

# Hemsby Neighbourhood Plan 2021-2036



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## Summary of Key Issues

<p>Population characteristics</p>	<ul style="list-style-type: none"> <li>• The parish has an older age profile which is common among seaside villages. It is also getting older with the mean age increasing. This could indicate the need for future development to focus on smaller housing units or those specifically designed for older people.</li> <li>• It could be that younger people are leaving the community because they cannot afford the housing to stay, which would suggest a need for housing suitable for younger people, which could be affordable housing or rental.</li> <li>• The population increased by 10% between 2001 and 2011 and 1.6% between 2011 and 2020, if this continues it indicates a demand for new homes from people wanting to move into the parish.</li> </ul>
<p>Accommodation profile</p>	<ul style="list-style-type: none"> <li>• The housing profile is dominated by detached homes which make up just over 60% of houses in the parish. The majority have 2 or 3 bedrooms.</li> <li>• Levels of home ownership is high, particularly of those people who own their home outright, and there is a very small proportion of homes which are rented. House prices are below the Norfolk average, but may still be unaffordable to first-time buyers/young families.</li> </ul>
<p>Housing development</p>	<ul style="list-style-type: none"> <li>• Housing growth in recent years has been relatively modest. Looking forward, however, the evidence suggests that the number of new houses that will be delivered in the parish will increase at a slightly greater rate than in the recent past, returning to a similar rate to that between 2001 and 2011. This is mainly the re-development of the former Pontins site but also other large extant permissions such as that served off Yarmouth Road/ opposite Newport Road.</li> <li>• The growth could put pressure on community services and infrastructure, and it will be important to ensure the housing mix meets local needs and that the design is what the community would like to see.</li> <li>• Although the Borough Council has indicated that they do not intend to allocate further sites within Hemsby (other than the former Pontins site) as part of Local Plan Part 2, the Borough does not currently have a 5-year housing supply and the adoption of the new local plan will provide only short term protection, which makes additional speculative/windfall development within the parish more likely. Allocating land for residential development in the Neighbourhood Plan would afford some protection from speculative development.</li> </ul>
<p>Affordable housing</p>	<p>It can safely be concluded that there is a local need for affordable housing, and this is mainly for smaller dwellings of 1 or 2 bedrooms. It is possible that the Pontins development will largely meet this local need.</p>

Availability of local services	<ul style="list-style-type: none"> <li>• Hemsby has a good range of local services and facilities for a village of its size. The capacity of some of these such as the school should be considered when planning new growth.</li> <li>• The re-development of the former Pontins site should offer an opportunity to off-set some of the previous loss in holiday accommodation, as well as deliver other facilities</li> <li>• Additional housing growth and holiday accommodation could support the on-going viability of some local services.</li> <li>• The beach area has a number of local services, mainly associated with their role as seaside tourist destinations. Some of these are likely to be seasonal in nature.</li> <li>• There could be a need to extend the burial ground in the plan period.</li> </ul>
Transport and connectivity	<ul style="list-style-type: none"> <li>• Some footways in the villages are quite narrow and potentially require widening.</li> <li>• There is an opportunity to improve walking and cycling between Hemsby and Ormesby.</li> <li>• The Hemsby to Winterton footpath needs to be complete.</li> <li>• Cycle routes are needed connecting the village to the beach area.</li> <li>• Some bus waiting facilities need improvements.</li> </ul>
Travel to work and car ownership	<ul style="list-style-type: none"> <li>• The availability of local employment opportunities is important to the community, with 19% of people travelling less than 5km to work.</li> <li>• Although the car is the most dominant model of travel to work, just over 10% of people walk or cycle, so local footways, cycleways and associated infrastructure is likely to be important.</li> <li>• A relatively high proportion of people work from home, so could be more likely to use local services and rely on good technological infrastructure.</li> <li>• A small proportion of households have no car and so rely heavily on local service provision and public transport.</li> </ul>
Natural environment	<ul style="list-style-type: none"> <li>• EU designations of The Broads and Broadland are located within the neighbourhood plan area. They could be vulnerable to an increase in recreational pressure as a result of development, which would need to be considered and mitigated for as part of a Habitats Regulations Assessment.</li> <li>• Brick Kiln Coverts CWS is not locally or nationally designated for its wildlife value, which means it does not have the same protection in planning terms. The working group could consider designated this as Local Green Space.</li> </ul>
Flood and water management	<ul style="list-style-type: none"> <li>• Surface water flooding is a particular issue within the built-up area of Hemsby and it is within a Critical Drainage Catchment. New development should take every opportunity to reduce the risk of flooding downstream, not just in its immediate vicinity.</li> </ul>

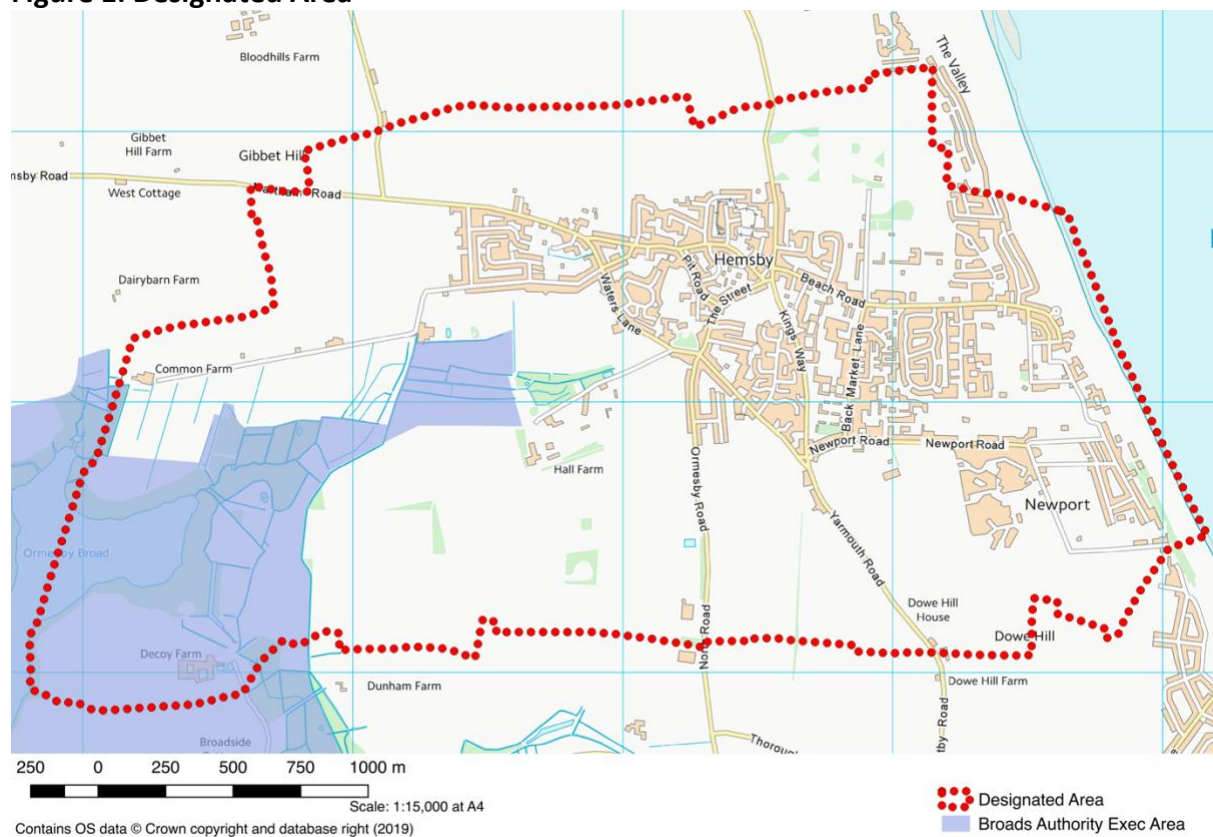
	<ul style="list-style-type: none"> <li>• There is concern that sewage capacity may be exceeded during heavy rainfall and that further growth will exacerbate this.</li> <li>• Coastal erosion will have a significant impact upon local residents who own homes close to the coastline, some of whom may lose their homes over the plan period.</li> <li>• Coastal erosion will impact upon the local economy, especially where it leads to a loss of seafront properties, including holiday accommodation, and associated infrastructure.</li> <li>• The threat of erosion will constrain future development along the coastline.</li> <li>• A permanent solution to halt coastal erosion at Hemsby will be expensive and require significant public investment.</li> </ul>
Local landscape	<ul style="list-style-type: none"> <li>• Agriculture is a common landform and the parish contains some of the best and most versatile agricultural land in the country. This could be lost to future housing development that takes place outside of the current settlement.</li> <li>• As new development comes along a key priority is to conserve the area's function as a landscape setting for the Broads,</li> <li>• The coastal settlements of Hemsby and California are coalesced and gaps between them, and existing views to/from the coast, could be further eroded through development.</li> </ul>
Historic environment	<ul style="list-style-type: none"> <li>• There is a Conservation Area in Hemsby where there is a concentration of listed buildings including the Church of St Mary. Effort should be made to retain both the character of these and their setting, ensuring that it is not diluted through new development.</li> <li>• The parish has a wealth of heritage assets, including those of archaeological importance, which should be considered when siting new development.</li> </ul>

## Introduction

Hemsby is one of the larger villages in Great Yarmouth Borough, with a resident population of around 3,000. It's located 6 miles north of Great Yarmouth, close to both Winterton-on-Sea, Ormesby St Margaret and Martham.

It is a popular seaside village with a reasonable range of facilities, including a primary school, small supermarket, post office, doctors' surgery and two pubs, all within reasonable distance of residents. A greater range of seasonal facilities are clustered along Beach Road serving the holiday trade. Since the 2000's the tourism industry in Hemsby has shown some signs of decline, with most notably the closure of the large Pontins Holiday Camp site in 2009. This has recently received outline permission for development, with a full planning application currently being prepared.

**Figure 1: Designated Area**



## Population Characteristics

According to the 2011 Census Hemsby has a resident population of 3,275, a 10% increase since 2001. The profile is not dissimilar to that of Great Yarmouth as a whole, although there is a slightly higher proportion of people in the oldest age category and a lower proportion in the youngest. The change in demographics between 2001 and 2011 also indicates a shrinking of the population in the 0-24 age category in contrast to a 5% increase in population for the over 65 age categories. The mean age in 2011 was 48.3 compared to 43.8 in 2001. The age profile is likely reflective of the communities being seaside villages that attract retirees.

**Figure 2: Population Profile between 2001 and 2011**

Age	2001	2011	Difference	% Difference
0-24	772	717	-55	-2%
25-64	1,546	1,618	72	2%
65-74	333	484	151	5%
75+	332	456	134	5%
Total population	2,973	3,275	302	10%

Age	Hemsby	Great Yarmouth	England
0-24	26%	29%	31%
25-64	52%	50%	53%
65-74	11%	11%	9%
75+	11%	10%	8%

Source: Census Data from [www.Nomisweb.com](http://www.Nomisweb.com)

More recent data suggests that the population of Hemsby has fluctuated over the years but has been on the increase since 2011. As shown in figure 3 the years with the lowest population numbers, whilst still relatively similar, was the years 2011, 2013 and 2014. Since 2016 the numbers have been at their highest reaching 3,313 in 2020. Looking at the age differences between 2011 and 2020 there was a large increase of 40% in the age category 65-74yrs and also an increase in 75+ by 15% difference. The age categories below 64yrs dropped by around 10% showing that Hemsby has been increasing in numbers particularly amongst the older generation.

**Figure 3: Population and Age Estimates in Hemsby between 2011 and 2020 (Source: ONS, 2021)**

Year	Pop No.
2011	3,274
2012	3,328
2013	3,276
2014	3,280
2015	3,296
2016	3,337
2017	3,351
2018	3,314
2019	3,356
2020	3,313

Age	2011	2020	Difference	% Difference
0-24	717	652	-65	-9%
25-64	1,618	1,454	-164	-10%
65-74	484	679	195	40%
75+	456	528	72	15%
Total population	3,275	3,313	38	1%

## Issues

- The parish has an older age profile which is common among seaside villages. It is also getting older with the mean age increasing. This could indicate the need for future development to focus on smaller housing units or those specifically designed for older people.
- It could be that younger people are leaving the community because they cannot afford the housing to stay, which would suggest a need for housing suitable for younger people, which could be affordable housing or rental.
- The population increased by 10% between 2001 and 2011, if this continues it indicates a demand for new homes from people wanting to move into the parish.

## Accommodation Profile

A review of data from the 2011 Census indicates that the housing profile is dominated by detached properties, see **Figure 4**, which is fairly common in nearby communities too. The profile is significantly different from the Borough profile which is more evenly split and has a greater proportion of terrace properties and flats. Data from the Census indicates that there are 33 caravans / temporary structures that are occupied by residents of Hemsby. Of course the number of caravans is significantly higher than this, but the majority are not lived in on a permanent basis but rented out to holiday makers.

**Figure 4: Housing Type**

Dwelling Type	Hemsby		Great Yarmouth Borough		Ormesby	Winterton-on-Sea
Detached	964	62%	12,393	29%	69%	60%
Semi-Detached	420	27%	10,152	24%	22%	27%
Terrace	113	7%	12,937	31%	7%	12%
Flat or Apartment	20	1%	6,033	15%	1%	1%
Caravan / Temporary Structure	33	2%	467	1%	0%	0%
Total	1,550		42,079			

The current average house value in Hemsby is £208,283<sup>1</sup>, with the current value of a detached property is slightly higher than the overall average for Hemsby, at £229,611. The average price paid over the last 12 months is £211,611, based on 29 sales and is an 8% increase in value compared to five years ago. It is below the Norfolk average house price, which is £266,006.

Data from the Census on dwelling size, in relation to number of bedrooms, is based on those homes with at least one usual resident (so excluding holiday lets and second homes). As with most other communities, homes with 3 bedrooms are most common (42%). The proportion of 1-bedroom homes is under-represented at only 5% or 70 in total, but around a third of homes are 2 bedroom, which fits with the Borough average, see **Figure 5**.

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<sup>1</sup> [www.zoopla.co.uk](http://www.zoopla.co.uk)



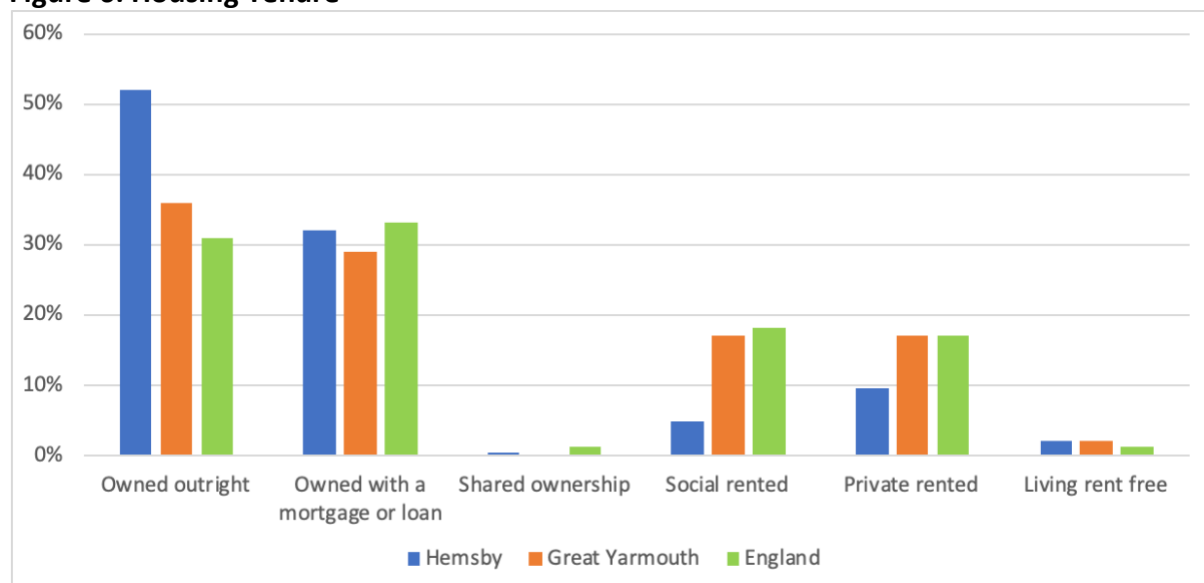
**Figure 5: Dwelling Size**

Number of bedrooms	Hemsby	Great Yarmouth	National
1 Bed	5%	11%	12%
2 Bed	32%	32%	28%
3 Bed	42%	43%	41%
4 Bed	18%	12%	14%
5+ Bed	3%	3%	5%

Home ownership stands at around 84% of households, which is quite a lot higher than the national and borough wide averages which are 63% and 64% respectively. The biggest difference is in the proportion of people who own their home outright which is 17% higher in the parish than across the borough, see **Figure 6**. Rates of home ownership are comparable with nearby villages.

Overall 14% of homes (202) are rented, significantly less than the borough average of 34%, though you may expect that a higher proportion of these rented homes are in Great Yarmouth itself, which is a more deprived community. The proportion of socially rented accommodation is low (5%) when compared to the borough (17%) or nationally (18%). This is unsurprising given the high proportion of people who own their own home in the village.

**Figure 6: Housing Tenure**



Just over a quarter of all households are single occupancy and of these almost 60% are people aged 65 and over. Given the population profile this is perhaps unsurprising, but does indicate that there are a significant number of older people living alone, and particularly those within the oldest age bracket, aged 75+.

**Figure 7: Single Occupancy**

	<b>Number</b>	<b>Proportion of all occupied households</b>
All Occupied Households	1,409	-
Single Occupancy (any age)	360	26%
Single Occupancy (55-64)	60	4%
Single Occupancy (65-74)	70	5%
Single Occupancy (75+)	142	10%

9% of households (141) were not occupied at the time of the 2011 Census. This could indicate they are second homes, holiday lets or long-term empty homes. The proportion is slightly above the borough average. Data from the borough council indicates that the number of second homes is much higher at 732<sup>2</sup>, although this figure will need to be subject to further interrogation. Of the residents who indicated that they usually reside within the parish, 4% also said they had a second address either in the UK or abroad.

110 residents live in a number of communal establishments, which appear to be care homes.

There is also anecdotal evidence that people live permanently in holiday homes, which are generally inadequate due to poor insulation and size. This could indicate a need for more affordable housing.

### **Issues**

- **The housing profile is dominated by detached homes which make up just over 60% of houses in the parish. The majority have 2 or 3 bedrooms.**
- **Levels of home ownership is high, particularly of those people who own their home outright, and there is a very small proportion of homes which are rented. House prices are below the Norfolk average, but may still be unaffordable to first-time buyers/young families.**

## **Housing Development**

Housing growth should, generally, be planned and be in conformity with the borough council's local plan. The Great Yarmouth Local Plan is split into two Parts. The Core Strategy (Local Plan Part 1) was adopted in December 2015 and sets out strategic policies governing how development should be planned in the Borough. It sets out the overall level of growth and the distribution of growth. It also includes policies to secure regeneration, deliver housing of all types and tenures, support the local economy and protect and enhance the natural, built and historic environment.

Part 2 of the Local Plan builds upon and supplements the policies within the Core Strategy and adds detail to them. Given the timescales passed since the adoption of the Core Strategy, this plan includes some amendments to policies within the Core Strategy, principally around housing and retail requirements. Part 2 also identifies specific sites for allocation for different uses.

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<sup>2</sup> Based on council tax returns

Policy CS2 (Achieving Sustainable Growth) of the 2015 core strategy sets out that:

*“Approximately 30% of new development will take place in the Primary Villages of Belton, Hemsby, Hopton on Sea, Ormesby St Margaret, Martham and Winterton-on-Sea.” Hemsby is therefore designated as a primary village, defined as, “Smaller settlements with a small range of services and opportunities for employment, retail and education. They serve a limited local catchment and contain a lower level of access to public transport.”*

The core strategy vision includes:

*“The borough’s primary villages will have been developed to provide a wider choice of employment and residential opportunities. The expansion of these existing communities will have been undertaken in such a way that the quality of life of existing and new residents is maintained and where possible enhanced.”*

Hemsby is split into two parts: Hemsby Village and Hemsby Beach. Hemsby Village is mainly the residential area and this is where virtually all new housing development is focused.

Looking at growth over the years, there was a total of 1,550 dwelling/ household spaces across the parish in 2011. Of these, 1,409 (90.9%) had at least one usual resident and 141 (9.1%) had no usual residents and so likely to be holiday or second homes, or just vacant. In 2001, there were 1,526 household spaces, of which 17 were vacant and 288 were second homes or holiday accommodation, and 1,221 had a usual resident. There has therefore been an increase between 2001 and 2011 of 24 dwellings or household spaces across the parish. This is a 4% increase over 10 years: for comparison purposes, the increase in Ormesby was 3%.

	2001	2011	% change
Dwelling with usual residents	1,221	1,409	+ 15%
Dwelling with no usual residents - vacant	17	141	-54%
Dwelling with no usual resident – second home or holiday let	288		
Total	1,526	1,550	+ 4%

**Figure 8: Change in number of household spaces**

However, this is more complicated than first appears, as shown in **Figure 8**. The increase in household spaces with a usual resident was 1,221 to 1,409, which is a 15% increase or 188 new dwellings over the 10 years, or 1.5% per annum. This has been off-set by the loss of holiday accommodation/ second homes, no doubt as a result of the closure of the Pontins site in 2009. It could also be the case that some dwellings used for holiday lets or as second homes in 2001 are now used for proper homes. Either way, there appears to be fewer homes used a second residence or for holiday lets (or vacant), indeed a decrease of 54% from 305 to 141. For comparison purposes, the number of household spaces used for holiday accommodation or second homes increased by 23% in Ormesby between 2001 and 2011.

This is considered further at the section on tourism.

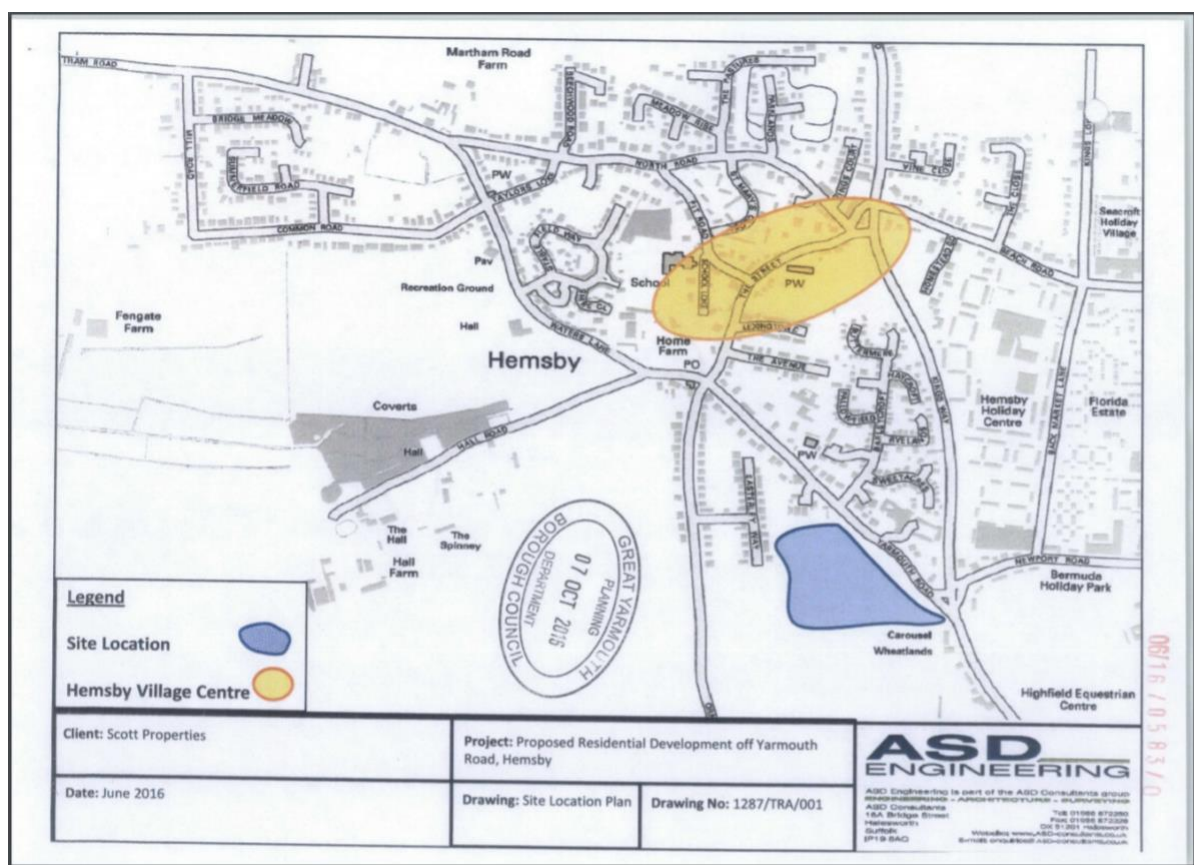
According to the 2019 Annual Monitoring Report, there were 49 new dwellings built between 2013 and 2019 in Hemsby village itself (so not the overall parish). This compares with 19 new dwellings between 2013 and 2019 in Ormesby St Margaret, 35 in Winterton, and 54 in Hopton. At 49 in that six years, this is an increase in the housing stock over that period of around 3%, or around a half of one percent per annum.

As of August 2020, there were 243 dwellings (190 at Pontins) in extent planning permissions, so waiting to be built. Many of these will be extant planning permissions for minor residential developments, as shown in **Figure 9**, which sets out applications approved that were submitted between April 2019 and March 2020.

<b>Planning reference</b>	<b>Location</b>	<b>Description</b>	<b>Date received</b>	<b>Type</b>
<u>06/20/0039/O</u>	10 Beach Road (Land at) The Stables Hemsby NR29 4HJ	Development of land to create detached 3-bedroom chalet style bungalow	03-02-20	Outline
<u>06/19/0711/F</u>	La Marina Yarmouth Road Hemsby NR29 4NJ	Sub division of garden to form plot for a detached 2- bedroom bungalow	20-12-19	Full
<u>06/19/0549/F</u>	Hall Farm Hall Road Hemsby GREAT YARMOUTH NR29 4LF	Conversion/alterations of existing agricultural buildings to create 5 no residential dwellings; Erection of 5 Double garages, construction of boundary wall and fencing, and associated infrastructure/access drive/parking/turning areas.	23-09-19	Full
<u>6/19/0315/F</u>	Belmont House Winterton Road Hemsby GREAT	Conversion of existing detached garage to form granny annexe	03-06-19	Full

Planning reference	Location	Description	Date received	Type
<u>06/19/0252/F</u>	YARMOUTH NR29 4HH  24 Mill Road York Cottage Hemsby GREAT YARMOUTH NR29 4ND	Re-develop outbuildings to form habitable annexe. Demolish and re-build cottage to form new living area	01-05-19	Full

Figure 9: Permissions on applications received in 2019/20



Looking ahead, according to Policy GSP2 (Housing requirements for Neighbourhood Plan Areas) in the local plan part 2, the housing requirement for Hemsby is zero. Be that as it may, growth over the next few years could be greater and more rapid than that experienced in recent years. There is one proposed housing allocation in the local plan part 2 for Hemsby, which is Policy HY1: Land at the former Pontins Holiday Camp for approximately 190 dwellings together with tourism and retail facilities.

Of course, in July 2019, a resolution to approve outline planning consent was granted for up to 190 dwellings (including 53 affordable homes), 50 static caravans and a small element of local shopping facilities. Since then the land has been sold to Pine Developments and is now

likely to be subject to a different planning application comprising 188 mainly modest residential units, as well as:

- 91 self-catering holiday lets comprising of lodges and chalets
- A new leisure centre which will incorporate the existing swimming pool, a new gym and associated facilities
- A new convenience store
- 3 small retail units
- Associated infrastructure improvements, landscaping and provision of children's play area

As well as providing facilities for holidaymakers, the proposals will also be available for use by the local community.

Depending on how quickly permission is granted and how quickly the permission is built-out, it does appear to be an increase in the rate of housing growth in the parish compared to recent years. Indeed, the plan period for the local plan is 2030 and the Local Plan Part 2 - Final Draft Plan document (February 2020, Regulation 19) anticipated that the former Pontins site would be completed by 2028 having started in 2021, delivering an increase in the housing stock of around 12% over the seven years, which would be an average annual rate of 1.7%.

Although this is not hugely significant compared to some other locations, it is a more rapid rate of growth compared to the recent period 2013-2019 (0.5% per annum) but similar to the rate between 2001-2011 (1.5% per annum).

With coastal erosion, it is not always the case that growth is one-way. Sometimes homes are lost. In 2013, seven cliff-top homes were destroyed when cliffs collapsed in a storm surge. There are a number of homes within the borough council's coastal erosion area.

#### **Issues:**

- **Housing growth in recent years has been relatively modest. Looking forward, however, the evidence suggests that the number of new houses that will be delivered in the parish will increase at a slightly greater rate than in the recent past, returning to a similar rate to that between 2001 and 2011. This is mainly the re-development of the former Pontins site but also other large extant permissions such as that served off Yarmouth Road/ opposite Newport Road.**
- **The growth could put pressure on community services and infrastructure, and it will be important to ensure the housing mix meets local needs and that the design is what the community would like to see.**
- **Although the Borough Council has indicated that they do not intend to allocate further sites within Hemsby (other than the former Pontins site) as part of Local Plan Part 2, the Borough does not currently have a 5-year housing supply and the adoption of the new local plan will provide only short term protection, which makes additional speculative/windfall development within the parish more likely. Allocating land for residential development in the Neighbourhood Plan would afford some protection from speculative development.**

## Affordable Housing

Affordable housing comprises:

- Affordable housing to rent from a registered provider
- Shared ownership or shared equity
- Starter homes (at least 20% below market value for first time buyers)
- Discounted market sales housing (in South Norfolk, this is usually around 75% of the market value)

Some of these options offer a more affordable route to home ownership. All of these types are available as entry-level homes on exception sites, so restricted to people for whom it will be their first home, either rented or bought.

The national threshold for requiring developers to include affordable homes as part of residential planning applications is where the proposal is:

- On land of 0.5ha or more; or
- The number of dwellings is more than nine.

This is the definition of a major development for residential proposals. As can be seen in **Figure 9** earlier, many of the extant permissions are for only a few houses and so do not meet the national threshold for affordable housing. However, Policy CS4 – Delivering affordable housing – in the core strategy has a threshold of five dwellings in the part of the borough where Hemsby is, and so this should deliver more affordable housing.

The development of the former Pontins site should deliver a number of affordable homes. The extant outline permission included 53 affordable homes. However, it is likely that Pine Developments will submit a new application, and this could include a different number of affordable homes.

Existing affordable housing stock figures are shown below, and include both GYBC and Housing Association properties.

<b>Bedrooms</b>	<b>Total</b>
<b>1 Bed</b>	31
<b>2 Bed</b>	22
<b>3 Bed</b>	21

With regard to the on-going need for additional affordable housing, GYBC has provided the following information. This is based on the stated preference of parish of those people on the waiting list. It should be noted that although these numbers expressed a preference for Hemsby they might also have expressed a preference for other parishes too and so the numbers need to be treated with some caution if aiming to identify a Hemsby-specific need.

<b>Number of Bedrooms</b>	<b>Hemsby named as a preferred parish</b>
<b>1</b>	20
<b>2</b>	17

3	7
4	3
5	
6	
7	
<b>Total</b>	47

**Issues:**

**It can safely be concluded that there is a local need for affordable housing, and this is mainly for smaller dwellings of 1 or 2 bedrooms. It is possible that the Pontins development will largely meet this local need.**



## Availability of Local Services and tourism

Hemsby remains a popular seaside village with a reasonable range of facilities including a primary school, a small Cooperative supermarket, pharmacy, post office, Sports and Social Club with its playing field and outdoor gym, petrol station, hairdressers, butchers, Chinese restaurant, kebab/ pizza takeaway, village hall, doctor's surgery, fish and chip shop, and a lively public house (The Bell): all within reasonable walking distance of residents. St Mary the Virgin Church was built in the 12th century and is a landmark in the village. Another pub closed but is currently an Asset of Community Value. A greater range of seasonal facilities are clustered along Beach Road serving the holiday trade, including another pub.

Kingsway is an area of the village which includes a cluster of these facilities. This is also the main location for buses into Great Yarmouth and Martham. Kingsway is being designated as a local centre in policy R5 of local plan part 2. The policy aims to give some protection to existing uses that are typical of a local centre, such as retail, and it also encourages additional business and facilities such as retail and leisure. Policy R5 sets out that, *"Within Local Centres, limited retail, leisure, community facilities and office development will be permitted where it is of a proportionate scale to provide essential services to the local community."*

The local plan part 2 also aims to designate a large area towards the beach as a Holiday Accommodation Area (Policy L1), covering much of Newport. The policy aims to sustain the area for holiday use by resisting its loss, resisting other uses and encouraging appropriate tourism related uses. There is also a small number of holiday-lets in the village itself, and some businesses such as caravan sales.

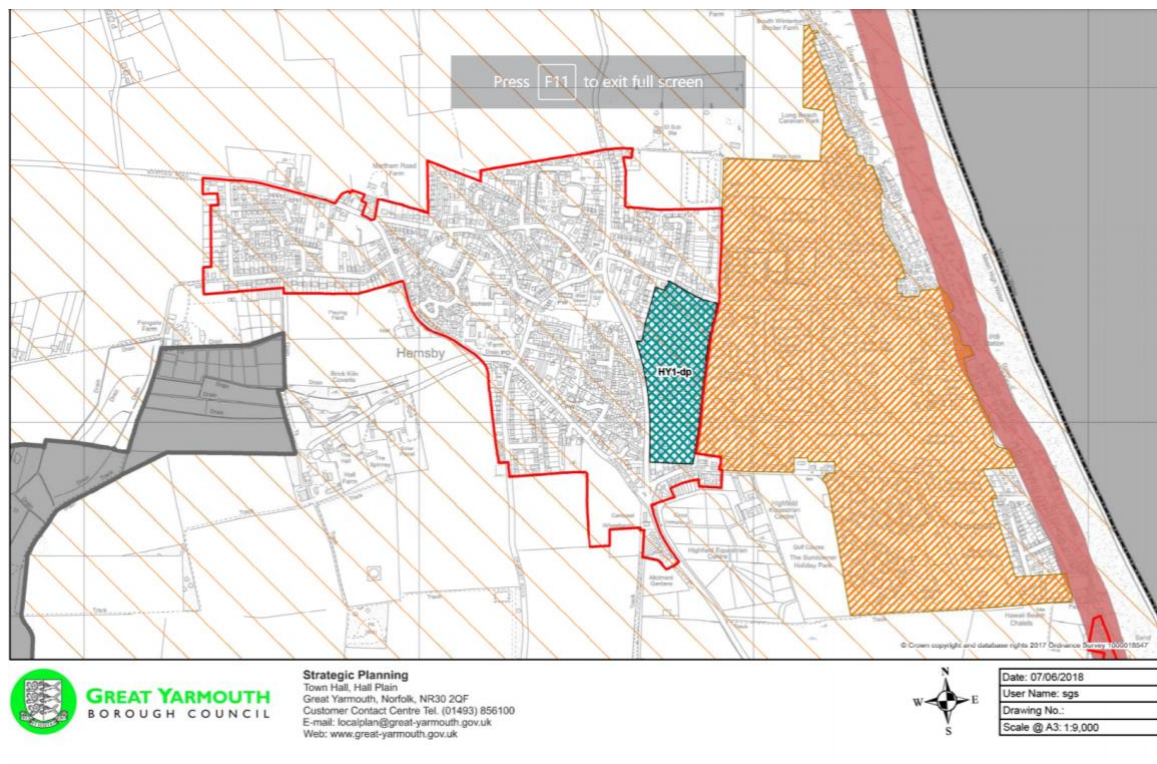


Figure 10: Extract from local plan part 2

The holiday accommodation area (see **Figure 10** above, the orange lined area) used to include the former Pontins Site, but not in the local plan part 2. Indeed, as discussed earlier, Pontins closed in 2009 and this resulted in a loss of around half of the holiday accommodation as shown in **Figure 8** earlier, and a contraction in tourism.

The redevelopment of the former Pontins site is expected to include:

91 self-catering holiday lets comprising of lodges and chalets (which will at least partly make up for those lost by the closure of Pontins in 2009);

A new leisure centre which will incorporate the existing swimming pool, a new gym and associated facilities;

A new convenience store;

3 small retail units; and

A children's play area.

As well as providing facilities for holidaymakers, the proposals will also be available for use by the local community.

The burial ground is nearing its capacity and so there could be a need to extend it during the plan period. This will need to be investigated further.

#### **Issues**

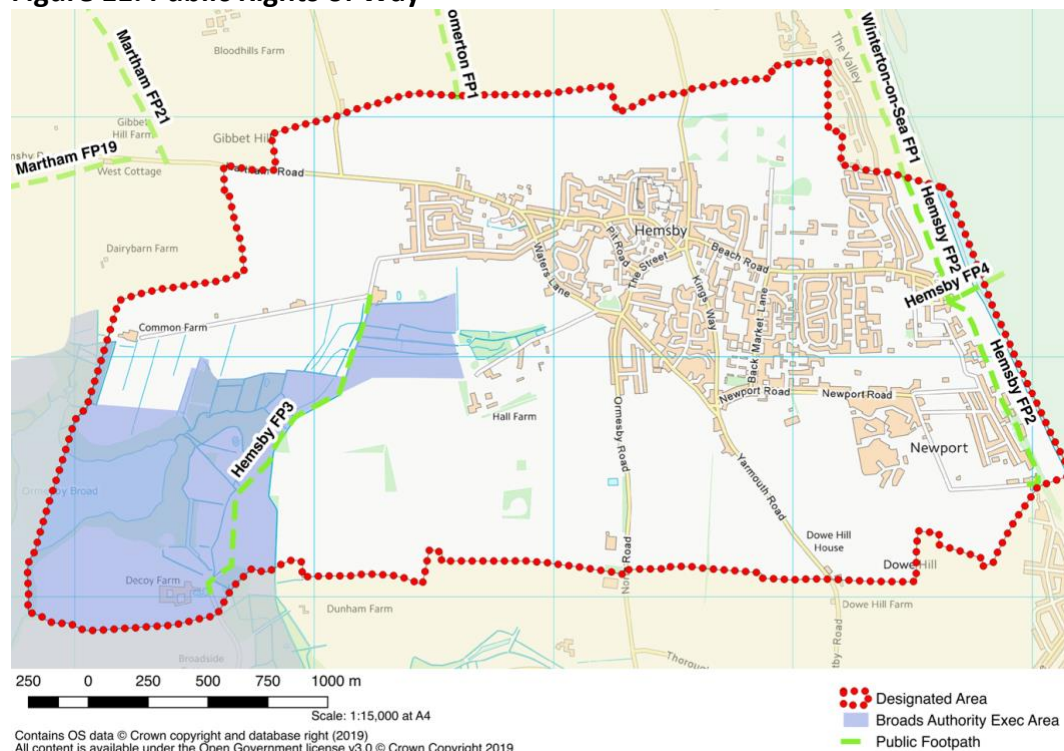
- **Hemsby has a good range of local services and facilities for a village of its size. The capacity of some of these such as the school should be considered when planning new growth.**
- **The re-development of the former Pontins site should offer an opportunity to offset some of the previous loss in holiday accommodation, as well as deliver other facilities**
- **Additional housing growth and holiday accommodation could support the on-going viability of some local services.**
- **The beach area and Newport have a number of local services, mainly associated with their role as seaside tourist destinations. Some of these are likely to be seasonal in nature.**
- **The burial ground might need to be extended.**

## Transport and Connectivity

The availability of local services provides good accessibility for people and provides the opportunity for many residents, and visitors, to walk or cycle. Within the village and beach area the roads are subject to 30mph speeds limits, which should make cycling reasonably safe, and there are footways too for pedestrians, although sometimes these are quite narrow, sometimes only on one side of the road (such as Newport Road and Martham Road), and sometimes absent, such as on Kings Loke. Many residents of the village work in the holiday area. This is a very cyclable distance, but there are no cycle facilities. A cycle route between the village and the beach could be identified as part of the neighbourhood plan.

With regard to connections between settlements, it is only around a mile and a half to both Winterton and Ormesby St Margaret, but there is no continuous footway. There is a public footpath along the dunes as part of the Coast Path (Winterton-on-Sea FP1) to Winterton and Hemsby FP3 goes to Ormesby: although many people will walk these, for others it will not be accessible. The coastal walk is promoted by the borough council's tourism department. In addition, the path to Winterton currently has a gap or missing link and so is not complete. There are other footpaths on the Public Rights of Way network that provide access into the open countryside, many adjacent to the parish rather than within it.

**Figure 11: Public Rights of Way**



The Local Plan Part 2 has identified a potential Strategic Cycle and Pedestrian Route (Policy GSP7) from Hemsby, skirting Ormesby St Margaret along its northern and eastern village edge. This would significantly improve sustainable transport opportunities between the villages.

Kingsway/ Yarmouth Road provides the main road access into the village. Although Hemsby has some local services as described in the previous section, for higher order services people will need to travel to either Caister-on-Sea or Great Yarmouth, or Martham such as for the high school. Caister is quite close, being around four miles, whilst Great Yarmouth is around eight miles away and which from Hemsby should generally take 15 minutes or so, depending on traffic. Although Caister, with its wider range of services, is within a reasonable cycling distance being only four miles, the traffic speeds would deter all but the most determined.

Strategic traffic will generally be kept to the A1064 and the A149 (neither run through the parish). These roads generally keep much of the through traffic out of the village.

Hemsby is served by a reasonable bus service (1 and 1A Coastal Clipper), taking around 20 minutes to Caister-on-Sea and 30 to Great Yarmouth. The service is half-hourly, including at peak times, enabling work related and education journeys to be made. The services are fairly frequent for a rural village. The 1A also provides a service to Martham whilst service 1 goes to Ormesby.

The quality of the bus waiting facilities varies. Whilst some provide a shelter, others are just a bus stop flag on a pole/ light column. On a rainy day, this is far from ideal. A number do not have raised kerbs to help those with mobility difficulties get on and off the bus.

#### Issues

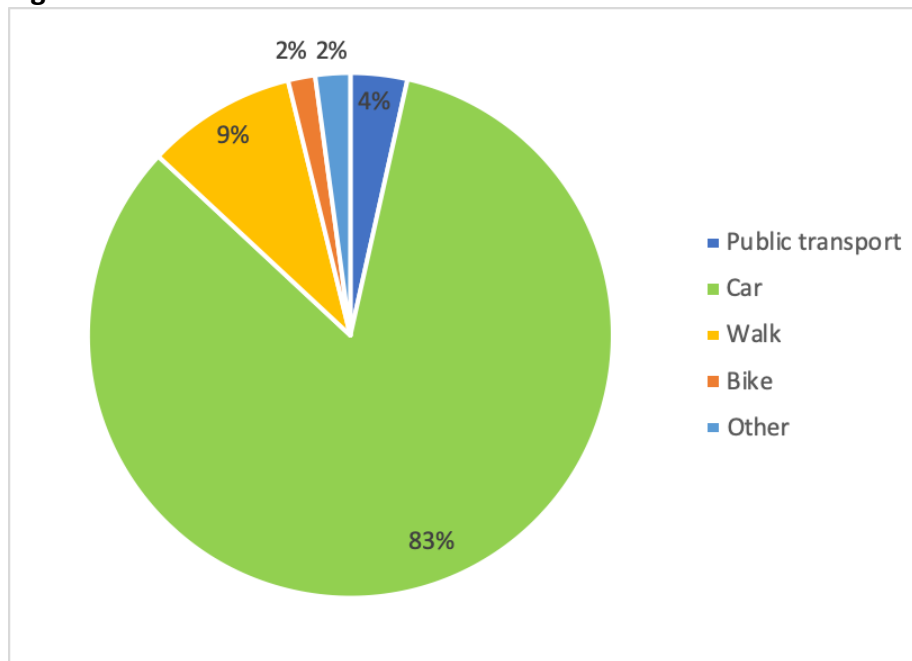
- **Some footways in the villages are quite narrow and potentially require widening.**
- **There is an opportunity to improve walking and cycling between Hemsby and Ormesby.**
- **A cycle route is needed between the village and the beach area.**
- **The Hemsby to Winterton footpath needs to be complete.**
- **Some bus waiting facilities need improvements.**

### Travel to Work & Car Ownership

The most popular method of travel to work is by car, either driving or as a passenger, with 83% of people doing so, see **Figure 12**. This is higher than the national and borough figures (both around 70%). There are some employment opportunities locally which enables 9% of people to walk to work and 2% to cycle. Overall 19% of people travel less than 5km to work, which indicates they may work in the parish or neighbouring communities. Additionally, 13% of people mainly work at or from home, which is somewhat higher than national and borough averages of 10% and 9%. These figures are those people aged 16-74 who were in employment the week before the Census 2011 was taken.

The average distance travelled to work is 21.8km, which is higher than the borough average of 16.8km. Great Yarmouth is around 12km away and Norwich is about 35km.

**Figure 12: Mode of Travel to Work**



The majority of households have use of a car, see **Figure 13**. At the time of the 2011 Census a relatively low proportion of households had no car – 13% or 186 households, which although lower than the borough average is higher than some nearby communities. This may be linked with the age profile and slightly higher levels of local service availability.

**Figure 13: Car Ownership**

	Hemsby	Great Yarmouth Borough
No Cars or vans	13%	27%
1 Car or van	45%	45%
2 Cars or vans	31%	21%
3 Cars or vans	8%	5%
4 or more cars or vans	3%	2%

**Issues**

- The availability of local employment opportunities is important to the community, with 19% of people travelling less than 5km to work.
- Although the car is the most dominant model of travel to work, just over 10% of people walk or cycle, so local footways, cycleways and associated infrastructure is likely to be important.
- A relatively high proportion of people work from home, so could be more likely to use local services and rely on good technological infrastructure.
- A small proportion of households have no car and so rely heavily on local service provision and public transport.

## Natural Environment

### Wildlife Designations

The Neighbourhood Plan area encompasses an area of the Norfolk and Suffolk Broads to the west of the main settlement, and there are a number of national and international wildlife designations, see **Figure 14**. This includes:

- Broadland Special Protection Area (SPA) / Ramsar Site;
- The Broads Special Area of Conservation (SAC);
- Trinity Broads Site of Special Scientific Interest (SSSI); and
- Hall Farm Fen SSSI.

**Broadland** is a low-lying wetland complex straddling the boundaries between east Norfolk and northern Suffolk in eastern England. The Broads are a series of flooded medieval peat cuttings. They lie within the floodplains of five principal river systems, known as Broadland. The area includes the river valley systems of the Bure, Yare and Waveney and their major tributaries. The distinctive open landscape comprises a complex and interlinked mosaic of wetland habitats including open water, reedbeds, carr woodland, grazing marsh, tall herb fen, transition mire and fen meadow, forming one of the finest marshland complexes in the UK. The differing types of management of the vegetation for reed, sedge and marsh hay, coupled with variations in hydrology and substrate, support an extremely diverse range of plant communities. The area is of international importance for a variety of wintering and breeding raptors and waterbirds associated with extensive lowland marshes.

**The Broads** contain several examples of naturally nutrient-rich lakes. Although artificial, having been created by peat digging in medieval times, these lakes and the ditches in areas of fen and drained marshlands support relict vegetation of the original Fenland flora, and collectively this site contains one of the richest assemblages of rare and local aquatic species in the UK.

The **Trinity Broads** are a tranquil and beautiful part of the Broadland landscape, known as a hidden gem isolated from the main Broads river system, being landlocked. The three broads of Ormesby Broad, Rollesby Broad and Filby Broad are much quieter than others. Part of Ormesby Broad falls within Hemsby parish. The Trinity Broads are extremely rich in wildlife with some species rarely found outside of the Broads fen habitats. Habitats include wide expanses of shallow open water, extensive tracts of broadshore reedbed and undisturbed areas of wet woodland. These habitats support a wealth of wildlife, from the tiniest rare snail, to stands of bulrushes which virtually disappeared from the rest of the Broads area, to the bittern. The ecological importance of the area is reflected in the variety of international, national and local nature conservation designations<sup>3</sup>.

Trinity Broads make up 14% of the open water within the Broads National Park. They are a significant fresh water supply with approximately 5 million litres of water abstracted each day, supplying 80,000 homes in the surrounding villages and Great Yarmouth. They cover 162 hectares of open water in total, with 21km of broadshore habitat including fen meadow, tall herb fen, littoral reed bed and alluvial forest. It is important to ensure that the water quality is not impacted by future development.

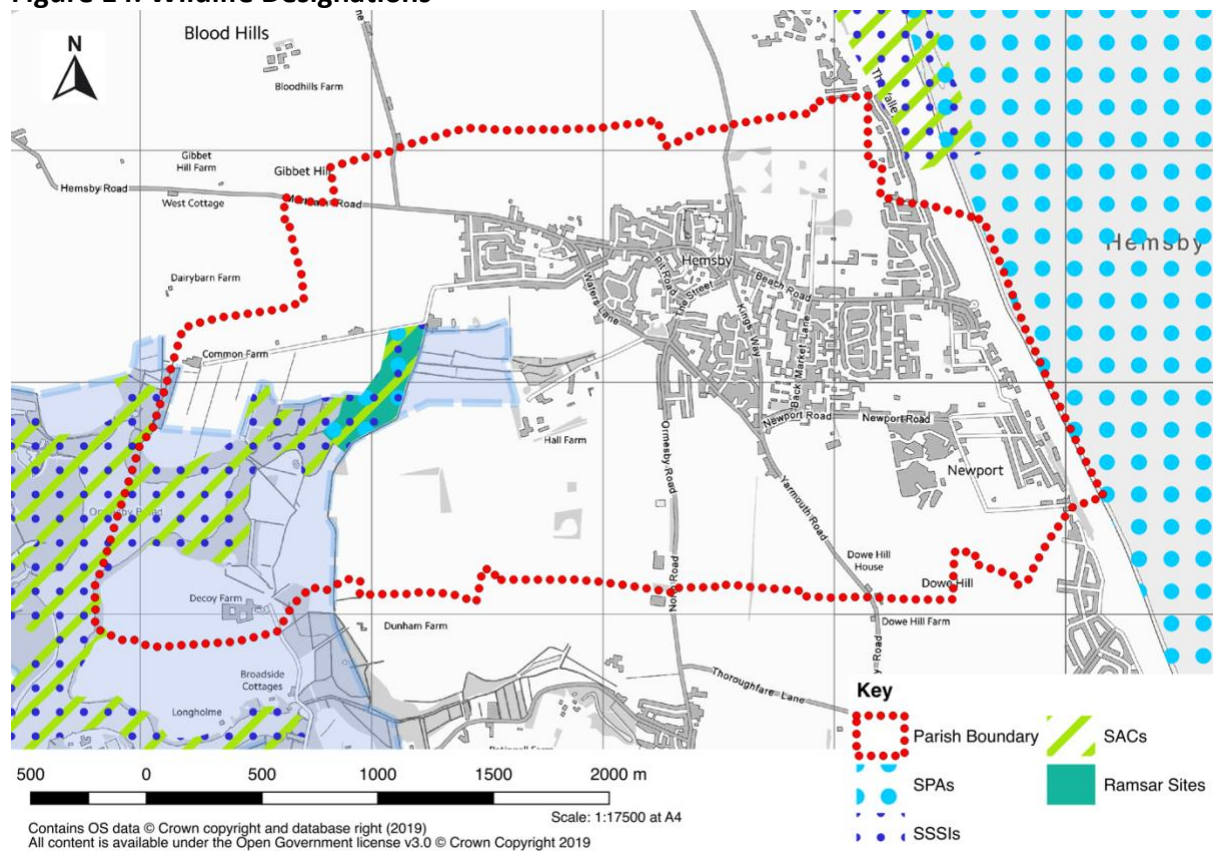
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<sup>3</sup> The Trinity Broads – Site Management Plan (2018-28), Norfolk Wildlife Trust & Trinity Broads Partnership

**Hall Farm Fen** is a small area of species rich unimproved fen grassland with dykes grazed by cattle and horses.

The **Greater Wash SPA** and **Winterton-Horsey Dunes SAC / SSSI** lie adjacent the plan area. The Greater Wash is a special site designated under the EU Birds Directive to protect rare, vulnerable and migratory birds. It aims to protect internationally important populations of overwintering red-throated diver, common scoter and little gull as well as the ideal coastal feeding waters used by breeding populations of common tern, sandwich tern and little tern. The Winterton-Horsey Dunes is the only significant area of dune heath on the east coast of England and also includes areas of acidic dune grassland as an associated acidic habitat<sup>4</sup>.

**Figure 14: Wildlife Designations**



The EU designated sites could be vulnerable to increase recreational pressure as a result of housing growth within the parish, and impacts would need to be fully considered and mitigated as part of a Habitats Regulations Assessment.

There is one County Wildlife Site within the parish, Brick Kiln Coverts, see **Figure 15**. This is a small area of derelict coppice with standards woodland which is of interest in a largely arable context. The wood is fairly even aged with limited structural diversity, although the topography is quite varied. The canopy is dominated by oak (*Quercus robur*), also sycamore (*Acer pseudoplatanus*), of which there is evidence of selective felling. An understorey of

<sup>4</sup> Information on all environmental designations taken from [www.incc.gov.uk](http://www.incc.gov.uk) and [www.naturalengland.org.uk](http://www.naturalengland.org.uk) for published conservation objectives

derelict hazel (*Corylus avellana*) and ash (*Fraxinus excelsior*) coppice is often replaced by elder (*Sambucus nigra*) and privet (*Ligustrum* sp.) with much climbing honeysuckle (*Lonicera periclymenum*). Elm (*Ulmus* sp.), alder (*Alnus glutinosa*) and field maple (*Acer campestre*) increase the diversity of the site towards the north.

The ground flora comprises mainly bracken (*Pteridium aquilinum*) and bramble (*Rubus fruticosus* agg.) along the dry ridges, with damp linear hollows supporting fool's watercress (*Apium nodiflorum*). Other herbaceous species are present wherever the bracken thins out, most notably locally abundant primrose (*Primula vulgaris*), but also herb robert (*Geranium robertianum*), herb bennet (*Geum urbanum*) and ground ivy (*Glechoma hederacea*). Frequent nitrophilous patches support nettles (*Urtica* sp.) and common cleavers (*Galium aparine*). There is much fallen dead wood and brash throughout the site, with occasional larger fallen trees.

The wood is divided by a number of drains which appear to carry water only rarely, although remaining damp. A small eutrophic pond is present in the south east. An infrequently used but open ride runs east-west along the main drain, supporting mainly coarse grasses such as false oat-grass (*Arrhenatherum elatius*) and Yorkshire fog (*Holcus lanatus*) with tall herbs e.g. hogweed (*Heracleum sphondylium*). These last features offer much potential, as does the derelict coppice, to improve the wildlife interest of this site.

Although this area will be considered in planning terms, it does not have the same level of protection as designated wildlife sites.

**Figure 15: Location of Brick Kiln Coverts CWS**





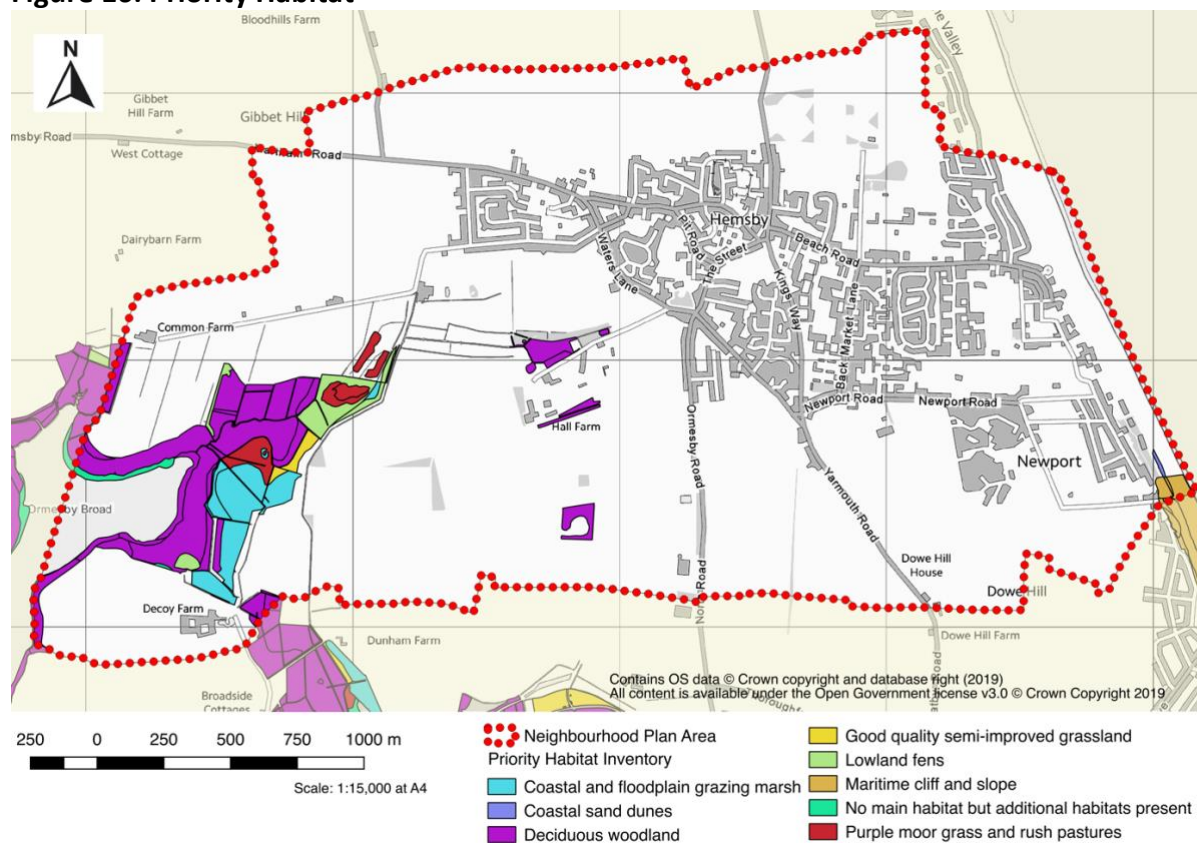
## Living Landscapes

The parish is on the edge of Norfolk Wildlife Trust's Bure and Thurne Living Landscape. The provides NWT with a pro-active focus for supporting improvements to habitats and connecting them up into a network.

## Priority Habitat

Parts of the parish contain priority habitat, those which have been identified as being the most threatened and requiring conservation under the UK Biodiversity Action Plan (BAP). The predominant type of habitat is deciduous woodland, but there is a significant area of Coastal and floodplain grazing marsh and purple moor grass and rush pastures associated with the Broads. Adjacent the coast there is maritime cliff and slope and a small area of coastal sand dunes. Local authorities have a duty to consider the conservation of these habitats, and development that would adversely affect these would not normally be acceptable.

Figure 16: Priority Habitat



## Issues

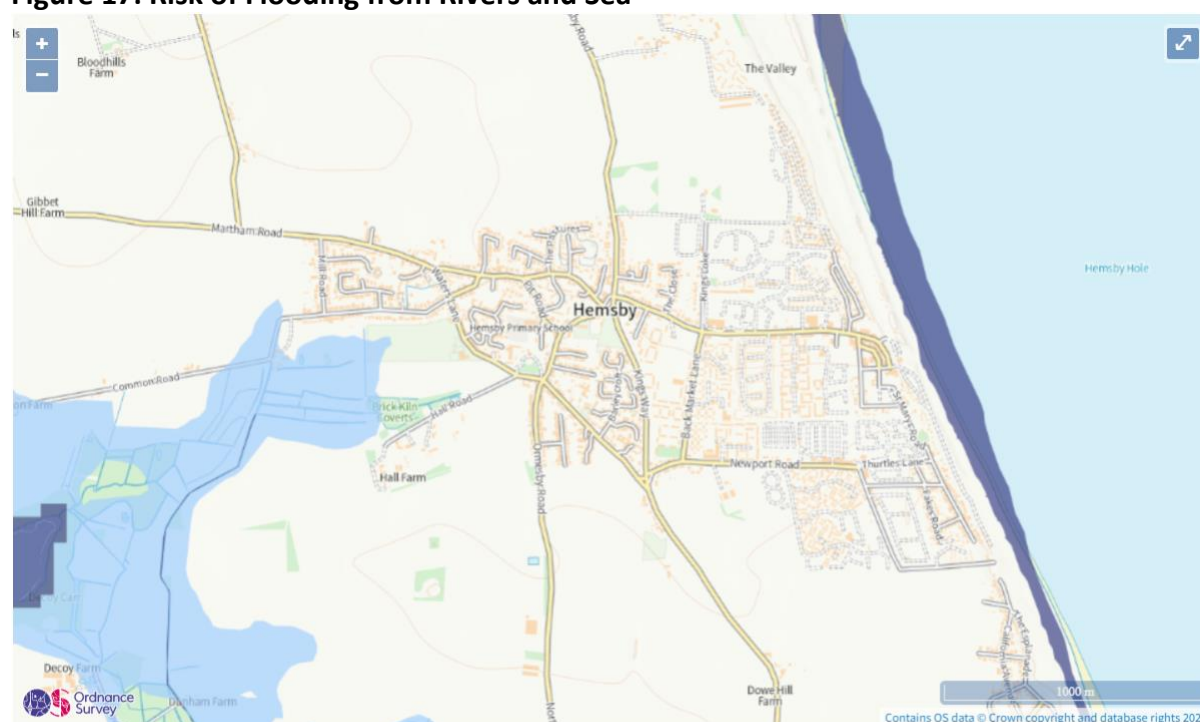
- EU designations of The Broads and Broadland are located within the neighbourhood plan area. They could be vulnerable to an increase in recreational pressure as a result of development, which would need to be considered and mitigated for as part of a Habitats Regulations Assessment.
- Brick Kiln Coverts CWS is not locally or nationally designated for its wildlife value, which means it does not have the same protection in planning terms. The working group could consider designating this as Local Green Space.

## Flood and Water Management

### Fluvial or Tidal Flood Risk

According to Environment Agency and Great Yarmouth Borough Council modelling fluvial flood risk is not generally considered a problem, with the majority of the parish falling within Flood Zone 1 (the white areas in **Figure 17**). This means there is a less than 0.1% chance of flooding from rivers or the sea in any given year. However, land close to the recreation ground on the western periphery of Hemsby is within Flood Zone 2 and 3 (medium and high risk). These flood zones have been defined following a national modelling project and are regularly updated using recorded flood extents and local modelling. The flood zones are based on the likelihood of an area flooding, with Flood Zone 1 areas least likely to flood and flood zone 3 areas more likely to. The modelling does not account for blocked drains or very heavy rainfall, so sites in a low risk flood zone may still experience flooding.

**Figure 17: Risk of Flooding from Rivers and Sea**



Extent of flooding from rivers or the sea

● High ● Medium ● Low ● Very low ⊕ Location you selected

*Source: Environment Agency Flood Warning Map, July 2022*

National policy is to locate development in areas least likely to flood. Based on current mapping, flooding from rivers or sea alone is unlikely to be a constraint on the location of development in Hemsby.

### Coastal Erosion

Winterton through Hemsby up to the north part of Scratby are fronted by vegetated soft dunes part of which are designated a SSSI, SAC and SPA. Substantial rates of erosion have occurred in recent years following a period of adverse conditions including the 2013 tidal surge, and more recently in March 2018. Aerial photographs taken since 2003 by the Environment Agency demonstrate significant movement of Winterton Ness and dune

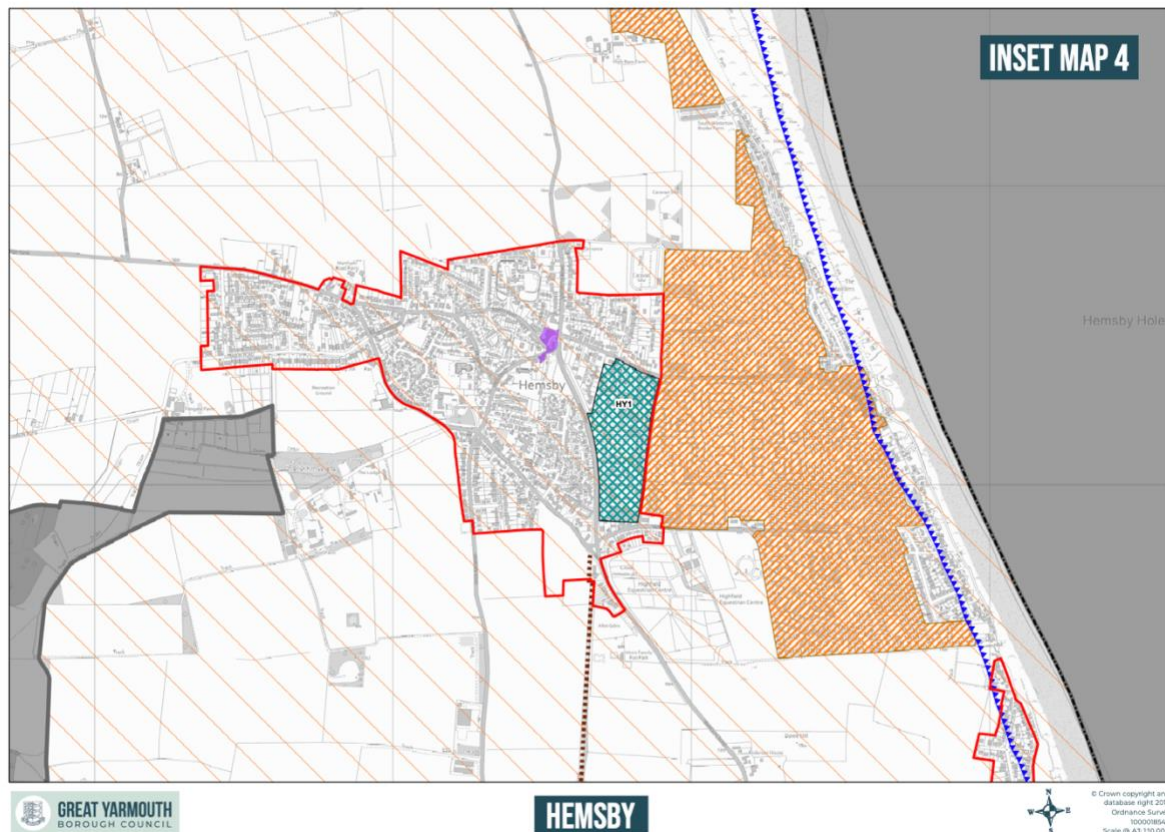
accretion to the north whilst the dunes to the south have eroded, resulting in a large-scale realignment of the coastline from the north of the ness to the boundary with Scratby.

This stretch of coastline has a particularly unusual tidal regime and there are significant differences in tidal height between Winterton and Caister, which means that at certain times a considerable head of water is created. This creates very strong current flows along the shoreline, which affects the direction and magnitude of sand transport.

The current Shoreline Management Plan<sup>5</sup> (SMP) promotes minimal intervention along the stretch of coast from Eccles to Great Yarmouth, maintaining existing sea defences where economically viable. The SMP was adopted in 2012, so somewhat out dated.

The local plan policies map (February 2020) shows the coastal change management line (policy GSP4), see **Figure 18**. The policy sets out that development beyond this line will be carefully controlled to minimise risk to life and property, to avoid increasing the pressure for new or improved coastal defences, and to guard against development which would have adverse impacts on coastal erosion and vulnerability elsewhere. The line has been defined based on the SMP and is the area likely to be impacted by coastal change within the next 100 years (2005 baseline). There are a number of dwellings within the coastal management change line.

**Figure 18: Coastal Change Management Line**



<sup>5</sup> [https://www.great-yarmouth.gov.uk/media/1239/Shoreline-management-plan/pdf/Shoreline\\_management\\_plan.pdf](https://www.great-yarmouth.gov.uk/media/1239/Shoreline-management-plan/pdf/Shoreline_management_plan.pdf)

- ▲▲▲▲ Coastal Change Management Areas (GSP4)
- ▭ Development Limits (GSP1)
- ▨ Draft Housing Allocation
- ▨ Holiday Accommodation Areas (L1)

More recently Great Yarmouth Borough Council commissioned a review of options for managing the coastline at Hemsby<sup>6</sup>. This identifies that permanent works involving the construction of structures is the only solution that would be suitably robust to hold the line and reduce erosion risk over the longer term. These works will be expensive and a robust business case will be needed to support their implementation.

### Surface Water Flooding

Hemsby is identified as a Critical Drainage Catchment (CDC) in the Great Yarmouth Strategic Flood Risk Assessment. This is a discrete geographic area (usually a hydrological catchment where multiple and interlinked sources of flood risk (surface water, groundwater, sewer and/or river) often cause flooding during severe weather thereby affecting people, property or local infrastructure. The purpose of identifying a Critical Drainage Catchment is to acknowledge that all matters relating to drainage in that catchment have an effect on the downstream risk to people, property and infrastructure. This identification is important to ensure that every opportunity is taken to reduce this downstream risk throughout the catchment, not just in the immediate areas at risk of flooding. It does not mean that all properties are at a high risk of flooding. As a consequence, the settlement is reliant on a pumping station to reduce the risk of flooding.

**Figure 19: Critical Drainage Catchments in Great Yarmouth**



Source: Lead Local Flood Authority, 2019

<sup>6</sup> [https://www.coasteast.org.uk/media/1368/hemsby-high-level-review\\_main-report\\_final.pdf](https://www.coasteast.org.uk/media/1368/hemsby-high-level-review_main-report_final.pdf) Hemsby Coast Erosion, High Level Review of Options, prepared for Great Yarmouth Borough Council by Jacobs, June 2018

Evidence from the Great Yarmouth Strategic Flood Risk Assessment<sup>7</sup> indicates that Hemsby has one of the highest recorded flood incidents in the borough, NR29 4 being one of the most frequently flooded postcodes. Mapping shows surface water flood risks consists predominantly of pockets of water ponding on roads, gardens and other open spaces throughout the settlement. In the 0.1% AEP event, an overland flow route begins to affect properties off The Street and Waters Lane and in the vicinity of Common Lane. In addition, the Great Yarmouth Surface Water Management Plan identifies the built up area of Hemsby as being particularly at risk from surface water flooding, with Haycroft Road, Barleycroft Road and Beach Road notably affected<sup>8</sup>. There is additional sporadic flooding to properties across the settlement. This is depicted in **Figure 20** which is taken from current Environment Agency mapping of surface water flood risk.

This is also the experience of residents who have provided photos of surface water flooding in Hemsby:

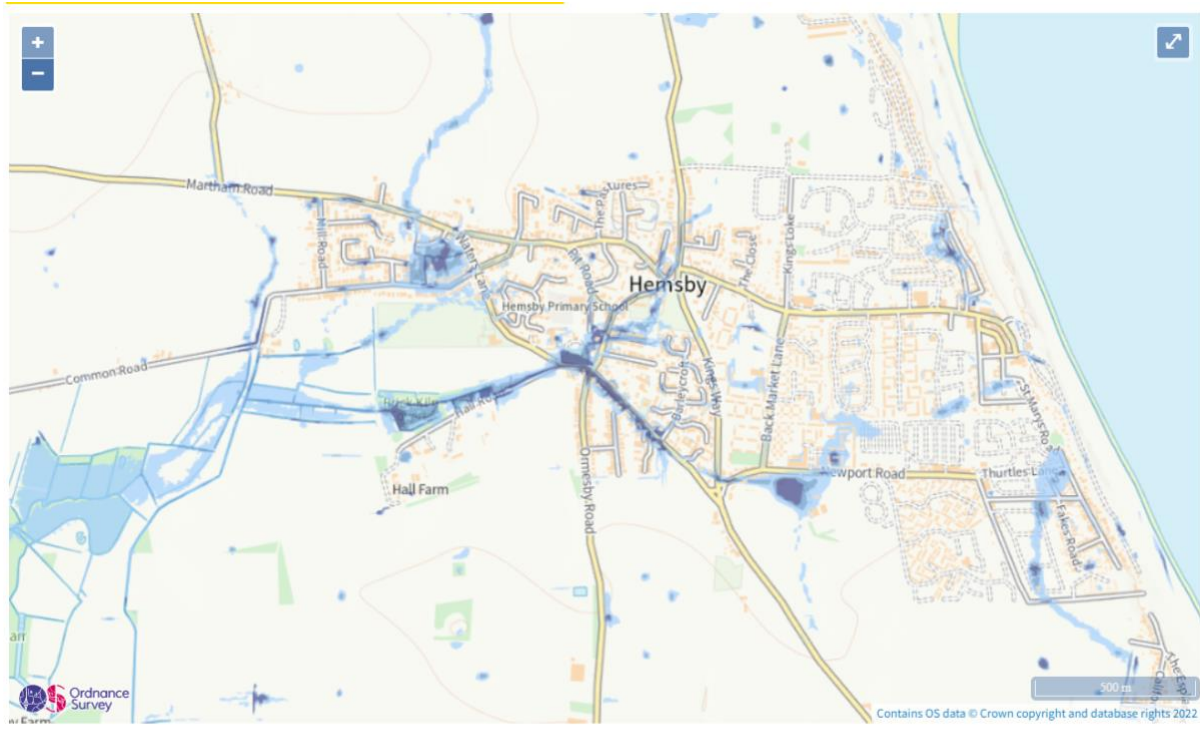


**Source: Residents provided photographs of flooding in Hemsby**

<sup>7</sup> [https://www.great-yarmouth.gov.uk/media/2649/Great-Yarmouth-SFRA-Level-1-Report/pdf/2017s5962\\_Great\\_Yarmouth\\_SFRA\\_Final\\_v2.0\\_\(2\).pdf](https://www.great-yarmouth.gov.uk/media/2649/Great-Yarmouth-SFRA-Level-1-Report/pdf/2017s5962_Great_Yarmouth_SFRA_Final_v2.0_(2).pdf)

<sup>8</sup> <https://www.norfolk.gov.uk/-/media/norfolk/downloads/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/flood-and-water-management/great-yarmouth-borough-surface-water-management-plan-stage-1-report-final.pdf>

**Figure 20: Surface Water Flood Risk (Zoomed in/Zoomed out Map)**



Extent of flooding from surface water

- High
- Medium
- Low
- Very low
- Location you selected

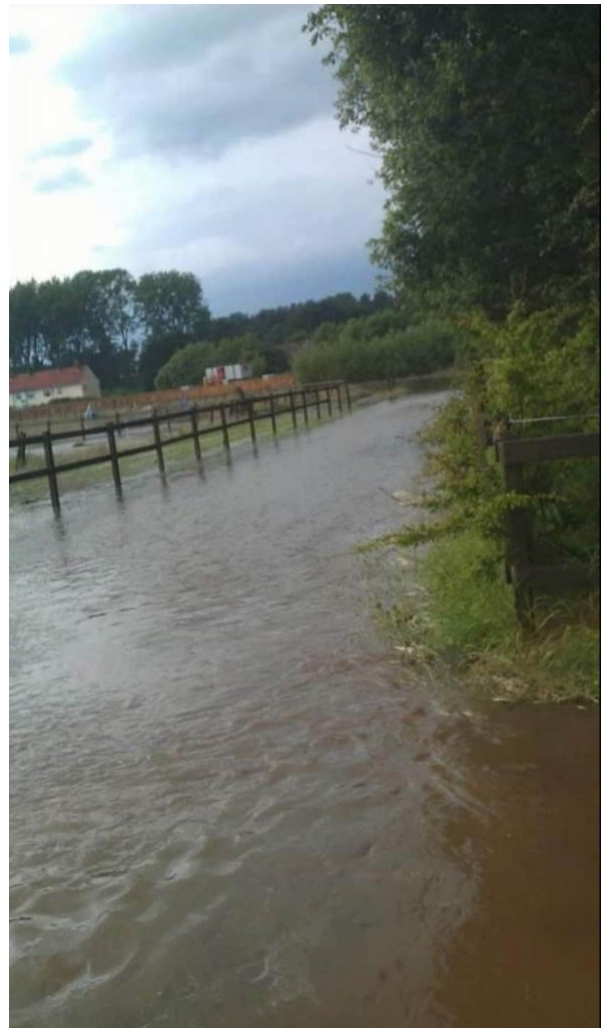


Extent of flooding from surface water

- High
- Medium
- Low
- Very low
- Location you selected

Source: Environment Agency Flood Warning Map, July 2022

Further pictures supplied by residents of flooding at Highfields:



### **Foul Water**

There are also reported issues of foul sewage escaping from the drainage system. There is concern that sewage capacity may be exceeded during heavy rainfall and that further growth will exacerbate this<sup>9</sup>.

### **Issues:**

- **Surface water flooding is a particular issue within the built-up area of Hemsby and it is within a Critical Drainage Catchment. New development should take every opportunity to reduce the risk of flooding downstream, not just in its immediate vicinity.**
- **There is concern that sewage capacity may be exceeded during heavy rainfall and that further growth will exacerbate this.**

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<sup>9</sup> <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=1244&p=0> Waveney DC & Great Yarmouth BC – Joint Water Cycle Strategy Final Scoping Report (2009)

- Coastal erosion will have a significant impact upon local residents who own homes close to the coastline, some of whom may lose their homes over the plan period.
- Coastal erosion will impact upon the local economy, especially where it leads to a loss of seafront properties, including holiday accommodation, and associated infrastructure.
- The threat of erosion will constrain future development along the coastline.
- A permanent solution to halt coastal erosion at Hemsby will be expensive and require significant public investment.



## Local Landscape

### Landscape character

The Great Yarmouth Borough Landscape Character Assessment (2008)<sup>10</sup> divides the rural part of the borough into nine character areas with the intention of providing evidence that will inform future landscape policy. This parish falls into the East Flegg Settled Farmland (G1), Ormesby and Filby Settled Farmland (G3) and Winterton Dunes and Coastal Strip (E1) character areas.

The East Flegg Settled Farmland character area covers the northern half of the parish (see **Figure 21**), its key characteristics include:

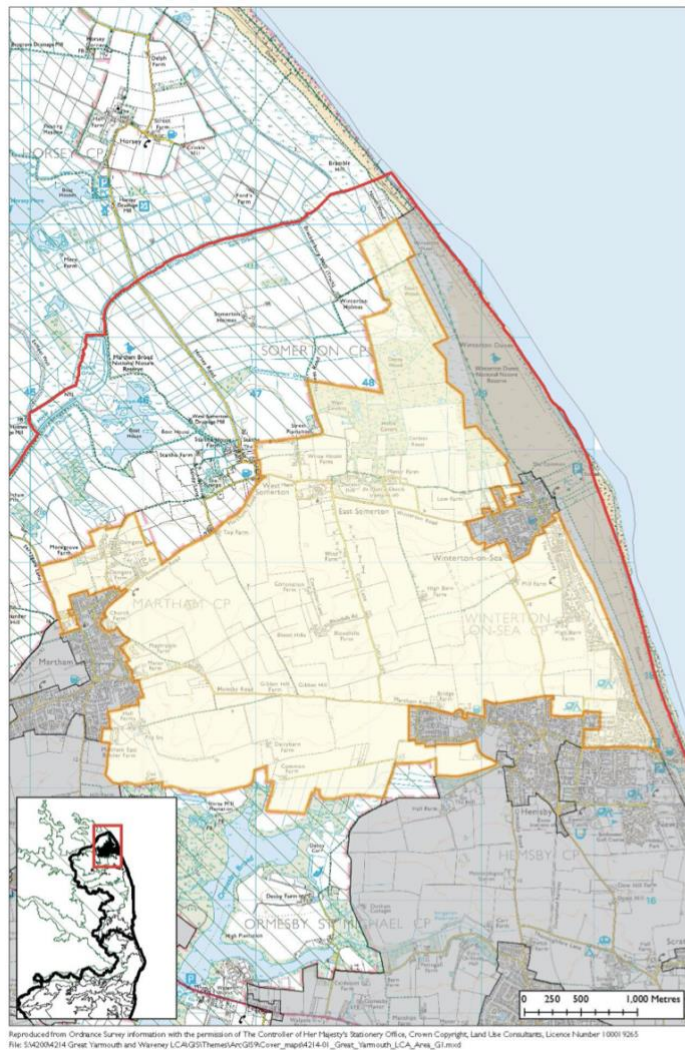
- Arable agriculture is the predominant landcover, with field patterns geometric and often of medium to large scale defined by Enclosure hedgerows of variable density and quality. Small scale fields are evident to settlement edges;
- The landform and comparatively sparse landscape structure result in a relatively exposed landscape with wide panoramic views often possible;
- Wind turbines, notably the windfarm on the more elevated land at Blood Hills and the single turbine at Somerton are a highly prominent feature of the character area and views across it;
- The wooded landscape of the Broads, notably the carr woodlands at Ormesby Broad, form a predominant backdrop which contains views to the south;
- Settlement pattern is defined by increasingly linear and coalesced seafront villages to the east;
- Modern resort type development to settlement edges creates a hard, exposed edge at points.

The principal strategic objective for the character area is to maintain its function as part of the setting and landscape buffer to the Broads. The remnant Enclosure landscape structure should be enhanced and restored to provide a sense of spatial scale and containment, in addition to opportunities for habitat connectivity and linkages.

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<sup>10</sup> [https://www.great-yarmouth.gov.uk/media/1236/Landscape-Character-Assessment/pdf/Landscape\\_Character\\_Assessment.pdf](https://www.great-yarmouth.gov.uk/media/1236/Landscape-Character-Assessment/pdf/Landscape_Character_Assessment.pdf)

**Figure 21: Character Area G1**



The Ormesby and Filby Settled character area covers the southern half of the parish, its key characteristics include:

- A gently undulating landform with low lying topography;
- A managed landscape primarily under arable cultivation, with some pasture and paddocks;
- Field pattern defined by blackthorn hedgerows of variable density, with occasional hedgerow oaks;
- Panoramic views;
- Vertical elements such as church towers and wind turbines are visually prominent in an otherwise simple landscape;
- An exposed open character towards the coast, often masked by settlement to the edge, except at California where there are the coastal cliffs;
- Historic sites and features are represented by scattered minor halls and parklands such as at Ormesby Hall and the Old Hall;
- Outside the relatively densely populated and coalesced settlements associated with the coast, it is sparsely settled, tranquil landscape. Scratby is largely coalesced with Hemsby;

- Views are available to the coastal edge at points, including to the south of California;
- The area is fringed by and forms the landscape setting of the Broads, which creates a wooded backdrop and tranquil wildness.

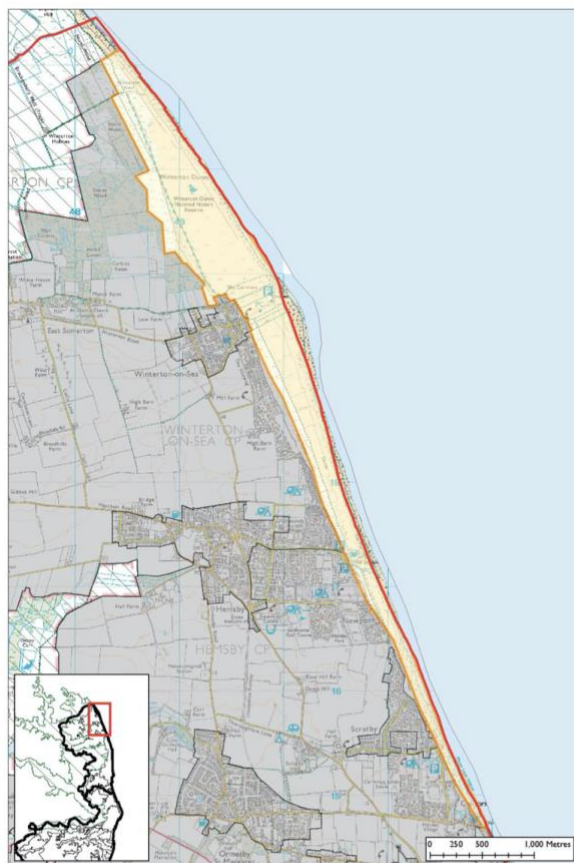
The primary strategic objective for this character area is to conserve its function as the landscape setting for the Broads, in particular the wooded backdrop. Links to the broadland/wetland landscape to the fringes of the area should be enhanced. The sparsely settled rural quality of the area should be conserved, and the character of the coastal edge settlements enhanced, conserving open views to the coast and gaps between settlements. Conserve the landscape setting of the historic elements such as parkland.

The Winterton Dunes and Coastal Strip character area is located in **Figure 22**, key characteristics include:

- Dunes and grasslands which create a wild and unspoiled character, and acting as a valuable buffer between the sea/beach and settlement edge as well as supporting a range of habitats;
- Sandy beaches and dunelands evoke a strong sense of tranquillity and peacefulness outside the summer peak;
- A strong sense of place is created by the presence of terns and waders, and associated noise, along the shoreline, as is the presence of seals off the beach;
- Seafront development creates a continuous backdrop to the character of the area and the coast is extensively used for recreation;
- Views inland are restricted by seafront development by extensive caravan sites;
- A landscape of big skies and simple horizons where a dynamic North Sea seascape causes variation in light and weather.

The primary strategic objective is to conserve, enhance and manage existing habitats and visual qualities associated with the dunes, sands and coastal character. Also to conserve existing views to/from the coast between settlements.

**Figure 22: Character Area E1**



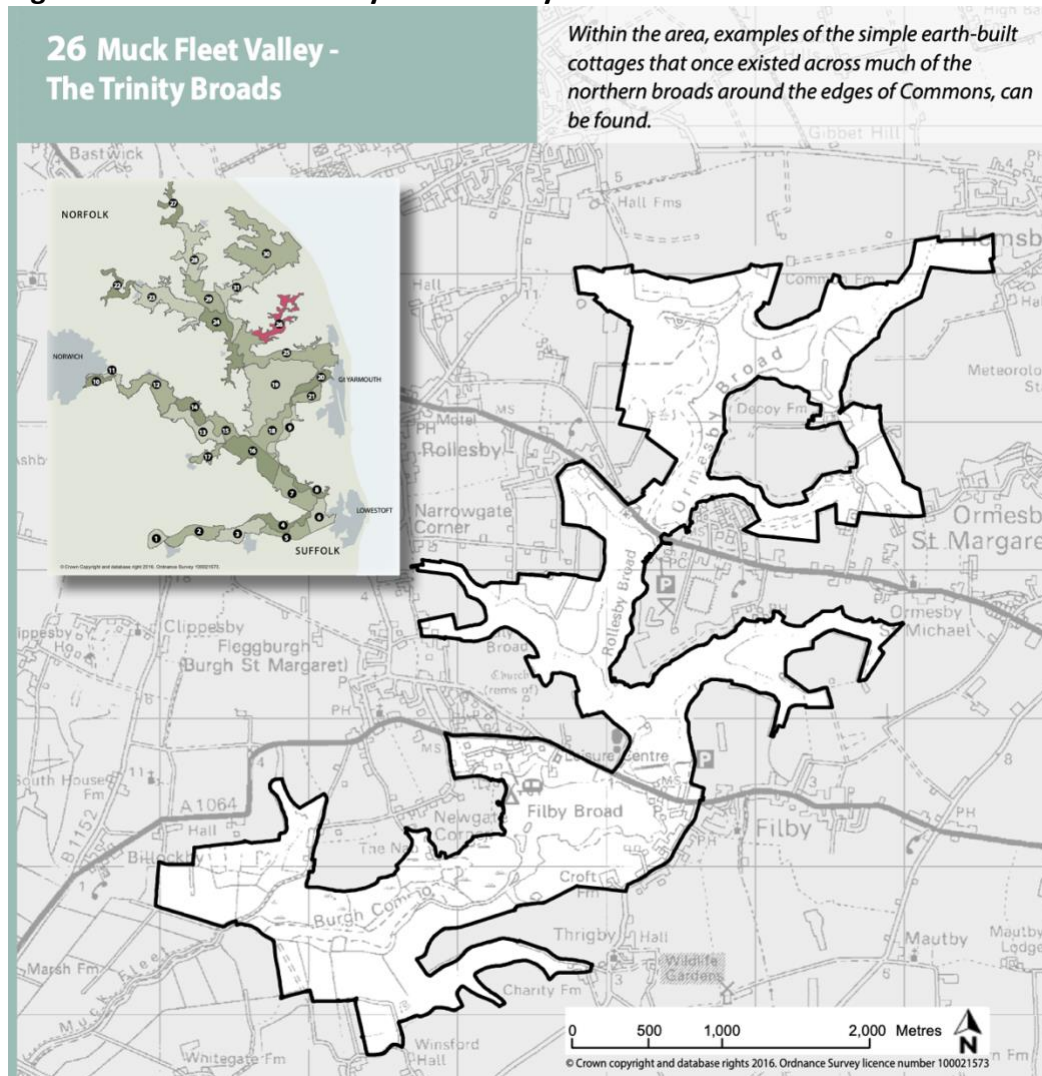
The Broads are also subject to their own Landscape Character Assessment<sup>11</sup> which is a study of the Broads developed to aid decision making that could affect its condition or visual quality. Ormesby Broad falls within the Muck Fleet Valley – The Trinity Broads character area, see **Figure 23**. Key landscape characteristics include:

- The area is a series of deep interconnective broads occupying a large tributary valley of the River Bure;
- Skylines are wooded and mostly undeveloped, with adjacent settlements heavily foiled by woodland, however at points north and north-east (Ormesby Broad) turbines form skyline elements;
- Views within the character area are framed and filtered by woodland and reed vegetation;
- The landscape is of small/intimate spatial scale due to the woodlands;
- There is a strong variation in terms of light and shade due to the mix of broadleaf and coniferous woodland;
- The patterns in the landscape are created by a richly textured and complex mix of intricate waterways, open broads surrounded by reedbeds and clusters of carr and plantation woodland, with some smaller areas of fen;
- The area is heavily designated for nature conservation reasons.

<sup>11</sup> <https://www.broads-authority.gov.uk/planning/planning-policies/landscape-character-assessments>

To help keep the area special care needs to be taken when landscape change occurs. Where new development opportunities are being pursued care needs to be taken to ensure that proposals do not adversely affect the key landscape characteristics.

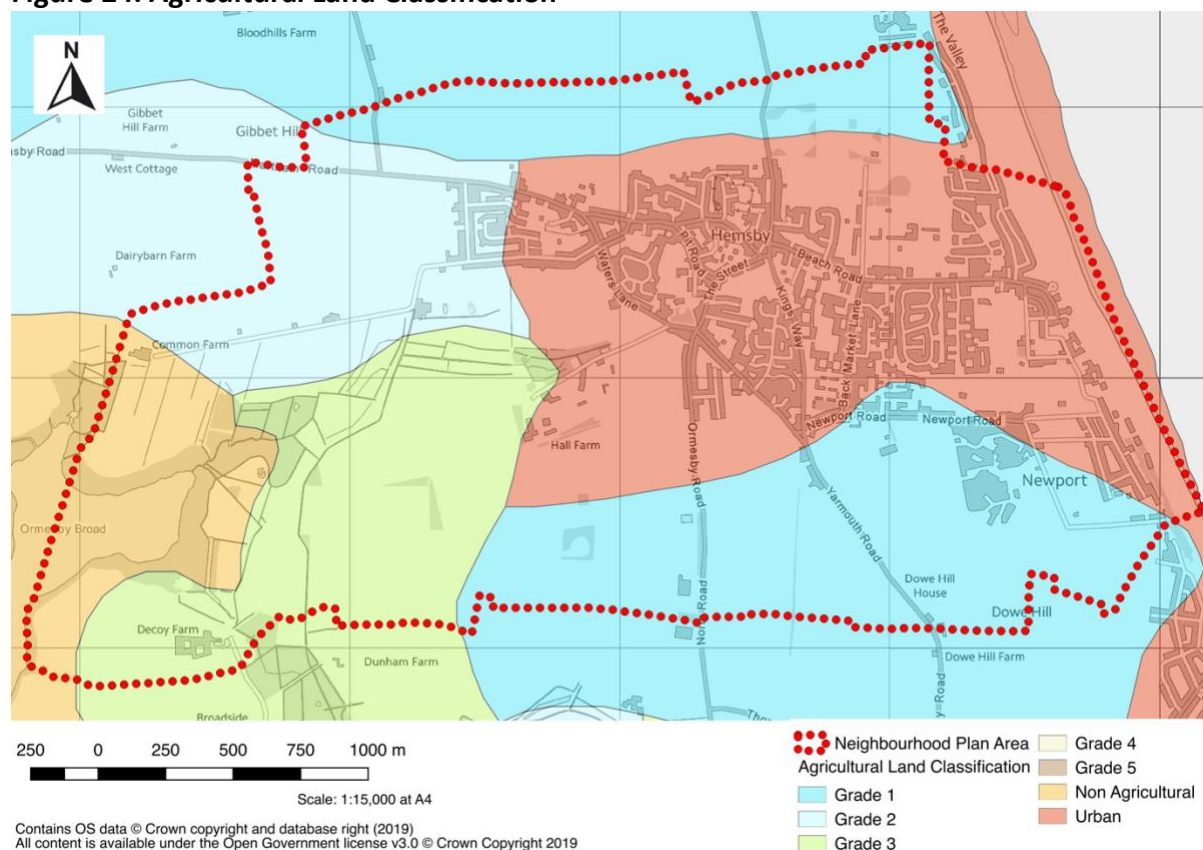
**Figure 23: Muck Fleet Valley – The Trinity Broads Character Area**



### **Agricultural land**

The parish contains some of the best and most versatile agricultural land in England, as identified by the Agricultural Land Classification Scale, see **Figure 24**. Of the areas not covered by settlement a good proportion is identified as Grade 1, and some Grade 2. National policy is to retain high value land such as this for its economic and other benefits. Where land of this quality is in active farming use, it could constrain future growth within the parish.

**Figure 24: Agricultural Land Classification**



**Issues**

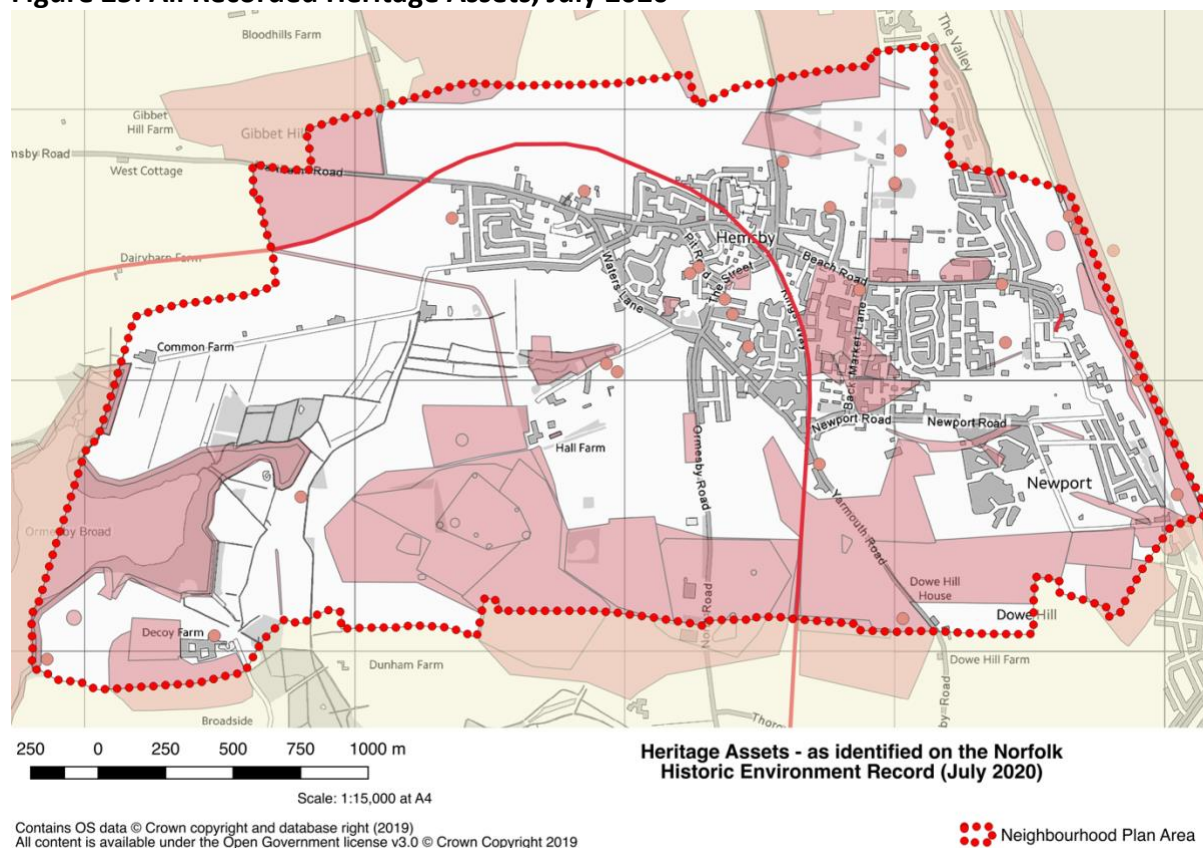
- Agriculture is a common landform and the parish contains some of the best and most versatile agricultural land in the country. This could be lost to future housing development that takes place outside of the current settlement.
- As new development comes along a key priority is to conserve the area’s function as a landscape setting for the Broads,
- The coastal settlements of Hemsby and California are coalesced and gaps between them, and existing views to/from the coast, could be further eroded through development.

## Historic Environment

The village is known to have had Viking origins but predominantly grew as a collection of farmsteads around the 14<sup>th</sup> Century parish church. The village expanded significantly during the late 19<sup>th</sup> Century, due in part to the arrival of the railways and the village's popularity as a seaside designation, the latter helping to establish a settlement pattern of major holiday resorts and attractions to the east of the village.

Norfolk Heritage Explorer lists 119 historic assets within the parish, including those dating back to pre-historic times. There are also finds relating to the Bronze Age, Iron Age and Roman times. See **Figure 25**.

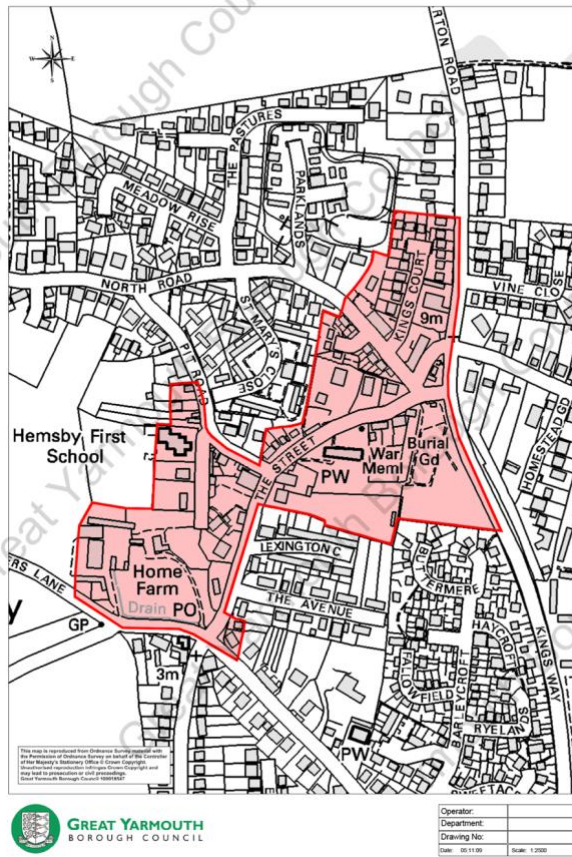
**Figure 25: All Recorded Heritage Assets, July 2020**



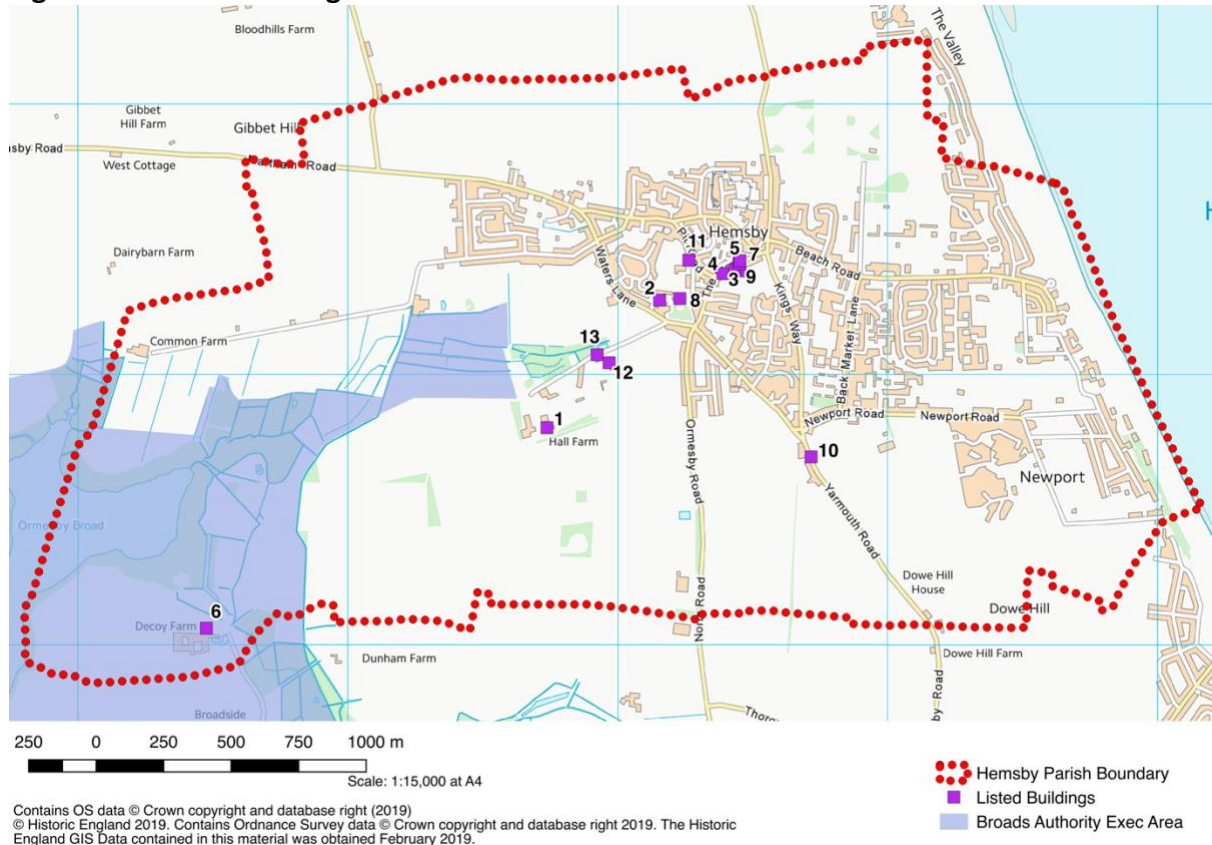
There is a Conservation Area in the village centre, centring on the Church of St Mary, see **Figure 26**, and 13 Listed Buildings, shown in **Figure 27**, including Grade I listed Barn at Hall Farm is the oldest timber framed building in Norfolk and dates to around 1300. Excavations at the site of the village stores also uncovered evidence for a medieval clay extraction pit. There are several buildings that date to the post-medieval period, including Shamrock Cottage, Home Farm, The Fchimneys and The Lodge. The 19<sup>th</sup> century Decoy Farmhouse was built near the site of the earliest duck decoy built in Britain. There are no Scheduled Monuments and no buildings on the national at risk register.

**Figure 26: Conservation Area**

Conservation Area No.7 - Hemsby



**Figure 27: Listed Buildings**





1: Barn at Hall Farm (Grade I)  
2: Barn at Home Farm (Grade II\*)  
3: Church of St Mary the Virgin  
4: Cross Base in St Mary's Churchyard  
5: Cross Base in St Mary's Churchyard  
6: Decoy Farmhouse  
7: Hemsby War Memorial

8: Home Farmhouse  
9: Pair of Coffin Lids (Church of St Mary)  
10: Remains of Cross Shaft  
11: Shariot Cottage  
12: The Chimneys  
13: The Lodge including Lodge Cottage

*Source: Historic England, 2022*

Several 19<sup>th</sup> century wrecks are recorded on Hemsby beach, one of these being the Vigo which sunk killing all of its crew.

The parish contains part of the Broads, a heritage asset in themselves, formed around the 11<sup>th</sup> Century through peat digging in the river valleys. Rising sea levels then flooded the diggings, and despite various drainage attempts, flooding continued to create the broads that exist today.

The coast was important during World War Two and defences such as pillboxes, anti-tank blocks and a spigot mortar enhancement were built along sections of the beach. One of the pillboxes may have been disguised as a windmill or lighthouse. A military site and two military camps can be seen on RAF aerial photographs taken during the 1940s.

The majority of this information is taken from the parish profile for Hemsby on the Norfolk Heritage Explorer website<sup>12</sup>.

### **Issues**

- **There is a Conservation Area in Hemsby where there is a concentration of listed buildings including the Church of St Mary. Effort should be made to retain both the character of these and their setting, ensuring that it is not diluted through new development.**
- **The parish has a wealth of heritage assets, including those of archaeological importance, which should be considered when siting new development.**

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<sup>12</sup> <http://www.heritage.norfolk.gov.uk/record-details?TNF161>