

The New Plan Making System – Vision & 10 Measurable Outcomes

Local Plan Task Group - 21/04/2026

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Creating a Vision for the New Local Plan



The Government through legislation requires all new Local Plans to:



Create a vision – based on the issues that affect, or are likely to affect the area;



Create 10 measurable outcomes – those aims that the Plan seeks to address;



Where necessary, create local planning policies that help to address those objectives. These policies should not however repeat those of national planning policy.



The forthcoming Scoping Consultation will help identify those issues and objectives

Creating a Vision for the Local Plan

Our Vision should:

- Set out how our area should change over the Plan period until 2043.
- Set direction for change and indicate the kind of place we aspire to create.
- Provide a holistic framework setting out clear direction for the spatial strategy and policy development.
- Have general location of where development will take place.
- Should include potential areas for growth and regeneration, new infrastructure and protection and enhancement.

SWOT Analysis – helps to identify themes for the vision and 10 measurable outcomes

Strengths	Weaknesses
<ul style="list-style-type: none"> • A rich natural, historic and cultural environment, including nationally important attractions. • Good transport links to Norwich, Peterborough, Ely, Cambridge and London • Enhanced self-economic containment in comparison to some neighbouring areas • Strong provision of retailing and other main town centre uses within the town centres and neighbourhood centres • Vibrant coastal tourism industry • Well defined geographic housing and economic market area • Local civic pride in their community; e.g. Guildhall, The Walks (King's Lynn), Hunstanton seafront • Borough Council appetite to proactively create and regenerate areas to the benefit of the current/future community • Important employment sites – Queen Elizabeth Hospital, Palm Paper RAF Marham, British Sugar, Construction College at Bircham Newton, College of West Anglia + University campus, King's Lynn Port. 	<ul style="list-style-type: none"> • A shortfall of affordable housing including housing for younger population and working class • Limited public transport provision/connectivity within much of the wider rural area, increasing car dependency and social isolation • Geographically being chiefly rural and a dispersed area which limits more cohesive and connected growth • Heath inequality , particularly within urban areas (individual pockets of high multiple deprivation) • High concentration of development constraints, including access to land, areas at a high risk from flooding, National Landscape and the coastline, within parts of the Borough • Limited employment pool and job opportunities • Weak Development viability • Harder for some industries to recruit skilled workers to the area • Tourism industry is largely geared towards coastal areas (Norfolk Coast, Sandringham) – • Limited interest from large volume house builders or investors – difficulties in meeting local housing need • Loss of community facilities(shops, pubs, post offices, meeting spaces) in smaller settlements
Opportunities	Threats
<ul style="list-style-type: none"> • To create an attractive and sustainable area for people to live, work and visit • Expand on and improve on existing green infrastructure, open space and active travel networks to improve physical and mental wellbeing • Diversify the housing type and tenure to meet the accommodation needs of the community • To provide a range of housing sites in terms of both location and size to stimulate and diversify the housing market • To improve the delivery of growth along the north- south A10/ A149 and east-west A47/ A14 corridors • Regeneration of the KL and other main town centres to attract new businesses and enterprises • Improve wider transport to enhance connectivity to rural settlements • Enhance and protect the provision of public open space and accessibility to help reduce health inequalities • Develop opportunities for climate change mitigation and adaption across the Borough • To enhance Biodiversity by implementing the Local Nature Recovery Strategy to guide biodiversity net gain delivery through development • To improve connectivity of natural habitats through green infrastructure and local enhancements. • Diversify the retail, cultural and economic enrichment within our town centres • Seek to enhance the diversity of rural local communities to increase economic resilience • Broaden the diversification of the tourism sector 	<ul style="list-style-type: none"> • Development viability and market uncertainty • Widespread risk from coastal and fluvial flooding, including erosion and coastal change • Ageing population and demographic imbalances • Loss of existing economic hubs around key towns and strategic transport corridors • Limited access to wider public funding to enhance local infrastructure • Failure to deliver housing and economic growth due to weak economic viability • Continued increase in traffic congestion in parts of the Borough (specific hotspots) • Ongoing closure/ loss of important community facilities, especially within more remote rural areas • Decline of town centres from the changing economy (retailing and other main town centre uses) • Changes to climate and subsequent effects on species and floral ranges could reduce reliance to development pressure • Skills and Labour shortages and growing gap between high and low paid jobs • Environmental impacts from recreation on designated international, national and local Habitats Sites (BNG, LNRS). • Climate change impacts pose risk to community resilience and wellbeing

Our Draft Vision & 10 Measurable Outcomes

- 1) To deliver around 8,000 new homes overall within the Borough to meet the Local Housing Need (LHN), and in accordance with the Borough Council's growth strategy.
- 2) To provide a choice of land and homes to ensure that the Borough's housing stock better meets local housing needs and aspirations of all residents by providing the range of market, affordable and specialist housing types, tenures and sizes to meet the local need.
- 3) To ensure the new growth is directed to sustainable locations through the settlement hierarchy that respects the environmental capacity of the Borough, supports a sustainable pattern of growth across small, medium and large sites within urban and rural areas and make the best use of suitable, available previously developed land.
- 4) To support a step change in the local economy by promoting competitive, diverse and sustainable economic growth by providing the right conditions, land and premises in the Borough to accommodate general employment growth, to cater for inward investment in sustainable locations accessible to the Main Towns and growth corridors.
- 5) To ensure new development, places and spaces are of a high quality and sustainable design which reflects local character and distinctiveness, respects residential amenity and enables people to live safe, healthy, accessible, green and active lifestyles.

Our Draft Vision & 10 Measurable Outcomes

6) To promote healthier, active communities and help reduce health inequalities by minimising locational disadvantage, promoting healthy place-making, securing active lifestyles and travel, and reducing human exposure to environmental risks to achieve equitable outcomes for all.

7) To protect and enhance the Borough's diverse historic built and natural environments, the distinctive separate character of settlements and their wider landscape and townscape settings, thereby recognising the important contribution the historic environment, heritage assets and their settings make to securing a high-quality environment and to the visitor economy.

8) To protect, restore and enhance the quality, diversity, character, distinctiveness, biodiversity and geodiversity of the Borough's natural environment, by creating ecological connectivity within and to the green/blue infrastructure network to create a series of high quality, multifunctional, well-connected spaces, sites and landscapes that improve people's quality of life and where biodiversity can thrive, respond and adapt to climate change.

9) To support the Borough's transition to a net zero carbon area through the efficient use of resources, careful location and design of new development, the use of sustainable construction methods, whilst increasing resilience to impacts from climate change, through; tree planting, reducing exposure to flood risk, promoting energy and water efficiency, integrated water management and by minimising waste generation; whilst maximising opportunities to generate and use a vibrant mix of renewable energy, zero carbon and other alternative technologies.

10) To ensure that new development appropriately contributes to the provision of necessary physical, social and green/blue infrastructure to deliver planned levels of growth at the right time and to mitigate its impacts on existing communities and the environment.

Creating a Vision for the Local Plan

This will be an iterative process and informed by consultation with key stakeholders including the community and infrastructure/service providers.

Thinking about the SWOT analysis and the Draft Vision & 10 Measurable Outcomes:

- Is there anything you agree with?
- Is there anything you disagree with?
- What may we have missed?

- Please take this away and come back to the next meeting with your thoughts.

- Link to Guidance: [Preparing a local plan vision - GOV.UK](#)