

Ormesby St Margaret with Scratby Neighbourhood Plan 2026-2042



**Regulation 16 Version
October 2026**

Table of Contents

1. INTRODUCTION	4
2. NEIGHBOURHOOD PLANNING	9
3. CONSULTATION AND ENGAGEMENT	11
4. VISION AND AIMS	12
5. HOUSING GROWTH	12
AFFORDABLE HOUSING	16
TYPE AND SIZE OF HOMES.....	18
6 DESIGN OF NEW DEVELOPMENT	21
APPLYING THE DESIGN GUIDANCE AND CODES	27
FLOOD RISK, WATER EFFICIENCY AND SAFE DESIGN	27
7 TOURISM	29
8 SERVICES AND FACILITIES	33
9 CONNECTIVITY.....	37
10 GREEN INFRASTRUCTURE	39
GREENER DEVELOPMENTS	40
LOCAL GREEN SPACE	43
IMPORTANT VIEWS.....	48
11 HISTORIC ENVIRONMENT	52
ORMESBY ST MARGARET CONSERVATION AREA.....	53
NON-DESIGNATED HERITAGE ASSETS	56
APPENDIX A: DESIGN CODES CHECKLIST.....	60
GENERAL APPROACH.....	60
CHECKLIST QUESTIONS.....	62
APPENDIX B: LIST OF COMMUNITY FACILITIES.....	65

Table of figures

FIGURE 1: PARISH AMENITIES	8
FIGURE 2: ORMESBY ST MARGARET WITH SCRATBY DESIGNATED NEIGHBOURHOOD PLAN AREA	9
FIGURE 3: EMERGING GYLP SITE ALLOCATIONS AND DEVELOPMENT LIMITS MAP FOR ORMESBY ST MARGARET (SOURCE GREAT YARMOUTH BOROUGH COUNCIL)	14
FIGURE 4-EMERGING GYLP SITE ALLOCATIONS AND DEVELOPMENT LIMITS MAP FOR SCRATBY (SOURCE GREAT YARMOUTH BOROUGH COUNCIL)	15
FIGURE 5: Q12 OF THE CONSULTATION SURVEY RESULTS	17
FIGURE 6: Q13 COMMUNITY CONSULTATION SURVEY RESULTS (APRIL 2022)	20
FIGURE 7: THE TEN CHARACTERISTICS OF A WELL-DESIGNED PLACE (NATIONAL DESIGN GUIDE, 2021)	22
FIGURE 8: EXISTING HOLIDAY PARKS	32
FIGURE 9: COMMUNITY FACILITIES	36
FIGURE 10: KEY TRANSPORT INFRASTRUCTURE	38
FIGURE 11: HABITATS MAP	41
FIGURE 12: LOCAL GREEN SPACES (OVERVIEW)	44
FIGURE 13: 1. BURIAL GROUND AND GRAVEYARD AT ST MARGARET’S CHURCH, ORMESBY ST MARGARET AND 6. PARK AT SHARPE WAY	44
FIGURE 14: 2. JUBILEE WOODS, STATION ROAD, ORMESBY ST MARGARET	45
FIGURE 15: 3. THE VILLAGE GREEN, CROMER ROAD, 5. THE DUCK POND (THE PIT), WEST ROAD, 10. THE MEMORIAL GREEN AND 11. THE ALLOTMENTS, CROMER ROAD	45
FIGURE 16: 4. THE GREEN ON SCRATBY CLIFFTOP	46
FIGURE 17: 7. PARK AT MILL VIEW OFF WEST ROAD	46
FIGURE 18: 8. EDGAR TENNANT RECREATION GROUND, BOWLING GREEN AND PLAY EQUIPMENT, STATION ROAD	47
FIGURE 19: 9. ALL SAINTS PARISH HALL GROUNDS	47
FIGURE 20: MAPS OF THE IMPORTANT LOCAL VIEWS	50
FIGURE 21: IMPORTANT VIEW 1	50
FIGURE 22: IMPORTANT VIEW 2,3 AND 4	51
FIGURE 23: IMPORTANT VIEW 5	51
FIGURE 27: LISTED BUILDINGS	52
FIGURE 28: ORMESBY ST MARGARET CONSERVATION AREA	54
FIGURE 29: NON-DESIGNATED HERITAGE ASSET MAP	57
FIGURE 30: NDHA 1 AND 2	58
FIGURE 31: NDHA 3	58
FIGURE 32: NDHA 4	59

1. Introduction

- 1.1. The parish of Ormesby St Margaret with Scratby is located between the Broads and the coast, approximately 6 miles north of Great Yarmouth and 18 miles east of Norwich. The parish consists of three neighbouring villages: Ormesby St Margaret, Scratby and California. Together the settlements and the smaller more isolated groups of houses in the parish have a population of around 4,300 residents (Census Mid-Year Estimates 2024¹), with the majority of people residing in the settlement of Ormesby St Margaret. Scratby and California host a considerable amount of holiday accommodation, and so tourists boost the number of people in the parish in the summer months in particular.
- 1.2. A mile inland is the largest community of Ormesby St Margaret. Ormesby St Margaret is a typical unspoilt Norfolk village which is a popular residential area and a much sought after area for families and those looking to retire to the area.
- 1.3. At the time of writing, the emerging Great Yarmouth Local Plan is at an advanced stage, having been submitted for examination in February 2025. The emerging Local Plan identifies Ormesby St Margaret as a “larger village”, where rural development will be focused, and Scratby as a “smaller village”, where smaller-scale housing growth is expected. It also includes four housing allocations within the neighbourhood area: Land at Cromer Road for a minimum of 200 dwellings, Land at Barton Way for a minimum of 32 dwellings, Land at Yarmouth Road for a minimum of 125 dwellings, and Land at Scratby Road for a minimum of 22 dwellings. Together, these allocations provide for a minimum of 379 dwellings within the neighbourhood area. The Neighbourhood Plan has therefore been prepared to reflect this emerging strategic planning context, including the new and revised strategic policies with which the Neighbourhood Plan must be in general conformity.
- 1.4. Emerging Policy RUR1 also recognises that, elsewhere in the rural area, small-scale development may come forward as windfall development in accordance with relevant rural development policies and through sites allocated in neighbourhood plans. This Neighbourhood Plan does not allocate additional housing sites, but it provides local planning policies to help guide the design, mix, environmental quality and local infrastructure implications of development that comes forward within the parish.
- 1.5. Ormesby St Margaret has a number of buildings of historical and heritage value. St Margaret’s church dates back to the 14th century and the area has a history of buried churches and underground ruins (St Peter’s and St Andrews). The site of St Andrews church was the subject of an archaeological dig in 1998, and Saxon remains were found, mainly of women and children.
- 1.6. The wide sandy beaches of the holiday resorts of Scratby and California form the eastern boundary of the parish.

¹ [Office for National Statistics population estimates \(webpage\)](#)

- 1.7. Scratby and California are located along the coastline with a small selection of shops and eateries that cater for both the residents and tourists. Residential homes mix with a selection of holiday homes and holiday parks, caravans, and chalet accommodation. Both Scratby and California have a long history with fishing and there are still fisherman's cottages dating back to the 1800's in use within the community. During the Second World War, the area also contributed to the war effort through the operation of an RAF radar station at Scratby.
- 1.8. The area has a long history, shaped by successive periods of settlement and influence, including Roman, Saxon and Viking activity. This history is still reflected in local place names, many of which have Danish or Scandinavian origins. Scratby is one example, with the ending "-by" commonly understood to mean a settlement or village.
- 1.9. California is said to have taken its name from the 1850s gold rush in California, USA, after a cliff collapse reportedly revealed gold coins that had been buried there centuries earlier.



Ormesby St
Margaret
memorial



View from
Beach Road,
Scratby
looking
towards the
beach



California
Cliff top and
view of the
Beach



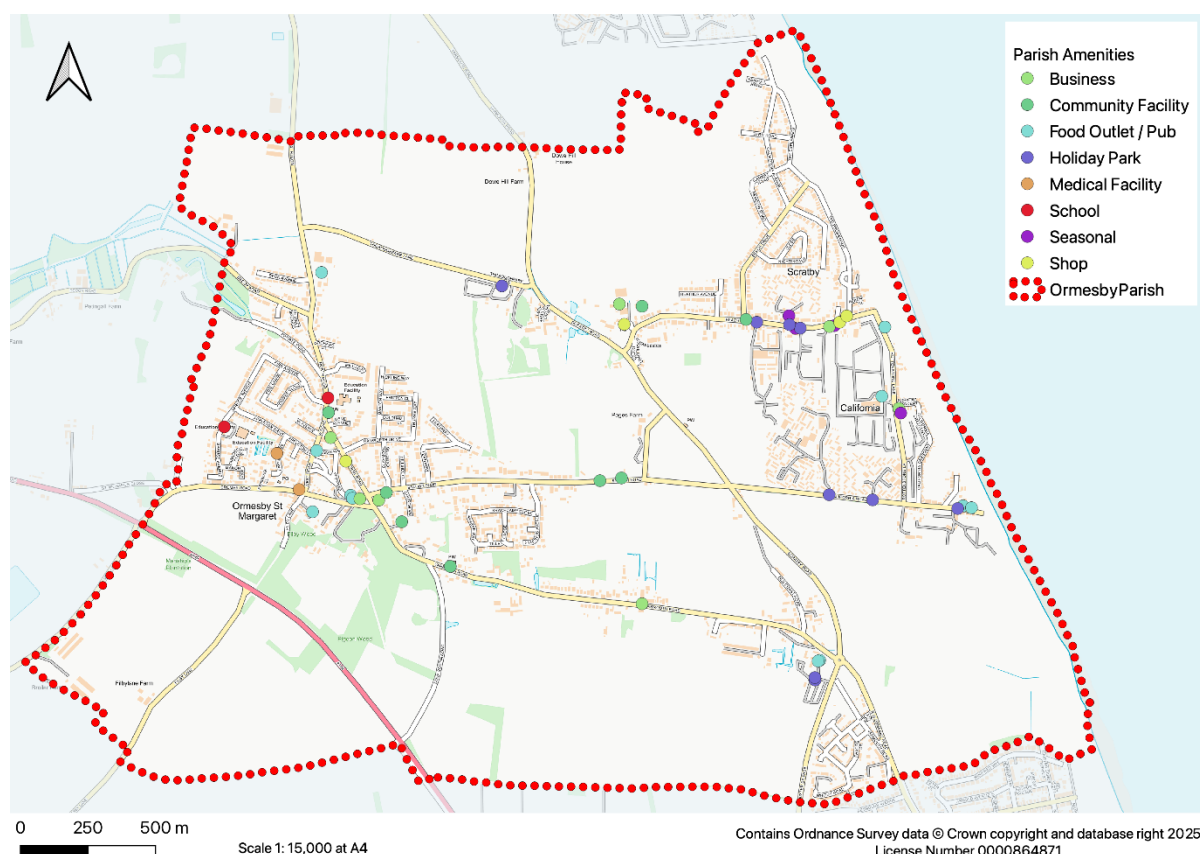
Ormesby
Village Green

- 1.10. Like all coastal communities our coastline has suffered erosion over the years. About 30 years ago a rock berm was constructed from Little Scratby Crescent southwards along the whole of the California coastline. Just under 10 years ago a line of gabions (3 graduated steel cages on top of one another filled with stones) was constructed for the remainder of the Scratby coastline.
- 1.11. The parish has a strong sense of community with various events and initiatives taking place in the villages, including annual village fetes and a garden show. There is a speed camera used throughout the parish, 'In Bloom' groups and the OSC (Ormesby, Scratby and California Events Group). In addition, there are numerous activities that take place at the three village halls.
- 1.12. Both Ormesby St Margaret and Scratby are recorded in the Domesday Book. In 1086, Ormesby St Margaret had 51 households, placing it among the larger 20% of settlements recorded, while Scratby had 21 households, placing it within the larger 40% of settlements. Scratby is listed in the Domesday Book as having three landowners: King William, Roger Bigot and Bishop William of Thetford
- 1.13. The Neighbourhood plan aims to build on the strength of its parish and community and provide stronger links between the three villages as well as the neighbouring villages of Hemsby and Caister on Sea including providing stronger

links for communities to get together. The plan would like to see better walking links between the villages. It is an opportunity for our community to have their say in the place they live and have the influence on future developments as well as have an impact on the decision of protecting our beautiful coastline from coastal erosion.

- 1.14. There are numerous walks within and beyond the parish. The beaches are beautiful and increasingly wild and lovely to the north of the parish. The wider area surrounding the parish contains an abundance of nature reserves run by the RSPB and Norfolk Wildlife Trust. The Broads National Park and the Norfolk Coastal Path offer wonderful opportunities for walking, sailing and boat hire.
- 1.15. Nearby, Great Yarmouth offers all the attractions of a popular seaside resort: fairground, cinema, shopping, and Sea Life Centre, together with a rich maritime history. Our villages are on bus routes to Great Yarmouth and Cromer. Norwich is 45 minutes away by car and can be reached by both train and express bus from Great Yarmouth and Acle. Norwich has all the charms of an historic cathedral city: theatres, concerts, museums, castle, wonderful shopping, restaurants and especially the vibrant life of the Cathedral itself. London is 90 minutes away by train from Norwich, and the continent is easily accessible from Norwich Airport.
- 1.16. Employment opportunities in and around the parish are varied, and some are seasonal. Agriculture remains an important part of the local economy, and Scratby and California's caravan parks and holiday chalet sites provide seasonal jobs linked to tourism. The wider Great Yarmouth area also offers employment associated with offshore wind, gas and oil exploration, supply and maintenance, supported by the town's inner and outer harbours. Other opportunities include jobs in health, education, professional and office-based sectors, as well as local self-employment in trades such as plumbing, decorating and electrical work. The business enterprise hub to the south of Great Yarmouth, together with nearby business parks in Gorleston and improved access provided by the third river crossing, also contributes to the wider employment offer.
- 1.17. The villages of St Margaret, Scratby and California are kept lively and active with many organisations and groups regularly meeting. There is much on offer including exercise and sport, craft, art classes, meetings, exhibitions, organisations such as WI, Royal British Legion, Brownies, dog training, clubs, and groups. There are two sport and fitness centres, each with a swimming pool, within 5 miles of Ormesby and the Oasis swimming pool on the California Sands site is open to the public. There is an annual show called the Great Ormesby Village Show which is well supported by the villagers, and those who have allotments, and attracts light-hearted competition between entrants. The three village halls are all well-equipped, of good size and in sound state of repair. There are two halls in the centre of the village, one has a stage, and they are available to hire for any occasion with thriving diaries. The third village hall is at Scratby and was built in 2012. Parking is plentiful, space inside is well proportioned and changeable to suit the occasion and requirements. The wide range of amenities found in the parish are shown on the map below.

Figure 1: Parish amenities



- 1.18. The A149 cuts through the south-west of the parish on its way to Great Yarmouth, whilst the A1064 lies south of the parish and provides access towards Norwich through villages such as Filby. Ormesby Broad lies just outside the parish to the west.
- 1.19. Ormesby St Margaret has a good range of local services and facilities, including schools and a GP surgery. In the emerging Great Yarmouth Local Plan settlement hierarchy, Ormesby St Margaret is identified as a larger village, where rural development will be focused, while Scratby is identified as a smaller village, where smaller-scale housing growth is expected. California is treated as part of the wider countryside, where development opportunities are more limited and would need to accord with relevant rural development policies. The emerging Local Plan includes four housing allocations within the neighbourhood area: three at Ormesby St Margaret and one at Scratby, as shown in **Figure 2**.

Figure 2: Ormesby St Margaret with Scratby Designated Neighbourhood Plan Area



2. Neighbourhood Planning

2.1. Neighbourhood planning was introduced by the Localism Act 2011, with the legislation coming into effect in April 2012. Neighbourhood Planning has provided Ormesby St Margaret with Scratby residents with a unique opportunity to proactively set a positive and ambitious vision for the future of the parish. It has enabled us to consider what is important to residents and how to tackle some significant issues faced by the community.

2.2. As Ormesby St Margaret with Scratby is located within the borough of Great Yarmouth, this Neighbourhood Plan sits within the context of the Great Yarmouth Local Plan. At the time the Regulation 14 consultation was undertaken, the adopted Development Plan for the borough comprised the Core Strategy (2015) and the Great Yarmouth Local Plan Part 2 (2021). Great Yarmouth Borough Council submitted its emerging Local Plan for examination on 24 February 2025. Once adopted, the emerging Local Plan will supersede the Core Strategy and Local Plan Part 2 and will provide the strategic planning framework for the neighbourhood area to 2042.

2.3. The Neighbourhood Plan will be a document that sets out planning policies for the parish, and these will be used, alongside the GYLP, to decide whether planning applications are approved or not. It's a community document, that's

written by local people who know and love the area.

2.4. The Great Yarmouth Local Plan sets the overall strategic planning framework for the borough, including the scale and distribution of new development. The Neighbourhood Plan must be in general conformity with the strategic policies of the Local Plan and must not prevent the delivery of development proposed through the Development Plan. The adopted Great Yarmouth Local Plan Part 2 (2021) currently includes two housing allocations in Ormesby St Margaret:

- **Policy OT1: Land south of Cromer Road**, Ormesby St Margaret for 190 dwellings
- **Policy OT2: North of Barton Way**, Ormesby St Margaret for around 32 dwellings

2.5. The emerging Great Yarmouth Local Plan updates this position and includes four housing allocations within the neighbourhood area, providing for a minimum of 379 dwellings:

- **Policy ORM1: Land at Cromer Road**, Ormesby St Margaret, for a minimum of 200 dwellings
- **Policy ORM2: Land at Barton Way**, Ormesby St Margaret, for a minimum of 32 dwellings
- **Policy ORM3: Land at Yarmouth Road**, Ormesby St Margaret, for a minimum of 125 dwellings
- **Policy SCR1: Land at Scratby Road**, Scratby, for a minimum of 22 dwellings.

2.6. The Neighbourhood Plan has been prepared to reflect this emerging strategic planning context and to provide local planning policies to guide how development comes forward within the parish.

2.7. In the emerging Great Yarmouth Local Plan, the two adopted allocations at Ormesby St Margaret have been carried forward as Policy ORM1: Land at Cromer Road, for a minimum of 200 dwellings, and Policy ORM2: Land at Barton Way, for a minimum of 32 dwellings. The emerging Local Plan also identifies two further allocations within the neighbourhood area: Policy ORM3: Land at Yarmouth Road, Ormesby St Margaret, for a minimum of 125 dwellings, and Policy SCR1: Land at Scratby Road, Scratby, for a minimum of 22 dwellings. Together, these four allocations provide for a minimum of 379 dwellings within the neighbourhood area.

2.8. The adopted Norfolk Minerals and Waste Local Plan 2023–2038 also forms part of the Development Plan for the neighbourhood area. Where relevant, development proposals should have regard to its policies, including those relating to minerals safeguarding, waste management and associated infrastructure.

2.9. A neighbourhood plan can include non-strategic policies, such as the mix of housing if any comes forward, design principles for new development, conserving and enhancing the natural and historic environment, protecting local

green spaces from development, approaches to supporting those affected by coastal erosion, and setting out other development management policies. Importantly, the Ormesby St Margaret with Scratby Neighbourhood Plan will contribute to the achievement of sustainable development as described in the National Planning Policy Framework.

- 2.10. Where there are policy details missing that are important for the parish, or where it was felt that a slightly different policy is needed, then new policies were developed for the Neighbourhood Plan.
- 2.11. Once a neighbourhood plan has been 'made', following consultation with residents and a local referendum, it becomes part of the statutory development plan and will be used by the borough council in deciding on all planning applications in the parish.

3. Consultation and Engagement

- 3.1. Ormesby St Margaret with Scratby Neighbourhood Plan has been developed by a steering group on behalf of Ormesby St Margaret with Scratby Parish Council. There has been a focus on ensuring that the plan has been community led and that local views were collected and included at all stages of making the plan. Membership of the steering group has fluctuated throughout the plan's development, but it has always comprised a mixture of residents and members of the Parish Council.
- 3.2. An initial consultation was held for 11 weeks between January and March 2021 to determine key issues and priorities for the plan. The extended time period was to account for there being a Covid lockdown and restrictions on people's movement which also affected promotion of the survey. The consultation included a survey with 25 questions. It was promoted to every household in the parish via leaflet distribution and the NR29 Magazine. It was also promoted on social media, on the parish Facebook pages. The survey was available online or in hardcopy from the working group.
- 3.3. There were 225 responses received, and the main issues and concerns were:
 - Significant support for protecting and enhancing the natural environment, with many suggestions of local green spaces and strong support for developing wildlife corridors
 - Support for protecting local heritage assets in the plan
 - There is a recognition of the impact of coastal erosion and support from residents for a policy that helps those affected to move.
 - Over 60% of respondents support the Neighbourhood Plan allocating a small site for housing with many recognising the influence in terms of location and housing type this will provide the community.
 - Strong feeling that affordable housing is needed and a desire to provide more homes suitable for younger people.
 - There is concern about infrastructure keeping pace with development.

- The design and size of new homes is important, with some people reflecting that new homes should be in keeping with the rural character of the villages and built to meet a community need for smaller homes.
- Second home ownership is perceived to be a problem in Scratby and California, but not Ormesby, with concerns raised in relation to this taking housing away from local people and driving up house prices.
- Improvements to walking, cycling and bus infrastructure is important. There is strong support for improving cycle/footpaths between Ormesby St Margaret with Scratby, and links to nearby villages, particularly Hemsby.

4. Vision and aims

4.1. In 2042 Ormesby St Margaret with Scratby will remain safe communities that are proud of their heritage. The three villages will be better connected, providing year-round social and recreational activities for residents and tourists. Growth and development of the villages will have respected the current character and have enhanced the environment – creating more sustainable and attractive developments that incorporate energy efficiency and greener design principles.

4.2. The aims of the plan are to:

- A. Ensure housing growth will meet local need and attract a balanced population.**
- B. Promote high quality design of all new development.**
- C. Support year-round tourism in Scratby and California.**
- D. Enhance and protect facilities that are important to the local community.**
- E. Promote active travel, including making it easier to walk and cycle between the three villages.**
- F. Support properties and businesses at risk from coastal erosion.**
- G. Protect green spaces and encourage greener developments that are attractive and good for the environment.**
- H. Protect important views across the landscape that are an important part of the area's character.**
- I. Preserve the historic environment.**
- J. Support increasing visitor demand, for example through provision of car parking.**
- K. Develop community facilities to meet the needs of a changing population.**

5. Housing Growth

5.1. Over the last twelve years there have been numerous planning applications for new or replacement dwellings covering 47 sites within the parish; these are detailed in the Evidence Base that accompanies this plan.

5.2. Data supplied in October 2025 shows that between 2022 and 2025 there have been 16 completions in the parish and 92 net commitments as of 2024/2025 to come forward in future years from windfall development, with further windfall

development likely to be delivered during the plan period.

5.3. Chapter 5 of the NPPF supports a significant increase in the supply of new homes. The emerging Great Yarmouth Local Plan sets out the spatial strategy for the borough through Policy OSS1. Within this strategy, Ormesby St Margaret is identified as one of the larger villages where rural growth will be focused, while Scratby is identified as a smaller village where smaller-scale growth is expected. The Neighbourhood Plan has therefore been prepared in the context of this emerging spatial strategy and the planned growth identified for the neighbourhood area.

5.4. The adopted Great Yarmouth Local Plan Part 2 allocates two sites for development in Ormesby St Margaret: land south of Cromer Road (OT1) for 190 dwellings and land north of Barton Way (OT2) for around 32 dwellings. These adopted allocations total at least 222 dwellings. Qualifying development is also expected to contribute towards affordable housing and infrastructure provision in accordance with relevant Local Plan policies.

5.5. In the emerging Great Yarmouth Local Plan, four site allocations are proposed within the neighbourhood area. The adopted allocations OT1 and OT2 are being carried forward as ORM1 and ORM2. ORM1, Land at Cromer Road, is proposed for a minimum of 200 dwellings, while ORM2, Land at Barton Way, is proposed for a minimum of 32 dwellings. The emerging Local Plan also identifies two further allocations: ORM3, Land at Yarmouth Road, for a minimum of 125 dwellings, and SCR1, Land at Scratby Road, for a minimum of 22 dwellings. Emerging Local Plan policy HOU1 would require 25% of dwellings to be delivered as affordable housing on qualifying sites.

5.6. As of November 2025, a decision note was made to approve with conditions 55 dwellings across an enlarged site at the land north of Barton Way with the southern section falling in the ORM2 allocation. This will include an additional 23 dwellings above the allocated number of 32. It is expected that 28 homes will be open market and 27 homes are affordable (rent and shared ownership).

5.7. A new allocation is being proposed in the emerging GYLP which is ORM3- Land at Yarmouth Road, Ormesby St Margaret. This is allocated for a minimum of 125 residential dwellings. The site is located south of the existing built-area and is considered to be within a reasonable proximity to local services and facilities. No planning application has been submitted at the time of writing this plan.

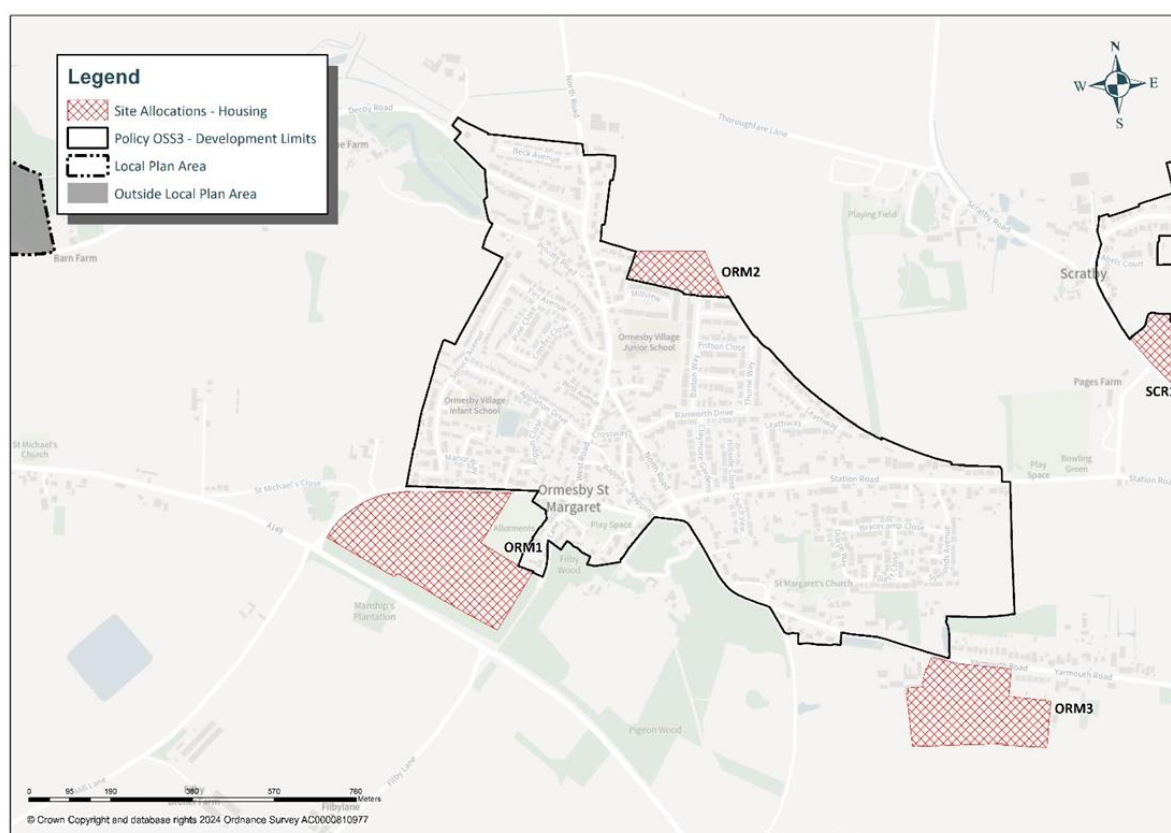
5.8. In Scratby, the emerging Great Yarmouth Local Plan proposes a new allocation SCR1: Land at Scratby Road, Scratby for a minimum of 22 dwellings. At the time of writing, the SCR1 allocation does not currently have planning permission/is not under construction. It lies immediately south of a separate permitted development for 41 dwellings under planning permission 06/22/0546/F, which is currently under construction.

5.9. If adopted, the emerging Great Yarmouth Local Plan allocations would provide for a minimum of 379 dwellings within the neighbourhood area, compared with the 222 dwellings identified through the adopted Local Plan Part 2 allocations.

The emerging Local Plan also proposes changes to the development limits around Ormesby St Margaret. As shown in **Figure 3**, the boundaries and site allocations should therefore be read in the context of the emerging Local Plan policies map and any Main Modifications.

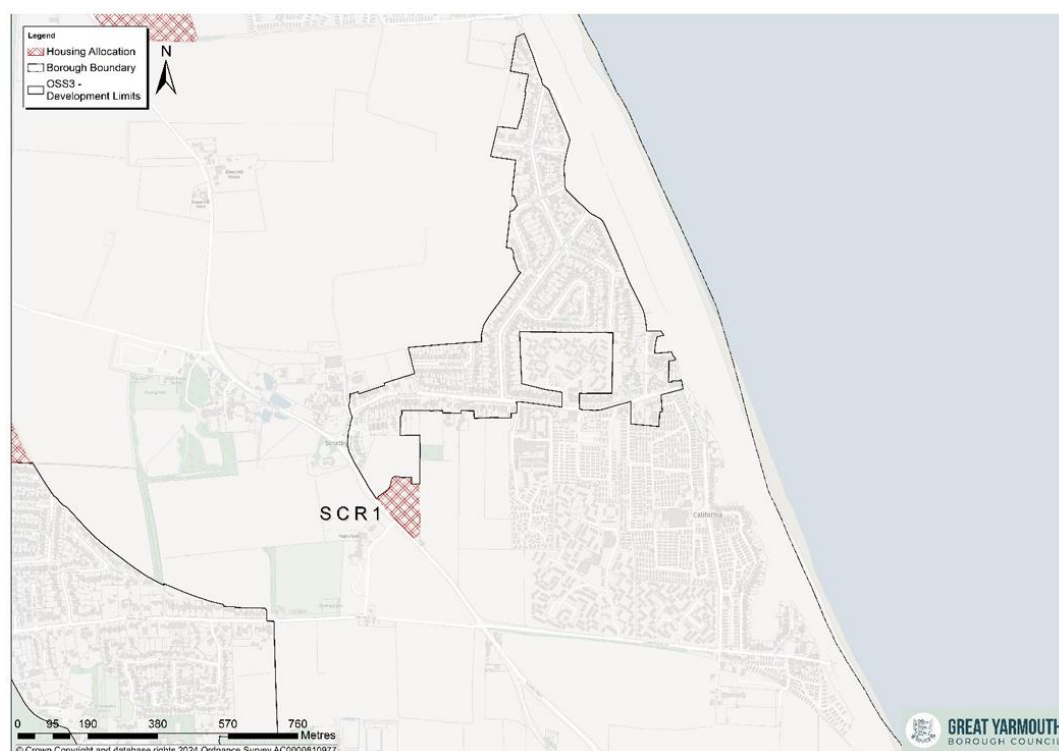
- 5.10. In the emerging GYLP housing delivery statement for proposed housing allocations May 2025², detail has been set out on the proposed delivery of the units on these four sites. These are detailed in the evidence base and show that all dwellings are proposed to be delivered before the end of the neighbourhood plan period.

Figure 3: Emerging GYLP Site Allocations and Development Limits Map for Ormesby St Margaret (Source Great Yarmouth Borough Council)



² [Document G13 - Housing Deliverability Statements on Proposed Housing Allocations.pdf](#)

Figure 4-Emerging GYLP Site Allocations and Development Limits Map for Scratby (Source Great Yarmouth Borough Council)



- 5.11. Housing growth is also expected in Caister-on-Sea, one of the larger settlements in the borough. The northern part of Caister-on-Sea extends into the neighbourhood area, although housing growth delivered there is not counted within the housing figures for Ormesby St Margaret. The adopted Local Plan identifies a strategic gap between Caister-on-Sea and Ormesby St Margaret through Policy GSP3. The emerging Local Plan carries forward this approach through Policy NAT8 which also identifies proposed strategic gaps between Hemsby and Scratby, and between Caister-on-Sea and California, both of which partly fall within the parish.
- 5.12. During the process of developing this plan consideration was given as to whether a site should be allocated either for housing, affordable housing, or mixed use to encourage economic development. Allocating was broadly supported by residents, with 62% of respondents to the original survey indicating they were in favour, mainly due to this resulting in greater influence on the location and type of new homes coming forward. Following the survey, a number of speculative planning applications, including development of Strawberry Fields in Scratby, came forward which received significant public opposition. Residents also have concerns about infrastructure keeping pace with development, and it is recognised that nearby development, in Caister or Hemsby and Martham, may also place pressure on services and facilities.
- 5.13. On balance, the neighbourhood plan group felt that the GYLP allocations would deliver sufficient new housing for the community, and the mix and design of new homes on these sites could still be influenced through policies in the neighbourhood plan.

Affordable Housing

- 5.14. Affordable Housing as defined in the NPPF (December 2024) is housing for sale or rent for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for local key workers).
- 5.15. There is some affordable housing in the neighbourhood area currently. The latest available data supplied by Great Yarmouth Borough Council (October 2025) indicates there are 118 affordable homes in the parish made up of 95 general need properties, 17 affordable home ownership properties and 3 sheltered properties. Many of the properties are made up of 1 to 2 bedrooms. There are no 4+ bedrooms and only 8 households out of 118 are 3 bedrooms. Further detail is supplied in the Evidence Base Paper.
- 5.16. According to the Housing Needs Assessment (HNA) undertaken by AECOM³ to support this neighbourhood plan, only 4.7% households in the neighbourhood area socially rent compared to 17% within the borough and country; this shows there is a lack of affordable rented housing in the area compared to elsewhere. This is also similar with private renting where only 8.3% of households in the area private rent compared to 16.8% nationally.
- 5.17. The parish has a lower proportion of younger residents, which may indicate that some younger households find it difficult to access suitable housing locally. The Housing Needs Assessment prepared by AECOM in 2022 identified a substantial increase in average house prices between 2012 and 2021, with semi-detached and detached dwellings showing particularly strong price growth. More recent Land Registry sold price data⁴ for the period January 2021 to January 2026 indicates that open-market housing in Ormesby and Scratby has remained relatively high in value, with median sold prices of around £275,000 in Ormesby and £265,000 in Scratby over that period. Detached homes remained more expensive, with median sold prices of around £315,000 in Ormesby and £280,000 in Scratby. The data for California should be interpreted with particular care because many recorded sales relate to holiday park properties and chalets, which form a distinct market and are not directly comparable with unrestricted permanent dwellings. These lower-value chalet sales reduce the overall median for California, while conventional dwelling sales in California were closer to the wider parish housing market. The housing evidence should therefore be read as a snapshot based on the data available at the time the Housing Needs Assessment was prepared, supplemented by more recent Land Registry data, and any planning decisions should have regard to the most up-to-date and proportionate evidence available.
- 5.18. The HNA (AECOM, 2022) concludes that local households on average incomes are unable to access even entry level homes for purchase on the open market unless they have a very large deposit, and even those with higher-than-average income are likely to struggle. The median house price would require an

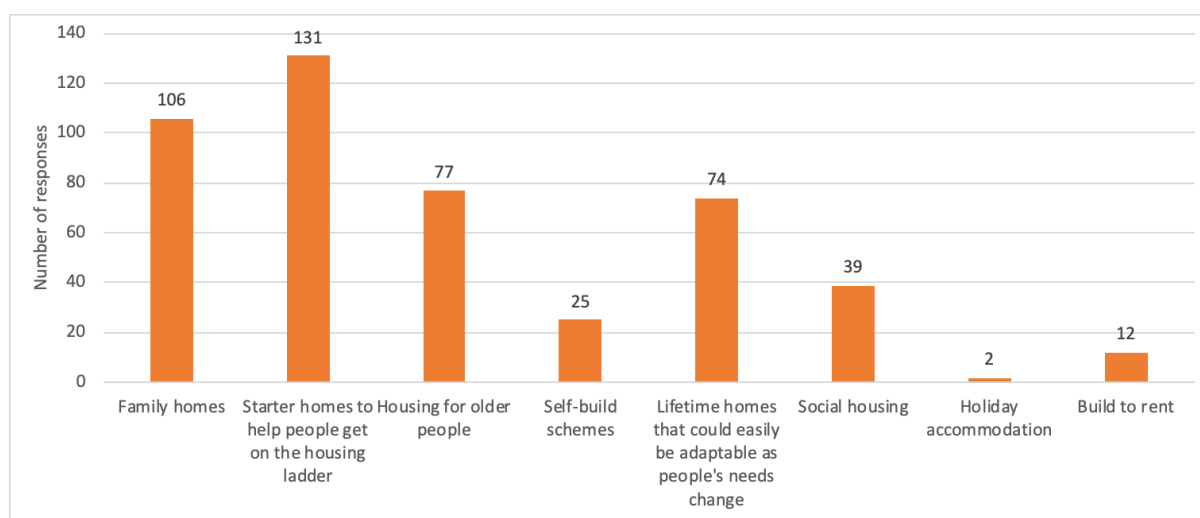
³ The HNA (AECOM, 2022) can be viewed with all other supporting documents on the parish council website.

⁴ [HM Land Registry Open Data \(webpage\)](#)

annual income almost 82.2% higher than the current average. Private renting is affordable to a larger group of households, those typically earning between £30,960 to £57,857 a year.

- 5.19. Affordable Housing (subsidised tenure products) can be a way to address this. The HNA (AECOM, 2022) identified a need for affordable homes, especially to rent. The community also support this. In Q12 of the community survey the results showed that 131 people said the area needed starter homes for people to get on the housing ladder and 39 people voted for more social housing (**Figure 5**).

Figure 5: Q12 of the consultation survey results



- 5.20. The NPPF (December 2024) sets out a policy approach to affordable housing, including the expectation that policies and decisions should ensure that major development involving the provision of housing brings forward the mix of affordable housing required to meet identified local needs. Affordable Housing is typically provided and made financially viable by its inclusion as a proportion of larger market developments, such as those guided by the GYLP. Policy UCS4 in the GYLP Part 2 in relation to Affordable Housing requires 20% of all new homes on sites of 10 dwellings or more or a site area of 0.5 hectares or more to be delivered as Affordable Housing⁵. As a starting point, Great Yarmouth Borough Council currently seeks an affordable housing tenure split of 90% affordable rent and 10% affordable home ownership, as set out in Policy H1 of the adopted Great Yarmouth Local Plan Part 2. The emerging Great Yarmouth Local Plan proposes to replace this approach through Policy HOU1, which increases the affordable housing requirement on qualifying sites from 20% to 25%. A Main Modification to emerging Policy HOU1 also proposes an updated tenure split, requiring 60% affordable housing for rent and 40% affordable home ownership as a starting point.

- 5.21. **Policy 1** seeks to apply an alternative affordable housing split to both the adopted GYLP and emerging GYLP based on local evidence. However, Policy 1 aligns more with the proposed vision of Great Yarmouth moving forward.

⁵ Local Plan Part 2 (2021) (great-yarmouth.gov.uk)

- 5.22. There is a Government strategy on 'First Homes', which are only available for people buying their first home, with a minimum discount of 30% below full market value. The level of discount can be set higher, to 40% or 50% as set out in the Planning Practice Guidance 004⁶ where need is suitably evidenced. After the discount is applied the initial sale price must not exceed £250,000. First Homes will be subject to legal restrictions ensuring discount is retained for future occupants and to stop renting or sub-letting. In the HNA (AECOM, 2022) it is recommended the discount in Ormesby St Margaret with Scratby is delivered at a 50% discount to make the product affordable.
- 5.23. It is also possible for neighbourhood planning groups to set local eligibility criteria for First Homes as set out in the Planning Practice Guidance 008⁷. The local eligibility criteria can include a local connection test to allow first homes to go to people in the local area. The criteria set out in Policy 1 follows the examples presented in the PPG Para 008 and will apply for a maximum of 3 months from when a home is first marketed. If a suitable buyer has not reserved a home after 3 months, the eligibility criteria will revert to the national criteria so as to widen the consumer base. It should be noted that local connection criteria do not need to apply to those meeting the national Armed Forces criteria.
- 5.24. The HNA (AECOM, 2022) estimates that the parish requires around 42 affordable homes over the plan period. Based on the tenure evidence available at that time, the HNA suggested that most of this need would be for social or affordable rented housing, with a smaller proportion for affordable home ownership. The adopted Great Yarmouth Local Plan Part 2 currently seeks 20% affordable housing on qualifying sites, while emerging Local Plan Policy HOU1 proposes to increase this requirement to 25%, unless other Local Plan policies indicate otherwise. On the four emerging Local Plan allocations within the neighbourhood area, this has the potential to deliver a significant number of affordable homes, subject to viability and the detailed requirements of the Development Plan in force at the time planning applications are determined. The Neighbourhood Plan therefore supports the delivery of affordable housing in line with the most up-to-date strategic policy and local housing evidence available at the time.

Type and Size of Homes

- 5.25. NPPF (December 2024) requires plans to have policies that meet the housing needs of different demographic groups, such as older people, disabled people, self-builders, families etc, which provides an opportunity to include a Policy in the NDP that sets out the housing mix that is expected from new residential development⁸.

⁶ First Homes Paragraph: 004 Reference ID: 70-004-20210524 Source: [First Homes - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/first-homes)

⁷ First Homes Paragraph: 008 Reference ID: 70-008-20210524 Source: [First Homes - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/first-homes)

⁸ [National Planning Policy Framework \(publishing.service.gov.uk\)](https://www.gov.uk/government/publications/national-planning-policy-framework)

5.26. The HNA (AECOM, 2022) provides an assessment of the current housing stock compared to the current and projected population profile to 2036 to determine the best mix of homes to be delivered. In relation to population, the number of people living in the parish has remained fairly static but there is ageing population, with the majority of people aged 45 and over, further detail in the HNA (AECOM, 2022). The proportion of people aged 65-84 increased from 22% to 29.9% between 2011 and 2021 according to the Census data⁹. Population growth to the end of the neighbourhood plan period is expected to be driven by the oldest households, those with a household reference person aged 65 and over, expected to increase by 41% between 2011 and 2030 (AECOM, 2022).

5.27. Analysis of the current housing stock, as shown in HNA (AECOM, 2022) indicates that:

- The dominant dwelling type in the Parish was detached in both 2011 and 2021.
- The Parish had a significantly higher proportion of bungalows (53.9%) than the district (24.5%) England (9.4%).
- The proportion of terraced properties remained somewhat stable with a 1% increase.
- The proportion of flats have stayed at a low percentage of 1-1.8% between 2011 and 2021.

5.28. The parish has a higher proportion of detached dwellings and bungalows than Great Yarmouth borough and England, suggesting that the local housing stock includes a relatively high number of larger homes. In terms of dwelling size, three-bedroom homes remained the most common type in both 2011 and 2021, although their share fell from 41.8% to 36.5% over that period. The Housing Needs Assessment (AECOM, 2022) also identified a notable increase in two-bedroom homes over the same decade, while the proportion of most other dwelling sizes fell. In 2021, the parish had no one-bedroom homes recorded, compared with 10.6% in Great Yarmouth and 12.3% in England. The proportion of two-bedroom, four-bedroom and five-bedroom homes was higher than the borough and national averages, while the proportion of three-bedroom homes was lower.

5.29. Household composition (combinations of adults and children in a dwelling) is important in understanding the parishes housing need and mix. HNA (AECOM, 2022) highlights that older households make up 30.8% of the current composition. There is also a greater proportion of family households with dependent children (22.7%) and families with no children (21.8%). The HNA (AECOM, 2022) shows that the younger age groups and families live mainly within Ormesby St Margaret showing that the coastal housing such as the chalets are mainly with the aging population.

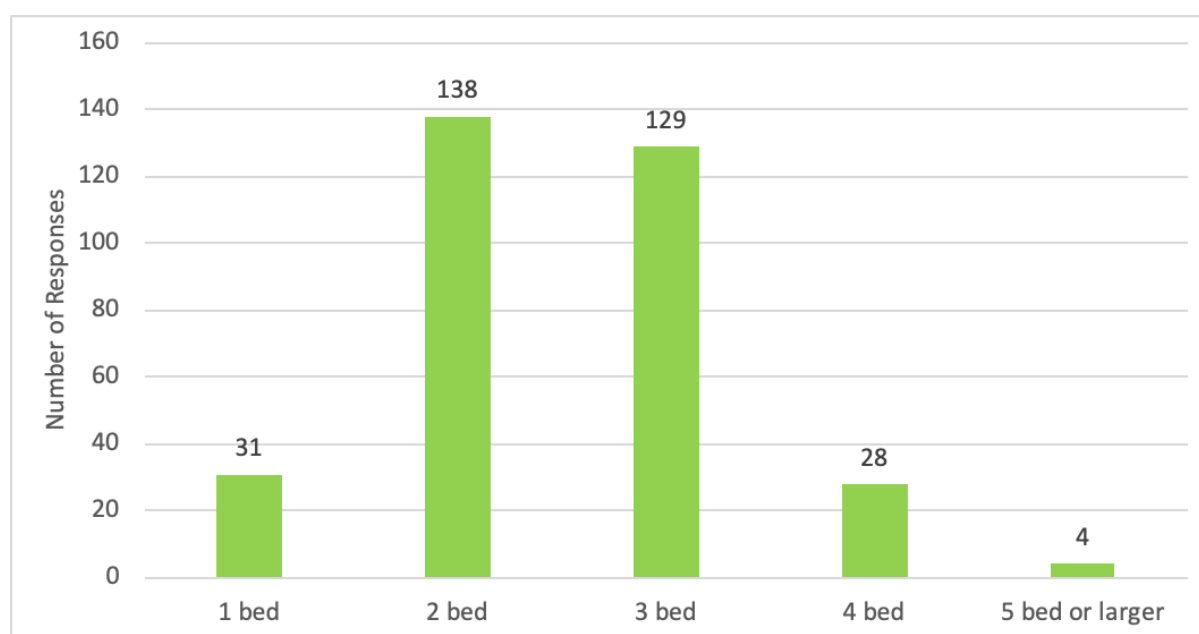
5.30. The HNA (AECOM, 2022) identifies that 83.4% of households are under-occupied, with at least one extra bedroom. This was common in families under the age of 65 with no children which suggests that households in larger housing

⁹ Age Profile. Source: [Office for National Statistics Census 2021 data \(webpage\)](#)

is occupied not by households with the most family members but most wealth. This could also be due to a lack of choice of more suitable property to move too such as for single persons aged 65+ who also have around 95% of under occupied homes.

- 5.31. The recommended housing mix of new development, up to 2030, set out in the HNA (AECOM, 2022), required to meet local housing need, suggests the need is greatest for smaller to mid-sized family homes and smaller dwellings. There is no need for further 4 or 5+bedroom dwellings. This corresponds with feedback from the community in Q13 of the community survey (2022) where the highest options were 2 and 3 bed followed by 1 bed (**Figure 6**).

Figure 6: Q13 Community consultation survey results (April 2022)



- 5.32. Putting these findings together would suggest a Housing Mix Policy that aims to provide more homes with three bedrooms or fewer, would be a way forward. Figures from the HNA (AECOM, 2022) suggests that such smaller homes should comprise around 100% of new homes, but it is not good practice to be too precise or restrictive in this regard as advised by the HNA (AECOM, 2022); since there may be a strong justification to build larger homes for growing families for example. However, the policy approach still wishes to aim for at least 90% of homes as three bedrooms or fewer due to the need for smaller/mid-sized homes in the parish which can suit families, households downsizing or having an opportunity to access more affordable dwelling types and sizes. This is also because it can address the affordability issue in the area so ensuring homes are coming forward of an appropriate size, type and density local residents may afford will help address the situation. It is recognised that with building conversions and self-build, this may not be possible. It is also recognised that there will be different requirements and degrees of purchasing power between the future households within the area.

Policy 1: Housing Type & Mix

Housing proposals will need to reflect local housing need using the most up to date and best available and proportionate evidence.

Except for developments comprising self-build and conversions, where justified, proposals for new residential development should predominantly provide homes with three bedrooms or fewer, unless up to date evidence demonstrates an alternative local need or site-specific considerations indicate that a different mix would be more appropriate.

For larger schemes, proposals should seek to ensure that around 90% of homes comprise three bedrooms or fewer unless evidence demonstrates that this would make the development unviable or would not meet identified local housing needs.

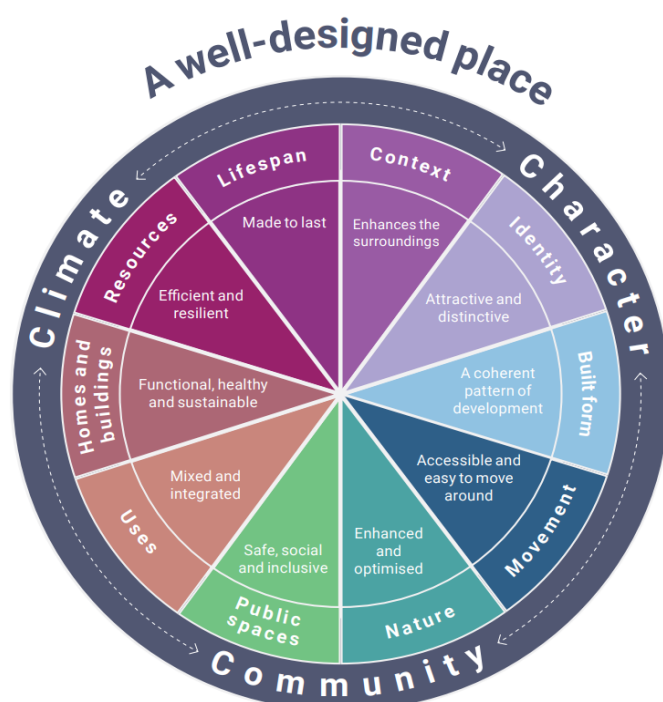
These requirements apply to development proposals as a whole, including both market and affordable housing.

6 Design of New Development

- 6.1. Design is key area where the neighbourhood plan can have significant influence and is considered to be a key aspect in achieving sustainable development. It plays a critical role in shaping better places in which people can live and work. Whilst design covers not just appearance but how a place functions, the appearance is seen as critical to national policy. As stated in paragraph 131 of the NPPF (December 2024) *“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.”*
- 6.2. As set out in the National Design Guide (2021)¹⁰ a well-designed place comes through making the right choices at all levels including layout, form and scale of buildings, appearance, landscape, and materials. A number of other characteristics include the climate, character, and community. The ten characteristics set out in the National Design Guide reflect the importance of a well-designed place as set out in **Figure 7**.

¹⁰ [National design guide.pdf \(publishing.service.gov.uk\)](#)

Figure 7: The Ten Characteristics of a Well-designed Place (National Design Guide, 2021)



6.3. NPPF Chapter 12 (December 2024) requires plans to have design policies that have community support and that pick up the defining characteristics of the area. The Government has been raising the importance of high-quality design with the development of national design guides, codes, and policies¹¹ and encourages neighbourhood plans to have their own design policies and codes to identify the special qualities of their areas which should be reflected in development. Although national policy supports development that is sympathetic to the local and historic character of an area, it also encourages innovative design and high levels of sustainability to support movement towards a carbon zero future. For example, trees are seen as an important part of design, as is integrated biodiversity net gain. There is strong support for good design and beautiful homes, and the requirement is for poor design to be refused.

6.4. There is strong support from residents for having locally determined design principles for new development, which would ensure that any future housing reflected local identity and styles rather than being generic. More contemporary designs, or eco-homes, are also supported.

6.5. The adopted Great Yarmouth Local Plan includes policies relating to design, local character and placemaking, including requirements for development to achieve high quality design, provide safe access and respond positively to the surrounding area. The emerging Great Yarmouth Local Plan is now at an advanced stage and, once adopted, will replace the current Core Strategy and Local Plan Part 2. The main strategic design policy in the emerging Local Plan is Policy DHE1. The emerging Local Plan also includes the Great Yarmouth Design Code as Appendix 1, rather than as a separate Supplementary Planning

¹¹ National Planning Policy Framework (December, 2024), National Design Guide (2021), National Model Design Code (2021), Building for a Healthy Life (2020), Manual for Streets (2007)

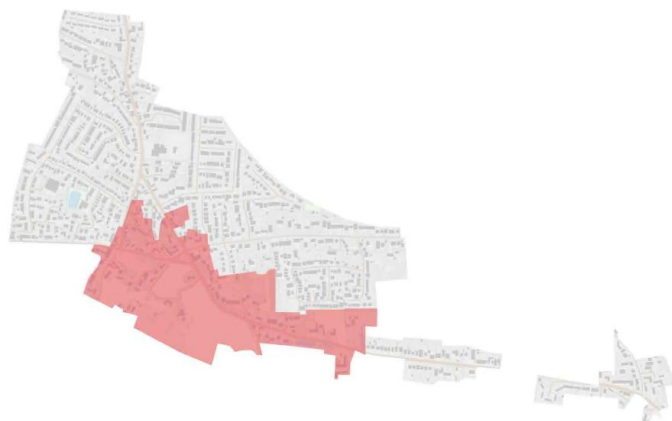
Document. The Design Code sets out borough-wide design expectations and identifies Ormesby St Margaret as one of the borough's historic village centres. Development proposals in the neighbourhood area should therefore have regard to both the emerging Local Plan design policies and the Great Yarmouth Design Code, alongside the locally specific Ormesby St Margaret with Scratby Design Guidance and Codes.

6.6. The neighbourhood plan can add to existing policy through the inclusion of design codes and as part of developing this plan AECOM were commissioned to develop a design guide. The Design Guide and Codes for Ormesby St Margaret with Scratby is an important supplementary document to this plan, providing the evidence for and further guidance on how to achieve high quality design for future development within the parish. **Policy 3** requires developers to make use of the codes and complete a design checklist.

6.7. The Design Codes document identifies seven-character areas across the parish. For Ormesby St Margaret 5-character areas have been identified labelled A to E:

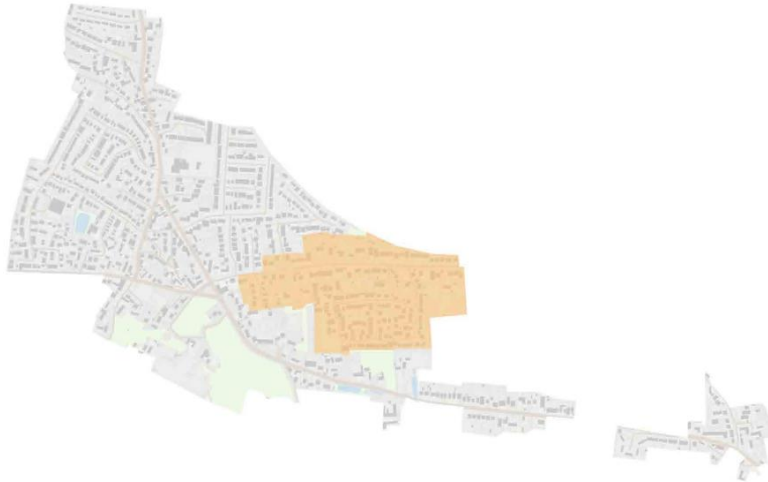
- A. Conservation Area
- B. Station Road
- C. Yarmouth Road
- D. North Road & West Road
- E. The East and West Ormesby St Margaret
- F. Scratby
- G. California

Area Type A: Conservation Area, Ormesby St Margaret



6.8. This is the traditional heart of Ormesby St Margaret Village. This area contains a large amount of the village's historic fabric and listed buildings. There is a mix of houses from various periods and styles. Most houses are detached and stand in large plots, set back from the street with a large rear garden. Cottages and terraced dwellings in Wapping have no setback and sit immediately to the back of the road. The building heights are typically one and two storeys with gabled or hipped roofs as a common roofline. The local vernacular/materials are flint and brick. Many of the roads and streets in this character area have organic layouts with mature planting, low boundary treatments such as open grass area.

Area Type B: Station Road, Ormesby St Margaret



6.9. In this character area there are a mix of housing types, sizes, and styles. Building heights are typically between one and two storeys and the usual roofline is pitched or hipped with many buildings having chimneys, gables, and dormers present. The layout of buildings is aligned to the road sitting on large plots with generous front and rear gardens. Roads branching off Station Road are relatively denser with smaller plots. The streetscape has relatively low boundary features and are varied in height, materials, and type. These include hedgerows, brick walls, fences, green verges, and mature trees, which strongly contribute to the rural character of the village.

Area Type C: Yarmouth Road, Ormesby St Margaret



6.10. In this character area buildings are predominantly detached houses and bungalows. Building heights do not exceed two storeys and the rooflines have a variety of orientations with a few well-preserved thatch roofs. The layout of buildings in more recent developments have formed ribbon development to the east of the historic core. There are also barn houses and the Grange Hotel which represent historical features in the area. Most houses have front gardens however these are of various depths. The streetscape has a strong rural, open feel with one side of the road enclosed with houses and other open fields.

Area Type D: North Road & West Road, Ormesby St Margaret



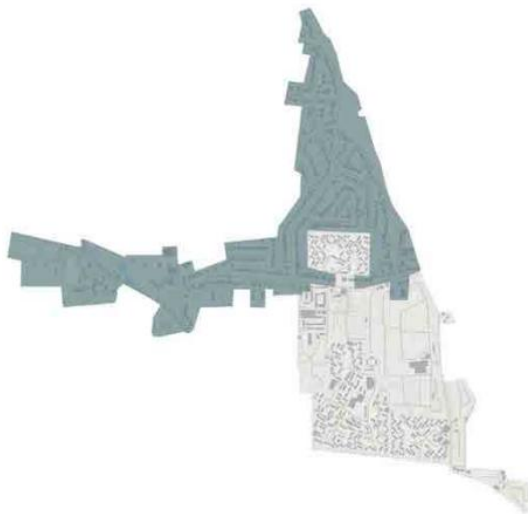
6.11. In this character area buildings are predominantly detached houses, semi-detached and bungalows. Building heights vary between one and two storeys and the rooflines are commonly gabled roofs. The layout of buildings mostly front either side of the street, however, some follow an irregular pattern, more recent buildings are set back from the road, but older buildings directly adjoin the rear pavement with no setback or small front gardens. The relatively recent Mill view development features diverse facades with private driveways, small front and back gardens and garages. The streetscape has a diverse boundary structure.

Area Type E: The East and West Ormesby St Margaret



6.12. In this character area buildings are predominantly detached, semi-detached and bungalows from the 20th century with uniform rooflines and regular building patterns. The materials used are mainly red and yellow brick creating a monotonous architectural style. The layout of buildings is a mix of cul de sacs and perimeter blocks with regular front gardens and reasonably sized rear gardens. There is a spacious streetscape with open front gardens as boundary treatments.

Area Type F: Scratby



6.13. In this character area buildings are predominantly bungalows with a small number of detached, semi-detached, and terraced houses. Buildings closer to the coast vary in sizes, styles and materials and ones that face out to sea have large windows. Houses which are further away from the coast are more consistent in size and there is little variation in heights with buildings typically two storey further inland and materials used transition from brick, wood, rendered facades such as brick and mortar. The village mainly consists of 1 storey buildings creating a lower roofline and the layout is a mixture of cul de sacs and perimeter development. There are consistent setbacks from the streets with most dwellings having generous rear gardens with a mixture of boundary treatments ranging from hedges and fences to no visible boundaries. Most dwellings in the streetscape front onto the street with on plot parking either to the side or front of dwellings and cars sometimes dominate the street.

Area Type G: California



6.14. This character area is typically made up of holiday homes, there is minimal variation in character and style and the most common is a single storey, brick walled and wooden façade dwelling. These buildings typically have shallow

sloped roofs whilst some are flat made from rough grey material. Most of the area is low lying one storey dwellings. The layout of the area contains a few large holiday parks and a few quiet residential streets such as California Crescent and some sections of California Road. The southeast of the area is where there is a cluster of amenities and the beach which is a key attraction. There is little greenspace available to residents. The streetscape tends to have unmarked carriageways and dwellings are set back from the street allowing for small front gardens and on plot front parking.

Applying the Design Guidance and Codes

- 6.15. The Ormesby St Margaret with Scratby Design Guidance and Codes (2022) have further detail on the characteristics of each area. These design codes can be a valuable tool for securing context-driven, high-quality development in the parish, especially on potential sites that might come forward in the future. They will provide more certainty to both developers and the community in securing developments that are designed to the aspirations of the community.
- 6.16. The Design Guidance and Codes were prepared as supporting evidence to inform the Neighbourhood Plan. They provide locally specific guidance on character areas, settlement form, design principles, green infrastructure, materials, boundary treatments, parking and movement. It should be read alongside this Neighbourhood Plan, the Great Yarmouth Local Plan, the Great Yarmouth Design Code and any other relevant design guidance.
- 6.17. The Design Guidance and Codes does not form part of the statutory development plan. However, it is an important supporting document and should be used to help understand local character and inform the design of development proposals. Applicants should have regard to the relevant character area and design principles within the document and should explain, where appropriate, how proposals respond to local context.
- 6.18. Where there is any difference between the Design Guidance and Codes and the adopted Development Plan, the adopted Development Plan will take precedence.

Flood risk, water efficiency and safe design

- 6.19. Development proposals should take account of relevant flood risk and drainage guidance from Norfolk County Council as the Lead Local Flood Authority, the Environment Agency and, where relevant, Internal Drainage Boards. This includes the most recent version of Norfolk County Council's Lead Local Flood Authority Statutory Consultee for Planning: Guidance Document, available from the "Information for developers" section of the County Council's website, particularly where proposals involve allocated sites, surface water drainage, watercourses or other areas of proposed development.
- 6.20. Development proposals should take account of flood risk and drainage considerations from the earliest stages of design. Applicants are encouraged to engage with relevant bodies, including the Lead Local Flood Authority, Internal Drainage Boards and the Environment Agency where proposals may affect

drainage infrastructure, watercourses or surface water management. Drainage strategies should follow the sustainable drainage hierarchy and support the delivery of sustainable drainage systems where appropriate.

6.21. Development proposals are encouraged to incorporate measures that support the efficient use and conservation of water where appropriate, recognising the long-term environmental and infrastructure challenges associated with climate change and water resources.

6.22. The principles of Secured by Design¹² are supported. Development proposals are encouraged to consider community safety and crime prevention through good design from the outset.

Policy 2: Design

As appropriate to their scale, nature and location, development proposals should be consistent with the Local Plan Design Code and general design codes and relevant character area set out in the Ormesby St Margaret with Scratby Design Guidance and Codes (2022). The following distinct character areas include:

- Conservation Area
- Station Road
- Yarmouth Road
- North Road & West Road
- The East and West Ormesby St Margaret
- Scratby
- California

The Ormesby St Margaret with Scratby Design Guidance and Codes (2022), together with the Design Checklist set out at Appendix A of this Neighbourhood Plan, will be used to help assess planning applications. The following design considerations from the Design Guidance and Codes are particularly important within the parish:

- A. Density in new residential developments should respond positively to the character, form and grain of the relevant character area, taking into account the guidance set out within the Ormesby St Margaret with Scratby Design Guidance and Codes.
- B. New development should positively to the prevailing heights, scale, roof forms and massing of buildings within the relevant character area, having regard to the generally low-rise character of the parish
- C. Materials and colours should respect the local vernacular and adjacent built environment as set out within each character area, including Design Code LC03. Traditional features within the Conservation Area should be preserved and replicated where appropriate.
- D. Any new development should respect the settlement pattern and building layouts present in the relevant character area.

¹² [Secured by Design \(webpage\)](#)

Policy 2: Design

- E. Buildings should be designed to front onto streets and ensure that streets and public spaces benefit from good levels of natural surveillance from adjacent buildings.
- F. New or existing development proposing boundary treatments should have regard to Design Code LC01 and are encouraged to incorporate features identified within the relevant character area, which may include hedgerows, trees or low brick walls constructed from local materials
- G. Building lines and setbacks should be broadly consistent with the existing built environment within the relevant character area to avoid harmful impacts on the streetscape. Where appropriate, development should include setbacks that allow for front gardens or planted buffer zones.
- H. Development requiring parking should incorporate parking solutions that are appropriate to the character and layout of the development and minimise harmful visual impacts on the streetscape. Where appropriate, parking should be integrated with landscaping and designed so that it remains subordinate to the overall design quality of the development.
- I. Existing landscape features, including mature trees, hedgerows, ponds, woodland, root systems and the Local Green Spaces identified in Policy 7, should be protected, retained and enhanced where possible to preserve the natural character and biodiversity of the parish.
- J. New development should integrate trees, landscaping and planting to support biodiversity, habitat enhancement and wildlife connectivity including the use of native species where appropriate, whilst avoiding unacceptable impacts on important views, including those identified within Policy 8.
- K. Gaps between buildings should be maintained where important to preserving the sense of space, openness and privacy within the character areas of Ormesby St Margaret with Scratby.
- L. New development should incorporate sustainable design measures to improve energy and water efficiency, reduce carbon emissions and support climate resilience, having regard to relevant principles within the Design Guidance and Codes including SC04, GB05 and DS01-DS06.
- M. Development proposals should incorporate proportionate measures to promote community safety and reduce opportunities for crime and anti-social behaviour through design, including natural surveillance, active frontages, clear and legible routes, and well-overlooked public spaces.
- N. Development proposals should seek to incorporate integrated biodiversity features appropriate to the scale and nature of the development, such as wildlife friendly planting, habitat connectivity measures, and features which support birds, bats and hedgehogs.

7 Tourism

7.1. Tourism is a key feature of Scratby and California, with the expansive sandy beaches popular with families and walkers, especially during the summer months. It is possible to walk along this part of the coastline for miles, either along the beach or the coastal path. Many visitors during the season stay in the

holiday parks such as California Sands, California Cliffs and Green Farm, that are located a short distance from the beaches (**Figure 8**). These are particularly popular with families that have children, so peak periods tend to revolve around school term times. The beaches are also classified as 'clean beaches' with a rating of 3.

- 7.2. There has been investment in the holiday parks in recent years to upgrade or improve accommodation and facilities. Parkdean resorts now have two sites, Rottenstone Lane, and Beach Road, having bought Summerfield's within the last five years. The resort added new fencing along the site on Rottenstone Lane last season. California Cliffs is the Parkdean site along Rottenstone Lane and have received private investment and updated their site with new trees and upgraded the swimming pool.



Improved access to the beach at Scratby

- 7.3. During the winter months Scratby beach has a reputation for walkers and there has been increased footfall in recent years due to the seals along this stretch of the coastline, which has become one of Norfolk's biggest winter attractions. The area is also known for an abundance of migrant birds. The beach is open all year round and is dog friendly. The area is part of the King Charles III England Coast Path which has led to an increase in footfall especially along the clifftops. The access to the beach has received extensive refurbishment with the steps being replaced with a ramp to provide access to all.
- 7.4. As visitor numbers continue to grow it is important to consider the best way to accommodate them and their vehicles.
- 7.5. With the recent pandemic and current economic climate more people have been holidaying at home, rather than abroad. There has also been a significant rise in the popularity of caravanning/campervan holidays, with more people than ever owning their own caravan or campervan. This has resulted in an increase in the number of people visiting Scratby and California for their holidays, a trend which is expected to continue, especially with the school holiday periods changing. The warmer winter months have also seen an increase in visitors to the area

especially during the Christmas and new year period.

- 7.6. Scratby and California boast a range of services including cafes, public toilets, shops, and pubs, plus attractions such as a swimming pool, crazy golf and go-karting. There are now two spaces for electric vehicle charging provision near the public toilets at Scratby and two charging points at All Saints Parish Hall. Some of these are associated with the holiday parks, and generally only open on a seasonal basis. Although this makes business sense, it has an impact on residents who also benefit from these services.
- 7.7. A community priority is to encourage more year-round tourism, which would benefit the local economy but also enable key services to remain open on a more permanent basis, benefitting residents. The current seasonality also impacts on business performance and limits local employment opportunities.



California Beach

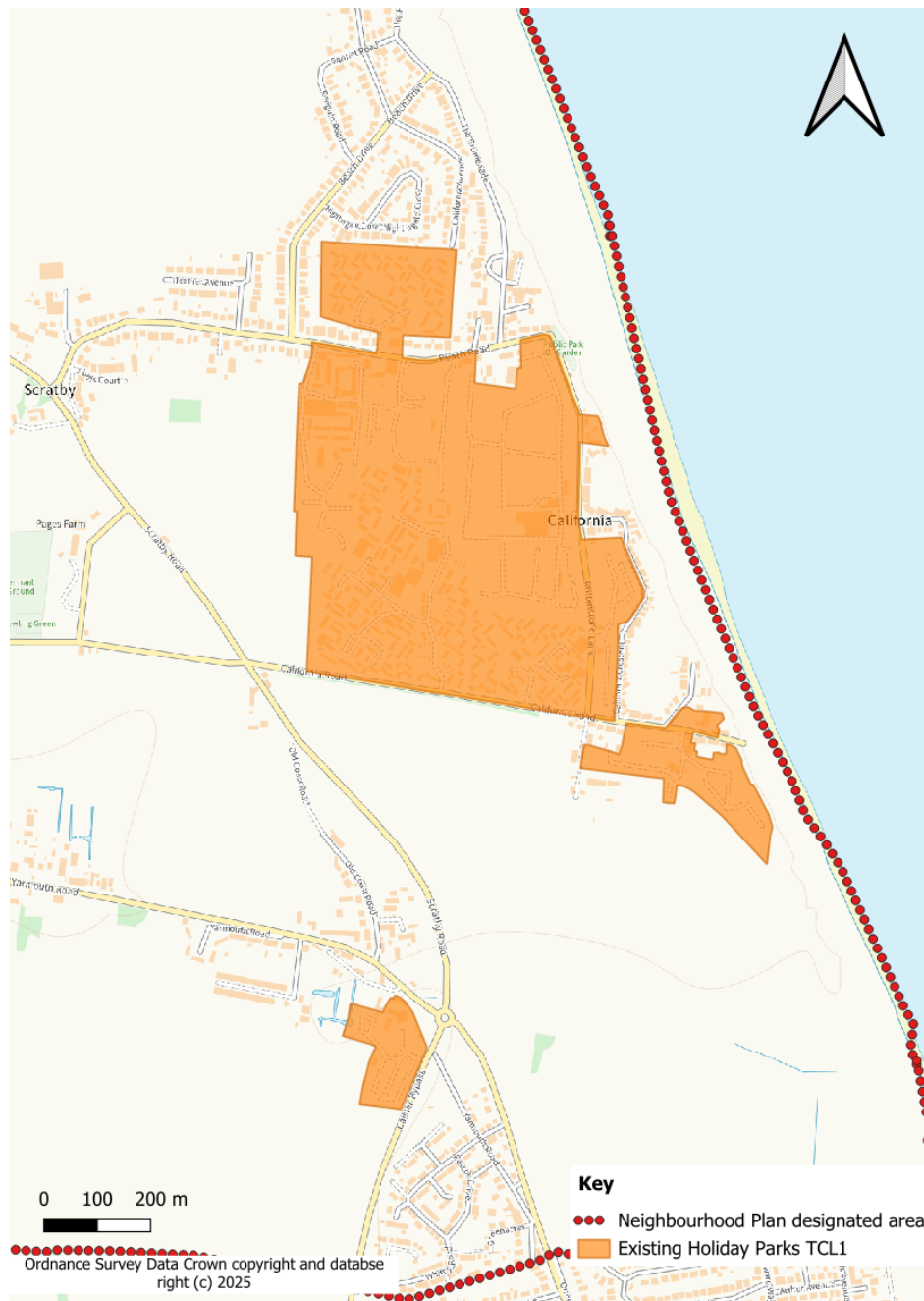
- 7.8. A large area of Scratby and California is occupied by existing holiday parks¹³, as shown on Figure 8. These areas make an important contribution to the local tourism economy and are recognised in the emerging Great Yarmouth Local Plan through Policy TCL1, which refers to them as “Existing Holiday Parks”. The emerging Local Plan seeks to protect and enhance these areas for tourism use, support year-round and sustainable tourism, encourage improved facilities and public realm improvements, and resist the unnecessary loss of visitor accommodation. Within these areas, proposals for tourism-related uses such as hotels, camping and caravan pitches, self-catering accommodation, bed and breakfast accommodation, food and drink uses, visitor attractions, small-scale retail and amusement arcades may be supported where they accord with relevant Development Plan policies. Residential development will generally not

¹³ There are two “Existing Holiday Park” areas within the parish, including one which would be considered to fall within the settlement of Caister-on-Sea

be supported within these areas unless it meets the requirements of the relevant Local Plan policy.

- 7.9. Additionally, the GYLP encourages new tourist/visitor facilities and the enhancement of existing. This includes traditional tourism facilities, but also those relating to culture, heritage, arts, the natural environment, and education. In the emerging GYLP policies are in place to address existing holiday parks and set out criteria for new tourist accommodation including outside of development limits and existing tourist areas.

Figure 8: Existing Holiday Parks



- 7.10. There is significant support locally for boosting year-round tourism. This is positive for the local economy, but will also benefit residents, supporting

facilities, such as cafes, to remain open all year. At present many facilities in Scratby and California close during the winter months.

- 7.11. The beaches within the parish are lovely and popular, but parking can be an issue as the number of off-road car parking spaces is limited. **Policy 4** supports additional public car parking in Scratby or California where this may be possible to enhance accessibility and boost the potential for increased day visitors. This will support the local economy by increasing trade for nearby services and facilities, potentially encouraging new or longer opening hours of existing services, which could lead to job creation. The car park could also generate revenue for the community. The location of a new car park is critical.
- 7.12. The policy requires it to have good strategic road access to the A149 and A1064, which is convenient and means the majority of visitors can access it without the need to drive through Ormesby. It should also have good connectivity to the beach and tourist facilities, especially by walking. To reduce the visual impact of any such development and deliver environmental benefits in accordance with the aims of this plan, proposals should also demonstrate how planting will be used to create an attractive public space.
- 7.13. Development proposals should avoid and mitigate adverse impacts on environmental assets, including those arising from increased recreational disturbance. Contributions toward mitigation measures may be required where appropriate, having regard to the Habitats Regulations and relevant Development Plan policies.

Policy 3: Visitor Parking

Proposals for a new all year round or seasonal public car parking within Scratby or California will be supported where they:

- a) Have safe and suitable access arrangements and would not result in severe cumulative impacts on the local transport network
- b) Provide good pedestrian access to the beach, Public Rights of Way network and other visitor facilities
- c) Incorporate habitat enhancement measures, including where appropriate tree, hedgerow and native planting
- d) Incorporate Sustainable Drainage Systems (SuDS), including permeable surfacing and appropriate sub-base design, to manage surface water run-off at source and reduce flood risk

Where proposals are located within the Coastal Change Management Area, or within 30 metres inland of it, development proposals should demonstrate compliance with relevant coastal change policies within the Development Plan, including the requirement for a Coastal Erosion Vulnerability Assessment where necessary.

8 Services and facilities

- 8.1. Overall, the parish has a good range of services and community facilities. Many of these are concentrated in Ormesby, including schools, a medical practice,

shops and post office. Scratby and California also have services which although seasonal and predominantly aimed at the tourist trade (cafes, gift shops, amusement arcades), are highly valued by local residents.

8.2. The area around North Road/Cromer Road in Ormesby St Margaret is identified as a Local Centre in the adopted Great Yarmouth Local Plan. This recognises the role it plays in providing local shops, services and facilities for the surrounding community. The emerging Great Yarmouth Local Plan carries forward this approach through Policy RTC4, which supports appropriate town centre uses within identified local centres where they are of a scale and nature that serves the needs of the local community and is compatible with the character and function of the centre.

8.3. All Saint's Parish Hall is a modern state of the art 'intelligent' building. It is fully accessible with a high spec PA and projection system and hearing loop with wi-fi available throughout the building. It has a large car park that can accommodate 60 cars and includes electric vehicle charging provision. Function rooms are available for hire for all types of activities as well as special occasions. The hall is the hub of the community and welcomes lots of different activities, including the community resident clubs, keep fit classes, gymnastics, art and photographic and bowls.

8.4. The village hall known as the Village Centre in Ormesby is located along Station Road. It is a quintessential English village hall; with all the charm and elegance you would expect in a small village. It was built in the 1920's using red brick and has a red tiled roof, along with Georgian style windows and a porch entrance. The original hall has been extended at the back in 2003 to provide an additional room, The Garden Room. Leading from this room is a fully enclosed garden, consisting of a lawned area with trees and shrubs around the borders. Inside the centre there is a fully equipped kitchen with a cooker, two sinks, a hot water heater and a vast array of crockery and cutlery. There are cupboards in the main hall for regular hall users to store their equipment. The whole centre and garden area is fully accessible. There are ramps to allow full access along with an accessible toilet facility. On the wall outside the front of the building there is a defibrillator. There is a small car park with approximately 8 spaces.

8.5. The centre is in easy walking distance of the Church, village green and the memorial garden. It is next to the garage, which has in addition to fuel, a small shop and parking facilities. The Village Centre is used by the local community with several regular users. These include an art group, a dog training group and fitness coach. The Parish Council hold their meetings here every other month throughout the year.

8.6. There is a community cafe opening on Fridays, initially in the Garden Room, but may need to expand into the main hall depending on popularity. This an excellent facility for the village. It provides a space for the community to meet and enjoy a hot drink and light snack. The chance to meet old and new friends.

8.7. Along Station Road in Ormesby St Margaret, there is the Edgar Tennant recreation ground, pavilion, bowls green and play space. The ground is currently

marked out for football pitches and local teams such as Ormesby Youth play there each weekend during the season.

8.8. There is also Bracecamp Hall in Ormesby St Margaret. Built as a church in 1939 and named after Revd. Frank Bracecamp the hall is now used mainly for community events with some private functions.

8.9. The adopted Great Yarmouth Local Plan seeks to protect community facilities and requires proposals involving their loss or change of use to demonstrate either that suitable alternative provision is available or that the facility is no longer needed or viable. The emerging Great Yarmouth Local Plan continues to provide policy protection for community facilities. Proposals affecting valued local facilities will therefore be expected to accord with the relevant Development Plan policies in force at the time, including any requirements relating to alternative provision, evidence of need and marketing where applicable.

Policy 4: Community Facilities

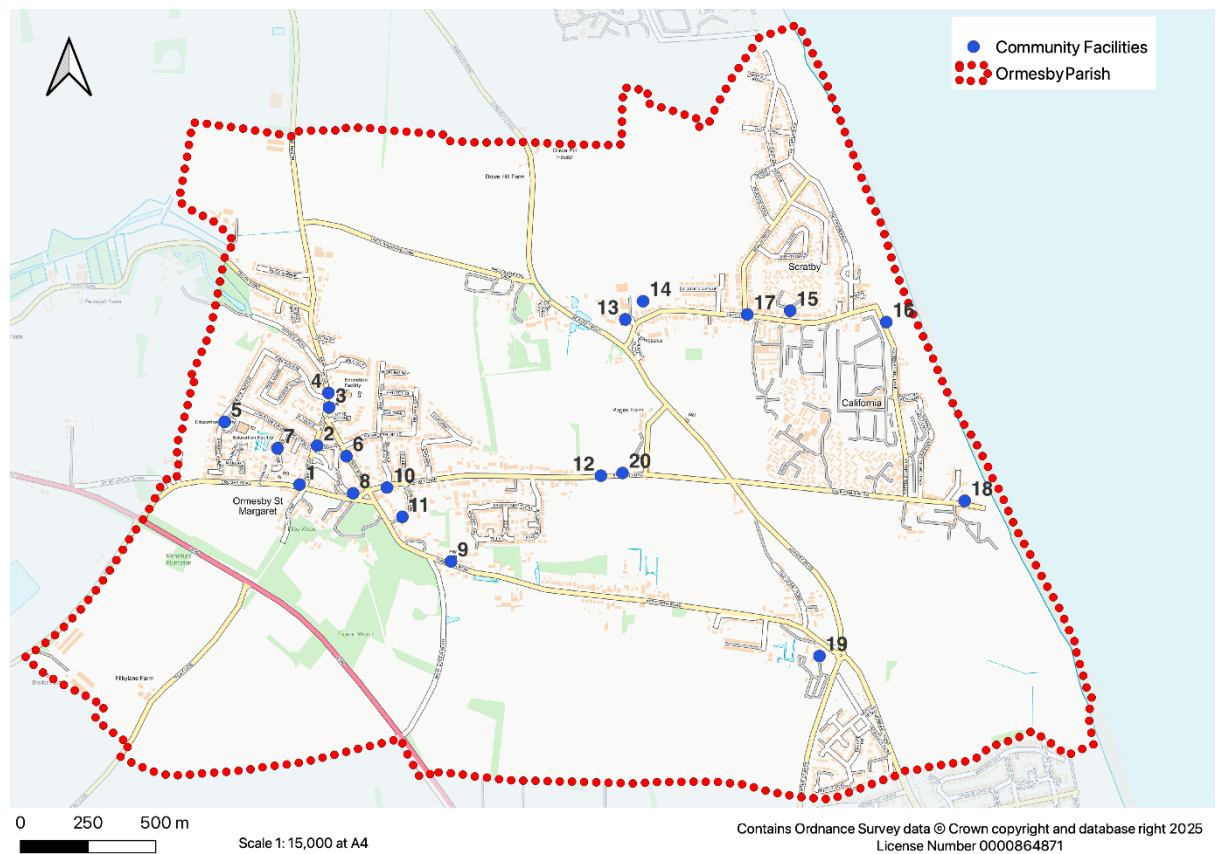
Development proposals should provide appropriate and proportionate pedestrian and cycle connectivity to local services, facilities and public rights of way, having regard to the scale and location of the proposal.

Proposals which support the improvement, extension or energy efficiency of existing community facilities will be supported where they:

- a) Assist in supporting the long-term viability and use of the facility; and
- b) Are designed sensitively having regard to the age, character and appearance of the building and surrounding area.

The loss of identified community facilities, as listed in **Appendix B** and shown on **Figure 9**, will only be supported where it accords with relevant Development Plan policies relating to the protection of community facilities.

Figure 9: Community Facilities



Community facilities:

1. Pharmacy
2. Jolly Farmers pub
3. Light of Life Baptist church
4. Ormesby Village Junior School
5. Ormesby Village Infant School
6. Post Office
7. GP surgery
8. The Butchers Taproom pub
9. Ormesby St Margaret church
10. The Village Centre village hall
11. Bracecamp Parish Hall
12. Ormesby St Margaret with Scratby recreation ground
13. Post office
14. All Saints parish hall
15. White's Lounge Bar
16. Public toilets
17. Community library
18. The California Tavern pub
19. The Smokehouse bar
20. Ormesby bowls club

9 Connectivity

- 9.1. The parish is relatively well connected via the strategic road network, with the A149 running just south of Ormesby St Margaret. The coast road which connects Great Yarmouth with other villages along the east coast also runs just to the west of Scratby and California.
- 9.2. In terms of sustainable travel, connectivity between the three settlements in the parish is difficult and it is not currently possible to walk from Ormesby to Scratby via a continuous footway. However, as of writing this plan there is new footway currently being constructed along the East side of Scratby Road from Beach Road towards California Road. Footways along Scratby Road and Station Road are fragmented. Improving this is a key priority for the community, as identified through consultation exercises for this plan. Many residents of Ormesby would like to be able to access the beaches more easily, and those living in Scratby and California would benefit from access to services, such as the school and medical centre, within Ormesby.
- 9.3. Connectivity to nearby communities, particularly Hemsby, is also important to residents. The GYLP identifies a strategic cycle and pedestrian route along the former railway line between Hemsby and Ormesby with the intention of creating an accessible year-round route. The emerging Hemsby Neighbourhood Plan also seeks to improve connectivity between the villages, with policy supporting improvement to four priority routes, including a route to Ormesby along field margins.
- 9.4. The largest of the three settlements with most services, Ormesby, has a good network of footways and given its size most services and facilities are accessible within walking distance of the residential areas. There are gaps however, for example, there is no footway provision around the Edgar Tenant recreation ground off Station Road. Most roads in the settlement are 30mph, which also makes cycling a reasonably safe prospect.
- 9.5. As shown in **Figure 10**, there is fairly good access into the countryside via public footpaths or bridleways, and it is possible to walk all along the cliffs via the coastal path. Whilst some of the routes overlap each other **Figure 10** highlights a number of routes residents or visitors can follow within the neighbourhood area including circular walks promoted within the area, including a circular walk towards Hemsby, Decoy Road walk and Ormesby village walk¹⁴. These make use of public footpaths, footways and quiet roads and can be particularly popular in the summer months.

¹⁴ [Ormesby St Margaret Village - Walking Route in Ormesby St. Margaret, Great Yarmouth - Great Yarmouth \(visitgreatyarmouth.co.uk\)](https://www.visitgreatyarmouth.co.uk)

Figure 10: Key Transport Infrastructure



9.6. The NPPF expects development to be located and designed so that the need to travel is reduced and opportunities for sustainable travel are maximised, with walking and cycling integrated into the design of new development. The adopted and emerging Great Yarmouth Local Plan reflect this approach by supporting a more connected and integrated transport network, including improved opportunities for walking, cycling and access to local services and facilities.

Policy 5: Walking and Cycling

To promote active travel as a natural travel choice, all new development sites must have good connectivity to the existing walking and cycling network. New streets should be designed to prioritise the needs of pedestrians and cyclists.

Development proposals must demonstrate safe walking links to local services and into the wider countryside. Where applicable, proposals will be expected to improve and/or extend footways and protect and incorporate Public Rights of Way. Enhancement to Public Rights of Way including new routes, linkages, upgraded surfaces or signage will be considered a planning benefit.

Where possible opportunities should be taken to improve connectivity between Ormesby and Scratby/California in the form of a continuous footway. This will be considered as a significant community benefit.

Where appropriate, opportunities should be taken to incorporate green infrastructure within walking and cycling routes, including features such as trees,

Policy 5: Walking and Cycling

planting, rain gardens and other landscaping measures which support biodiversity, connectivity and visual amenity.

10 Green Infrastructure

- 10.1. Green infrastructure encompasses multi-functioning green spaces that can meet a wide range of social, economic, and environmental needs. For example, greenspace can function as wildlife habitat, a public open space or flood storage facility. It is usually defined as a network of green corridors that include natural greenspaces such as woodland and ponds, manmade managed greenspaces like parks and gardens, as well as their connections which could include footways, waterways, and hedgerows.
- 10.2. Green infrastructure has a key role in improving quality of life for communities and investment in such can provide important benefits, including improving the health and wellbeing of local people.
- 10.3. Ormesby is located on the east coast and lies adjacent the Greater Wash Special Protection Area (SPA). This is a special site designated under the Birds Directive (2009/147/EC) and is protected by the Conservation of Offshore Marine Habitats and Species Regulations 2017 (as amended) to protect rare, vulnerable, and migratory birds. In this area there are internationally important populations of overwintering red-throated diver, common scoter, and little gull. The seas in this area are also used as feeding waters by breeding populations of common tern, sandwich tern and little tern. Many of these birds can be seen by residents and visitors to the parish.
- 10.4. Nearby along the coast are the Winterton-Horsey Dunes, designated a Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI) and going inland, The Broad (SAC) and Broadland (SPA) lie just 1.5km away, and these too have international designations for wildlife protection. Any of these designated sites could be vulnerable to the impacts of future development, such as an increase in recreational pressure. Potential effects on internationally designated sites are assessed through the Habitats Regulations Assessment process, and where mitigation is required this may include financial contributions or other measures secured through the planning process.
- 10.5. There is one County Wildlife Site within the parish, California Coastal Strip. This is an area of dense bracken and scrub with patches of shorter, more species-rich fixed dune grassland. The site receives a fairly high degree of visitor pressure and could be vulnerable to an increase in footfall as a result of housing development.
- 10.6. Legislation and the NPPF (December 2024) Chapter 15 affords considerable support for protecting and enhancing key landscapes and areas of value in terms of biodiversity. This includes the need for biodiversity net gains (BNG) in developments, including through green infrastructure networks. Trees are

recognised to make an important contribution to character and quality, and support climate change mitigation. Opportunities should be taken to incorporate trees in developments, with existing trees retained and new trees planted, streets should be tree lined. Furthermore, paragraphs 106-108 of the NPPF (December, 2024¹⁵) cover protection of existing green open spaces and creation of new ones.

- 10.7. The Environment Act 2021 introduced a mandatory requirement for most development schemes to deliver at least 10% biodiversity net gain, to be maintained for a minimum period of 30 years. Biodiversity net gain seeks measurable improvements for biodiversity by creating or enhancing habitats as part of development, so that biodiversity is left in a better state than before. The requirement is in addition to the mitigation hierarchy, which expects development to avoid harm to biodiversity first, then mitigate or compensate where harm cannot be avoided. Biodiversity net gain should be delivered on site wherever possible. Off-site delivery should only be considered where it is not feasible to achieve the required gain within the site, and statutory biodiversity credits should be treated as a last resort where both on-site and off-site options have been exhausted or are not feasible.
- 10.8. The adopted Great Yarmouth Local Plan includes policies supporting the conservation and enhancement of the natural environment, including ecological gains, improved habitat networks, green infrastructure, trees and hedgerows. The emerging Great Yarmouth Local Plan continues and strengthens this approach through a range of natural environment and green infrastructure policies. In particular, emerging Policy NAT3 requires major residential, employment and retail development to provide 20% biodiversity net gain, unless a viability assessment demonstrates that this is not viable. Exceptions to this local policy requirement include brownfield development and minor development, which will be expected to achieve the statutory 10% biodiversity net gain where applicable.

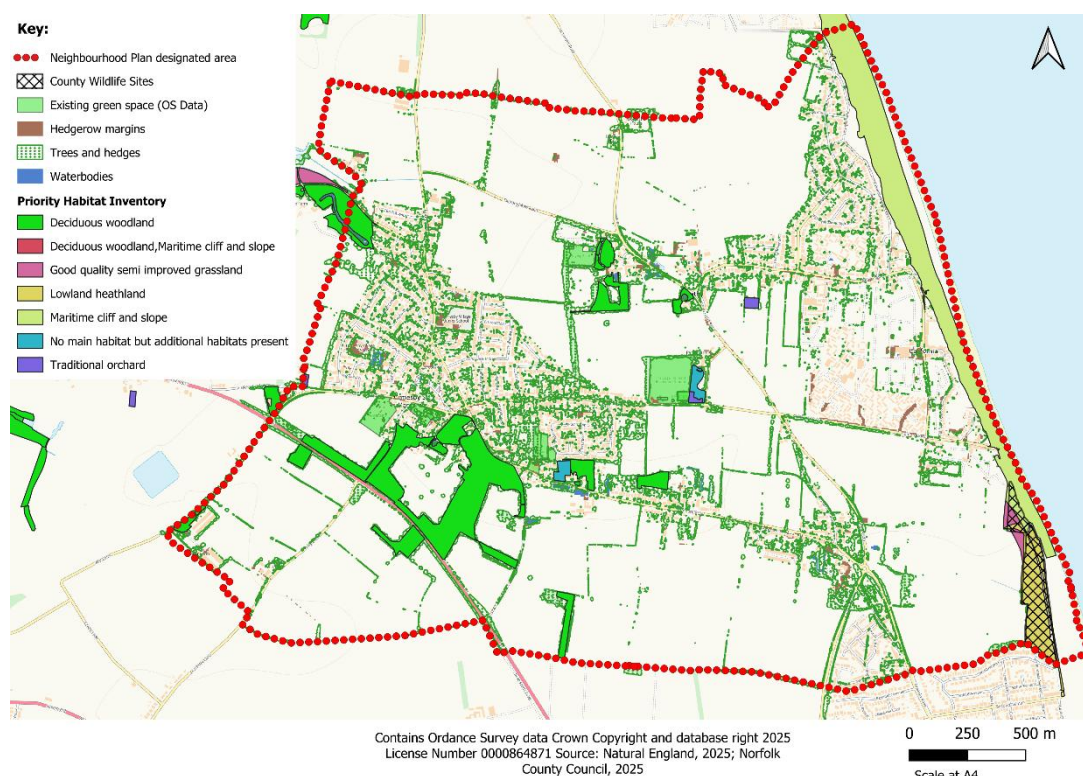
Greener Developments

- 10.9. A key aspiration is for new development to be greener and contribute positively towards supporting local wildlife and creating more attractive environments that people want to live in. This aligns with national and GYLP policy around achieving biodiversity improvements on development sites. As shown in **Figure 11** there is a wealth of green infrastructure including county wildlife sites, priority habitats, existing green space, trees, hedgerows, and water bodies. This is particularly apparent around the borders of the built-up settlements.
- 10.10. However, over time development in Ormesby in particular, has eroded the greenness of the area. In some of the larger more recent estates the street scene is dominated by vehicles or hard surfacing, with very little greenery. There are also examples of sites being cleared, with trees or hedgerow being cut down prior to planning permission being sought. Whilst the impact of this on an

¹⁵ [National Planning Policy Framework](#)

individual site basis can be relatively small, the cumulative impact is significant. Further detailed maps can be found in the evidence base.

Figure 11: Habitats Map



10.11. In some parts of Ormesby wide green verges are common, particularly around Station Road and Symonds Avenue. These make a positive contribution to local wildlife. Verges are particularly important in spring and summer, when a huge range of wildflowers and grasses provide a rich habitat for wildlife including insects, spiders, snails, small mammals, and birds. Verges also provide corridors that enable wildlife to move safely.

10.12. **Policy 7** focuses on creating greener developments through positive action on the part of developers to protect and enhance habitat and biodiversity. Careful thought needs to go into the design of new habitat and green infrastructure to ensure it is appropriate for the location and will enable local wildlife to thrive. Where trees are incorporated into new development it is important to ensure they are native species and of local provenance. The use of native species will also reinforce the rural character of the area. To ensure resilience and increase visual interest, a variety of tree species should be planted, rather than one. Species should be chosen according to climate change resilience, adaptation to local soil conditions, environmental benefits, size at maturity and ornamental qualities. The NPPF (December 2024) paragraph 136 refers to the importance of ensuring that 'the right trees are planted in the right places'. This approach is also supported by requirement PS5 of the Great Yarmouth Design Code and by GB03 of the Ormesby St Margaret with Scratby Design Guidance and Codes, which provide further guidance on integrating planting, green infrastructure and biodiversity measures into development design.



Photo of wide verges

Policy 6: Green Developments

New development should strengthen biodiversity and the natural environment.

Development proposals should seek to protect, restore and enhance ecological networks and habitat connectivity within the parish, including through the retention and creation of habitats such as hedgerows, trees, ponds, grassland and other green infrastructure features where appropriate.

Where applicable, green infrastructure and habitat improvements must be integrated into the design of new developments from the outset and incorporated on outline site layout plans or landscaping plans. Any new green infrastructure must be compatible with the adjacent landscape and habitat. New trees and hedgerow should be native species of local provenance with specific consideration given to ensuring the right trees in the right place, which encourages local biodiversity to thrive.

Planting should be used to create visual interest within public areas of developments. There is an expectation that public open spaces will incorporate trees. Schemes should include a variety of planting heights, textures, and forms.

New minor or major estate development should be designed to incorporate wide green verges in Ormesby as a design feature. Boundary treatments visible from the public realm or adjoining open countryside should prioritise soft landscaping, including hedgerows and planting, and avoid extensive use of close-boarded fencing where possible.

New development located on the edge of the settlement should incorporate trees, hedgerows, or other vegetation to create a natural buffer transition between the built-up area and the wider landscape, and, where appropriate, support habitat connectivity.

Local Green Space

- 10.13. The NPPF sets out that specific areas of land that are demonstrably special to the local community may be protected against development through designation as Local Green Space. These are often found within the built-up area and contribute to the character of a settlement. These can vary in size, shape, location, ownership, and use, but such spaces will have some form of value to the community and help define what makes that specific settlement what it is.
- 10.14. The designation should only be used where:
- The green space is reasonably close to the community it serves;
 - The green area is demonstrably special to the community and holds a particular local significance, for example because of its beauty, historic significance, recreational value, tranquillity or richness of wildlife;
 - The green area concerned is local in character and is not an extensive tract of land.
- 10.15. The designated Local Green Spaces make an important contribution to the character of the parish, providing recreational, landscape, biodiversity and community value. Together with other green infrastructure assets, including trees, hedgerows, ponds and habitats, they contribute towards ecological connectivity and the wider green infrastructure network.
- 10.16. This Neighbourhood Plan designates 11 Local Green Spaces for protection, these are identified in **Figure 12**. These are important not only for the wildlife they support, but provide significant quality of life benefits to residents, for example through encouraging recreation.

Policy 7: Local Green Spaces

The areas shown in **Figure 12** are designated as Local Green Spaces. These include:

1. Burial Ground and Graveyard at St Margaret's Church, Ormesby St Margaret
2. Jubilee Woods, Station Road, Ormesby St Margaret
3. The Village Green, Cromer Road
4. The Green on Scratby Clifftop
5. The Duck Pond (The Pit), West Road
6. Park at Sharpe Way
7. Park at Millview off West Road
8. Edgar Tennant Recreation Ground, Bowling Green and Play Equipment, Station Road
9. All Saints Parish Hall Grounds
10. The Memorial Green
11. The Allotments, Cromer Road

Development proposals in the 11 designated Local Green Spaces listed above will be managed in accordance with national policy for Green Belts.

Figure 12: Local Green Spaces (overview)

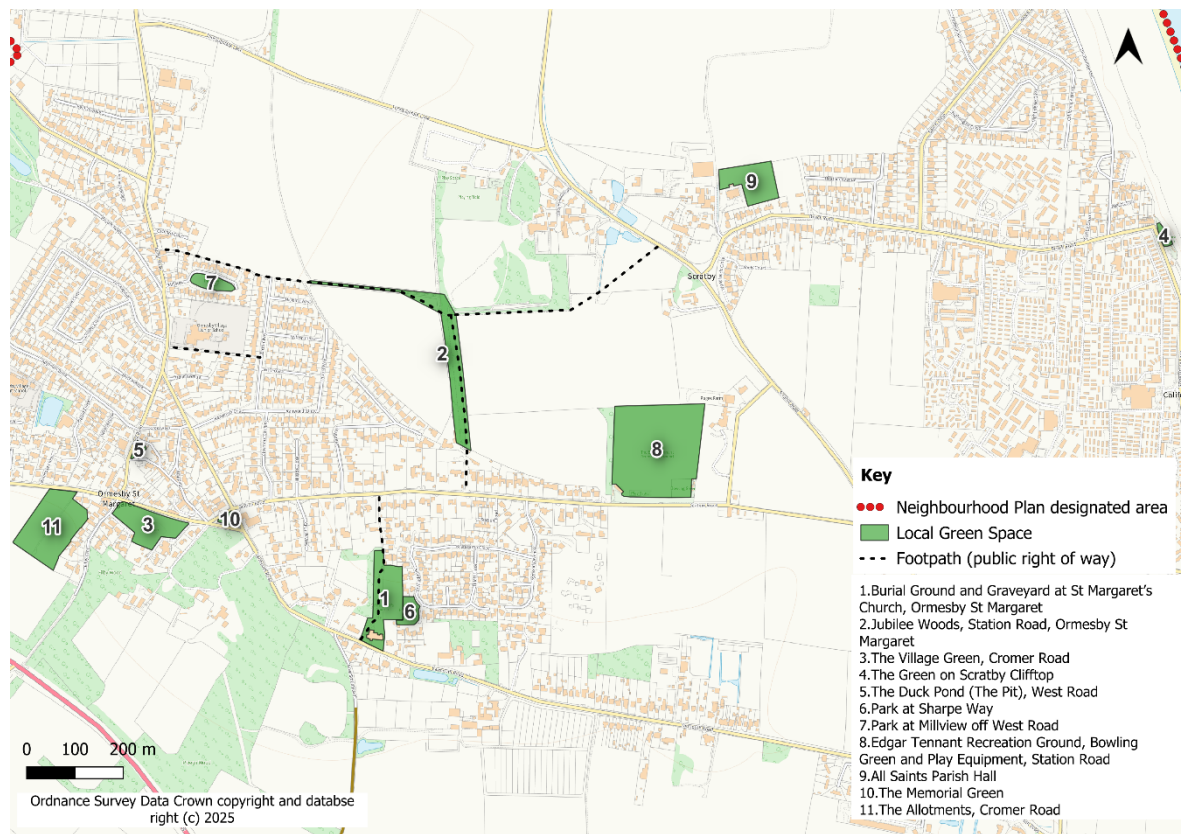


Figure 13: 1. Burial Ground and Graveyard at St Margaret's Church, Ormesby St Margaret and 6. Park at Sharpe Way

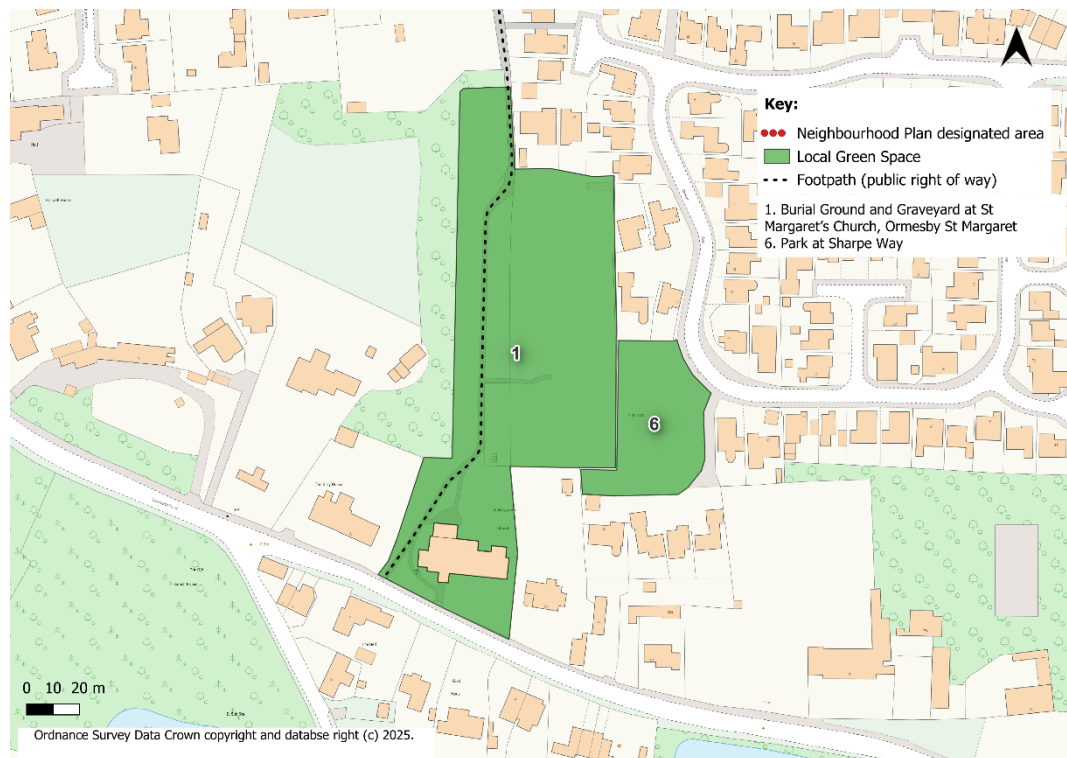


Figure 14: 2. Jubilee Woods, Station Road, Ormesby St Margaret

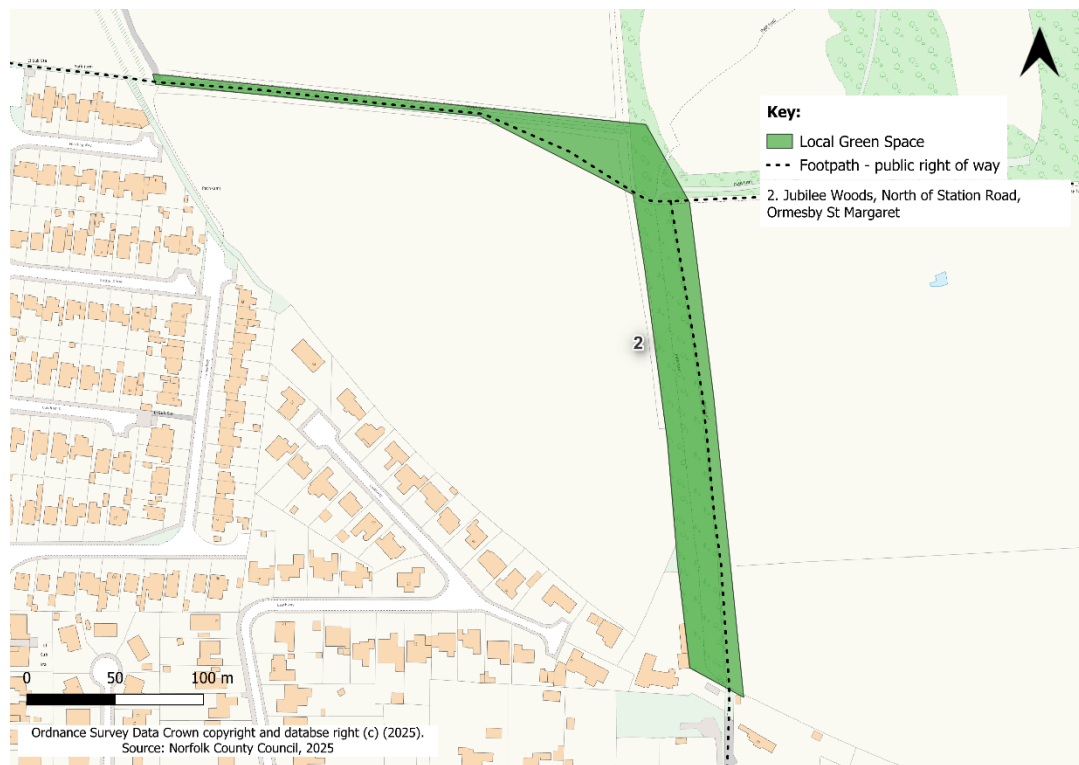


Figure 15: 3. The Village Green, Cromer Road, 5. The Duck Pond (The Pit), West Road, 10. The Memorial Green and 11. The Allotments, Cromer Road



Figure 16: 4. The Green on Scratby Clifftop

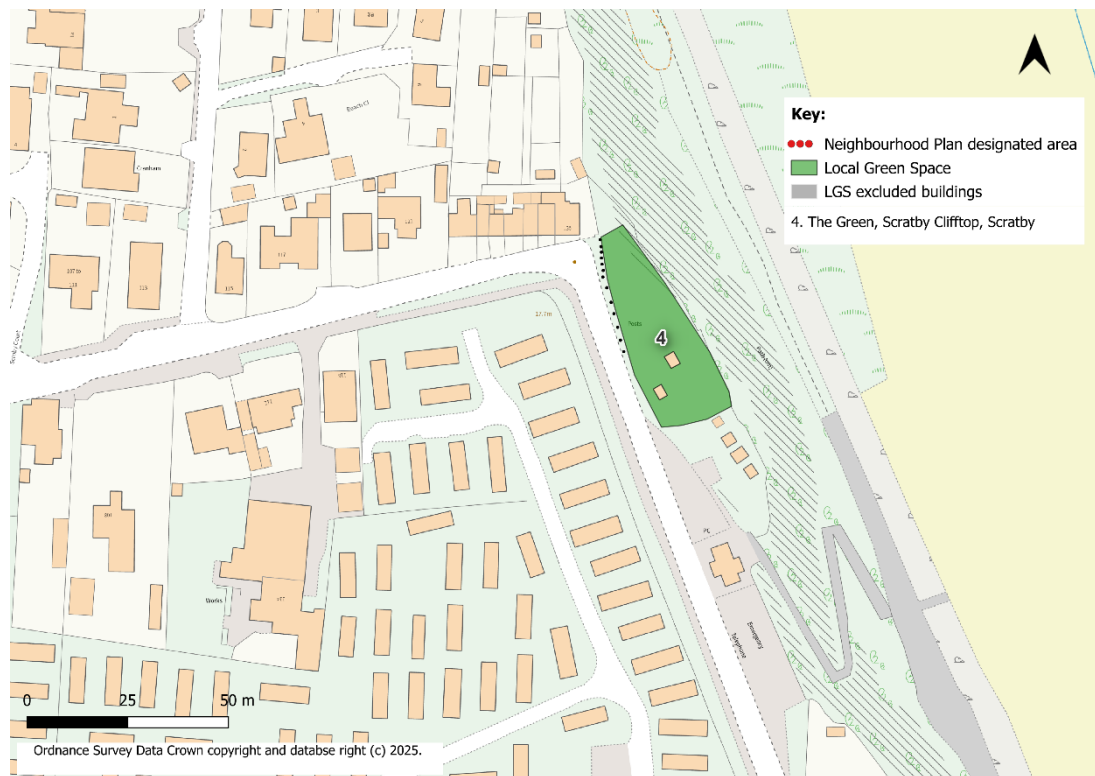


Figure 17: 7. Park at Mill View off West Road



Figure 18: 8. Edgar Tennant Recreation Ground, Bowling Green and Play Equipment, Station Road



Figure 19: 9. All Saints Parish Hall Grounds, Beach Road, Scrabby



Important Views

- 10.17. The National Planning Policy Framework (December 2024) indicates that planning policies and decisions should protect and enhance valued landscapes recognising the intrinsic character and beauty of the countryside. The GYLP sets out design principles for new housing. This sets out that key views should be retained, and new views of key natural and built features should be created. There are some specific views and vistas within the Ormesby St Margaret with Scratby Neighbourhood Plan area that are of particular importance to the local community. Building on national and local policy, Ormesby St Margaret with Scratby Neighbourhood Plan identifies these, provides justification for their significance, and seeks to protect them for future enjoyment.
- 10.18. Residents were asked to identify particularly special views as part of the first consultation exercise for the Ormesby St Margaret with Scratby Neighbourhood Plan. Overall, over 30 public views were suggested by the respondents. The views chosen were reviewed by the steering group, and further evidence and photos were gathered to determine whether any of the 30 public views should be included.
- 10.19. Overall, the Neighbourhood Plan seeks to protect 5 public views, many of which include local features of the coastal landscape, key historic landmarks in the parish. Justification for each of the views is provided in **Ormesby St Margaret with Scratby Neighbourhood Plan Views Assessment** document. The intention is not to stop development within these views, but to ensure that their distinct character is retained.
- 10.20. Many of the views considered important to the community look out towards the sea. The Marine Management Organisation and the East Inshore and Offshore Marine Plans have measures and policies to ensure protection and sustainable development in the marine areas. The Great Yarmouth coastline falls within the East Inshore boundary. As stated in the vision for the East Marine Plan *“As a result of effective planning across both land and sea, and an appreciation of the unique features of the East marine plan areas, key elements of the coastal landscape, adjoining seascape, and heritage, including the character created by traditional activities such as fishing, have been conserved and enhanced”*.¹⁶ The important views identified here should be considered to ensure developments will not compromise the value of the characteristics and views from the parish.
- 10.21. Development within the views listed in **Policy 9** that is overly intrusive or prominent will not be supported. Any proposals within these views will need to demonstrate that they are sited, designed and of a scale that does not significantly harm them.

¹⁶ [East Inshore and East Offshore Marine Plans \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/121111/east_inshore_and_east_offshore_marine_plans.pdf)

Policy 8: Protection of important local views

The following 5 views (shown in **Figure 20** and described in Ormesby St Margaret with Scratby Neighbourhood Plan Views Assessment) are identified as important public local views:

1. View from Sharpe Way to St Margaret's church, Ormesby St Margaret
2. Clifftop at Rottenstone, Scratby
3. Clifftop at Promenade, Scratby
4. Widespread Views of the Clifftops at the Esplanade, Scratby
5. Old Railway Line, California to Caister

Proposals which come forward within the boundary of the neighbourhood plan area are expected to demonstrate that they are sited, and designed to be of a form and scale, that avoids or mitigates any harm to the key views.

Figure 20: Maps of the Important Local Views



Figure 21: Important View 1

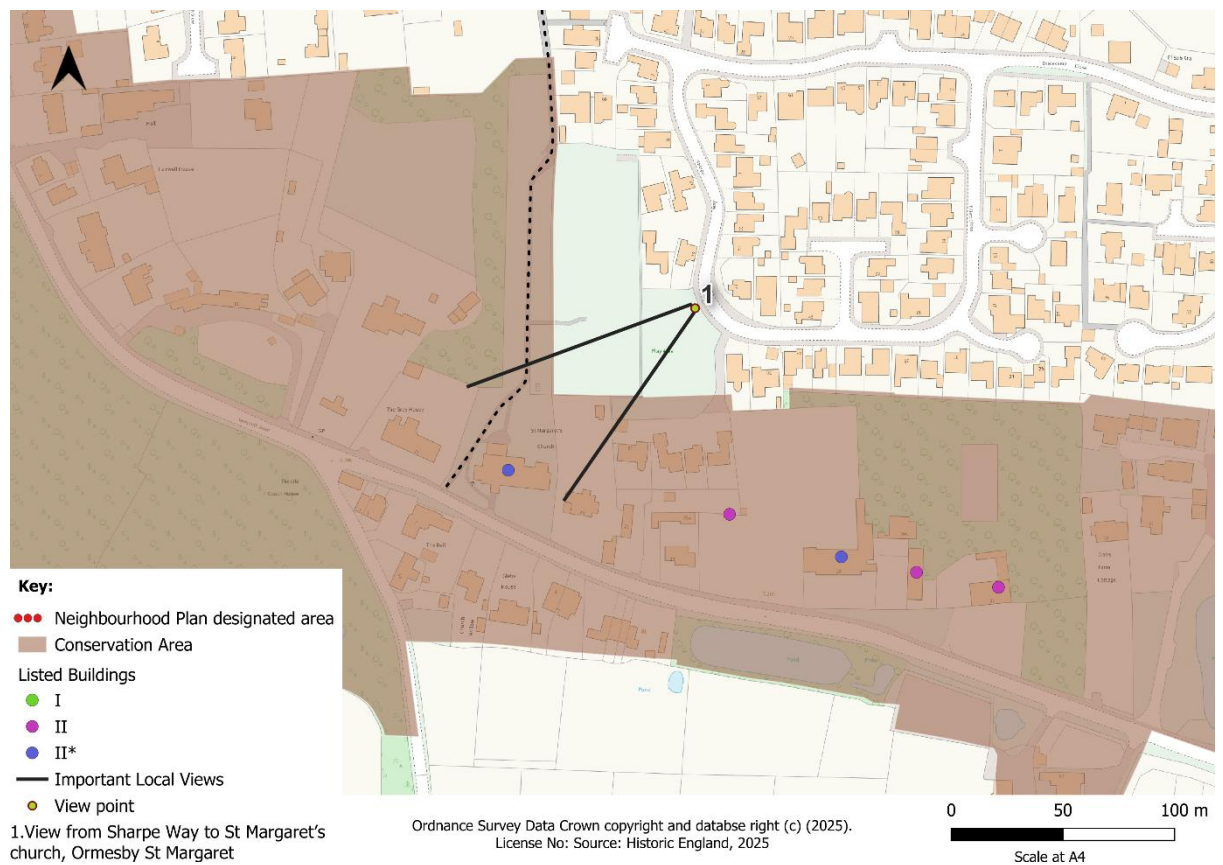


Figure 22: Important View 2,3 and 4

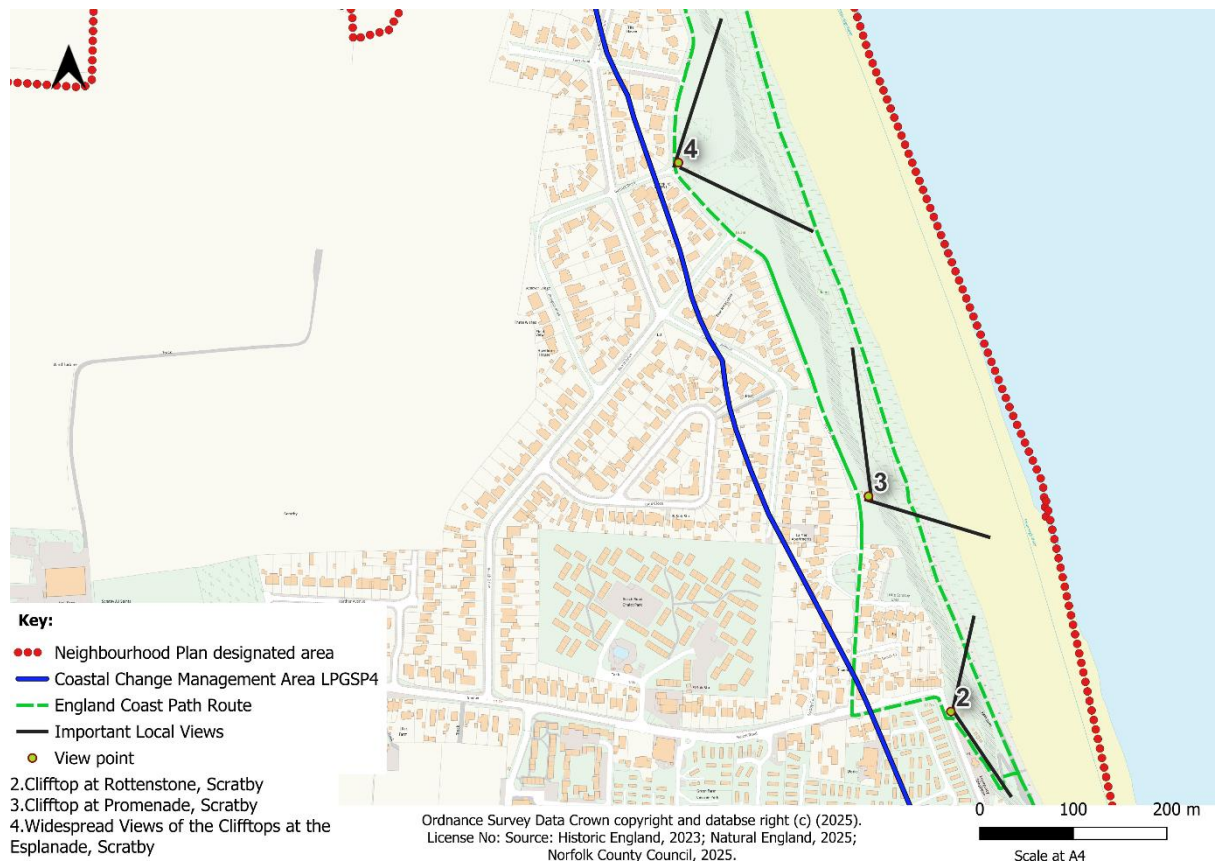
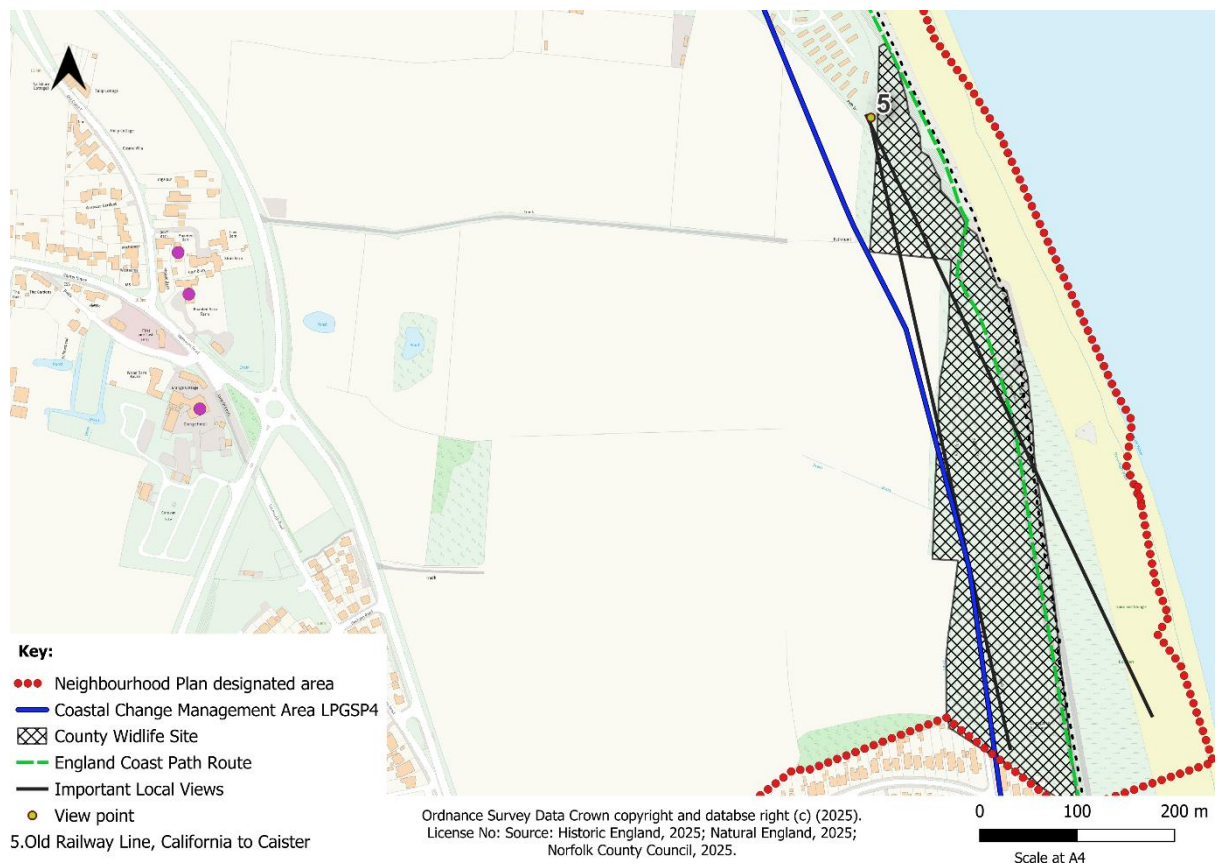


Figure 23: Important View 5

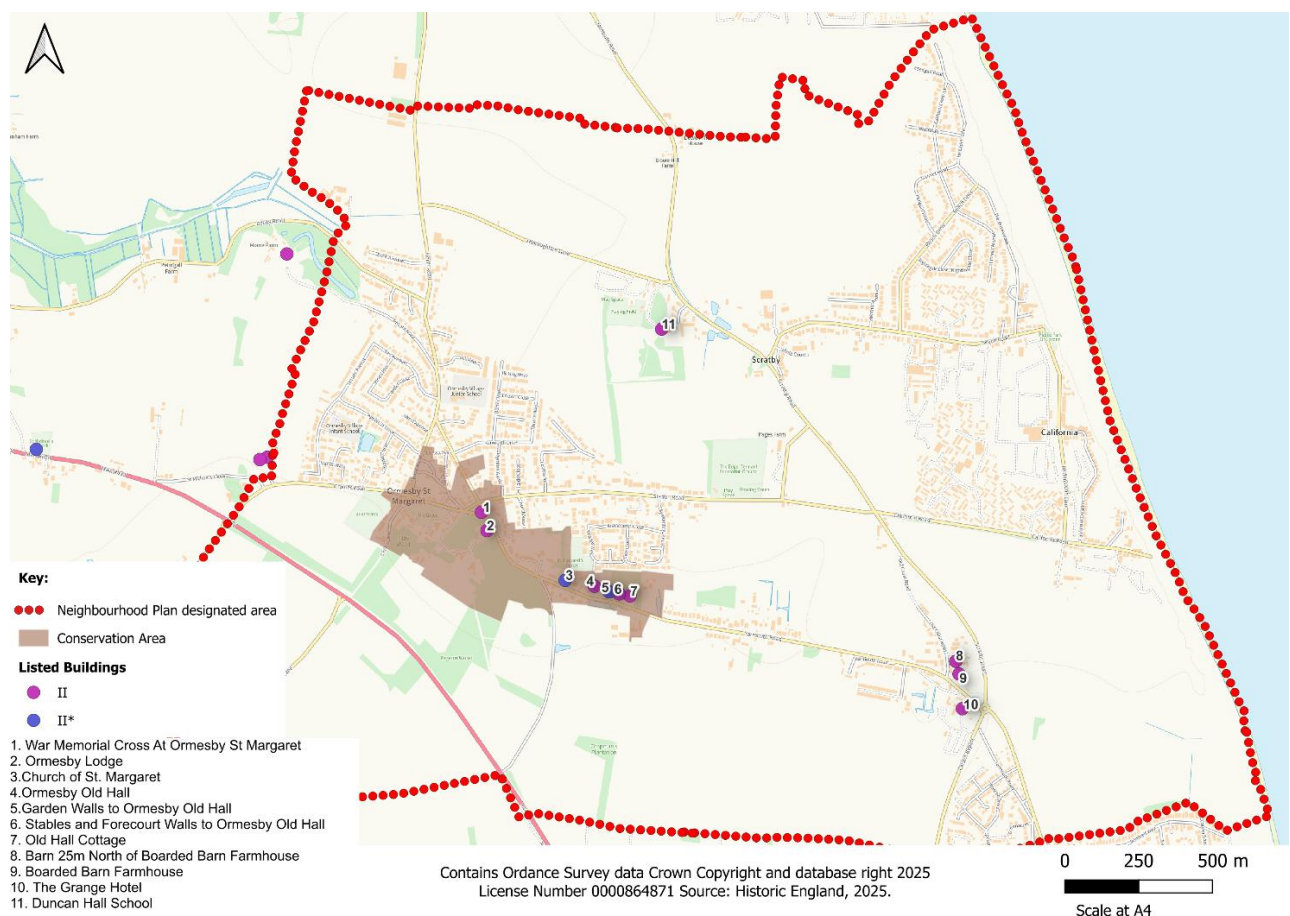


11 Historic Environment

11.1. National and GYLP policy already gives a high level of protection to both designated and non-designated heritage assets. This neighbourhood plan provides additional detail on how applications within the Conservation Area should be considered, and clarity on which buildings the community feel should be considered non-designated heritage assets.

11.2. There are eleven listed buildings within the parish, many of which are found within the Conservation Area designated within Ormesby St Margaret village centre. A map of listed buildings in the parish is at **Figure 27**.

Figure 24: Listed Buildings



11.3. During WW2 the coastline was heavily defended against the threat of a possible German invasion. Arial photographs taken in the 1940s show the extensive network of defences in the parish, including pillboxes, an air raid shelter, a military camp, and other coastal defences. Norfolk Heritage Explorer identifies there to be 183 sites or finds of heritage importance within the parish. This is a mix of buildings of local importance, monuments, find sites, WW2 defences, roman coins, and old field boundaries. Finds of archaeological significance should be considered when considering the location of new development.

11.4. The NPPF defines the historic environment as *'all aspects of the environment resulting from the interaction between people and places through time, including*

all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planned or managed flora'. It covers the conservation of the historic environment comprehensively, including the planning balance to be applied to different levels of protection, such as non-designated heritage assets. Legislation also provides protection for certain assets such as listed buildings.

- 11.5. The adopted and emerging Local Plan set out the approach to conserving and enhancing the significance of the borough's heritage assets and their settings, including Conservation Areas and designated and non-designated heritage assets. The emerging Local Plan carries this approach forward through updated historic environment policies, which should be read alongside national policy. Norfolk County Council's Historic Environment Team will continue to advise on planning applications in the parish and, where necessary, recommend archaeological assessment, investigation or mitigation to protect or record buried archaeological remains before they are affected by development.
- 11.6. In preparing the historic environment policies, regard has been had to Historic England Advice Note 11: *Neighbourhood Planning and the Historic Environment* (Second Edition)¹⁷. This guidance supports neighbourhood plans in identifying, understanding and managing the historic environment, including designated heritage assets, non-designated heritage assets, local character and the wider setting of historic places.

Ormesby St Margaret Conservation Area

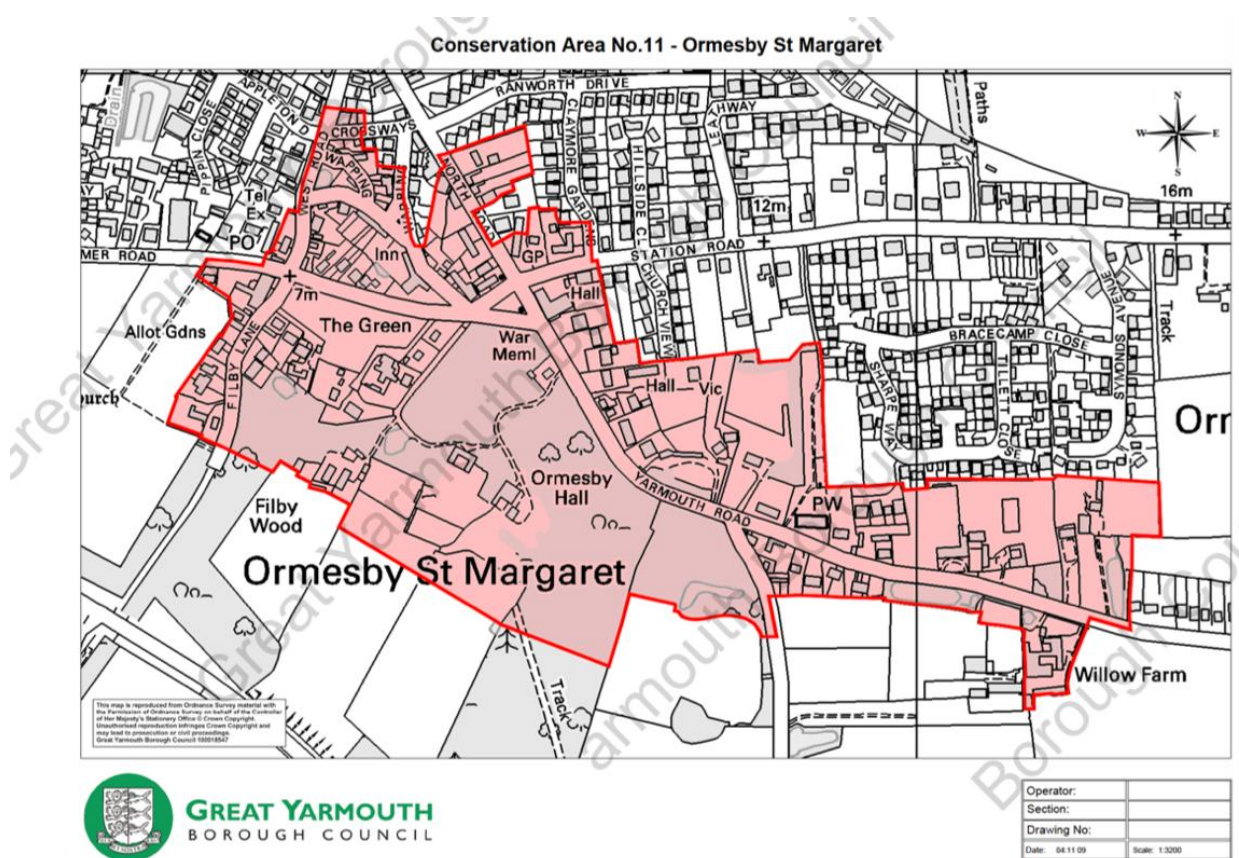
- 11.7. A Conservation Area designated in 1983 exists in Ormesby St Margaret village centre and out along Yarmouth Road, see **Figure 28**. A good number of the listed buildings are located here, including the Church of St Margaret and Ormesby Old Hall, which are Grade II* Listed, which means they are particularly important buildings of more than special interest. Just 5.8% of listed buildings in England are Grade II*.
- 11.8. The Conservation Area Appraisal identifies that the siting of the Parish Church of St Margaret with the roadway cut into the sloping ground is outstanding. It's well-proportioned 15th Century tower, with its beautiful flint flushwork around the battlement parapet, and fine fretted sound holes and windows is a joy. The church, which is predominantly 14th Century has a Norman doorway that has been re-set on the south front. Historically, the gap between the church and the village gave the gentry an opportunity to erect their mansions within the village confines. The wall to the front of the Church forms an important part of the street scene.
- 11.9. Ormesby Old Hall is a mid-17th century house, the south front is built solely in header bond, which is very rare, and has a central pediment, a central door with Tuscan columns and sash windows. The mature lime avenue at Old Ormesby Hall is a significant local landscape feature.

¹⁷ [Neighbourhood Planning and the Historic Environment - Historic England \(PDF\)](#)

11.10. The Conservation Area is clearly a heritage asset in its own right, and planning applications should be assessed in accordance with the impact they will have on the character and appearance of its key features and the sense of place they create. The NPPF requires that *'in determining planning applications, local planning authorities should require an applicant to describe the significance of any heritage asset affected, including any contribution made to their setting. The level of detail should be proportionate to the assets' importance' and no more than is sufficient to understand the potential impact of the proposal on their significance'*.

11.11. **Policy 9** aims to encourage development proposals within the Conservation Area to enhance its character and unique qualities and have particular regard to the Ormesby St Margaret with Scratby Design Guidance and Codes Document (2022).

Figure 25: Ormesby St Margaret Conservation Area



Policy 9: Ormesby St Margaret Conservation Area

Development proposals within the Ormesby St Margaret Conservation Area should have particular regard to the Ormesby St Margaret with Scratby Design Guidance and Codes Document (2022) and the Conservation Area Character Area. This includes the following:

- A. The effect of the proposal on the significance of any designated or non-designated heritage assets.

Policy 9: Ormesby St Margaret Conservation Area

B. Significant townscape features, such as historic walls, trees, ponds, hedges, and open spaces.

C. The general rhythm, outline, and scale of the existing buildings within the area.

Applications that involve the sensitive restoration or adaption of buildings that are empty or in disrepair will be supported.

Trees in the Conservation Area are protected. Development proposals will be expected to take opportunities to plant additional native trees wherever feasible.

Non-Designated Heritage Assets

- 11.12. The Government's Planning Practice Guidance recognises that there are buildings, monuments, sites, places, areas, or landscapes identified as having a degree of significance meriting consideration in planning decisions, but which are not formally designated heritage assets. In some areas local authorities keep a local list of non-designated heritage assets, incorporating those identified by neighbourhood planning bodies. The NPPF determines that the effect of an application on the significance of a non-designated heritage asset should be considered in determining the application.
- 11.13. Non-designated heritage assets (NDHA) should be identified against a clear set of consistent criteria, and Historic England provide guidance in relation to this¹⁸. The emerging Great Yarmouth Local Plan also includes criteria for assessing local heritage significance. These sources have informed the approach taken in this Neighbourhood Plan. A comprehensive review by the working group of designated heritage assets and the Historic Environment Record was undertaken prior to considering whether there were other assets of heritage value worth identifying in the neighbourhood plan. Those considered to have heritage merit were visited and further evidence gathered on them. This included input from the Conservation Team at Great Yarmouth Borough Council who provided feedback in relation to the historic merit of the assets identified.
- 11.14. It should be noted that these are not the only non-designated heritage assets in the parish, just those considered of local importance when developing this plan, particularly from suggestions by the community. The assets in **Figure 29** are identified as non-designated heritage assets.

Policy 10: Non-Designated Heritage Assets

The following non-designated heritage assets are identified as having local historic and heritage significance:

1. Remains of St Peter's Church, Ormesby St Margaret
2. Location of St Andrew's Buried Church and underground remains, Ormesby St Margaret
3. Alma Cottages, Beach Road, Scratby
4. Fisherman's Cottages, California Road, Scratby

Development proposals affecting a non-designated heritage asset, or its setting, should have regard to the significance of the asset, including its character, important features, setting and relationship with surrounding buildings and land uses.

The effect of a proposal on the significance of a non-designated heritage asset should be considered in accordance with national policy.

¹⁸ Historic England (2021) Local Heritage Listing: Identifying and Conserving Local Heritage Advice Note 7 (Second Edition): [Local Heritage Listing: Identifying and Conserving Local Heritage \(historicengland.org.uk\)](https://historicengland.org.uk)

Policy 10: Non-Designated Heritage Assets

Where applicable, proposals affecting the setting of non-designated heritage assets identified in Figure 29 should demonstrate how regard has been given to:

- a) Distinctive historic features of the asset;
- b) Elements of the setting which contribute positively to its significance; and
- c) The contribution made by the asset and its setting to the character of the local area.

Figure 26: Non-designated Heritage Asset Map

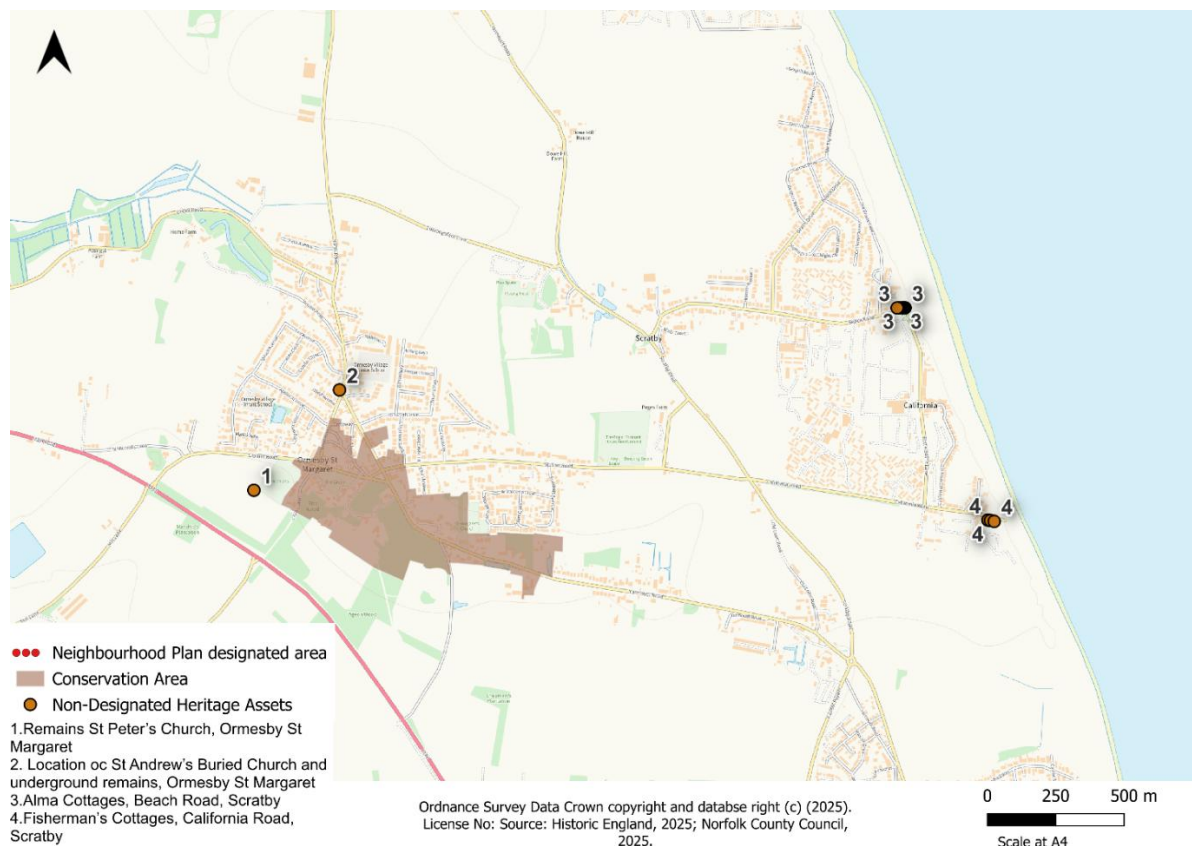


Figure 27: NDHA 1 and 2



Figure 28: NDHA 3

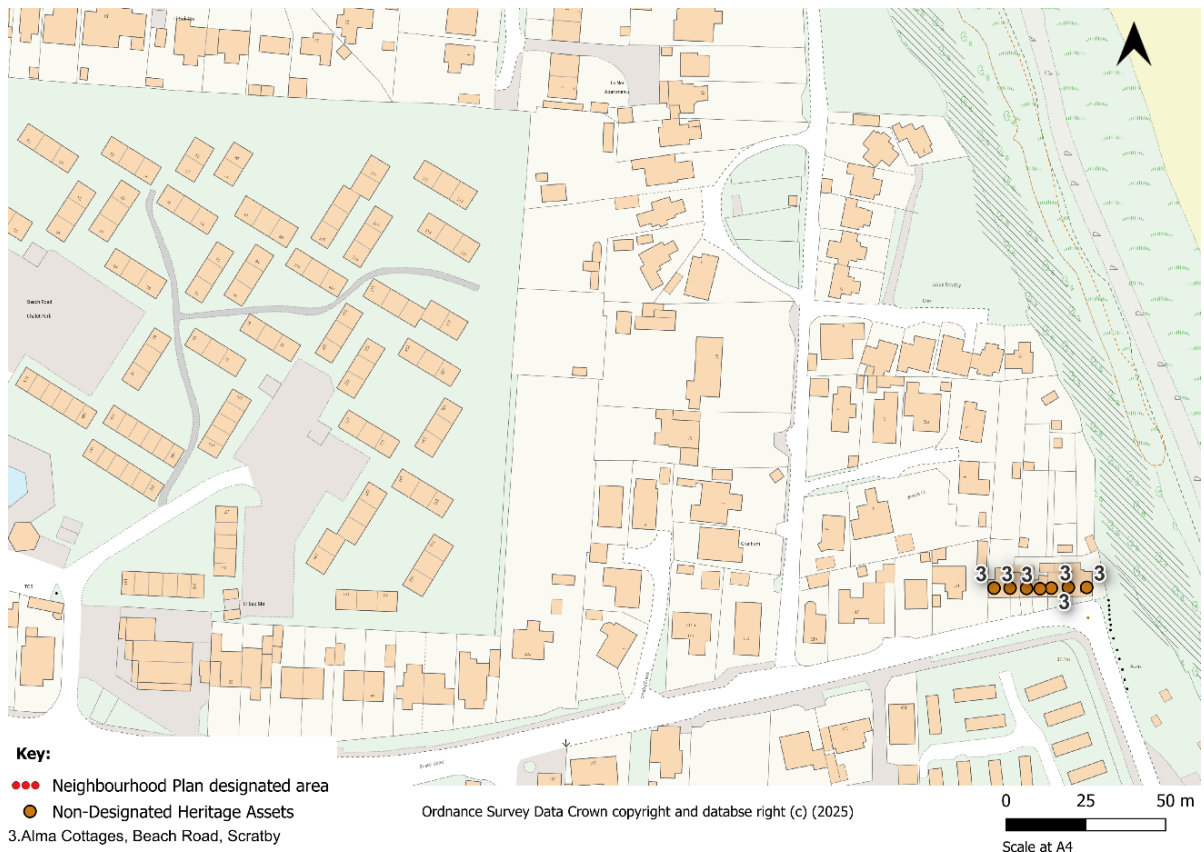


Figure 29: NDHA 4



Appendix A: Design Codes Checklist

General Approach

Because the design guidelines cannot cover all design eventualities, this section provides a number of questions based on established good practice against which the design of a proposal should be evaluated.

General design guidelines for new development
• Integrate with existing paths, streets, circulation networks and patterns of activity • Reinforce or enhance the established village or smaller settlement character of streets, greens, and other spaces • Harmonise and enhance existing settlement in terms of physical form, architecture, and land use • Relate well to local topography and landscape features, including prominent ridge lines and long-distance views • Reflect, respect, and reinforce local architecture and historic distinctiveness • Retain and incorporate important existing features into the development • Respect surrounding buildings in terms of scale, height, form, and massing • Adopt contextually appropriate materials and details • Provide adequate open space for the development in terms of both quantity and quality • Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features; • Ensure all components e.g., buildings, landscapes, access routes, parking and open space are well related to each other • Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape, or the amenities of neighbours • Ensure that places are designed with management, maintenance, and the upkeep of utilities in mind • Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g., insulation), before specification of energy efficient building services and finally incorporate renewable energy sources • Positively integrate energy efficient technologies

The aim is to assess all proposals by objectively answering the **relevant** questions below. It is recognised that there is a large number of questions (69) and these have been pulled out from the AECOM Ormesby St Margaret with Scratby Design Codes and Documents (2022). Not all the questions will apply to every development. When an applicant submits the design checklist it is encouraged that the questions/headings which have not been addressed in one's application is stated and the reasoning behind this.

For example, a householder extension may not require car parking. In this case the Applicant should indicate that this section of the checklist is not applicable.

The relevant questions should provide an assessment as to whether the design proposal has considered the context and provided an adequate design solution.

A proportionate approach should be taken to the scale and type of proposal. It is up to the applicant on how they wish to interpret the design checklist. An Applicant could:

EITHER

Provide a response to each question in the checklist.

OR

Provide a summary statement under each of the relevant checklist headings, as below.

1. Street grid and layout
2. Local green spaces, views, and character
3. Gateway and access features
4. Buildings layout and grouping
5. Building lines and boundary treatments
6. Building heights and rooflines
7. Household extensions
8. Building materials and surface treatments
9. Car parking

Effective use of the design checklist will be monitored by the Parish Council when applications are submitted.

Checklist Questions

Street grid and layout:
1. Does it favour accessibility and connectivity? If not, why? 2. Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists, and those with disabilities? 3. What are the essential characteristics of the existing street pattern; are these reflected in the proposal? 4. How will the new design or extension integrate with the existing street arrangement? 5. Are the new points of access appropriate in terms of patterns of movement? Do the points of access conform to the statutory technical requirements?
Local green spaces, views & character:
6. What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area? 7. Does the proposal maintain or enhance any identified views or views in general? 8. How does the proposal affect the trees on or adjacent to the site? 9. Can trees be used to provide natural shading from unwanted solar gain? i.e. deciduous trees can limit solar gains in summer, while maximising them in winter. 10. Has the proposal been considered within its wider physical context? 11. Has the impact on the landscape quality of the area been taken into account? 12. In rural locations, has the impact of the development on the tranquillity of the area been fully considered? 13. How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design? 14. How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design? 15. Can any new views be created? 16. Is there adequate amenity space for the development? 17. Does the new development respect and enhance existing amenity space? 18. Have opportunities for enhancing existing amenity spaces been explored? 19. Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed? 20. Is there opportunity to increase the local area biodiversity? 21. Can green space be used for natural flood prevention e.g. permeable landscaping, swales etc.? 22. Can water bodies be used to provide evaporative cooling? 23. Is there space to consider a ground source heat pump array, either horizontal ground loop or borehole (if excavation is required)?
Gateway and access features
24. What is the arrival point, how is it designed? 25. Does the proposal maintain or enhance the existing gaps between settlements? 26. Does the proposal affect or change the setting of a listed building or listed landscape? 27. Is the landscaping to be hard or soft?
Buildings layout and grouping
28. What are the typical groupings of buildings? 29. How have the existing groupings been reflected in the proposal? 30. Are proposed groups of buildings offering variety and texture to the townscape? 31. What effect would the proposal have on the streetscape? 32. Does the proposal maintain the character of dwelling clusters stemming from the main road?

33. Does the proposal overlook any adjacent properties or gardens? How is this mitigated?
34. Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles?
35. If any of the buildings were to be heated by an individual air source heat pump (ASHP), is there space to site it within the property boundary without infringing on noise and visual requirements?
36. Can buildings with complementary energy profiles be clustered together such that a communal low carbon energy source could be used to supply multiple buildings that might require energy at different times of day or night to reduce peak loads? And/or can waste heat from one building be extracted to provide cooling to that building as well as heat to another building?

Building line and boundary treatment

37. What are the characteristics of the building line?
38. How has the building line been respected in the proposals?
39. Has the appropriateness of the boundary treatments been considered in the context of the site?

Buildings heights and roofline

40. What are the characteristics of the roofline?
41. Have the proposals paid careful attention to height, form, massing and scale?
42. If a higher-than-average building(s) is proposed, what would be the reason for making the development higher?
43. Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?
44. Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

Household extensions

45. Does the proposed design respect the character of the area and the immediate neighbourhood, and does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing impact?
46. Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?
47. Do the proposed materials match those of the existing dwelling?
48. In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?
49. Are there any proposed dormer roof extensions set within the roof slope?
50. Does the proposed extension respond to the existing pattern of window and door openings?
51. Is the side extension set back from the front of the house?
52. Does the extension offer the opportunity to retrofit energy efficiency measures to the existing building?
53. Can any materials be re-used on site to reduce waste and embodied carbon?

Building materials & surface treatment

54. What is the distinctive material in the area?
55. Does the proposed material harmonise with the local materials?
56. Does the proposal use high-quality materials?
57. Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?

58. Does the new proposed materials respect or enhance the existing area or adversely change its character?
59. Are recycled materials, or those with high recycled content proposed?
60. Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.
61. Can the proposed materials be locally and/or responsibly sourced? E.g. FSC timber, or certified under BES 6001, ISO 14001 Environmental Management Systems?

Car parking

62. What parking solutions have been considered?
63. Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
64. Has planting been considered to soften the presence of cars?
65. Does the proposed car parking compromise the amenity of adjoining properties?
66. Have the needs of wheelchair users been considered?
67. Can electric vehicle charging points be provided?
68. Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?
69. If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a biodiverse roof in its design?

Appendix B: List of Community Facilities

Community facilities:

1. Pharmacy
2. Jolly Farmers pub
3. Light of Life Baptist church
4. Ormesby Village Junior School
5. Ormesby Village Infant School
6. Post Office
7. GP surgery
8. The Butchers Taproom pub
9. Ormesby St Margaret church
10. The Village Centre village hall
11. Bracecamp Parish Hall
12. Ormesby St Margaret with Scratby recreation ground
13. Post office
14. All Saints parish hall
15. White's Lounge Bar
16. Public toilets
17. Community library
18. The California Tavern pub
19. The Smokehouse bar
20. Ormesby bowls club