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Planning Statement

INFORMATION

Date of Application	16 th December 2021
Site Address	The Knoll, Chapel Lane, Hempstead
Development Description	Development of four live/work units in the form of two pairs of semi-detached units.
Local Planning Authority	North Norfolk
Applicant	Trudi Seaman
Author	Jerry Stone
Checked By	Penelope Shaw
Report Revision	V1.1



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1.0 Introduction

This 'Planning Supporting Statement' incorporating a 'Design and Access Statement' is in support of Ms. Seaman's application, to seek full planning permission for a pair of semi-detached two bedroom live/work units totalling four units.

The NPPF has introduced a requirement to build a strong, competitive economy and support a prosperous rural economy.

Paragraph 82 states planning policies should:

d) be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.

Paragraph 84 Planning policies and decisions should enable:

The sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings.

There is a high degree of live/work self-containment in the district overall with 73% of the economically active residents employed within the district.

The local economy is particularly characterised by the fact that the majority of employees (84%) work in small businesses.

This application is within the central area of the district. A lot of the employment is based around tourism and Gresham School.

Currently the site is used as a small holding/stable which is not particularly appropriate in a residential area.

2.0 The Application

This application should be read in conjunction with the following supporting documents:

Site Plan

Location Plan 2.0

2.1 Hempstead Village

Hempstead is a small village and civil parish situated some 2½ miles southeast of Holt and 11 miles west of Cromer.

In 2011, the census recorded a population of 177.

The majority of buildings are built of traditional flint, Norfolk red brick and pantiles.

Although the village pub, forge, school and post office have long gone, a well-cared for church and a thriving village hall are at the centre of the village.

The name Hempstead probably derives from Old English, meaning '*the hemp place*' or '*place where hemp is grown*'.

(source <http://www.hempstead-norfolk.co.uk>)

2.2 Development Description

The application seeks to build two pairs of two bedroom semi-detached live/work units. These will consist of a work area on the ground floor and two-bedroom accommodation on the first floor.

The advantage of a live/work unit is that it allows a reduction in commuting mileage. The recent pandemic has seen a change in the working practice of many people and this type of unit is becoming increasingly popular.

2.3 House Prices and Rental in North Norfolk

Properties in North Norfolk had an overall average price of £346,796 over the last year. The majority of sales in North Norfolk during the last year were detached properties, selling for an average price of £422,621. Semi-detached properties sold for an average of £286,439, with terraced properties fetching £263,610.

Overall, sold prices in North Norfolk over the last year were 13% up on the previous year and 23% up on the 2018 peak of £282,029. (Source Rightmove)

Norfolk Market Rent Summary

Our rental price analysis for Norfolk summarises the advertised rents for homes to let, calculated daily from the rental properties found by the Home.co.uk property search engine.

Summary of Properties for Rent in Norfolk

Total properties for rent in Norfolk:	715
Properties for rent in Norfolk listed in the last 14 days:	252
Average*_ property rents in Norfolk:	£1,095 pcm

Properties for Rent in Norfolk by Price

	No. of properties
Rent under £250 pcm	4
£250 to £500 pcm rent	47
£500 to £1,000 pcm rent	406
£1,000 to £2,000 pcm rent	202
£2,000 to £5,000 pcm rent	56
Rent over £5,000 pcm	0

Property Rents in Norfolk by Number of Bedrooms

	No. of properties	Average rent
One bedroom	94	£761 pcm
Two bedrooms	215	£880 pcm
Three bedrooms	170	£1,063 pcm
Four bedrooms	95	£1,553 pcm
Five bedrooms	37	£2,142 pcm

Property Rents in Norfolk by Type

	No. of properties	Average rent
Room	44	£615 pcm
Flat	208	£931 pcm
House	431	£1,256 pcm

North Norfolk local plan identifies:

Dwelling Mix and Type

3.2.2 The Strategic Housing Market Assessment (SHMA) (iii) identifies a preponderance of larger, detached dwellings in the existing housing stock and a higher-than-average proportion of households in higher council tax bands. In the private sector the number of lower-cost market houses is limited by lack of supply. The Strategic Housing Market Assessment (iv) analyses the demand for and supply of housing by tenure and size. Assuming that housing supply is constrained to the East of England housing requirement, it suggests that there is almost no demand for more three and four bedroom homes, but a high level of need for private rented one bedroom flats and two bedroom houses in all tenure types. At present the proportion of two bedroom houses in recent housing developments in North Norfolk is only 38%. It is therefore important to use new housing development to address this shortage of smaller starter homes and this is proposed by requiring a high proportion of all new homes to be smaller property.

3.2.3 The need for affordable housing in the district is acute. The large gap between house prices and average incomes, the demand for second homes, the limited supply of new affordable properties in recent years and the loss of existing social housing through 'Right to Buy' / 'Right to Acquire' provisions have all contributed to this problem. The evidence in the SHMA suggests that even if all of the proposed new housing that will be built up to 2021 were to be affordable it is unlikely that affordable housing needs will be met in full. Public funding for affordable housing is limited and housing provided by Housing Associations and other affordable housing providers using public funding is unlikely to meet the identified needs over the period of the Plan. Given the high levels of need and the limited opportunities to address it, it is important to adopt a flexible approach to provision and ensure that a high proportion of future housing meets these needs. Consequently, the Council will support the provision of affordable housing in locations where other types of housing will not be permitted and will require that far more market development schemes contribute towards affordable housing provision without the need to use public funding, where it is economically viable to do so.

3.2.4 Aside from meeting the need for affordable housing the Council believes it is important to meet the demand for a variety of market housing created by different household types. The Housing Market Assessment suggests that a high proportion of newly forming households leave the District whilst more established households move into the area. Over the years this has contributed to much higher proportions of elderly and retired people being resident in North Norfolk. Furthermore, nationally, the number of elderly people is expected to rise significantly in the period up to 2021, and it is considered that the impact of this growth will be especially evident in a popular retirement location such as North Norfolk. This trend is likely to continue and, accordingly, increasing provision needs to be made for the particular housing requirements of older people, especially in light of the wider community benefits that can be derived from releasing under-occupied housing back into both the public sector stock and general housing market. The Council will therefore aim to ensure that a proportion of all new houses that are built are suitable, or easily adaptable, for occupation by the elderly and infirm (Lifetime Homes Standard or equivalent).

3.2.5 Some types of housing proposal are designed to meet the needs of particular groups in society whose accommodation needs cannot be met in general purpose housing schemes. These include sheltered schemes for the elderly, disabled, and other groups where developments include an element of communal facilities, wardens accommodation and/or on site management/medical support. It is recognised that it may not always be appropriate to include other types of housing within such proposals.

iii Rural East Anglia Partnership Strategic Housing Market Assessment, Fordham Research 2007

iv see SHMA table 8.9

North Norfolk Core Strategy 57

Development Control Policies 3

2.4 The Market for Crafts

These units will be ideal for the emerging Arts and Craft Industry for incubator start up units.

The Craft Council produced a report on this subject in 2020.

The recommendations of this report were:

The report's findings confirm the significant growth in appreciation and consumption of UK craft in recent years. They point to the need for further interventions to help grow the market and to encourage existing buyers to engage more deeply, developing their knowledge, confidence and connoisseurship. Our recommendations therefore fall into two distinct areas which are intended to inform strategies for craft businesses and sector support to rebuild and develop the sector following Covid-19.

Develop coordinated strategies to grow the market, including to:

Explore the feasibility of a kitemark to assure the quality of craft products, focusing on the differentiation and positioning of craft, to encourage deeper engagement from buyers.

Invest in digital platforms and audience growth in order to continue to promote makers and their work to new audiences.

With the shifting profile of craft buyers to a far younger demographic, explore the benefit of expanding credit mechanisms such as Own Art to a greater number of craft galleries and retailers.

Review sector training offer, focusing on digital marketing and e-commerce expertise for makers to help professionalise and boost marketing capabilities and to bring more product to market.

Research models and pricing within the experience economy and its growth potential for craft makers as a sustainable revenue stream.

Develop research and initiatives to support the sector in making craft an inclusive space for all participants.

Undertake further research on the needs and challenges facing craft intermediaries (retailers, galleries, markets, fairs) in order to make policy recommendations on how to ensure their sustainability and growth.

Create a UK-wide export programme, building on the potential in the US market.

Ensure that any creative industries business support packages accommodate the specific needs of the craft sector and include a study of innovative success factors, new approaches, best practice and innovation in adjacent markets.

Holt and the North Norfolk Coast have a particularly strong marketplace for the Arts and Crafts sector.

2.5 Living Lean: Starting up under one roof: Look at residential incubators

In the quest for starting up on “the cheap,” young founders are taking living lean to a new level.

The advantages of being with other start-up businesses and cheap. Living to keep from burning through spare funds by saving on rent and office/workshop space by living and working together.

How do: Business incubator units

3.0 Access

The access will be using the existing access to the farm buildings and houses that are there.

4.0 Planning issues to overcome:

- Flooding: The site is not subject to flooding.
- Highways, there is already access to houses and the farm unit. As these are live/work units then the vehicular movements will be minimised.
- Noise and neighbourhood amenity. The removal of the current use will improve the neighbourhood amenity.

5.0 Refuse

Refuse is already collected from the rear of the houses at the site.

Room is available in front of the development for a refuse vehicle to manoeuvre in order to collect refuse.

6.0 Conclusion

As the process of cultural change continues into the 21st century, the role of innovation and creativity, combined with scientific inquiry, has particular importance. Exponential population growth has made humanity a force of nature that is having profound effects on the planet and its lifestyles.

Rural incubator programs catalyse creativity, new economy initiatives, and successful new lifestyles in existing cities. As an initial form of incubator, Live-work units can contribute in effective ways when they are combined active collaboration.

Artists, young professionals, agriculturalists, naturalists, teachers, students, and other creative social groups – including children and senior citizens – are critical to maintaining vibrancy and competitiveness in our rural areas.

In areas such as North Norfolk, many areas have become uncompetitive through their inability to adapt to changes in lifestyles and the inflated cost of housing caused by the demand for second homes and in more recent time the exodus from cities to the North Norfolk Coast caused by the pandemic which has fuelled the rise in house prices.

This application will see a reduction in the milage needed in terms of commuting to and from a place of work.

It will encourage the Art- and Cultural- centred economy.

The NPPF makes an allowance for this type of development.

North Norfolk local plan is silent on this subject as it was written pre the three NPPF's and is in the process of being updated.

This is an ideal scenario for this area.