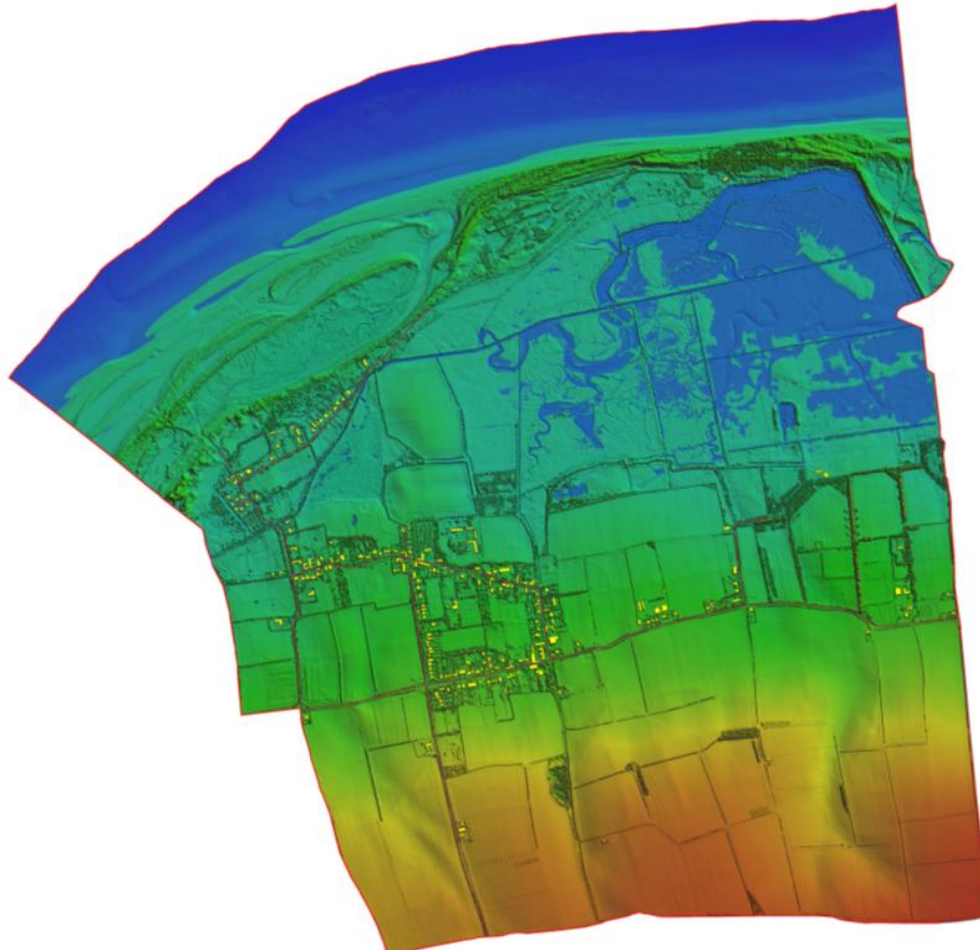




Holme-next-the-Sea Neighbourhood Plan

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Meeting the Challenge for Sustainable Development in the AONB



Developing Solutions
Norfolk Coast Partnership Conference
12 July 2017

Lynn Devereux
Holme-next-the-Sea Parish Council



Motivation: Why have a Neighbourhood Plan ?



Concerns over:

- Speculative land acquisition for housing development and mobile accommodation
- Environmental impacts of **inappropriate** development
- Replacement of modest homes by top end properties beyond the reach of locals & retirees
- Excessive growth in second homes

An opportunity to:

- Have a bigger say in shaping the character of the built and natural environment
- Get the type of houses we need - where we need them
- Create a more sustainable future for the community



“85% of people are concerned about inappropriate future development, particularly damage to the environment, the character of the village, traffic growth and road safety”



Holme-next-the-Sea Neighbourhood Plan

Localism Agenda: What does the Community want?

Questionnaire survey results

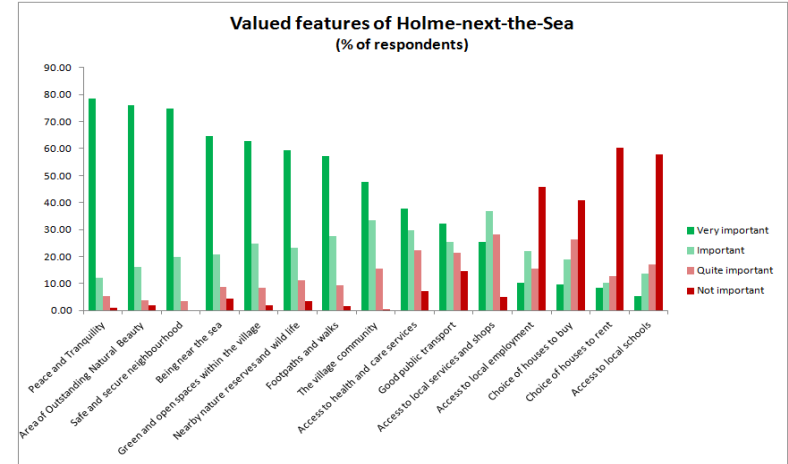


Most Valued

80% of survey respondents value Peace & Tranquillity, the AONB setting and a safe and secure neighbourhood



Important places, buildings & views to protect



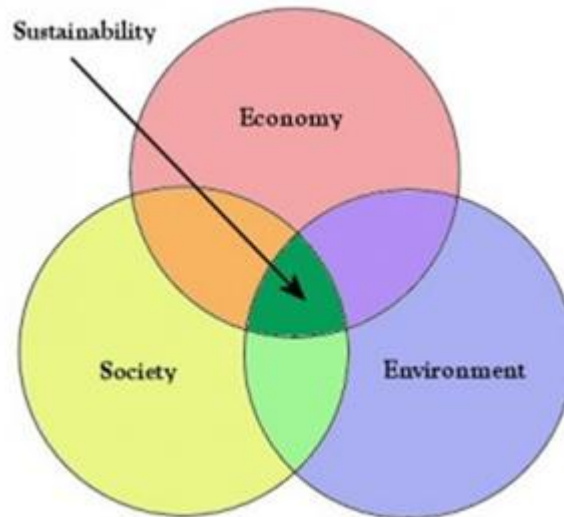
Independent Suggestions

More footpaths, a shop, new visitor / environment/ heritage centre, car park, self-builds, a Boundary

Peoples' wishes are clear but delivering on these must be justifiable on the back of hard evidence & must support the Government's NPPF objectives for Sustainable Development



Balancing community aspirations with the need for sustainable development in the AONB



At first sight, parishioners wish-list and focus may appear inconsistent with NPPF objectives for balanced, sustainable development

Our experience: A real challenge is to build the evidence base needed to underpin a plan that balances the requirements of the NPPF with local aspirations. Do your homework and be prepared for some surprises



Society

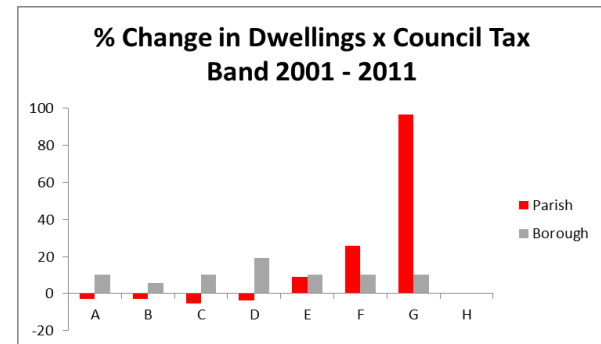
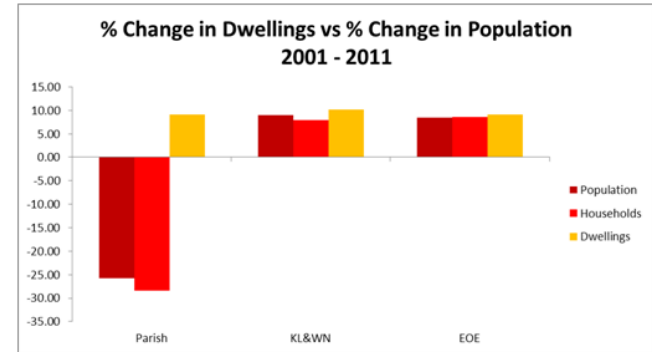
Evidence from the Office for National Statistics and the 2001-11 Census

Between 2001 and 2011 there has been:

- A 28% decline in resident households
- A 12% decline in the 24 – 44 years age group
- A 7% increase in the 60+ age group
- A 9% increase in housing stock

By 2011 there was:

- More than 55% second home ownership
- ~ 150 caravans/mobile homes vs 275 houses
- Over 80% of households with 2 or less people
- 75% of homes with 3 or more bedrooms



Housing stock has been increasing whilst resident population has been falling. There is a mismatch between resident family size and size of houses. The imbalance in the housing supply has been made worse by an increase in larger properties at the expense of smaller ones.



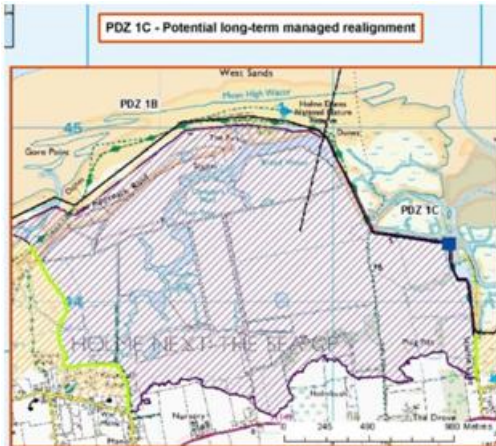
Environment

Holme has an outstanding natural environment: **42%** of the area is designated as RAMSAR, SAC, SPA, SSSI



- In 2010 Holme Dunes NNR attracted more than 100,000 visitors. Current numbers are expected to increase by 9% from Norfolk residents alone due to new housing allocations.

- 75% of NNR visitors arrive by car and the only vehicle access is through the narrow roads of Holme village.



- There is growing evidence that poor air and water quality is having a negative impact on the environment.
- ~40% of the Parish is in Environment Agency Flood Zone 3.
- A substantial area of the Parish, including some settlement, is designated as 'Managed Realignment' within the *Shoreline Management Plan*. This area is at risk of becoming intertidal zone – impacting on freshwater habitats, wildlife and Parish Amenity.

100% of Holme is in the AONB. There are growing threats from climate and sea level change, growth in visitor numbers and pollution. These issues need to be addressed **during the lifetime of the NDP**.



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Economy

The AONB setting attracts income and economic activity which contributes to a thriving economy



Retired residents & homeworkers



Day visitors, stay visitors & second homeowners



Retail, leisure & food services

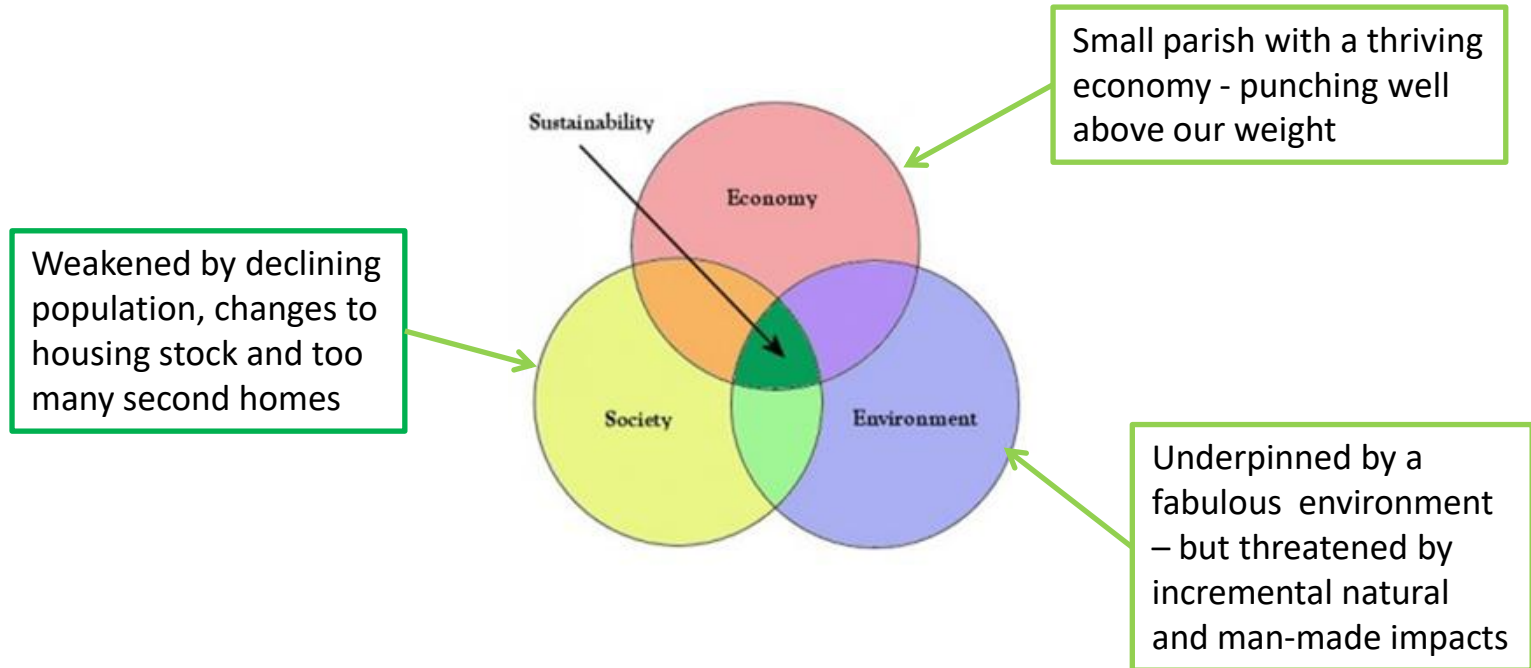


The Parish economy depends very heavily on ecosystem services and the quality of the environment



What next ?

We've built the evidence base to inform our approach and had some big surprises along the way



*Sustainable development for Holme means **appropriate** development that will help restore a strong and well balanced community and ensure that the environment can continue to drive a thriving economy*

The current challenge for the Neighbourhood Plan team is to develop a set of policies that will deliver solutions and win the support of the community



Thank you



“A mistreated goose will not lay a golden egg. Know the true source of your profit, and nourish it rather than exploiting it”