

SWAN FIELD, HARDINGHAM ROAD, HINGHAM



CONTENTS

1.0		
INTRODUCTION		4
2.0		
PLANNING CONTEXT		8
3.0		
THE SITE IN CONTEXT		12
4.0		
DEVELOPMENT OPPORTUNITY		26
5.0		
OPPORTUNITIES AND CONSTRAINTS		30
6.0		
MASTERPLAN STRATEGY		34
7.0		
DELIVERY & COMPETITION		42
8.0		
CONCLUSION		50



View south towards the site and Hingham from FP3



1.0

Introduction

Lanpro Services is instructed by Hardingham Farms Limited to assist in the promotion of a development of up to 70 homes at Swan Field, Hardingham Road, Hingham through the emerging Local Plan process.

The site is located within South Norfolk District, and as such, this document is prepared to inform discussions with the local planning authority and the continued promotion of the site through the Greater Norwich Local Plan process. The site has previously been submitted through the 'Call for Sites' process and is identified as site GNLP0554R.

The site, comprising 3.9 hectares, lies immediately to the northeast of Hingham, 7km to the north of Attleborough, and 20km southwest of the city centre of Norwich.

The provision of up to 70 homes in this location, within walking distance of Hingham's town centre and the Hingham Industrial & Business Centre, has the propensity to support existing uses within the town and deliver a sustainable scale of new housing development for Hingham.

This Vision and Delivery Document provides information on the site and the proposed development opportunity, setting out how this site can deliver unique benefits by way of providing a water positive development which will assist the diversification of the landowner's adjacent farming operations. This document demonstrates that the site is an available, suitable and deliverable development opportunity. It has the potential, through its development, to help meet local housing needs within this town and South Norfolk.

The document does this through:

- Setting out the planning context within which these representations are submitted;
- Assessing the site's capacity to accommodate new development (against a series of environmental and social criteria);
- Comparing the site's deliverability against competing sites in the locality;
- Setting out the vision and key development principles for the site (including the water positive development);
- Translating the identified opportunities and constraints into a concept masterplan that is capable of delivering the development vision; before,
- Summarising the mechanism and timeframes for the site's delivery.

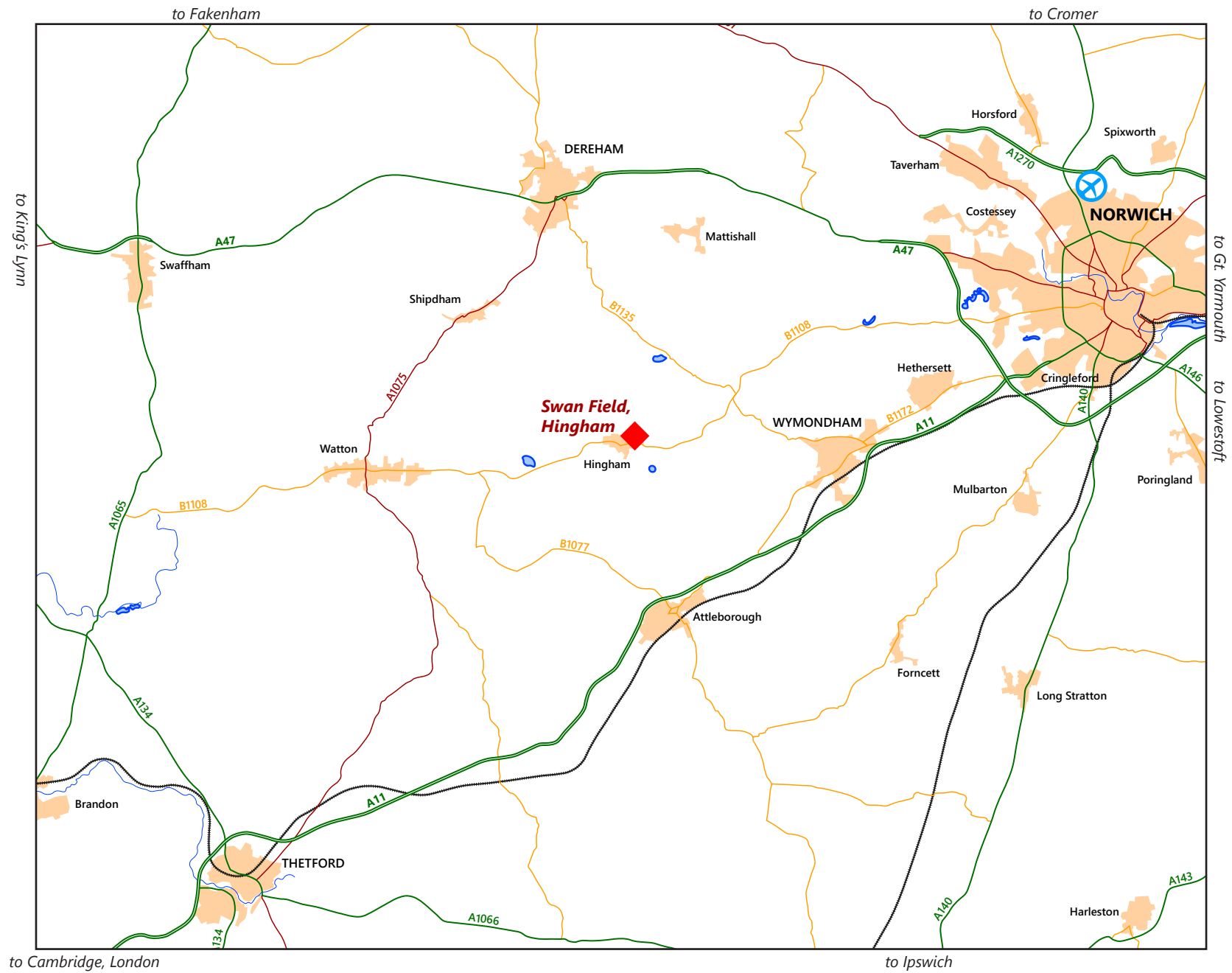


Figure 1: Location of Swan Field, Hingham in Mid-Norfolk | 7



View east along Hardingham Road, near to Lincoln Avenue



2.0»»

Planning Context

National Policy and Guidance
Greater Norwich Local Plan

2.1 NATIONAL POLICY AND GUIDANCE

The National Planning Policy Framework ('the Framework') 2019, sets out the Government's planning policies for England and provides a framework within which locally prepared plans can be produced.

The purpose of the planning system is to contribute to the achievement of sustainable development which has three overarching objectives: an economic objective; a social objective; and an environmental objective. These objectives should be delivered through the preparation and implementation of plans and in the application of policies within the Framework.

For Plan making this means that:

"...plans should positively seek opportunities to meet the development needs of their area and be sufficiently flexible to adapt to rapid change; strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas..."

Paragraph 23 confirms that broad locations for development should be indicated on a key diagram, and land use designations and allocations identified on a policies map. Strategic policies should provide a clear strategy for bringing sufficient land forward, and at a sufficient rate, to address objectively assessed needs over the plan period, in line with the presumption in favour of sustainable development. This should include planning for and allocating sufficient sites to deliver the strategic priorities of the area (except insofar as these needs can be demonstrated to be met more appropriately through other mechanisms, such as brownfield registers or non-strategic policies).

In identifying these sites, the Plan indicates in Paragraph 67 how strategic policy-making authorities should have a clear understanding of the land available in their area and should take into account their availability, suitability and likely economic viability.

Working with the support of their communities, strategic policy-making authorities should identify suitable locations for housing development where this can help to meet identified needs in a sustainable way. This may include ensuring that their size and location will support a sustainable community, with sufficient access to services and employment opportunities in larger towns to which there is good access.

Such development should also follow clear expectations for the quality of the development and how this can be maintained and ensure that a variety of homes to meet the needs of different groups in the community will be provided.

Development plans should also include a realistic assessment of likely rates of delivery.

In providing a framework for understanding the social consequences of development, Paragraph 91 sets out how planning policies and decisions should aim to achieve healthy, inclusive and safe places which enable and support healthy lifestyles, such as through the provision of safe and accessible green infrastructure, access to allotments and promoting layouts that encourage walking and cycling. The NPPF then goes on to explain the importance of access to a network of high quality open spaces and opportunities for sport and physical activity for the health and well-being of communities.

2.2 GREATER NORWICH LOCAL PLAN

Greater Norwich Local Plan (GNLP) Call for Sites and First Regulation 18 Consultation

The Swan Field site was submitted to the GNLP process in the 2016 Call for Sites. The site was then open to representations as part of the first Regulation 18 Consultation held in Spring 2018. Since that time further assessment work has been carried out on the site and the area subject to promotion has been refined.

The site (identified as GNLP0544R) was considered prior to these representations within the December 2017 GNLP HELAA. The site was considered against a series of criteria and deemed 'suitable' for allocation through the Local Plan process. Overall, the site scored best of all identified potential housing sites within Hingham. Further information on the GNLP HELAA and the comparison with other sites in Hingham can be found on page 46.

This document provides additional information on the site's suitability and deliverability, to support the Greater Norwich Growth Board's (GNGB) conclusion the site is 'suitable' for allocation and is the best site to accommodate a sustainable scale of housing growth in Hingham.

Greater Norwich Growth Strategy

The Greater Norwich Development Partnership presented a paper to the GNGB on 6 January 2020 outlining their proposed planning strategy for growth for the Draft Greater Norwich Local Plan Regulation 18 which is to be consulted on from 29 January to 16 March 2020.

The paper confirms that through applying the standard methodology for calculating housing need and re-basing the housing figures to 2018, the housing need for the Plan Period is 44,500 homes, and with a 10% delivery buffer is 48,950 dwellings.

When taking account of existing commitments, the Council suggest a need for sites to accommodate at least 7,840 homes.

Notwithstanding outstanding questions on the robustness of the paper or its 'environmental and sustainability testing', the report confirmed the following principles for the distribution of growth which are of relevance, and have been responded to throughout this document:

To demonstrate that the approach is sustainable and deliverable, the scale of growth needs to broadly follow the settlement hierarchy already consulted on as this reflects access to services and jobs;

This report is submitted to the GNGB to demonstrate the deliverability of the proposed allocation, and to confirm the potential scale and uses that may be delivered.

The proposed allocation will meet identified housing and community needs and assist the Council in their duty to deliver sustainable housing development.



View of the Swan Field site, taken from its northeastern boundary



View west along Hardingham Road, to the south of the site

3.0 »»

The Site in Context

Location

Transport Connectivity

Landscape Character Areas

Landscape and Visual Context

Statutory Ecological Designations

County Wildlife Sites

Priority Habitat Types

Heritage

Flood Risk and Drainage

3.1 LOCATION

The Swan Field site covers a total area of 3.9 ha and lies immediately adjacent to the settlement boundary of Hingham. The site is currently in agricultural use, but neighbours residential plots to the east and south, with allotments to the west. A further 2.3 ha of land is also identified for a potential care home and allotment extension opportunities, as well as for a linked agricultural reservoir opportunity (shown hatched). See section 6 for further information.

Hingham is a market town with a good range of services, and is also home to a small employment area nearby the site known as Hingham Industrial and Business Centre. There is also a motor recovery and repair shop behind the residences opposite the site on Hardingham Road.

The site is located within easy travel distance of the B1108, which provides direct links to the town of Watton (11km) to the west and the city of Norwich (25km) to the east.

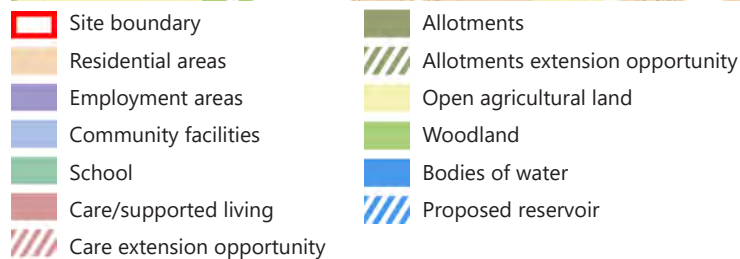


Figure 2: Location plan and immediate land use context

3.2 TRANSPORT CONNECTIVITY

Road Network

The site has good road access via Hardingham Road to the nearby B1108, which runs east-west through Hingham between the town of Watton and the city of Norwich. The B1108 links up (east of Hingham) to the B1135, which goes to Wymondham and Dereham, and further connects to the A11 – the principal strategic route through Norfolk which runs southwest to Cambridge and London. The B1108 at Little Melton/Bawburgh (and the B1135 at Dereham) links to the A47, from which the eastern and western areas of Norfolk can be reached.

Public Transport

The site is well served by public transport, with KonectBus operating three routes through Hingham. The number 3, 6, and 6A services run from Thetford and Dereham, through Watton and Hingham, and go on to Norwich via Barford, Wymondham, and Attleborough respectively.

Additionally, the site is located approximately 4km from Kimberley Park Station on the Mid Norfolk Railway, a heritage railway of predominantly tourism use which runs from Dereham to Wymondham, from where mainline trains to Norwich, Ely, and Cambridge can be accessed.

Public Right of Ways

The site is located in an area with a good public right of way network, which includes a mix of footpaths, bridleways and restricted byways. The site specifically benefits from being adjacent to Hingham Footpath 3 which runs north to Manson Green and Nordelph Corner, Hardingham, and connects into pedestrian routes to Hingham town centre at its southern end. The site furthermore benefits from an opportunity to link into the continuous roadside pathway network at the site's southeastern corner.

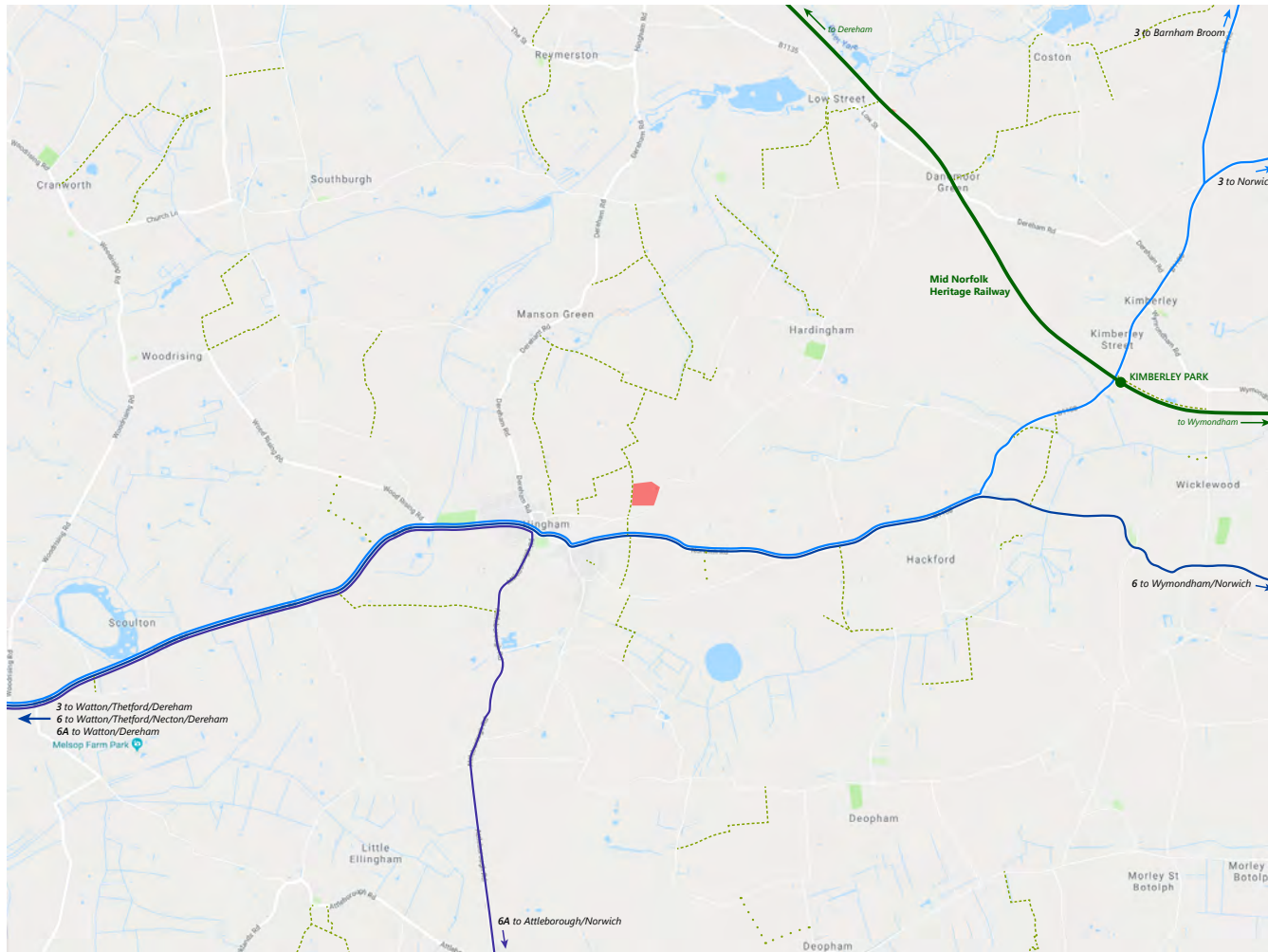


Figure 3: Site connectivity to public transport routes and public right of ways

3.3 LANDSCAPE CHARACTER AREAS

The area lies within the following Landscape Character areas:

	Landscape Area
National	84: Mid Norfolk
Regional	Wooded Plateau Claylands/Farmlands
District	E3: Hingham-Mattishall Plateau Farmland

South Norfolk

Within the South Norfolk Character Landscape Character Assessment (LCA, 2001), Swan Field, Hingham is situated within the E3: Hingham – Mattishall Plateau Farmland. The LCA describes the E3 area as being defined by its open and elevated location 50m above sea level, with minimal topographical variation. Further key characteristics include:

- Predominantly arable farmland
- Hedgerows and hedgerow trees
- Absence of water
- Quiet rural lanes [that] dissect the area

The LCA noted that new development in the area has to be considerate of the essentially unsettled character, with settlement limited to Hingham; conserve the character of the quite rural lanes that cross the character area; and maintain the unique character of Hingham with its market place core.

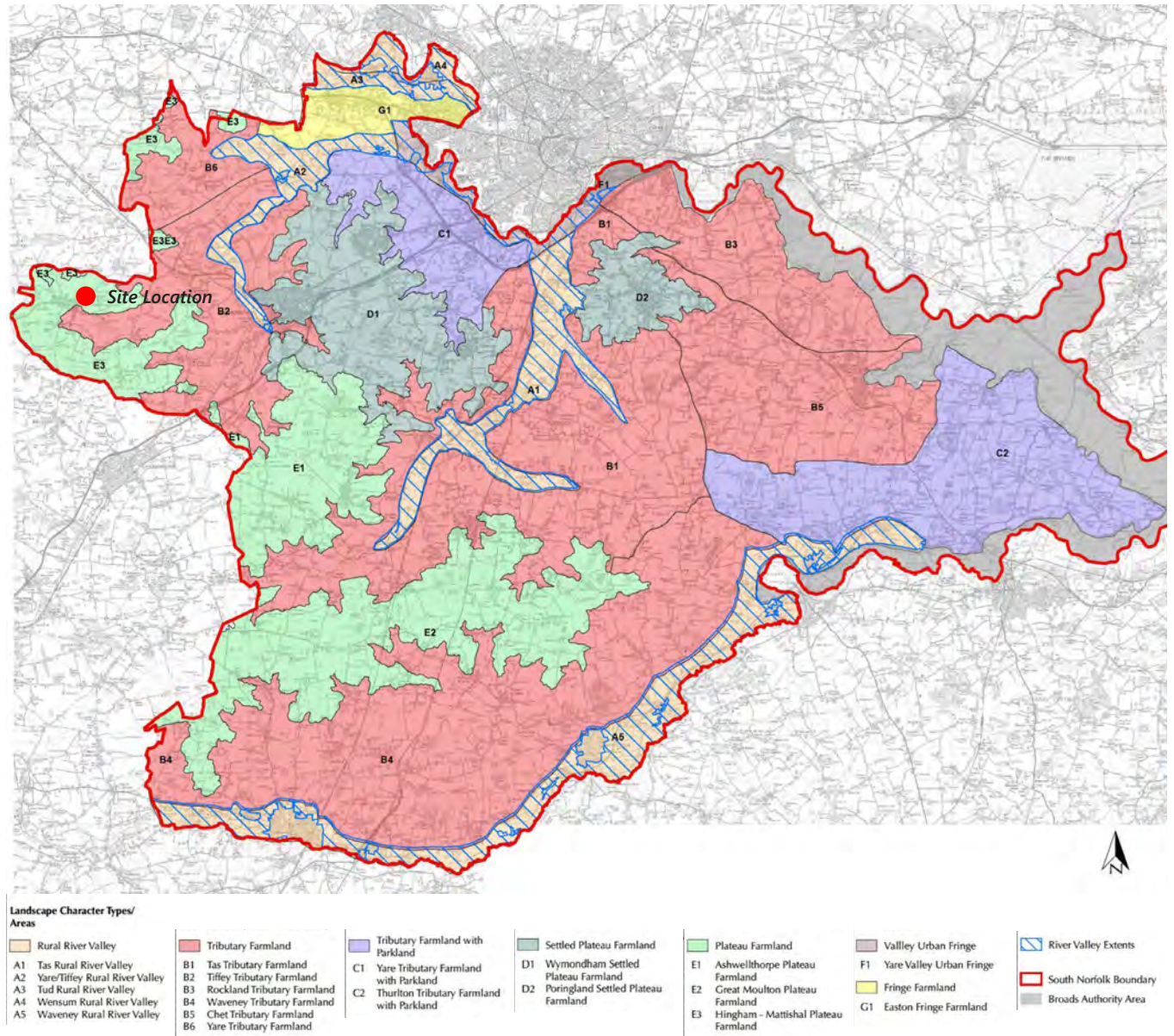


Figure 4: Landscape Character Areas in South Norfolk

3.4 LANDSCAPE AND VISUAL CONTEXT

Site visits were undertaken in conjunction with desk studies to identify potential landscape opportunities and constraints and to gain a thorough understanding of likely visual receptors, key landscape views and visual impacts of future development.

Figure 5 shows the location of key views into and out of the site from publicly accessible areas, and over the following pages the images shown in Figures 6-8 exemplify typical landscape views as seen from these points.

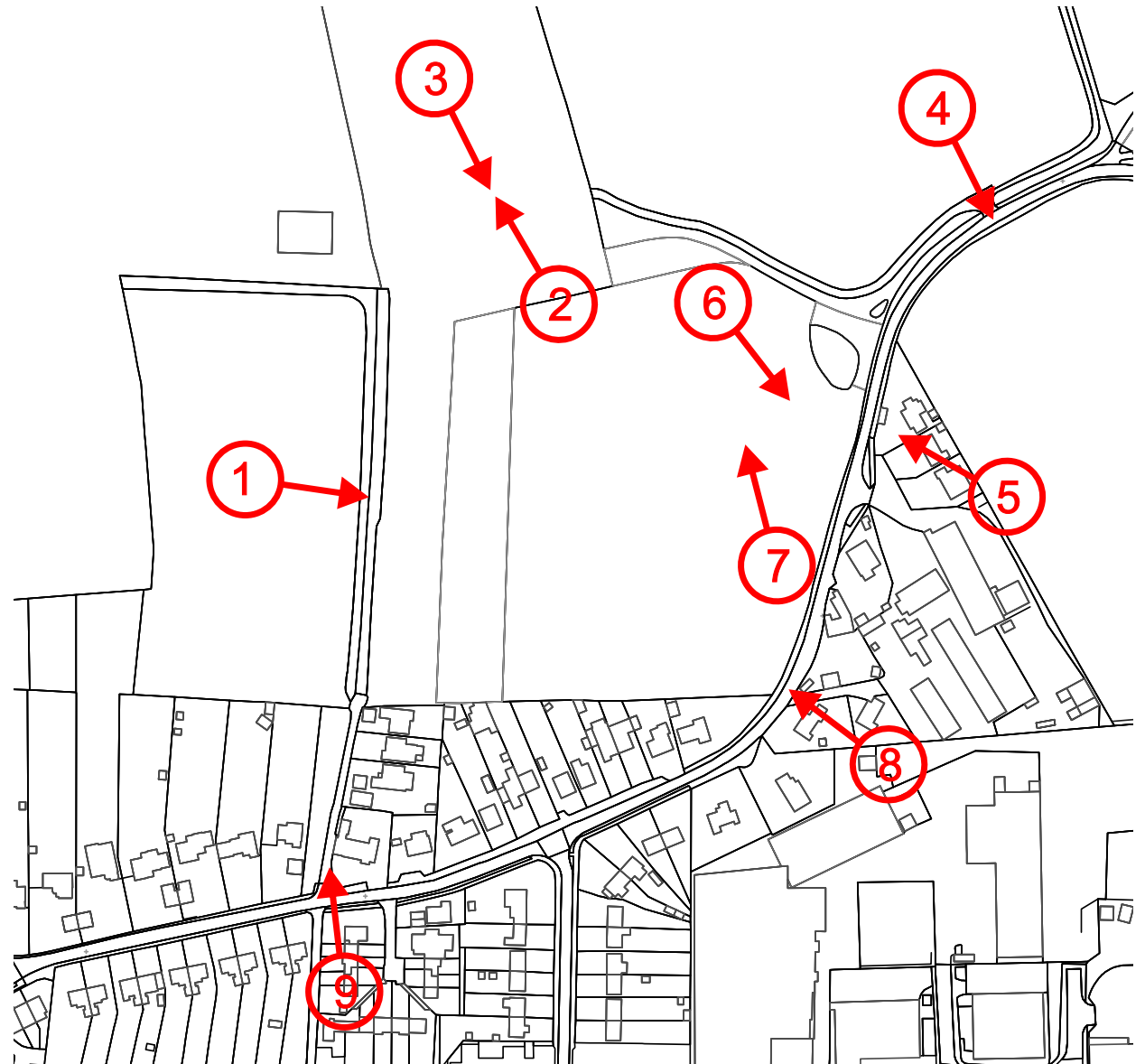


Figure 5: Landscape Views

3.0 THE SITE IN CONTEXT



Viewpoint 1

View east from the Hardingham Road allotments, towards the site, across the potential amenity space.



Viewpoint 2

View north across the adjacent fields, from the edge of the site towards Manson Green.



Viewpoint 3

View south, looking towards the site, from the adjacent fields.

Figure 6: Landscape Views 1-3



Viewpoint 4

View north across Hardingham Road, to the northeast of the site, across the adjacent fields towards Manson Green.



Viewpoint 5

View west into the site from Hardingham Road. The location of the potential access point is in the left hand most quarter of the image, opposite the existing access point to the dwellings opposite the site. The mature trees and hedging mark the northern and western boundaries of the site.



Viewpoint 6

View south along Hardingham Road with the site and potential access point on the right hand side of the image.

Figure 7: Location of Landscape Views 4-6



Viewpoint 7

View north from Hardingham Road into the site, roughly from the position of the potential access point. The mature trees and hedging mark the northern and western boundaries of the site.



Viewpoint 8

View north into the site from the front of 33 Hardingham Road, located opposite the southeast corner of the site. In the left hand side of the image is 20 Hardingham Road



Viewpoint 9

View north from Hardingham Road to the access point for the Hardingham Road allotments and PRoW (designated Hingham FP3). Located between Sunrise, and Mill Farm. The existing footpath into the town can be seen on the left.

Figure 8: Location of Landscape Views 7-9

-  Local Nature Reserves (England)
-  National Nature Reserves (England)
-  Ramsar Sites (England)
-  Sites of Special Scientific Interest (England)
-  Special Areas of Conservation (England)
-  Special Protection Areas (England)

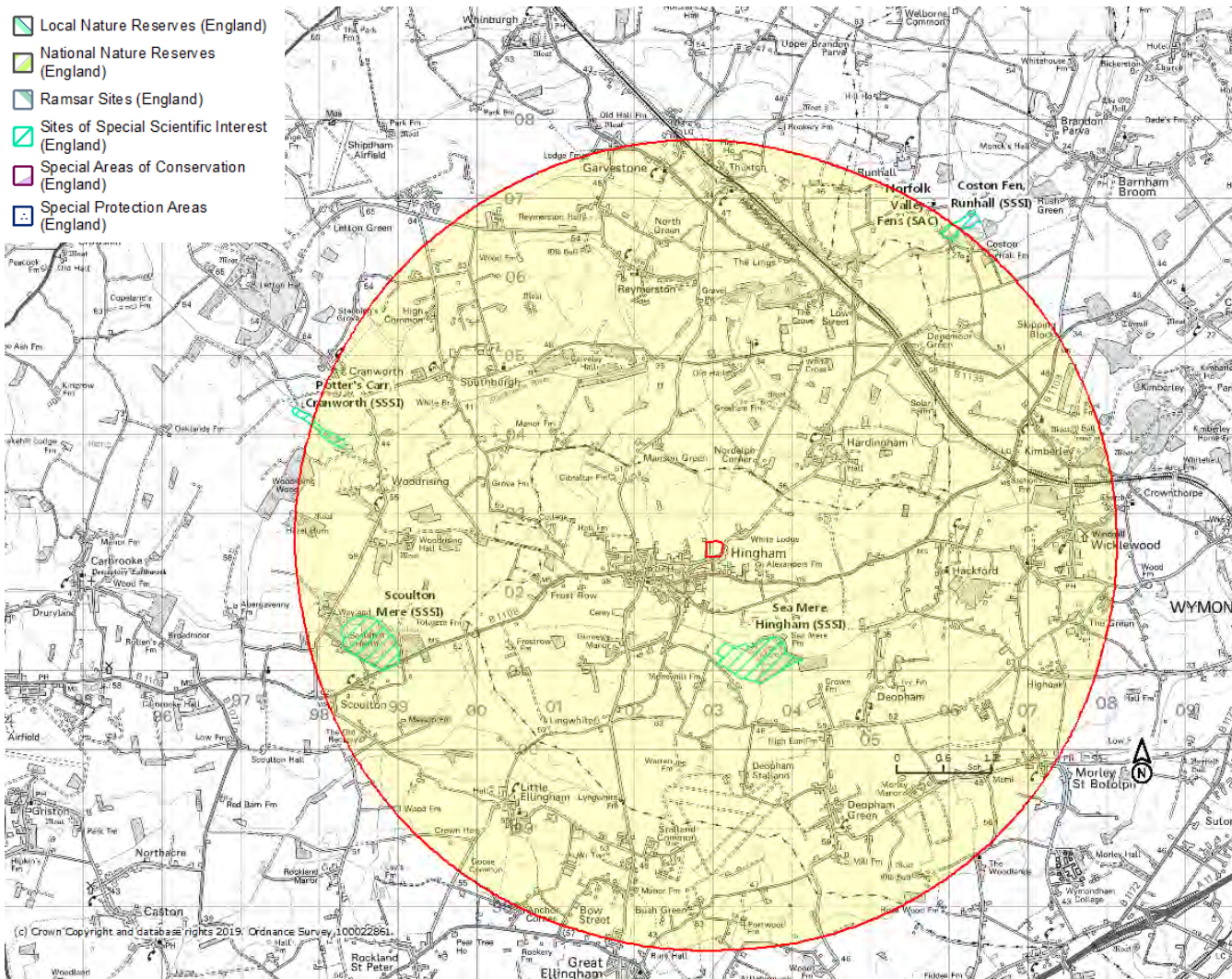


Figure 9: Statutory Ecological Designations - data from DEFRA MagicMap application

3.5 STATUTORY ECOLOGICAL DESIGNATIONS

The site does not contain any statutory ecological designations, nor are there any immediately surrounding the site.

The nearest ecological designation is Sea Mere SSSI, approximately 1.5km to the south of the site. Further from the site, to the west, lie Scoulton Mere and Potter's Carr SSSIs, both around 5km from the site.

Approximately 5km to the northeast is Coston Fen SSSI, which is also designated as part of the Norfolk Valley Fens SAC.

Given the distance from the proposed site to these SSSIs it is not considered that the development will cause any adverse impact.

3.6 COUNTY WILDLIFE SITES

No County Wildlife Sites are present in the site, and there is only one CWS within 2km of the site: CWS 160, Moneyhill Meadow.

Given the CWS falls on the opposite side of Hingham's built environment area, the development will have negligible impact on the CWS.

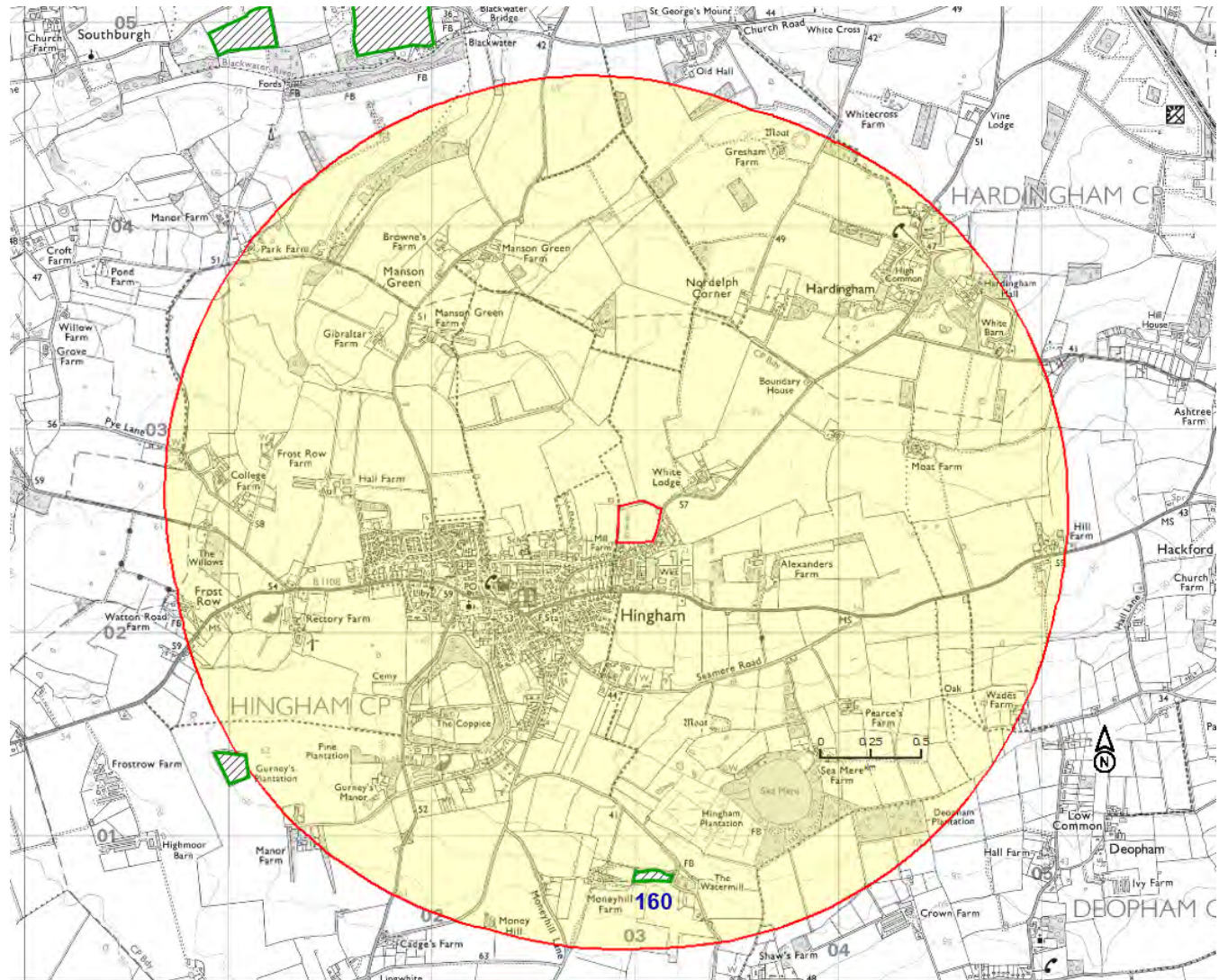


Figure 10: County Wildlife Sites - data from Norfolk County Wildlife Sites downloads web page

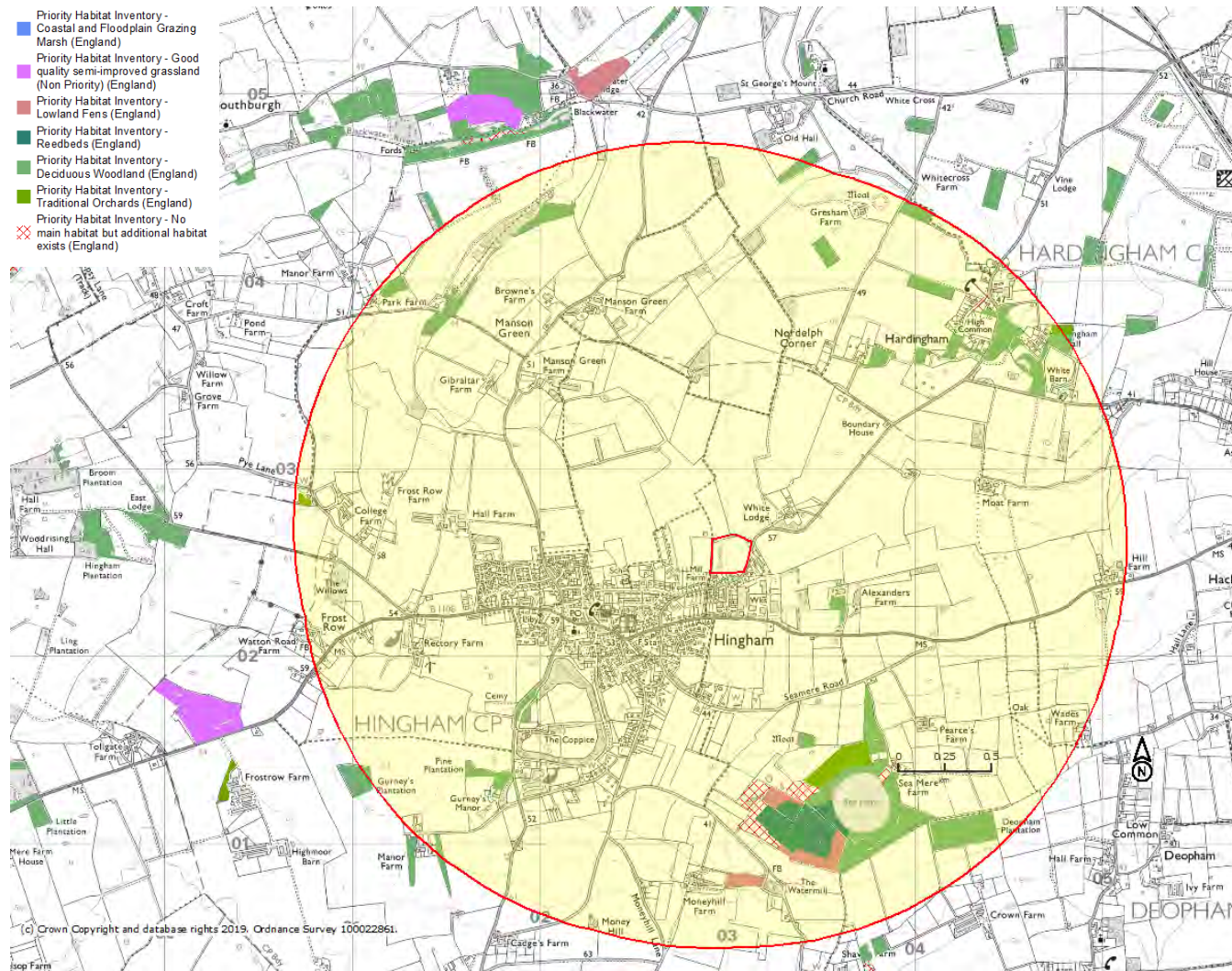


Figure 11: Priority Habitat Types - data from DEFRA MagicMap application

3.7 PRIORITY HABITAT TYPES

In the vicinity the site, the predominant habitat types are wooded areas as covered under the National Forest Inventory. Most of these areas are Deciduous Woodland Primary Habitats. None are identified within nor immediately adjacent to the site.

There are significant areas of Traditional Orchards, Reed beds, and further subsidiary habitat centred around Sea Mere, located 1.5km south of the site.

See Figure 11 for further information.

3.8 HERITAGE

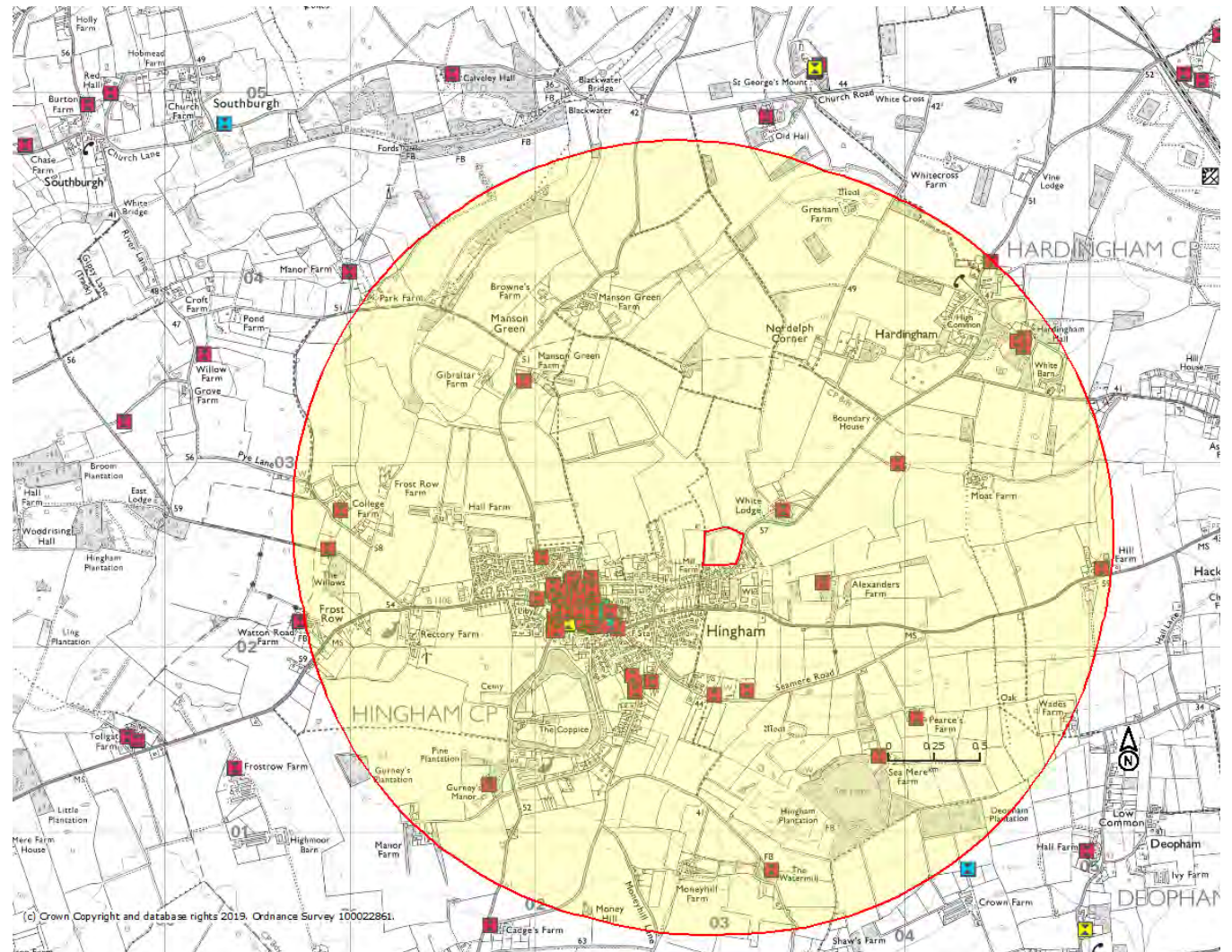
The site does not contain any statutory heritage features.

The closest listed building to the site is White Lodge, a Grade II listed farmhouse located 250m to the northeast of the site.

Nearby, albeit well screened from the site by existing mature trees and hedging, the town of Hingham contains a significant cluster of listed buildings, focussed on the historic town centre approximately 1km to the southwest of the site. Much of the centre of Hingham, including the physically separate Mill Corner, are part of the Hingham Conservation Area. Within the conservation area are 73 Grade II listed buildings, 6 Grade II* listed buildings (The Mansion House, and Southernwood House to Beaconsfield House (9-13 Market Place)), and 1 Grade I listed building (Hingham Church of St Andrew).

Beyond the Hingham Conservation Area, within 2km of the site, further listed buildings can be found in the outskirts of Hingham, nearby hamlets of Hardingham and Manson Green, plus various individual farms. In total, there are 18 Grade II listed buildings in these more rural locations.

Beyond the 2km search area, there are further clusters of listed buildings in neighbouring villages and hamlets, including Grade I listed churches as Deopham and St George's Mount, Hardingham. The nearest Scheduled Ancient Monument is Woodrising Hall Moat, located 3.5km to the west of the site.



■ Scheduled Monuments (England)

■ Listed Buildings (England)

■ I

■ II

■ II*

Figure 12: Heritage Designations and Features - data from DEFRA MagicMap application and Historic England map search

3.9 FLOOD RISK AND DRAINAGE

The subject site is located wholly within Flood Zone 1 as shown on the Environment Agency’s Flood Map for Planning (Figure 14), and is therefore at very limited risk of fluvial flooding.

Figure 15 shows the long-term surface water flood risk, which shows the majority of the site is at limited risk of surface water flooding. Areas at low to medium risk along the northern boundary of the site, or along Hardingham Road, can be mitigated through no build zones, and sustainable urban drainage strategies.

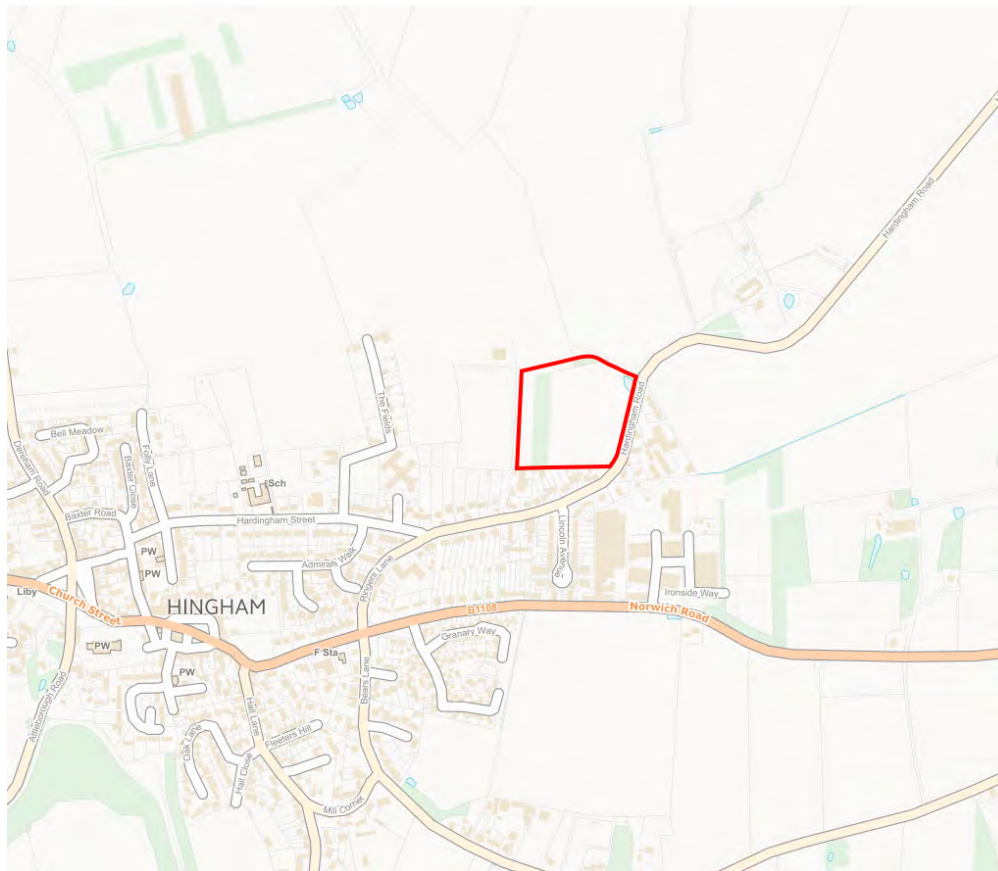


Figure 13: Fluvial Flood Risk Areas - data from Environment Agency

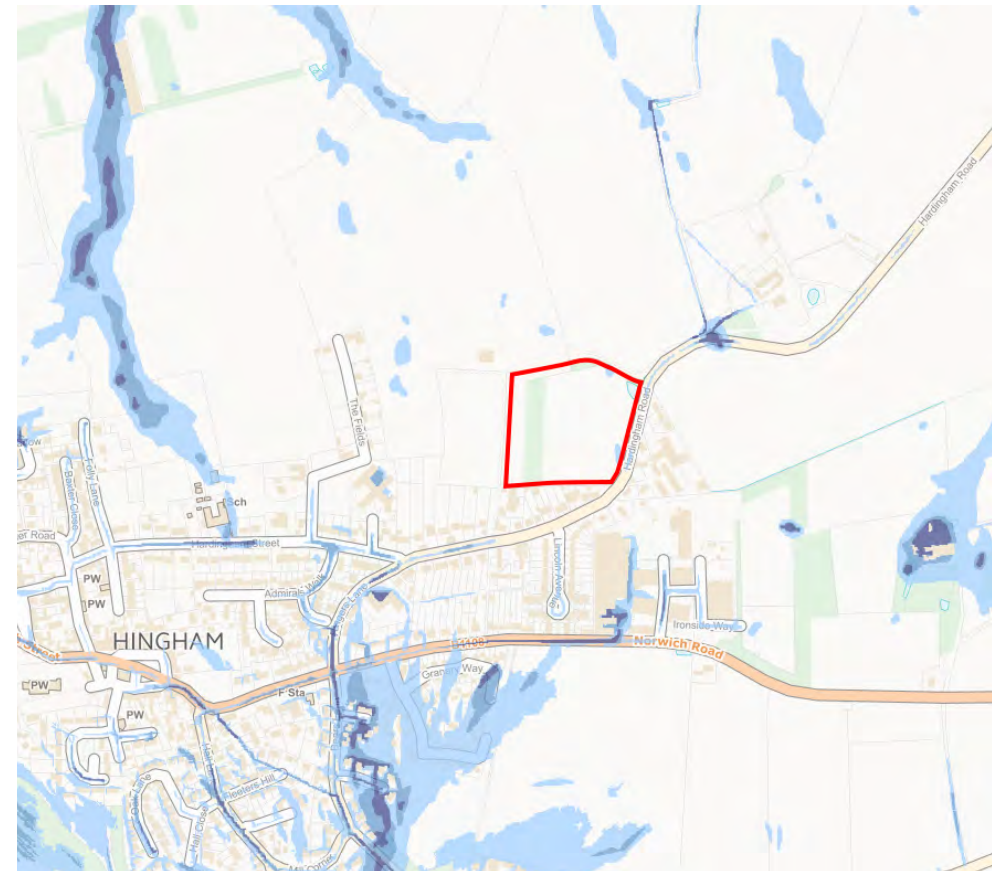


Figure 14: Long-term Surface Water Flood Risk - data from Environment Agency



View east from Hardingham Road to the northeast of the site



4.0»»

Development Opportunity

Sustainable Mixed Communities

Open Space Provision

Healthcare Provision

Education Provision

Local Services

4.1 SUSTAINABLE MIXED COMMUNITIES

Market Housing Need

The GNGB confirmed that within the Greater Norwich Area, through applying the standard methodology for calculating housing need and re-basing the housing figures to 2018, the housing need for the Plan Period is 44,500 homes, and with a 10% delivery buffer is 48,950 dwellings.

Within the GNLDP Draft Plan Regulation 18 Consultation, it is indicated that the consultation growth options intend to newly allocate approximately 300 homes in Key Service Centres in South Norfolk (these being Hethersett, Hingham, Loddon & Chedgrave, and Poringland & Framingham Earl) on top of their existing deliverable commitment of 2,050 homes.

The proposed site can therefore provide a meaningful and proportional supply towards this anticipated level of housing growth. As part of this, the pressing need for new affordable homes can be addressed through the provision of a significant number of new dwellings at the proposed allocation site in accordance with policy requirements.

Need for Elderly Person Accommodation

The Central Norfolk Strategic Housing Market Assessment (2017) has identified that the institutional population of the region (which includes much of South Norfolk District) is likely to increase by around 3,909 people over the period 2015-36.

This increase in the institutional population is a consequence of the CLG approach to establishing the household population, which assumes *“that the share of the institutional population stays at 2011 levels by age, sex and relationship status for the over 75s”* on the basis that *“ageing population will lead to greater level of population aged over 75 in residential care homes”*.

However, it does not necessarily follow that all of the increase in institutional population should be provided as additional bedspaces in residential institutions in Use Class C2; some of the specialist older person housing may be more appropriate for their needs.

This site also offers the opportunity for an extension site to the nearby Hassingham House care home as indicated on the Opportunities and Constraints Plan (Figure 15, page 33).

4.2 OPEN SPACE PROVISION

The site has the potential to offer generous areas of open space to meet the requirements of the new and existing population, bolstering the existing provision in Hingham.

The below tables demonstrate the open space contribution requirements in South Norfolk as set out in their “Open Space SPD (2018)”, against the existing provision in Hingham.

Open Space Type	South Norfolk DC Requirement
Play area	0.6
Semi-natural open space	0.3
Sports pitches	1.6
Informal recreation space (inc. allotments)	2.4
Total	4.9

Units: area (ha) per 1,000 population

Existing Open Space	Area (ha)	Area per 1,000 residents*
The Fields (play area)	0.35	0.16
Hingham Sports Ground (play area)	0.1	0.04
Lincoln Avenue (play area)	0.04	0.02
The Fairlands Bowls Green (sports pitches)	0.13	0.06
Hingham Sports Ground (sports pitches)	2.7	1.21
Allotments (informal rec. space)	2.7	1.21
The Fairland (informal rec. space)	0.53	0.24
Lincoln Avenue (informal rec. space)	0.1	0.04
Market Place (informal rec. space)	0.2	0.09
St Andrews Close (informal rec. space)	0.15	0.07
Total	7.00	3.13

**Based on 2017 population estimate of 2,233 (ONS Growth Trend 2012-2017)*

The provision of open space in Hingham is somewhat sub-standard, and as such can be positively contributed to through the provision of green space as part of this site.

4.3 HEALTHCARE PROVISION

The below table demonstrates the existing provision of GP surgeries within 5 miles of the site. Data has been sourced from the NHS online "Service Finder" search engine in January 2020.

Capacity is based on a national average of 1,740 patients for each full-time (or equivalent) GP.

GP Surgery	Distance from Site (miles)	No. Full-time GPs	Patients (Jan 2019)	Patients/GP	Capacity
Hingham Surgery	0.3	7	6361	908.7	5819
Dr Oxley & Partners	4.5	0	N/A	N/A	N/A
Attleborough Surgery	4.8	8	18266	2283.3	-4346
Total			24627		1473

Within 5 miles of the site, there is capacity within local GP surgeries. The closest, Hingham, is within walking distance of the site and has substantial capacity. It is therefore assumed that the local NHS services can sufficiently absorb the potential increase in population as a result of the development on Hardingham Road.

4.4 EDUCATION PROVISION

The site falls within the normal catchment area of Hingham Primary School. The below table demonstrates the existing provision of education services within this school, and the others within 3 miles of the site, which is the preferred maximum distance for primary school travel. Data has been sourced from the Norfolk County Council online "SchoolFinder" search engine based on enrolment figures for September 2019.

School	Pupil Age	Distance from site (miles)	No. Places in school	Enrolment (September 2019)	Capacity
Hingham Primary School	4-11	0.3	180	171	9
Wicklewood Primary School and Nursery	4-11	2.6	210	209	1
Morley CE VA Primary School	4-11	2.7	120	142	-22
Wymondham College	11-18	3.7	1290	1407	-117
Attleborough Academy*	11-18	4.4	890	807	83
Total			2690	2736	-46

*Attleborough Academy has been included as it is the feeder high school for Hingham Primary.

Within the local area, primary schools are near or at capacity, and as such would not be able to accommodate a large increase in enrolment. Conversely, there is capacity in the local and feeder high schools.

Community Infrastructure Levy (CIL) generated by the development can be used to address capacity shortfalls within the local schools in order to accommodate pupils arising from the development.

4.5 LOCAL SERVICES

The site is located in an area with a good range of local services, making it a sustainable place for future development.

There is an existing continuous footway from the village centre that has recently been extended as far as the southeast corner of the site on the south side of Hardingham Road. An existing public footpath also runs down the west boundary of the site and provides a continuous link to the village centre.

The site is located on the east edge of Hingham, approximately 10-15 minutes walk from the town centre and majority of the town's services. Hingham currently has a GP surgery, dental practice, primary school, library, places of worship, sports and social centre, supermarket, shops and public house. There is a part-time post office open 3 mornings a week. There are also multiple small professional business premises and a small industrial estate (Hingham Industrial & Business Centre) within walking distance of the site.

The nearby towns of Attleborough and Watton also provide higher-order retail services.



View northeast along Hardingham Road from the eastern corner of the site



5.0

Summary of Opportunities & Constraints to Development

A sensitive and comprehensive approach to landscape character considerations will be taken to minimize visual impact, and maximise existing landscape assets.

Enhancement and reinforcement of the landscape will be essential, and new landscape opportunities should be taken to link existing features. In general the site is well contained within the surrounding landscape, and can accommodate the scale of development proposed. Most of the site is well screened from long views to the north and west with existing tree belts, and these should be retained and reinforced.

Site visits have led to the identification of the following key opportunities and considerations to mitigate landscape visual impact and enhance landscape, built, and historic character:

- Conserve and enhance the landscape structure within the area, including blocks and copses of woodland.
- Ensure any new development is well integrated into the landscape and does not form a harsh edge.
- Introduce new planting with native species to screen new development from wider views within the landscape and blend with existing features using species local to the area.
- Retain and protect existing trees in and around the proposed development area.

The main visual receptors within the landscape will be regular users of Hardingham Road. Along Hardingham Road there are short distance views into the site from the east. Views to the south are generally curtailed from Hardingham Road by existing houses. From the north the development site is well contained within the landscape by existing tree belts, with the exception of a small gap which will have new screen tree belt planting to mitigate these long views into and out of the site.

The short views from Hardingham Road into the site are acceptable, as these sit in the context of existing housing on the eastern side of the road, effectively within an already built up area.

The edge along Hardingham Road should be softened with a doorstep green, and housing should have positive frontage to this new green space.

Figure 15 overleaf shows the landscape and heritage opportunities and constraints. Figure 18 on page 39 demonstrates how any constraints identified can be mitigated and how opportunities for enhancement may be realised.

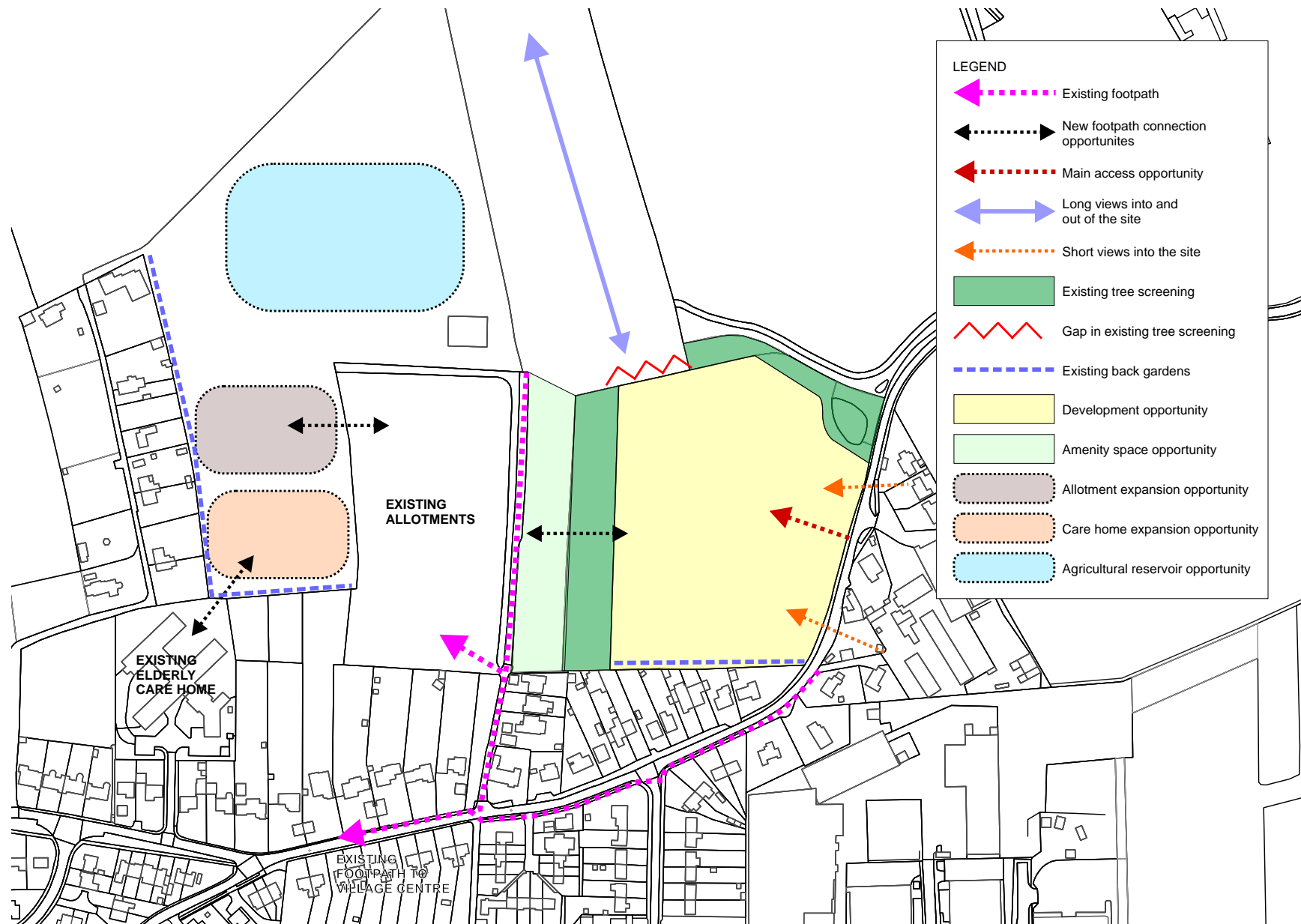


Figure 15: Landscape Opportunities and Constraints



View of Hardingham Road to the south of the site



6.0

Masterplan Strategy

Water Positive Development

Landscape Strategy

Draft Masterplan

6.1 WATER POSITIVE DEVELOPMENT

A unique part of the proposed development is using the surface water run-off to contribute to the Landowner's farming operations, creating a new irrigation reservoir, using the rainwater discharged from houses, roads and other hard surfaces. Advice has been taken from Paul Bradford, Sustainable Water Solutions to ensure the feasibility of the water positive element of the project.

This will result in the farm being able to have a greater opportunity to diversify into higher value crops, to help ensure the health and viability of the farming operations in a post-Brexit scenario. Current diversification is hindered by water abstraction limits imposed by the Environment Agency. The farm currently has a 120,000 cubic metre reservoir and understands the value of further water storage.

Additionally, the reservoir will act as a balancing pond in winter months when surface water run-off is at its greatest. This will help alleviate flooding within the existing surface water containment infrastructure, and local water courses.

The minimum viable size for a reservoir, is 40,000 cubic metres, due to fixed plant and servicing costs (e.g. pumping systems, 3 phase supply etc.), and a reservoir of this size is shown on the drawing. Further detailed studies may show that a larger reservoir is required, or is more viable, but for the purposes of this masterplan, we have shown the minimum size.

In addition to the benefit of surface water from the development discharging directly into the reservoir, due to the ability to locate both in close proximity to each other, funds raised by the development will pay for its construction. This particular site therefore provides a unique opportunity to provide a water positive system to benefit both the local rural economy and water/flood management infrastructure.

The National Farmer's Union (NFU) and Country Landowners Association have both been consulted on the proposal and have given their support to the principle of water positive development, The NFU commented: "NFU is very keen on the principle of sustainable, integrated water management (IWM). IWM can take many forms, but the collection and storage of surplus water (from and safe source) for later use for agricultural benefit definitely ticks the box."

This approach also accords with Norfolk County Council's Environmental Policy, published November 2019, which states as a goal for using and managing land sustainably: "[NCC will be] working with key partners to ensure an adequate water supply, including exploring water harvesting initiatives."

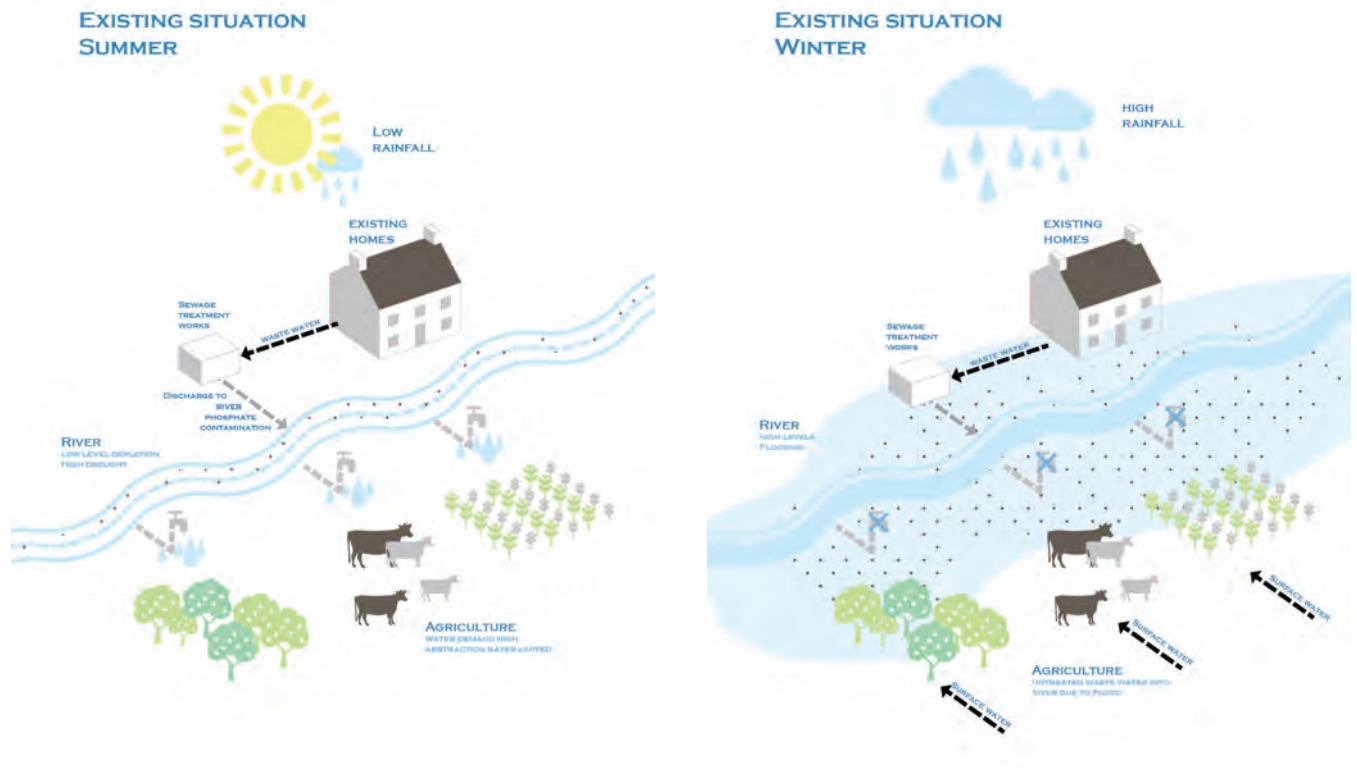


Figure 16: Existing Water Management Strategy

WATER POSITIVE DEVELOPMENT THE KEY ELEMENTS

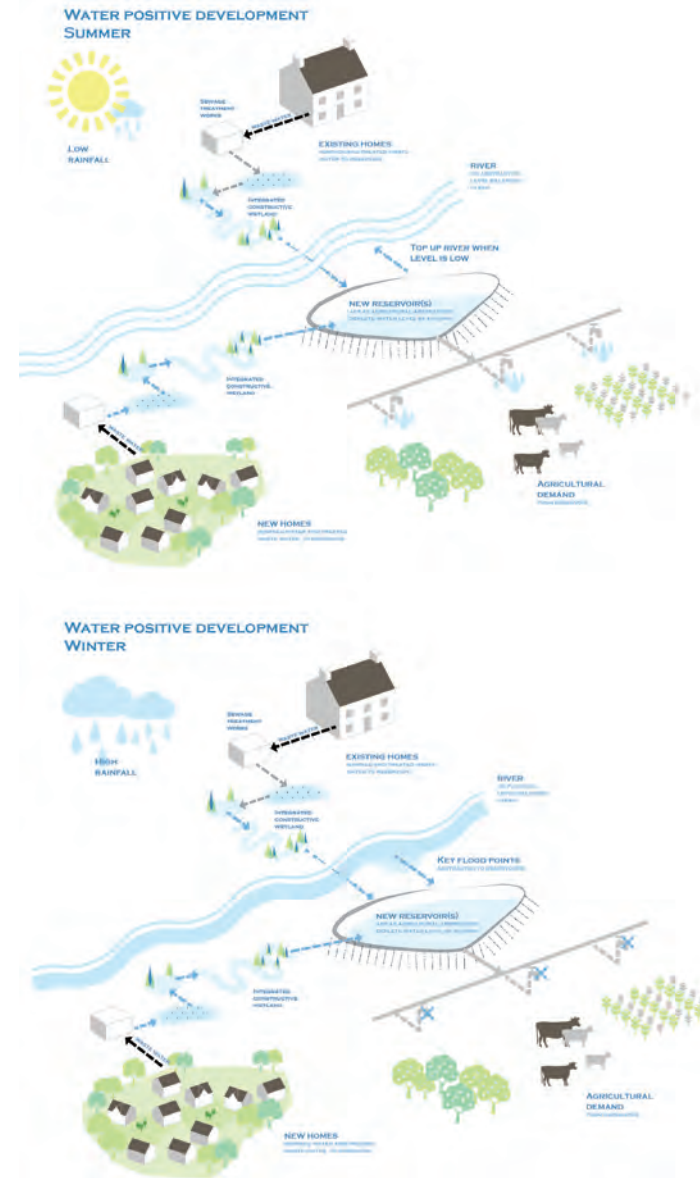
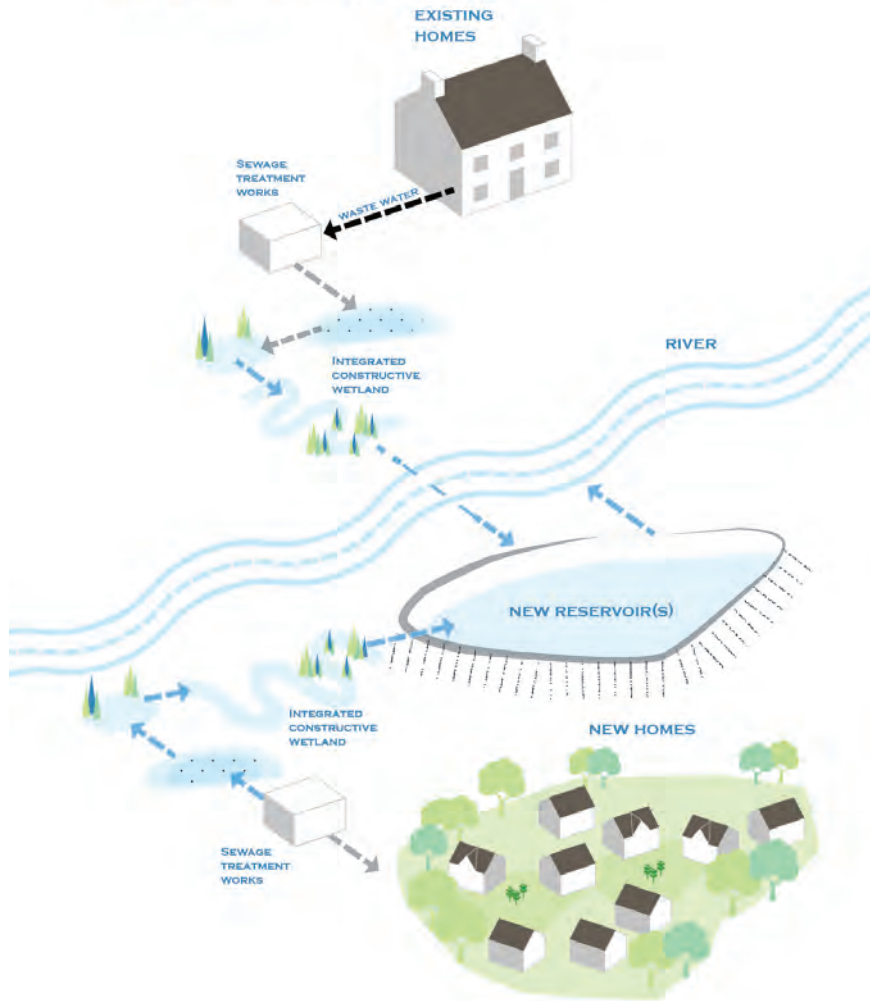


Figure 17: Proposed Water Positive Management Strategy

6.2 ACCESS STRATEGY

Rossi Long Consulting were instructed to assess the suitability of the site access and have prepared a report which demonstrates that the site can provide both suitable vehicular and pedestrian access (see accompanying Transport Note 27 January 2020).

Access to the site will be taken from a new priority T-junction off Hardingham Road. The site access road will be a Type 3 road and initial investigations show that 2.4/4.5m x 90m visibility splays are achievable from a site entrance in accordance with the requirements for the 30mph speed limit which exists on Hardingham Road.

Hardingham Road will be widened along the site frontage to meet NCC requirement and a 1.8m wide footway will be provided along the frontage to connect with the existing pedestrian footway with extends up to the south-east corner of the site. Dropped kerb crossing facilities and tactile paving will be provided.

Pedestrian access will also be provided from the west side of the site directly onto the existing public right of way which also provides a continuous link to the village centre.

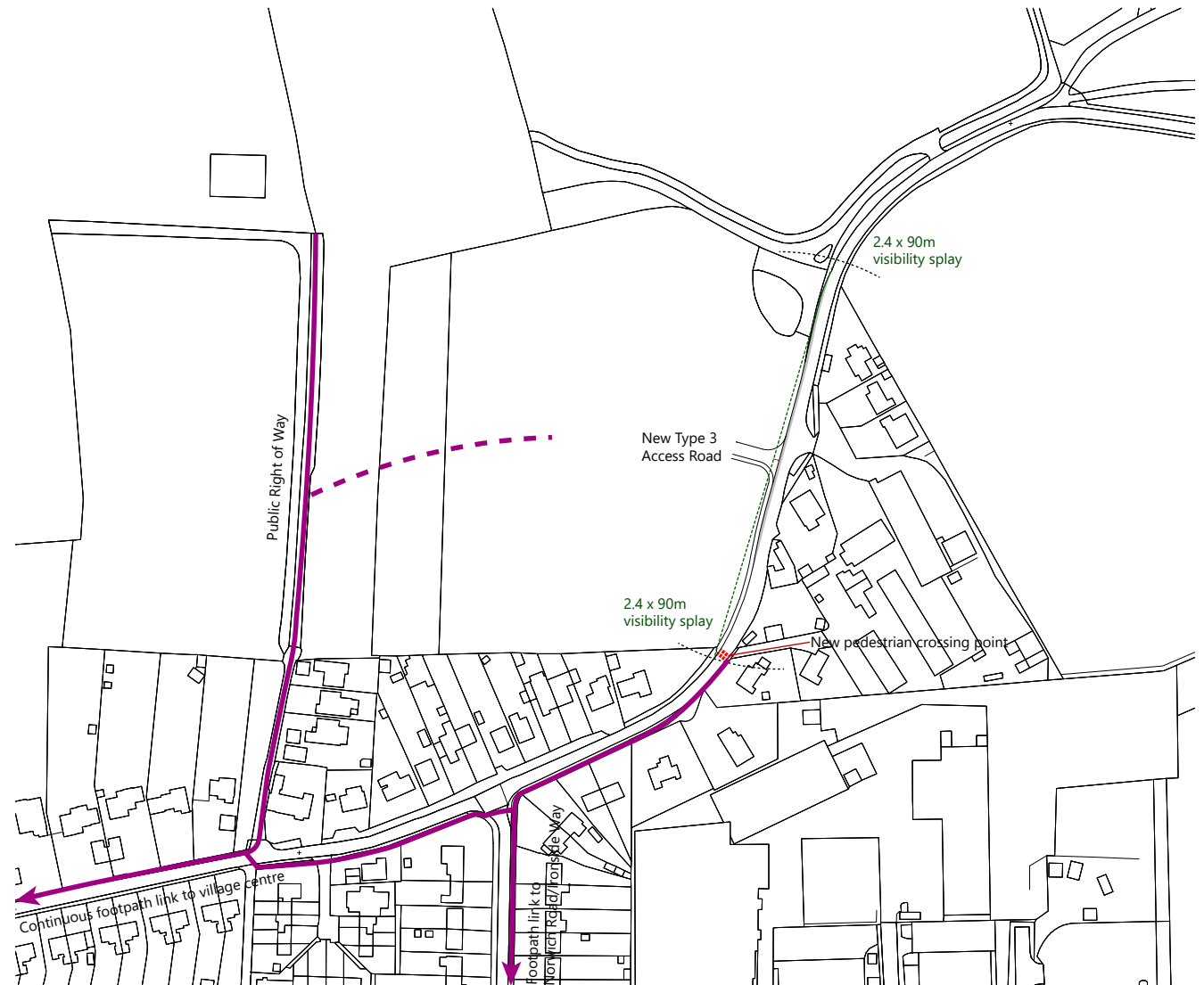


Figure 18: Access Strategy

6.3 LANDSCAPE STRATEGY

The Landscape Strategy in Figure 18 shows how the existing tree screening will be retained, with small areas of new infill tree screening which can be used along exposed gaps in the boundaries to limit views into the proposed development site from the wider landscape to the north.

The frontage onto Hardingham Road will be softened with a doorstep green keeping the development back from the road and with the housing will have a positive frontage onto this green.

The development will also have positive frontage to the existing tree belts.

Within the site we will create a new well landscaped central space to create a vista from the new access, and the principle road running north to south will be landscaped as a tree lined avenue.

The landscape strategy plan on the next page shows the key elements of the approach.

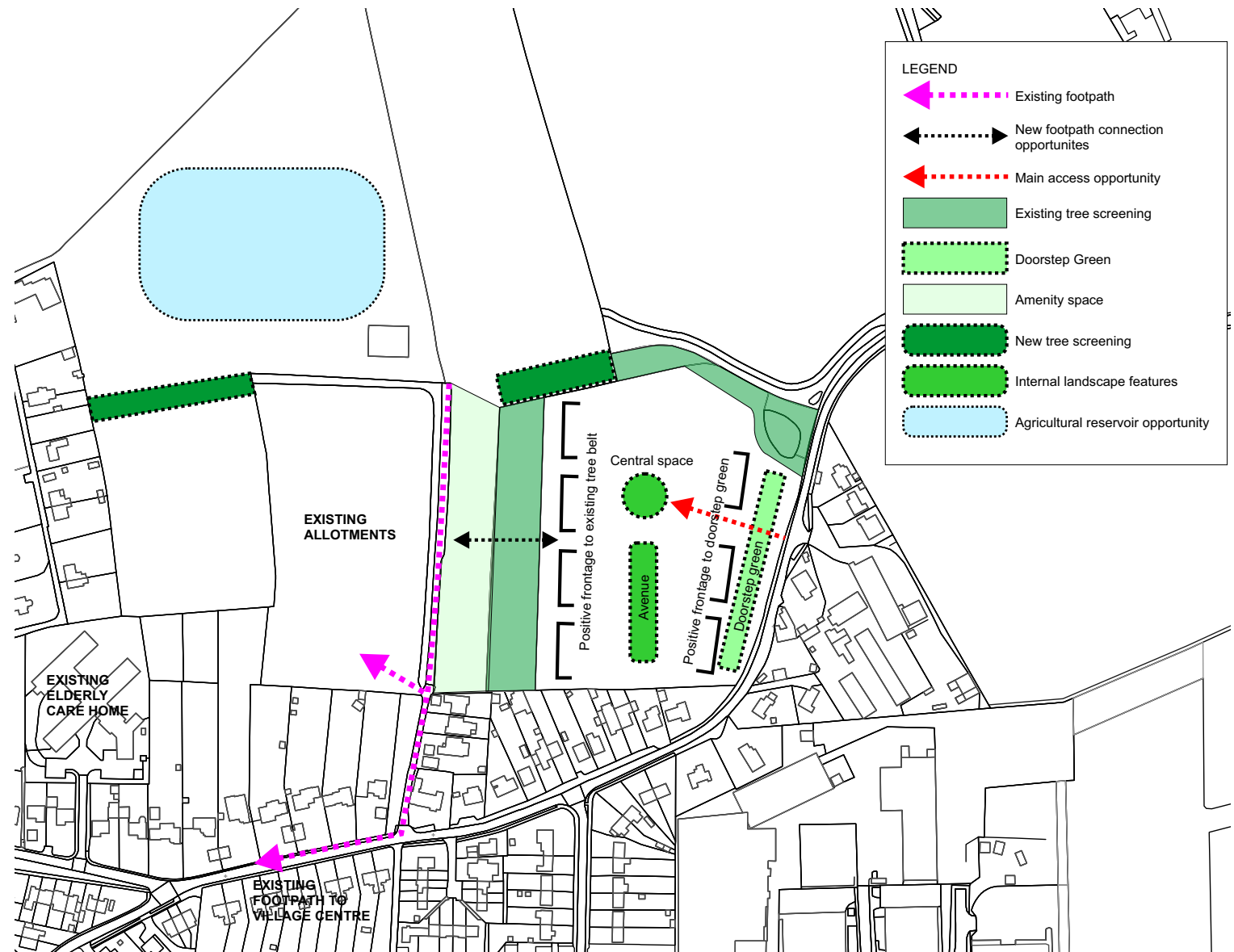


Figure 19: Landscape Strategy



Figure 20: Sketch Street Scenes

6.3 DRAFT MASTERPLAN

Through its development, the Swan Field site will seek to deliver:

- Up to 70 new homes, with mixed tenure and sizes appropriate to the community's needs.
- High quality amenity space
- Water positive development as per section 6.1
- Good connections to existing public footpath links to the town centre
- Retention and enhancement of existing tree belts
- Land for an extension to existing allotments adjacent to the site
- Land for an extension to existing Hassingham House care home facility close to the site if required
- High quality landscaping within the development
- Pedestrian friendly streetscapes

The masterplan is shown on the following page and demonstrates how development of up to 70 homes can be sensitively accommodated within the site.



Figure 21: Draft Masterplan – Land at Swan Field, Hardingham Road, Hingham



View of the Swan Field from the adjacent fields to the north of the site



7.0

Delivery & Comparison with Competing Sites

Delivering the Site

Comparison with Competing Sites

GNLP Preferred Options Consultation

7.1 DELIVERING THE SITE

The Swan Field site is available for development immediately and is deliverable. Hardingham Farms are the owners of the potential allocation site with the exception of the amenity land element indicated on the masterplan. This strip of land adjacent to the public right of way is owned by Messrs. Haylock, and terms have been agreed for pedestrian access and amenity space provision on this area. This enables a continuous pedestrian footway link to be provided from the site to the town centre.

Hingham is an attractive and accessible town within South Norfolk where market evidence clearly indicates that people wish to live there. Therefore, this site, attractively contained within existing mature tree belts and within walking distance of the town's amenities, is an ideal site to accommodate new homes.

7.2 COMPARISON WITH COMPETING SITES

Representations on the site were first made in the GNL 2016 Call for Sites. The site is one of ten to have been submitted to the GNL for the parish of Hingham. These sites were then assessed in the Housing and Economic Land Availability Assessment (HELAA) 2017, which judged the suitability of each site to be allocated for development in the upcoming local plan. Following this assessment, the subject site area was amended and reassessed.

The HELAA measures the sustainability of sites by analysing the sites' constraints and the potential impacts on development. Against the 14 given criteria, the sites were rated "green" for easy to mitigate constraints or low impact, "amber" for those with moderate impacts, and "red" for constraints difficult to mitigate or unsustainable impacts. For each site, the HELAA concluded whether the site was suitable for development or not.

Of the ten sites to be appraised, only GNL0395 failed the initial sustainability requirements, being given a "red" rating for impact on townscape, historic environment, and transport and road networks and was thus deemed unsuitable for development.

The subject site given the reference GNL0544 (subsequently GNL0544R) was scored as the most sustainable for development, being rated "green" in all aspects apart from access, utilities capacity, and transport and roads, in which it was rated "amber". It should be noted all sites in Hingham received "amber" ratings for utilities capacity, and transport and roads, and only GNL0310 received "green" for access due to its location adjacent to the B1108.

When considering site constraints, the appraised sites scored consistently favourably, indicating few unmitigable constraints to development. When considering potential impacts, the sites varied considerably. The subject site scored most favourably of all sites, being rated "green" in the following categories: significant landscapes, townscapes, biodiversity and geodiversity; historic environment, and compatibility with neighbouring uses.

The scale of the site is also favourable to many others as it develops a significant number of houses but is still sustainable in respect to the level of growth and its impact on the town of Hingham. Given there are approximately 1200 households in Hingham, a rise of 60-70 would represent a 5-6% increase, which would be easily absorbed in local services. Some of the larger sites submitted, such as GNL0503 and -0520, have a potential capacity of 300, representing an unsustainable household number and population growth rise of 25%.

7.0 DELIVERY & COMPARISON WITH COMPETING SITES

Site Number	GNLP0273	GNLP0298	GNLP0310	GNLP0335	GNLP0395	GNLP0501	GNLP0502	GNLP0503	GNLP0520	GNLP0544	GNLP0544R
Site Area (hectares)	1.33	1.87	5.65	5.81	3.99	1.32	3.86	13.06	13.11	2.98	3.8
Number of Residential Units	n/a	50-100	172	100-200	200	41	91	300	250-300	96	96
Access											
Accessibility to Services											
Utilities Capacity											
Utilities Infrastructure											
Contamination and Ground Stability											
Flood Risk											
Market Attractiveness											
Significant Landscapes											
Townscapes											
Biodiversity and Geodiversity											
Historic Environment											
Open Space and GI											
Transport and Roads											
Compatibility with Neighbouring Uses											
Available	Immediately	Immediately	from 2021	Immediately	Immediately	Immediately	Immediately	Immediately	from 2021	Immediately	Immediately
Deliverability	1-5 years	1-5 years	6-10 years	6-10 years	1-5 years	1-5 years	1-5 years	1-5 years	1-5 years	1-5 years	1-5 years

Table 1: Site Sustainability Assessment as conducted in the Housing and Economic Land Availability Assessment (HELAA) 2017

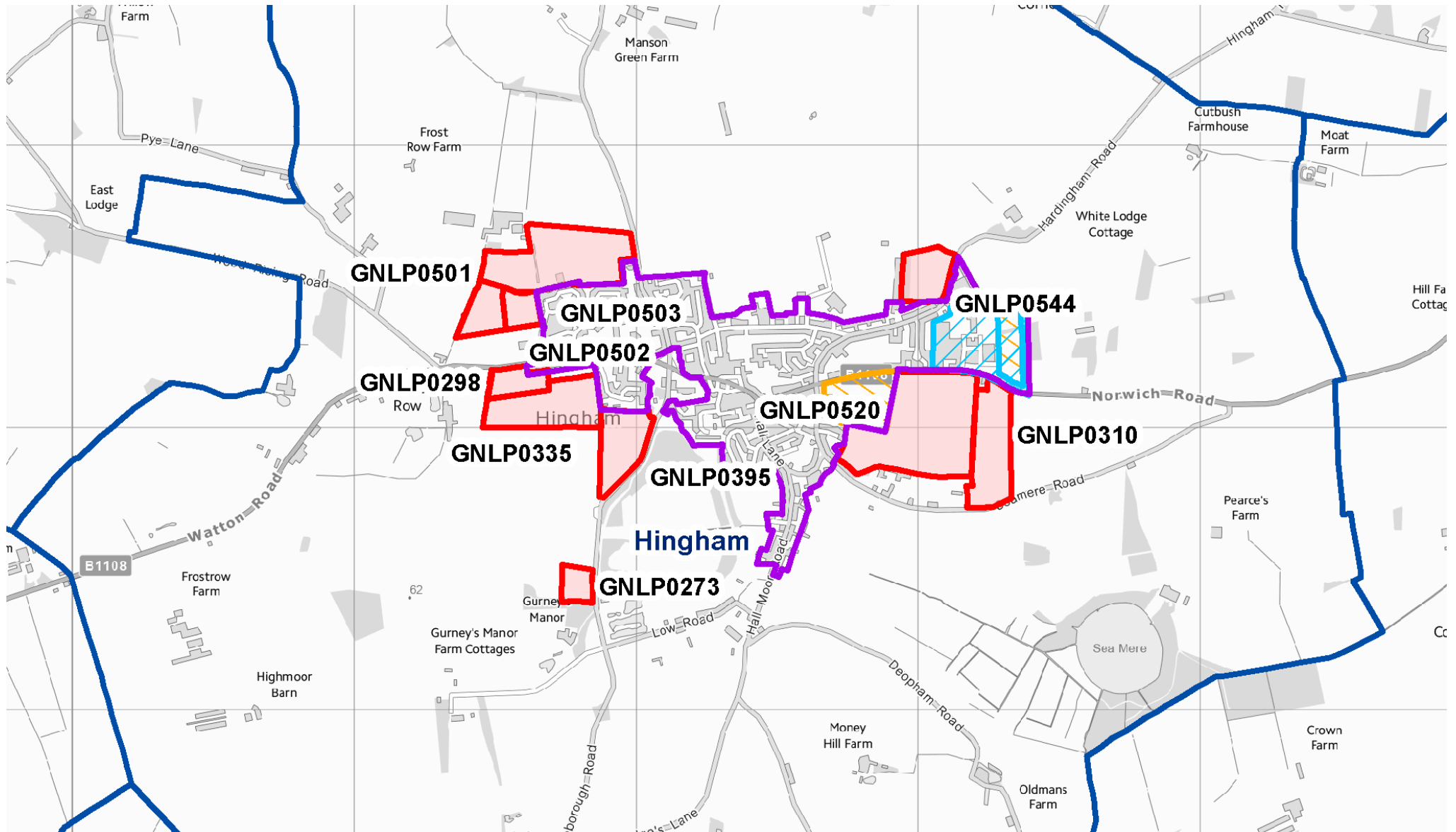


Figure 22: Plan of Sites Considered in the GNL Regulation 18 Consultation Process for Hingham

7.3 GNLP DRAFT PLAN CONSULTATION

The GNLP are now consulting on a further Regulation 18 Draft Local Plan, containing preferred site allocations. The preferred sites for allocation in Hingham can be seen in Figure 22 overleaf. The Swan Field site at Hardingham Road was not selected as a preferred site, nor deemed a “reasonable” alternative.

Site GNLP0503 is located on Dereham Road, north of the historic core of the town and has been allocated for at least 20 dwellings. Site GNLP0520, located on the B1108 Norwich Road east of the town centre has a potential capacity of around 80 dwellings. Both of these sites however have been reduced in scale and scope since previous consultation stages and in response to the findings of the current Sustainability Appraisal and Strategic Environmental Assessment (SA/SEA).

As assessed in the HELAA 2017, both sites were assessed to have a potential impact on townscape and biodiversity. The impact on townscape is most likely due to the original scale of the proposed sites, their positions on the busiest routes into Hingham, and their exposed position in the landscape where they will be very visible on approach to the town, as such impacting on the character of the town. GNLP0520 is likely to have biodiversity impacts due to its proximity to Sea Mere SSSI. The Swan Field site was not deemed to have a harmful impact in either regard and this document has proved that development can be sensitively and sustainably accommodated. In the current SA/SEA, the Swan Field site has been assessed to have a minor negative impact on biodiversity as it falls within 5km of the Norfolk Valley Fens SAC, however this is likely to be able to be overcome by suitable mitigation measures provided through the planning application process.

The site on Norwich Road was also deemed in the 2017 HELAA to have a potentially harmful impact on the historic environment in Hingham. The potential impact on heritage assets to the southwest of the site has been reduced by the scaling back of the development but is still considered to be minor negative impact in the current SA/SEA. However, unaccounted in the preferred allocation text is the potential

for the development to have an impact on the long-distance views of St Andrew’s Church as seen from Norwich Road on approach to the town. There is potential for this long-distance view to be substantially altered or partially blocked by development at this site. By contrast, the site at Swan Field again is deemed not to have any potential harm to historic environment.

Whilst benefitting from being located closest of the three sites to the town centre, offering a minor positive impact with regard to the population and community of the site, GNLP0520 was assessed in the 2017 HELAA to be at potential risk from the impact of having somewhat incompatible neighbouring uses, as it is situated opposite the Hingham Industrial and Business Centre at Ironside Way. An equivalent assessment has not been carried out in the current SA/SEA. The preferred allocation text also does not make reference to how noise and amenity mitigation will be set out in policy matters to resolve any potential impact on future residents.

Both of the preferred sites are scored in current SA/SEA as having a major negative impact on air quality, and major positive impact on housing delivery based on their original sizes. In both cases, these would be reduced to minor impacts as the sites are now under 100 dwellings each. This therefore has no effect on their overall score and makes them scored the same as the Swan Field site in these regards.

All of the sites score negatively with regard to education and health due to the provision of only localised services in Hingham, being situated outside the target distance to a secondary school and local hospital. Specifically, site GNLP0520 is scored with a major negative impact on education due to its location outside the target distance to Hingham Primary School, whilst site GNLP0503 scores major negative impact on both health and education due to being outside the target distance of both the primary school and local GP surgery.

Summarising the results of the 14 categories within the 2017 HELAA assessment of the sites, the Swan Field site scored better in 2 categories than GNLP0503, and in 4 categories than GNLP0520. Summarising the results across the 15 categories in the current SA/SEA, the Swan Field site scored the same overall as GNLP0520, and scored 1 unit higher than GNLP 0503 (although any weighting or bias in the importance of these categories is unclear). As such, it seems apparent that the Swan Field site should be a preferred site, or at least a reasonable alternative.

The GNLP Draft Local Plan Site Allocations January 2020 deems the subject site at Hardingham Road not suitable for allocation “*due to highways constraints. The narrowness of the carriageway and the lack of a continuous footpath is compounded by the very poor forward visibility for vehicles travelling around the adjacent bend on Hardingham Road.*”

The site can provide suitable vehicular and pedestrian access as demonstrated at Section 6.2, and the accompanying Transport Note from Rossi Long Consulting. This includes the provision of land for the widening of the carriageway along the frontage of the site, and the provision of a footpath and crossing point in the southeast corner of the site to the recently completed footpath (see discharge of conditions approval 2018/2026) built following the approval of application 2016/1796 at 37-39 Hardingham Road. This provides the continuous footpath back into the town centre together with a continuous link provided via Public Footpath Hingham FP3 to the west of the site. Highway constraints are therefore no longer a reason for not allocating this site.

The site also has the ability to offer unique benefits to Hingham by way of releasing land for the extension of the Hardingham Road allotments and extension of the Hassingham House Care Scheme, and through the unique benefits of providing a water positive development, which will aid local farming business diversity and remain sustainable. This is beneficial to the local rural economy.

Site Number	GNLP 0503	GNLP 0520	GNLP 0544R
GNLP Status January 2020	PREFERRED	PREFERRED	UNREASONABLE
Assessed Site Area (ha) SA/SEA 2020	13.06	13.14	3.8
Allocation Site Area (hectares)	1.50	6.92	3.8
No. Residential Units SA/SEA 2020	~300	250-300	<96
Revised No. Residential Units in Allocation	>20	80	<96
Air Quality & Noise	--	--	-
Climate Change Mitigation & Adaptation	-	-	-
Biodiversity, Geodiversity & GI	0	-	-
Landscape	-	-	-
Housing	++	++	+
Population & Communities	-	+	-
Deprivation	0	0	0
Health	--	-	-
Crime	0	0	0
Education	--	--	-
Economy	+	+	+
Transport & Access to Services	-	-	-
Historic Environment	0	-	0
Natural Resource, Waste & Contaminated Land	-	-	-
Water	-	-	-

Table 2: Extract of SA/SEA focusing on the subject site and preferred sites

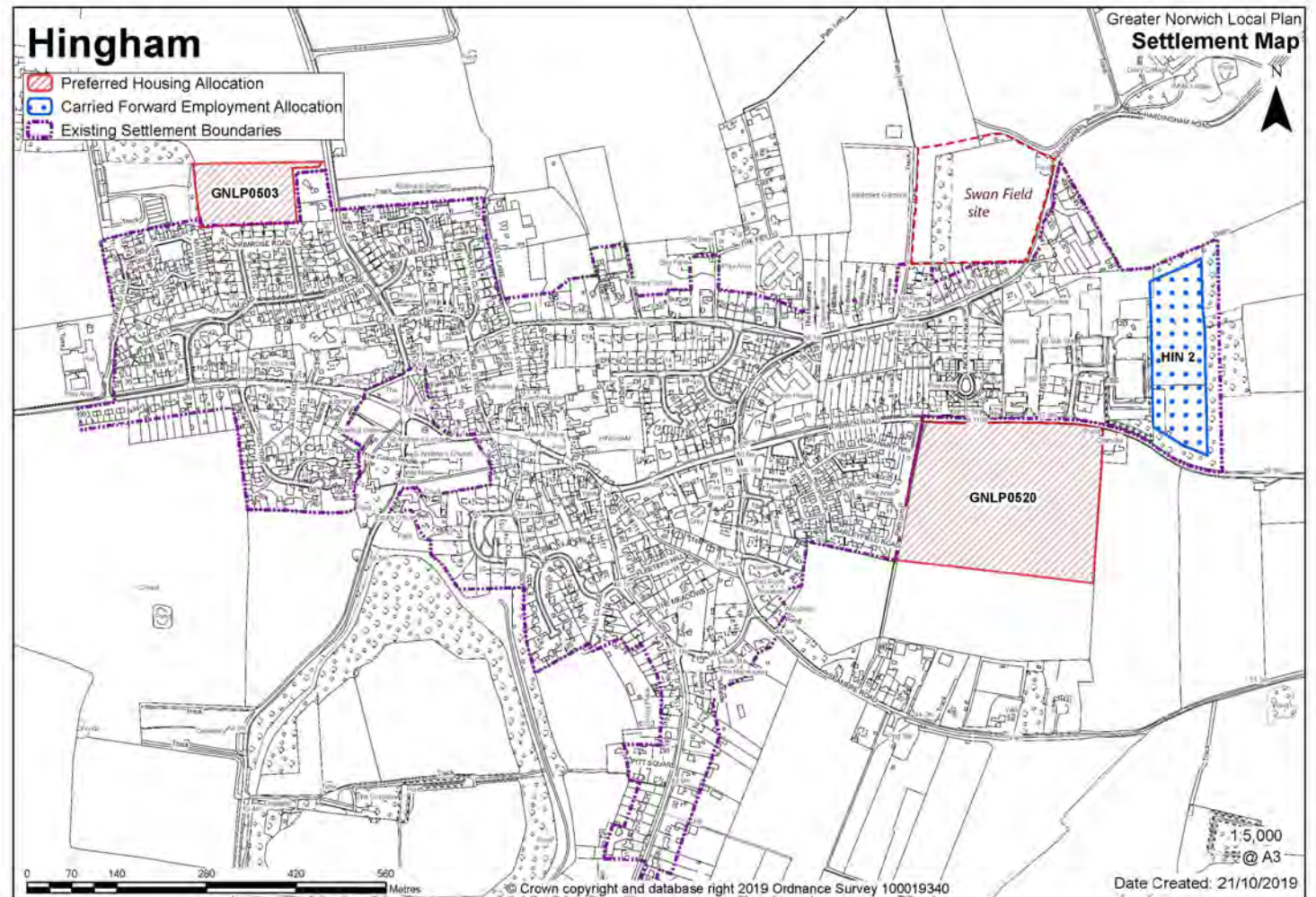


Figure 23: Plan of Preferred Sites in Hingham in the GNLP Regulation 18 Draft Local Plan (January 2020)



Panorama view taken from the northeastern boundary of the site



8.0 »»

Conclusion

The site has been shown throughout this document to provide a logical, sustainable location for the provision of new homes and supportive community facilities to create a sustainable and sensitively designed addition to Hingham.

Not only will the subject site assist the Greater Norwich Development Partnership in accommodating identified growth requirements across the next Plan Period and beyond, but it will ensure the physical, social and economic upgrade and sustainability of the area to the benefit of both existing and future occupants.

The subject site has the propensity through its allocation and later development to:

- Provide up to 70 new homes to assist South Norfolk in meeting their identified housing needs (including affordable units);
- Provide a water positive development providing a sustainable solution to run-off from the site and enable the farm to diversify its crops and remain a competitive and sustainable local business to the benefit of the rural economy, an approach supported by both the NFU and CLA;
- Provide continuous pedestrian links from the site to the town centre services, and safe vehicular access;
- Deliver land for extended care facilities adjacent to Hassingham House to address identified needs for elderly persons accommodation (if required);

- Provide substantial areas of new green infrastructure including recreation space and habitat areas to the benefit of the existing and future residential communities and local biodiversity, and,
- Provide an extension to the provision of the Hardingham Road allotments.

This site scored the best of all Hingham sites in the 2017 HELAA, and the current consultation document shows that the only reason why it is not considered a preferred site is due to the lack of a continuous pedestrian footway and poor visibility on the bend on Hardingham Road. This document and accompanying highway note from Rossi Long Consulting demonstrate that these constraints no longer apply. The unique benefits offered by this site and its ability to be sensitively integrated with the existing town make it an obvious allocation site for Hingham.

Lanpro Services and Hardingham Farms Ltd will continue to work with the Greater Norwich Development Partnership, South Norfolk District Council, residents, local politicians, stakeholders, and community groups to refine the development aspirations for the site. The site will continue to be promoted for allocation through the Greater Norwich Local Plan processes.

Lanpro»