

AGENDA ITEM NO: 8/1(b)

Parish:	Heacham	
Proposal:	Change of use of land to provide 20 touring caravan pitches with hard standing; change of use of land to create areas for camping and grass touring caravan pitches; change of use of existing buildings and new building to provide - visitor utility building, reception/retail area and storage area, creation of parking area (temporary parking/drop off) new landscaping and off road path.	
Location:	Mount Pleasant Farm 25 Lamsey Lane Heacham Norfolk	
Applicant:	Wild Ken Hill	
Case No:	22/01650/FM (Full Application - Major Development)	
Case Officer:	Mrs N Osler	Date for Determination: 5 January 2023 Extension of Time Expiry Date: 7 April 2023

Reason for Referral to Planning Committee – *Called in by Cllr Parish*

Neighbourhood Plan: YES

Case Summary

Full Planning Permission is sought for a holiday site comprising 20 x touring caravan pitches, 40 x grass tent pitches and 7 x bell-tent pitches. The development includes the change of use of an existing brick-built stables and office building to a reception / retail / storage building, the erection of a new building to accommodate a utility building, the creation of a parking area along with landscaping and off-road access tracks and paths.

The site measures c.6.5ha and comprises an existing farmhouse and garden, and various outbuildings such as stables, storage and an office associated with the existing permitted equine use of the site.

The development would involve the demolition of four of these out buildings (357m²) retaining the farmhouse and brick-built stables / office building.

The site lies outside of the development boundary for Heacham in land designated as countryside.

The site falls within Flood Zone 1.

It is suggested that the proposed development would generate 7.75 full time equivalent jobs.

Key Issues

Environmental Impact Assessment
Principle of development
Form and character and impact on the countryside
Highway safety
Impact on neighbour amenity
Ecology / Biodiversity
Drainage
Crime and Disorder
Any other matters requiring consideration prior to determination of the application

Recommendation

APPROVE

THE APPLICATION

Full Planning Permission is sought for a holiday site comprising:
20 x touring caravan pitches (serviced hardstanding pitches)
40 x mixed grass tent pitches and
7 x bell-tent pitches (grass pitches.)

The development includes the change of use of an existing building to accommodate a reception / retail / storage area, the erection of a new building to accommodate a visitor utility building, the creation of a 20-space car park along with landscaping and off-road paths / access tracks.

The site measures c.6.5ha and comprises an existing farmhouse and garden, and various outbuildings such as stables, storage and an office associated with the existing use of the site as a riding centre and livery yard.

The development would involve the demolition of four of these buildings (357m²) retaining the farmhouse as staff accommodation and brick-built stables and office building for reception / retail and storage. A new utility building would be constructed accommodating kitchen / wash up area, utility, drying room WCs, showers, storage and plant room.

The vast majority of the 6.5ha site would remain undeveloped.

SUPPORTING CASE

Hopefully everyone at the Council will be aware of the pioneering Wild Ken Hill project which began in 2019 and includes a nationally-unique mix of regenerative farming, rewilding, and traditional conservation practices. We have embarked on these changes as we believe land must be used to benefit wildlife, climate, and people. Many will have seen Wild Ken Hill featured on the BBC's The Watches. Reaching millions of viewers has accelerated our work to inspire the general public and engage policymakers with this important message. Locally, we have also already created 2 new jobs, 15 volunteering opportunities, placement and Masters degree opportunities for students, a new nature festival, as well as hosting 2-3 open

days for local residents, welcoming children on around 200 days per year, and operating 200+ acres of permissive access.

This, however, is just a start – we are extremely constrained by a lack of facilities. In order to fulfil our vision of fighting climate change and restoring biodiversity across the UK, Wild Ken Hill needs the ability to welcome more visitors for higher quality, longer stays. In addition, several key strands of our land management work – in particular the rewilding project – are only funded until 2028. Developing a sustainable, year-round, nature-based tourism business through these proposals would create certainty for the financial future of this important nature recovery work, and indeed allow us to fund more projects and community engagement work in our local area. Without it, however, the future of the Wild Ken Hill project would be an uncertain one.

As such, the intention behind our proposals at Heacham Bottom Farm and Mount Pleasant is to create a high quality built and natural environment which serves as an exemplar for sustainable, nature-based tourism and education which contribute significantly to the local area. The planning applications are intrinsically linked and interdependent. They have only been made following detailed engagement with Planning, Economic, Highways, and Natural Environment Officers across the Borough Council and other organisations.

We are pleased to note wide ranging support for the proposals. On ecology and landscape, the Norfolk Coast Partnership (NCP) stated “The NCP is supportive of development that serves to help boost the local economy and improve access to and understanding of the AONB whilst protecting and enhancing the special qualities”, and the Norfolk County Council (NCC) Protected Landscapes stated “We believe that the proposals submitted by Wild Ken Hill not only are compatible with the LAC (Limits of Acceptable Change) framework, but could be used as a case study for how the LAC should be applied, and even an exemplar project to showcase externally, including to other developers.” Wild Ken Hill is also pleased to note that Natural England and the RSPB have raised no objections to the proposals.

Regarding tourism, the Borough Council’s Regeneration and Economic Development Team stated: “The Wild Ken Hill proposal demonstrates a focus on sustainable tourism and local environmental issues which has already gained national exposure and interest. The proposal will (therefore) support delivery towards the strategic tourism and economic objectives of the Borough Council”, and the proposals have also received a supporting statement from NCC’s EXPERIENCE project.

Following early-stage and thorough engagement with NCC Highways we are pleased that it offers no objection to the applications. Our proposals include an off-road path which will create the safest and most direct sustainable route between Snettisham and Heacham, new traffic signage, and improvements to the Heacham Bottom bus stops on the A149. In addition, we will be closing two accesses from the farmyard onto the A149 and removing agricultural vehicle movements. We welcome one local resident’s comment: “Although it is possible that the Lamsey Lane junction could become busier, we also have to think about the positive impacts on our roads. For one, there won’t be any more agricultural traffic originating from the farmyard which can be dangerous. The scheme would also take visitors off the A149 earlier, releasing pressure on the road network further around the coast.”

Officers of the Borough Council and County Council have rigorously assessed our applications since they were submitted for planning in August. There is no objection to the applications from any technical consultee. Both of these interdependent and linked planning applications are crucial to the future of Wild Ken Hill. We therefore respectfully request that Councillors support Officer recommendation and approve the applications so we can proceed to develop out our plans and continue our pioneering work.

PLANNING HISTORY

08/01074/CU: Application Permitted: 29/05/08 - Change of use of buildings to riding centre and livery yard

RESPONSE TO CONSULTATION

Heacham Parish Council: OBJECT The idea of a touring caravan site and a legal camping site would be good for the tourism of Heacham, but as in the Heacham Bottom application we have the same objections and issues.

The number of vehicles accessing Lamsey Lane off the A149 to both applications, which after 50m is national speed limit (60MPH!) will cause problems at the junction A149/Lamsey Lane. Although visitors may not all turn up at once, you can never predict the holiday traffic. Listen to roads reports on local radio for the A149 during the summer.

Add to this the other application of Heacham Bottom by Ken Hill, with their expected visitors and up to 20 touring caravans plus camping enthusiasts also wishing to traverse this road, it will be a nightmare, not only for visitors to Hunstanton 3 miles north, local residents, who use the road, but the bus service which uses Lamsey Lane to service the whole village via this junction.

We think the traffic will also impact on nature conservation, which Wild Ken Hill has been all about.

Impact on the village. If the queue for the exit and the A149 junction blocks up, drivers will exit right and drive through the village to the controlled junction at the Lavender centre. This is something Ken Hill have said they do not wish to happen.

The current road structure does not support a scheme as presented here.

The transport assessment states no impact as there are bus services and footpaths. Heacham, prior to 1969 had a railway link to Kings Lynn, but as people used cars more, rail traffic declined, and this section of the line was closed. Nothing has changed, people still prefer to go out for the day with their own transport.

The current access road off Lamsey Lane is not a good access point for touring caravans nor vehicles, even though in the past it was an access point for the equestrian business.

One presumes that the vehicles towing the touring caravans will be parked beside their units, the only parking shown is "temporary" parking, so where will vehicles belonging to the pitched tents park? If opposite in the Heacham Bottom car park, then having families trying to get across Lamsey Lane to access the bridleway to the campsite could be dangerous.

Plans are unfortunately considered in isolation, but what also has to be considered here, is that the Plans for the 160 plus dwellings approved for Cheney Hill will also add traffic to A149/Lamsey Lane junction.

Snettisham Parish Council: OBJECT At a council meeting on 28th February 2023 Councillors considered the application and resolved to object to the planning application, they

were concerned about the safety of pedestrians and other road users at the Lamsey Lane Junction and along routes to Snettisham. It was considered that this junction was already very busy and considered a danger locally. The increase in traffic brought by the development would also cause significant problems on already overburdened local infrastructure.

Highways Authority: NO OBJECTION Having considered the revised information submitted, I can confirm that there are no outstanding issues from a highway perspective.

The applicant has now submitted revised drawings, which demonstrate the indicative package of highway mitigation measures proposed within the previously submitted position statement and has revised the site layout to provide links to them.

In light of the above, I can confirm that the previously suggested conditions remain valid, updated to reflect the amended plan numbers.

As such, should you be minded to approve the application I would request conditions relating to access details and provision including visibility splays and gradient, parking provision, cycle provision, off-site highways works, closure of other access(s) and access obstruction, are included on any decision notice issued.

PROW: NO OBJECTION We have no objections on Public Rights of Way grounds as although Heacham footpath 15 is in the vicinity, it does not appear to be affected by the proposals.

Natural England: NO OBJECTION SUBJECT TO APPROPRIATE MITIGATION BEING SECURED.

It should be noted that Natural England amended their advice in relation to necessary mitigation when taking this site in isolation via an email received on 10 March. The below outlines the amended advice.

We consider that without appropriate mitigation the application could have an adverse effect on the integrity of:

- The Wash and North Norfolk Special Area of Conservation (SAC)
- The Wash Special Protection Area (SPA)
- The Wash Ramsar
- North Norfolk Coast SPA
- North Norfolk Coast Ramsar
- Damage or destroy the interest features for which the following Sites of Special Scientific Interest (SSSI) have been notified
 - The Wash Site of Special Scientific Interest (SSSI)
 - North Norfolk Coast SSSI

In order to mitigate these adverse effects and make the development acceptable, the following mitigation measures are required to be secured:

- A financial contribution to be paid into the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy (GIRAMS).
- Provision of leaflets to all visitors and provision and maintenance of permanent information boards within the site indicating nearby public rights of way and alternative visitor attractions not in the proximity of designated sites, as well as the details of nearby designated sites and recreational pressures upon them.

We advise that an appropriate planning condition or obligation is attached to any planning permission to secure these measures.

Natural England's further advice on designated sites/landscapes was also given with an acknowledgement that whilst the Appropriate Assessment was not produced by the LPA they [NE] considered it was acceptable for the LPA to adopt it to fulfil our duty as competent authority.

PROTECTED LANDSCAPES: ...We advise that you consult the relevant AONB Partnership or Conservation Board. Their knowledge of the site and its wider landscape setting, together with the aims and objectives of the AONB's statutory management plan, will be a valuable contribution to the planning decision.

Norfolk Coast Partnership: NO OBJECTION The proposal covers two sites, Heacham Bottom and Mount Pleasant.

The following comments relate specifically to the Mount Pleasant application:

Further camping [to that proposed at the Heacham Bottom site is proposed] to the north in the Mount Pleasant area.

Although much of the development is technically outside of the AONB boundary, it is close enough to it to have a direct impact.

NPPF para 176 states that 'Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty which have the highest status of protection in relation to these issues. Development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas'.

The Landscape and Visual Appraisal has demonstrated that visual impact is relatively contained due to the site's topography, tree cover and hedgerows which all help to minimise impact.

There will be an increase in movement on site as well as associated works such as car parking, lighting, noise, and other structures associated with the development. This needs to be considered in the wider context.

The AONB has for a while seen a proliferation of small, isolated camping / holiday sites which cumulatively has a big impact on the designation and the social and economic impact does not outweigh the environmental impact to the landscape. Here the focus has been on making a contribution to the enhancement of the landscape and the wider aims of the estate in its sustainable farming practices and rewilding project helping to meet CS12 and para 176 of the NPPF. There is a net gain of 27.37% in terms of habitat creation on site as well as access improvements both on site and by way of creation of a new path that will link Snettisham and Heacham. 24 new jobs will be created, the complex will provide informal and formal recreational areas and there is an environmental educational element in conjunction with the wider work on the estate. The Norfolk Coast Partnership is supportive of development that serves to help boost the local economy and improve access and understanding to and of the AONB whilst protecting and enhancing the special qualities.

Care needs to be taken so as not to increase light pollution on site. which would impact the AONB dark skies, a special feature of the AONB. All external lighting on site should be conditioned.

NCC Protected Landscape Team (PLT): SUPPORT The Protected Landscapes Team at Norfolk County Council works to restore, enhance, protect and sustainably promote designated areas across Norfolk. We believe environmental protection and thriving rural communities and economies can exist side by side; and are supportive of sensitive and sustainable development which can bring net gain to each. We also work to create new opportunities for people of all abilities and backgrounds to access Norfolk's unique nature and culture, and the associated health and wellbeing benefits.

Additionally, comments relating to a Limits of Acceptable Change (LAC) study were also submitted of which the PLT concludes that *Due to the numerous ways in which the proposals submitted by Wild Ken Hill are consistent with the LAC framework, I believe there is potential to showcase these proposals and the wider Wild Ken Hill project as an exemplar for the LAC, demonstrating to external stakeholders and other developers how it should be interpreted and implemented. I have discussed the above with Wild Ken Hill, who have indicated they would be keen to collaborate on this.*

Furthermore, PLT acknowledges that the proposals are aligned to several local sustainable tourism initiatives and concludes with support for the two planning applications submitted by Wild Ken Hill on the basis that they represent an exemplar for the new LAC framework, are a model for the future of sustainable tourism, and would enhance sustainable all abilities access to the area.

Historic Environment Service: NO OBJECTION Thank you for directly consulting Norfolk County Council Environment Service historic environment strategy and advice team regarding the above-mentioned application and apologies for the long delay in responding.

In broad terms we concur with some of the conclusions of the Heritage Statement and archaeological desk-based assessment. There is potential for previously unidentified heritage assets with archaeological interest (buried archaeological remains) to be present within the current application site and that their significance would be affected by the proposed development.

If planning permission is granted, we therefore ask that this be subject to a programme of archaeological mitigatory work in accordance with National Planning Policy Framework (2021) that should be secured by condition.

RSPB: NO OBJECTION The Royal Society for the Protection of Birds (the RSPB) is a registered charity that takes action for wild birds and the environment. We are the largest wildlife conservation organisation in Europe with a membership of over one million. The principal objective of the RSPB is to save nature.

Information in Support of Habitats Regulations Assessment and Shadow Habitats Regulations Assessment – RSPB comments

In our letter dated 26 October we suggested several lines of enquiry for further investigation. We are happy that these enquiries have been addressed and we have spoken to Wild Ken Hill about habitat enhancement for non-breeding birds such as curlew, a species which they support through habitat management of their own wetland and farmland, but also via the curlew head-starting programme and the range of valuable conservation activities associated with that project. We are also pleased to see further information about mitigation options and a commitment to making a contribution to the Green Infrastructure and Recreational Impact Avoidance and Mitigation Strategy (GIRAMS) in the Shadow HRA.

We understand it is likely that Wild Ken Hill will be required to create a Landscape Management Plan and the RSPB would be pleased to consult with them on any habitat creation and enhancement aspects, including any possible additional mitigation measures, as they finalise a detailed Landscape Masterplan.

As competent authority, it is the Borough Council's responsibility to assess the findings of the assessment and to make its own conclusions regarding the likelihood of significant effects arising from the proposal, either alone or in-combination. With appropriate mitigation in place, the RSPB is satisfied that the proposals are not likely to result in significant adverse impacts on IIVSs.

LLFA: NO OBJECTION I can confirm that the County Council as Lead Local Flood Authority (LLFA) has no comments to make.

Internal Drainage Board: NO OBJECTION Having screened the application, the site in question lies outside the Internal Drainage District of the King's Lynn Internal Drainage Board and as per our Planning and Byelaw Strategy the proposed application does not meet our threshold for commenting. Therefore, the Board has no comments to make.

Anglian Water: NO OBJECTION Having reviewed the development, there is no connection to the Anglian Water sewers, we therefore have no comments.

NCC Minerals: NO OBJECTION While the site is partially underlain by a safeguarded mineral resource (carstone), due to the nature of the proposed development it is considered the application would be exempt from the requirements of Policy CS16-safeguarding of the adopted Norfolk Minerals and Waste Core Strategy.

Environmental Health & Housing – Environmental Quality: NO OBJECTION We have no objection in terms of contaminated land subject to the following recommended conditions, but additional information is requested in terms of air quality.

Contaminated Land: In terms of contaminated land the site is partially on an investigated Part 2A site.

The application is for a change of use to provide caravan and camping pitches. Demolition of structures and construction of a utility building, creation of parking area and change of use to provide a reception, retail and storage area.

The applicant has provided a Phase 1 Geo-Environmental Assessment by pwa Geo-Environmental dated July 2022. The report identifies the risk from the former brickworks on site but assess this risk to be negligible. The site has also been subject to a Part 2A investigation by the council as part of its duties under the Environmental protection act 1990. This Investigation was undertaken using documents about the site and a site visit. The brickworks were operated in the late 19th Century. We found no evidence that the clay pits had been landfilled and no visible evidence was found of brickmaking waste in residential gardens. The site in its current use was found to be unlikely to pose a significant risk to human health, property, or controlled waters, and was determined as not contaminated land. This portion of site is not proposed to be developed in the drawing plan provided.

We have reviewed our files and the main area of the site to be developed around mount pleasant farm has been seen developed for the duration of our records. The surrounding fields to house the camping and caravan pitches are not seen developed excluding the brickworks previously discussed. The surrounding landscape is largely agricultural with some residential properties.

The information submitted does not indicate the presence of significant land contamination. However, the former agricultural use and the proximity to a former brickwork means that it's possible that some unexpected contamination could be present. Therefore, I recommend a condition relating to unexpected contamination be appended to any permission granted.

Additionally, due to the age of the property on site there is the potential for asbestos containing materials to be present. With this in mind we recommend a suitable informative be appended to any permission granted.

Air Quality: Further to the development proposals (22/01648/FM and 22/01650/FM) I have now had the opportunity to review the additional information submitted since our initial observations were made. An air quality assessment has been submitted by Dustscan (ref Rev A dated 21/12/22).

As explained the concern in terms of air quality from additional traffic arises when the changes in daily traffic movements (as 24-hr Average Annual Daily Traffic or AADT) are significant and in excess of IAQM EPUK (2017) indicative criteria. The transport assessment had suggested that changes in traffic would be significant during the summer months (March-Aug) and a business case based on car park capacity of 320 spaces with average dwell time based on 4-hrs turn-around.

In the absence of an Air Quality Management Area (AQMA) adjacent to the site, IAQM EPUK (2017) refer to significant traffic as around 500 light duty vehicles per day. The applicant has explained that additional traffic will be around an average of 408 AADT as a result of these developments. Based on the background air quality levels as quoted and absence of an AQMA in this area this is not sufficient to warrant a more detailed assessment for the changes to air pollution occurring in the area. I would therefore have no objection to this part.

We however mentioned that the principles of minimising emissions according to best practice apply to all developments, and especially, the larger major applications as in this case as set out by IAQM. We explained that whilst the development does not fall within a Smoke Control Area there still can be matters that are of material concern especially where they are not controlled elsewhere. Smoke emissions can be controlled via condition.

Finally, we did comment on electric vehicle (EV) charging infrastructure for the additional car-parking spaces including the 320-space car park with average dwell times quoted as around 4hrs. Norfolk CC parking guidelines refers to EV charging in such scenarios to be based on dwell time and travel distances i.e., it is for the applicant to define this. The information that has been provided within the air quality assessment only refers to the minimum will be provided. To ensure there is adequate EV charging and cable routes where necessary to meet the needs of all users and help future proof this development towards ultra-low emission vehicles further information is necessary. This can be suitably conditioned.

Arboricultural Officer: NO OBJECTION No trees are to be removed, and therefore I have no objection.

Fire Safety Carrow Fire Station, Norwich: NO OBJECTION Detailed correspondence submitted relating to Building Regulations.

Norfolk Constabulary: NO OBJECTION Detailed information sent to the applicant in relation to how to meet Secured by Design standards.

REPRESENTATIONS

TWELVE letters of **OBJECTION** have been received from third party representatives. A number of responses related to development proposed on the adjacent site, and are not specific to this application, although cumulative impacts are noted. The reasons for refusal, that are material to the consideration of this application, can be summarised as:

- Highway safety and congestion
- Noise and disturbance. The expansion of the Meadows Caravan Park has already resulted in an increase in people walking past properties, thus reducing privacy. This would be exacerbated by this development
- How will waste water be dealt with?
- Heacham Neighbourhood Plan expressly states that it does not support extensions or intensification of existing holiday sites
- Impact on protected landscapes and landscape character
- The access to Mount Pleasant Farm is at a hazardous section of Lamsey Lane
- Offering alternative holiday accommodation would take away from established related businesses in the village (e.g., hotels, B&Bs, other caravan sites, etc)
- Impacts on wildlife are at the expense of commercial gain
- There are already more caravans than residential properties in Heacham; we do not need more
- Extra pressure on infrastructure
- An alternative access should be proposed
- Following receipt of the traffic survey a further accident occurred at the Lamsey Lane junction on 23 December 2022

The following letter of **SUPPORT** has been received from the EXPERIENCE project: *Wild Ken Hill has actively engaged with our project and has been the first enterprise to submit experiences to the project.*

Wild Ken Hill works on developing a strong connection between people and nature, providing visitors with a unique experience while protecting the environment. Some activities are tailored to be best experienced during the low season, and the focus on cycling is of interest to the project. All this impacts positively the sustainability of tourism in Norfolk and echoes the founding principles of our project.

Through the EXPERIENCE project we look to support businesses develop off-season sustainable experiences. Our aim is to increase the number of visitors in Norfolk, and support a year-round visitor economy, providing lasting benefit for the local economy, our environment and the community.

We believe the application put together by Wild Ken Hill will go towards helping our project achieve those goals and help Norfolk be more sustainable.

We are committed to supporting any tourism business wishing to become more sustainable, and this letter confirms this.

Additionally, a further **SEVEN** letters of **SUPPORT** have been received from third party representatives. A number of responses relate to development. The reasons for support, that are material to the consideration of this application, can be summarised as:

- The development is required to enable Wild Ken Hill to keep delivering its ambitious programme of work and will help to support Wild Ken Hill by providing income that can be used to restore the natural environment
- Job creation
- The camp site will be ideally suited for viewing birds and other wild creatures given its five-acre coverage and will allow the Wild Ken Hill experience to be offered to visitors coming from further afield
- This development would have minimal impact on the A149 / Lamsey Lane junction given that it sees an average of over 23,000* vehicles use it each day (*BCKLWN Detailed Traffic Flow Data).

LDF CORE STRATEGY POLICIES

CS01 - Spatial Strategy

CS02 - The Settlement Hierarchy

CS06 - Development in Rural Areas

CS08 - Sustainable Development

CS10 - The Economy

CS11 – Transport

CS12 - Environmental Assets

SITE ALLOCATIONS AND DEVELOPMENT MANAGEMENT POLICIES PLAN 2016

DM1 – Presumption in Favour of Sustainable Development

DM2 – Development Boundaries

DM11 – Touring and Permanent Holiday Sites

DM15 – Environment, Design and Amenity

DM17 - Parking Provision in New Development

DM19 - Green Infrastructure/Habitats Monitoring & Mitigation

NEIGHBOURHOOD PLAN POLICIES

Policy 5: Design Principles

Policy 9: Holiday Accommodation

Policy 11: Green Infrastructure

Policy 12: Provision of Electric Vehicle Charging

Policy 13: Dark Skies

Policy 15: Settlement Breaks

NATIONAL GUIDANCE

National Planning Policy Framework (NPPF)
Planning Practice Guidance (PPG)
National Design Guide 2021

PLANNING CONSIDERATIONS

The main considerations are:

Environmental Impact Assessment
Principle of development
Form and character and impact on the countryside
Highway safety
Impact on neighbour amenity
Ecology / Biodiversity
Drainage
Crime and Disorder
Any other matters requiring consideration prior to determination of the application

Environmental Impact Assessment (EIA):

The development falls within Schedule 2 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (as amended) as consisting of tourism and leisure uses exceeding 1ha. Whilst the land take is large (c6.5ha), in this instance the majority of the area will remain devoid of any / extensive operational development and the amount of new / retained buildings is comparable to the existing. Therefore, the development was screened both in isolation and in-combination with the proposed development at Heacham Bottom and the Cheney Hill residential developments.

EIA thresholds suggest further consideration of this type of development is required when pitches reach 200. The 67 proposed under the current application are well below that figure. As such, in terms of EIA, these impacts (ecosystems) do not need further investigation via the EIA route and can be fully considered as part of the planning application.

The in-combination impacts were likewise ruled out as all four developments fall below threshold.

The development was therefore not considered to be EIA development for the purposes of the Regulations.

Principle of Development:

The application is for a holiday site on a predominately redundant farmstead most recently used as an equestrian centre comprising a range of redundant buildings, a rough surfaced yard area and pastoral fields.

Access is off Lamsey Lane via an existing gated agricultural access.

The proposed development site extends to a total area of 6.5 hectares and will comprise:

- A small reception / office / retail area hosted in a repurposed single storey stone (brick and clunch) building under a pantile roof
- A purpose-built facilities block, housing WCs, showers, accessible facilities, kitchen, washup area, utility area and drying area
- An area of hard standing pitches, accessed by a gravelled track with electric and water to each pitch
- An area of grass pitches to host tents and small motorhomes / camper vans with shared services including electric hook up and water taps
- An area allocated for the provision of seasonal glamping in bell tents
- An area of open land provided for visitors to commune and play, including some informal play structures made from natural materials.
- Existing residential property which will be let to provide staff accommodation under multiple occupancy (maximum 4 people)
- Existing tracks and informal paths.

The application falls under the 'banner' of both farm diversification and rural tourism. Both of which are supported at national and local level. Other relevant policy and guidance primarily revolves around protecting the natural environment (AONB and countryside), although other issues such as highway safety and residential amenity are obviously key material considerations too.

The NPPF covers the rural economy at paragraphs 84 and 85:

84. Planning policies and decisions should enable:

- a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings*
- b) the development and diversification of agricultural and other land-based rural businesses*
- c) sustainable rural tourism and leisure developments which respect the character of the countryside and*
- d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.*

85. Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.

Core Strategy Policy CS06 states: *The strategy will be supportive of farm diversification schemes and conversion of existing buildings for business purposes in accordance with Policy CS10 providing any proposal:*

- *meets sustainable development objectives and helps to sustain the agricultural enterprise*
- *is consistent in its scale with its rural location*
- *is beneficial to local economic and social needs*
- *does not adversely affect the building and the surrounding area or detract from residential amenity.*

Core Strategy Policy CS10, where it relates to tourism, states: *The Council will promote opportunities to improve and enhance the visitor economy:*

- *Supporting tourism opportunities throughout the borough*
- *Promoting the expansion of the tourism (including leisure and culture) offer in Hunstanton to create a year-round economy*
- *Smaller scale tourism opportunities will also be supported in rural areas to sustain the local economy, providing these are in sustainable locations and are not detrimental to our valuable natural environment.*

The Council will permit the development of new tourism accommodation in rural areas subject to the following criteria being met:

- *It should be located in or adjacent to our villages and towns*
- *It should be of a high standard of design in line with national guidance*
- *Will not be detrimental to the landscape*
- *Mechanisms will be in place to permanently retain the tourism related use.*

As stated above, the application falls under the 'banner' of both farm diversification and rural tourism. Given that agricultural enterprises are more often than not, not adjacent to the towns and villages there is some conflict between these two policies. However, taking a pragmatic approach as to how these two policies interrelate, it is considered that the development accords with Policy CS10 in so far as tourism as it relates to farm diversification is concerned.

Development Management Policy DM2 allows development within the countryside where it complies with Core Strategy Policies CS06 and CS10.

Development Management Policy DM11 states: *Proposals for new holiday accommodation sites or units or extension or intensification to existing holiday accommodation will not normally be permitted unless:*

- *The proposal is supported by a business plan demonstrating how the site will be managed and how it will support tourism or tourist related uses in the area*
- *The proposal demonstrates a high standard of design in terms of layout, screening and landscaping ensuring minimal adverse impact on visual amenity and the historical and natural environmental qualities of the surrounding landscape and surroundings*
- *The site can be safely accessed*
- *It is in accordance with national policies on flood risk*
- *The site is not within the Coastal Hazard Zone indicated on the Policies Map, or within areas identified as tidal defence breach Hazard Zone in the Borough Council's Strategic Flood Risk Assessment and the Environment Agency's mapping.*

Small scale proposals for holiday accommodation will not normally be permitted within the Norfolk Coast Area of Outstanding Natural Beauty (AONB) unless it can be demonstrated that the proposal will not negatively impact on the landscape setting and scenic beauty of the AONB or on the landscape setting of the AONB if outside the designated area. Proposals for uses adversely affecting Sites of Special Scientific Interest (SSSIs) or European Sites will be refused permission.

Policy DM11 also requires certain restrictive conditions relating to holiday use.

In relation to the points raised above the LPA responds as follows:

1. A suitable business plan accompanied the application
2. The re-use of some buildings and design of new buildings (to reflect the agricultural nature of the locality) along with landscaping that will be conditioned if permission is granted suggests that the development would not have an unacceptable impact on the locality

3. The local highway authority raises no objection in relation to safe access or highway safety in general subject to conditions
- 4 and 5. The site does not lie in an area at risk of flooding or within the Coastal Hazard Zone.

The Business Plan that accompanied the application largely relates to the Heacham Bottom Proposal. However, the addendum received via email covering check-in / check-out times, what is prohibited to bring, curfews and how breaches would be managed and safety measures in terms of fire / medical emergencies etc. is as relevant to this application as the Heacham Bottom one. This would be suitably conditioned if permission were granted.

It is therefore considered that the proposed development accords with Policy DM11 of the SADMP.

Heacham Neighbourhood Plan (HNP) is adopted and therefore forms part of the Development Plan and must be given significant weight in consideration of the application.

Heacham Neighbourhood Plan

Heacham Neighbourhood Plan Policies, relevant to this application, are: Policies: 5 (Design Principles), 9 (Holiday Accommodation), 11 (Green Infrastructure), 13 (Dark Skies) 14 (Community Facilities) and 17 (Settlement Breaks).

Taking each in turn, where relevant to this application:

Policy 5: Design Principles

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

1. Preserves or enhances the village of Heacham, be sensitive to its surroundings, and demonstrate that it minimises adverse impacts on neighbouring residences – considered acceptable and covered later in this report

2. Recognise and reinforce the character of the local area in relation to height, scale, spacing, layout, orientation, design, and materials of neighbouring buildings - The replacement building is considered to be of an appropriate height, scale, mass etc. Materials are considered acceptable and would be suitably conditioned if permission is granted.

5. Incorporate measures which increase energy efficiency and which reduce energy and resource loss, e.g. installation of solar panels, use of grey water, use of alternatives to plastic - solar panels are proposed on the roof of the utility building and an air source heat pump will augment the hot water heating needs of the utility building

6. Provide sufficient external space for:

- refuse and recycling storage
- bicycle parking
- child and disabled facilities where appropriate
- the integration of meter boxes, lighting, flues and ventilation ducts, gutters and pipes, satellite dishes, aerials and telephone lines - Appropriate for the type of development sought

10. There is no unacceptable adverse impact (visual or otherwise) on the area's landscape, and proposals for development will be expected to demonstrate how they have minimised landscape impacts on the open countryside and coastline – considered acceptable and covered later in this report

11. Incorporate adequate landscaping to mitigate the visual impact of the development and to ensure that proposals are in keeping with the existing village context. Where possible, sites are screened through the use of landform, native trees and locally appropriate planting - Would be suitably conditioned if permission is granted

14. Where practicable, make better connections to other areas of the parish, including access to local services and public open spaces – considered acceptable and covered later in this report

15. Retain mature or important trees (NPPF 2019 Section 175 applies) – No trees are to be removed

16. Ensure new boundary treatments reflect the distinct local character and incorporate semi-mature street planting and hedges to boundaries with open countryside – would be suitably conditioned if permission is granted

17. Access to the site is provided/improved to highway authority standards – considered acceptable and covered later in this report

18. Where appropriate, proposals make a positive contribution towards open spaces, whether respecting the amenity, recreational and wider environmental value of existing spaces or, especially for developments of more than 8 dwellings, provide additional public open space to meet the needs of new residents – considered acceptable and covered later in this report.

Notwithstanding issues that are covered later in this report, it is considered that the proposed development is in general compliance with Policy 5 of the HNP.

Policy 9: Holiday Accommodation

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

1 Maintain the distinction between the contrasting holiday centres of Heacham and Hunstanton and do not diminish the physical separation between these centres - The site does not diminish the physical separation between these centres

2 Do not have any unacceptable impact on local infrastructure, including green infrastructure - Heacham is a Key Rural Service Centre with many services and facilities. It is not considered that the scale of the proposed development would have an unacceptable impact on local infrastructure.

3 Minimise any visual and physical impact on the village by including, where appropriate, a landscaping plan incorporating the use of landform, native trees and locally appropriate planting - A detailed landscaping plan would be suitably conditioned if permission is granted

4 Are not directly adjacent to any residential areas – considered acceptable and covered later in this report

5 Do not need to be accessed through the village centre of Heacham - The site does not have to be accessed through the village centre

6 Incorporates high quality accommodation for which adequate parking and servicing arrangements are provided - The proposed units are a scale, mass, design and utilise appropriate materials, and appropriate parking is proposed

7 Can demonstrate a link to wider tourism or land use initiatives that provide demonstrable benefits to the local area – This application forms a key part of the overall proposals. However, Members will need to consider if in isolation (i.e., if the previous application at Heacham Bottom Farm was refused), this development provides a demonstrable benefit to the local area.

In relation to the latter point, it is suggested this development would still provide 7.75 full-time equivalent (FTE) jobs and, in combination with the Mount Pleasant application could generate an additional £4.3 million of visitor spending per year into the local economy (based on Visit Britain figures for average spend per overnight stay of £67 and a day trip of £40(2019 figures) and visitor number projections of 80,000 per annum for Heacham Bottom and 16,500 per annum overnight accommodation.)

Staff	FTE
General Manager	0.25
Accommodation Lead	0.75
F&B Lead	0.25
Admin / bookkeeping	0.5
Sales & Marketing	0.5
Cleaning & Maintenance	1.5
Operational	2
Seasonal	2

Policy 11: Green Infrastructure:

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

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

The development is therefore considered to accord with the overarching aims of this policy where relevant.

Policy 13: Dark Skies

External lighting associated with development proposals should be sensitively designed to safeguard the dark skies environment of the neighbourhood area and minimise the extent of any light pollution...

Lighting would be suitably conditioned if permission is granted to ensure compliance with Policy 13 of the HNP.

The development is therefore considered to accord with the overarching aims of this policy.

Policy 17: Settlement Breaks

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

** do not cause unacceptable harm to the landscape setting and distinct identity of Heacham*

- do not detract from the visual separation of Heacham from Hunstanton*
- do not detract from the views or settings of the Norfolk Coast AONB*

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

In relation to the policy criteria above the LPA comments as follows:

- Impact on the landscape (and AONB in particular) is covered in more detail later in this report*

- The development would not detract from the visual separation between the settlements.

No part of the site falls within the Snettisham Neighbourhood Plan Area, and therefore, whilst impacts can be given due consideration, the NP Policies cannot form the basis of approval or refusal of this application.

Summary – Principle of Development:

In summary it is considered that the principle of development is to be supported and that the development accords with the overarching national and local policy criteria outlined above.

Form and Character and Impact on the Setting of the AONB:

The Design and Access Statement (DAS) that accompanied the application suggests that careful consideration was given to which buildings should be demolished as well as the siting and orientation of the new utility building which measures 4.8m to ridge, 2.3m to eaves and is 27.6m long and 9.1m wide and is to be constructed from vertical profile cladding under a profiled metal roof.

Details of the buildings being demolished are as follows:

- The existing barn measures 5.1m to ridge, 3.7m to eaves and is 13.6m long x 9.1m wide and is constructed from steel portal frame with concrete block and vertical timber cladding, profiled metal roof.
- The adjoining long shed (to the rear of the cluster) measures 4m to ridge, 3.3m to eaves and is 20.6m long x 7.3m wide and is constructed from steel portal frame with vertical & horizontal timber cladding, profiled metal roof.
- The adjoining stable block (to the front of the cluster) measures 3.3m to ridge, 2.7m to eaves and is 9.7m long x 4m wide and is constructed from timber, with horizontal timber cladding and roofing felt.
- The stable block (freestanding to the front of the cluster) measures 3.2m to ridge, 2.6m to eaves and is 7.3m long x 4.3m wide and is constructed from timber, with horizontal timber cladding and roofing felt.

Your officers agree that the buildings to be demolished are of no particular merit being constructed generally from block and timber under felt or metal profile roof coverings.

The building being retained is an attractive traditional brick building under a pantile roof. Existing openings are to be retained, retaining the character of the building. This building will be repurposed into an office / retail space and reception area.

Additionally, the pitch layouts and associated landscaping are stated to be informed by the landform to minimise any visual impact, with the hard standing pitches being positioned in the area of the site least visible from the road and other viewpoints, and the grass pitch area being well screened by an existing line of mature trees at the highest point of the site.

Existing trees and shrubs are to be retained with further planting to create screening and small 'glades' to enhance the camping experience as well as increase biodiversity.

There are relatively extensive areas of landscaping (relative to the size of the camping area), principally soft but some hard, including the car park, courtyard area, internal tracks and footpaths and a recreation and play area that require further detailed consideration. This would be suitably conditioned if permission were granted.

The indicative biodiversity enhancement plan shows:

- Hedge planting (both infilling / reinforcing of existing hedgerows and new hedge planting)
- Creation of a new scrubby woodland edge habitat
- Enhance existing meadow by sowing additional species-rich seed mix
- Standard tree planting to provide shade to glamping pitches

Other details that will need to be conditioned are lighting and internal signage.

In relation to lighting, a lighting statement accompanied the application confirming that lighting will be kept to a minimum with low-level bollards with downcast lighting being placed, as appropriate, to mark the primary routes. In the vicinity of the utility building, small bulkhead fittings will be placed under the projecting canopy to highlight the entrances to the showers, WCs and kitchen. The DAS also suggests that the courtyard will act to naturally limit any external light leakage from this area into the wider landscape. All lighting will be turned off post curfew except for the utility building bulkhead fittings.

Additionally, all light sources shall be shielded from direct external view or shall exhibit a maximum source intensity below 2,500cd (as suggested by the Institute of Lighting Professional Guidance Note GN01.)

No details of the bell tents have been provided. However, this would be suitably conditioned if permission were granted.

The site does not fall within the AONB, however paragraph 176 of the NPPF states that *development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas*. Additionally, impact on the intrinsic character and beauty of the countryside is also a key consideration.

Protection of the countryside and AONB's is reiterated in Heacham Neighbourhood Plan.

As previously stated, it is suggested that pitch location will lessen visual impacts by using the topography of the site and existing mature screening.

The new building is of a scale, mass, design and appearance that is reflective of the site's agricultural setting.

It is therefore considered that the built form associated with the proposed development is acceptable. However, the use of the site will have an impact on the locality, principally by activity associated with the use. There will be greater vehicular activity, general activity and light pollution, although it is noted that the latter would be limited and suitably conditioned if permission was granted.

In relation to the former issue, activity, Members will need to consider whether this would result in an acceptable impact on the setting of the AONB and if the benefits to the existing enterprise and wider economy outweigh the harm these activities may have.

A detailed Landscape and Visual Appraisal (LVA) accompanied the application. The LVA assessed a total of 13 viewpoints comprising transport, recreational, residential and PROW receptors.

The LVA concluded, in the overall summary, that *It is considered that as the proposed development has followed a landscape led approach which adopts rewilding, natural regeneration and traditional conservation approaches in order to successfully integrate new nature-based tourism within the wider agricultural setting. This will facilitate the sensitive*

integration of the new facilities to support its intended function and has demonstrated a successful approach to accommodating the level of change within the landscape without establishing important levels of harm to the landscape characteristics and those elements which define the site.

It is considered that the proposed development can be accommodated to form an acceptable day visitor and tourist attraction together with the wider beneficial approach to integrating rewilding characteristics at the heart of the proposals.

The potential for adverse landscape and visual effects which would be considered at most, moderately harmful at day one, can be appropriately mitigated through the implementation of the site-specific landscape proposals.

It is therefore considered that the level of potential adverse landscape and visual effects associated with the proposed development has been reduced to an acceptable low level.

In this regard neither your officers nor NCC Protected Landscape Team consider the impacts to the setting of the AONB or wider countryside are unacceptable.

A key consideration in the determination of this application is the seasonal nature of the camping element of the proposal, which means that the site would be devoid of tents / bell tents and the activity associated with them for four months of the year (November - February.) The touring pitches however are not seasonal and are proposed year-round.

Your officers believe that the development would conserve the setting of the AONB and the wider rural landscape, and that any harm is outweighed by the benefits associated with the proposed development.

It is therefore considered that the development accords with the relevant national and local planning policy outlined above in relation to impacts on protected landscapes and visual impact in general.

Highway Safety:

The site will operate on a 'park at pitch' basis, limited to one car per pitch, with additional parking provided adjacent to the reception area (20 spaces) and at the larger car park at the Heacham Bottom site if necessary.

A new permissive footpath is proposed to the northwest of the site where it will be required to connect to the existing highway footway. This would be secured by condition if permission were granted.

Likewise, a new permissive footpath is proposed leading to the south of the site opposite the access with the Heacham Bottom Site. If both applications are approved a pedestrian crossing in this location would be secured by condition.

In relation to transport paragraphs 85, 104, 105, 110 - 113 of the NPPF, whilst acknowledging that sites to meet local business needs, including tourism, may be beyond existing settlements and not be well served by public transport, require developments to be safe, offer alternative modes of transport, enable charging of plug-in and other ultra-low emission vehicles, and concludes that *Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.*

These requirements are reiterated in Development Plan Policies CS11 and DM12 and Heacham Neighbourhood Plan Policies 5, 12 and 18.

Highway safety, impacts on the road network and congestion are some of the most contentious issues associated with this development.

Notwithstanding this, the scale of this development does not require a Transport Assessment (TA), and therefore analysis of the traffic associated with this development has not been assessed in the same detail as the Heacham Bottom site. In this regard the TA states that *the Mount Pleasant site will generate a small number of arrivals and departures spread throughout the day. As such it will be negligible in any given hour and likely to exclude travel within highway peak periods. This has therefore been excluded from analysis in regard to peak hour traffic capacity. However, it is borne in mind when assessing the result of the capacity analyses.*

Likewise, the Local Highway Authority would have considered the cumulative impacts of the two developments on the road network including the Lamsey Lane / Lynn Road (A149) junction.

Notwithstanding this, some of the assessments undertaken are relevant to this application e.g., existing highway characteristics and speed analysis to ensure appropriate visibility splays.

Whilst excluding the Mount Pleasant site from peak hour traffic capacity analysis, traffic flow characteristics adjacent to the Mount Pleasant site were undertaken using the same Manual Classified (traffic) Count (MCC) and Automatic Traffic Count (ATC) surveys as that of Heacham Bottom.

The ATC concluded that school term-time (last week of school (Thursday 15th to Wednesday 21st July)), two-way, weekday movements adjacent to the Mount Pleasant access were 4,046 with Saturdays being 4,807; and 3,991 and 3,561 during the school holidays (first week of summer holidays (Thursday 22nd to Wednesday 28th July.)) In all instances, the vast majority of movements were from light vehicles (e.g., cars). These are unsurprisingly almost identical to the movements adjacent to the Heacham Bottom site.

The TA concluded that current visibility from the Mount Pleasant access with Lamsey Lane, with appropriate hedgerow management, is: 2.4m x 131m to the left and 2.4m x 141m to the right. The TA concludes, when applying the 85th percentile speeds recorded, that the requirements are 2.4m x 129m to the left and 2.4m x 127m to the right. These can clearly be achieved.

In summary, the TA concludes that the development at Mount Pleasant would not have a material impact on the detailed assessment undertaken in relation to the Heacham Bottom proposal, and that the development:

- Would not cause issues on the local highway network, given the spare capacity identified at the Lamsey Lane / Lynn Road (A149) junction, including during high tourist season
- Can achieve safe visibility requirements at the proposed access
- Is located on highway with a good safety record
- Is sustainably located for its rural location with the potential to increase sustainability
- Is compliant with local and national policy
- There is no defensible reason for refusal on the grounds of traffic, transport or highway safety.

The Local Highway Authority has found the findings of the TA to be an acceptable basis on which to make their recommendation [no objection] subject to conditions relating to access, visibility splays, gradient, parking provision, cycle provision, off-site highways works, closure of other access(s) and access obstruction being appended to any permission granted.

It is therefore considered that the development accords with the relevant national and local planning policy outlined above in relation to highway impacts.

Impact on Neighbour Amenity:

The NPPF requires development to have a high standard of amenity for existing and future users (para 130f.) This is reiterated in Development Plan Policies CS06 and DM15 and Heacham Neighbourhood Plan Policy 5.

The nearest development to the site is another holiday site to the north, Meadows Caravan Park. It is therefore considered that the proposed development is compatible with its nearest non-associated neighbour. Furthermore, operation of the site, in line with the addendum received in relation to the Business Plan that accompanied the application, would be conditioned if permission were granted.

Additionally, if a statutory nuisance did occur then the Local Authority has powers to intervene.

4 Collingwood Close is the closest non-associated residential dwelling and occupiers have objected in relation to privacy as a result of increased pedestrians walking past their property that has already substantially increased following the expansion of Meadows Caravan Park.

Whilst it is acknowledged that footfall may increase, this is not something that could be controlled. Notwithstanding this, and contrary to the third-party representative, the LPA does not consider that the scale of the proposed development would result in material impacts.

It is therefore considered that the development accords with the relevant national and local planning policy outlined above in relation to impacts on neighbour amenity.

Ecology / Biodiversity:

The NPPF, at Chapter 15, requires planning policies and decisions to protect and enhance biodiversity. This is reiterated in Development Plan Policies CS01, CS12 and DM19 and Hunstanton Neighbourhood Plan Policy 11.

The application was accompanied by a detailed Shadow Appropriate Assessment, Biodiversity Net Gain Assessment, Preliminary Ecological Appraisal and Bat Risk Assessment.

Natural England confirmed that it would be appropriate for the LPA to adopt the Shadow Appropriate Assessment as its Appropriate Assessment (as the competent authority.)

Appropriate Assessment is the method of assessing whether a development would have a likely significant effect on protected sites. In this instance the sites are:

- The Wash and North Norfolk Special Area of Conservation (SAC)
- The Wash Special Protection Area (SPA)
- The Wash Ramsar
- North Norfolk Coast SPA
- North Norfolk Coast Ramsar.

The Appropriate Assessment concludes that without mitigation the development could have an adverse effect on the integrity of the above protected site. The following mitigation was therefore proposed, and accepted as appropriate by Natural England:

- A financial contribution to be paid into the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy (GIRAMS)
- Provision of leaflets to all visitors and provision and maintenance of permanent information boards within the proposal site and with the Coastal Park indicating nearby public rights of way and alternative visitor attractions not in the proximity of designated site, as well as the details of nearby designated site and recreational pressures upon them.

The GIRAMS payment has been paid (£929.65), but provision of information boards and leaflets would be suitably conditioned if permission is granted.

A Preliminary Ecological Appraisal / Bat Risk Assessment accompanied the application.

The Appraisal / Assessment is concerned with site specific ecological issues and considered badgers, bats, great crested newts, birds, reptiles and invasive species.

The Appraisal concluded that no further studies are required, and other than precautionary approaches and best practise (such as vegetation removal outside of the bird breeding season) no further mitigation is required. The following enhancements are proposed:

- Incorporation of bird and bat boxes across the site providing extra potential roosting / nesting resource thus improving biodiversity
- Replanting of a range of ruderal type plants and scrub that will attract pollinators
- Reinstating hedgerows with native species
- New hedgerow to be native

The best practice mitigation and enhancements would be suitably conditioned if permission is granted.

It is therefore considered that the development accords with the relevant national and local planning policy outlined above in relation to ecology and biodiversity.

Drainage: Foul drainage will utilise a new package treatment plant with surface water drainage being distributed to soakaways in appropriate locations.

Full details will be sought by condition if permission is granted.

Crime and Disorder: There are no specific concerns relating to Crime and Disorder, and the Police Architectural Officer has supplied the applicant with advice in regard to Designing out Crime.

Other matters requiring consideration prior to the determination of this application:

Trees: No trees are to be removed to enable the proposed development.

Retail: The modest retail element proposed is to serve the campsite and would offer a small selection of 'camping essentials' such as firewood, firelighters, matches, confectionary, snacks, beverages, toilet roll and a small range of non-perishable food items and toiletries. This would be suitably conditioned if permission were granted.

Sustainable Design: Paragraphs 129 and 154 of the NPPF relate to the sustainability of buildings and Development Plan Policy CS08 is concerned, in part, with sustainable design and energy efficiency.

The following design principles have been considered during the evolution of the proposal:

- Re-use of the most suitable existing building on the site from both an operational and structural perspective which minimises embodied carbon related to demolition and construction activities
- Orientation of the new building to make the most of passive solar gain
- High levels of insulation, airtightness and heat-recovery based ventilation on all buildings both new and converted
- Main energy supply being via renewable energy in the form of solar panels and air source heat pumps
- Materials are durable using recycled elements whilst still ensuring their appearance is appropriate to the local agricultural vernacular.

It is therefore considered that the development accords with the relevant national and local planning policy outlined above in relation to sustainable design.

Flooding: The site does not lie in an area at risk of flooding.

Environmental Quality: The requested conditions relating to contamination, smoke emissions and EV charging will be suitably conditioned if permission is granted.

Historic Environment Service: The requested archaeological conditions will be appended to any permission granted.

CIL: The development is not CIL liable.

Specific comments and issues:

In relation to objections received from the Parish Councils and third-party representatives, your officers respond as follows:

- Highway safety and congestion – covered in report
- Following receipt of the traffic survey a further accident occurred at the Lamsey Lane junction on 23 December 2022 – the LHA are aware of the accident; it does not change their opinion as to the acceptability, on the grounds of highway safety, of the proposed development
- Pedestrian safety if some parking is provided at the Heacham Bottom site – if both applications are approved a pedestrian crossing will have to be provided
- Noise and disturbance – covered in report
- How will drainage be dealt with? – covered in report
- Heacham Neighbourhood Plan expressly states that it does not support extensions or intensification of existing holiday sites – this is not a correct interpretation of the policy; the policy allows some development that is policy compliant. This is covered in the report
- Impact on protected landscapes and landscape character – covered in report
- The access to Mount Pleasant Farm is at a hazardous section of Lamsey Lane – the TA has shown that the site access can provide adequate visibility splays which has been confirmed by the LHA. This is covered in the report
- Offering alternative holiday accommodation would take away from established related businesses in the village (e.g., hotels, B&Bs, other caravan sites, etc.) – it is not the role of the planning system to prevent competition

- Impact on wildlife - covered in report
- An alternative access should be proposed – developments must be assessed as submitted
- Extra pressure on infrastructure – Heacham is a Key Rural Service Centre with the infrastructure and facilities considered appropriate for this scale of development.

CONCLUSION / PLANNING BALANCE:

Applications for planning permission should be determined in accordance with the Development Plan and any other material considerations. The application falls under the 'banner' of both farm diversification and rural tourism, both of which are supported at national and local level, subject to other relevant planning policy and guidance and for the reasons outlined in the report above, it is considered that the development is in general accordance with these enabling policies.

The site lies outside of the AONB but within its setting. However, an LVA has satisfied the NCC Landscape Protection Team and Norfolk Coast Partnership that the development would not adversely affect the setting of this designated landscape or the wider countryside in general.

It is considered that the scale, mass, design and appearance of the proposed replacement building is acceptable in its rural setting. However, it is acknowledged that there would be some impact from the proposed use itself. Notwithstanding this, it is considered that, given the scale proposed, this impact would not be significant and would not result in material harm. Furthermore, the proposal comes with benefits both to the existing agricultural enterprise and to the tourism offer as well as enabling development of the parallel application at Heacham Bottom. These issues are given weight in this decision.

The proposed development would not result in any material highway safety or neighbour amenity issues.

It is therefore recommended that this application be approved subject to the following conditions.

RECOMMENDATION:

APPROVE subject to the imposition of the following condition(s):

- 1 Condition: The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
- 1 Reason: To comply with Section 91 of the Town and Country Planning Act, 1990, as amended by Section 51 of the Planning and Compulsory Purchase Act, 2004.
- 2 Condition: The development hereby permitted shall be carried out in accordance with the following approved plans:
Demolition Plan As_Proposed Drawing Package Rev.B
Site Plan_As Proposed Drawing Package Rev.B
Wider Site Plan_As Proposed Drawing Package Rev.B
Reception Building Floor Plan_As Proposed Drawing Package Rev.B
Reception Building Elevations_As Proposed Drawing Package Rev.B
Utility Building Floor Plan_As Proposed Drawing Package Rev.B

Utility Building Elevations_As Proposed (south and west) Drawing Package Rev.B
Utility Building Elevations_As Proposed (north and east) Drawing Package Rev.B
Utility Building Roof Plan_As Proposed Drawing Package Rev.B
Proposed Landscape Masterplan (1 of 2) WKH-DIG-00-PL-0001 (1 of 2) Rev.P10
Proposed Mount Pleasant Masterplan WKH-DIG-00-PL-0002 Rev.P05
Biodiversity Enhancement Plan WKH-DIG-00-PL-0003 Rev.P03

- 2 Reason: For the avoidance of doubt and in the interests of proper planning.
- 3 Condition: No development shall commence until full details of the foul and surface water drainage arrangements for the site have been submitted to and approved in writing by the Local Planning Authority. The drainage details shall be constructed as approved before any part of the development hereby permitted is brought into use.
- 3 Reason: To ensure that there is a satisfactory means of drainage in accordance with the NPPF. This needs to be a pre-commencement condition as drainage is a fundamental issue that needs to be planned for and agreed at the start of the development.
- 4 Condition: No demolition/development shall take place until an archaeological written scheme of investigation (WSI) has been submitted to and approved by the local planning authority in writing. The scheme shall include an assessment of significance and research questions; and
 - 1) The programme and methodology of site investigation and recording
 - 2) The programme for post investigation assessment
 - 3) Provision to be made for analysis of the site investigation and recording
 - 4) Provision to be made for publication and dissemination of the analysis and records of the site investigation
 - 5) Provision to be made for archive deposition of the analysis and records of the site investigation and
 - 6) Nomination of a competent person or persons/organization to undertake the works set out within the written scheme of investigation.
- 4 Reason: To safeguard archaeological interests in accordance with the principles of the NPPF. This needs to be a pre-commencement condition given the potential impact upon archaeological assets during groundworks/construction.
- 5 Condition: No demolition/development shall take place other than in accordance with the written scheme of investigation approved under condition 4 and any addenda to that WSI covering subsequent phases of mitigation.
- 5 Reason: To safeguard archaeological interests in accordance with the principles of the NPPF.
- 6 Condition: The development shall not be occupied or put into first use until the site investigation and post investigation assessment has been completed in accordance with the programme set out in the archaeological written scheme of investigation approved under condition 4 and the provision to be made for analysis, publication and dissemination of results and archive deposition has been secured.
- 6 Reason: To safeguard archaeological interests in accordance with the principles of the NPPF.

- 7 Condition: Notwithstanding the details indicated on the submitted drawings no works above slab level shall commence on site unless otherwise agreed in writing until detailed drawings for the scheme of off-site highway improvement works have been submitted to and approved in writing by the Local Planning Authority.
- The scheme of works shall include:
 - Provision of a new pedestrian footway connection between the Mount Pleasant site (on site path) and Heacham (existing highway footway) - as indicatively outlined on drawing 2021-F-015-026
 - Suitable pedestrian crossing of Lamsey Lane between Heacham Bottom Farm & Mount Pleasant farm as indicatively shown on drawing no: WKH-DIG-00-PL-0002 Rev.P05.
- 7 Reason: To ensure that the highway improvement works are designed to an appropriate standard in the interest of highway safety and to protect the environment of the local highway corridor.
- 8 Condition: Prior to the first use of the development hereby permitted the off-site highway improvement works (including Public Rights of Way works) referred to in condition 7 shall be completed to the written satisfaction of the Local Planning Authority.
- 8 Reason: To ensure that the highway network is adequate to cater for the development proposed.
- 9 Condition: Prior to the first use of the development hereby permitted the vehicular access onto Lamsey Lane shall be constructed (for the first 10 metres) in accordance with a detailed scheme to be agreed in writing with the Local Planning Authority in accordance with the highways specification and thereafter retained at the position shown on the approved plan (2021-F-015-005 REV A). Arrangement shall be made for surface water drainage to be intercepted and disposed of separately so that it does not discharge from or onto the highway.
- 9 Reason: To ensure construction of a satisfactory access and to avoid carriage of extraneous material or surface water from or onto the highway in the interests of highway safety.
- 10 Condition: Any access gates, bollard, chain or other means of obstruction, shall be hung to open inwards, set back, and thereafter retained a minimum distance of 10 metres from the near channel edge of the adjacent carriageway. Any sidewall, fences or hedges adjacent to the access shall be splayed at an angle of 45 degrees from each of the outside gateposts to the front boundary of the site.
- 10 Reason: In the interests of highway safety enabling vehicles to safely draw off the highway before the gates / obstruction is opened.
- 11 Condition: The gradient of the vehicular access shall not exceed 1:12 for the first 10 metres into the site as measured from the near channel edge of the adjacent carriageway.
- 11 Reason: In the interests of the safety of persons using the access and users of the highway.

- 12 Condition: Prior to the first use of the development hereby permitted visibility splays measuring 120 metres x 2.4 metres shall be provided to each side of the access where it meets the near edge of the adjacent highway carriageway. The splay(s) shall thereafter be maintained at all times free from any obstruction exceeding 0.6 metres above the level of the adjacent highway carriageway.
- 12 Reason: In the interests of highway safety in accordance with the principles of the NPPF.
- 13 Condition: Prior to the first use of the development hereby permitted the proposed on-site access, car parking, on-site pedestrian paths, servicing, loading, unloading, turning and waiting area(s) shall be laid out, demarcated, levelled, surfaced and drained in accordance with the approved masterplan and retained thereafter available for that specific use.
- 13 Reason: To ensure the permanent availability of the parking/manoeuvring areas, in the interests of satisfactory development and highway safety.
- 14 Condition: Prior to first use of the development hereby permitted a scheme for the parking of cycles shall be submitted to and approved in writing by the Local Planning Authority. The scheme shall be fully implemented before the development is first occupied or brought into use and thereafter retained for this purpose.
- 14 Reason: To ensure the provision of adequate cycle parking that meets the needs of occupiers of the proposed development and in the interests of encouraging the use of sustainable modes of transport.
- 15 Condition: Prior to first use of the development hereby permitted, details of a suitable electric vehicle charging scheme shall be submitted to and approved by the LPA. The scheme shall be implemented as approved prior to the first use of the development hereby permitted.
- 15 Reason: To ensure the charging is safe, accessible and convenient in accordance with section 112(a) of the NPPF, AQAP, emerging local policy LP14/18 and the NCC's parking standards (July 2022).
- 16 Condition: In the event that contamination is found at any time when carrying out the approved development that was not previously identified it must be reported in writing immediately to the Local Planning Authority. An investigation and risk assessment must be undertaken in accordance with current best practice, and where remediation is necessary a remediation scheme must be prepared, which is subject to the approval in writing of the Local Planning Authority. Following completion of measures in the approved remediation scheme, a verification report must be prepared, which is subject to the approval in writing of the Local Planning Authority.
- 16 Reason: To ensure that risks from land contamination to the future users of the land and neighbouring land are minimised, together with those to controlled waters, property and ecological systems, and to ensure that the development can be carried out safely without unacceptable risks to workers, neighbours and other offsite receptors.
- 17 Condition: Notwithstanding the information that accompanied the application, prior to the first occupation of the development hereby approved, a detailed outdoor lighting scheme shall be submitted to and approved in writing by the Local Planning Authority. The scheme shall include details of the type of lights, the orientation/angle of the luminaries, the spacing and height of the lighting columns, the extent/levels of illumination over the

site and on adjacent land and the measures to contain light within the curtilage of the site. The development shall be implemented in accordance with approved scheme prior to the first occupation of the development hereby permitted and thereafter maintained and retained as agreed.

- 17 Reason: In the interests of minimising light pollution to safeguard the amenities of the locality and minimise the impact on bats in accordance with the NPPF and Development Plan.
- 18 Condition: Prior to the first use of the development hereby permitted, details of information boards, to be located within the application site (locations to be approved as part of this condition) that indicate nearby public rights of way and alternative visitor attractions not in the proximity of designated sites as well as details of nearby designated sites and recreational pressures upon them shall be submitted to and agreed in writing by the local planning authority. The approved information boards shall be erected in the approved locations, and thereafter be retained and maintained in those locations, prior to the first use of the development hereby permitted. Additionally, information leaflets, containing the same information as the information boards shall be made available to all visitors of the development.
- 18 Reason: To ensure the development does not have a likely significant impact on protected sites in accordance with the NPPF, Development Plan and Habitats Regulations.
- 19 Condition: The development hereby permitted shall be implemented and retained in full accordance with the Conclusions and Recommendations contained within Chapter 5 of the of the Preliminary Ecological Appraisal and Bat Risk Assessment that accompanied the application (Ref: BOM-RSC-21-11, dated July 2022 undertaken by Bombus Ecology.)
- 19 Reason: In the interests of ecology and biodiversity in accordance with the NPPF and Development Plan.
- 20 Condition: Construction or development work on site, along with collections and deliveries of waste products, material and equipment, shall only be carried out between the hours of 0800 and 1800 weekdays, and 0900-1300 on Saturdays, with no work allowed on Sundays and Bank/Public Holidays.
- 20 Reason: In the interests of the amenities of the locality in accordance with the principles of the NPPF.
- 21 Condition: The development hereby permitted shall be operated in full accordance with the Business Plan that accompanied the application (dated November 2022) and the supplementary information contained within an email from the agent (James Ellis) dated 09 March 2023, 12:24 unless otherwise agreed in writing by the Local Planning Authority.
- 21 Reason: To ensure satisfactory operation of the site in accordance with the NPPF and Development Plan.
- 22 Condition: No development shall take place on any external surface of the development hereby permitted until samples of all materials to be used for the external surfaces of the new and refurbished buildings, including roof materials, have been submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.

- 22 Reason: To ensure a satisfactory external appearance and grouping of materials in accordance with the principles of the NPPF.
- 23 Condition: Notwithstanding the approved plans or additional information that accompanied the application, prior to any works above ground floor finish floor level of the development hereby approved, full details of both hard and soft landscape works shall have been submitted to and approved in writing by the Local Planning Authority. These details shall include the car park, courtyard, access ways / service tracks, permissive footpaths, outdoor play equipment / structures, refuse or other storage units, internal signage, other 'street' furniture, structures and minor artefacts and shall include finished levels / contours and materials. Soft landscape works shall include planting plans, written specifications (including cultivation and other operations associated with plant and grass establishment) schedules of plants noting species, plant sizes and proposed numbers and densities where appropriate of all landscape areas and shall include boundary treatments.
- 23 Reason: To ensure that the development is properly landscaped in the interests of the visual amenities of the locality in accordance with the NPPF.
- 24 Condition: Prior to the first use of the development hereby permitted or within the first planting season all hard and soft landscape works shall be carried out in accordance with the details approved under Condition 24 of this permission. The works shall be carried out prior to the occupation or use of any part of the development or in accordance with a programme to be agreed in writing with the Local Planning Authority. Any trees or plants that within a period of 5 years from the completion of the development die, are removed or become seriously damaged or diseased, shall be replaced in the next planting season with others of similar size and species as those originally planted, unless the Local Planning Authority gives written approval to any variation.
- 24 Reason: To ensure that the work is carried out within a reasonable period in accordance with the NPPF.
- 25 Condition: The development hereby permitted shall comprise of no more than 20m² GIA of retail space. The sale of goods shall be limited to camping essentials such as firewood, firelighters, matches, confectionary, snacks, beverages, tent pegs, plasters, toilet roll and a small range of non-perishable food items and toiletries.
- 25 Reason: To ensure an appropriate retail element in accordance with the NPPF and Development Plan.
- 26 Condition: No deliveries shall be taken at or despatched from the site outside the hours of 0700 and 1900 on weekdays, 0900 and 1700 on Saturdays and 1000 and 1700 on Sundays, Bank or Public Holidays.
- 26 Reason: In order that the Local Planning Authority may retain control over the development in the interests of the amenities of the locality in accordance with the NPPF and Development Plan.
- 27 Condition: Prior to the erection of the bell tents hereby permitted full details of the bell tents shall be submitted to and agreed in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.
- 27 Reason: For the avoidance of doubt and in the interests of proper planning.

- 28 Condition: The development hereby permitted shall include no more than:
20 x hard standing touring caravan pitches
40 x mixed grass tent pitches and
7 x bell-tent pitches.
The pitches shall be located as shown on drawing no: WKH-DIG-00-PL-0002 Rev.P05.
- 28 Reason: For the avoidance of doubt and in the interests of proper planning.
- 29 Condition: Other than the existing dwelling that occupies the site, the development hereby permitted shall only be occupied as short-stay holiday lets (no more than 28 days per single let), shall only be made available as commercial holiday lets and shall not be occupied as a person's sole or main place of residence.
- 29 Reason: The site lies within in an area in which the Local Planning Authority would not normally permit permanent residential development. This permission is granted because accommodation is to be used for holiday purposes only in accordance with the NPPF.
- 30 Condition: The owners / operators of the development hereby permitted shall maintain an up-to-date register of lettings/occupation of the yurts hereby permitted and shall make this available at all reasonable times to the Local Planning Authority.
- 30 Reason: The site lies within in an area in which the Local Planning Authority would not normally permit permanent residential development. This permission is granted because accommodation is to be used for holiday purposes only in accordance with the NPPF.
- 31 Condition: The development hereby permitted shall at all times be held, owned and operated in association with Wild Ken Hill, Heacham and shall not be sold off separately.
- 31 Reason: For the avoidance of doubt and to ensure that the building is not used for unrelated purposes that would be incompatible with the provisions of the NPPF and Policy DM11 of the SADMPP 2016.
- 32 Condition: The use of the land for camping (tents / bell tents) shall be limited to the period between 1st March and 31st October in any calendar year. No tents / bell tents shall be sited on the land outside of this period.
- 32 Reason: For the avoidance of doubt and to reduce the impacts associated with the proposed development in accordance with the NPPF and Development Plan.