

The New Plan Making System – Vision & 10 Measurable Outcomes

Local Plan Task Group – May 2026

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**King's Lynn &
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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



SWOT: Strengths

- Rich Environment:** Diverse natural, historic, and cultural attractions of national importance.
- Connectivity:** Strong transport links to London, Cambridge, Norwich, and Peterborough.
- Economic Independence:** High levels of self-economic containment compared to neighbours.
- Robust Retail:** Strong town centres and neighbourhood retail provision.
- Tourism:** A vibrant and active coastal tourism industry.
- Defined Market:** Clearly established housing and economic market areas.
- Civic Pride:** Strong community identity (e.g., The Guildhall, The Walks, Hunstanton seafront).
- Proactive Leadership:** Council-led commitment to regeneration and future growth.
- Major Employers:** Key sites include QEH, RAF Marham, Palm Paper, British Sugar, and the Port of King's Lynn.



SWOT: Opportunities

- Sustainability:** Create an attractive, sustainable area to live, work, and visit.
- Public Wellbeing:** Improve green infrastructure, open spaces, and active travel.
- Housing Variety:** Diversify housing types and tenures to meet community needs.
- Market Stimulation:** Provide diverse housing sites in various sites and locations.
- Growth Corridors:** Boost development along the A10/A149 and A47/A14 routes.
- Town Regeneration:** Revitalise King's Lynn and town centres to attract enterprise.
- Rural Connectivity:** Enhance transport links to wider rural settlements.
- Health Equity:** Protect open spaces and accessibility to reduce health gaps.
- Climate Action:** Develop borough-wide mitigation and adaptation strategies.
- Biodiversity:** Implement the Nature Recovery Strategy for biodiversity net gain.
- Habitat Links:** Use green infrastructure to connect and enhance natural habitats.
- Town Enrichment:** Diversify retail, cultural, and economic offerings in centres.
- Rural Resilience:** Enhance community diversity to build economic strength.
- Tourism Growth:** Broaden and diversify the regional tourism sector.



SWOT: Weaknesses

- Affordable Housing:** Shortfall for younger populations and the working class.
- Rural Isolation:** Poor public transport leading to car dependency and social isolation.
- Dispersed Geography:** Rural landscape hinders cohesive and connected growth.
- Health Inequality:** Pockets of high deprivation, particularly in urban areas.
- Development Barriers:** Constraints include flood risks and protected coastal landscapes.
- Job Market:** Limited employment opportunities and a small labour pool.
- Economic Viability:** Weak financial viability for new development projects.
- Recruitment Gaps:** Difficulty attracting skilled workers for key industries.
- Tourism Concentration:** Industry is heavily weighted toward specific coastal sites.
- Low Investor Interest:** Limited engagement from major house builders.
- Service Loss:** Decline of shops, pubs, and post offices in small settlements.



SWOT: Threats

- Economic Viability:** Market uncertainty and weak development viability.
- Flood & Erosion:** Widespread coastal and fluvial flood risks.
- Demographic Shift:** Ageing population and demographic imbalances.
- Economic Hubs:** Loss of hubs near towns and transport corridors.
- Funding Gaps:** Limited access to public funding for infrastructure.
- Growth Stagnation:** Viability issues stalling housing and economic delivery.
- Traffic Congestion:** Increasing congestion in specific borough hotspots.
- Rural Decline:** Ongoing closure of facilities in remote rural areas.
- Retail Pressure:** Decline of town centres due to the changing economy.
- Ecosystem Shifts:** Climate effects on species impacting development resilience.
- Labor Market:** Skills shortages and a widening wealth gap.
- Habitat Impact:** Recreational pressure on protected natural sites.
- Climate Resilience:** Risks to community wellbeing and long-term resilience.



Our Draft Vision & 10 Measurable Outcomes

- 1) **8,000 New Homes:** Deliver overall target to meet Local Housing Need (LHN) and Council strategy.
- 2) **Diverse Housing Choice:** Provide a range of market, affordable, and specialist homes for all residents.
- 3) **Sustainable Locations:** Direct growth through a settlement hierarchy, prioritising brownfield and suitable urban/rural sites.
- 4) **Economic Step Change:** Provide land and premises to drive competitive investment and employment growth corridors.
- 5) **High-Quality Design:** Ensure developments reflect local character and support safe, healthy, and active lifestyles.



Our Draft Vision & 10 Measurable Outcomes

- 6) **Health & Equality:** Promote active lifestyles and healthy place-making to reduce health inequalities.
- 7) **Heritage & Character:** Protect historic environments and unique settlement characters to support the visitor economy.
- 8) **Natural Assets:** Enhance biodiversity and ecological connectivity through high-quality green/blue infrastructure.
- 9) **Net zero Transition:** Drive carbon reduction through sustainable construction, renewable energy, and climate resilience.
- 10) **Infrastructure Funding:** Ensure new developments contribute to the physical and social infrastructure needed for growth.



Creating a Vision for the Local Plan

- 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 consider this for the next meeting with your thoughts.

