

3.1 Vision and Objectives

Introduction

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

3.1.2 The themes considered included:

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

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

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

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

Vision

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

Economy

- We want to continue to grow a strong local economy in a sustainable manner, which is both responsive and competitive, and one which recognises technological innovations. This will be supported through the provision of infrastructure to enable the desired growth, including improvements to strategic transport connections, and a high calibre communications network.

- We aim to support changing, and flexible, working patterns including those of people who work and trade from home.
- We want to help people of all ages improve their skills and knowledge qualifications and help raise their aspirations.
- We want to assist people in becoming entrepreneurs and in benefiting from the growing economy.
- We want to be a place where businesses want to locate, establish and grow and therefore skilled people want to live and work.

Society

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

Environment

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

Vision for Places

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

King's Lynn

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

Downham Market

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

Hunstanton

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

Wisbech Fringe Area

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

Rural Areas

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

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

Coastal Areas

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

Strategic Objectives

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

Economy

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

Society

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

Environment

12. West Norfolk has undergone regeneration and growth that is well planned and complements its high quality historical and natural inheritance.
13. Communities benefit from quality public spaces and parks with access to the coast and countryside that make the area special.
14. West Norfolk is meeting the challenges of climate change and reducing **or mitigating** carbon emissions.

15. Public transport has improved and people are increasingly reliant on sustainable modes of transport and less reliant on the motor car to access places and services.
16. West Norfolk is still considered to be somewhere unique retaining its own local distinctiveness.

Places

King's Lynn

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

Downham Market

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

Hunstanton

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

Wisbech Fringe Area

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

Rural Areas

32. Development in the rural areas of the borough is directed to the most sustainable locations, most notably those identified as Key Rural Service Centres, and in particular Watlington and Marham, taking advantage of sustainable transport hubs and opportunities to support key employers.
33. Beyond the villages, the locally distinctive countryside has been protected in its many attributes and continues to provide for the social and economic needs of those who live and work there.

34. The needs for businesses located within rural areas to diversify and take advantage of technological innovations is recognised, as are changes to work patterns in terms of flexibility and location. Elsewhere the local economy has been bolstered by guiding new development (including market housing) to the most sustainable locations, The needs of the agricultural sector and the potential for diversification into other activities, and by retaining where possible, current employment sites.
35. Local housing needs have been secured in a sustainable manner.
36. There is improved accessibility to essential services.

Coastal Areas

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