliff, was previously a Public House. Some of the cottage attics were once linked and there are rumours that smugglers used to run through them to escape Customs and Revenue.
- **Kiah Homebakes:** This building was originally a piggery, but has been used as a tearoom now, under different ownership, for many years.
- **Hemsby Primary School:** This was originally a two-room school built in 1902 as a board school for local children. Board schools were the very first state-run schools, introduced during Victorian times.
- **School Loke Cottages:** This is a group of period cottages which are some of the oldest in the village. One of the houses, The Cottage, is over 200 years old.
- **24 Mill Road:** This cottage was originally a barn and outbuildings, parts of it are still thatched and it has some original features. The barn is shown on the 1840 Tithe map.
- **Methodist Chapel:** This was built in 1879 and is part of the village's religious history. It is still used as a place of worship.
- **Lacon Arms:** This beachfront public house was built in 1934 in the style of a Dickensian Posting Inn. The pub is part of the Lacon's history, a Great Yarmouth brewery chain which was founded in 1760.
- **Site of Hemsby Post Office:** Although a modern building, the Post Office has been on this site since the 1700's which makes it a significant part of the community's history.
- **Congregational Church:** The plaque on its front indicates that this building dates back to 1862. It originally had a coach house, stables and copper house. The graveyard remains in use even though the church closed in 2009. George William Beech is buried here, and there is a commemorative blue plaque on Pit Road.
- **WW2 Pillbox, King's Loke:** Part of the village's WW2 defences, built in an irregular hexagonal shape with a flat roof.
- **WW2 Pillbox, Richardson's Holiday Park:** Part of the village's WW2 defences, built in an irregular hexagonal shape with a flat roof.
- **King's Head Public House:** Two converted cottages joined together to form a public house which started trading in 1846. On the 1840 Tithe map.
- **WW2 Pillbox, Former Pontin's Site:** Part of the village's WW2 defences, built in an irregular hexagonal shape with a flat roof.
- **Railway concrete mileposts:** These border the western side of the old Pontin's site and are left from the former Midland and Great Northern Railway which closed in 1959.

- **Brick Kiln Coverts:** The site of the former local brickworks. The kiln and tall chimney were standing here up until the 1960s, and was considered a local landmark.
- **Site of the former Pontin's Holiday Park:** Pontin's was one of the earliest holiday parks in the UK and is synonymous with the history of Hemsby. During WW2 the site was also used as a base camp for the military.
- **WW2 Spigot Mortar Emplacement:** This type 22 concrete brick pillbox was part of the village's defences during WW2. It is currently completely buried by the sand, but was visible during a coastal survey in 2004.
- **Route of the former Midland and Great Northern Railway Line:** The line which connected Hemsby to Great Yarmouth and the midlands closed in 1959. The railway bridge is considered to be unusual.
- **Bronze Age barrows:** Various sites in the parish where there is evidence of Bronze Age Barrows, created sometime between 1100BC and 2200BC. These are round mounds often surrounded by a ring ditch from which the earth and stone for the mound was dug. Thought to be burial places.
- **The Bell Public House:** Originally called the 'Blue Bell' in 1811. It was bought in \$845 by Blue Bell Brewery then bought again in the latter half of Queen Victoria's reign. It was in the hands of Albert Thurtle and his family for nearly ninety years and became the Norseman, then back to The Bell in 1990.
- **Stone Cottage:** Built in 1860, this was originally two fisherman's cottages.
- **Branton House:** Special for its architectural features.

Policy 20: Designated and Non-Designated Heritage Assets

The character, integrity and appearance of existing historic assets will be protected and where possible enhanced.

Development affecting listed buildings should not harm the significance of the heritage asset and should preserve its character and appearance. It should be considered in accordance with national planning guidance.

The non-designated heritage assets listed in **Figure 8** have considerable local significance. Development proposals should avoid harm to these heritage assets and have regard to their character, important features, setting and relationship with surrounding buildings or uses. Any development proposals that effect these assets or their setting will need to demonstrate that they do not harm, or have minimised harm, to the significance of the asset, and make clear the public benefits that the proposal would deliver so that any harm to the asset's significance or setting can be weighed against the benefits.

Any planning or listed building consent application for works to a designated or non-designated heritage asset will need to be supported by a Heritage Statement. This will describe the significance of the asset, the works being proposed and why, and how the

significance of the asset will be affected by those proposals, along with any mitigation measures.

Proposals that are adjacent non-designated assets should demonstrate that consideration has been given to preserving:

- a) The heritage asset and its distinctive historic features as identified in the **Non-Designated Heritage Assessment**;
- b) The positive elements of its setting that contribute to the asset's historic significance;
- c) The contribution that the asset and its setting makes to the character of the local area.

Appendix A: Local Green Space Policy Justification

1. Since the legal challenge, appeal and High Court Judgement in 2020 against Norton St Philip's Neighbourhood Plan, qualifying bodies, Local Planning Authorities and Examiners have shown caution in relation to Local Green Space (LGS) policy wording. Indeed it is common practice currently for LGS policy to simply list the spaces being designated. We believe this is a misinterpretation of the judgement and this Appendix sets out clear justification for the LGS policy wording and its deviation from national policy.
2. The National Planning Policy Framework (NPPF) sets out that specific areas of land that are demonstrably special to the local community may be protected against development through designation as LGS. These are often found within the built-up area and contribute to the character of a settlement. They can vary in size, shape, location, ownership and use.
3. The designation should only be used where:
 - The green space is reasonably close to the community it serves;
 - The green space is demonstrably special to the community and holds a particular local significance, for example because of its beauty, historic significance, recreational value, tranquillity, or richness of its wildlife; and
 - The green space concerned is local in character and is not an extensive tract of land.
4. This Neighbourhood Plan designates 11 LGS for protection across the plan area, these are identified in **Figure 6**. They are important not only for the wildlife they support, but provide significant quality of life benefits to residents, for example through encouraging recreation.
5. Many of these contribute to the distinctiveness of their local community, making it an attractive place to live. Justification for each LGS is found in the **Hemsby Neighbourhood Plan Local Green Space Assessment**.
6. The LGS policy is important, as is the precise wording. Paragraph 103 of the National Planning Policy Framework sets out that, *"Policies for managing development within a Local Green Space should be consistent with those for Green Belts."*
7. This at least implies that LGS designations require a policy for managing development, rather than just a list of those designations. This seems likely as:
 - First, it refers to LGS 'policy' for managing development. Policy should set out how decisions should be made when determining a planning application. A list of LGSs does not do this as it does not guide the decision maker, simply informing them of which sites are LGSs.
 - Second, Para 103 implies that LGS policy is a separate entity to national green belt policy.
 - Third, development affecting a LGS cannot be determined using green belt policy; green belt policy applies only to green belt, not to LGSs. An attempt to use green belt policy is likely to be unlawful and challengeable.

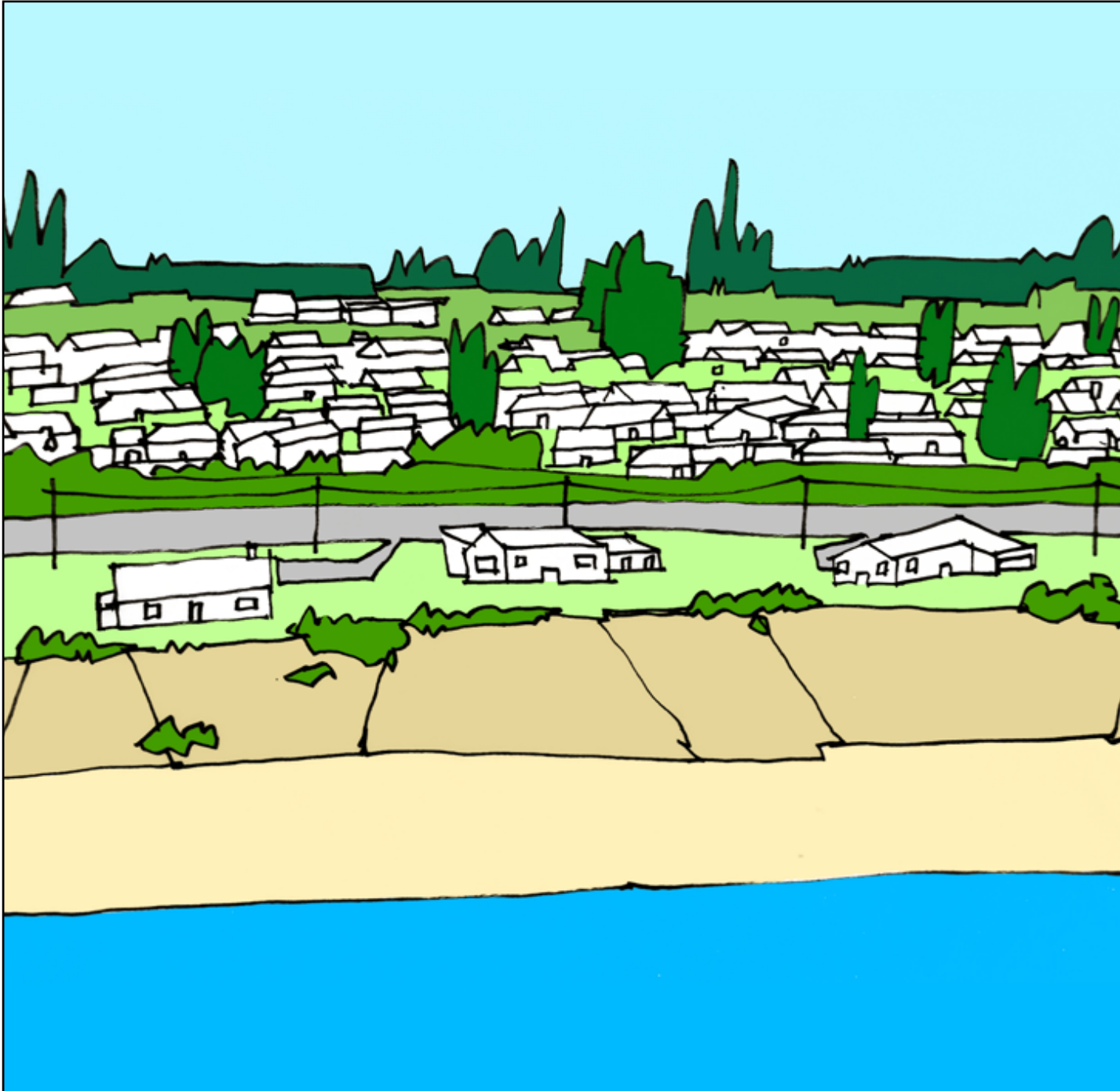
- Fourth, the NPPF does not contain policy for LGSs, so without a policy in the NP, there would be no policy and therefore in effect no mechanism for managing development within each LGS.
8. Regarding *Lochailort Investments Limited v. Mendip District Council and Norton St Philip Parish Council*, [2020] EWCA Civ 1259, this found that LGS policy need to be consistent with Green Belt policy and that any departure needs to be explained in a reasoned way. According to that judgement, *“The ordinary meaning of “consistent” is “agreeing or according in substance or form; congruous, compatible”. What this means, in my judgment, is that national planning policy provides that policies for managing land within an LGS should be substantially the same as policies for managing development within the Green Belt.”*
 9. The neighbourhood plan needs to have ‘due regard’ to this requirement. ‘Due regard’ does not mean LGS policy has to conform to the requirement in every respect, but any departure will nevertheless need to be fully justified and explained. The judgements support this, explaining that, *“provided the departure from the NPPF is explained, there may be divergence between LGS policies in a neighbourhood plan and national Green Belt policy.”*
 10. It is therefore necessary to assess green belt policy in the NPPF to identify its features and requirements (see **Figure 9**).
 11. National Green Belt policy at para 148 explains that openness and permanence are essential characteristics of Green Belt and that it why it is designated - to preserve its openness and permanence. This is the purpose. The designation of LGS aims to protect smaller parcels of land for a variety of purposes that are in addition to their openness, such as its ecology, recreational value or history as set out as examples in the NPPF.
 12. These must (NPPF para. 101) be capable of enduring beyond the plan period; this is a lower bar than needing to be permanent. It can endure beyond the plan period as long as there is not undue pressure for needed housing on those parcels of land, either by virtue of allocations for meeting local housing need being provided in the neighbourhood plan, or there being other land available to meet any unmet need. Another threat to the capability to endure would be a long list of different types of development that could be appropriate or acceptable.
 13. The judgement in the case of *R (Samuel Smith Old Brewery (Tadcaster) and others) v North Yorkshire County Council* [2020] UKSC 3, found that openness is not just a spatial or volumetric concept, but a visual one such that visual impact is a key matter. This is likely to be a particular matter of relevance for Local Green Spaces given that they tend to be small and so any development will have a visual impact.
 14. The NPPF sets out that local planning authorities should plan positively to enhance their beneficial use.
 15. Green Belt policy sets out that inappropriate development is, by definition, harmful to the Green Belt and should not be approved except in very special circumstances. It goes on to say that ‘very special circumstances’ will not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm resulting from the proposal, is clearly outweighed by other considerations.

16. New buildings are considered to be inappropriate in Green Belt. There are some exceptions to this. Green Belt policy sets out a list of development that is not inappropriate, such as in-fill in villages, and affordable housing. Certain other forms of development are also not inappropriate in the Green Belt provided they preserve its openness and do not conflict with the purposes of including land within it. This includes mineral extraction and local transport infrastructure. These examples might still not be permitted if they would result in harm as para 148 says, *“When considering any planning application, local planning authorities should ensure that substantial weight is given to any harm to the Green Belt.”*
17. There are many exceptions listed at paras. 149 and 150 of the NPPF. As Green Belt areas are large, it is plausible that many such developments could take place within the Green Belt without undermining its overall openness and permanence, or resulting in only minor harm. This is not the case for LGSs, which cannot be extensive tracts of land. This means that even small-scale development risks undermining the purpose of designation and having an immediate and harmful visual impact. A LGS policy that would simply refer to the list of Green Belt exceptions in the NPPF could undermine the designation process as this large number of exceptions would suggest that the designation is not capable of enduring beyond the plan period. LGS policy therefore needs to consider each in turn, and with the aim of limiting the number.
18. The table below reviews each element of the Hemsby LGS policy and provides justification for the diversion from Green Belt policy. In particular, the table justifies diversion from Green Belt policy with respect to what is considered an exception to inappropriate development, for example infill or minerals extraction.

LGS Policy	Justification for deviation from Green Belt Policy
<p>New buildings are inappropriate development with the only exceptions to this:</p> <p>a) Buildings for forestry or agriculture where the Local Green Space is used for commercial woodland or farmland.</p> <p>b) The provision of appropriate facilities in connection with the existing use of land where the facilities preserve the openness of the Local Green Space and do not conflict with the reasons for designation that make it special to the community, such as for recreation or ecology;</p>	<p>Para 149 (of the NPPF) sets out that the construction of new buildings is inappropriate apart from identified exceptions (listed a-g below). A number of these exceptions could undermine the openness of LGS or impact upon their reasons for designation -</p> <p>a) Buildings for agriculture or forestry; this is a reasonable exception for LGS policy where land is commercial woodland or farmland as it may otherwise hinder someone’s business.</p> <p>b) Provision of appropriate facilities; this is a reasonable exception for LGS if such development could support the ongoing use and help to make the LGS capable of enduring.</p> <p>c) Extension or alteration of a building provided it does not result in disproportionate additions over and above the size of the original building; this is a reasonable exception for LGS where it does not impact upon its openness or reasons for designation;</p>

LGS Policy	Justification for deviation from Green Belt Policy
<p>c) The extension or alteration of a building if it does not impact on the openness or the reasons for designation that make the Local Green Space special to the community; or</p> <p>d) The replacement of a building provided the new building is in the same use and not materially larger than the one it replaces.</p>	<p>d) Replacement of a building, provided it is the same use and not materially larger; this is a reasonable exception for LGS;</p> <p>e) Limited infill in villages; This is not a reasonable exception for LGS. Openness is not just a spatial concept, it is also visual, as determined by the Supreme Court. Any infill on small LGS designations will seriously undermine their openness and their reasons for designation.</p> <p>f) Limited affordable housing for local community needs; This is not a reasonable exception for LGS. Any affordable housing on small LGS designations will seriously undermine their openness and their reasons for designation.</p> <p>g) Limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use; this is not a reasonable exception for LGS. It is unlikely that LGS will be brownfield when identified in accordance with Para 101, and infilling and complete redevelopment is likely to fully undermine the designation of the LGS.</p>
<p>Other appropriate development includes:</p> <p>a) Engineering operations that are temporary, small-scale and result in full restoration; or</p> <p>b) The re-use of buildings provided that the buildings are of permanent and substantial construction; or</p> <p>c) Material changes in the use of land where it would not undermine the reasons for designation that make it special to the community.</p>	<p>Para 150 sets out that certain other forms of development are also not inappropriate provided they preserve the openness of Green Belt and do not conflict with the purpose (listed a-f). A number of these exceptions could undermine the openness of LGS or impact upon their reasons for designation -</p> <p>a) Mineral extraction; This is not a reasonable exception. Though highly unlikely to apply in any LGS, but nevertheless the quarry would be so large and the operations so long term that it would not enable the LGS to endure beyond the plan period.</p> <p>b) Engineering operations; This is a reasonable exception. LGS policy could allow for this if temporary, small-scale and restored fully</p> <p>c) Local transport infrastructure; This is not applicable as it specifically requires a Green Belt location</p> <p>d) Re-use of buildings; This is a reasonable exception.</p> <p>e) Material changes in the use of land (such as changes of use for outdoor sport or recreation, or for cemeteries and burial grounds); This is a reasonable exception. LGSs are designated for reasons related to their specific use or quality, such as recreation or ecology. Change of use could be supported in LGS policy as long as the new use</p>

LGS Policy	Justification for deviation from Green Belt Policy
	<p>would not undermine the reason for designation that makes it special to the community.</p> <p>f) Development, including buildings, brought forward under Community Right to Buy or Neighborhood Development Order; this would not apply as the community is designating the land as LGS so as to keep it open and protect its special qualities.</p>
<p>Proposals that are on land adjacent to Local Green Space are required to set out how any impacts on the special qualities of the green space, as identified by its reason for designation, will be mitigated.</p>	<p>There is no requirement in Green Belt policy that relates to adjacent land. However, the setting of LGS or adjacent land use may be part of or impact upon what makes it demonstrably special, particularly where LGS are very small.</p>



Hemsby

Design Codes

Final report

August 2022



Quality review

Project role	Name	Position	Action summary	Signature	Date
Qualifying Body	Tracy Foster	NP Group Chairman	Final Report Submitted	Tracy Foster	13-06-2022
Director / QA	Ben Castell	Technical Director	Revision and approval of Final Report	Ben Castell	13-06-2022
Researcher	Alejandro de Miguel	Senior Urban Designer	Research, written content, drawings	Alejandro de Miguel	02-06-2021
Researcher	Simona Palmieri	Senior Urban Designer	Research, written content, drawings	Simona Palmieri	13-06-2022

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1a

Scoping

The structure of this document is organised around the following steps

1a

Scoping

Introduction to the objectives and methodology for the report

1b

Baseline

Initial analysis of the physical conditions and relevant policies

2a

Design vision

Aims for future development

2b

Area types

Identify the different characters in the area

3a

Design codes

Design actions and guidance for developments

3b

Applied design codes

Summary of design codes and where they are applicable

04

Next steps

Delivery and how this guide can be used by different stakeholders

Scope

AECOM has been commissioned to provide design support to the Hemsby Parish Council through the Ministry of Housing, Communities and Local Government Neighbourhood Planning Programme led by Locality.

The Steering Group has requested professional advice on design guidelines and codes for future development within the parish. This document should be read as part of the Neighbourhood Plan policies that guide the assessment of future development proposals and encourage high-quality design. This document advises on how to design the physical environment to create distinct and lively places integrated within the Neighbourhood Plan area.

Objective & method

The main objective of this document is to develop design codes to guide any future development in the area. This document gathers the residents' aspirations and the work being undertaken in the drafting of the emerging neighbourhood plan policies to produce design codes that respond to, retain and enhance the intrinsic features of the area.

The key steps in the method to produce these design codes are:

- **1b. Baseline:** the review of the existing policy together with the analysis of the physical characteristics of the area constitutes the base to understand the objectives and aims for the plan and the residents' input into design.
- **2a. Design vision:** the proposed design codes need to be based on a vision for how a place

can develop in the future. The vision can be understood as the set of ambitions that the design codes will need to respond to.

- **2b. Area types:** area types with common character are identified in this section. They will be used to identify the locations with common characteristics where the conditions specified in the design codes apply.
- **3a. Design codes:** the design codes constitute the specific design actions that any future proposed development will need to implement if it wants to be successful. They are organised following the categories outlined in the design vision and are applied specifically to the different character area types.

Area of study

Hemsby is situated in the north of the Borough of Great Yarmouth, within close proximity to both Winterton-on-Sea and Martham. Today the settlement comprises a coalescence of Hemsby and Hemsby Beach, the latter is predominantly comprised of static caravans and associated holiday park facilities.

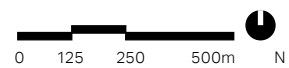
Hemsby is a small village of Viking origin; it developed around a 14th Century church, in a linear pattern following key roads into and out of the village. Development significantly increased between the 1920s and 1950s, with the growth of Hemsby as a holiday destination, predominantly facilitated by the railway.

At the time of the 2011 census, Hemsby had 3,275 residents, although that number varies seasonally.



Figure 01:
Neighbourhood plan area

Key
- - - NP boundary







1b

Baseline

Policy review

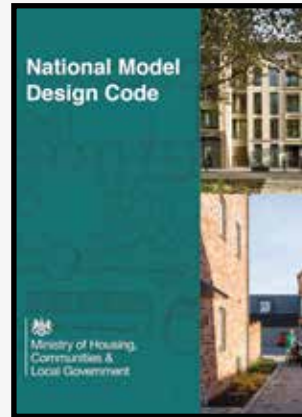
This policy review ensures that the design codes in following sections are up to date with the latest guidance. New proposals should be aware and respond to the latest policies and guidelines at the different governance levels.

The documents and reports in this and next page have informed the current document. These guidelines have been produced at national, district or neighbourhood area level.

This section specifies how the specific policies and guidelines have been incorporated in the production of the design codes included in the current document.

New planning applications should be familiar with these documents and make explicit reference to how each of them is taken into account in the proposal.

National policy & guidance



National Model Design Code

Ministry of Housing, Communities & Local Government

2021

The purpose of the National Model Design Code is to provide detailed guidance on the production of design codes, guides and policies to promote successful design.

It expands on the ten characteristics of good design set out in the National Design Guide.

The current document follows the suggested structure for a masterplan report, starting from a analysis of the area followed by the setting of a design vision linked to the specific designs and masterplan layouts to achieve it.



Building for a Healthy Life

Homes England

2020

The Building for a Healthy Life report (BHL) updates the original Building for Life 12 report, a widely-used design tool for creating better places for people and nature.

The original 12 point structure and underlying principles within Building for Life 12 are at the heart of BHL.

The BHL report and its principles have informed the masterplans in the current document to achieve the best possible outcome.



National Design Guide

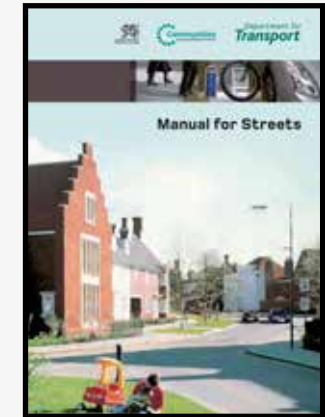
Ministry of Housing, Communities & Local Government

2019

The National Design Guide (NDG) underlines that creating high quality buildings and places is a fundamental outcome of the planning and development process.

This guide illustrates how well-designed places that are beautiful, enduring and successful can be achieved in practice.

The NDG report and its guidance has informed the masterplans in the current document to achieve the best possible outcome.



Manual for Streets

Department for Transport

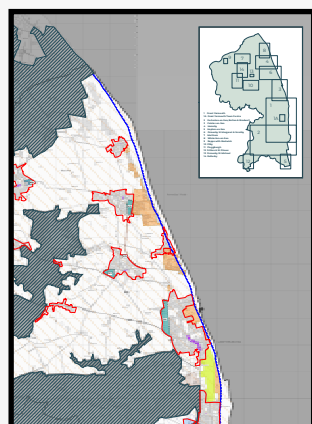
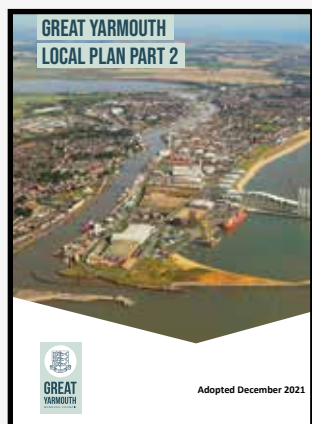
2007

This manual presents standards and best practice on street design.

This manual has informed the masterplans in the current document to achieve the best possible outcome.

District policy & guidance

NP policy & guidance



Local Plan Part 2

Local Plan Policies Map - North

Local Green Spaces Assessment

Hemsby NP Consultation

Great Yarmouth Borough Council

Great Yarmouth Borough Council

Non-designated heritage Assets Assessment

Hemsby NP Group

2021

2021

Important views Assessment

2020

The Local Plan Part 2 was adopted in 2021. This sets out the level of growth which needs to be planned for in Great Yarmouth Borough, where that growth should be located and how it should be delivered. It also sets out the planning policies which the Council will use in determining planning applications.

The Local Plan Policies Map details the main urban areas, and the allocation of land destined to employment, retail, tourism, infrastructure, housing and natural environment.

Hemsby NP Group

The consultation included a survey with 35 questions. Overall 311 responses were received which represents around a 10% response rate.

In the Local Plan, the 'indicative housing requirement' for Hemsby is considered zero. However, policy HY1 allocates the land at the former Pontins Holiday Camp, Hemsby for approximately 190 dwellings together with tourism and retail facilities.

This map has informed the boundaries for the area types in the current document.

2021

These assessments, undertaken by the NP group, have helped in the preparation of the Neighbourhood Plan and have informed the site analysis in the current document.

This consultation is one of the ways to access the resident's views and preoccupations for Hemsby's future.

The current document tries to take into account the input from residents as part of the design codes.

Road & street hierarchy

Hemsby develops along a north-south axis connecting with Great Yarmouth Borough and Winterton-on-Sea. The confluence of these primary roads with Martham Road and other east-west running roads generates the core of Hemsby village. The tourism developments are developed following these secondary east-west corridors.

Hemsby is situated in the north of Great Yarmouth Borough, within close proximity to Winterton-on-Sea to the north and Martham to the west.

The roads running north-south, connecting the village to Winterton-on-Sea to the north and to Great Yarmouth Borough to the south can be understood as the structuring roads for the village. Their merging point at the core of the village coincides with the location where a number of shops and facilities can be found.

The second hierarchy of roads is completed with the roads running east-west. Martham Road links the village with Martham to the east, and splits when it reaches the core of the village. The continuation of Martham Road, as Newport Road and Beach Road, provides access to the tourist sites and the beach front beyond.

A substantial number of roads in the area have an edge condition, as they run at the fringes of the built areas and are open to countryside land. The transition from the rural landscape to the residential environment in the approach to Hemsby is key to the character of the area.

There is not a great number of Public Rights of Way, footpaths or bridleways in the area.



Figure 02:
Approach to Hemsby via Kings Way



Figure 03:
Approach to Hemsby via Martham Road



Figure 04:

Road and street hierarchy



Key

- Primary road
- Secondary road
- Tertiary road
- ⋯ Footpath
- NP boundary

Green infrastructure

Hemsby is in the vicinity of a number of landscape areas with national and international designations for nature conservation. Impacts of new planning applications should be carefully considered to assess potential harm to these natural spaces.

Landscape Designations

Hemsby is in the vicinity of The Broads National Park. It comprises areas with national and international designations for nature conservation. These include areas with habitat designations, such as The Broads Special Area of Conservation (SAC), the Broadland Special Protection Area (SPA); and areas with landscape designation, such as the Broadland Ramsar site, and Trinity Broads Site of Special Scientific Interest (SSSI).

The dunes to the north-east of the settlement form part of a designated Special Area of Conservation and Site of Special Scientific Interest (Winterton-Horsey Dunes), and the adjacent intertidal area lies within the Great Yarmouth North Denes Special Protection Area.

The Impact Risk Zones should be carefully taken into consideration to assess planning applications for likely impacts on SSSIs/SACs/SPAs & Ramsar sites, most built-up zones in the area are under some degree of impact risk consideration.

Habitats

The surroundings of the Hemsby are considered Grade 1 and 2 agricultural land. Most of the land protected under The Broads Authority is comprised of broadleaved woodland. Some lowland fen wetlands can be also found in the area. The seafront is composed of dunes and cliffs and the sea bed is mainly sand and mud.



Figure 05:
Winterton-Horsey Dunes



Figure 06:
Ormesby Broad, part of the Trinity Broads SSSI

For further information, refer to:

- *Local Plan Part 2 (2021)*
- *The Great Yarmouth and Waveney Settlement Fringe Study (2016)*

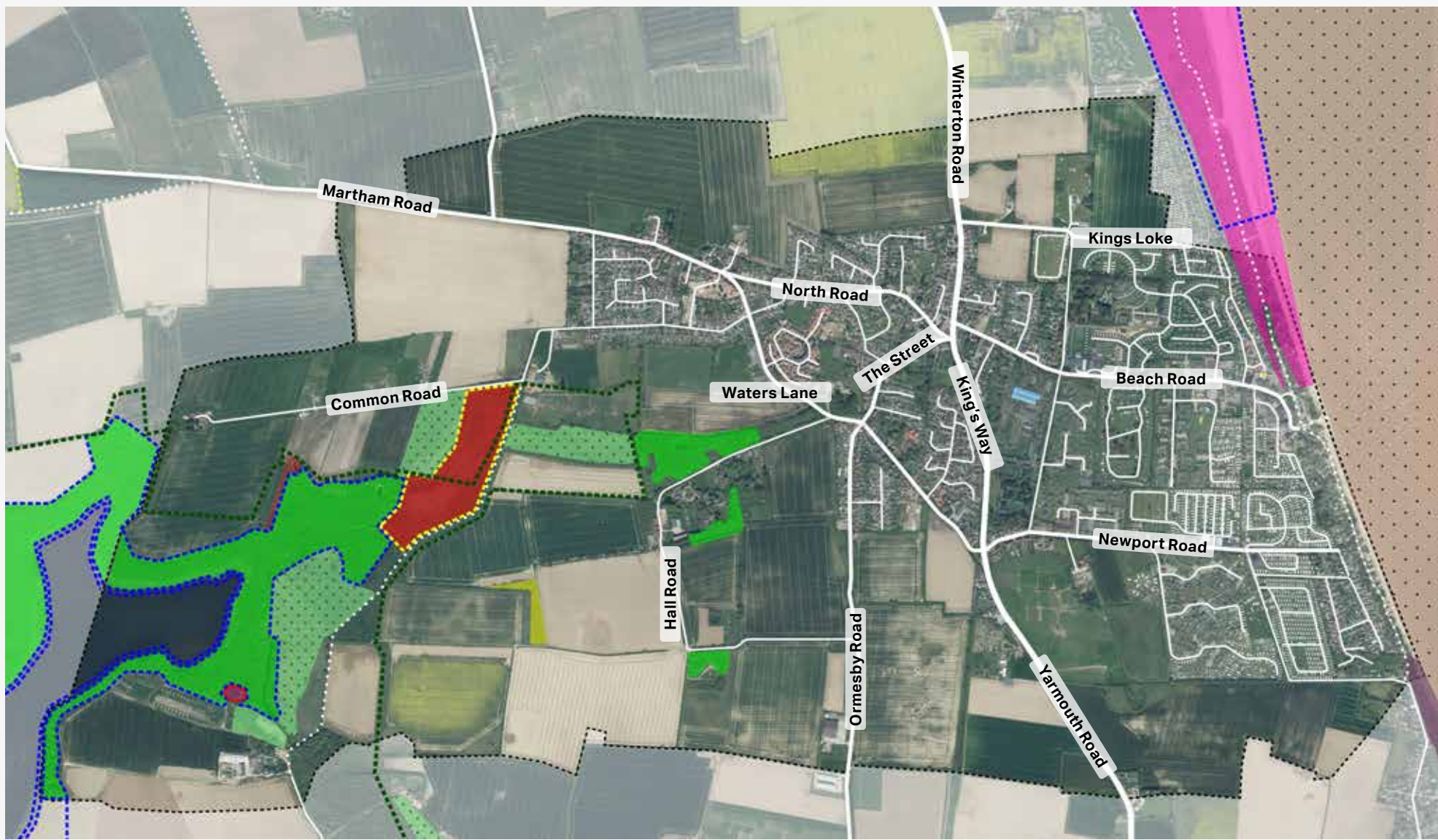
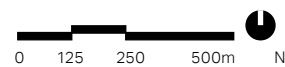


Figure 07:
Green infrastructure



Key

--- NP boundary

Habitats

- Broadleaved woodland
- Conifer woodland
- Lowland fens wetland

- Sand & mud marine habitat
- Coastal & floodland grazing marsh

Landscape designations

- Coastal sand dunes
- Site of Special Scientific Interest
- RAMSAR Sites
- National Parks
- Maritime cliffs & slopes

Blue infrastructure

The area is subject to surface water flooding. Coastal erosion is a major issue, that poses real threat to properties along the sea front.

Rivers and sea

According to the flood warning information mapping system, the risk of flooding from rivers and sea is reduced to some unpopulated areas to the west of the area, linked to the Ormesby Broad. Coastal erosion, however, is a major risk to properties on the sea front.

Surface water

As part of its ongoing programme of work, Norfolk Strategic Flooding Alliance has identified sixteen sites across Norfolk that are regularly at risk of flooding. One of the sites, Newport Road/Yarmouth Road, is located in Hemsby.

The Great Yarmouth Borough Surface Water Management Plan Stage 2 points at Haycroft Road, Barleycroft Road and Beach Road as hotspots for flooding in the area.

The same plan identifies Critical Drainage Areas, to identify those where more detailed investigation might be required. Within the Critical Drainage Area 8, several locations within Hemsby are identified to be at risk from deep (>0.3m) surface water flooding.

The study also identifies specific locations that have historically experienced flooding and the measures taken to prevent it.

The Great Yarmouth Borough Surface Water Management Plan Stage 2 Report (2014) should be a key reference for any future development in the area.

Coastal erosion

There has been a recent loss of properties along the Hemsby frontage due to coastal erosion, which has prompted the need to consider



Figure 08:
CDA 008: 1 in 200yr depth surface flooding risk

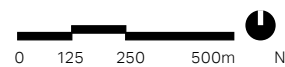
potential coastal management measures. The construction of a 500m long berm along Hemsby beach is currently under consultation.

For further information, refer to:

- <https://flood-warning-information.service.gov.uk>
- *Great Yarmouth Borough Surface Water Management Plan Stage 2 Report (2014)*
- *Hemsby Coast Erosion. Environmental File Note. Option screening. Great Yarmouth Borough Council. (2019)*



Figure 09:
Blue infrastructure



River and water body flooding

- Waterbody
- Flooding risk (high)
- Flooding risk (low)

Surface flooding

- Flooding risk (high)
- Flooding risk (low)
- NP Boundary

Pedestrian route

Coastal Change Management Area

Heritage

Cottages, barns and farms tend to be the key listed buildings in Hemsby.

The earliest prehistoric evidence in Hemsby dates from the Palaeolithic. The remains of Neolithic barrows and mortuary enclosures suggests the area was of significance to people during this period. The identification of two Bronze Age barrow cemeteries near these monuments suggests the landscape continued to hold ritual significance during the Bronze Age.

There is evidence of Roman and Middle and Late Saxon activity in the area.

The church of St Mary the Virgin dates to the 14th century, a cross of the same era can still be found nearby. In addition to the church, the parish also contains the oldest timber framed building in Norfolk. The aisled barn at Hall Farm dates to around 1300.

There are several buildings in the parish that date to the post medieval period. Shamrock Cottage was built around 1700, whilst Home Farm, The Chimneys and The Lodge are all 18th century. 19th century Decoy Farmhouse was built near the site of the earliest duck decoy built in Britain.

The coast was important during World War Two. Defences in the area included pillboxes, anti tank blocks and a spigot mortar emplacement along the beach.

The conservation area includes most of the listed buildings in the area. Other listed assets are traditional farms and barns in the vicinity.



Figure 10:
Hemsby Post Office. Today, site of The Bell Public House.

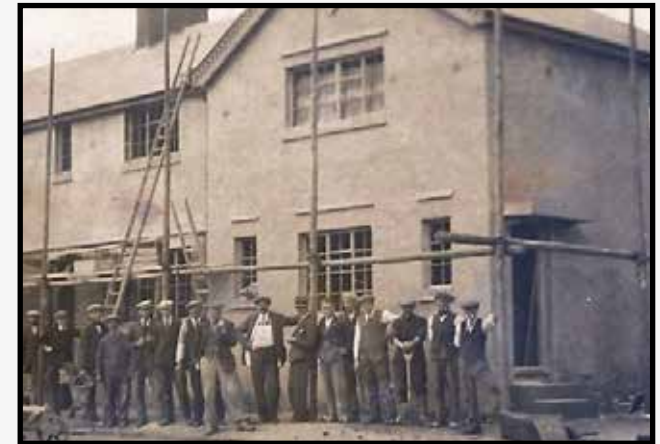
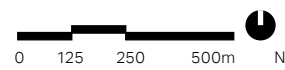


Figure 11:
Hemsby council



Figure 12:
Heritage and local assets



- Key**
- Grade I
 - Grade II
 - Grade II*
 - Conservation area
 - NP boundary

Local character

The surrounding landscape, local open spaces, designated and non-designated heritage assets, views and edges are key elements that contribute to the character of Hemsby.

Landscape character

A landscape of regular fields, occasionally bounded by low and small hedges is typical of Hemsby. Even if many fields have been joined as agriculture intensified, smaller fields remain largely unchanged, particularly along the southern edge of the village.

Local open spaces

Local open spaces are key structuring elements within or near the built settlement that contribute to its local character by virtue of their beauty, historic significance, recreational value (including as a playing field), tranquillity or wildlife richness.

Non-designated heritage assets

A number of buildings, not necessarily of historic origin, contribute to the local identity and legibility of Hemsby.

Important views

A number of important views, mostly related to the transition between the countryside and the built environment, the approach to the village or the natural character of Hemsby have been identified by the residents.

They include significant landscapes that help to define the natural character of Hemsby at a strategic level.

Sensitive edges

These are edges that face the open countryside and that could be negatively impacted if new development was to be proposed.



Figure 13:
St Mary the Virgin Church, at the centre of Hemsby

For further information, refer to the document:

- *The Great Yarmouth and Waveney Settlement Fringe Study (2016)*

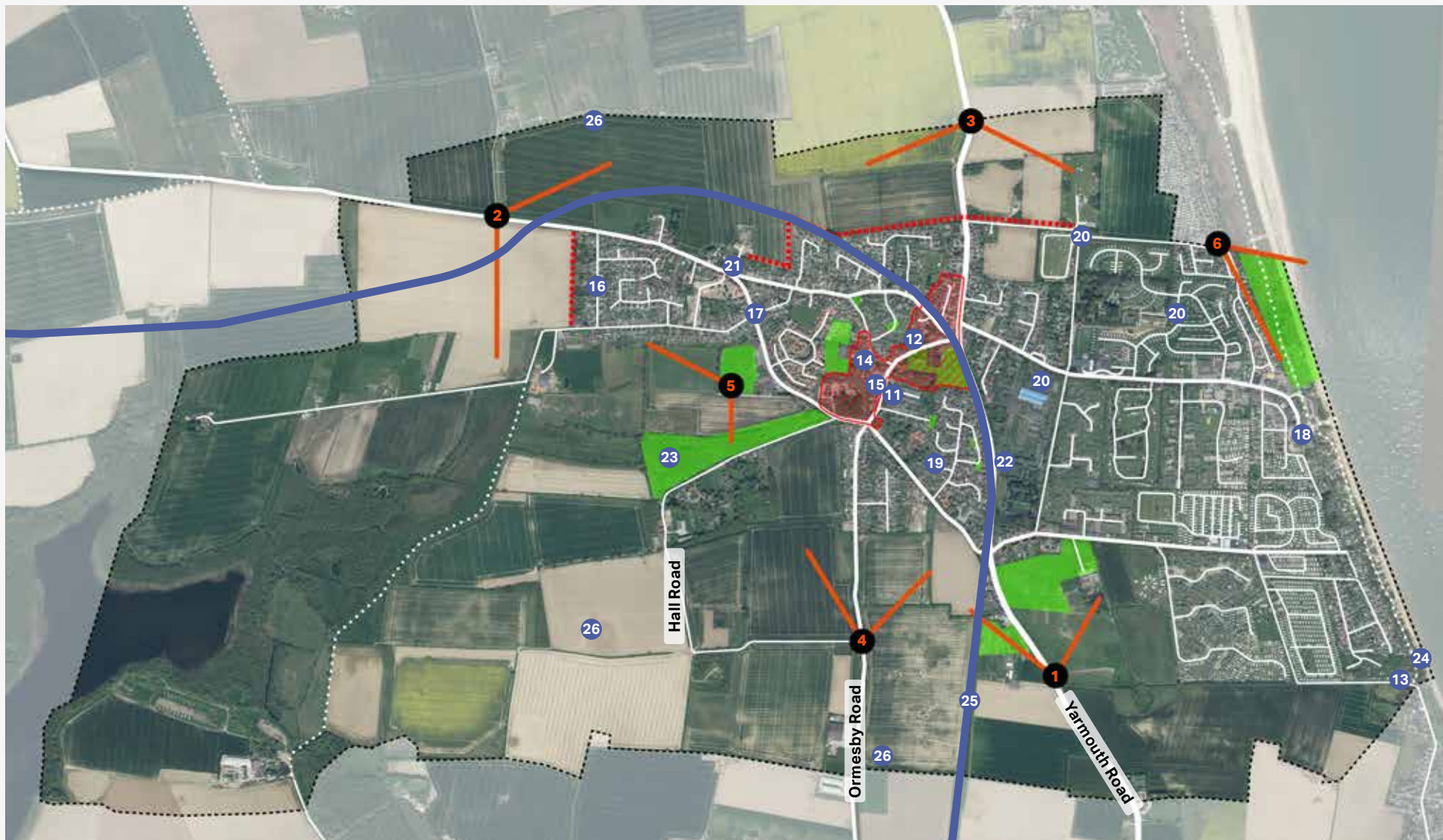
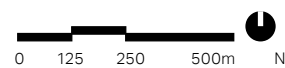


Figure 14:
Local character



- Key**
- Local open spaces
 - Non-designated heritage assets
 - Sensitive Edges
 - Conservation area
 - Key views
 - NP boundary

Heritage & local assets

The following is a collection of designated and non-designated heritage assets that contribute positively to the character of Hemsby.

Key

■ Grade I listed

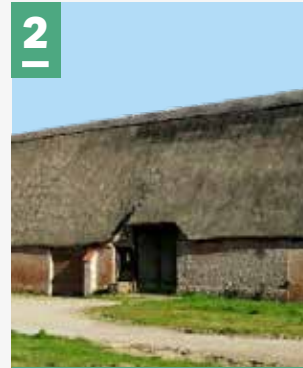
■ Grade II listed

■ Grade II* listed

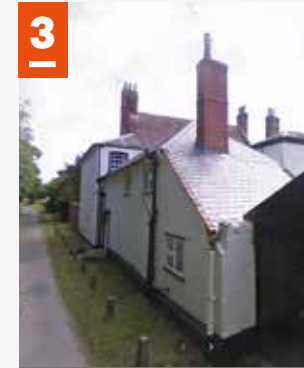
■ Non-designated heritage



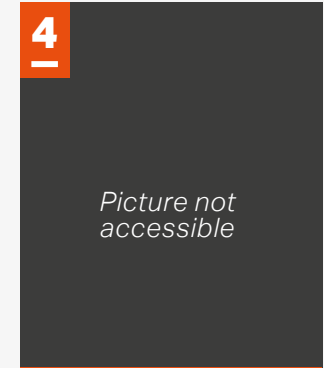
1
Remains of cross



2
Barn at Hall Farm



3
The Lodge



4
The Chimneys



5
Barn at Home Farm



6
Home Farm House



7
Shariot Cottage



8
Cross base (several)



9
St. Mary the Virgin



10
War Memorial



11
The Barnroom



12
The Vicarage



13

Newport Cottages



14

Primary School



15

Pitt Road Cottages



16

Mill Road Cottages



17

Methodist Chapel



18

Lacon Arms



19

Congregation Chapel



20

WW2 Pillboxes (several)



21

King's Head PH



22

Railway mileposts



23

Brick Kiln Coverts



24

WW2 Spigot Emplacement



25

Former Railway Line



26

Bronze Age Barrows

Important views

The following are important views outlined in the Views Assessment, Neighbourhood Plan 2021-2036.

v1



Coming into Hemsby from Scrabby



v2



Coming into Hemsby down the hill from Martham



v3



From Winterton Road across the fields to Winterton Church, views either side of Collis Lane into Somerton



The location of these views are shown in Figure 14 on page 21.

v4



From Ormesby Road to Hall Farm



v5



From Waters Lane recreation ground towards Hall Lane woodland



v6



Long Beach out to sea, from the bottom of Long Beach Estate and the top of The Glebe







2a

Design vision

Design vision

The objectives in this section establish the vision for the area. They are aligned to both the objectives of the Local Plan and those of the area in a seamless fashion, one that is coherent with the needs of the Borough as a whole and specific to the area in particular.

This section establishes the objectives that any development in the area should aim for. They can be understood as the vision to be satisfied by any new development proposal in the area.

This overarching vision will crystallize and will be further detailed in specific design actions in the next sections as design codes.

The vision objectives outlined in this section are classified under the following topics: movement, nature, built form, public space, homes & buildings and energy & sustainability.



MO.01**MO.01 Walking & cycling**

Prioritising active travel is about making walking and cycling easy, comfortable and attractive for all users, so walking and cycling can be genuine choices for travel.

MO.02**MO.02 Inclusive streets**

Successful street design addresses needs of older people in the outdoor environment to remove physical barriers and improve the movement and accessibility of everyone.

MO.03**MO.03 Car parking**

Well-considered parking is convenient, safe and attractive to use. It is also well integrated into streets, and does not visually dominate the local environment.

MO.04**MO.04 Cycle storage**

The need for secured spaces for bicycles are a consequence on the emphasis on active travel. Cycle storage should be designed to avoid clutter on the streetscape.

Movement

Well-designed places should be accessible and easy to move around. This can be achieved through a connected network of streets, good public transport, the promotion of walking and cycling and well-considered parking and servicing.

NA.01**NA.01 Green networks**

Green spaces deliver a wide range of environmental and quality of life benefits. Green networks cover everything from country parks to green roofs and street trees.

NA.02**NA.02 SuDS**

Sustainable drainage systems are strategies to reduce the rate of rainwater run-off from development, mitigating the risk of flooding elsewhere whilst delivering amenity spaces.

Nature

New developments will need to take a proactive approach to mitigate their impact and to adapt to the specific landscape within and surrounding the Area.

New developments should also look to actively tackle climate change to future proof the proposals, taking into account the long-term implications for flood risk, biodiversity and landscapes.

Built Form

Built form refers to the three-dimensional arrangement of buildings, and blocks. The layouts, forms, types, scales and heights constitute the fundamental elements of the built environment that define what a particular area is. These characteristics will vary considerably in each design code area type.

Public Space / Identity

If the built form section refers to the formal characteristics of buildings, the public space section refers to the formal characteristics of streets. Streets are the main component of the public space and are defined primarily by their degree of enclosure with buildings and trees, and will vary considerably by design code area type.

The character of a place is made of many different elements that come together to create a unique sense of identity.



BF.01 Density

Density is one indicator for how compact a development or place will be and how intensively it will be developed. Density in new developments should be appropriate to the context.



BF.02 Types & forms

The size, shape and arrangement of both buildings and blocks is at the base of the character of an area.



BF.03 Heights

Building heights and scale, the skyline, key views and vistas and the relative prominence of landmark buildings can influence the character of an area.



BF.04 Building line

This line represents the alignment of the front face of the buildings in relation to a street or other public space. The relation of the building line to the street contribute to the character of an area.



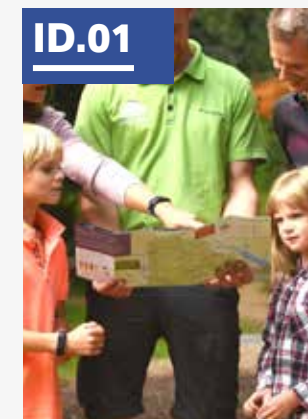
PS.01 Street hierarchy

All new streets should be safe and overlooked and correspond to their role in the street hierarchy and area type.



PS.02 Secured by design

Neighbourhoods need to be designed to make people feel safe and to reduce the incidence of crime.



ID.01 Legibility

The legibility of a place relates to how easy it is for people to find their way around. Including legibility and wayfinding principles into design improves the experience of a place.



ID.02 Architecture

Some architectural features, such as brickwork, colour patterns or window details are part of a material tradition of places that contribute positively to the identity of a place.

HO.01**HO.01 Housing mix**

Accessible homes can be easily reached, entered and used by everyone, regardless of age and physical ability. They are flexible, with a mix of typologies and can accommodate change in use and user needs.

HO.02**HO.02 Gardens**

A considerable amount of time is spent daily in the home environment. Access to external private space is important for people's wellbeing.

HO.03**HO.03 Extensions**

Flexible homes should be able to accommodate change over time. These should be done in a way that works with the existing dwelling and the area it is inserted into.

SU.01**SU.01 Insulation**

Well insulated constructions help reduce heat loss, water and air infiltration, improving comfort and reducing energy consumption.

SU.02**SU.02 Low carbon**

Energy efficient homes combine all around energy efficient construction, appliances, and lighting with commercially available renewable energy systems.

SU.03**SU.03 Solar panels**

Photovoltaic panels that produce electricity and solar thermal panels that are used for heating purposes can make use of the energy from the sun for home use.

SU.04**SU.04 Green communities**

These include practices and strategies that improve environmental quality, address climate change, and reduce development impacts on natural resources.

Homes & buildings

Well-designed homes and buildings are functional and accessible. They allow for change over time and provide sufficient amenity space within them for users to thrive.

Energy & sustainability

New developments should meet the needs of the present without compromising the ability of future generations to meet theirs.

New proposals should balance out the negative environmental impact of development by use of better design, higher efficiency in the consumption of energy and materials in the entire life cycle of buildings and adequate management of waste.





2b

Area types

Area types

The identification of area types and their attributes can help understand the nature of the Neighbourhood Plan area, and identify the challenges and specific issues that the design codes need to target in each location.

The different areas displayed on the map in the next page are the consequence of this analysis:

- How has the village developed historically. What is its position in the landscape, and how this should influence any future growth.
- What are the factors that make the area distinctive and different from others. What are the vernacular features of architecture in the area and what are the most frequent building typologies.
- How does the green and blue infrastructure (including open spaces and vegetation features) contribute to the area and how these, and other aspects of value, should be subject to protection.
- How do the street pattern, the street scene, the walking and cycling networks and the traffic and parking provision affect the perception of the different areas.
- What is the typical plot type in each area. How many levels do residential buildings display and what is the average density of dwellings in the area.

Five area types have been identified: historic core, Hemsby village, Hemsby beach, Beach front and open countryside. **An additional area, new developments (Area type F), will be used in the design codes in the next sections to refer to new developments in any of these areas.**



Area type A. Historic core

Corresponding with the oldest part of the area, the historic core contains most listed and non-listed heritage assets, including St Mary the Virgin church and the commercial core of Hemsby Village, with some convenience shops grouped around King's way roundabout. Dwellings reach two storeys in the area.



Area type C. Hemsby beach

The tourist-based part of the village lies along Beach Road and is commonly known as Hemsby Beach. It features funfairs, crazy golf courses and children's rides. The beach end of the road has cafes, shops and amusement arcades, while at the upper end are houses and accommodation parks, consisting mainly of chalets and caravans.



Area type B. Hemsby village

The residential bulk of Hemsby Village is largely composed by one storey bungalows. The open character of the streets in Hemsby village is consequence of the low profile of bungalows and the generous front gardens. Recent developments detract from this character by reaching two storeys with typologies that are not in keeping with the character of the area.



Area type D. Beach front

Large sand dunes form a natural barrier between the beach and the village behind it. Detached beach dwellings of different typologies develop along the front line before the sandy cliffs. Hemsby's dunes are affected by erosion, impacting the properties in this area.

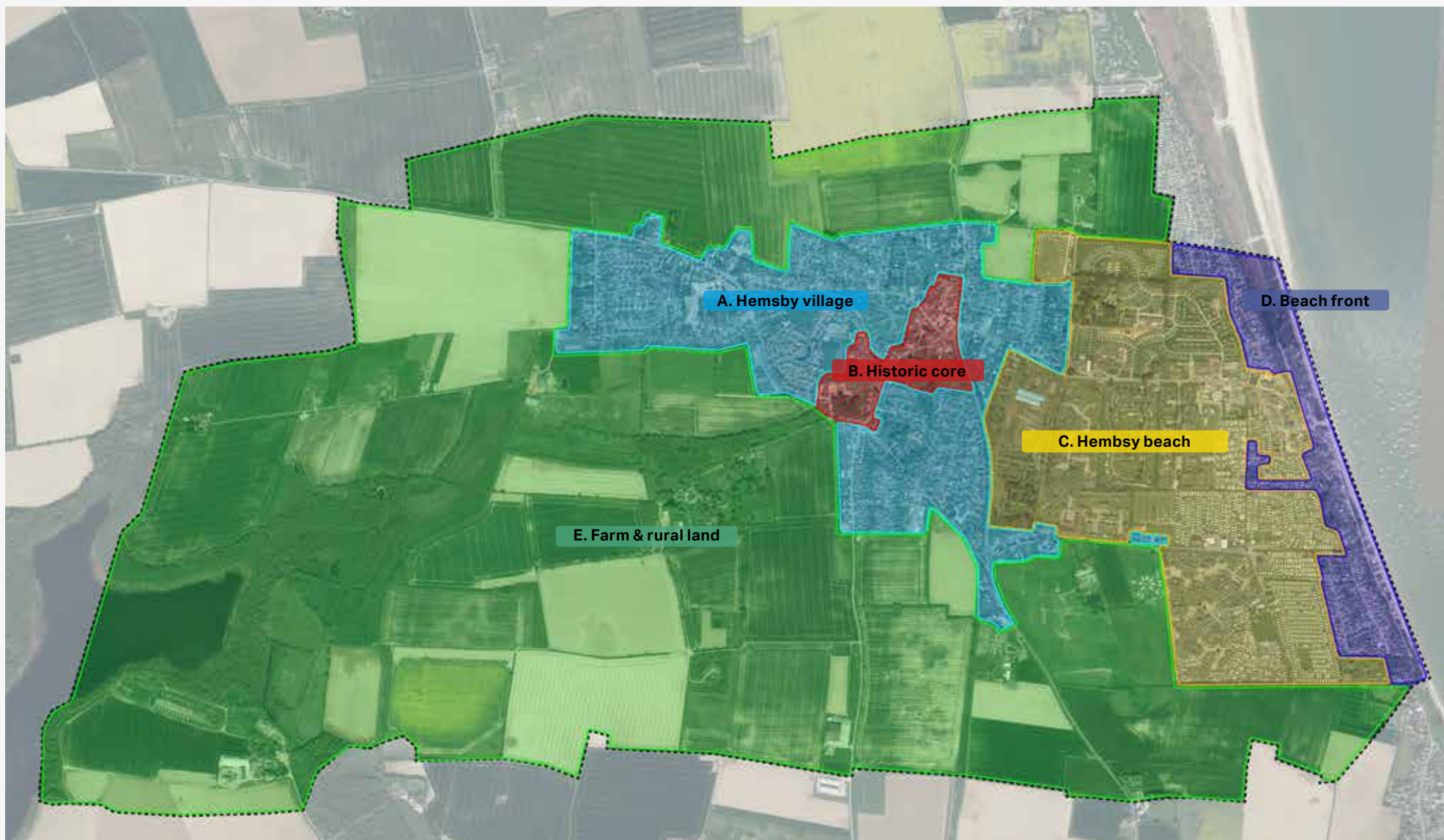
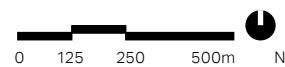


Figure 16:
Area types



Key

- A.** Historic core
- B.** Hemsby village
- C.** Hemsby beach
- D.** Beach front
- E.** Open countryside
- F.** New Developments
- NP boundary





3a

Design codes

Movement

MO.01 Walking & cycling

Links to the countryside & natural spaces

The neighbourhood plan area boasts high quality natural areas, such as The Broads Special Area of Conservation (SAC), the Broadland Special Protection Area (SPA), the Broadland Ramsar site, and Trinity Broads Site of Special Scientific Interest (SSSI).

The dunes to the north-east of the settlement form part of a designated Special Area of Conservation and Site of Special Scientific Interest (Horsey Dunes).

Actions:

- Create links with the countryside. In edge locations, consider connecting all streets to the network of public pathways and rights of way.
- Consider rivers, watercourses and beach fronts as part of a network of natural spaces to reverse the effects of biodiversity fragmentation.
- Retain approach routes and perceptions of a settlement.

Make use of the agricultural landscape

Actions:

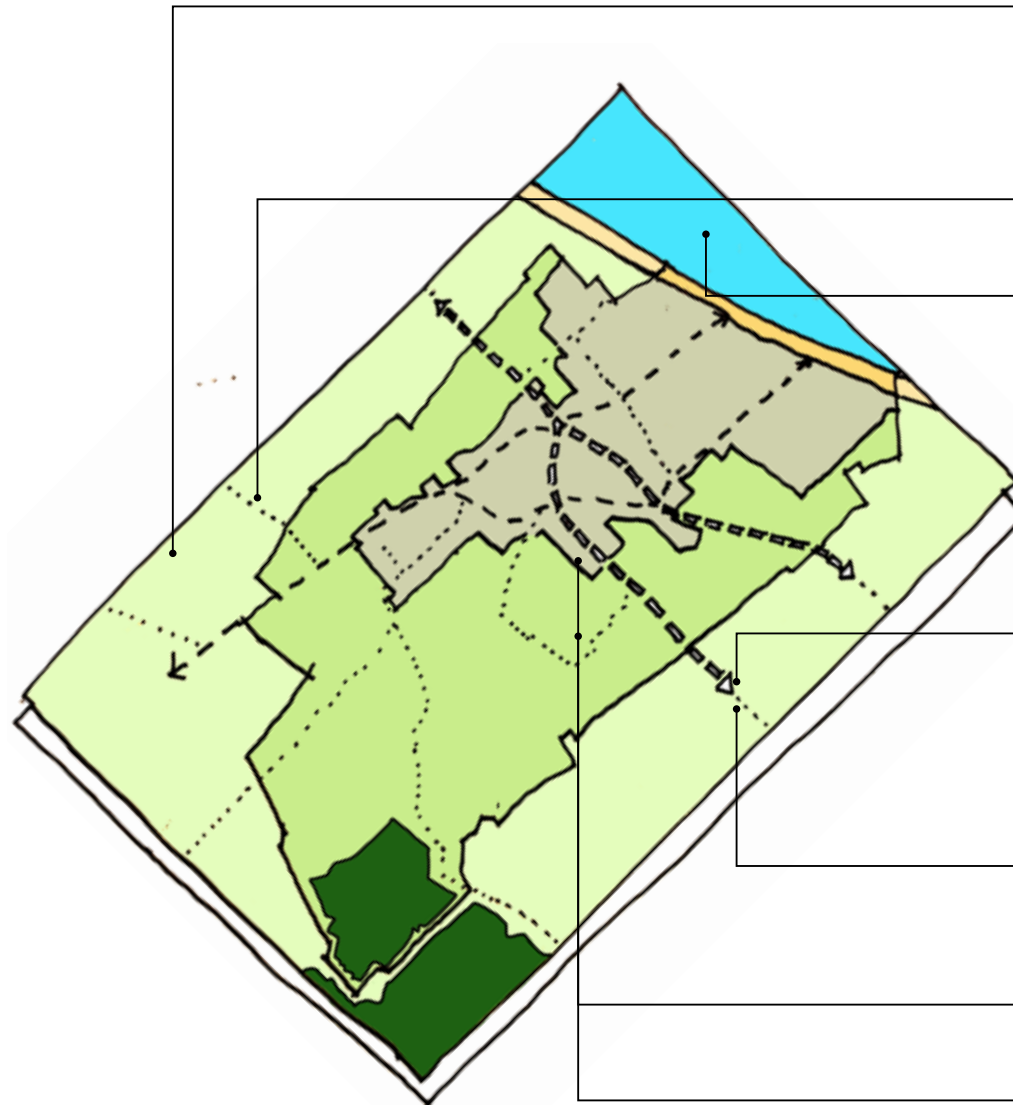
- Promote freedom of movement within arable fields. Safe accessible paths & corridors within agricultural fields can become structuring elements that connect rural settlements to their hinterland.

New developments

Actions:

- Make the best use of existing public transport services and improve safe walking and cycling paths.
- Locate development where the need to travel will be minimised.
- Limit any significant impacts from and to the development of the highways and transportation network.
- Maximise road and street network connectivity.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Hemsby is surrounded by arable fields and natural spaces. Safe and accessible corridors within the fields can improve the connectivity of the NP area

Include natural assets in a network of public pathways and rights of way

Consider the rivers, watercourses and beach front as part of a network of natural spaces

Maximise road and street network connectivity, particularly if cul-de-sacs are suggested

Make the best use of existing public transport services and improve safe walking and cycling paths

Locate development where the need to travel will be minimised

Limit any significant impacts from and to the development of the highways and transportation network

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

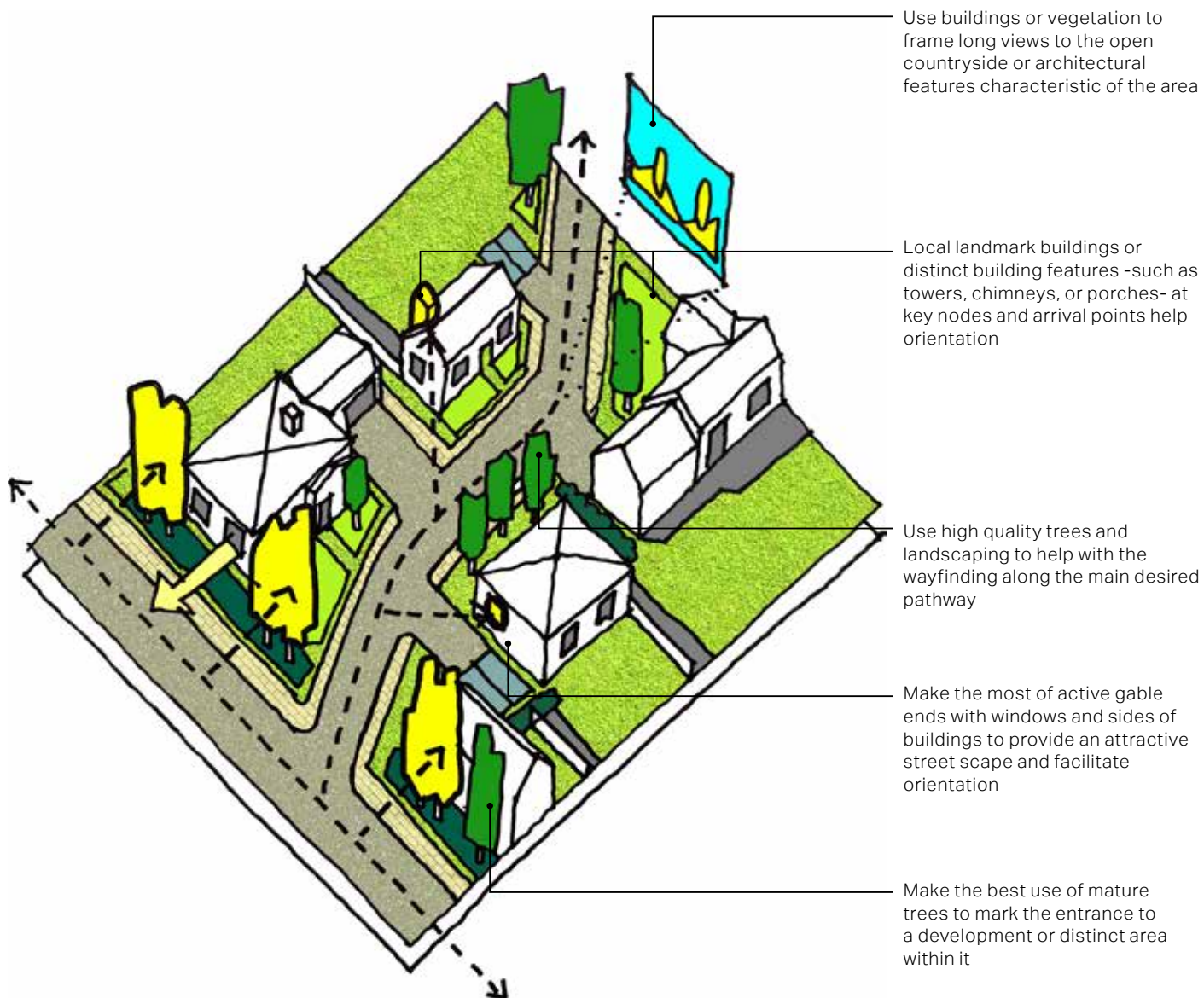
B

C

D

E

F



Movement

Orientation

Wayfinding

A way of making walking and cycling easier is to ensure that routes are direct as well as memorable.

Actions:

- Create places that have a clear identity and that are easy to navigate.
- Local landmark buildings or distinct building features -such as towers, chimneys, or porches- and clear, direct routes can help with legibility. Clear signage should be placed at key nodes and arrival points to aid orientation.
- Use landscape and feature trees as both wayfinding aids and as elements that provide enclosure and attractiveness to the street. Trees can be a great design tool to mark the access to new developments and distinct parts of an area.

Serial vision

Actions:

- Subtle variations in alignment and small setbacks of buildings can have a powerful effect of discovery and drama when moving through a development.
- This effect can be achieved through delivering schemes that allow free movement from one place to another, movement to the enclosed space of a square or courtyard where people meet, and to the focal point where people go to.
- This process can be described as the interplay between sequences of focal buildings and building features, landmarks and vistas.

Movement

MO.02 Inclusive streets

Pavement widths

Actions:

- A clear width of 2m allows two wheelchairs to pass one another comfortably. This should be regarded as the minimum under normal circumstances.

Gradients

Actions:

- Recommendations vary somewhat across guidelines but, under normal circumstances, a figure of 2.5 per cent (1 in 40) should be regarded as the maximum acceptable. Where possible, it is preferable to have a crossfall between 1 and 2 per cent.

Surfaces

Actions:

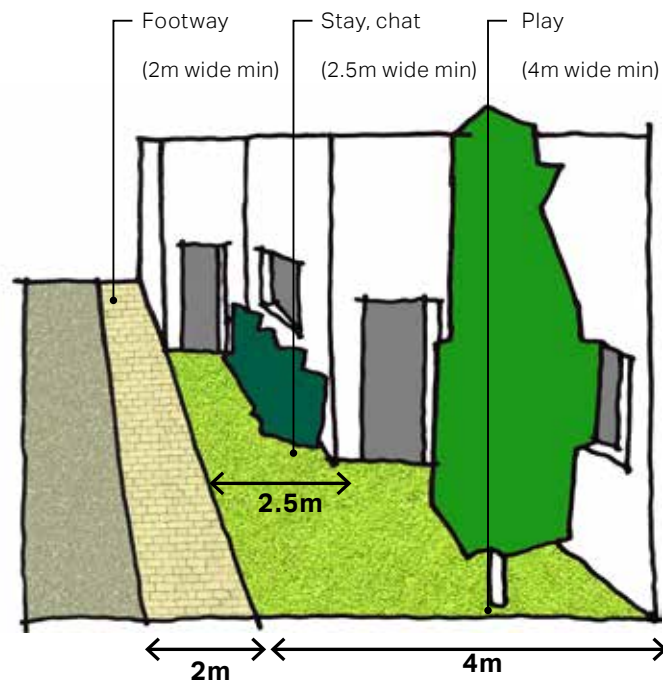
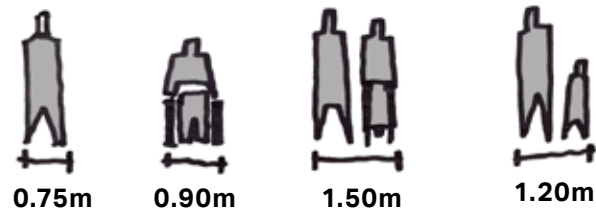
- Uneven surfaces and gaps between paving slabs can cause problems for people using sticks and crutches, visually impaired cane users and wheelchair users. Joints between pavers should be as small as possible.
- When small paving bricks (paviours) are used, care should be taken to ensure that they are evenly laid; any unevenness can cause problems for some wheelchair users and some visually impaired cane users. Cobblestones should not be used.

Colours

Actions:

- Use colour / tonal contrasted marking to identify street furniture, railing or boarding around street works, scaffolding, and tactile paving surfaces. The main purpose of using contrasted marking is to help partially sighted people avoid obstacles that they might walk into or trip over.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Pavement widths

The footway and pedestrian areas provide for a range of functions which can include browsing, pausing, socialising and play

This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted in colour)



On-plot parking on driveway



On-plot parking in garage



On-street parking adjacent public open space



Common Rd. On-plot parking on driveway



Common Rr. On-plot parking in garage



Kings Way. On-street parking should be limited to public open space locations

Movement

MO.03 Car parking

Car parking design should be safe and should not undermine the quality and amenity of the streets. In residential developments, parking should be provided on plot, either in garages, car ports or on the plot to the side or to the front. Generally, on-street parking should be considered only for visitors and near public open spaces, and kept at a minimum. Generally, parking courtyards and flat-over-garages are not allowed in residential areas.

On-plot parking

Actions:

- On plot parking can be either in garages or car ports and/or on the driveway. If parking is proposed at the driveway, it is preferable to place it at the side of the building to minimize the presence of cars on the street.
- Driveway parking at the front of the building will only be allowed if it is combined with high quality and well designed soft landscaping.

On-plot garages / car ports

Actions:

- Garages should preferably be designed in forms linked to the main building, rather than free-standing structures. In both situations, they should reflect the architectural style of the main building.
- Garages should be in line or recessed from the main building line, and not dominate the street.
- Integrate bicycle parking and/or waste storage into garages.

On-street parking

Actions:

- Provide parking for residents on plot and provide visitor parking on the street adjacent to public open spaces and on other streets only if the width of the road allows for it.
- Visual impacts from visitor parking on the street scene can be ameliorated by the use of high quality landscaping and planting.

Movement

MO.04 Cycle & refuse storage

Bicycles

Actions:

- A straightforward way to encourage cycling is to provide secured spaces for bicycles within all new residential developments and publicly available cycle parking racks in the public realm.
- For residential units, covered and secured cycle parking should be provided within the domestic curtilage. The most appropriate location to avoid clutter on the streetscape is to provide space for bicycles within garage sheds or in secure bike storage boxes on the rear gardens.
- Access from the street to rear gardens should be provided via secured gates. Bulky bike storage on front gardens should be avoided.

Refuse bins

With modern requirements for waste separation and recycling, the number of household bins that need to be stored has generally increased. It is important that these are accommodated in ways that allow convenient access, and without increasing street clutter or harming the appearance of new buildings.

Actions:

- The most appropriate location for waste bins to avoid clutter on the streetscape is in rear gardens.
- It is normally advisable to have access to the back garden from the street with a secured door. It is also recommended to have direct exit to the back garden via the kitchen. A paved section on the garden can be located nearby and hold the required bins so they can take the organic waste generated in the kitchen and be taken out to the front of the property for collection.
- There are several solutions to minimise the presence of wheelie bins on the garden, by using screening or planting to conceal them.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Provide racking spaces on public open spaces



Provide secured storage space for bikes within the domestic curtilage



Access gate to back gardens, that provides a clear route for refuse bins to be moved from back gardens to the front of the property for collection



Positive example on how to conceal the presence of bins in back gardens

This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted in colour)



Nature

NA.01 Green networks

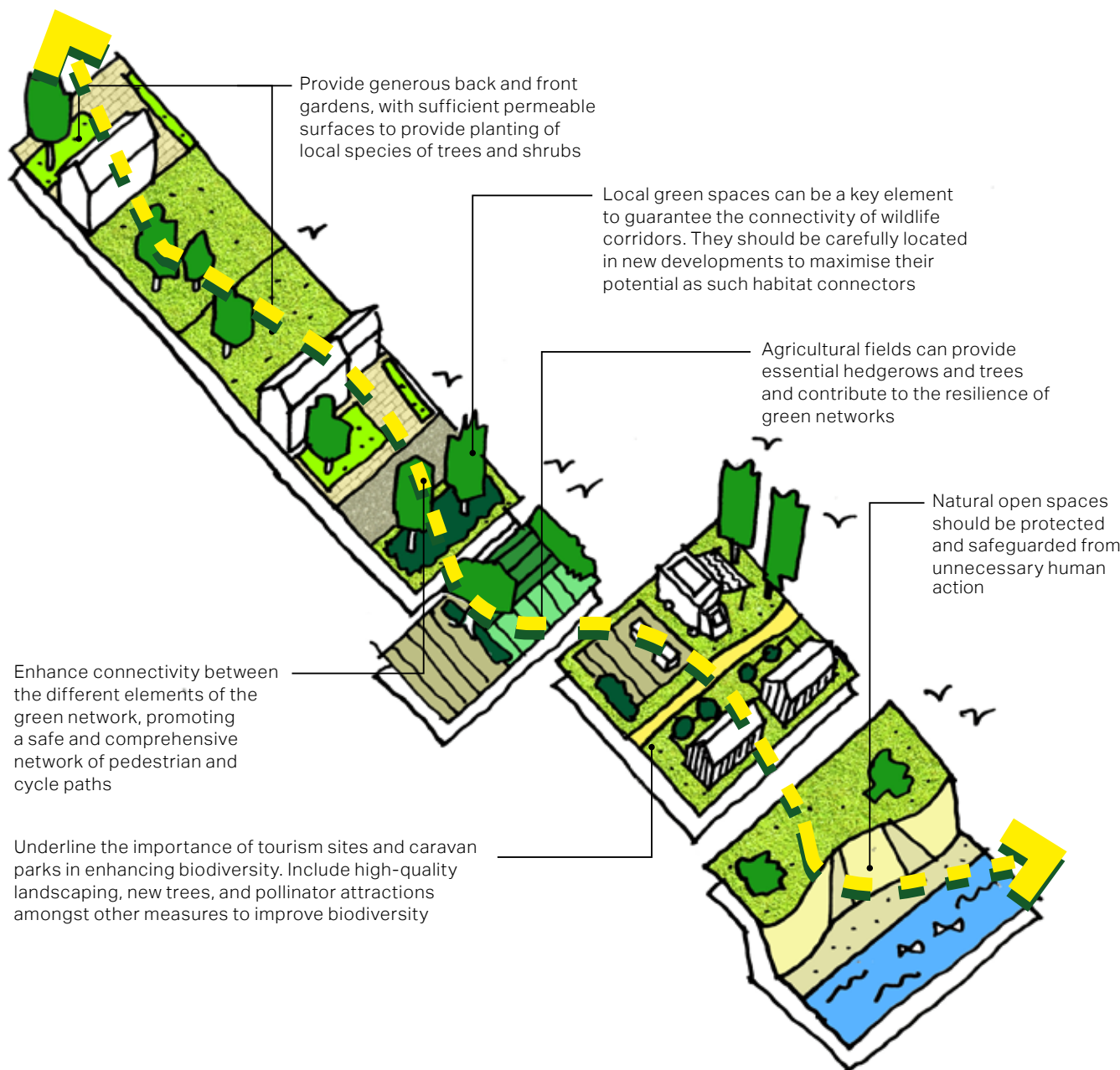
New development should improve existing habitats or create new ones to achieve measurable gains for biodiversity. This can include landscaping and tree planting.

Green links

Green networks, corridors and linkages are widely seen as a key mechanism for reversing the effects of fragmentation on biodiversity. They also deliver a range of other social and environmental benefits, including enhancement of local landscape character, and greater opportunities for public access and recreational use.

Actions:

- Provide a connected network of private and public green spaces that includes generous and vegetated back and front gardens, public green spaces, fields and natural open spaces.



Nature

Street planting

Flower beds, bushes and shrubs

- Normally planted within the curtilage boundary, ornamental species add interest and colour to their surroundings and become an identity and expressive feature of each dwelling. The use of native species should be favoured to avoid the impact of invasive species on the biodiversity of local habitat.

Hedges

- Hedgerows are normally used to mark property limits, they can also be planted in front of bare boundary walls to ease their visual presence. They can be used to conceal on-plot car parking and driveways within curtilages. They can also be used as protective barriers on gable ends facing windows onto the street.

Trees

- Trees can normally be used to mark reference points and as feature elements in the streetscape. When planted at intersections and key locations, they improve privacy whilst enhancing the wayfinding and distinctiveness of the area. These tend to be within property curtilages.
- Trees should also be present in any public open space, green or play area to generate environmental and wildlife benefits.

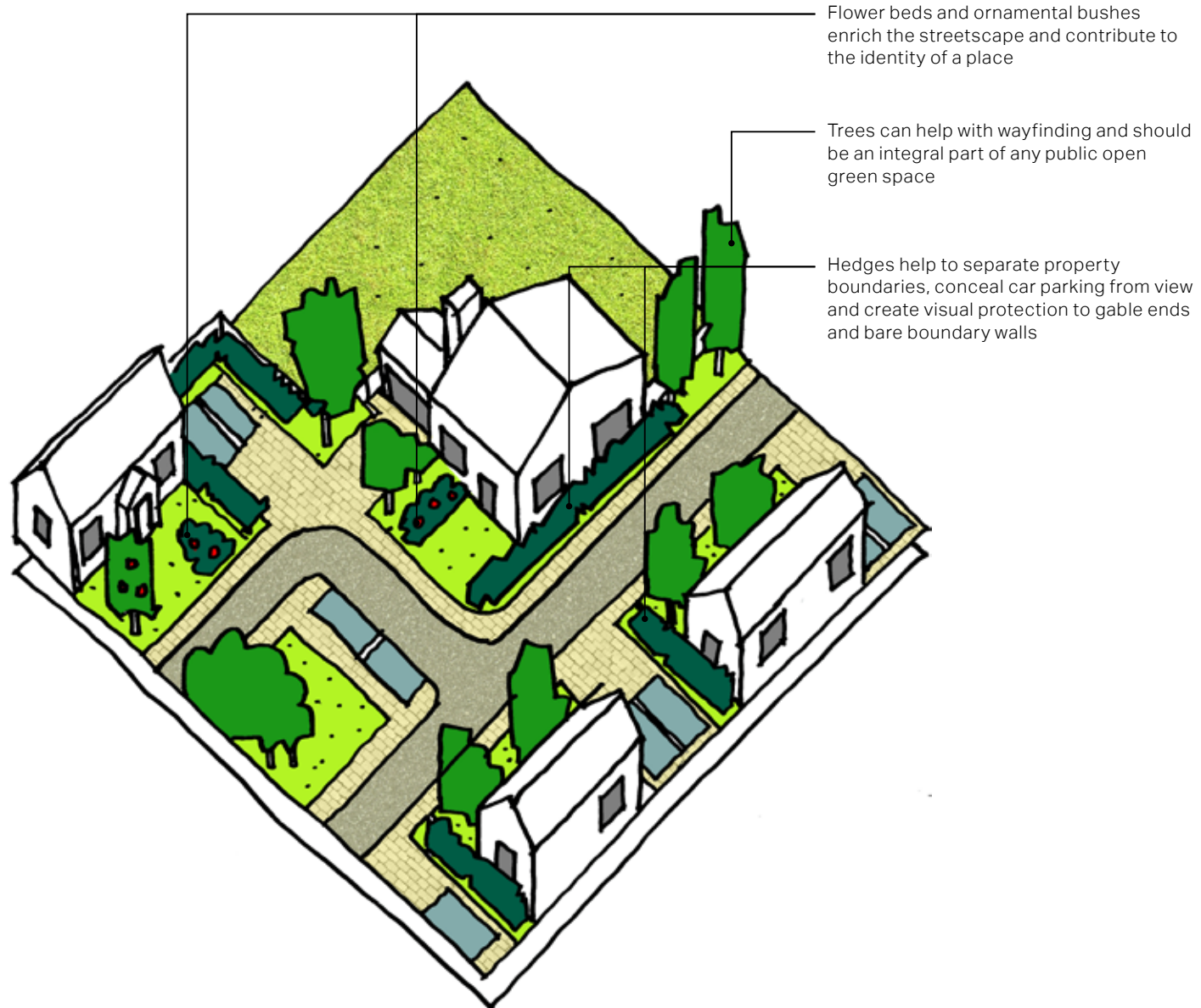
Planting standards

- The British Standard 5837: 2012 'Trees in relation to construction- Recommendations' should be the reference document when considering new and existing trees on proposed development sites.

Actions:

- Existing trees should be retained as much as possible.
- The success of tree planting is more likely to be achieved when it has been carefully planned to work in conjunction with all parts of the new development, parking, buildings, street lights, etc.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

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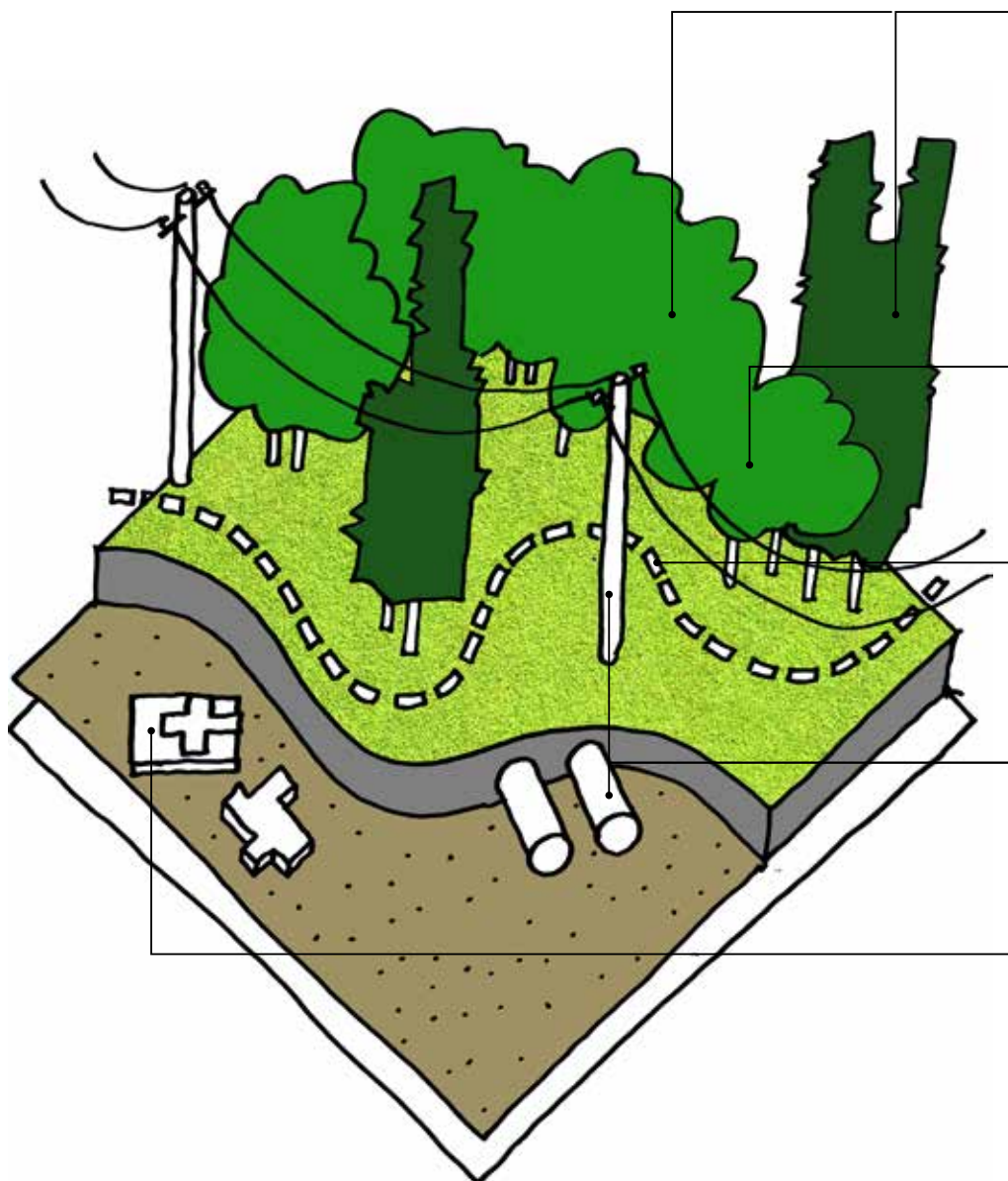
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Provide a mix of native species. Trees should be UK sourced and grown, and the seed origin should be fully traceable

Plant small groups of the same species together – this will help reduce competition between different species as they grow

Plant in wavy lines and varying spacing between trees. This will balance more densely planted sections with open areas for a natural look and feel

Consider under or above ground services when selecting the location for new planting to avoid damage to the existing infrastructure

Consider the location when proposing new planting. Archaeological sites, sites with rare or protected species, grassland that has never been ploughed, wetlands and heathland habitats should not be planted

Nature

New vegetation

Planting a single tree has benefits for people, wildlife and the environment. Those benefits vastly increase when planting new vegetation. Further vegetation can help increase biodiversity, provide shelter, prevent soil erosion, and reduce flooding.

Actions:

- Encourage the planting of native broadleaf trees. Trees should be UK sourced and grown, and the seed origin should be fully traceable.

Location:

- Consider the planting location carefully. Archaeological sites, sites with rare or protected species, grassland that has never been ploughed, wetlands and heathland habitats should not be planted. Select tree species that are suitable for the soil conditions of the area.
- Be aware of any under or above ground services and design planting accordingly. Provide sufficient buffer to existing infrastructure.
- Consider final size and spread of the trees and the use of the site as the trees grow. Avoid planting under existing trees, as shade and lack of water will seriously restrict growth. Allow plenty of distance from existing hedges as they could swamp the growth of new trees.

Species:

- If the area to plant is large, consider using a mix of native species. UK woods are under pressure from pollution, climate change, pests and diseases. Including a broad range of native tree species will make the new wood more resilient to these pressures and attract different species of wildlife.

Spacing:

- Plant in wavy lines and varying spacing between trees. This will balance more densely planted sections with open areas for a natural look and feel.

Nature

NA.02 SuDS

Sustainable Urban Drainage Systems

Sustainable drainage systems or SuDS are designed to reduce the rate of rainwater run-off from new development, mitigating the risk of flooding elsewhere whilst delivering benefits for biodiversity, water quality and amenity. Ideally water needs to be captured for use on site for irrigation and non-potable uses. Where this is not possible schemes need to follow the hierarchy set out as follows in decreasing preference of measures, by which water is:

- Allowed to infiltrate into the ground.
- Attenuated for gradual release to a water body.
- Released into a water sewer, highway drain, or another drainage system.
- Released into a combined sewer.

Actions:

- The approach to each site will depend on its density, the position of watercourses, the ground conditions including permeability, contamination and the sensitivity of groundwater receptors.
- SuDS need to be considered early in the design process to ensure efficient integration with other aspects of design such as public open space, biodiversity provision, and highways so as to minimise the land needed.
- Multi-functional SuDS need to be prioritised allowing for attenuation features which can also be used for biodiversity and recreation.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

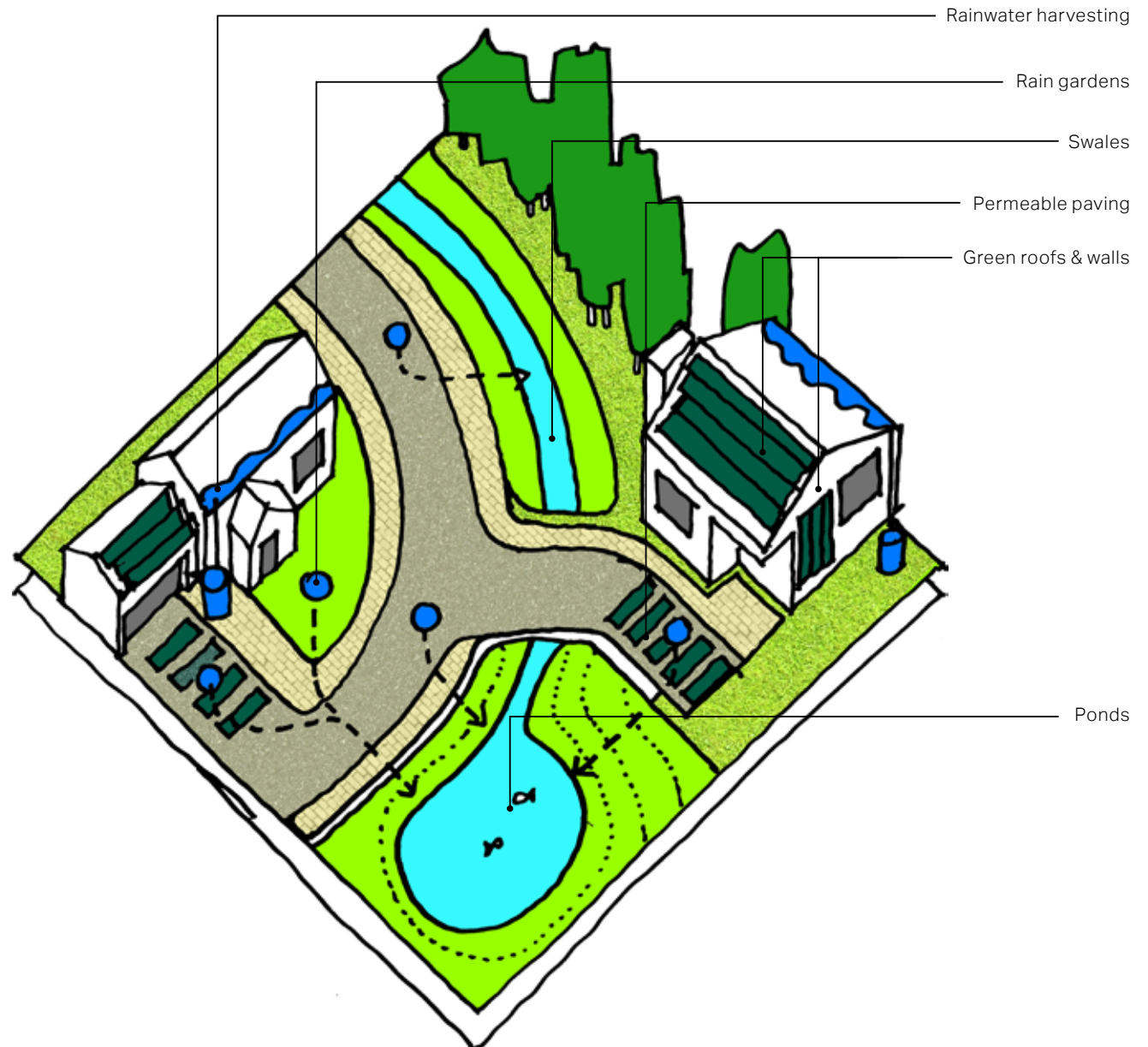
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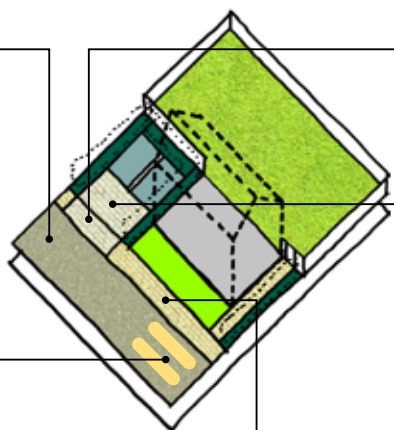


This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted in colour)

- A
- B
- C
- D
- E
- F



Road paving



Interrupted pavements over driveways



Uninterrupted pavements over driveways



Crossings



Pavements



Driveways

Nature

Surface treatments

Paved areas and surface treatments are a major element within most developments, and their design has a significant impact on the overall appearance, quality and success of a scheme.

The choice of pavement and its degree of permeability to the soil below is key in successful surface water management. Paving materials should be robust, aesthetically attractive and with good weathering properties to make a sustainable and attractive street scene.

Road paving

Block paving is generally recommended as road surface material that can permeate to the soil below, over tarmac. In all cases, large unbroken areas of a particular surface material should be avoided, and areas can be broken up successfully using materials of a similar colour but with different textures. Tarmac with added porosity can be a successful alternative.

Pavements

High quality materials such as stone, brick or block paving can all constitute good options for pavements. Tarmac pavements are generally the most economical option but are monotonous and make wayfinding more difficult, repairs patches create dissonant streetscapes, in addition to their reduced permeability. The laying pattern and materials used can make a significant contribution to the overall appearance, quality and success of a scheme.

Driveways

Permeable paving options can be successfully applied to driveways to maximise the accumulation effect of front garden greenery as a way to enhance the street landscape. Prioritise bigger portions of green within the pavement rather than a very granular paving pattern.

Pavements over driveways

Pavement patterns should prevail over the driveway access. To guarantee a coherent street and a continuous walkable path, kerbs should not invade the pavement.

Sustainable urban drainage systems

Any proposed hard surfacing design will need to take into consideration the need for an underlying system to deal with water run-off, as any hard landscaping will impact the management water run off and affect the capacity of the drainage system.

Built form

BF.01 Density

Density is the key indicator for how compact a development or place will be and how intensively it will be developed. Different density measures result in more compact or more open development, and therefore have a huge impact on the character of a place.

This section identifies the density ranges of exemplar locations within each character area, to understand how local variations in density result in different identities within the neighbourhood plan area.

Density in this section is measured in dwellings per hectare.

These density ranges can be used as reference for new developments, to facilitate the assessment of the level of compactness and the degree of built areas vs open spaces required in relation to the desired resulting character.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



A Historic core
Residential density: 20 - 25 dw/ha



B Hemsby village
Residential density: 16 - 22 dw/ha



C Hemsby beach
Residential density: 45 -50 dw/ha



D Beach front
Residential density: 20 - 25 dw/ha



E Farm & open countryside
Residential density: 0-5 dw/ha

Note: These are not permanent residences

Great Yarmouth Local Plan suggests the use of a net minimum housing density of 30 dwellings per hectare in new developments to make an efficient and effective use of land. However, if the site is in a particular sensitive local character, it is suggested to use lower housing density.

F New development

This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted in colour)



A Primarily detached and semidetached houses and cottages, few flats.



B Primarily detached bungalows with few terraced, detached and semidetached houses.



C Primarily holiday cottages, bungalows and holiday caravan parks.



D Primarily detached houses and bungalows.



E Primarily farms and detached houses and bungalows.

Types proposed in new developments should take into consideration the typologies of surrounding areas, being considerate with building types in the area.

Hemsby's character is originated from the low profile of buildings and the general openness of the street. Proposed typologies should be in keeping with the surrounding character.

F New development

Built form

BF.02 Types and forms

Housing type refers to the size, purpose and arrangement of housing. Residences constitute the majority of the buildings in an area, and they have a huge impact on the character of a place.

The following section identifies the most frequent housing types in each of the character areas.

These types can be used as reference for new developments, to assess the appropriateness of suggested types in relation to the existing types in the neighbourhood plan area.

Built form

BF.03 Height

The following section identifies the height ranges for buildings in the neighbourhood plan area.

These typical heights can be used as reference for new developments, to assess the appropriateness of suggested types in relation to the existing types in the neighbourhood plan area.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



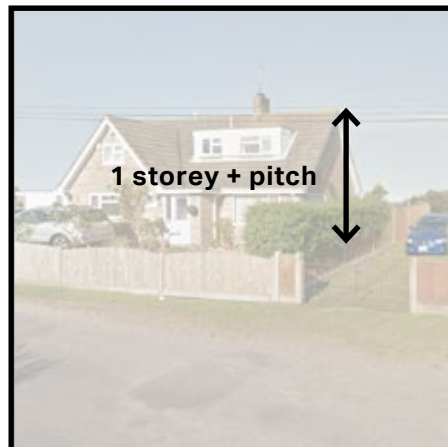
A Historic core



B Hemsby village



C Hemsby beach



D Beach front



E Farm & open countryside

1 storey (sometimes including a habitable pitch roof) is the most frequent heights in the area. 2 storey dwellings tend to be limited to the historic core and at the end of cul-de-sacs.

Create variations in heights between new and existing developments. Large variations in heights should be avoided.

F New development

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

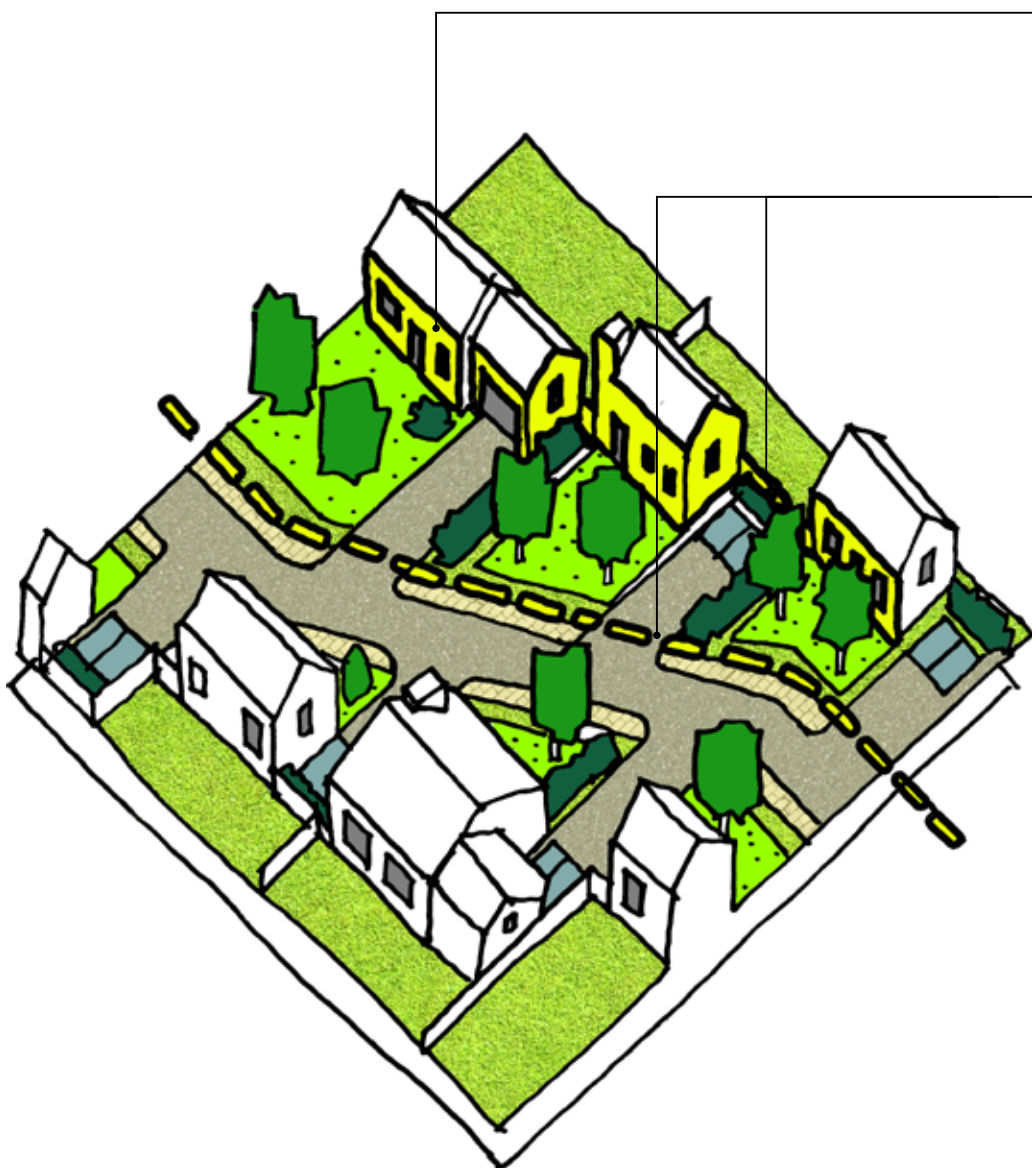
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The building line should have subtle variations in the form of recesses and protrusions but should generally form a unified whole

Boundary walls and treatments should reinforce the sense of continuity of the building line and help define the street

Built form

BF.04 Building line

Building line

The way buildings sit in relation to the street can affect the feel of a development.

Actions:

- The building line should have subtle variations in the form of recesses and protrusions but should generally form a unified whole.
- Boundary treatments should reinforce the sense of continuity of the building line and help define the street, appropriate to the rural character of the area.
- Boundary treatments should not impair natural surveillance.

Setbacks

A setback is the distance between the back of the pavement and the building line. The size of the setback contributes to the overall character and sense of enclosure along a street.

Actions:

- A coherent street frontage should be achieved by coordinating the setback between buildings and the street. Large differences in setbacks for adjacent properties should be discouraged as they do not contribute to the overall streetscape or the cohesiveness of a place.

Public space

PS.01 Street hierarchy

Access street

This street provides the main access spine of an area or a new development. It connects the development to the rest of the settlement.

Actions:

- Provide generous front gardens and street planting that contribute to the general feeling of openness.
- Locate parking to the side of properties and consider using garages to mitigate the impact of cars on the streetscape.
- Main street serves as the access to the new development and that can be acknowledged by providing planting in the junction with the existing road. Buildings in the access and ending can have special features to provide interest to the main spine.
- Local open spaces can ease way-finding as planting in corners, intersections with other streets and end of views, but also as separate open spaces in their own right. Provide those local green spaces, that are made accessible by being on the main structuring spine of the development.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

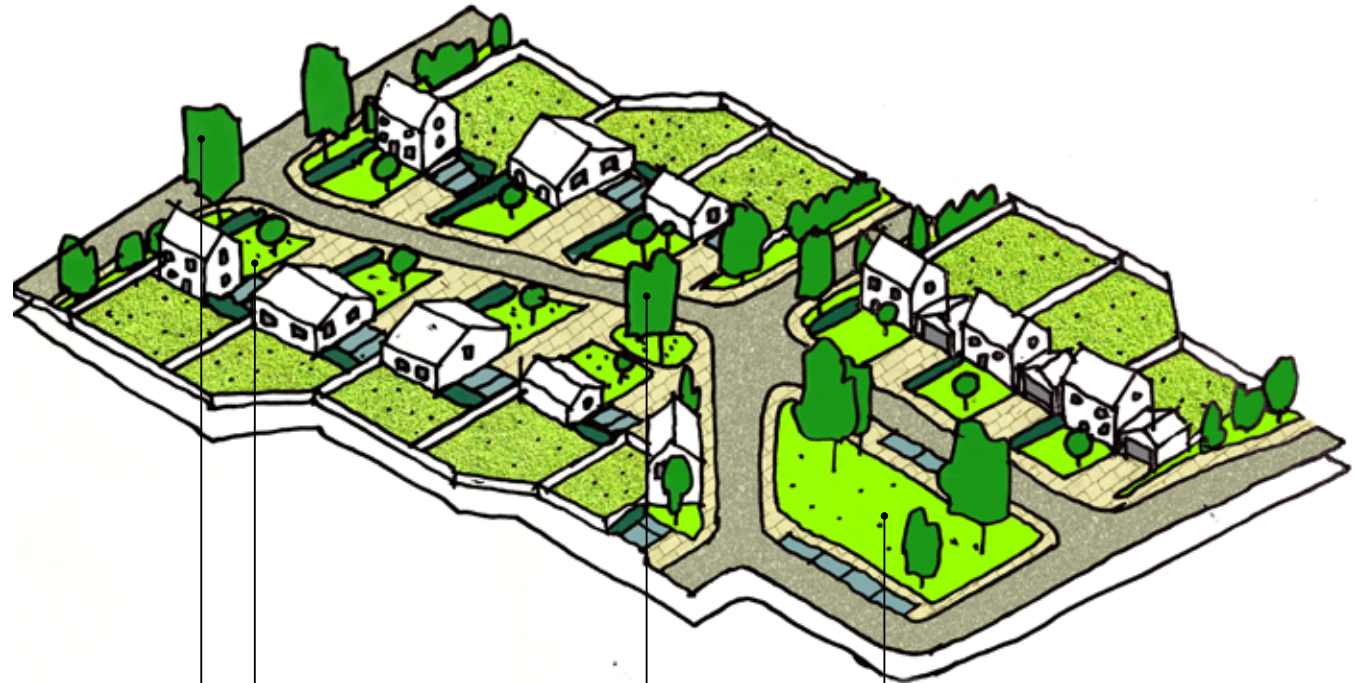
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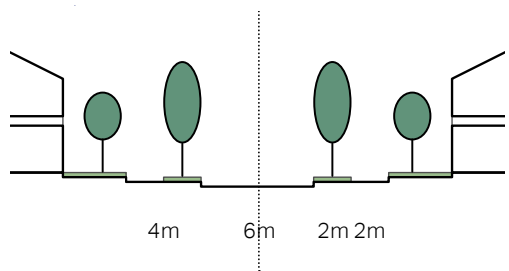
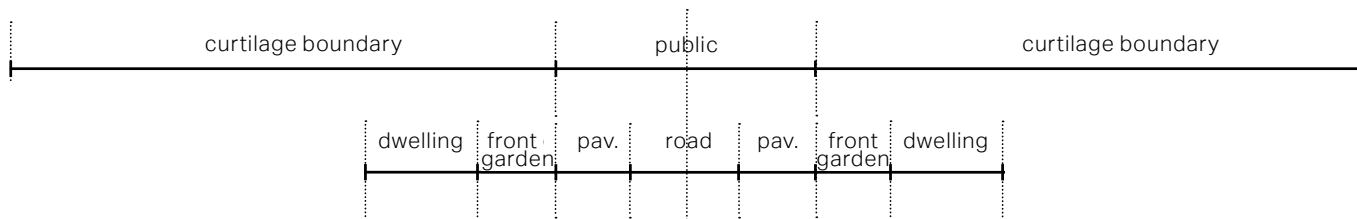
Provide generous front gardens that contribute to the openness of the street

Planting at key junctions and end of views can ease way-finding

Provide local green spaces, accessible by virtue of being located in the main street of the development, that include parking provision

Acknowledge the access to the new development with high quality planting in the junction with the existing road

This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted in colour)



Common Road. Example of a local access street

Examples

Common Road, to the left, is a local example of an access street that includes tree planting. In this case, the street does not include parking provision, which results in cars parked on pavements. There are accessibility problems as pavement is continuous only on one side of the street.

Public space

Residential street

Actions:

- Provide generous front gardens that contribute to the general feeling of openness.
- Locate parking to the side of the property to mitigate the impact of cars on the streetscape.
- Residential streets branch out from the main street, it is good practise to stagger branching streets organically to avoid excessive long views.
- It is also advisable to stagger opposing buildings along the street so they are not directly facing each other, and therefore reduce the monotony along the streetscape.

Cul-de-sac street

Actions:

- It is generally acceptable to increase the density and decrease the spacing of buildings in cul-de-sacs to favour activity and prevent them from becoming isolated, parking can be at the front of properties in this case. Garages separate from dwellings are not acceptable and neither are parking courtyards.
- Cul-de-sacs should have pedestrian paths that connect them to surrounding areas and increase their connectivity access and overlooking. Careful consideration should be given to the landscaping and lighting of these paths to increase their safety. Follow Secure by Design principles included in Secure by Design Homes 2019 (or latest edition).
- Cul-de-sacs are typically backing onto the open land in the area. This is generally not advisable. It is generally advisable to back onto gardens of other properties. A side dwelling typology is suggested here as an alternative when properties back onto the open countryside. It provides distant views to the open land.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

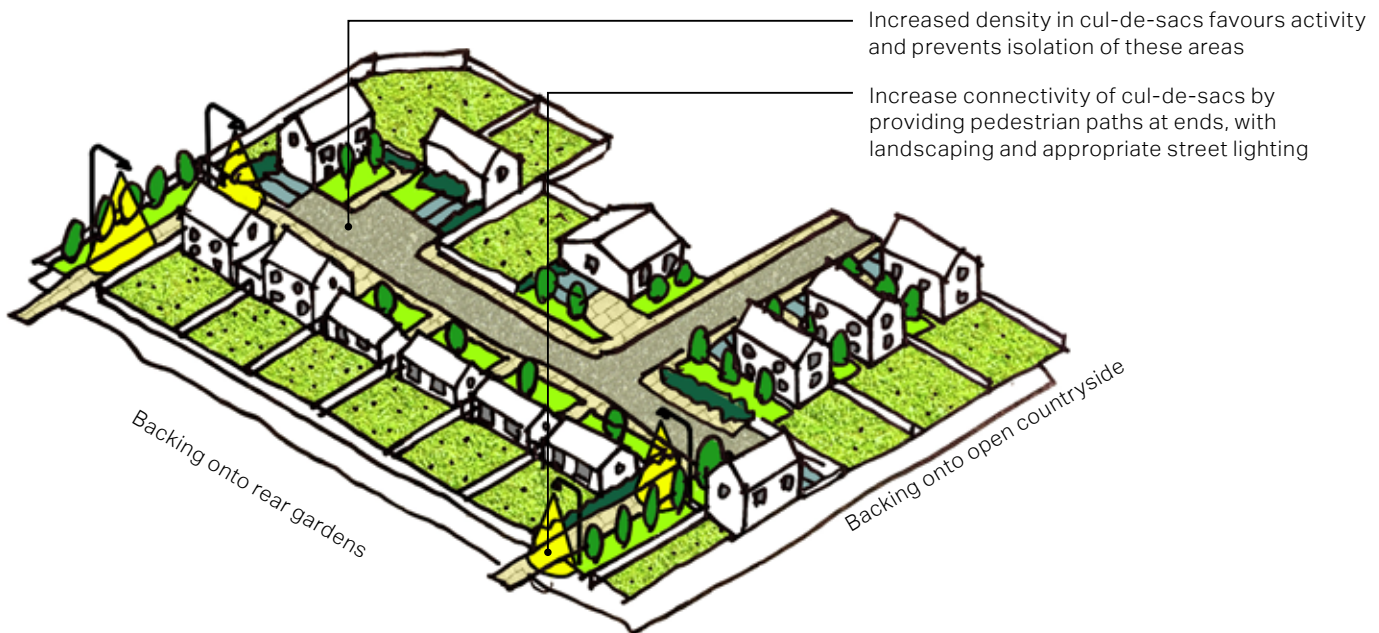
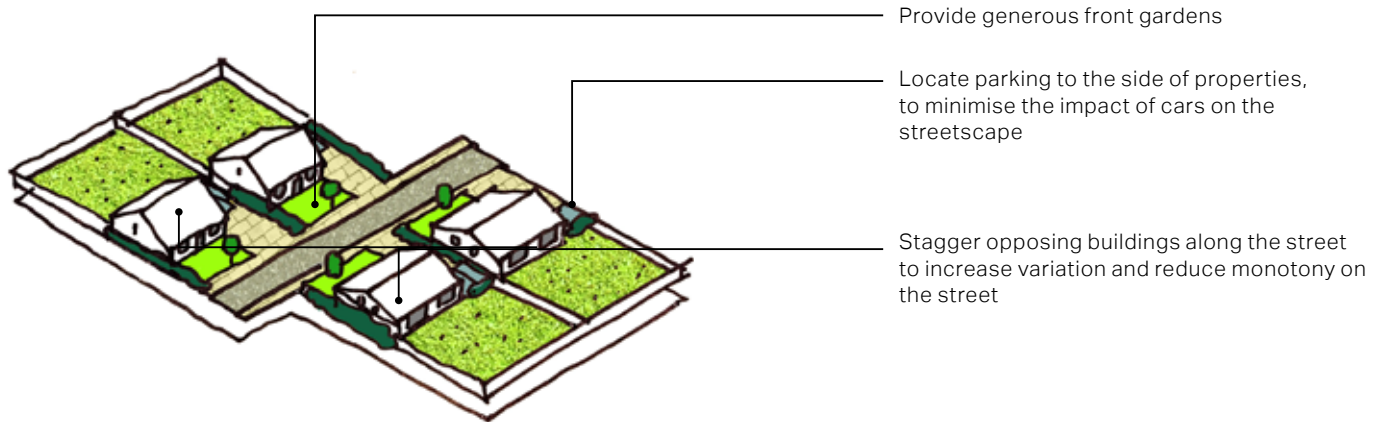
B

C

D

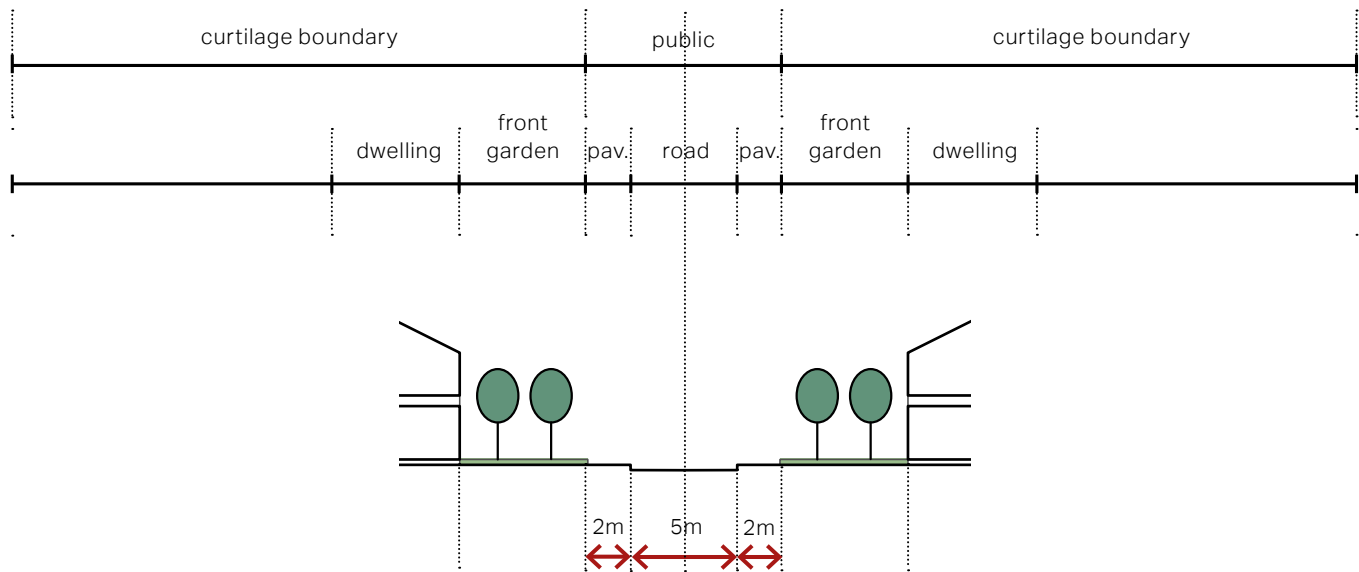
E

F



This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted in colour)

- A
- B
- C
- D
- E
- F



Springfield Close. Example of a local cul-de-sac

Examples

Springfield Close, to the left, is a local example of a cul-de-sac that is well overlooked and includes a public and well-light pedestrian connection to surrounding areas. However, the safety of the connection could be improved by increasing the width, overlooking and landscaping of the path.

Public space

Edge street / lane

Actions:

- Edge lanes are a suitable way of fronting the surrounding countryside making it accessible to most users.
- These streets can have gentle meandering, providing interest and evolving views while helping with orientation.
- Carefully consider landscaping as a buffer between development and the open countryside. This buffer future proofs the development against potential development that might front to the edge lane in the future.
- Connect the edge lane to paths and other public rights of way.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

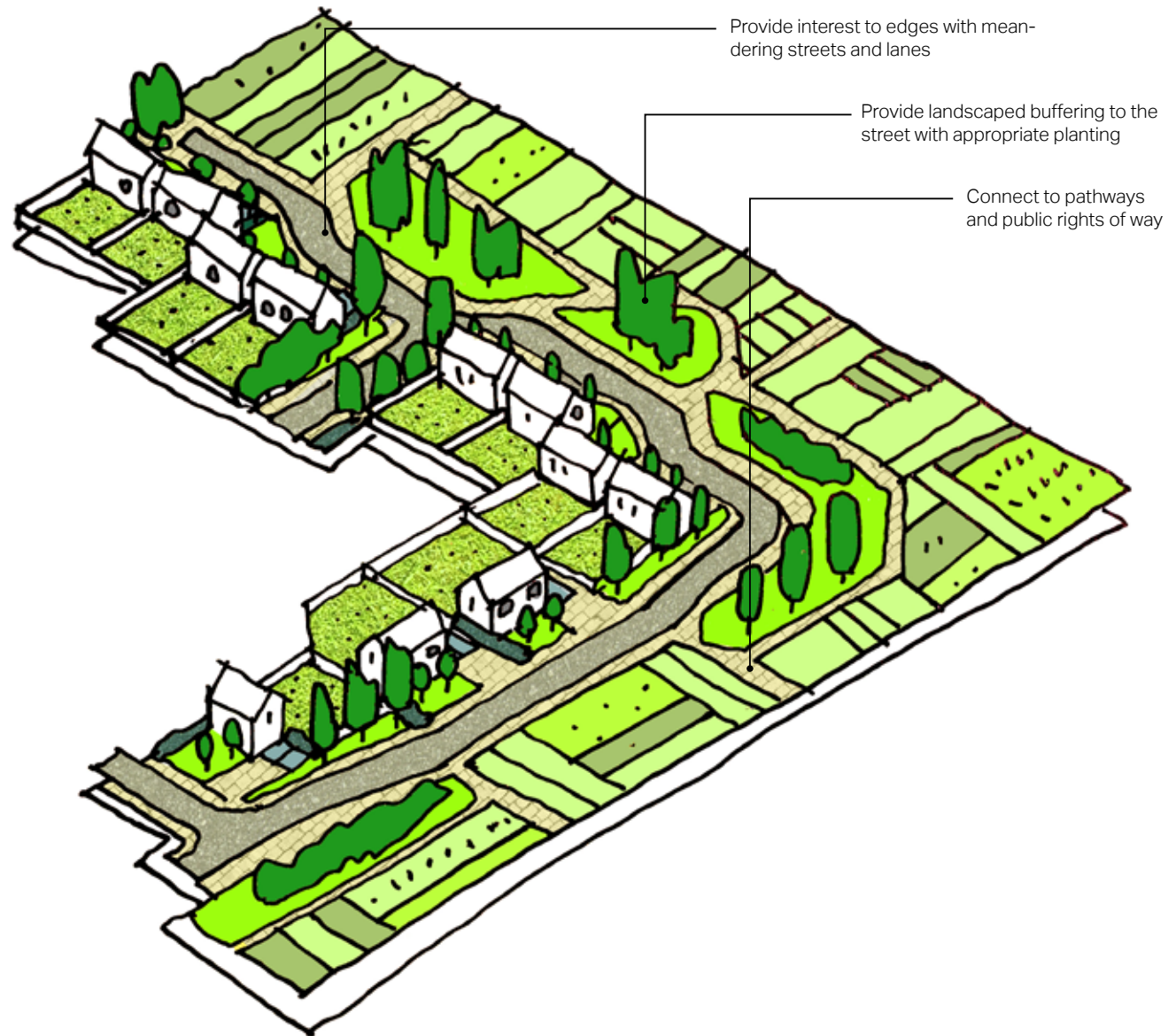
B

C

D

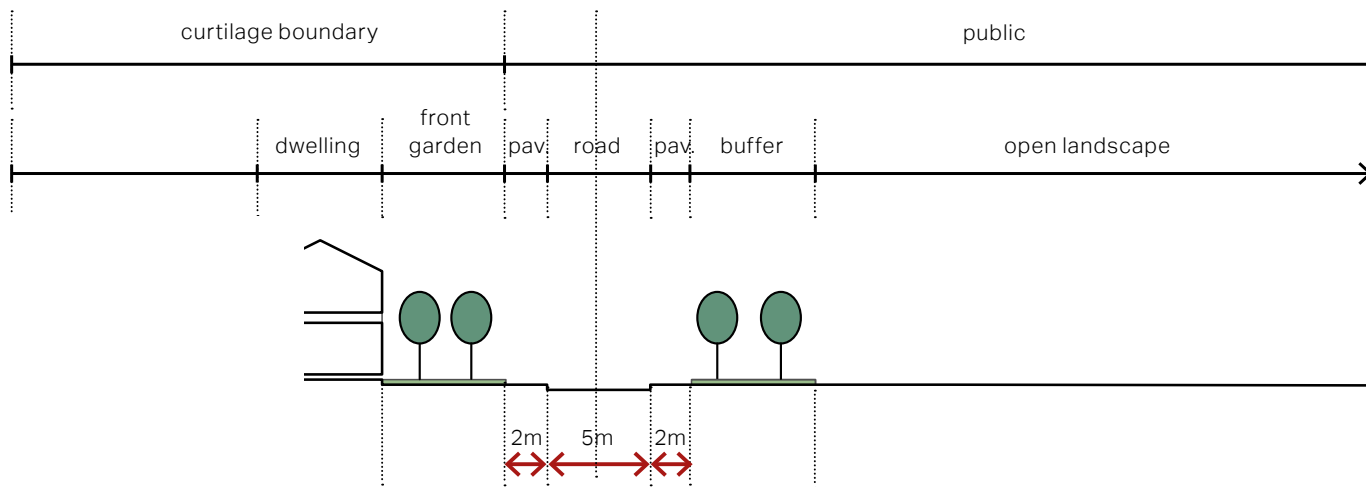
E

F



This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted in colour)

- A
- B
- C
- D
- E
- F



King's Loke. Example of a local edge lane

Examples

King's Loke, to the left, is a local example of an edge lane. Frontage towards the street could be improved, as well as the connectivity to pathways and the landscape beyond.

Public space

PS.02 Secured by design

Safe and lively spaces

- Designing out crime and designing community safety is essential to the creation of successful, safe and attractive developments. The following guidelines are in line with the latest manual endorsed by the police 'Secured by Design Homes 2019'.

Actions:

- Access and movement: design places with well-defined routes, spaces and entrances that provide for convenient movement without compromising security.
- Structure: design places that are structured and easy to read, so that different uses do not cause conflict.
- Activity: design places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times.
- Surveillance: design places where all publicly and privately-owned open spaces (such as front gardens and driveways) are overlooked. Provide adequate levels of street lighting.
- Ownership: design places that promote a sense of ownership, respect, territorial responsibility and community-compromising well defined dwelling boundaries;
- Physical protection: design places that include necessary, well-designed security features, such as boundary walls and party fences.
- Management and maintenance: design places that are designed with ease of management and maintenance in mind, to discourage crime in the present and the future.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

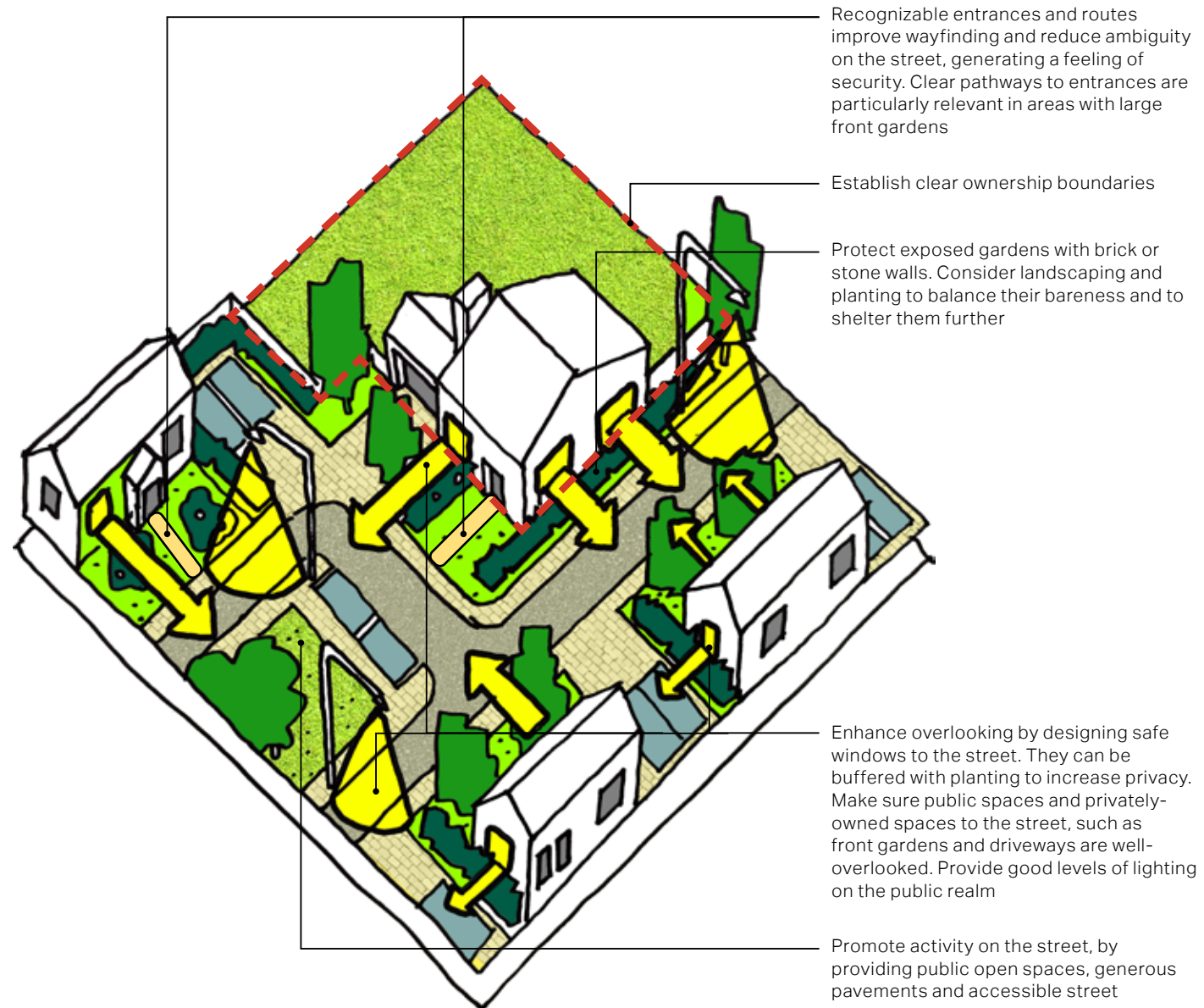
B

C

D

E

F



This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

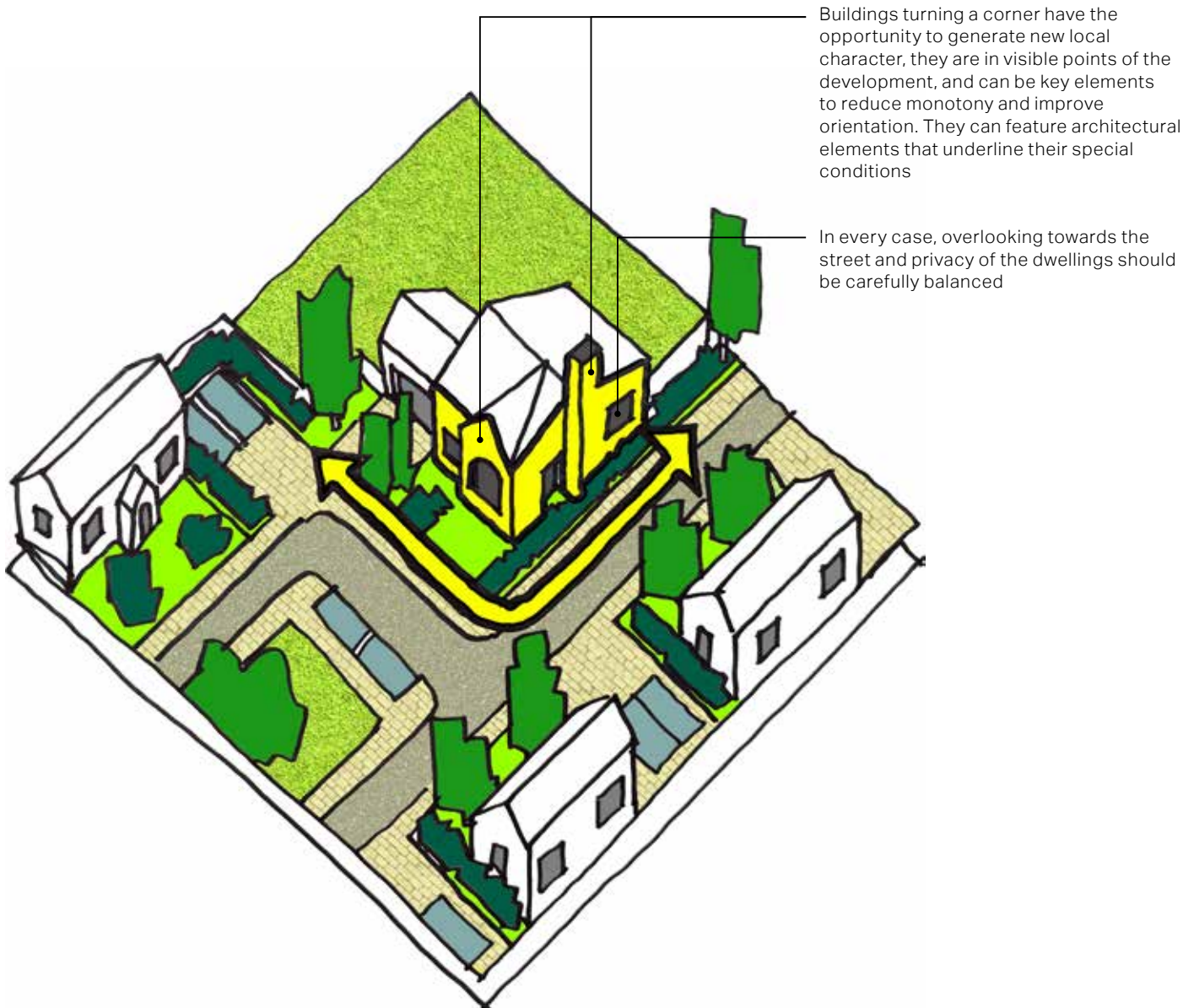
B

C

D

E

F



Buildings turning a corner

Streets with active frontages provide visual attractiveness and enhance the streetscape, but also provide high levels of natural surveillance.

Actions:

- Animate both facades on a corner buildings with doors and/or windows. Exposed, blank gable end buildings with no windows fronting the public realm should be avoided.
- Consider decorative architectural feature elements for these building types, given their prominence and their ability to create local character.
- As well as relating carefully to existing heritage features, landmark buildings should also be innovative and interesting. They should promote good architecture and ensure that places are distinct, recognisable and memorable.
- In any case, privacy measures should be taken into account from the early design stage. Issues such as overlooking from streets, private and communal gardens should all be considered. Setback from the street, front garden landscaping and detailed architectural design should help in balancing privacy to front living spaces with the need for overlooking of the street.

Identity

ID.01 Legibility

Gaps

Actions:

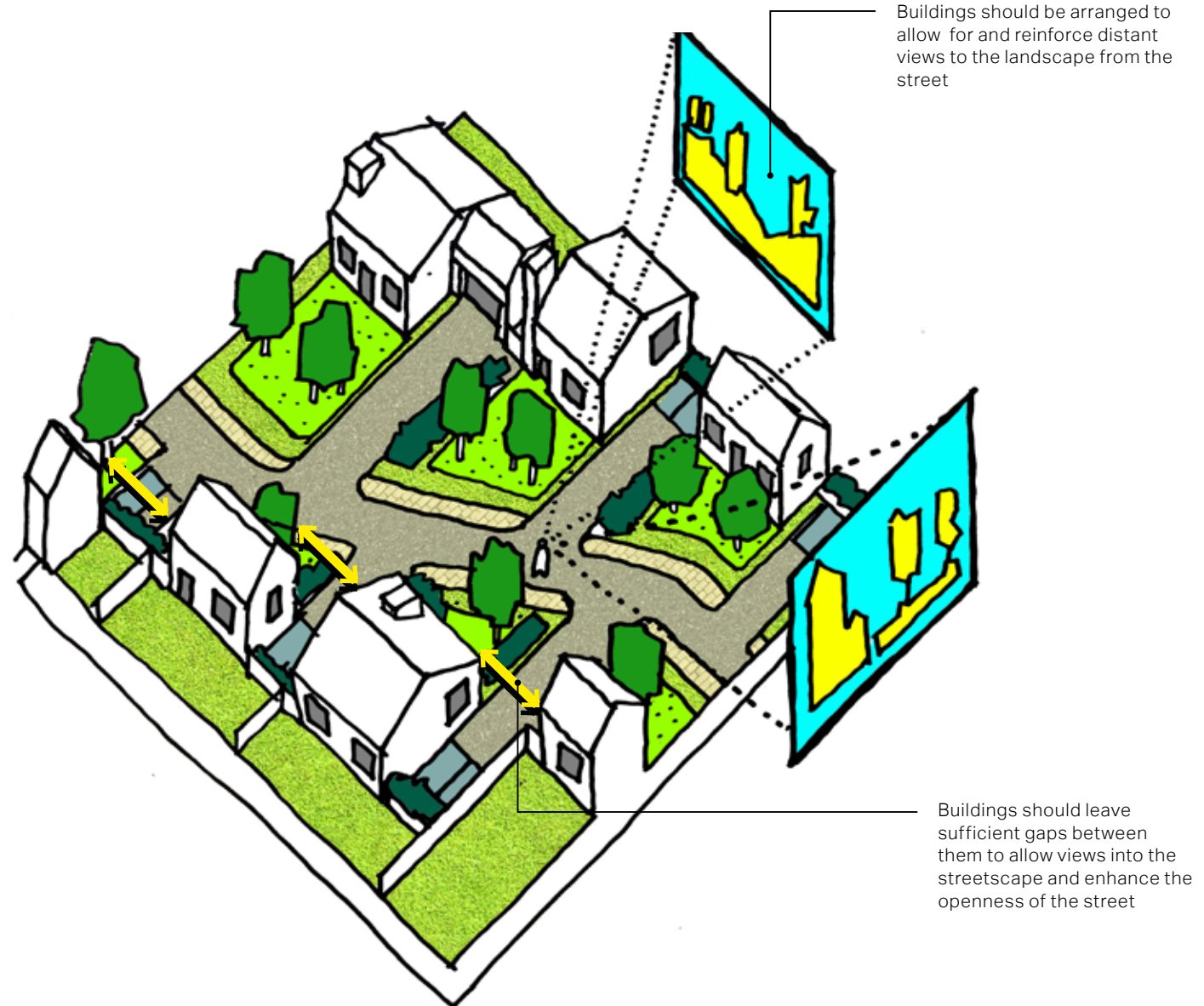
- Narrow gaps between buildings should be avoided, generous gaps between buildings contribute to the general feel of openness of the area.
- Refer to the nominal dimensions on the next design code to guarantee sufficient separation between buildings.

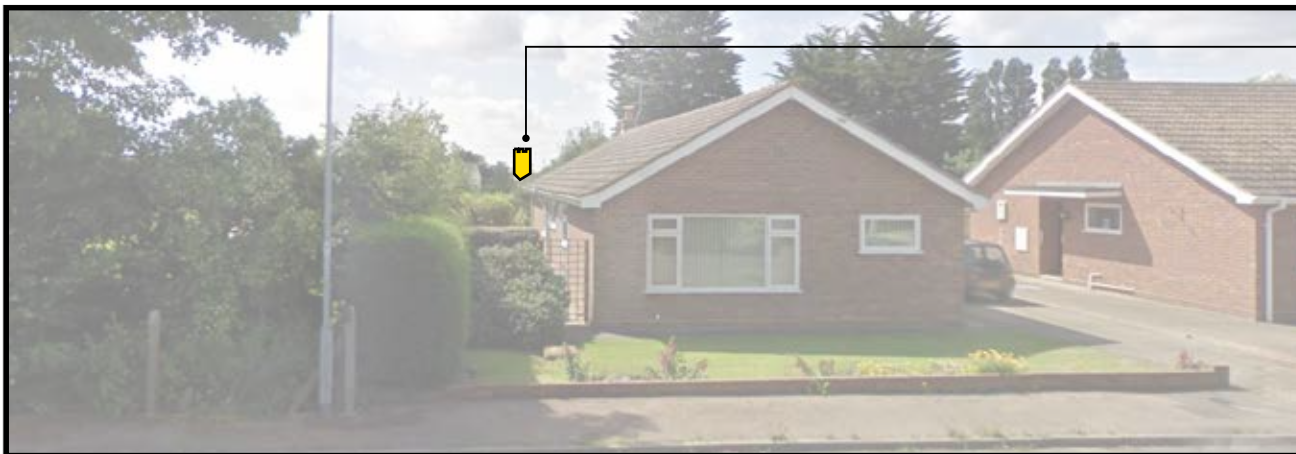
Views

Actions:

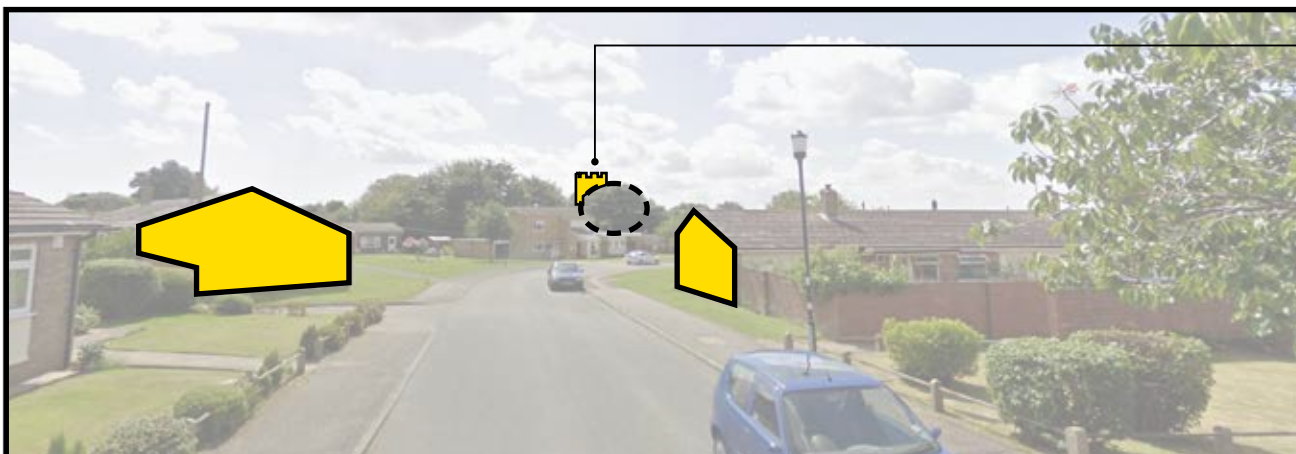
- Consider the sequence of views and the appreciation of the view as one moves through the street scene. Consider where are the most likely viewpoints for key views and plan the arrangement of buildings, tree planting and open spaces accordingly.
- Buildings should be designed and arranged to reinforce views of existing landmarks and the open countryside through appropriate scale, mass and separation.
- Planting, particularly of trees with the potential of growing large, should be carefully planned so they don't obstruct from views of key assets to the village.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

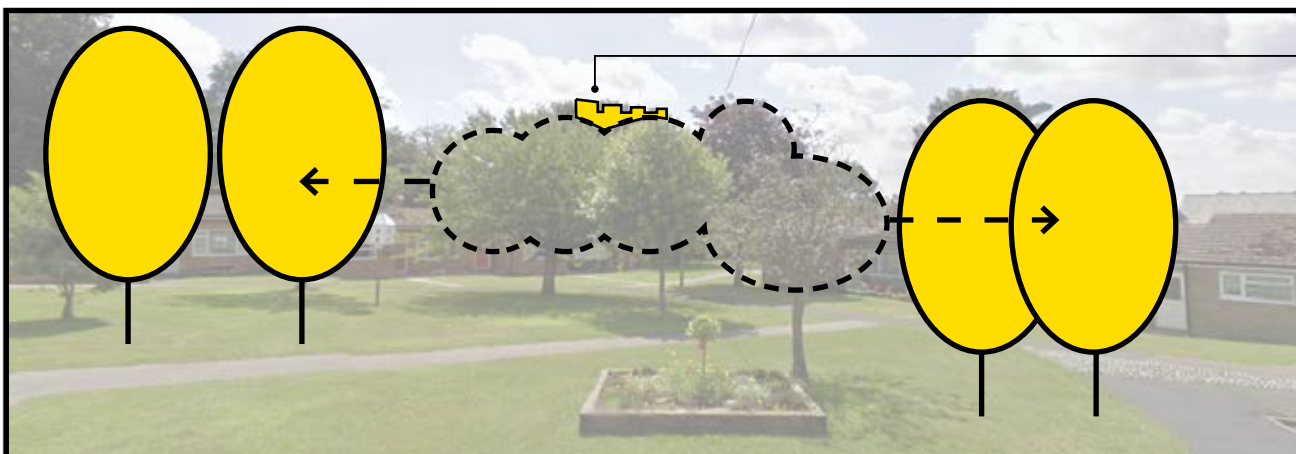




In the northernmost areas of Hemsby the topographical conditions allow for long views of St Mary the Virgin. Even if some gaps between buildings are generous enough to provide those views, the layout does not consciously acknowledge those views, and provides no framing.



In this view, approaching closer towards the church, its position is framed by turning the gable ends of dwellings converging onto the church. The generally low profile of bungalows makes the church stand out in the view. However, the view towards the church is interrupted by planting, in some cases this is inevitable.



In a closer view, the church is completely lost behind poorly planned planting. By consciously considering which are the key assets to be contemplated and where the most likely viewpoints to do so would be, these assets can become valuable elements of the street scene.

In this case planting could have been planned as suggested, improving the overall legibility of the church.

Identity

ID.02 Architecture

Roof profile

Creating variety in the roof line is a significant aspect of designing attractive places. There are certain elements that serve as guidelines in achieving a good variety of roofs:

- Scale of the roof should always be in proportion with the dimensions of the building itself.
- Monotonous building elevations should be avoided, with subtle changes in roof line being promoted during the design process.
- Local traditional roof detailing elements should be considered and implemented where possible.
- Dormers can be used as a design element to add variety and interest to roofs.

Roof materials

- The predominant material used for roofing is ceramic tile and natural slate. Thatched roofs are traditional in the area.

Wall materials

- Render: Not many examples of rendered traditional buildings can be found in the area. If rendered facades are suggested, it is recommended to keep rendering to subtle tones, such as smooth floated finish in a limited range of naturally occurring colours. The local vernacular rendering is tone is white, ochre, pink and light pastel colours.
- Stone: Stone cannot be considered as part of the local vernacular in the area.
- Weatherboarding: This is a used cladding material in Hemsby, normally in light tones in beach areas and dark brown and black tones in barns and stables.
- Brick: Locally, the clays are predominantly rich hues of reds and orange, burnt headers are also characteristic. New development using brick should use a hue that is specific to the area.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

B

C

D

E

F



Vine Close. Image above shows positive examples of roofscape articulations



The Paddock. Images above show positive examples of roofscape articulations

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

B

C

D

E

F



Brick facades and thatch roofs

Images above show typical materials in the area



Brick facades and ceramic tiled roofs



Images above show typical windows and openings in the area

Windows & openings

Windows are the 'eyes' of a building and are crucial to its character.

Actions:

- A limited range of traditional window patterns are characteristic of traditional houses in the area and provide appropriate models where a period effect is sought or required.
- Where possible, timber windows should be selected over uPVC alternatives; they can allow a finer profile to be achieved and if they are maintained properly they tend to be more durable.
- Aluminium windows can also offer a much greater range of design possibilities than uPVC alternatives, however these should not be considered as best option when choosing what material windows are made from.
- It is important that for good internal lighting the default position is for large windows on new development.
- In general traditional styled windows look best when painted white; although other colours are welcomed as they add interest to the street scene. If the timber weatherboarding is painted in darker colour (grey or black) windows could also be coloured like the rendering of the building to blend in.
- Cills and lintels frame a window and they should be designed with care. Timber lintels are the simplest form, characteristic of vernacular construction in timber-frame or brick areas.
- Ground floor windows can be larger and deeper than upper floor windows, as they add more animation to the streetscape.
- Corner windows are encouraged, they add architectural interest to the building and have a positive impact on the streetscape.

Special features

- It is important that the detailing and architectural elements used in new developments are of a high quality and reinforce the local character of Hemsby.
- Architectural detailing shall typically display elements that equate to those on existing traditional buildings which provide interest, scale and texture to form and elevations.

Dormers & bay-windows

- A dormer is a roofed structure, often containing a window, that projects vertically beyond the plane of a pitched roof. As the predominant typology in Hemsby, one-storey bungalows do not tend to display dormers. They can only be considered suitable feature elements for cottages and houses.
- Bay-windows, in contrast, are frequently displayed as part of the bungalow typology and can be used as local feature elements that add interest to facades.

Porches

- Frequently, porches and terraces tend to be associated with the bungalow typology, specially in coastal locations such as Hemsby's. They can be considered as local feature elements that can create interest on the street.

Chimneys

- Traditionally, buildings display simply-shaped brick chimneys. New buildings can make use of accent and feature elements such as chimneys to generate visual interest in the roof line and the streetscape.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

B

C

D

E

F



Images above show special architectural features in the area, such as bay-windows, porches and chimneys

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)

A

B

C

D

E

F



Poorly located meter boxes, their presence clutters front elevations



Porches / entries can conceal the presence of meter boxes



Positive example of drainage channel as demarcation of thresholds of water run-off from and to dwellings



Use clean lines and sympathetic colours for gutters and downpipes



Services

Actions:

- Design shared common trenches for service and drainage runs to minimise disturbance to buildings and reserve space for pipework and drainage under the verges and service strips.
- Where existing pavements are excavated, they should be reinstated with matching materials to ensure coherent surfacing.
- Avoid any damage to the root system of retained tree species. Service runs should not be located within the tree root spreads or new tree planting corridors.
- Use sympathetic materials to the surrounding paved areas for manhole covers and make sure they fit with the surface material used. Integrate substations and other service kiosks into the design of new developments from the start.

Pipework & utilities

- Utilities are necessary parts in the operation of public and domestic environments. Special attention is required for selection and location utilities such as pipework and utility boxes. Poor planning of utilities could easily hinder the overall quality of the street scape in new developments.

Actions:

- The location and design of services on a building must be considered carefully and every effort should be made to locate these items as unobtrusively as possible.
- Pipework should be grouped together and run internally wherever practical. Chimneys can be used to disguise gas flues where they do not serve a working fireplace. By default, rainwater goods should be dark coloured unless they are matching a prevalent colour in the area.
- Meter boxes should be designed into a scheme from the outset to avoid cluttering the elevations. They should be on end rather than front elevations where possible. External meter boxes can be avoided through the use of smart meters.

Homes & buildings

HO.01 Housing mix

Hemsby's street character is originated from the low profile of buildings and the general openness of the street. Most dwellings in the village are bungalows, and houses tend to concentrate at the end of cul-de-sacs or around the small historic core, where the bulkier profile of houses, over two storeys, does not detract from the general feel of the village.

Recent developments, such as the scheme on Stable Field Way or Marsh Road, are predominantly formed by two-storey houses and cannot be considered in keeping with the character of the village.

In spite of not determining a compulsory mix of typologies for new developments in these design codes, any new schemes should propose a set of typologies that take into account the character of Hemsby.

Therefore, any development that proposes typologies that are not in keeping with the character of the village will be contested.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Examples of bungalows in the area, consistent with the more extended suggested 10x10m footprint in the typologies on previous pages. These are the most extended dwelling types in the area and contribute to the general openness and low profile of the streets in Hemsby.



Examples of houses in the area, consistent with more compact suggested 10x6m footprint proposed in the typologies on previous pages. These are relatively infrequent and limited to the end of cul-de-sacs and some small pockets near the historic core.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Traditional brick boundary wall



Boundary limit marked with hedgerow



Low brick boundary wall



Wooden fencing boundary wall. Only acceptable in the Beach Front and Hemsby Beach character areas

Homes & buildings

HO.02 Gardens

Function

Front gardens can contribute positively to the character of the street scene. A well-maintained front garden adds to the overall look of the area.

Rear gardens can provide additional well-being benefits, as places to sit, eat and relax. They constitute opportunities to grow vegetables and fruits and can be appropriate places to install outdoor office spaces and working areas.

Planting

Actions:

- The British Standard 5837: 2012 'Trees in relation to construction- Recommendations' should be the reference document when considering new and existing trees on proposed development sites.
- Existing trees should be retained as much as possible.

Boundary treatments

Quality landscaping and well-thought boundary treatments are key to achieving attractive streets. Make good use of hedges, trees, flower beds, low walls and high quality paving materials between the private and public space.

Actions:

- If low level boundary demarcation of front gardens is required for security or given the conditions of the street, it will not normally be appropriate to allow fences higher than 1 metre to the street and 1.8metres to the rear, to separate rear gardens.
- The selected material to mark curtilage boundaries will need to be appropriate to the surroundings and in keeping with that of neighbouring properties, wooden boarding is generally not advisable and brick and planting is preferred, as is in keeping with the traditional boundary treatments in the area.
- Wooden boarding is frequently found in the Beach Front and Hemsby Beach character areas, so it could be acceptable as boundary marking in those areas. Generally, wooden fencing can be used for concealed rear and side gardens backing onto each other, if these gardens are never facing the street or open spaces.

Homes & buildings

HO.03 Extensions

General considerations

Extensions to dwellings can have a significant impact on the character and appearance of the building, but also on the streetscene within which they sit. A well-designed extension can enhance the appearance of its street, whereas an unsympathetic extension can have a harmful impact, create problems for neighbouring residents and affect the overall character of the area.

Even if this section is not mandatory where work falls within the definition of permitted development, it can be considered as a design reference in Hemsby to achieve a cohesive and positive character in keeping with the village built form.

Actions:

- Alterations and extensions within the conservation area should reflect local character through the use of characteristic materials and detailing.
- All extensions should be appropriate to the mass, scale and design of the main building and should not exceed the height of the original or adjacent buildings. Two storey extensions should be constructed with the same angle of pitch as the existing roof.
- The form of extensions should respect the shape and style of the roof. Reference should be taken from the host building and the local vernacular to determine the most appropriate proportions for the extension.
- Innovative and creative material and design suggestions in extensions that complement the host building may be appropriate, but should always reflect local character in their form, scale and massing.
- Design codes BF.06, BF.07, BF.08 and BF.09 should also be followed in relation to modifications and extensions.

General forms

Actions:

- The original building should remain the dominant element of the property regardless of the amount of extensions. The newly built extension should not overwhelm the building from any given point.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



- Avoid designs that wrap around the existing building and involve overly complicated roof forms.

Roof extensions

The pitch and form of the roof of buildings adds to its character and extensions should respond to this where appropriate.

Actions:

- Wherever possible, locate roof extensions to the rear of properties to minimise potential impact on the streetscape.
- Favour rooflights as a way of introducing natural light into a roofspace without resulting in negative visual impact.

Extensions to side

Actions:

- Side extensions should be set back from the front of the main building, mirror the roof pitch, replicate or have lower cornice height, and ridges should be below the existing ridge height. Take careful consideration to avoid overshadowing of the neighbouring plot.
- Set-back the extension by at least 50cm from the main facade or at least by 1m if the extension is a car garage.
- A minimum distance of 1m between the property and its boundary (giving a total distance of at least 2m between properties) should be maintained by new side extensions.

Extensions to front

Actions:

- In general, front extensions have a greater impact on the street, and so should be avoided.
- Front extensions should take the form of the existing building, mirror the roof pitch, replicate or have lower cornice height and their ridge should be below the existing ridge height.

Extensions to rear

Actions:

- Rear extensions should take the form of the existing building, mirror the roof pitch, replicate or have lower cornice height, and ridges should be below the existing ridge height. Take careful

consideration to avoid overshadowing of the neighbouring plot.

Loss of private amenity

Actions:

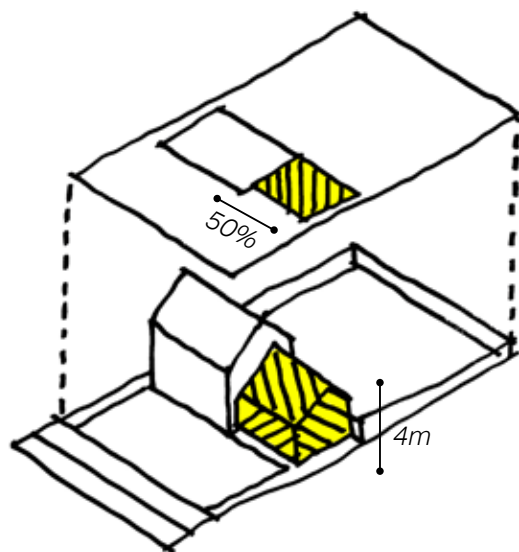
- Extensions should not result in a significant loss to the private amenity area (front, side and rear gardens) of the dwelling.

Architectural language & materials

Actions:

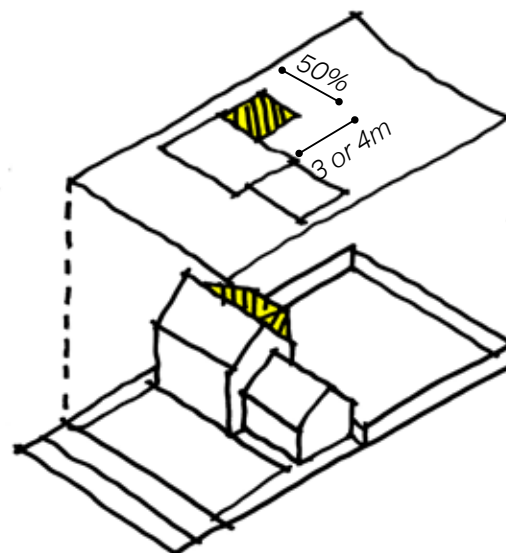
- Extensions should consider the materials, architectural features, window sizes and proportions of the existing building and recreate this style to design an extension that matches and complements the existing building. The original building should remain the dominant element of the property regardless of the amount of extensions. The newly built extension should not overwhelm the building from any given point.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Extensions to side

- Only half the area of land around the original house can be covered by extensions or other buildings.
- Extensions cannot be higher than the highest part of the existing roof; or higher at the eaves than the existing eaves.
- Where the extension comes within two metres of the boundary the height at the eaves cannot exceed three metres.
- The extension cannot exceed four metres in height.
- The extension can only be a single storey.



Extensions to back

- Only half the area of land around the original house can be covered by extensions or other buildings.
- Extensions cannot be higher than the highest part of the existing roof; or higher at the eaves than the existing eaves.
- Where the extension comes within two metres of the boundary the height at the eaves cannot exceed three metres.
- The extension cannot exceed four metres in height.
- The extension can only be a single storey.
- Single-storey rear extensions cannot extend beyond the rear wall of the original house by more than four metres if a detached house; or more than three metres for any other house.

Permitted development

Permitted development rights allow you to extend a house without needing to apply for planning permission if specific limitations and conditions are met. If you want to exceed these, then it is likely that an application for householder planning permission will be required.

All extensions

- Only half the area of land around the original house can be covered by extensions or other buildings.
- Extensions cannot be higher than the highest part of the existing roof; or higher at the eaves than the existing eaves.
- Where the extension comes within two metres of the boundary the height at the eaves cannot exceed three metres.
- Extension cannot be built forward of the 'principal elevation' or, where it fronts a highway, the 'side elevation'.

Side extensions

Where it would extend beyond the 'side elevation' of the original house, the extension:

- Cannot exceed four metres in height.
- Can only be a single storey.
- Can only be up-to half the width of the original house*.

Single storey extensions

- Single-storey rear extensions cannot extend beyond the rear wall of the original house by more than four metres if a detached house; or more than three in any other case. They cannot exceed four metres in height.

Extensions of more than one storey

- Extensions of more than one storey must not extend beyond the rear wall of the original house* by more than three metres or be within seven metres of any boundary* opposite the rear wall of the house.
- Roof pitch must match existing house as far as practicable (note that this also applies to any upper storey built on an existing extension).
- Any upper-floor window located in a 'side elevation' must be obscure-glazed and non-opening (unless the openable part is more than 1.7 metres above the floor).
- All side extensions of more than one storey will require householder planning permission.

For further information on permitted development Refer to https://www.planningportal.co.uk/info/200130/common_projects/17/extensions

Energy & sustainability

SU.01 Insulation

Thermal mass

Thermal mass describes the ability of a material to absorb, store and release heat energy. Thermal mass can be used to even-out variations in internal and external conditions, absorbing heat as temperatures rise and releasing it as they fall. Thermal mass can be used to store high thermal loads by absorbing heat introduced by external conditions, such as solar radiation, or by internal sources such as appliances and lighting, to be released when conditions are cooler. This can be beneficial both during the summer and the winter.

Actions:

- Provide thermal storage in construction elements, such as a trombe wall placed in front of a south-facing window or concrete floor slabs, that will absorb solar radiation and then slowly re-release it into the enclosed space.
- Use mass combined with suitable ventilation strategies.

Insulation

Actions:

- Provide thermal insulation to any wall or roof to the exterior to prevent heat losses. Pay particular attention to heat bridges around corners and openings in the design stage.
- Provide acoustic insulation to prevent the transmission of sound between active (i.e: living room) and passive spaces (i.e: bedroom).
- Provide fire insulation and electrical insulation to prevent the passage of fire between spaces or components and to contain and separate electrical conductors.

Airtightness

Airtight constructions help reduce heat loss, improving comfort and protecting the building fabric. Airtightness is achieved by sealing a building to reduce infiltration – which is sometimes called uncontrolled ventilation. Simplicity is key in airtightness design. The fewer junctions, the simpler and more efficient the airtightness design will be.

Actions:

- Form an airtightness layer in the floor, walls and roof.
- Seal the doors, windows and rooflights (if applicable) to the adjacent walls or roof.
- Link the interfaces between walls and floor and between walls and roof, including around the perimeter of any intermediate floor.
- Seal penetrations through the air barrier.

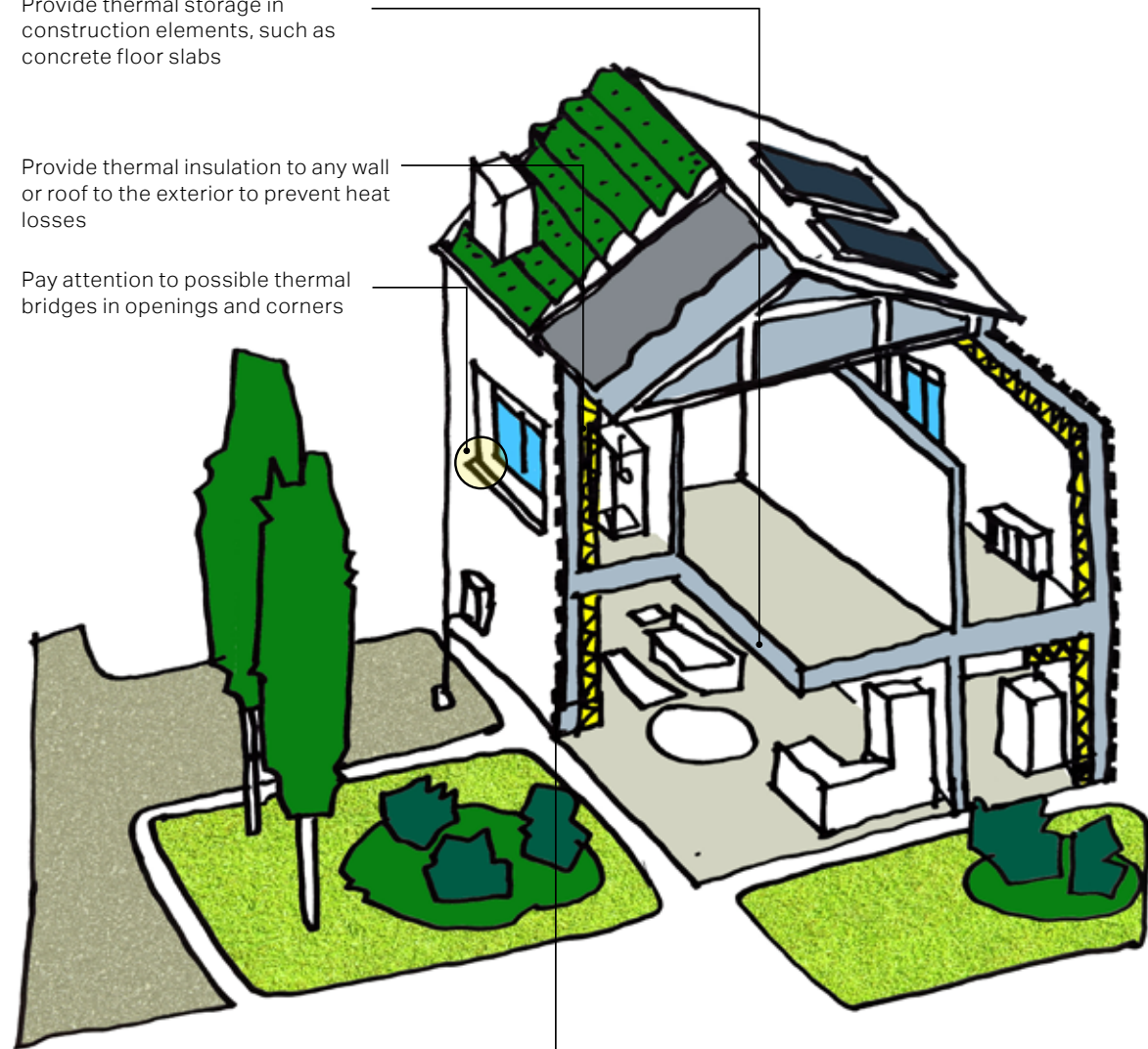
This code is applicable to the following area types:
(Those areas where it is applicable are highlighted)



Provide thermal storage in construction elements, such as concrete floor slabs

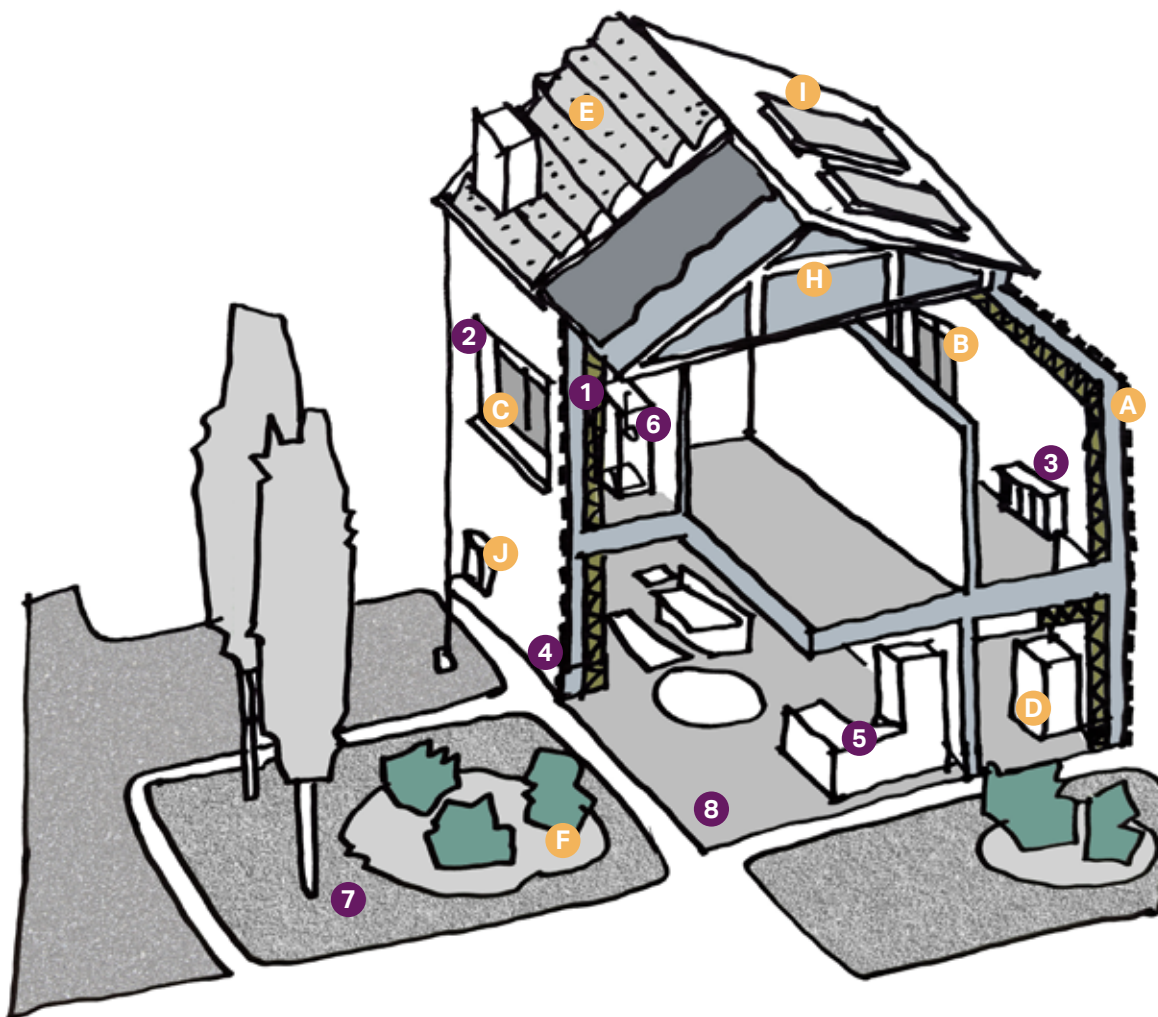
Provide thermal insulation to any wall or roof to the exterior to prevent heat losses

Pay attention to possible thermal bridges in openings and corners



Seal penetrations through the air barrier to guarantee the air tightness of the dwelling

This code is applicable to the following area types:
 (Those areas where it is applicable are highlighted)



Energy & sustainability

SU.02 Low carbon

High Performance Residential Buildings

Energy efficient or eco homes combine all around energy efficient construction, appliances, and lighting with commercially available renewable energy systems, such as solar water heating and solar electricity.

The aim of these interventions is to reduce home overall energy use as cost effectively as the circumstances allow for. Whereas, the final step towards a high performance building would consist of other on-site measures towards renewable energy systems.

- | <i>Existing homes</i> | <i>New build homes</i> |
|--|---|
| <p>1 Insulation
in lofts and walls (cavity and solid)</p> | <p>A High levels of airtightness</p> |
| <p>2 Double or triple glazing with shading (e.g. tinted window film, blinds, curtains and trees outside)</p> | <p>B More fresh air with mechanical ventilation and heat recovery, and passive cooling</p> |
| <p>3 Low- carbon heating with heat pumps or connections to district heat network</p> | <p>C Triple glazed windows and external shading especially on south and west faces</p> |
| <p>4 Draught proofing of floors, walls, windows and doors</p> | <p>D Low-carbon heating and no new homes on the gas grid by 2025 at the latest</p> |
| <p>5 Highly energy- efficient appliances (e.g. A++ and A+++ rating)</p> | <p>E Water management and cooling more ambitious water efficiency standards, green roofs and reflective walls</p> |
| <p>6 Highly waste- efficient devices with low-flow showers and taps, insulated tanks and hot water thermostats</p> | <p>F Flood resilience and resistance if needed in flood risk areas. E.g. raised electrical, concrete floors and gardens</p> |
| <p>7 Green space (e.g. gardens and trees) to help reduce the risks and impacts of flooding and overheating</p> | <p>H Construction and site planning timber frames, sustainable transport options (such as cycling)</p> |
| <p>8 Flood resilience and resistance if needed in flood risk areas</p> | <p>I Solar panel</p> |
| | <p>J Electric car charging point</p> |

Energy & sustainability

SU.03 Solar panels

New houses should incorporate solar panels in their roof design, they should follow this general design guide as appropriate.

Colour & contrast

- The colour and finish of solar panels and how they reflect light should be chosen to fit in with the building or surroundings. The majority of crystalline and thin film panels are dark blue or black; within these shades are a variety of finishes and tones to help make the panels unobtrusive.

Frames

- Panels without frames, or black-framed panels, should be used where framed panels would detract from the building.

Size and style

- Consider the style of the building and, if possible, position the solar PV panels so they are in proportion to the building and its features. For example, they can resemble roofing elements such as roof lights or windows.
- The way in which panels are laid out in relation to one another can make a huge difference to the appearance of the system – favour symmetrical arrangements.
- Consider how the installation relates to the shape of the roof or building. If possible, covering the whole roof or one of its gables is often advisable.

Surroundings

- Choose plant and tree types and locations so that plants will not grow to shade areas on the property or on neighbouring properties where solar energy systems are installed.
- Solar PV on adjacent houses of the same type may look out of place if the approaches are very different. Consider using similar components to fit with the prevalent panel style in the area.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



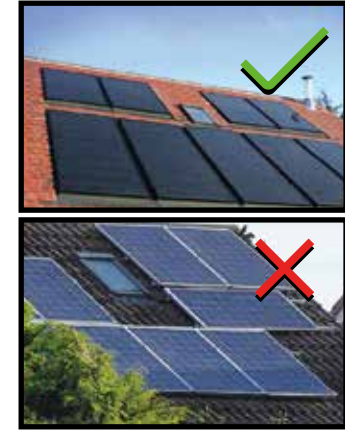
Select a colour and finish that matches the surroundings



Consider frameless panels



Proportions of the panels should reflect the language of the building and its elements



Favour symmetrical arrangements



Often, covering a whole gable is the best way to relate to the general shape of a roof



Plant trees that do not overshadow the panels



Avoid overshadowing neighbouring properties



Maintain a consistent look with neighbouring properties

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Orientate green roofs and walls to optimal sunlight radiation and minimise the effect of overshadowing



Protect green roofs and walls from excessive wind levels, in this case the sloping site assists in the protection of the roof



Favour ease of maintenance and accessibility to the green roof



Green roofs and walls should minimise power use and do not need to be heavily engineered solutions. Climbing plant species such as vines are a traditional way of achieving the same effects

Energy & sustainability

SU.04 Green communities

Green roofs

Sunlight orientation & overshadowing

- Sunlight, orientation and overshadowing from surrounding buildings have to be taken into account. Care must be taken to ensure that the plants receive sufficient but not excessive sunlight to grow.

Wind exposure

- Wind speed and exposure varies according to building height, orientation and location. The plants, soils and supporting structures must be able to withstand these forces. The plants and structure must be anchored so they cannot detach from the building and cause damage. The soils should be contained so the wind cannot blow them away.

Services

- Green roofs and walls need water, power and drainage for maintenance. Care must be taken to keep roots and leaves out of the drainage system, and this should be factored into design and maintenance. There should be points where the drainage system can be inspected and cleaned out regularly.

Power use

- Green roofs and walls should be designed to minimise power use, at that effect, consider the orientation of the roof and walls, and the access to natural light. Where possible, use gravity and not pumps for watering systems.

Installation

- Green walls should be separated from the building elevations, so there is no moisture transfer to the wall.

Existing buildings and parapets

- Some roof parapets can lead to ponding and pooling of water. If the building has parapets, ensure that there is good drainage. The fitting of high-water alarm systems should be considered if there is no clear overflow path.

Energy & sustainability

Homes, gardens, community

Back and front gardens, together with public green open spaces and surrounding fields play a key role in supporting biodiversity in built-up areas. They have the potential to create habitat mosaics and enable wildlife corridors, often linking up with parks, tracks, rivers, churchyards and hedgerows. Users can follow these steps to foster wildlife and habitat creation in their community.

Actions:

- Reduce or eliminate use of chemicals in gardens, use companion planting and physical removal to combat pests such as aphids, slugs and sawflies.
- Create habitats for wildlife; bee-boxes, hedgehog homes, log and stone piles for invertebrates, toads and slow worms who will also inhabit a compost heap.
- Plant late, mid-season and early blooming nectar rich flowers to attract pollinators and beneficial insects all year round.
- Make a pond, keep it ice free in winter by floating a ball on the top and ensure that it is safe for children.
- Feed birds through the winter and supply nesting boxes.
- Allotments can be another green structuring element that improves natural habitats, consider the need for allotment plot allocation when planning a new development.
- Allotments can be great opportunities for ambitious design that moves away from the poor landscape quality of some and provides true community amenity in the development.

This code is applicable to the following area types:
(Those areas where it is applicable are highlighted in colour)



Create habitats for wildlife, such as bird and bee boxes



Incorporate water and wildlife friendly ponds in gardens



Consider the opportunities that allotments can offer for vibrant design



Allotments can have positive impact on the landscape and community

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3b

Applied design codes

Applied design codes

This section includes a summary of the different design codes and their primary areas of application.

Key

- Character Area A: Historic Core
- Character Area B: Hemsby village
- Character Area C: Hemsby beach
- Character Area D: Beach front
- Character Area E: Farm & open countryside
- Character Area F: New development

- x** Design code applicable to character area
- Design code not applicable to character area



		A	B	C	D	E	F
MO.01	Walking & cycling						
	<i>Connecting</i>	x	x	x	x	x	x
	<i>Orientation</i>	x	x	x	x	-	x
MO.02	Inclusive streets	x	x	x	x	x	x
MO.03	Car Parking	x	x	x	x	x	x
MO.04	Cycle & refure storage	x	x	x	x	-	x
NA.01	Green Networks						
	<i>Green links</i>	x	x	x	x	x	x
	<i>Street planting</i>	x	x	x	x	x	x
	<i>New Woodland</i>	-	-	-	x	x	-
NA.02	SuDS						
	<i>SuDS</i>	-	-	-	-	-	x
	<i>Surface treatments</i>		-	-	-	-	x
BF.01	Density	x	x	x	x	x	x
BF.02	Types & forms	x	x	x	x	x	x
BF.03	Heights	x	x	x	x	x	x
BF.04	Building line	-	-	-	-	-	x

		A	B	C	D	E	F
PS.01	Street hierarchy	-	-	-	-	-	x
PS.02	Secured by design	-	-	-	-	-	x
ID.01	Legibility	x	x	x	x	x	x
ID.02	Architecture	-	-	-	-	-	x
HO.01	Housing mix	x	x	x	x	x	x
HO.02	Gardens	x	x	x	x	x	x
HO.03	Extensions	x	x	x	x	x	x
SU.01	Insulation	x	x	x	x	x	x
SU.02	Low carbon	x	x	x	x	x	x
SU.03	Solar panels	x	x	x	x	x	x
SU.04	Green communities						
	<i>Green roofs</i>	x	x	x	x	x	x
	<i>Homes, gardens, communities</i>	x	x	x	x	x	x





04

Delivery

Delivery

These design codes consider the spatial and contextual character of Hemsby and subsequently set out the conditions that any development in the area should follow. These codes inform how future developments might create high quality places in a way which responds to and enhances the rich character of the area.

These design codes can be a valuable tool for securing context-driven, high quality development in Hemsby, especially on potential sites that might come forward in the future. They will provide more certainty to both developers and the community in securing developments that are designed to the aspirations of the community and that can speed up the planning process.

These design codes are anticipated to be used by different stakeholders in the planning and development process in the various ways summarized in the table opposite.

Stakeholders	How to use this guideline
Applicants, developers, landowners	As a guide to community and Local Planning Authorities expectations on design, allowing a degree of certainty – they will be expected to follow these guidelines as planning consent is sought.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications. The design codes should be discussed with applicants during any pre-application discussions.
Parish Council	As a guide when commenting on planning applications, ensuring that the design codes are complied with.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

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About AECOM

AECOM is built to deliver a better world. We design, build, finance and operate infrastructure assets for governments, businesses and organizations worldwide. As a fully integrated firm, we connect knowledge and experience across our global network of experts to help clients solve their most complex challenges. From high-performance buildings and infrastructure, to resilient communities and environments, our work is transformative, differentiated and vital. See how we deliver what others can only imagine at aecom.com and [@AECOM](https://www.instagram.com/AECOM).

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