

4 Vision and Core Strategy Objectives (Where do we want to be?)

4.1 Relationship to Community Strategy

4.1.1 The Core Strategy identifies shared priorities arising from local strategies, most notably the Sustainable Community Strategy. Through this process, the Core Strategy becomes an important document in helping to support aspirations and resolve conflicting issues. In achieving this its key purpose is to explain how, where and when the Core Strategy will assist in delivering the outcomes which have emerged from these varied strands (i.e. spatial planning).

4.1.2 The starting point is to set out a Vision for the borough, and it is helpful that both the Sustainable Community Strategy and Core Strategy share the same headline vision. The subsequent place elements are specific to this Core Strategy document.

4.1.3 Realising the Vision will rely upon many different stakeholders and service providers. It is important, therefore, to identify the particular role of the Local Development Framework in delivering the Vision. To do this a set of Strategic Objectives have been identified for the borough, which provide a concise expression of the priorities for the Local Development Framework. These are set out immediately after the Vision.

4.2 Vision

Vision

People want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit.

West Norfolk enjoys an unparalleled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this.

Economy

We want to help people of all ages improve their skills and qualifications, and help raise their aspirations. We want to help people become entrepreneurs and benefit from the growing economy. We want to be a place where skilled people want to live and work.

Society

We want to help reduce inequality wherever it exists. We want to make sure that people have access to good quality housing and local facilities, we want to help people deal with social change and ensure that a growing economy brings higher wages and an improved quality of life.

Environment

We want to safeguard our justifiably famous natural and historic environment, at the same time making sustainability a central principle to our vision. We want to build connections with other local and regional economies, reduce reliance on the car, and prepare ourselves for the challenges of climate change.

Vision for Places

Development will support a pattern of development which reinforces the roles of towns and key centres. This will include locating the majority of development to the main towns as the most sustainable

locations including land adjacent to Wisbech; and an appropriate scale of development at key rural settlements in the rest of the borough.

King's Lynn is an urban centre of regional significance; an exemplar town balancing the needs of conservation with urban renewal and strategic growth.

Downham Market remains a key local centre serving the Fens and the southern part of the borough with the services necessary to meet the demands of a growing population.

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

Rural areas: The economy has been bolstered by a modest scale of new development, including the potential for affordable housing, in settlements which have both a range of services and which are accessible by a daily public transport service to the main urban areas.

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

4.3 Core Strategy Objectives

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

Core Strategy Objectives

Economy

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

Society

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

10. All people are active and healthy.

Environment

11. West Norfolk has undergone regeneration and growth that is well planned and complements its high quality historical and natural inheritance.

12. Communities benefit from quality public spaces and parks with access to the coast and countryside that make the area special.

13. West Norfolk is meeting the challenges of climate change and reducing or mitigating carbon emissions.

14. Public transport has improved and people are less reliant on the motor car to access places and services.

15. West Norfolk is still considered to be somewhere unique retaining its own local distinctiveness.

Towns and places

King's Lynn

16. Population of the town has grown to more than 50,000 by 2025 reflecting the Growth Point status.

17. There has been emphasis on brownfield redevelopment and renewal within the town, together with urban extension.

18. The risk of both tidal and fluvial flooding has been reduced or mitigated through the provision of effective defences and the design of new developments in lower lying areas.

19. The central areas of the town have been revitalised to provide a sub-regional shopping, cultural and leisure destination with high quality public realm, preserving and enhancing this major heritage asset.

20. The town is a major employment centre with good communications and a diverse economy attractive to new employers and investors.

Downham Market

21. Provides employment land and premises within, or adjacent to, the urban area to meet the needs of existing and potential new businesses and has capitalised on the role as a retail centre and also as a service base for the local tourism economy.

22. Inadequacies in local service provision have been resolved as part of the development strategy which recognised the benefits of the town's key location, particularly on the King's Lynn – Cambridge – London main rail line, and consequent contribution towards optimising opportunities for sustainable public transport.

Hunstanton

23. The town meets the needs of residents with an expanded and improved retail core offering year round services.

24. A town that respects its heritage whilst continuing to look to the future.

25. A more attractive seaside destination where visitors stay longer and spend more.

26. An active town with all year round tourism potential and expanded water sports offer.

27. An environmental resort making the most of the coast's natural assets.

Rural areas

28. Beyond the villages, the locally distinctive countryside has been protected in its many attributes and continues to provide for the social and economic needs of those who live and work there.

29. Elsewhere the local economy has been bolstered by guiding new development (including market housing) to the most sustainable locations, recognising the needs of the agricultural sector and the potential for diversification into other activities, and by retaining where possible, current employment sites.

30. Local housing needs have been secured in a sustainable manner.

31. There is improved accessibility to essential services.

Coast

32. The threats of coastal erosion and flooding has been reduced or mitigated in a sensitive and sustainable manner.

33. There is a good balance between improved accessibility to the coast and retention of the distinctiveness of the landscape and protection of its ecology.

5 Spatial Strategy for West Norfolk (How will we get there?)

5.1 Spatial Strategy Policy CS01

Introduction

5.1.1 The Spatial Strategy (CS01) is the approach to delivering the vision and objectives in the borough, stemming from consultation and the Sustainability Appraisal of options and policies. The strategy sets an overview of the development priorities for the borough, and outlines broadly where development is planned until 2026. The Spatial Strategy is illustrated by the Key Diagram for the borough, which is located at the back of this document. In addition, separate inset diagrams for King's Lynn, Hunstanton and Downham Market illustrate the detailed strategies for these settlements and are also contained at the end of the document.

5.1.2 The Spatial Strategy seeks to strike a balance between protecting and enhancing the built and natural environment of West Norfolk whilst facilitating sustainable growth in the most appropriate locations. In outlining development priorities, it seeks to respond to, and deliver the objectives outlined in the previous chapter for the economy, society and environment in the borough's towns and places. The strategy also reflects the regional East of England Plan, which designates King's Lynn as a Key Centre for Development and Change. Therefore the strategy directs the majority of growth and regeneration to King's Lynn, and begins to develop a settlement hierarchy for the borough.

5.1.3 This strategy forms the basis for the coordination of further plans and the development of detailed policies to address issues outlined in the Spatial Portrait, and will guide future consideration and investment by the Council (including through the growth point programme) and the West Norfolk Partnership. The Spatial Strategy will be delivered through the Core Strategy Policies for Places (CS02 to CS07) the Policies for Areas (CS08 to CS13) and the Implementation Policy (CS14).

CS01 Spatial Strategy

Development priorities for the borough will be to:

- facilitate and support the regeneration and development aspirations identified in the Regional Spatial Strategy;
- encourage economic growth and inward investment;
- improve accessibility for all to services; education; employment; health; leisure and housing;
- protect and enhance the heritage, cultural and environmental assets and seek to avoid areas at risk of flooding;
- foster sustainable communities with an appropriate range of facilities.

Sustainable development locations

In accommodating these priorities our approach will utilise a settlement hierarchy (set out in Policy CS02) to ensure that:

- new investment is directed to the most sustainable places;
- significant emphasis is placed on brownfield redevelopment within the towns and villages;
- the development of sustainable urban extensions to the main towns;
- locally appropriate levels of growth take place in selected Key Rural Service Centres and Rural Villages;
- new development is guided away from areas at risk of flooding now or in the future, however recognising development may be required within flood risk areas to deliver regeneration objectives within King's Lynn and maintain the sustainability of local communities in rural areas;
- approximately 90% of new residential development will take place in areas identified within the settlement hierarchy to ensure reasonable access

to services satisfying basic day to day needs;

- 75% of employment land will be allocated in King's Lynn.

King's Lynn

In support of the overall development strategy the Council will:

- promote King's Lynn as the main centre including retail, leisure and culture and economic driver within the borough, a significant "engine of growth" and sub regional centre in the East of England;
- provide for a minimum of 7,510 new houses through the regeneration of brownfield land and urban expansion;
- make provision for new jobs within existing and new employment areas and also as part of central area regeneration;
- make appropriate use of the high quality historic environment in the town through sensitive inclusion in regeneration proposals;
- establish a strong educational base;
- underpin the growth and development of King's Lynn with a major review of transport strategy to:
 - improve the public transport network linking the main centres of population within and beyond the borough;
 - seek improvements to the efficiency and safety of principal roads connecting to other parts of the borough;
 - enable improved circulation within the town and support new development;
 - it will also reflect the rural nature of King's Lynn's hinterland where the car will remain the primary

transport mode to the town throughout the plan period.

- seek to resolve the need for economic and social regeneration in those parts of the town which are at risk to flooding.

Downham Market

Downham Market will be supported as a key town within the south of the borough supporting the demands for, and improving accessibility to, local services, cultural and leisure facilities.

The impact of significant development in recent years and the adequacy and quality of local services will be assessed by the Council and its strategic partners to quantify and address necessary change.

The strategy for the town will seek to:

- provide new employment opportunities within a revitalised town centre and new allocations of land.
- support the role of the town a service centre for visitors and the local tourism economy.
- provide a limited amount of growth to the town including at least 2,710 new homes with new allocations of at least 390 houses.
- ensure existing essential services and facilities are not jeopardised and that new investment brings with it appropriate mitigation and improvements.

Hunstanton

The focus for Hunstanton will be on ensuring the town develops its position as a successful service hub for the area providing retail, cultural and social facilities while strengthening its role as a year round tourist destination.

Support will be given to:

- extend the season and diversify year-round activity without detracting from the town's heritage with additional tourist facilities and leisure development.
- improving visitor accessibility and public transport so that the town may benefit from growth proposals for King's Lynn.
- implement the Southern Seafront and Town Centre Masterplan.

Provision will be made for at least 580 new homes with new allocations of at least 220 houses.

The area adjacent to Wisbech

Although the town of Wisbech is beyond the borough's administrative area it does provide services and employment to people living in the borough.

The Council will be supportive in principle to:

- the expansion of the port-related employment area into land predominantly within the borough.
- consider the provision of at least 550 new houses to the east of the town.

(The nature and scale of this development will be dependant upon the outcome of work by Fenland District Council addressing the strategic role of Wisbech, the scale of housing provision overall, the impact of Strategic Flood Risk Assessment and the impact upon traffic using the A47(T). The Borough Council will review the potential for further joint study with Fenland District Council as these issues achieve more clarity).

Rural and coastal areas

The strategy for the rural areas will:

- promote sustainable communities and sustainable patterns of development;

- ensure strong, diverse, economic activity, whilst maintaining local character and a high quality environment;
- focus most new development and at least 2,880 new homes within or adjacent to these selected Key Rural Service Centres (to be defined in the Site Specific Allocations DPD);
- protect the countryside beyond the villages for its intrinsic character and beauty, the diversity of its historic environment; landscapes; geodiversity and biodiversity through a Green Infrastructure Management Plan, and Biodiversity Action Plans.

Within the coastal areas, the Council will work with its strategic partners to limit any detrimental impact of coastal change and take account of the Shoreline Management Plans, which will plan for future change.