

Agenda

CABINET

Members of the Cabinet

Portfolio

Date

Monday 9 December 2019

Mr J Fuller
(Chairman)

External Affairs and
Policy

Mrs K Mason Billig
(Vice Chairman)

Stronger
Communities and
Governance

Mrs Y Bendle

Health, Housing and
Wellbeing

Mrs A Thomas

Finance and
Resources

Mr K Kiddie

Regulatory and
Environmental
Excellence

Mrs L Neal

Planning and
Economic Growth

Time

9.00 am

Place

Colman and Cavell Rooms
South Norfolk House
Cygnet Court
Long Stratton
Norwich
NR15 2XE

Contact

Claire White tel (01508) 533669

South Norfolk District Council
Cygnet Court
Long Stratton Norwich
NR15 2XE

Email: democracy@s-norfolk.gov.uk
Website: www.south-norfolk.gov.uk

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If you have any special requirements in order to attend this meeting,
please let us know in advance

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Agenda

1. To report apologies for absence
2. Any items of business which the Chairman decides should be considered as a matter of urgency pursuant to Section 100B(4)(b) of the Local Government Act, 1972. Urgent business may only be taken if, "by reason of special circumstances" (which will be recorded in the minutes), the Chairman of the meeting is of the opinion that the item should be considered as a matter of urgency;
3. To Receive Declarations of Interest from Members (please see guidance – page 3)
4. To confirm the minutes of the meeting of Cabinet held on 11 November 2019
(attached – page 5)
5. Joint Commercialisation Strategy; (report attached – page 11)
6. Review of Discretionary Rate Relief; (report attached – page 20)
7. Adoption of Conservation Area Appraisals and Boundary Amendments for Fritton, Pulham St Mary, Pulham Market, Seething, Starston and Wacton Conservation Areas; (attached – page 55)
8. Norfolk Strategic Planning Framework 2020/21 (report attached – page 199)
9. Framingham Earl Community Sports Centre Management; (report attached – page 207)
10. Health and Wellbeing Strategy; (report attached – page 215)
11. Cabinet Core Agenda; (attached – page 219)

12. Exclusion of the Public and Press

To exclude the public and press from the meeting under Section 100A of the Local Government Act 1972 for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Act (as amended)

13. Waste Services Review; (report attached – page 220)

(NOT FOR PUBLICATION by virtue of Schedule 12A Part 1 of Paragraph 3 of the Local Government Act 1972 (as amended))

DECLARATIONS OF INTEREST AT MEETINGS

When declaring an interest at a meeting Members are asked to indicate whether their interest in the matter is pecuniary, or if the matter relates to, or affects a pecuniary interest they have, or if it is another type of interest. Members are required to identify the nature of the interest and the agenda item to which it relates. In the case of other interests, the member may speak and vote. If it is a pecuniary interest, the member must withdraw from the meeting when it is discussed. If it affects or relates to a pecuniary interest the member has, they have the right to make representations to the meeting as a member of the public but must then withdraw from the meeting. Members are also requested when appropriate to make any declarations under the Code of Practice on Planning and Judicial matters.

Have you declared the interest in the register of interests as a pecuniary interest? If Yes, you will need to withdraw from the room when it is discussed.

Does the interest directly:

1. affect yours, or your spouse / partner's financial position?
2. relate to the determining of any approval, consent, licence, permission or registration in relation to you or your spouse / partner?
3. Relate to a contract you, or your spouse / partner have with the Council
4. Affect land you or your spouse / partner own
5. Affect a company that you or your partner own, or have a shareholding in

If the answer is "yes" to any of the above, it is likely to be pecuniary.

Please refer to the guidance given on declaring pecuniary interests in the register of interest forms. If you have a pecuniary interest, you will need to inform the meeting and then withdraw from the room when it is discussed. If it has not been previously declared, you will also need to notify the Monitoring Officer within 28 days.

Does the interest indirectly affect or relate any pecuniary interest you have already declared, or an interest you have identified at 1-5 above?

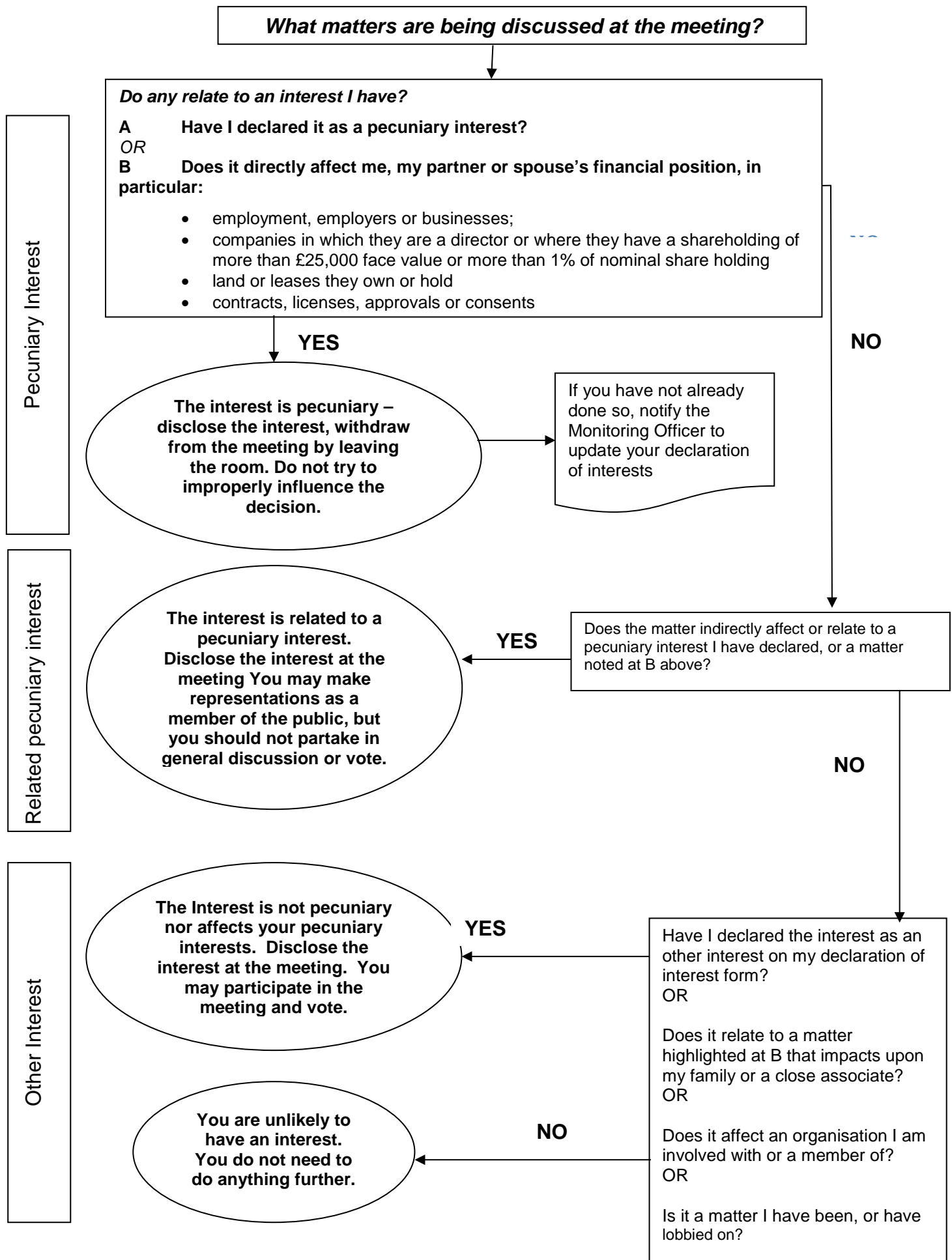
If yes, you need to inform the meeting. When it is discussed, you will have the right to make representations to the meeting as a member of the public, but you should not partake in general discussion or vote.

Is the interest not related to any of the above? If so, it is likely to be an other interest. You will need to declare the interest, but may participate in discussion and voting on the item.

Have you made any statements or undertaken any actions that would indicate that you have a closed mind on a matter under discussion? If so, you may be predetermined on the issue; you will need to inform the meeting, and when it is discussed, you will have the right to make representations to the meeting as a member of the public, but must then withdraw from the meeting.

**FOR GUIDANCE REFER TO THE FLOWCHART OVERLEAF.
PLEASE REFER ANY QUERIES TO THE MONITORING OFFICER IN THE FIRST
INSTANCE**

DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF





CABINET

Minutes of a meeting of the Cabinet of South Norfolk District Council held at South Norfolk House, Long Stratton on Monday 11 November 2019 at 9.00am.

Members Present:

Cabinet: Councillors: J Fuller (Chairman), K Kiddie, K Mason Billig, L Neal and A Thomas

Apologies: Councillor: Y Bendle

Non-Appointed Councillors: D Bills, C Brown, V Clifford-Jackson, A Dearnly, F Ellis, J Hornby, T Laidlaw, G Minshull and V Thomson

Officers in Attendance: The Managing Director (T Holden), the Director of People and Communities (J Sutterby), the Director of Place (P Courtier), the Director of Resources (D Lorimer), the Assistant Director Governance and Business Support (E Hodds), the Assistant Director Individuals and Families (M Pursehouse), the Chief of Staff (H Ralph), the Business Improvement Leads (S Cook and E Pepper), the Group Accountant (J Brown), the Senior Governance Officer (E Goddard), the Environmental Management Officers (D Baillie-Murdon and A Old)

2746 MINUTES

Subject to minor amendments, the minutes of the meeting of the Cabinet held on 14 October 2019 were confirmed as a correct record and signed by the Chairman.

2747 PERFORMANCE, RISK, REVENUE AND CAPITAL BUDGET POSITION FOR Q2 2019/20

Members considered the report of the Group Accountant, the Business Improvement Lead and the Senior Governance Officer, which detailed the Council's performance against strategic measures, risk position and financial position for the second quarter of 2019/20.

The portfolio holder, Cllr A Thomas commended the report to members, and congratulated staff on the positive position at the end of quarter 2. However, she stressed the need to remain prudent, as unexpected cost pressures might arise in the future.

Officers presented the report to members, highlighting particular areas of performance, risk capacity and budget position.

Members noted that targets had not been met with regard to achieving cost neutrality for the Council's leisure centres,

With reference to the performance of the Council's leisure centres, members noted that targets relating to income had not been met. Officers explained that the contract at Wymondham Leisure Centre's café had just been renewed and this would provide more guaranteed income for the Council, as would the extension to the car park, which was progressing. Members also noted that performance at the Centre's spa continued to improve.

The Chairman stressed that missing target should not deflect from the overall commendable performance of the leisure provision, and he referred to the Council's significant investment in leisure and the huge benefits in health and wellbeing to residents.

Members noted that officers had reviewed the measures relating to leisure and Cabinet agreed the proposed changes to measures HE1901 and HE1902. With regard to measure H1602, the % increase in the number of adults participating in exercise regularly to lead healthier lives (a Sports for England measure), it was felt appropriate that this figure continued to be reported to Cabinet annually.

In response to queries regarding the wrong treatment of VAT, the Group Accountant explained that this had been identified during a VAT review and had occurred when implementing a new IT system. Members were reminded that this was not an additional debt, but monies the Council had always owed.

Turning to member ward grants, members noted that only £3,809 had been spent out of a possible £46,000. Cabinet acknowledged that spend on this budget was always low at this stage during an election year, however, wished to remind members that the cut off date was 31 December, and that any unspent funds would be transferred to the Community Action Fund. Cllr Mason Billig reminded members that they could transfer funds to neighbouring wards, if it was in support of a project that would benefit multiple wards.

Referring to measure HE1603, the % of households in temporary accommodation for 8 weeks or less, members noted that this had not met stretch target. The Assistant Director of Individuals and Families explained that this had been due to additional support given to one family in need, and that due to the small numbers involved, this had impacted on target, and reduced performance from 100% to 75%. The Chairman suggested that in future, it would be helpful to highlight such information within the report.

Discussion also centred around areas of good performance, with reference being made to Housing Benefits and Council Tax, Social Prescribing and Waste. The Chairman referred to South Norfolk having the lowest contamination rate in the County, however, some residents were continuing to put dirty nappies in recycling, and members agreed that education was key in resolving these issues.

It was

RESOLVED: To

- a) Note the 2019/20 performance for the quarter and the combined efforts across the Directorates to deliver the vision of the Council (detail contained in Appendix 1).
- b) Note the current position with respect to risks and accept the actions to support risk mitigation (detailed in Section 6 of this report).
- c) Note the capital and revenue position and the reason for the variances on the General Fund (detail contained in Appendix 2).
- d) Approve the recommended amendments to the Leisure Measures HE1901 & HE1902 and that Measure HE 1602 continues to be reported annually.

The Reason for the Decision

To ensure that processes are in place to improve performance, the management of risks is sound, and that budgets are managed effectively.

Other Options Considered

None.

2748 TREASURY MANAGEMENT QUARTER 2 REPORT 2019/20

Members considered the report of the Group Accountant, which reviewed the treasury management activity during the first six months of the financial year 2019/20, the position on investments as at 30 September 2019, and reported on the prudential indicators as required by CIPFA's Treasury Management Code of Practice.

The Group Accountant presented the report, drawing members' attention to the key areas. Members noted that investments had risen by £7.27 million from 1 April 2019, to £51.799 million at 30 September. Cabinet agreed that this was excellent performance, given the state of the economy, and the Chairman referred to the fact that investments had doubled in the last 15 years.

The portfolio holder, Cllr A Thomas, made reference to the need for a member training session regarding Big Sky Ventures Limited and subsidiary companies, and suggested that it would be appropriate to involve members from Broadland. The Managing Director suggested that this might be an appropriate topic at the All Member briefing scheduled to take place on 4 December 2019.

It was

RESOLVED: To **RECOMMEND THAT COUNCIL:**

- 1. Notes the treasury activity for the first half of the year and that it complies with the agreed strategy.

2. Notes the 2019/20 prudential indicators for the first six months of the year.

The Reason for the Decision

To ensure that the Council's investment strategy remains positive

Other Options Considered

None.

2749 ENVIRONMENTAL ACTION PLAN AND POLICY STATEMENT

Members considered the report of the Environmental Management Officers, which brought together the environmental aspirations for both Broadland and South Norfolk Councils into a single Action Plan, with a joint overarching Policy Statement, setting out the Councils' commitment to the Environment.

The Environmental Management Officers presented their report, drawing members' attention to the key issues. They explained that the proposals included an overarching statement of intent, supported by an Action Plan which reflected the shared and individual actions of each Council. Once approved, officers would carry out a baselining exercise, to gather data to be used to draw up targets, to be used in the Action Plan.

The Chairman explained that whilst he welcomed the main thrust of the document, he felt that further emphasis was required on street cleaning, recycling and fly tipping. It was also suggested that the documents could demonstrate more ambition, and that more focus was required on those activities that could be delivered by the Council.

During discussion, Cabinet noted that a number of changes had been made to the documents, following the meeting of the Growth Infrastructure and Environment Policy Committee. Members supported the documents, however, some agreed that the overall ambition and clarity of outcomes could be further emphasised. It was also suggested that the Action Plan did not contain enough detail, and reference was made to the Government's 25 Year Environment Plan.

The Managing Director reminded members that the documents provided a steer on the high-level principles, and that the Action Plan was work in progress. However, members concluded that the documents required further work and should be considered again by the Growth Infrastructure and Environment Committee, before returning to Cabinet and then on to Council.

It was

- RESOLVED:**
1. That the focus of the Policy Statement and detail of the Action Plan, be reconsidered by the Growth Infrastructure and Environment Policy Committee, with particular regard given to fly tipping, recycling and street cleaning;

2. That the recommendations of the Policy Committee be reported to Cabinet and then on to Council, by the end of December if possible.

The Reason for the Decision

To ensure that the Policy Statement and Action Plan reflect the environmental aspirations and ambitions of the Council.

Other Options Considered

To approve the Policy Statement and Action Plan in its current format.

2750 JOINT DOMAIN NAME

Members considered the report of the Strategic Marketing and Communications Managers, which sought approval for the single domain name for Broadland and South Norfolk Councils, for formal submission to Central Government.

The Chief of Staff presented the report to Cabinet, explaining that a shortlist of names was produced following member and staff suggestions. These were considered by an all-member and staff-survey. The most popular first choice was "South Norfolk and Broadland", and it was proposed that this be submitted as the Councils' preferred choice to Government.

Discussion followed, and Cllr K Mason Billig stressed the importance of submitting an application to Government, to ensure that the Councils had a platform to move forward, in terms of a single email system and website.

It was

RESOLVED: To agree to submit "South Norfolk and Broadland" as the preferred choice to Central Government, for the single domain name for Broadland and South Norfolk.

The Reason for the Decision

To enable Broadland and South Norfolk Councils to move forward with the development of a single website and email system.

Other Options Considered

A domain name of Central Norfolk or Greater Norwich.

2751 CABINET CORE AGENDA

Members noted the latest version of the Cabinet Core Agenda.

2752 EXCLUSION OF THE PUBLIC AND PRESS

It was

RESOLVED: To exclude the public and press from the meeting under Section 100A of the Local Government Act 1972 for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Act (as amended)

2753 UPDATE ON THE FUTURE DIRECTION OF THE BUILD INSIGHT COMPANIES

Members considered the exempt report of the Director of Resources, which reviewed the current status of the Build Insight Companies and provided a recommendation in relation to the future direction of the companies.

The Director of Resources outlined the background of her report, explaining the progress that had been made, since reporting to Council back in July 2019.

Members noted the options, that had been explored and agreed that in the circumstances, the proposals in the report were the most appropriate way forward.

It was

RESOLVED: To approve the proposal, as outlined in para 4.6 of the report.

The Reason for the Decision

To protect future Council finances and the interests of customers

Other Options Considered

As outlined in the report.

(The meeting concluded at 10.45 am)

Chairman



Agenda Item: 5
Cabinet
9 December 2019

Joint Commercialisation Strategy

Report Author(s): Debbie Lorimer
Director Resources
01508 533981
dlorimer@s-norfolk.gov.uk

Portfolio: Finance and Resources

Ward(s) Affected: None

Purpose of the Report:

The Feasibility Study adopted by both Broadland and South Norfolk Councils, in July 2018, expressed a number of drivers for the collaboration which included a wish to achieve greater long-term financial stability. The study included proposals around Commercial Opportunities which the collaboration would assist in facilitating. This joint Commercialisation Strategy outlines an approach which can be adapted according to each Councils' ambitions and risk appetite to deliver these opportunities.

Recommendations:

1. Cabinet recommend to Council the approval and adoption of the Joint Commercialisation Strategy.

1 SUMMARY

- 1.1 Since 2010, Local Government funding has reduced dramatically and there continues to be ongoing uncertainty around future funding streams. The Feasibility Study on the Collaboration between Broadland and South Norfolk Councils recognised that both Councils have funding gaps within their medium-term financial plans, which could be assisted by delivering savings but also provide commercial opportunities to produce further efficiencies or generate income while maintaining or improving services. The Joint Commercialisation Strategy seeks to develop an approach to deliver these commercial opportunities, which can be adapted according to each Councils' ambitions and risk appetite.

2 BACKGROUND

- 2.1 Both Councils have been successful in driving cost savings whilst maintaining high levels of service and customer satisfaction. In addition, both Councils have taken the commercial approach of setting up a development company to deliver housing. As described above the Feasibility Study outlined a number of commercial opportunities to take forward through the collaboration.

3 CURRENT POSITION/FINDINGS

- 3.1 The proposal for a Joint Commercialisation Strategy will ensure that opportunities are taken forward for the benefit of both Councils, depending upon the individual council's ambitions and appetite for risk.
- 3.2 For the purposes of the proposed strategy, Commercialisation is defined as: "Commercialisation means the delivery of services by the Councils' or their Companies, in a manner which results in at least one of the following: income generation, greater efficiency or cost reduction, although this may not be the primary or only aim of the provision of the services."
- 3.3 The proposed Strategy outlines three main objectives as follows:
- Take a commercial approach to service design and management while having regard to our public service ethos promoting equity and fairness
 - Encouraging innovation while optimising assets and services
 - Exploit opportunities to generate income surplus for reinvestment by increasing income, reducing cost and maximising efficiency
- 3.4 There is a need to develop Officers so that they have the skills to take forward commercial opportunities and this will be addressed within the Organisational Development Programme which is currently being developed.
- 3.5 The Finance, Resources, Audit and Governance Committee considered the Joint Commercial Strategy on the 22 November 2019 and recommend that Cabinet, agree to recommend to Council the approval and adoption of the Joint Commercialisation Strategy.

4 PROPOSED ACTION

- 4.1 Officers have developed a Joint Commercial Strategy, as attached at Appendix A, to provide a framework from which the Councils' commercial activities can be directed and driven. This strategy, while identifying a common approach to commercialisation recognises that the Councils' will have differing risk appetites and ambitions.

5 OTHER OPTIONS

- 5.1 The Councils could choose not to adopt a commercial strategy or to have individual strategies however this would not maximise the opportunities identified in the Feasibility Study.

6 ISSUES AND RISKS

- 6.1 **Resource Implications** – Implementation of the commercial strategy will help to support the Councils in addressing the financial challenges they face. Staffing resources will be required but the commercial activity will need to cover the cost of these.
- 6.2 **Legal Implications** – There are no legal implications in adopting the Joint Commercialisation Strategy, but this will need to be considered when delivering individual opportunities.
- 6.3 **Equality Implications** – There are no equality implications in adopting the Joint Commercialisation Strategy, but this will need to be considered when delivering individual opportunities.
- 6.4 **Environmental Impact** – There are no environmental impacts in adopting the Joint Commercialisation Strategy, but this will need to be considered when delivering individual opportunities.
- 6.5 **Crime and Disorder** – There are no crime and disorder impacts in adopting the Joint Commercialisation Strategy.

7 CONCLUSION

- 7.1 The proposed Joint Commercialisation Strategy provides a framework in which to take forward and maximise the commercial opportunities identified in the Feasibility Study.

8 RECOMMENDATIONS

- 8.1 Cabinet recommend to Council the approval and adoption of the Joint Commercialisation Strategy.

Two Councils - One Team

Joint Commercialisation Strategy

1. Introduction

- 1.1. The Feasibility Study adopted by both Broadland and South Norfolk Councils in July 2018 expressed a number of drivers for the collaboration including the wish to address the funding gaps in both Councils' medium-term financial plans offering greater financial stability.
- 1.2. While there are a number of ways the funding gaps can be addressed including increased business rates from enhanced economic growth, increased Council Tax base due to faster delivery of planned housing, increased grant income from more successful bids and access to new funding opportunities currently unavailable to each Council separately, the Feasibility Study included proposals around Commercial Opportunities which the collaboration would assist in facilitating. This Commercialisation Strategy outlines how these will be taken forward.

2. Background

- 2.1. Broadland and South Norfolk Council, like many local Authorities, continue to operate in a climate of financial uncertainty with increasing demands on services alongside unpredictable future changes to government funding, from the rollout of the 75% Business Rates Retention Scheme and the Fair Funding Review, as well as a lack of clarity around the New Homes Bonus funding.
- 2.2. It is against this background that both Councils have made efficiencies and savings over the years, as the Revenue Support Grants have disappeared, in order to deliver balanced budgets but the medium term financial plans for both Councils' have funding gaps. Developing the Councils' commercial approaches, alongside reimagining how we provide services, will assist in closing these gaps while ensuring the Councils continue to deliver services to at the same level to those that need them.

3. Definition of Commercialisation

- 3.1. For the purposes of this strategy, Commercialisation is defined as:
 "Commercialisation means the delivery of services by the Councils' or their Companies, in a manner which results in at least one of the following: income

generation, greater efficiency or cost reduction, although this may not be the primary or only aim of the provision of the services.”

4. Scope

4.1. The following outlines what is included and excluded from the scope of this strategy.

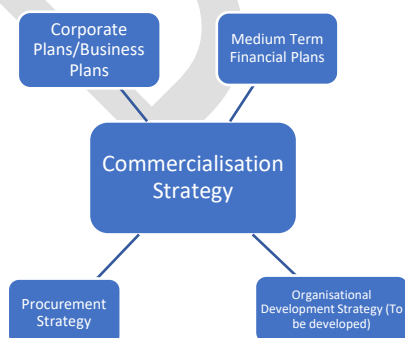
Inclusions:

- Income generated from fees and charges to the public, businesses and other organisations for statutory and discretionary services where charging is permissible
- Council delivered services, internally and externally traded services and services provide on behalf of the Council by a third party
- Commercial companies owned by the Councils
- Council Assets
- Utilising cash reserves and balances to generate income or efficiencies through non-treasury managements investments e.g. loans to subsidiaries, investment properties

Exclusions:

- Council Tax and Business Rates
- Investment Income from Treasury Management Investments - this is managed through the Councils' Treasury Management Strategies
- Income from Statutory and discretionary services where charging is not permissible, or fees are set nationally
- Any grant income

5. Links to other Council Strategies and Policies



6. Aim

6.1. To maximise returns, (financial and social) from both Councils, taking a commercial approach consistent with their individual risk approach, to protect and enhance front line services by becoming financially self-sustainable.

7. Strategic Objectives

- Take a commercial approach to service design and management while having regard to our public service ethos promoting equity and fairness
- Encouraging innovation while optimising assets and services
- Exploit opportunities to generate income surplus for reinvestment by increasing income, reducing cost and maximising efficiency
- Ensure that decisions are taken with regards to the Councils' Environmental policies.

8. How we will deliver the Strategic Objectives:

The delivery of the Strategic Objectives applies to those areas defined in section 4 above as within scope.

8.1. Income Generation

- Provide a consistent approach within each Council in setting and reviewing fees and charges with an aim to achieving full cost recovery where appropriate to do so and a standard approach to concession pricing.
- Ensure that fees and charges reflect market rates and are benchmarked against other service providers and reviewed annually to ensure they are competitive and viable.
- Be cognisant that in certain circumstance reducing fees and charges can increase the customer base and overall income levels.
- Use Customer Insight to up-sell and cross-sell where feasible and appropriate to ensure the services delivered are the services the customer wants.
- Use Marketing Strategies and approaches to deploy our brand most effectively within the marketplace, building our reputation and making use of our unique selling points and our local authority ethos to generate maximum returns.

8.2. Service Costs and Delivery

- Use Customer Insight to understand behaviours and how they drive demand. Re-engineer processes to manage demands.
- Re-engineer processes to ensure they are efficient, effective and responsive.
- Compare the cost of service and income recovery against peers having adjusted for activity levels.
- Evaluate delivery models, reviewing alternatives and potential funding streams to deliver the most effective approach.
- Attract alternative investment models such as social investment.
- Use technology to increase access for customers, allowing them to self-serve where appropriate so that staff can concentrate on those customers who need transformative services.
- Develop and shape supplier markets.
- Maximise the use of Council Land and Buildings or consider realising their value through disposal.

8.3. Commercial Opportunities

- Ensure resources are focused in taking forward genuine opportunities rather than every commercial opportunity that may exist through developing Robust Business Cases to support new initiatives and ideas to demonstrate their viability before deployment.
- Understand existing markets and customer base to explore whether this can be expanded upon.
- Use business intelligence to analyse current service demands and trends and gain competitive advantages.
- Use the Councils' reserves to invest in developing commercial opportunities balancing risk and reward.
- Investigate innovative financing to fund income generation proposals.

8.4. Creating the Right Environment

- Engage with staff at all levels to ensure they have the skills necessary to work commercially and confidence to develop new ideas and be innovative.
- Embed a commercial approach throughout the one team.

8.5. Approach to Risk

- In applying a commercial approach or identifying opportunities, the associated risks will need to be identified and analysed prior to decisions being taken.
- The level of acceptable risk will differ for each Council and will be dependent on the individual activity and overall risk exposure.
- Risks to be considered will include:
 - Financial
 - Reputation
 - Environmental
 - Legal
 - Social
 - Economic

8.6. Governance

- Ensure robust scrutiny of business case models.

8.7. Measuring our success

- Set clear financial and non-financial performance targets for service delivery to clearly understand how we are achieving which will be reported quarterly to each Council's Cabinet.

High Level Action Plan:

Opportunities to explore which were outlined in the Feasibility Study included:

Existing Commercial ventures – investigate where there could be potential for further commercial opportunities and income streams. These included:

- Assets Management Company
- Property rental and investments income
- Affordable Housing one-stop shop
- Temporary Accommodation
- HR Services to Parishes

Existing income from services – operating in a business-like and commercial way there are a number of differences in income-generation and/or service delivery approaches that each council could benefit by sharing experiences, as listed below. The redesign of services under the new one team approach; aligning policies, procedures and processes will assist in driving further efficiencies.

- Bin Charging – now approved at Council
- Pre-application planning advice fees
- Street naming and numbering charges
- Commercial Trade Waste

Commercial activities in other councils – investigate potential initiatives which other councils have delivered which the Councils could adopt, areas identified within the Feasibility Study included:

- Commercial Web Advertising
- Energy Provider Partnership
- Service Provision to other Local Authorities
- Lotteries
- Burial Services

Developing staff - to ensure they have the necessary skills to deliver a commercial approach.



Agenda Item: 6
Cabinet
9 December 2019

REVIEW OF DISCRETIONARY RATE RELIEF

Report Author(s): Simon Quilter, Revenues and Benefits Manager,
Broadland District Council
Tel: 01603 430439
Email: simon.quilter@broadland.gov.uk

Paul Chapman, Policy Officer, South Norfolk Council
Tel: 01508 533892
Email: pchapman@s-norfolk.gov.uk

Portfolio: Resources

Ward(s) Affected: ALL

Purpose of the Report:

To request that Cabinet considers the proposed changes to discretionary rate relief in order to further align policies between Broadland and South Norfolk.

Recommendations:

The Cabinet approve that the revised discretionary rate relief policy shown at appendix 4 is adopted.

1 SUMMARY

- 1.1 This report provides members with an opportunity to consider proposed alignment of Broadland and South Norfolk Council's discretionary rate relief policies.
- 1.2 The same report has been drafted for both authorities in order to maintain consistency and provide a comprehensive overview of current and future schemes.
- 1.3 Where possible, synchronising rate relief policies across the two authorities will make schemes simpler for staff to administer and more transparent and accessible for ratepayers in both areas.
- 1.4 This report and accompanying appendices provide members with a comprehensive overview of all the rate relief schemes operating in Broadland and South Norfolk. Furthermore it enables members to review all of the options available that make up these schemes.

2 BACKGROUND

- 2.1 Discretionary rate relief is principally governed by legislation set centrally by Government. However, over and above provisions that previously existed Billing authorities are able to use some local discretion under the Localism Act to set their own policies.
- 2.2 Core areas of relief relate to charities, non-profit making organisations, local sports clubs, and rural rate reliefs to assist village shops, Post Offices, pubs and petrol filling stations. In recent years the Government has used discretionary rate relief powers to assist businesses through targeted schemes to deliver on national objectives.

Discretionary reliefs can be awarded by billing authorities to supplement mandatory reliefs, where the rates for an organisation are reduced by Government under rules that operate nationally.

Where a ratepayer may qualify for more than one relief, a mandatory relief will always be awarded (where applicable) and different reliefs will be awarded in the following sequence:

1. Mandatory charitable rate relief/Mandatory rate relief for Community Amateur Sports Clubs (CASCs)/Mandatory Rural Rate Relief
2. Small Business Rate Relief (but cannot get if entitled to mandatory relief)
3. Supporting Small Business Rate Relief
4. Discretionary rate reliefs – charities/CASCs/rural discretionary/non-profit making/sports clubs/rates discount/hardship/Enterprise Zone Relief/Local Newspaper relief
5. Local Revaluation Rate Relief
6. Retail Discount

- 2.3 It is proposed that any changes to policy take effect from 1 April 2020. Recipients of discretionary relief were all given the required one years' notice of potential changes to relief entitlement with their rates bills for 2019/20.

3 CURRENT POSITION/FINDINGS

- 3.1 This report summarises all the discretionary rate reliefs currently allowed by each Council.
- 3.2 The report shows areas where the two authority's rate relief schemes were previously synchronised and also where this has been achieved over the past 12 months. The report also details the opportunities for further alignment.
- 3.3 For 2020/21, under the 50% rates retention scheme, relief schemes which are not fully funded by Government result in a cost for Broadland and South Norfolk Councils of 20% of the relief awarded. Where applicable these costs are shown in the appendices to this report. It should be noted that the amount of relief and therefore the benefit to ratepayers in these cases equates to 5 times the amount of the costs of relief shown.
- 3.4 From 2021/22 it is expected that the rate retention scheme will move to 75% local retention. As the national model for how that will operate has not been fully developed we cannot estimate the costs of a revised relief scheme beyond March 2021 at this time.
- 3.5 Portfolio Holders from both councils have been consulted in formulating this report on the proposed changes to relief schemes and the recommendations.
- 3.6 The current Broadland and South Norfolk Council rate relief policies can be found at:
https://www.broadland.gov.uk/downloads/file/930/discretionary_rate_relief_policy
and
<https://www.south-norfolk.gov.uk/businesses/business-rates/can-i-reduce-my-business-rates>

4 PROPOSED ACTION

- 4.1 Appendix 1 shows the current areas where rate relief schemes align and where the two authorities do not align but where alignment is proposed. Appendix 2 shows rate reliefs which do not align and where alignment is not proposed at this time. The most significant areas of policy change are that South Norfolk will extend support for childcare providers, and that Broadland will extend the level of support they provide to many Community Amateur Sports Clubs and other local sports clubs.
- 4.2 The alignment described in Appendix 1 would result in fifteen Broadland and eleven South Norfolk organisations gaining additional support from the policy changes. In addition to that four Broadland and two South Norfolk organisations would see an adverse effect on their relief entitlement.

- 4.3 Both Broadland and South Norfolk Council's operate a rate relief scheme instigated and funded by the Government in 2017 following the revaluation. The scheme runs over 4 years ending in 2020/21 with levels of funding reducing over that period. Given that each Council will receive only around £8,000 in funding for 2020/21 it is suggested that a common approach is adopted whereby support is provided to qualifying businesses on a case by case basis.
- 4.4 The overall cost or reduction in relief recommended in Appendix 1 represents a saving of £2,238 for Broadland and an additional cost of £5,853 for South Norfolk.
- 4.5 The alignments proposed in Appendix 1 would bring the total number of elements on which Broadland and South Norfolk align to 17 out of 21 elements of our relief schemes.
- 4.6 It is proposed that a common approach is taken to decision making for each authority whereby the Assistant Director for Finance has delegated authority to make decisions relating to all individual awards within the agreed policy framework.

5 OTHER OPTIONS

- 5.1 Members could opt to keep existing policies the same as at present for the respective authorities rather than adopt the proposed changes. However this would result in a much wider difference in approach for the two authorities as well as losing the opportunity to synchronise schemes further.

6 ISSUES AND RISKS

- 6.1 **Resource Implications** – Closer alignment of policies would simplify administration of rate relief as we move to a one team structure. There will be no direct resource implications to the proposed changes.
- 6.2 **Legal Implications** – the proposed changes are within existing legislation, and many of the categories of relief are derived from provisions in the legislation. Ratepayers have been given statutory notice of change or withdrawal of relief.
- 6.3 **Equality Implications** – An EqlA is shown at appendix 3
- 6.4 **Environmental Impact** – None
- 6.5 **Crime and Disorder** – None

7 CONCLUSION

- 7.1 Aligning elements of Broadland and South Norfolk's rate relief policies allows the schemes to be simplified, be easier to administer, and offers greater transparency to businesses and non-profit making organisations. It also provides an opportunity to allow increased support to a range of organisations in both council areas.

8 RECOMMENDATIONS

- 8.1 That Cabinet agree that the revised discretionary rate relief policy shown at appendix 4 is adopted.

Background Papers

None

Appendix 1

Some businesses/organisations will automatically qualify for mandatory reliefs, which are set out in law and operate nationally. For other cases, or where mandatory reliefs leave something to pay, authorities have the ability to consider awarding discretionary relief to top up the mandatory entitlement.

Aligned scheme - Registered Community Amateur Sports Clubs (CASCs) – 20% top up to 80% mandatory with £4,000 cap per annum per organisation

Authority	No of awards currently	Cost to authority of awards currently	No of awards in future	Revised cost to authority of 20% top-up awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	nil	£ nil	11	£1,911	+£1,911	NO	YES
SNC	10	£2,479	10	£2,479	nil		
Change: – BDC to introduce 20% top-up relief for registered Community Amateur Sports Clubs							

Aligned scheme – 75% discretionary relief in respect of premises of local sports clubs (non CASC) - to be capped at £12,000 per year.

Authority	No of awards in 2019/20	Cost to authority of awarding as at present	No of awards in 2020/21	Revised cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	2	£1,081	2	£1,622	+£541	NO	YES
SNC	6	£9,319	6	£9,147	-£172		

Change: – BDC move from 25% or 50% support to 75%, SNC move from 100% or 80% relief to 75%. BDC to introduce £12,000 cap as operated by SNC. Most of those in SNC previously awarded 100% relief also qualify for Small Business Rate Relief so are more correctly to be helped under that national scheme.

One club in SNC will see support reduced by £1,600 but will still receive 75% rate relief.

Discretionary relief for sailing/yachting/boating/rowing/watersports clubs (which are not registered CASCs) – to be 25% relief

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Revised cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	2	£781	2	£697	-£84	NO	YES
SNC	nil	£ nil	nil	£ nil	nil		

Change: – BDC move from 25% or 50% to a 25% scheme, SNC to introduce 25% approach although there are no such clubs at present needing this particular support as they are in receipt of other reliefs.

One BDC Yachting club will move from 50% support to 25% with relief reducing from approx. £835 per annum to £418.

Discretionary relief for premises of Golf Clubs

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	1	£2,948	0	£ nil	-£2,948	NO	YES
SNC	nil	£ nil	nil	£ nil	nil		

Change: – BDC to cease relief for Golf Clubs

Other organisations supporting the delivery of sport (not exclusively the base of one or more local sporting clubs)

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Revised cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	2	£3,756	2	£2,000	-£1,756	NO	YES
SNC	nil	£ nil	nil	£ nil	nil		

Change: - BDC to move from 50% to 75% but capped at £5,000. SNC to introduce same approach although no ratepayers affected at present.

Two organisations will see a reduction in support. One from approx. £7600 per annum to £5,000 support and the other from £11,000 relief to £5,000 per annum.

Aligned scheme - Base for young peoples' activities (100% discretionary relief where not a charity, 20% top up relief to charitable groups)

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of 20% top-up awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	28	£4,777	28	£4,875	+£98	NO	YES
SNC	24	£3,545	24	£3,545	nil		

Change: - BDC to move from 80% to 100% for non-charitable groups, SNC to retain at 100%. This principally affects cadet forces groups, but could also affect youth clubs. Scouts, cubs, guides etc (which are charities) already receive full rate relief in both areas.

Discretionary relief for charity shops, village halls with a bar, academy schools and independent schools – approach is not to award 20% top-up relief to these charitable organisations.

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of 20% top-up awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	nil	£ nil	nil	£ nil	nil	YES	YES
SNC	nil	£ nil	nil	£ nil	nil		

No change for BDC or SNC – already aligned.

Relief for childcare providers (day nursery premises) of 20% top up to charities and 25% or 50% support for non-charities

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Revised cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	10	£5,528	10	£5,528	nil	NO	YES
SNC	6	£1,078	17	£7,396	+£6,318		

Change – BDC to increase upper rateable value (RV) qualifying threshold from £30,000 RV to £35,000 RV, and SNC to introduce same practice of supporting day nurseries as BDC. SNC already support the nursery with a 20% top-up where it is run by a charity.

Community Interest Companies – relief at 80%, 50% or nil

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Revised cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	1	£982	1	£982	nil	NO	YES
SNC	5	£2,779	5	£2,786	+£7		

One CIC in SNC will receive £1,605 less support in 2020/21 as a consequence of implementing aligned approach. In some other cases there is only a part year cost in 2019/20 and a full year cost in 2020/21 so in terms of totals that offsets the reduced qualifying support for that one CIC

Supporting Small Business Relief (fully funded by Government)

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	18	£ nil	18	£ nil	YES	YES
SNC	22	£ nil	22	£ nil		

No change – scheme ends March 2021 when next national revaluation due to come into effect.

Rural Rate Relief – 50% mandatory top up (fully funded by Government) - for premises in rural settlements up to nationally specified rateable value thresholds – public houses, post offices, general stores, qualifying food stores and petrol filling stations

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	24	£ nil	24	£ nil	YES	YES
SNC	50	£ nil	50	£ nil		

50% Discretionary Rural Rate Relief for Post Offices and general stores in rural settlements – within a nationally set rateable value (RV) threshold above that within which mandatory relief applies: between £8,500 and £16,500 RV

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	1	£ 252		£252	nil	YES	YES
SNC	2	£976	2	£976	nil		

Relief for offices of Local Newspapers of £1,500 per year (fully funded by Government)

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Change in cost to the authority	Alignment indicator (now)	Alignment indicator (future)
BDC	Nil	£ nil	nil	£ nil	nil	YES	YES
SNC	1	£300	Nil anticipated	N/A	-£300		

No change, approach is aligned although there are none at present in Broadland area. Not yet clear whether Government will extend this into 2020/21

Local Revaluation Rate Relief (fully funded up to a cap by Government each year – ends March 2021)

Authority	No of awards currently	Cost to authority of awards currently	No of anticipated awards in 2020/21	Cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	371	£ nil	< 8	£ nil	NO	YES
SNC	149	£ nil	< 8	£ nil		

Change – for 2020/21 there will only be a small residual amount of funding provided as this support is phased out. A common approach will enable both authorities to support those businesses worst affected by ongoing effects of the 2017 revaluation.

Retail discount – one third reduction for 2019/20 & 2020/21 (fully funded by Government)

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	178	£ nil	178	£ nil	YES	YES
SNC	223	£ nil	223	£ nil		

Business Growth/Support discount

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Anticipated cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	0	£ nil	n/k	n/k	NO	YES
SNC	5	£7,000	n/k	n/k		

Alignment achieved in 2018 at earlier stage of collaboration process. Tailored package of support determined on a case by case basis under delegated powers.

Hardship relief						
Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Anticipated cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	0	£0		n/k	NO	YES
SNC	1	£1,001		n/k		
Decided on a case by case basis. Change – level of delegation? South Norfolk adopting detailed provisions relating to this from Broadland policy.						

Appendix 2

Areas of policy where it is not intended for alignment of approach to take place at this stage, with both authorities choosing to continue a differing practice of support.

Discretionary top-up relief for charities (other than young person’s activities, charity shops, charitable childcare providers, academy schools and independent schools, village halls with bars) – 20% on top of 80% mandatory						
Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of 20% top-up awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	nil	£ nil	nil	£ nil	NO	NO
SNC	142	£18,342	142	£18,342		

In SNC 54 of those charitable organisations supported are village halls (without bars). The relief award is capped to a maximum of £4,000.

BDC do not top up relief for this category. If BDC were to follow the SNC approach and top relief up with 20% additional support it would benefit 117 organisations with an approximate cost to Broadland of £26,000 per annum.

50% Discretionary Rural Rate Relief for public houses, speciality food shops and rural petrol filling stations in rural settlements – within a nationally set rateable value (RV) thresholds above that within which mandatory relief applies (between £12,500 & £16,500 RV for public houses and petrol filling stations, and between £8,500 and £16,500 for qualifying food stores)						
Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	nil	£ nil	nil	£ nil	NO	NO
SNC	5	£2,534	5	£2,534		
SNC provides discretionary support qualifying businesses within the following qualifying sectors (number of cases in brackets): <ul style="list-style-type: none">• Public houses (2)• Rural petrol filling stations (2)• Qualifying food stores (1)						

BDC do not currently support these organisations with discretionary rural rate relief. If BDC were to follow the SNC approach and allow 50% relief it would benefit 2 pubs/petrol stations and 4 food stores with an additional cost to Broadland of £3,020 per annum.

Non-profit making organisations (which are not registered charities) BDC allow 80% discretionary relief. SNC allow up to 100% relief.

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of 20% top-up awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	1	£1,434	1	Nil	NO	NO
SNC	7	£7,520	7	£7,520		

The current cost of topping up to 100% relief for Broadland would be £358 per annum.

Enterprise Zone Rate Relief (fully reimbursed by Government)

Authority	No of awards currently	Cost to authority of awards currently	No of awards in 2020/21	Cost to authority of awards in 2020/21	Alignment indicator (now)	Alignment indicator (future)
BDC	n/a	£	n/a	£	NO	NO
SNC	17	£ nil	17	£ nil		

Alignment is not possible as there is not an Enterprise Zone within the Broadland area.



Equalities and Communities Impact Assessment

Name of Officer/s completing assessment: Simon Quilter

Date of Assessment: 13 November 2019

1. What is the proposed Policy (please provide sufficient detail)?

For the purposes of the assessment the term 'Policy' relates to any new or revised policies, practices or procedures under consideration.

Review of Discretionary Rate Relief Policy

2. Which protected characteristics under the Equalities Act 2010 does this Policy impact: (indicate whether the impact could be **positive**, **neutral**, or **negative**)

Protected Characteristic	Potential Impact		
	Positive	Neutral	Negative
Age	X		
Disability		X	
Race		X	
Sex		X	
Religion or Belief		X	
Sexual Orientation		X	
Marriage/Civil Partnership		X	
Pregnancy/Maternity		X	
Gender Reassignment		X	

3. Which additional Communities characteristics does this policy impact?

Health	X		
Place inc. Rurality	X		
Low Income and Poverty	X		

4. What do you believe are the potential equalities impacts of this policy?

Alignment of Broadland and South Norfolk's Rate Relief policies will provide a clear set of guidelines which will enable ratepayers to understand entitlement to support through discretionary rate relief. Previously, Broadland and South Norfolk have developed policies independently and without an overall review being undertaken.

The revised Rate Relief policies offer greater assistance to some local sports clubs in the Broadland area and other youth organisations. This would lead to a positive impact for young people and also in increasing levels of health, including mental health and wellbeing across the district through expansion in capacity for the organisations or improved/greater facilities available for those who attend. This links well with our adoption of the county-wide Joint Health and Wellbeing Strategy and Broadland & South Norfolk shared Inclusive Growth Strategy which seeks to ensure that local people can share in the economic success of our districts.

In addition increased levels of support will be provided to Childcare providers in the South Norfolk area.

In Broadland, one yacht club will see a reduction in support. Two organisations which support the delivery of sport will receive reduced levels of support.

In South Norfolk one flying club and a heritage centre will see a reduction in support.

Consultation has taken place with officers and members.

5. What do you believe are the potential communities impacts of this policy?

The policy applies across the whole of the council areas as described in Section 4. As above, the aim is that the aligned policy will have a positive impact as it will provide increased support and stability to a greater number of small local organisations. This links well with our aims explored through the council's proposals for a Locality Offer which will seek to provide services which are based closest to the communities and individuals involved.

6. How is it proposed that any identified negative impacts are mitigated?

In instances of sporting organisations receiving reduced levels of support, it is felt that this could be mitigated by the number of other sports clubs and youth organisations who will be in receipt of increased support.

In addition, in circumstances where a ratepayer loses relief as a result of a change in policy the Council can consider other ways to assist them. This could include phasing in a reduction in entitlement to relief or examining other ways to assist through spreading payment of rates. Other means of the council's assisting businesses independently of the Business Rates system could also be examined.

Signed by evaluator:

Signed by responsible head of department:

REVIEW DATE - November 2021

(See Page 2 for details of reviews. Please send a copy of the reviewed document to Victoria Parsons)



Appendix 4

Non-Domestic Rates - Mandatory and Discretionary Rate Relief Policy

The Local Government Finance Act 1988 requires local authorities to grant "Mandatory rate relief" to the following categories of Non-Domestic ratepayer:

- Registered charities
- Village Post Offices, general stores, specialist food shops, public houses and petrol filling station – where they are in a designated rural settlement
- Registered Community Amateur Sports Clubs (CASCs)

The Local Government Finance Act 1988 also gives local authorities the power to grant "Discretionary rate relief" as follows:

- To make a further award on top of mandatory relief granted to registered charities
- To village Post Offices, general stores, qualifying food stores, public houses and petrol filling stations – where they are in a designated rural settlement
- To make a further award on top of mandatory relief granted to registered Community Amateur Sports Clubs (CASCs)
- In respect of sports grounds and clubs
- To other non-profit making organisations

The Local Government Finance Act 1988 also gives local authorities the power to reduce or remit the amount of rates liable to be paid on the grounds of hardship. Where the authority is satisfied that it is in the interests of its Council Tax payers.

The Local Government Act 2003 introduced the small business rate relief scheme.

The Localism Act 2011 (clause 69) introduced a further general power for local authorities to reduce the business rates of any local ratepayer (not just those who could previously be granted discretionary relief), where the authority is satisfied that it is in the interests of its Council Tax payers.

Policy Aim

This policy sets out the Council's intentions for dealing with discretionary rate relief applications from Charities, Community Amateur Sports Clubs (CASC's), Non-Profit Making Organisations, and other businesses which are situated within the South Norfolk Council area.

Through this policy, the Council is providing a mechanism to reduce or, remove the business rates liability for such charities, non-profit making organisations, certain

rural businesses providing valuable facilities and services to communities within the area, and other businesses.

This policy aims to provide clarity around the process of administration of applications for Discretionary Rate Relief, consistency in the application of the policy and to ensure maximum take-up from potential qualifying organisations, which will in turn contribute to achieving the Council's ambitions for the district.

Part 1 – Mandatory reliefs (government specified)

Mandatory Rate Relief for registered charities.

Mandatory relief applies to registered charities or trustees for a charity where the rated premises are used wholly and mainly for charitable purposes. In the case of charity shops they must sell goods that have been donated to the charity (this condition is also necessary for discretionary relief.)

The relief allowed is 80%.

Mandatory Rate Relief for registered Community Amateur Sports Clubs (CASCs)

Sports clubs that have registered with the Inland Revenue as Community Amateur Sports Clubs are entitled to 80% relief.

Mandatory Rural Rate Relief for village post offices, general stores, specialist food shops, public houses and petrol filling stations.

The rural business must be in a rural settlement area (detailed in a settlement list) that has a population of 3,000 or less.

- a) Sole post offices and general stores with a rateable value of £8,500 or less are entitled to 50% relief.
- b) Any village shop that wholly or mainly sells food for human consumption but excludes restaurants, tearooms, fast or hot food shops and confectionary shops with a rateable value of £8,500 or less are entitled to 50% relief.
- c) Where there is only one public house in a rural settlement, which has a rateable value not exceeding £12,500, there is an entitlement to 50% relief.
- d) Sole petrol filling stations with a rateable value of £12,500 or less are entitled to 50% relief.

Small Business Rate Relief

An organisation cannot qualify for Small Business Rate Relief (SBRR) if eligible for one of the mandatory rate reliefs above.

From April 2017 small business rate relief of 100% applies to eligible premises with a rateable value of not more than £12,000, decreasing on a sliding scale up to a threshold of not more than £15,000

The relief is only available to ratepayers with either one property in England, or one property and additional properties with rateable value totalling not more than £2,899

Where a business takes on an additional property that would normally have meant the loss of small business rate relief, they are allowed to keep the relief on the first property for a period of 12 months.

Part 2 – Discretionary rate reliefs under local control

All Discretionary Relief applications must be accompanied by a Small Business Rate Relief application where applicable.

Throughout this policy document (unless otherwise stated) it shall generally apply that discretionary relief will be awarded only up to a maximum sum of:

- £4,000 per registered charity or Community Amateur Sporting Club (CASC) in any financial year
- £12,000 per non-profit making organisation in any financial year (not charities or CASCs)

Applications for relief to be backdated in to the previous financial year may only be accepted if the decision can be made by 1st October of the financial year in which the application is received.

All qualifying businesses and organisations are required to notify The Council of any change in circumstances that may affect their entitlement to Discretionary Rate Relief.

Discretionary rate relief for premises occupied by youth organisations

Youth Organisations which are registered charities may apply for an additional 20% 'top-up' discretionary relief where 80% mandatory relief has been granted. Such organisations include Scouting groups, Guides and other organisations such as Youth Activity Centres.

Applicants will need to demonstrate that the use of the premises is in furtherance of the objects of the charity, and that the property is wholly or mainly occupied by the charity.

Each application will be looked at on its own merits and it will be at the discretion of the Council whether or not to make an award of discretionary relief.

Properties occupied by Cadet Forces supported and administered by the Ministry of Defence will be entitled to 100% rate relief.

This category excludes any hereditaments occupied for sporting activities, which are dealt with separately.

Discretionary top-up relief for registered charities.

Registered charities may apply for additional 'top-up' discretionary relief where 80% mandatory relief has been granted.

Applicants will need to demonstrate that the use of the premises is in furtherance of the objects of the charity, and that the property is wholly or mainly occupied by the charity.

Each application will be looked at on its own merits and it will be at the discretion of the Council whether or not to make an award of discretionary relief.

Discretionary charitable top-up relief will not usually be granted:

- 1) to charity shops, or
- 2) to Academy or Independent schools
- 3) in respect of village halls or community halls that operate a bar
- 4) in respect of periods where any property is unoccupied (other than in the Enterprise Zone).
- 5) In respect of properties in an Enterprise Zone while other Discretionary Enterprise Zone Rate relief is available.

Discretionary rate relief for registered charities operating daycare nurseries is dealt with elsewhere in this policy.

Discretionary Relief for registered Community Amateur Sports Clubs (CASCs)

Some sports clubs have registered with HM Revenue and Customs as Community Amateur Sports Clubs. CASCs qualify for 80% mandatory relief as set out in Part 1.

South Norfolk will upon application support CASCs by awarding a further 20% 'top-up' discretionary relief. This 'top-up' relief will be awarded up to a maximum of £4,000 per CASC per financial year.

Discretionary Relief for sports grounds and clubs.

Support will be provided in respect of Business Rates on the sports grounds and associated facilities of local sports clubs (which are not registered CASCs). The clubs may apply for discretionary relief with the amount to be awarded generally being 75% of the rates due, with a few exceptions specified below.

Yachting/Sailing/boating/rowing/water sports clubs – 25%

Golf clubs – nil rate relief

Other premises occupied by sporting organisations

Where there are other premises occupied by sports organisations which are in the nature of:

- Offices from which sports are administered/organised
- Facilities provided for the advancement of sports and recreation which are not the premises of a specified local sports club

Relief will be provided at 75% up to a maximum award of £5,000 per financial year.

Discretionary Rural Rate Relief for village post offices, general stores, qualifying food shops, public houses and petrol filling stations.

The rural business must be in a designated rural settlement area that has a population of 3,000 or less. In each of the following cases South Norfolk Council will exercise its discretion to provide a 50% rate relief. This will be calculated after the award of Small Business Rate Relief (where applicable).

- a) Where there is only one post office or general store which has a rateable value above £8,500 but not exceeding £16,500.
- b) A shop in a rural settlement which sells food for human consumption (excluding restaurants, tearooms, fast or hot food or confectionary shops) with a rateable value above £8,500 but not exceeding £16,500.
- c) The only public house in a rural settlement, which has a rateable value above £12,500 but not exceeding £16,500.
- d) Sole rural petrol filling stations with a rateable value above £12,500 but not exceeding £16,500.

The definition of a general store is a trade or business consisting wholly or mainly of the retail sale of both food for human consumption (excluding confectionary) and general household goods.

Discretionary Rate Relief – Childcare providers (Day Nurseries)

Under the Localism Act (clause 69) the council will consider applications for Business Rate Relief from Day Care Nurseries which provide a benefit to the community by providing childcare facilities, providing their rateable value is below £35,000.

Businesses which are entitled to Small Business Rate Relief or Charitable relief must have pursued that avenue of assistance before applying for Discretionary Rate Relief.

The council will offer support to Day Nurseries as follows:

- a. Daycare Nurseries currently receiving 80% mandatory charitable rate relief to be topped up with 20% Discretionary Rate Relief.
- b. Daycare Nurseries not in receipt of mandatory charitable rate relief with rateable values up to £20,000 to receive 50% Discretionary Rate Relief.
- c. Daycare Nurseries not in receipt of mandatory charitable rate relief with rateable values between £20,001 and £35,000 to receive 25% Discretionary rate relief.

Non-domestic Rates discount

The Localism Act 2011 (clause 69) introduced a general power for local authorities to reduce the business rates of any local ratepayer (not just those who could previously be granted discretionary relief). This is a wide power under which each case will need to be treated on its own merits. The key test is whether the authority is satisfied that it is in the interests of its Council Tax payers to decide to award relief.

The general approach to the use of these discount powers will be to support a business as it looks to locate into the area or grow/invest into new or improved premises locally. The powers may on occasion be used to support a business through a period in its life cycle where it is under particular pressures and the Council wants to ensure the longer-term retention and growth of the business.

In considering whether to award a business rate discount the Council will particularly have regard to:

1. How a business links to the Norfolk & Suffolk Economic Strategy (NSES) of the Local Enterprise Partnership (LEP) and any strategies/delivery plans of the Council that are in place to drive economic growth locally. This could include whether the business operates in one of the key sectors in the NSES:
 - a. Advanced Manufacturing & Engineering
 - b. Life Sciences & Biotech
 - c. Financial Services & Insurance
 - d. Advanced Agriculture, Food & Drink
 - e. ICT, Tech & Digital Creative
 - f. Visitor Economy – Tourism, Heritage & Culture
 - g. Energy
 - h. Transport, Freight & Logistics
 - i. Construction & Development
2. Whether the award of a discount would support an increase in employment locally.
3. Whether it would support bringing a property/site back into use which may have been unoccupied for a significant period
4. Whether such a discount would help support a project bringing other benefits or regeneration locally
5. Whether the support would help a business locate onto a strategically important site, at a stage in the development of the site where it will help bring forward further development of the wider site
6. Whether the ratepayer would help to establish a hub to attract other businesses to the area, or to a business cluster

7. Whether by supporting investment in new or significantly expanded premises there will be an increase in rateable value that will generate additional rates income to fund local services in the longer-term
8. Whether the discount would support a new enterprise (<2 years) that has significant growth potential (in key sectors and emerging/growing markets)
9. Whether a ratepayer might offer employment initiatives such as apprenticeships, work placements etc.
10. Whether the ratepayer is already (or has previously been) in receipt of other forms of rate relief, or has previously received a business rate discount

Community Interest Companies (CIC's)

Community Interest Companies are a form of limited company designed specifically for those wishing to operate for the benefit of the community rather than for the benefit of the owners of the company. This means that a CIC cannot be formed or used solely for the personal gain of a particular person, or group of people.

CIC's can be limited by shares, or by guarantee, and have a statutory "Asset Lock" to prevent the assets and profits being distributed, except as permitted by legislation. This ensures the assets and profits are retained within the CIC for community purposes, or transferred to another asset-locked organisation, such as another CIC or charity. A company that is a charity cannot be a CIC, unless it gives up its charitable status.

Under the Localism Act (clause 69) relief will be considered for Community Interest Companies which provide benefits to the local community and satisfy the following criteria:

- Are registered as a community interest company. (the Community Interest Company Register will be checked to confirm entitlement).
- The Articles of Association or Memorandum clearly state that any surplus of income over expenditure will be applied in a manner that ensures no profit is made.
- It is set up with the purpose of providing benefit to the local community or a section of the community.
- Businesses which are entitled to Small Business Rate Relief or Mandatory Charitable relief must have pursued that avenue of assistance before applying for Discretionary Rate Relief.

The council will support such organisations as follows:

- a. CIC's with a rateable value of up to £20,000 - 80% discretionary rate relief

- b. CIC's with a rateable value of between £20,001 and £30,000 - 50% discretionary rate relief.

Where a CIC occupies premises on one or more sites in the district area, that comprise more than one rating assessment, the rateable values of each will be added together when deciding whether relief is available under a or b above. If the combined rateable value is over £30,000 no relief will be available.

Discretionary Relief for other non-profit making organisations.

Village and Community Halls

- a) Where the occupier is a registered charity and there is no bar at the premises an additional 20% discretionary relief may be applied for, on top of the 80% mandatory relief. No additional relief will be given if there is a bar.
- b) Where the occupier is a non-registered charitable group and there is no bar at the premises 100% discretionary relief will be given.
- c) Where the occupier is a non-registered charitable group and there is a bar at the premises 80% discretionary relief will be given.

Voluntary Bodies

Applications from non-registered charitable groups are to be considered on an individual basis.

Discretionary relief to a maximum of 100% is granted.

Conservation and Cultural Organisations

Premises will include:

- Museums
- Rehearsal rooms or storage facilities for bands or dramatic societies
- Premises occupied for preservation projects
- Premises occupied by Norfolk based wildlife groups

In addition to the 'top-up' 20% discretionary relief granted to registered charities, 100% discretionary relief will be granted to non-registered charitable groups.

Discretionary relief will not be given to nationally based groups.

Discretionary Hardship Relief

Section 49 of the Local Government Finance Act 1988 gives discretion to the billing authority to reduce or remit payments of rates in respect of both occupied and unoccupied premises. This award can be up to 100%. When making an award an authority must be satisfied that:

- 1) the ratepayer would sustain hardship if the authority did not do so, and
- 2) it is reasonable for the authority to do so, having regard to the interests of persons subject to its Council Tax.

Decisions will not normally be made without receipt of actual financial accounts for previous periods.

The test of “hardship” need not be confined strictly to financial hardship and applicants should disclose all relevant factors affecting the ability of the business to meet its rate liability.

The applicant must be liable to pay National Non-Domestic Rates to South Norfolk Council. The council must be satisfied that:

- i. The ratepayer would sustain hardship if the Council does not grant Hardship Relief, and
- ii. It is reasonable to grant Hardship Relief having regard to the interest of South Norfolk council taxpayers.

The test of “hardship” need not be confined strictly to financial hardship and applicants should disclose all relevant factors affecting the ability of the business to meet its rate liability.

The “interest” of South Norfolk Council Tax payers may go wider than direct financial interests for example;

- i. where employment prospects in an area would be worsened by a ratepayer going out of business, or
- ii. the amenities of an area might be detrimentally affected.

Whilst the Council can consider an application for Hardship Relief from any ratepayer who satisfies the qualifying criteria, applications are particularly welcome from ratepayers in respect of the following categories of properties:

- Village Shops and rural businesses
- Organisations that provide employment to people who live in the South Norfolk area.
- Businesses in areas facing a decline in trade
- Businesses that provide a unique service to the area

The above list is for guidance only and is not conclusive. Hardship Relief should not be regarded as automatic under any circumstances. It is unlikely that Hardship Relief would be granted in respect of an empty property or where there is little expectation of economic survival.

Generally, only businesses that operate exclusively in the South Norfolk area will be considered for relief. This will generally exclude all national companies. Relief will only normally be allowed for one business premises in the South Norfolk Council area.

Decisions to award such relief will be made by the Director with responsibility for Finance.

Part 3 – Government funded discretionary rate reliefs

Additional Discretionary Rural Rate relief

The Autumn Statement 2016 confirmed that the Government would double rural rate relief to 100% from 1 April 2017 onwards. The Government intends to amend the relevant primary legislation to require local authorities to grant 100% mandatory rural rate relief.

However, until such time that the legislation allows billing authorities to grant 100% mandatory rural rate relief South Norfolk Council will use local discount powers to grant 50% discretionary rural rate relief in addition to the 50% mandatory rural rate relief to eligible ratepayers from 1 April 2017. Government will fully reimburse billing authorities for such awards.

This discretionary relief will be awarded to those ratepayers qualifying for mandatory relief in the circumstances set out in Part 1.

Enterprise Zone Rate Relief – Norwich Research Park

South Norfolk Council has the discretion to award a business rate discount of up to 100% in respect of properties situated within a designated enterprise zone area.

To qualify for this relief the property concerned must be within the enterprise zone area and a discount on business rates will be awarded for up to five years up to the maximum state aid de minimis threshold, for businesses that are already in the Enterprise Zone area or enter the zone before 31 March 2021, e.g. if a business enters the zone on 31 March 2021, it can receive the discount (subject to de minimis) until 30 March 2026.

Each case will be considered on its own merits and in considering each case the Council may have regard to:

- Whether the ratepayer is new to Norwich Research Park
- Whether the ratepayer will be delivering an increase in employment over the next 5 years
- Whether by moving into the Enterprise Zone and receiving rate relief the ratepayer anticipates being able to make the necessary investment to generate further growth in the business
- The availability of funding from Government to recompense the Council for such awards of relief.

The level of any award of discount, and the period of rates against which any discount will be awarded will be decided on a case by case basis.

Any case (or groups of cases) to be considered under this power will be determined by the Director with responsibility for Finance.

Supporting Small Businesses

At the Spring Budget 2017, the Chancellor announced that a scheme of relief would be made available to those ratepayers facing large increases as a result of the loss of small business or mandatory rural rate relief following the revaluation.

To support these ratepayers, the Supporting Small Businesses relief will ensure that the increase per year in the bills of these ratepayers is limited to the greater of:

- a). a percentage increase p.a. of 5%, 7.5%, 10%, 15% and 15% 2017/18 to 2021/22 all plus inflation (the real terms transitional relief cap for small businesses each year). Unlike the transitional relief scheme, for the first year of the scheme the percentage increase is taken against the bill for 31 March 2017 after small business rate relief or rural rate relief, or
- b). a cash value of £600 per year (£50 per month). This cash minimum increase ensures that those ratepayers paying nothing or very small amounts in 2016/17 after small business rate relief are brought into paying something.

In comparing to the bill for 31 March 2017 any award of discretionary relief shall be disregarded. This shall have the effect of limiting calculation of support to those cases where it is the loss of mandatory rural rate relief that triggers the calculation of the £600 per year cap. Support is not available to those ceasing to be entitled to discretionary rural relief.

The exact calculation of relief shall be carried out in accordance with detailed guidance provided by Government as set out in the following document :

<https://www.gov.uk/government/publications/42017-spring-budget-update>

Local Revaluation Rate Relief 2020/21

Revaluation relief is a Government funded scheme run over 4 years and is intended to assist ratepayers affected by increases in non-domestic rates following the 2017 revaluation. The scheme was front loaded with the greatest amount of funding provided to assist ratepayers in the first three years after revaluation. 2020/21 will be the last year local revaluation rate relief will be in operation.

In 2020/21 the Government is only providing funding to South Norfolk Council in the total sum of approximately £8,000 .This does mean that awards of revaluation rate relief in 2020/21 will be focussed on a smaller number of businesses in need.

Relief for 2020/21 awards will be considered on a case by case basis. The following conditions will apply:

1. Relief for one year will be awarded for a fixed period ending on 31 March 2021. The only exception is where the business rates liability of a ratepayer ends before this date.
2. The award of relief is limited to the total grant allocation from Government. Once this funding has been expended no further relief will be granted.

3. In order to be eligible for relief the ratepayer must be in occupation of the relevant property and have been so on 31 March 2017 and 1 April 2017.
4. If the Valuation Office splits a property into two or more hereditaments, relief will terminate from the date of the split and be apportioned up to that date.
5. The ratepayer must have had an increase in rates payable on that premises between the 2016/17 financial year and the 2017/18 financial year in order to be eligible.
6. Relief will terminate and be apportioned on a daily basis to the date of vacation. Relief will not be carried forward to a new property.
7. Any overpaid relief will be payable and recoverable through the rates bill.
8. Ratepayers occupying excepted hereditaments will not qualify for relief. An excepted hereditament is defined as a property occupied by the billing authority or a precepting authority.
9. Future changes in rateable value backdated to 1 April 2017 or earlier may lead to a recalculation of relief.

Decisions on eligibility for relief will be considered by the Revenues Manager with power delegated to the Assistant Director with responsibility for Finance to agree the awards.

Retail Discount

Discretionary Retail Discount Policy 2020/21

This policy covers the award of Retail Discount. This relief is awarded under S47 of the Local Government Finance Act 1988 (as amended). The purpose of the policy is to support those businesses who occupy retail premises as defined in the guidance issued by MHCLG.

Conditions of relief

1. This is a two year scheme to cover the 2019/20 and 2020/21 financial years only.
2. Relief for 2020/21 will be awarded for a fixed period ending on 31st March 2021. The only exception is where the business rates liability of a ratepayer ends before this date.
3. The award of relief is limited to one third of the bill and must be applied after all mandatory, discretionary and other S31 funded (government funded) reliefs have been applied.
4. In order to be eligible for relief the ratepayer must be in occupation of a property which has a rateable value of less than £51,000 and is wholly or mainly used as shops, restaurants, cafes and drinking establishments.

5. Properties considered to be shops, restaurants, cafes and drinking establishments and eligible for relief are listed in the section below “Guidance on qualifying premises”

6. The relief will be awarded on a test of use rather than occupation. Hereditaments that are occupied but not wholly or mainly used for the qualifying purpose will not qualify for relief.

7. The type of uses which are not considered to be retail for the purpose of the relief are listed in the section below “Guidance on premises that are unlikely to qualify”.

8. The relief will be applied on a daily basis using the formula provided in the guidance from MHCLG. <https://www.gov.uk/government/publications/business-rates-retail-discount-guidance>

9. A new hereditament created as a result of a split or merger during the financial year, or where there is a change of use, should be considered afresh for the relief on that day.

10. If the Valuation Office splits a property into two or more hereditaments, relief will terminate from the date of the split and be apportioned up to that date.

11. Relief will terminate and be apportioned on a daily basis to the date of vacation.

12. If there is a change of use for any reason which leads to property being used for purposes not included in the section “Guidance on qualifying premises” the relief will be terminated accordingly.

13. Any overpaid relief will be payable and recoverable through the rates bill.

14. Broadland District Council has the right to use its discretion where any doubt exists over the eligibility of the use of a hereditament.

15. A decision with respect to discretionary relief will be invalid if it is made more than 6 months after the end of the financial year to which it relates.

Guidance on qualifying premises

Properties considered to be shops, restaurants, cafes and drinking establishments;

i. Hereditaments that are being used for the sale of goods to visiting members of the public:

- Shops (such as: florists, bakers, butchers, grocers, greengrocers, jewellers, stationers, off licences, chemists, newsagents, hardware stores, supermarkets, etc)
- Charity shops
- Opticians
- Post offices
- Furnishing shops/ display rooms (such as: carpet shops, double glazing, garage doors)
- Car/ caravan show rooms

- Second hand car lots
- Markets
- Petrol stations
- Garden centres
- Art galleries (where art is for sale/hire)

ii. Hereditaments that are being used for the provision of the following services to visiting members of the public:

- Hair and beauty services (such as: hair dressers, nail bars, beauty salons, tanning shops, etc)
- Shoe repairs/ key cutting
- Travel agents
- Ticket offices e.g. for theatre
- Dry cleaners
- Launderettes
- PC/ TV/ domestic appliance repair
- Funeral directors
- Photo processing
- Tool hire
- Car hire

iii. Hereditaments that are being used for the sale of food and/ or drink to visiting members of the public:

- Restaurants
- Takeaways
- Sandwich shops
- Coffee shops
- Pubs
- Bars

Guidance on premises that are unlikely to qualify

Properties **NOT** considered to be shops, restaurants, cafes and drinking establishments for the purposes of this relief;

i. Hereditaments that are being used for the provision of the following services to visiting members of the public:

- Financial services (e.g. banks, building societies, cash points, bureaux de change, payday lenders, betting shops, pawn brokers)
- Other services (e.g. estate agents, letting agents, employment agencies)
- Medical services (e.g. vets, dentists, doctors, osteopaths, chiropractors)
- Professional services (e.g. solicitors, accountants, insurance agents/ financial advisers, tutors)
- Post office sorting offices

- iii. Hereditaments that are not reasonably accessible to visiting members of the public

In addition it is not considered that hereditaments used for other assembly or leisure purposes to be retail use for the purpose of the discount. These are not limited to;

- Theatres
- Museums
- Nightclubs
- Music venues
- Gyms
- Sport & physical recreation buildings

Where there is any doubt of eligibility the Authority has the right to use its discretion.

Ratepayers that occupy more than one property will be entitled to relief for each of their eligible properties, subject to State Aid de minimis limits.

South Norfolk will implement this discount in all respects in accordance with the detailed guidance provided by the Government.

Part 4 – general principles regarding discretionary rate reliefs

Where necessary a written application form will need to be completed.

Supporting information may be required for some reliefs/discounts.

There is no automatic right of appeal against an authority's decision not to award Discretionary Relief or against the amount of relief allowed. However, should an applicant have a grievance they should write to the Director with responsibility for Finance, clearly stating their reasons.

The decision of the Director with responsibility for Finance will be final with respect to any decision not to award, to revoke or to vary the amount of relief allowed.

Recalculations of relief/discount award

With all forms of relief/discount the amount of relief/discount awarded will be recalculated in the event of a change in circumstances. This could include, for example, a change to the rateable value of the premises, a change to the period of liability or a change in legislation or a change in the amount due as a result of the application of other reliefs/exemptions.

Relief/discount may also be varied during the year where eligibility criteria are no longer met.

Period of Award (general)

The award period for new and renewal applications will be for a period ending not later than the end of the current financial year (the exception being Enterprise Zone Rate Relief which, once awarded, will generally be for a five- year period).

Review of Relief/Discount Award

The Council will regularly review its approach to the award of relief/discounts and will periodically review the eligibility of qualifying businesses and organisations.

When a review of eligibility is carried out continuation of relief/discount will be subject to satisfactory completion of review forms and provision of requested supporting information. Where a renewal form is not returned, relief/discount will not be awarded, and the business or organisation will be sent a rate bill for the full charge.

When completed forms are returned, awards will be considered in the light of the version of policy in force at the time.

Prior to the Council's discretionary rate relief policy being revised, organisations will be given at least twelve months' notice that their eligibility to relief may change.

Award of all discretionary reliefs/discounts

Where a ratepayer may qualify for more than one relief a mandatory relief will always be awarded (where applicable) and different reliefs will be awarded in the following sequence:

1. Mandatory charitable relief/Mandatory relief for CASCs/Mandatory Rural Rate Relief
2. Small Business Rate Relief (cannot get if entitled to mandatory relief)
3. Supporting Small Business Relief
4. Discretionary reliefs – charities/CASCs/rural discretionary/non-profit making/sports clubs/rates discount/hardship/Enterprise Zone Relief/Local Newspaper relief
5. Local Revaluation Relief
6. Retail Discount

Where a rate payer is concerned that they have not been awarded relief/discount in accordance with the policy set out above they can apply in writing to have the case reviewed by the Director with responsibility for Finance.

State Aid

All discretionary rate reliefs are subject to State Aid rules, whether funded by Government or not.

State Aid law is the means by which the European Union regulates state funded support to businesses. Providing discretionary relief to ratepayers will amount to State Aid. However, Relief will be State Aid compliant where it is provided in accordance with the De Minimis Regulations (1407/2013)¹.

The De Minimis Regulations allow an undertaking to receive up to €200,000 of De Minimis aid in a three year period (consisting of the current financial year and the two previous financial years).

To administer De Minimis it is necessary to establish that the award of aid will not result in the undertaking having received more than €200,000 of De Minimis aid. Note that the threshold only relates to aid provided under the De Minimis Regulations (aid under other exemptions or outside the scope of State Aid is not relevant to the De Minimis calculation).

9 December 2019

Adoption of Conservation Area Appraisals and Boundary Amendments for Fritton, Pulham St Mary, Pulham Market, Seething, Starston and Wacton Conservation Areas

Report Author: Chris Bennett
Senior Conservation and Design Officer
01508 533828
cbennett@s-norfolk.gov.uk

Portfolio: Lisa Neal – Planning and Economic Growth

Ward(s) Affected: Beck Vale, Dickleburgh & Scole
Brooke
Fornsett
Hempnall

Purpose of the Report:

The purpose of this report is for Cabinet to recommend to Council approval and adoption of amended conservation boundaries, and conservation area appraisals and management guidelines.

Recommendations:

- (1) To recommend that Council approves and adopts the amended conservation area boundaries for Fritton, Pulham St Mary, Pulham Market, Seething, Starston and Wacton Conservation Areas.
- (2) To recommend that Council approves and adopts the conservation area appraisals and conservation management guidelines for the conservation

1. SUMMARY

The report seeks the recommendation to Cabinet and Council for the approval and adoption of revised conservation area boundaries, appraisals and management guidelines for the Conservation Areas of Fritton, Pulham St Mary, Pulham Market, Seething, Starston and Wacton conservation areas subject to any revisions following public consultation.

2. BACKGROUND

- 2.1 Under the section 69 of Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority is required from time to time to determine which part of their areas are of special architectural or historic interest whose character or appearance it is desirable to preserve or enhance, and to designate them as conservation areas. Under Section 71 of the Act the authority is also required to formulate and publish proposals for their preservation and enhancement.
- 2.2 The council currently has 52 conservation areas. The current programme of conservation area appraisals being undertaken is the first comprehensive review of the conservation areas since their original designations, in some cases dating back to the mid-1970s. During this period development has led to a change in the character and appearance of the conservation areas and there has also been a change in opinion as to what heritage may be considered worthy of preservation.
- 2.3 The rolling programme of reviewing conservation areas has given priority to those areas where the character and appearance is considered to be at greatest threat from change. The appraisals previously adopted are: Brockdish (2018) Bramerton (1975) Diss (2012) Trowse with Newton (2012) Wymondham (2012) Long Stratton (2013) Stoke Holy Cross (2013) Cringleford (2014) Harleston (2016) Hingham (2016) Loddon & Chedgrave (2016) Bawburgh (2017) Dickleburgh (2017) Hempnall (2017) Mulbarton (2017) Saxlingham Green (2018) Saxlingham Nethergate (2018) Scole (2017) Shotesham (2018). In addition, appraisals prepared by the Broads Authority and adopted include Ditchingham Dam (2013), Ellingham (2013), Geldeston (2013) and Langley Abbey (2014).
- 2.4 The appraisals have been carried following guidance in the Historic England Conservation Area Designation, Appraisal and Management Historic England Advice Note 1 v 3.0 Feb 2019.
- 2.5 The appraisals and proposed boundary revisions were taken to the Regulation and Planning Policy Committee on 10 October who recommend to Council the approval of the revised boundaries, conservation area appraisals and the conservation management guidelines.

3. CURRENT POSITION/FINDINGS

- 3.1 The conservation area boundaries have not been amended for these conservation areas since the original designations or subsequent amendments as follows: Fritton (1976), Pulham Market (1976 amended 1989), Pulham St. Mary (1995), Seething (1994), Starston (1975) and Wacton (1975). In order to be effective in assisting in making planning determinations and making informed decisions it is

important that the conservation area boundary and the appraisals content is up-to-date.

- 3.2 The appraisals assess the character and appearance of the conservation areas and recommend either extending or removing peripheral areas by changing the boundary line depending on whether the areas make a positive, negative or neutral contribution to the conservation area. Conservation management guidelines are included which set out proposals as to how the conservation areas can be managed and further enhanced.
- 3.3 Consultation on the appraisals was undertaken from 1 July to 28 July. The process, comments and responses are summarised in Appendix C. The consultation for Seething was extended to include a Parish Council meeting with comments open for submission until October 1st.

4. PROPOSALS

- 4.1 The maps at Appendix A show the proposed revised conservation area boundaries with the areas to be included and the areas to be excluded, with amendments following the consultation. A full consultation response is contained at appendix B, however the main changes proposed and altered following consultation are as follows:

Fritton

The owner of the Old Rectory has commented that the proposed area to be included at the rear of the property features a tennis court and relatively recent planting and has queried its proposed inclusion. It has been subsequently considered that this area does not make a significant contribution to the character and appearance of the conservation area and therefore the boundary will remain as existing.

The proposal to modify the boundary of the conservation area for the garden to Church Farmhouse is no longer proposed as the owner has commented that the area was part of the adjacent field and only purchased relatively recently for a garden extension. It is still viewed as a separate part of the garden.

Pulham Market

There is a slight modification requested by the owner to the east of the village for the buildings associated with Street Farm so that the boundary is more clearly defined around curtilages.

The principal change is the inclusion of the school playground and field which was supported by the school head.

Pulham St Mary

Slight modification to keep verge side vegetation within conservation area in south east approach to conservation area.

There were some concerns expressed at the exhibition regarding the omission of the pond and play area on North Green Road, but it is suggested that these areas lack sufficient architectural or historic interest to warrant inclusion in the conservation area.

Seething

The owner of 'Cornfields' to the South West of the conservation area, which is a relatively modern house, has requested that it is not included. Because of the date of the property and it is only the hedge/vegetation that contributed to the conservation area it is proposed not to include it.

There was discussion at the exhibition and parish council meeting and emails from two owners regarding the inclusion of the Tayler and Green which they considered to not be of sufficient architectural and historic importance to be included. It is however considered that these houses are of local importance (to some degree nationally important as part of the group of Tayler and Green properties in the former Loddon Rural District Council area although not listed.) and following Historic England guidelines, should be included. Other properties on Mill Lane are not of interest except two further Tayler and Green properties. However, these are some distance along the road and do not contribute to the group, and are therefore proposed not to be included.

Concern was raised with regard to the reasons for moving the boundary for the two parts of the conservation area identified. One area is the site of a C20th agricultural metal shed, and the other area is the corner of a ploughed field (the boundary is proposed for the hedgeline/field boundary.) Neither of the areas are considered to make a contribution to the character and appearance of the conservation area and that is the reason for being omitted. However, being areas adjacent to the conservation area the setting of the conservation area would be a material consideration in determining any planning applications. The text of the appraisal will change to more fully explain the reason for these boundary changes on the conservation area boundary paragraph on p5.

Starston

There has been some discussion with the Parish Council regarding the wind pump and its setting since the pump was not included within the existing or proposed boundary. It is suggested that the boundary is extended to include the wind pump, but not the whole field as that would be considered setting. The pump is already listed and a scheduled ancient monument.

A small area to be included to the north of Hillside House to cover whole garden following observation from owner.

To the rear of The Old School and Gate will remain as existing following owners request. This is at the rear of their gardens and of no significant value to the conservation area.

To the North East the boundary has been taken back to the footpath following discussion at the parish council meeting.

To the South East the boundary has been extended following discussion at the public exhibition to include the pond.

Wacton

The section of Haynton's Lane is to be omitted as it is viewed more as a rural lane in open countryside rather than being part of the conservation area or contributing to the character and appearance of the common as part of the conservation area.

Following a resident comment the former Methodist Church is proposed to be omitted from the townscape significance register as it is of limited historical interest, only dating from C20, and is a utilitarian weatherboarded structure not of good architectural quality.

5. ISSUES AND RISKS

5.1 Inclusion in the conservation area will result in the following changes to those properties to be included:

- Any submission for planning permission will be considered with regard to preserving and enhancing the character and appearance of the conservation area.
- Planning permission will be needed to demolish buildings and other structures such as front garden walls (if over 1m in height)
- Alterations affecting external appearance, particularly to the front elevation are likely to require planning permission e.g. dormer windows and satellite dishes
- Six weeks notice is required to be given to the council prior to undertaking any works to trees.

5.2 Removing areas from the conservation areas will result in some deregulation for owners of those properties. However, the removed areas will be subject to design policies, Joint Core Strategy and the Local Plan, and guidance on design such as the South Norfolk Place Making Guide. A high standard of design will still be sought when considering planning applications.

5.3 It is important to note that the setting of the conservation area is a material consideration. Any development outside the conservation area but still deemed to affect the setting will be considered on its relative merits on that basis.

5.4 The character assessment in the appraisals will provide improved background information on defining the character and appearance of the conservation areas, and this in turn will lead to an improvement in design and access statements and assist in decision making when determining planning applications.

5.5 The conservation management guidelines are written to support and develop good practice in managing and enhancing the conservation areas.

6. CONCLUSION

6.1 The appraisal of the conservation areas and the review of the boundaries will provide up-to-date information on the conservation areas when making planning decisions. The management guidelines assist in identifying areas where there is potential for enhancement.

7. RECOMMENDATIONS

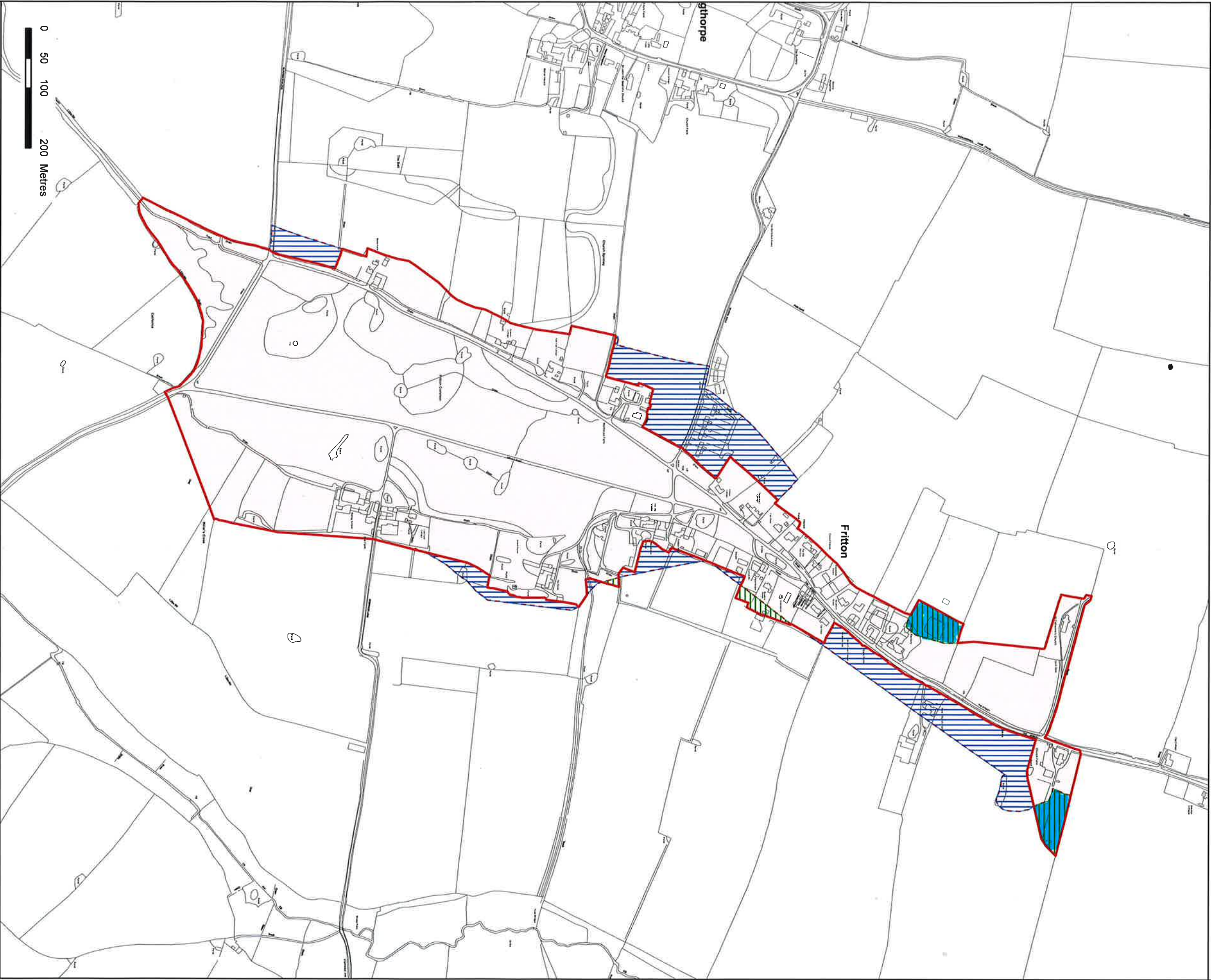
7.1 Cabinet to recommend to Full Council the approval and adoption of the proposed changes to the boundaries of Fritton, Pulham St Market, Pulham St Mary, Seething, Starston, and Wacton Conservation Areas.

- 7.2 Cabinet to recommend to Full Council the approval and adoption of the conservation area appraisals and conservation management guidelines for the conservation areas of Fritton, Pulham St Market, Pulham St Mary, Seething, Starston and Wacton.
-

Background Papers






None

Fritton - Draft Proposals Map



South Norfolk Council
Cygnets Court
Long Stratton
Norwich
NR15 2XE
Tel: (01508) 533633
Fax: (01508) 533695

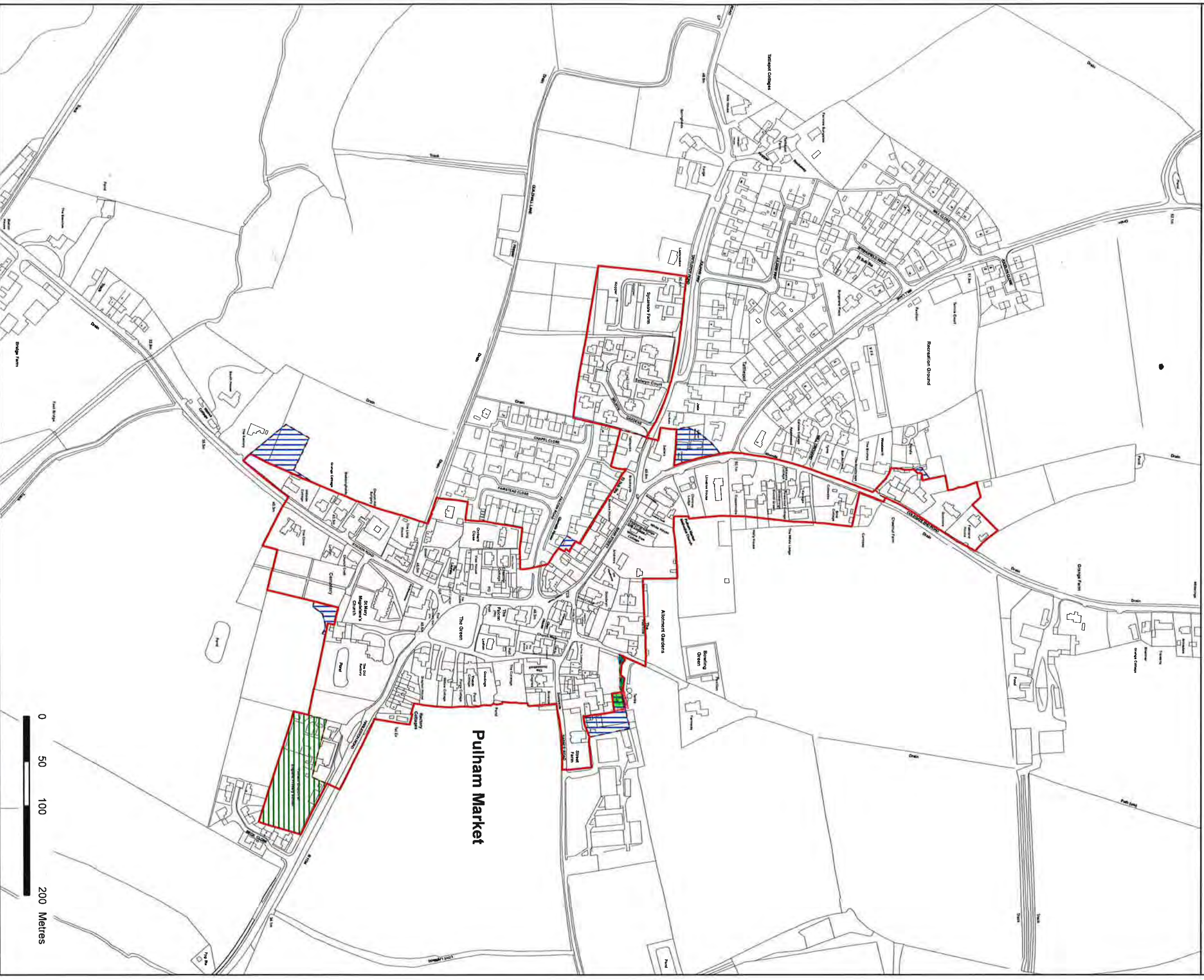
Key - Boundary changes to be considered

-  Proposed conservation area
-  Additional areas to be included
-  Areas to be deleted
-  Existing conservation area
-  Additional area no longer included



Scale at A3: 1:6,000
Date: April 2019

Pulham Market - Draft Proposals Map



South Norfolk
COUNCIL

**South Norfolk Council
Cynnet Court
Long Stratton
Norwich
NR15 2XE**

Tel: (01508) 533633
Fax: (01508) 533695

Key - Boundary changes to be considered

☐ Proposed conservation area

Additional areas to be included

Areas to be deleted

 Existing conservation area

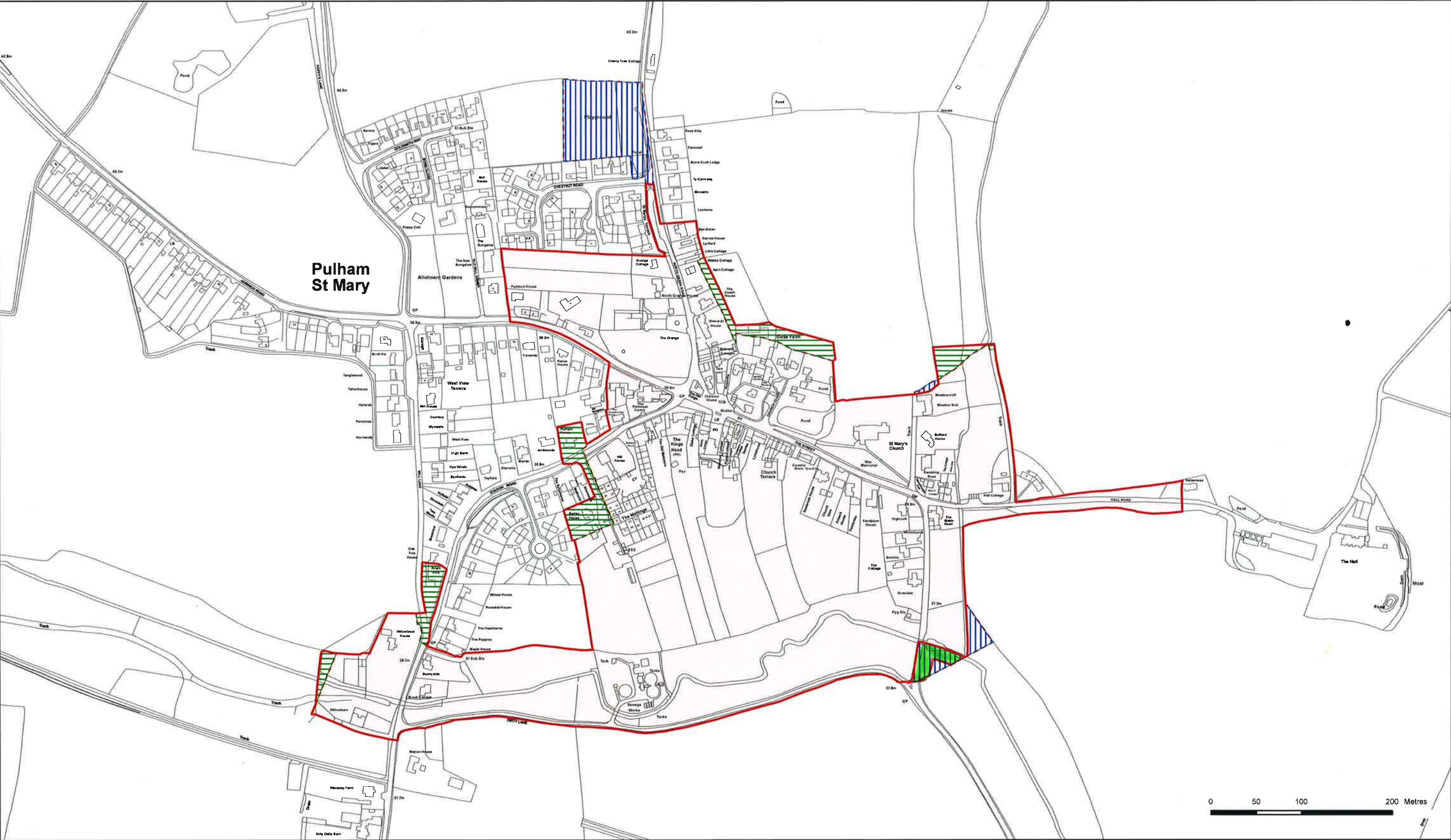
Additional area no longer included.

Area to stay in

Scale at A3: 1:4,000

Date: April 2019

Pulham St Mary - Draft Proposals map



South Norfolk Council
Cygnets Court
Long Stratton
Norwich
NR15 2XE
Tel: (01508) 533633
Fax: (01508) 533695

Key - Boundary changes to be considered

- Proposed conservation area
- Existing conservation area

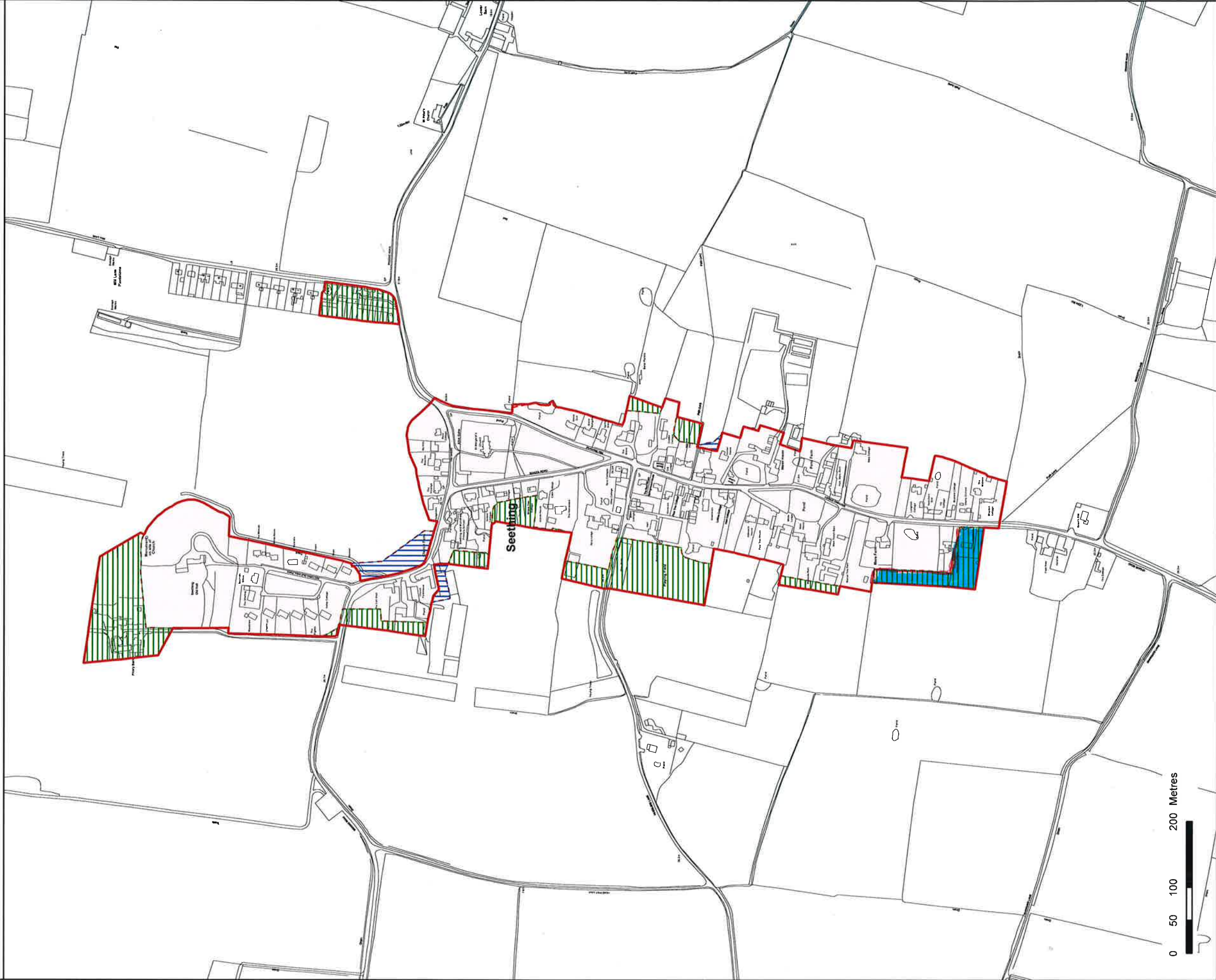
- Areas to be deleted
- Additional areas to be included


Area to stay in



Scale at A3: 1:4,000
Date: April 2019






Seething - Draft Proposals Map





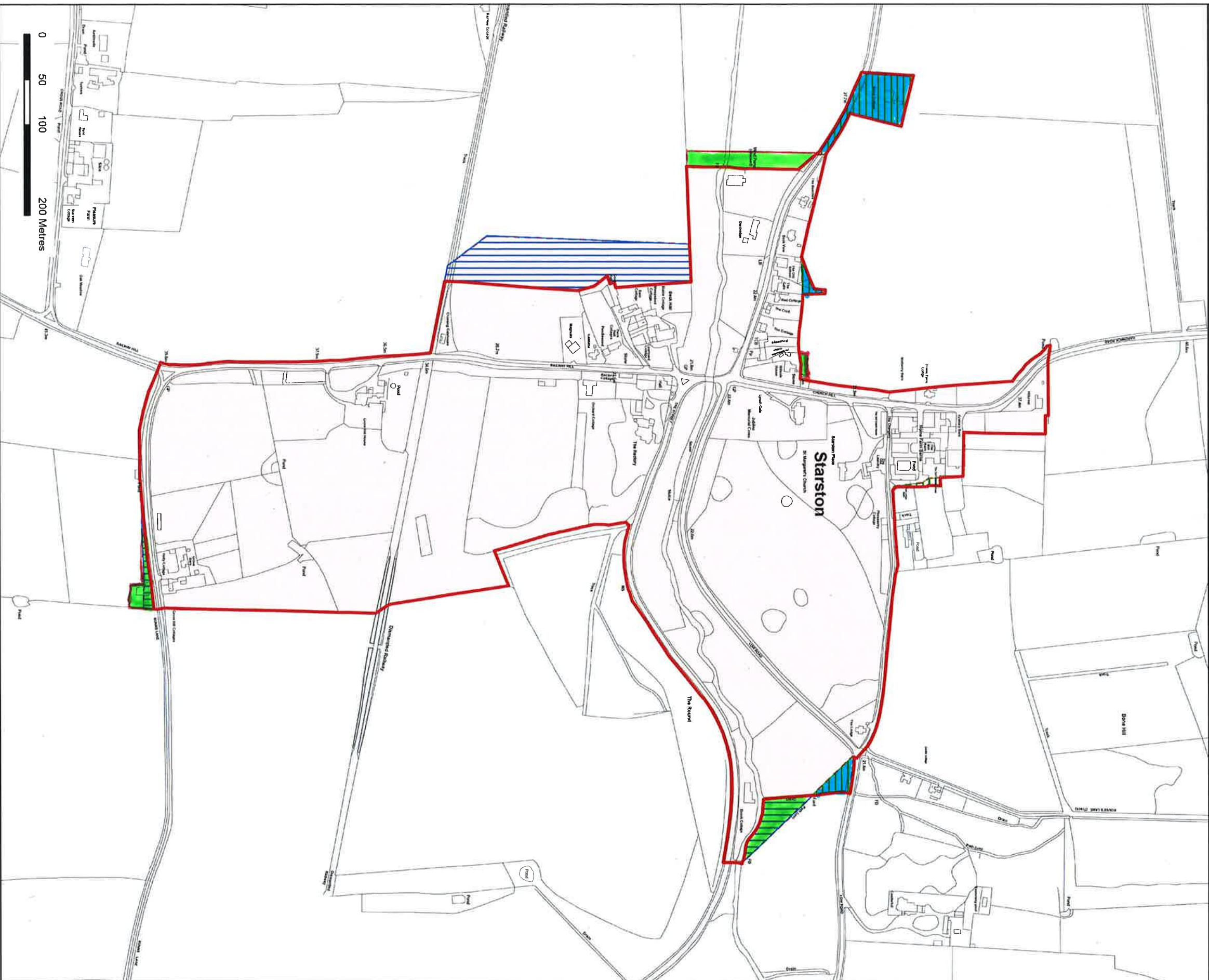
South Norfolk Council
 Cygnet Court
 Long Stratton
 Norwich
 NR15 2XE
 Tel: (01508) 533633
 Fax: (01508) 533695

Key - Boundary changes to be considered

	Proposed conservation area		Additional area no longer included
	Additional areas to be included		Areas to be deleted
	Existing conservation area		

Scale at A3: 1:5,500
 Date: May 2019








Starston Conservation Area - Draft Proposals Map



South Norfolk Council
Cygnets Court
Long Stratton
Norwich
NR15 2XE

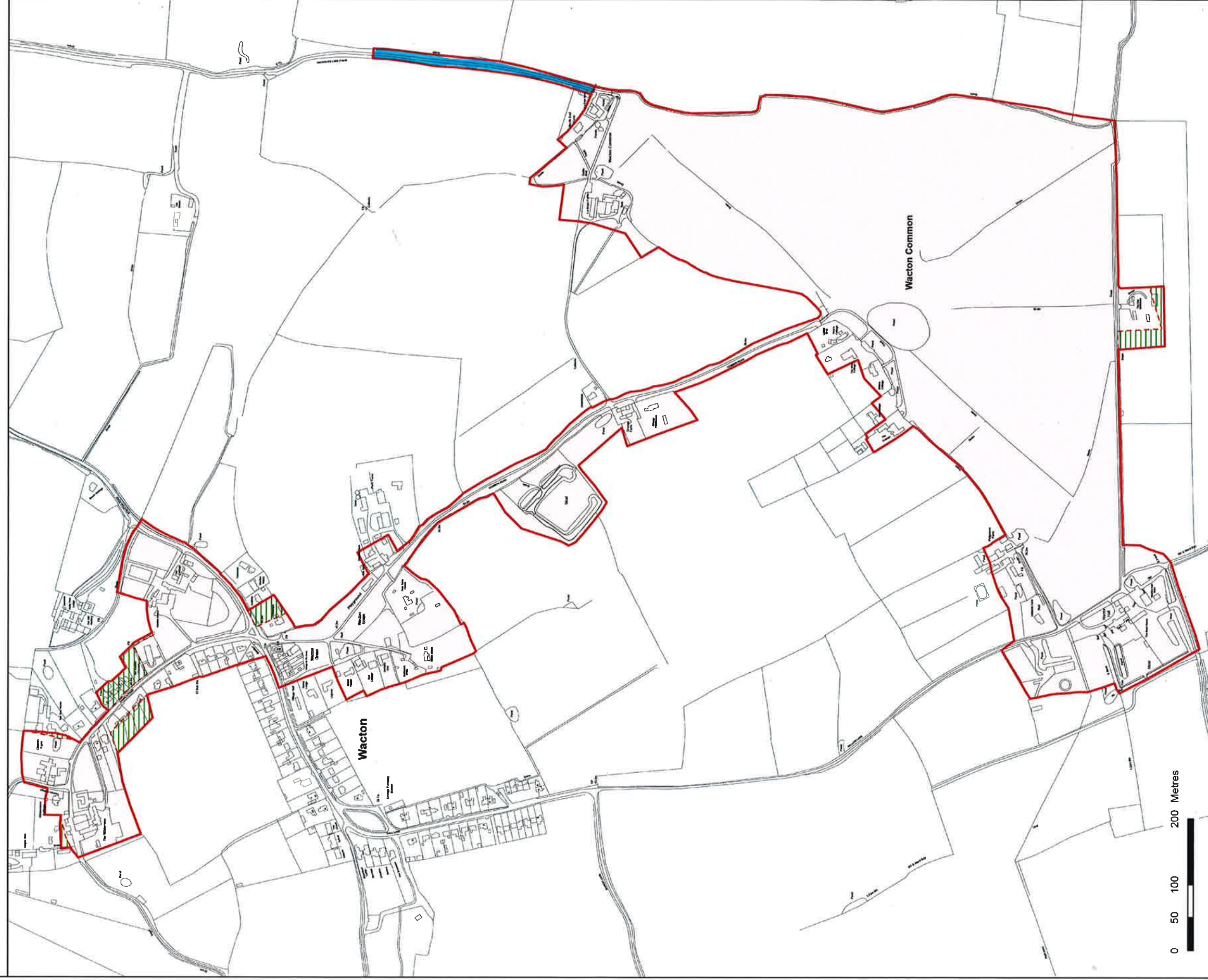
Tel: (01508) 533633
Fax: (01508) 533695

Key - Boundary changes to be considered

- | | | | |
|--|---------------------------------|---|-------------------------------------|
|  | Proposed conservation area |  | Additional areas no longer included |
|  | Additional areas to be included |  | Additional areas |
|  | Areas to be deleted |  | Area to stay in |
|  | Existing conservation area | | |

Scale at A3: 1:4,000
Date: April 2019

Wacton - Draft Proposals Map



Key - Boundary changes to be considered

- Proposed conservation area
- Additional areas to be included
- Existing conservation area
- Area to be omitted

South Norfolk Council
Cygnets Court
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Norwich
NR15 2XE

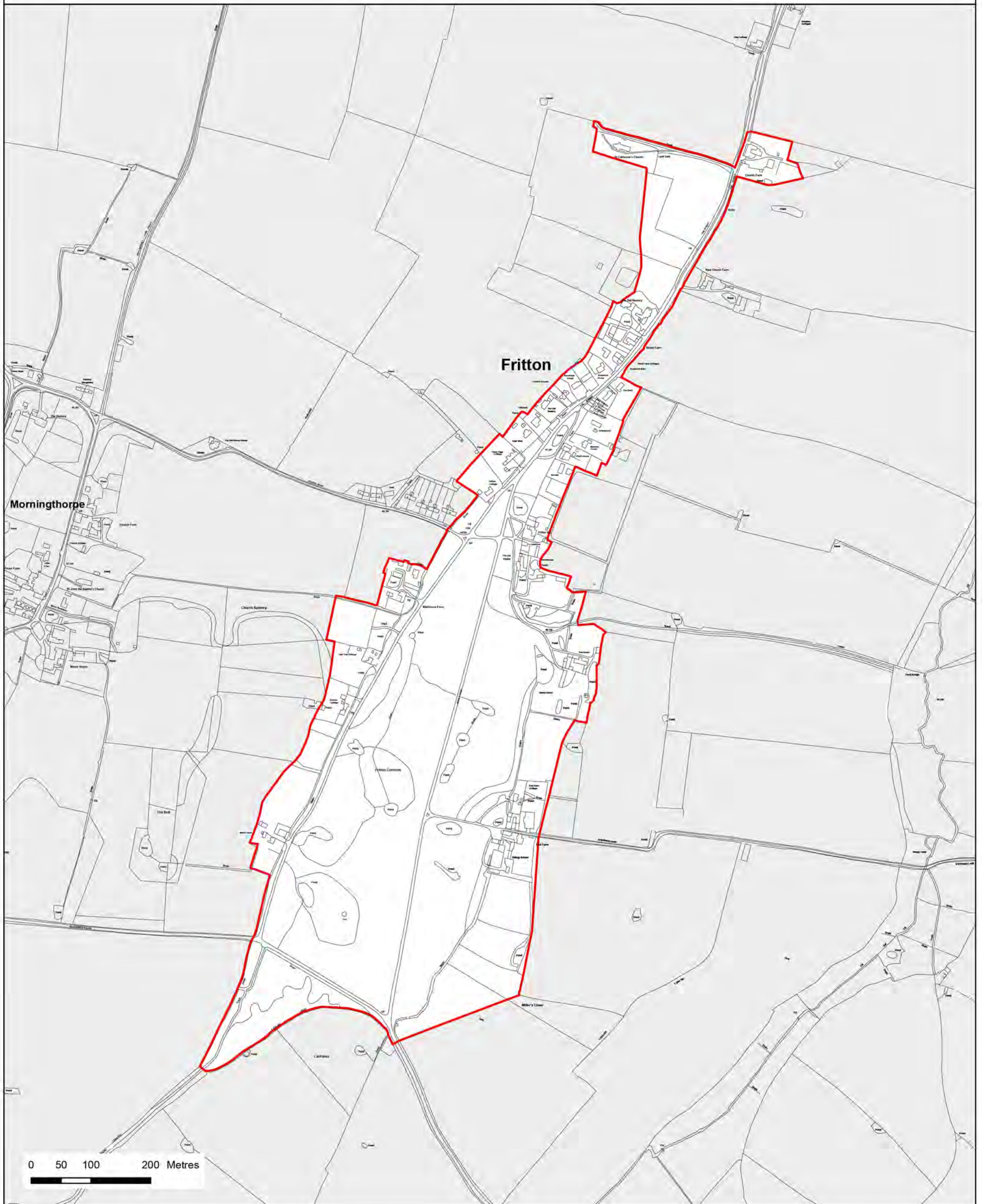
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Fax: (01508) 533695



Scale at A3: 1:5,500
Date: May 2019

Fritton Conservation Area

Appendix B



South Norfolk Council
Cygnet Court
Long Stratton
Norwich
NR15 2XE

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Fax: (01508) 533695

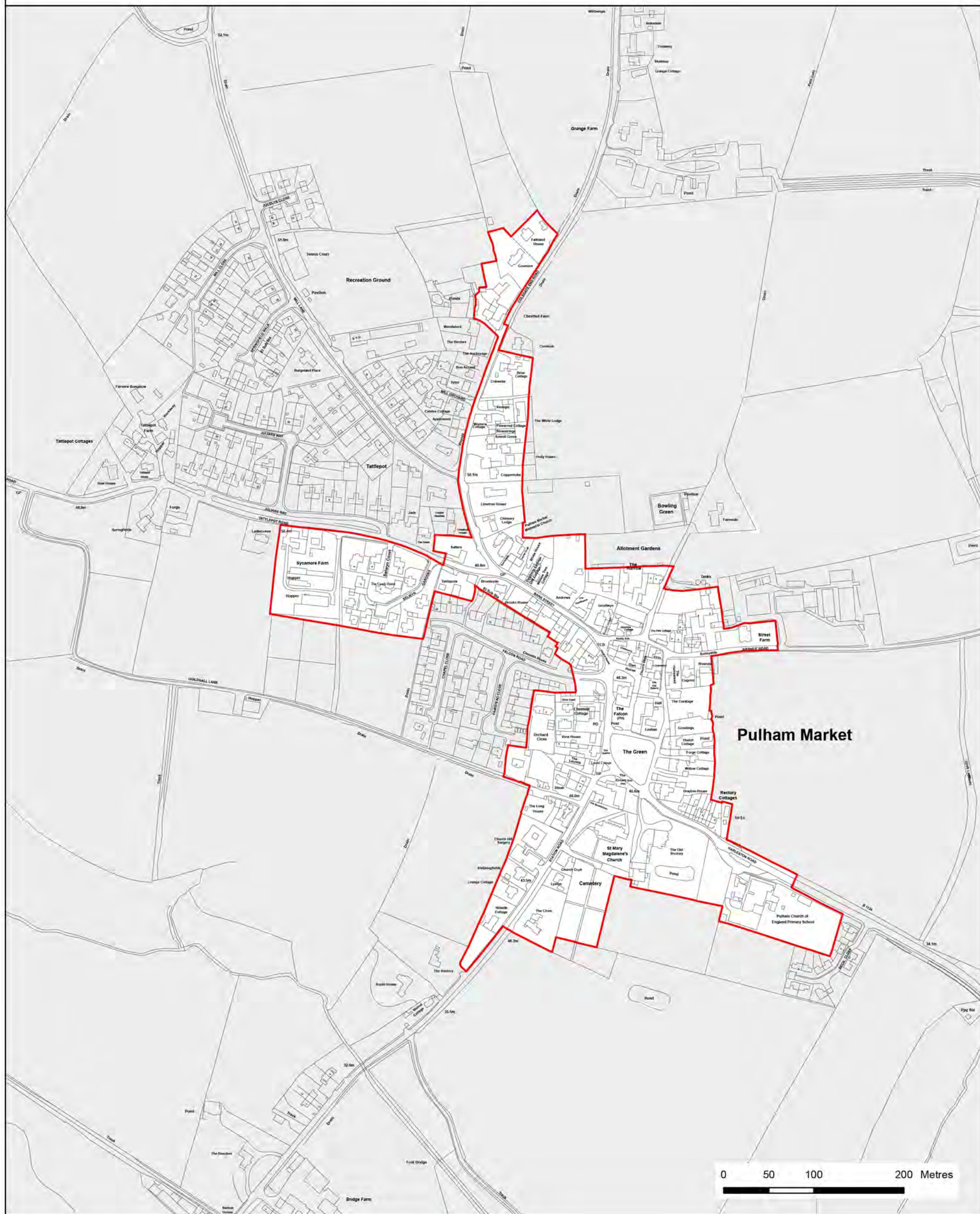
Key

 Conservation area boundary



Scale at A3: 1:6,000
Date: Dec 2019

Pulham Market Conservation Area



South Norfolk Council
Cynet Court
Long Stratton
Norwich
NR15 2XE

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Fax: (01508) 533695

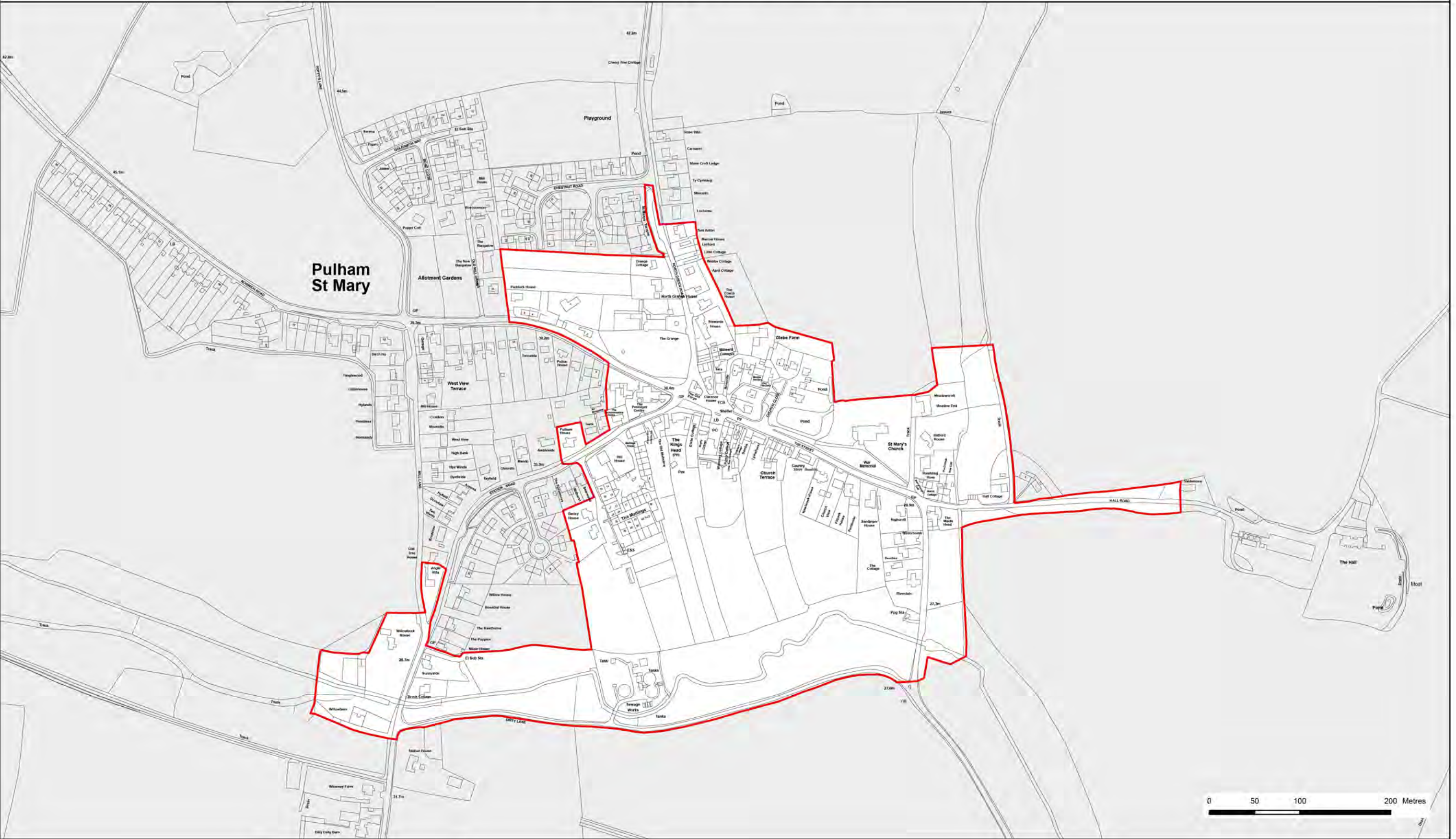
Key

Conservation area boundary



Scale at A3: 1:4,000
Date: Dec 2019

Pulham St Mary Conservation Area



Key
 Conservation area boundary

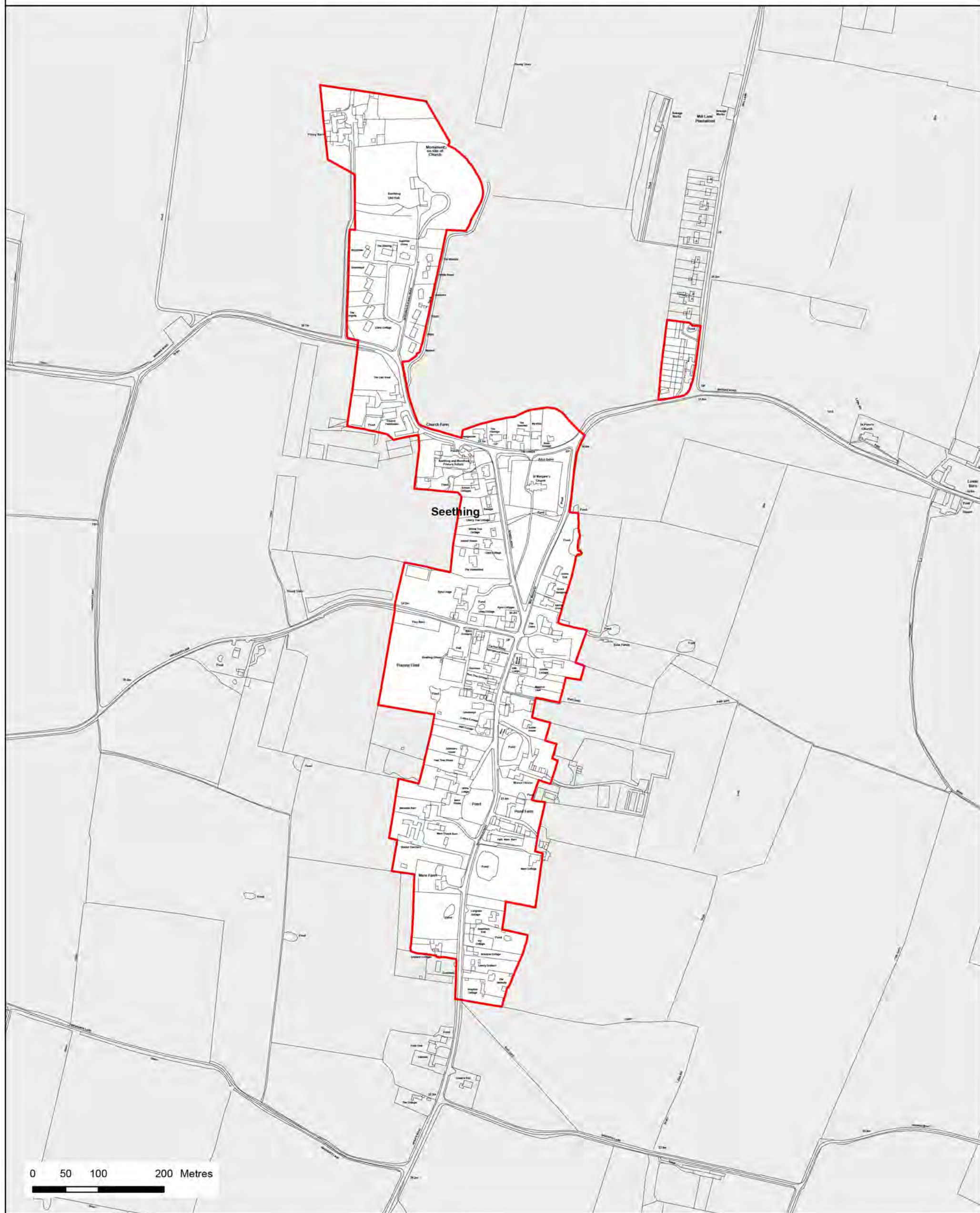


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Cygnet Court
Long Stratton
Norwich
NR15 2XE
Tel: (01508) 533633
Fax: (01508) 533695



Scale at A3: 1:4,000
Date: Dec 2019

Seething Conservation Area



**South Norfolk Council
Cygnet Court
Long Stratton
Norwich
NR15 2XE**

Tel: (01508) 533633
Fax: (01508) 533695

Key

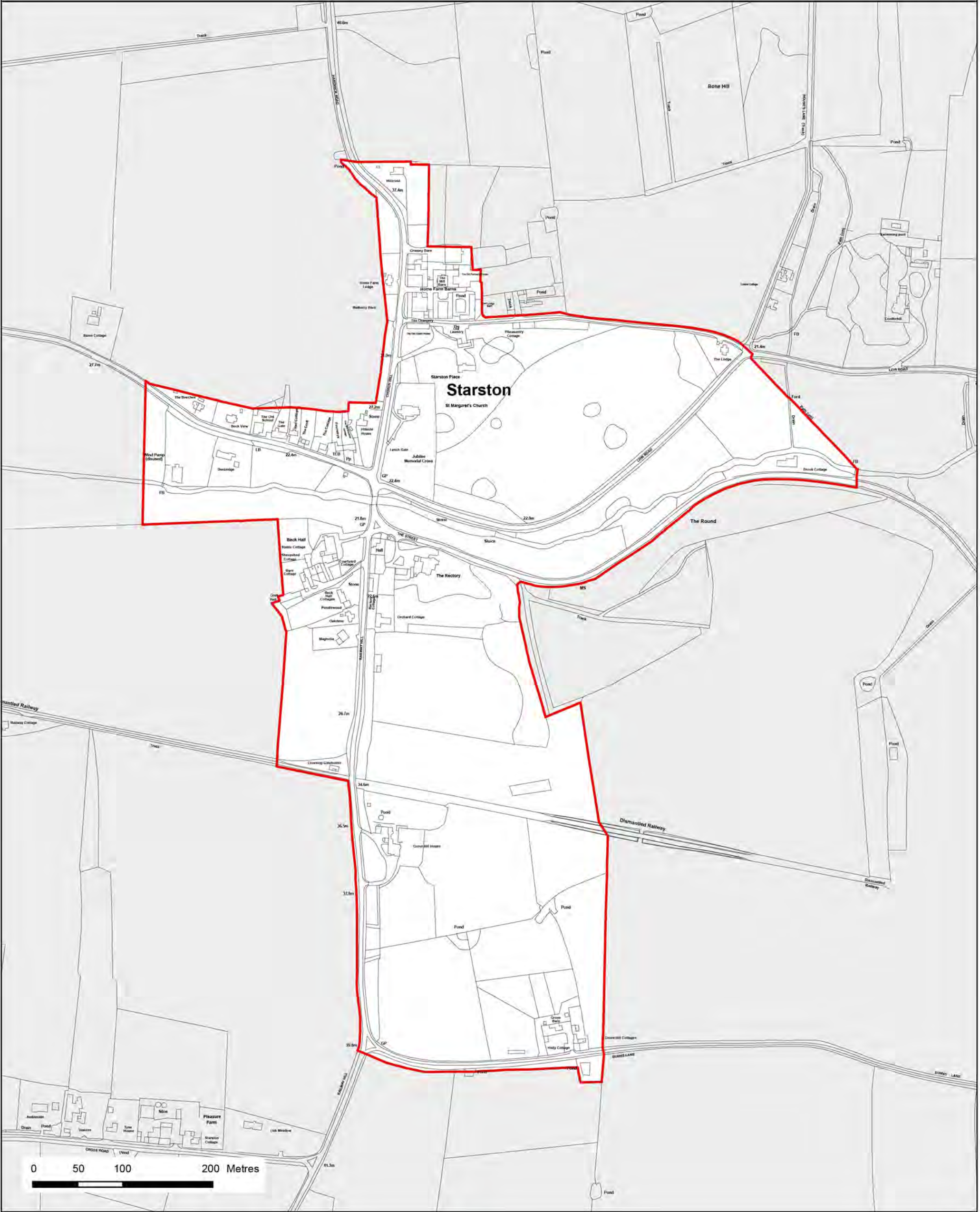


Conservation area boundary



Scale at A3: 1:5,500
Date: Dec 2019

Starston Conservation Area



South Norfolk Council
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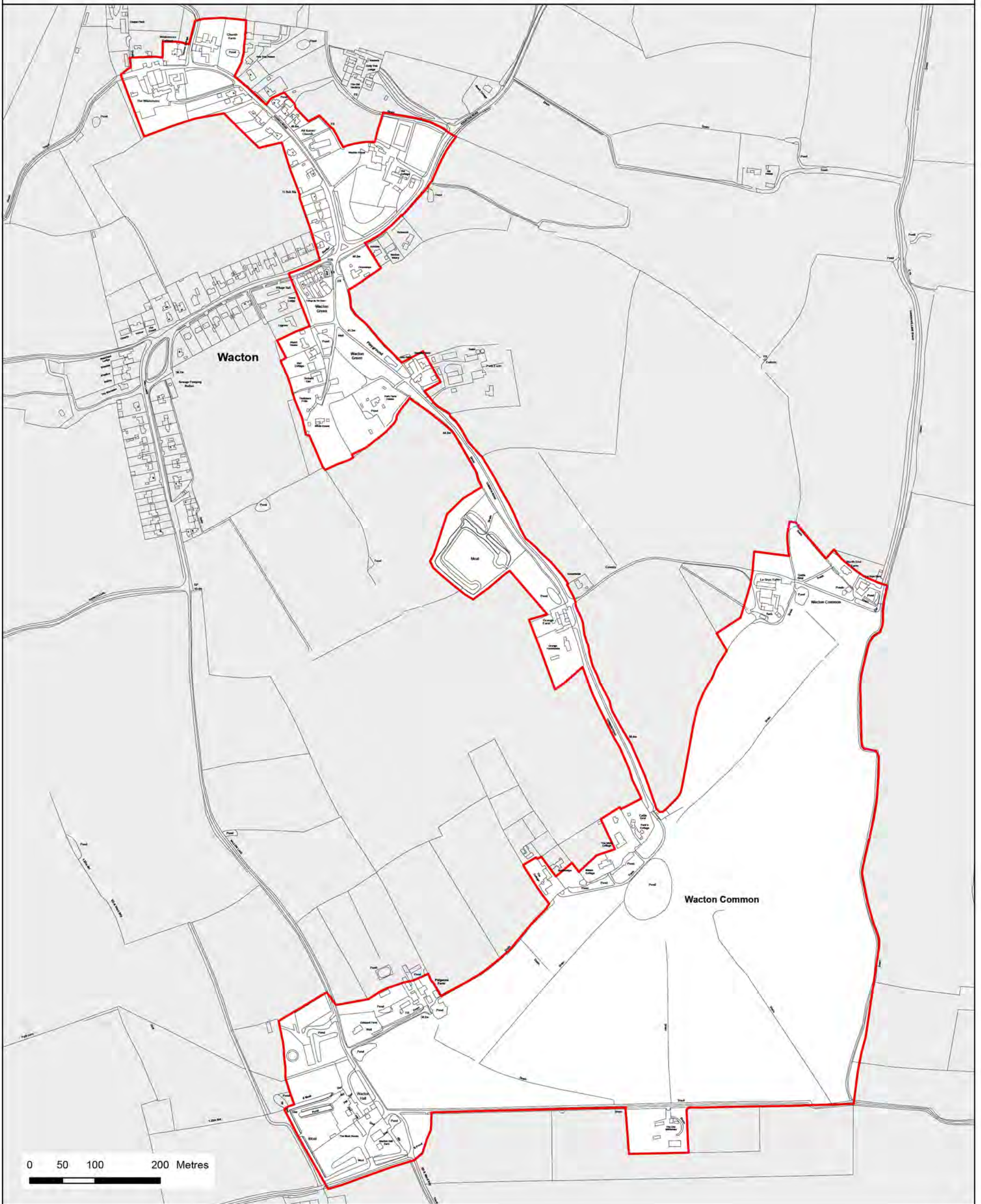
Tel: (01508) 533633
Fax: (01508) 533695

Key
Conservation area boundary



Scale at A3: 1:4,000
Date: Dec 2019

Wacton Conservation Area



South Norfolk Council
Cygnet Court
Long Stratton
Norwich
NR15 2XE

Tel: (01508) 533633
Fax: (01508) 533695

Key

 Conservation area boundary



Scale at A3: 1:5,500
Date: Dec 2019

Appendix C

Consultation responses

Consultation process

Informal 'walkabouts' of the conservation areas took place as part of the process of reviewing the existing boundaries and proposing any boundary changes. This was formed of small groups of local councillors (district and parish).

The statutory consultation on the prepared appraisal drafts, which included recommended boundary changes and conservation management guidelines, took place from July 1 until July 29th. At the request of the ward councillor and parish council the consultation for Seething was extended to 1st October. The following process took place:

- Residents directly affected by the proposed boundary changes were contacted by letter.
- Emails were sent to Ward Councillors, County Councillors, the Parish Councils, and Historic England.
- Adverts were placed at local information points such as village noticeboards.
- The appraisals were available to view on the council's website and at the reception desk, with forms available to complete.
- Presentations were made to each Parish Council.
- Exhibitions were held for a minimum one hour in each village, with attendance by an officer.

Comments received and responses:

Fritton:

Comment	Response
Owner of The Old Rectory considers additional area does not contribute significantly to conservation area. Area consists of tennis court and various trees but none of significant value. Owner is managing trees in a responsible manner.	Agreed. Area does not contribute to streetscene. Trees to front of more importance with regard to the character and appearance of the conservation area. Boundary to remain as existing in this location.
Owner of Church Farmhouse would like boundary amended as extended area was only recently purchased c1989 from farmer and a 4ft wall demarcates the two areas.	Agreed. The curtilage is clearly physically divided, and there is no overriding requirement to include the area in the conservation area. Boundary will remain the same as existing in this location.
Discussion by parish council/consultation event regarding management of area around telephone box	Agreed. This is an area to look at by Parish Council with regard to potential enhancement.

Pulham Market:

Comment	Response
Front boundary treatment for Leshan has changed.	Agreed. Appraisal text will be amended
Parish council: Suggested boundary at Street Farm needs to be changed.	Agreed. Appraisal will be amended

Pulham St Mary:

Comment	Response
Resident commented that rear of Pulham House could be included in the conservation area.	Apart from some trees, the site does not contribute to the setting of the area so boundary to remain as existing.
Residents prefer duck pond and playground area to be included.	Disagree. Maintain suggested deletion as the area is not considered to contribute to conservation area.
Resident comment that boundary appears to miss part of Starston Bridge	Agreed. Boundary amended
Residents expressed concern at impact of wooden posts around the green.	Agreed. Added to management and enhancement section with suggestion for enhancement.
Residents and Parish Council expressed concern at the condition of the Kings Head.	Noted. The condition will be highlighted in the conservation area appraisal with potential actions that are available.

Seething:

Comment	Response
Owner of Cornfields, which is a modern property, commented that it should not be included. Also, small linear field to the rear of housing.	Agreed. Although frontage hedge does contribute to streetscene in the conservation area, the house is not of architectural or historic importance and boundary will remain as existing. Nor does field at rear.
Concern raised by two residents, and at parish exhibition and by the public at parish council meeting at the inclusion of Tayler and Green properties on Mill Lane on account that they are separated from village and they are modern and not of architectural or historic importance.	Disagree. Houses are separated but are considered an important part of the evolution of the village. Described in Pevsner as "...built in 1950-1. It was a specially charming composition." Although altered, still considered of sufficient interest to include.
Comment by resident with regard as to why other houses on Mill Lane (including two more Tayler and Green houses) are not included.	Noted. The other houses on Mill Lane are standard design council houses of the post-war period. The two Tayler and Green houses are of interest but are separated

	from the other houses and therefore not part of a cohesive group.
Brooke House was built in 1930s from reclaimed bricks rather than C19. Crabbe Cottage dates from pre-1800.	Noted. Appraisal text amended.
Would prefer no areas to be deleted as those areas could be for house building and thus preferably subject to conservation requirements.	Areas to be deleted are modern agricultural metal shed and a corner of a ploughed field so no architectural or historic features of interest. Planning considerations would remain the same in terms of considering setting of conservation area. No reasons have been given for inclusion in area.
No reasons given for omitting areas from conservation areas.	Noted. Although the above reasons were given at public consultation and parish council meeting, reasons will also be included in the conservation area appraisal under conservation area boundary paragraph.

Starston:

Comment	Response
Parish Council supported extended area for setting of wind pump, which grade II and Scheduled Ancient Monument. They consider that this should be the whole field.	Agreed. Area is extended so that wind pump is within the conservation area, however larger field would be considered to be the setting of the conservation area so not included.
Trees and pond at south entrance should be included in conservation area.	Agreed. Conservation area is being extended slightly to cover area.
Owner observed that garden should be included at Hillside.	Agreed and included.
Owner wished rear gardens not to be included at The Gate	Agreed. This is not significant with regard to the conservation area so boundary can revert to existing.
The owner of Stone Cottage questioned proposal for inclusion.	Agreed. The cottage is C19 and has architectural and historic character. However, it is agreed that the cottage is quite detached from the rest of the conservation area, and being an individual property it is considered it does not need to be included.

Wacton:

Comment	Response
Resident requested that the paddock behind the church and nos 2, 4, 6 and 8 should be	Noted. This does not contribute to street views. Consideration would still be given to the setting of the conservation area in terms

included in boundary as historically was part of Wacton House and its original estate.	of any proposed development. No.'s 2, 4, 6 and 8 are already proposed for inclusion within CA.
Resident requested that short section of Haynton's Lane should be omitted.	Agreed. Is more of a feature of open countryside as a rural lane rather than as a part of the conservation area and common.
Resident commented that conservation area should be extended to include the whole of Haynton's Lane and to include the woodland at the northern end. Historic Buildings at Blyth Green and Hill House should be included.	Disagree. Haynton's Lane not extended as further to woodland at its northern end as this additional area completely detached from the conservation area being separated from by large areas of agricultural land. The historic buildings referred are also not included for the same reason.
Resident commented that former Methodist Chapel should be omitted from list of the buildings of townscape significance.	Agreed. Building is C20 and of simple materials and not considered to be of any architectural quality. It is therefore not considered to be significant in terms of contributing to the character and appearance of the conservation area and can be removed from the list.

Appendix D

Copies of the draft appraisal which were consulted on can be found at:

<https://www.south-norfolk.gov.uk/conservation-area-appraisals>



Fritton

Conservation Area Character Appraisal and Management Guidelines

December 2019



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Introduction



The church lychgate

The small rural hamlet of Fritton is dominated by the large grazing common to the south, which over time has shaped how the village has grown and strongly defines its character. The settlement lies 11 miles south of Norwich, 8 miles North West of Harleston, and 2 ½ miles East of Long Stratton.

Fritton retains a very rural character with its common well preserved. Historically, properties were widely dispersed around the common, however some infilling has created a more concentrated cluster of dwellings at the north end of the common where the two roads converge. The extent of landscaping at the north end of the common however screens much of the development.

The village lies within the Parish of Morningthorpe with the neighbouring hamlet of Morningthorpe lying half a mile to the west of the common. The area is identified in the South Norfolk Place Making Guide within the Great Moulton Plateau Farmland – an area of relatively flat landscape characterised by greens, commons and historic moated houses.

Under the terms of Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority is required to identify areas of special architectural or historic interest whose character or appearance it is desirable to preserve or enhance, and to designate them as a Conservation Area. The 1990 Act also requires local authorities to prepare management guidance and proposals for Conservation Areas. Fritton conservation area was originally designated in 1976. This document should be read in conjunction with the adopted Local Plan, the National Planning Policy Framework and Planning Practice Guidance.

Key Characteristics

- Large well-preserved grazed common with numerous ponds which are important natural habitats (The common is a SSSI)
- Concentration of dwellings at the north end of the hamlet.
- Importance of verges with buildings set back behind hedges.
- Variety of vernacular architecture, including a number of thatched properties

Historical Development (also see historic map in Appendix 4 p18)

In the Domesday Book (1086) reference is made to "three Freeman and the moiety of another" in "Fredetuna" and Blomfield, the 18th century Norfolk historian, suggests that the name means "Free Town", implying that it was "free from many things that other villages were subject to". Another interpretation of the place name is "TUN with a fence round it" or "TUN by fenced ground". Alternatively, it may be derived from Freisia in North Germany, whence settlers may have come, or from the name of a person.

The oldest building in the village is the Church of St Catherine's to the north west which has a 12th century Norman round tower. The church also has a number of historic features dating from the 15th century with a belfry and porch of that date, an embattled parapet and font. A rare rood screen with medieval paintings dating to c1520 shows how colourful church interiors were before the reformation. Earlier still are several wall paintings that date from the 13th century.

The settlement belonged to the manor of Boyland-cum-Fritton. Boyland Hall was a large Elizabethan house to the north, rebuilt in the 19th century but demolished in 1947. Boyland was also the site of a small medieval village. There is a medieval moated property within the conservation area at Island House to the south east of the common. The house has remnants of a 15th century jettied house and cross passage and it is thought that it may have been the house of the Abbot of Bury's bailiff (NH3995).

The incumbent of Fritton Church during the 19th century was Reverend Thomas Howes who resided at Morningthorpe Hall, a large Elizabethan house (extended in the 19th century) to the west of the settlement with an extensive area of attached parkland. Mature trees within this extensive former parkland can still be seen to the west of the Common.

Fadens 1797 Map shows two tracks either side of the common to the west and east with planted avenues of trees. The 1884 OS Map still shows the remains of a tree lined avenue to the east, which is no longer clearly shown on the 1905 Map. A new tree lined avenue (although missing some trees) has now been established for the later Middle Road, which is now the principal road passing through the conservation area.

The common pasture of Fritton called 'Fritton Green' is an ancient common. South Norfolk has a number of surviving mediaeval commons. These heaths and commons were found on badly drained clay uplands which were less suitable for arable farming and were of great importance to the rural economy in the Middle Ages. They provided areas of pasture for those with communing rights at times when other grazing was not available. They were also sources of clay for house building and for marling the fields, which may be how some of the ponds formed.

The edges of the commons were frequently settled by peasants from the 11th or 12th century onwards, although as areas of common grazing they are almost certainly older, probably Anglo-Saxon.

The importance of common land led to its slow removal, it was nibbled away first by encroachment and then by enclosure so that whereas today less than 1% of Norfolk's land area is common, at the beginning of the 19th century it was as high as 11%.

Medieval Tofts can be found to the south east of the common south of Steppings Lane (M 32922) and there are various medieval pottery finds to the north of the village behind houses on the west either side of common.

In 1883 the village was described as "a pleasant village scattered around a green of 70 acres." In 1881 the census stated that it had 204 inhabitants living on 890 acres of land, indicative of the agricultural character of the village for much of its existence before the 20th century. The village was largely agricultural, although there was a public house in the village, the Nags Head, which was first recorded in 1775. This is now a house and can be found to the west side of the junction of Middle Road and The Street. The 1884 OS map shows the location of the Pillory (the village stocks) on the opposite verge.

During WWII United States Air Force servicemen from the 93rd Bomber Group were based at the nearby Hardwick airfield and frequently visited the pub. The arrival of the Americans in a quiet rural part of Norfolk must have created quite a stir. The pub closed in 1982 with the death of the last landlady, Daisy Elmar.

Daisy had worked with her husband since the 1940s (her husband dying in 1963) running the pub and was fondly remembered by the ex-servicemen after the war with Daisy continuing to receive Christmas and birthday cards and return visits for many years. The pub was also known for being one of the last pubs in Norfolk to have a serving hatch, known as 'a wicket', rather than a bar.

Other war time features include a type 22 Pill box in the south east corner of the common (NH18351), and a search light station relating to the airfield, which was situated to the south west of the Common (NH33311).



The Nags Head Public House and former pub sign

Character Assessment

(Also see Streetscape and Natural Character Maps in Appendices 5 and 6 pages 19 and 20)

Fritton and its Setting

The majority of properties are situated at the north end of the hamlet to either side of The Street. There remains wide verges to the front, and the rear of properties back onto agricultural fields. Planting around the ponds at the north end of the common obscures views of the housing from the large area of the common to the south.

The common is well enclosed by mature trees around its perimeter, so although the surrounding countryside is relatively flat, the common feels relatively enclosed and separated from the surrounding countryside, creating its own sense of place. Properties are more widely dispersed, although as many of the properties are rendered and painted in colours they stand out visibly.

Conservation Area Boundary

The boundary has been drawn around the historic settlement to include properties and landscaping around The Common, along The Street, and further to the north to include the church and Church Farm. Where fields are now cultivated and agricultural they have generally been taken out. The post-war housing along School Road is has also been taken out as they are a relatively common house type of the period and there is no reason to include them within the conservation area on heritage or architectural grounds.

Street Patterns and Historic Grain

The historic grain and pattern of development is strongly influenced by the shape and character of the large common and the convergence of the roads at the north end. Historically, buildings were dispersed around the common in farm yard clusters relating to agricultural use. The church and the Rectory were situated in a relatively isolated location to the north. Later 20th century infilling has changed the character at the north end with a higher concentration of properties and a more linear development character. However, to the east and west of the common infilling hasn't taken place and the preservation of the landscape gaps between properties is important to retaining its historic character and appearance. Landscaping at the north end of the common with associated ponds also assists in screening the higher concentration of housing at the north end of the common from views within The Common.

Perambulation

The Church and Church Farm are isolated from the rest of the settlement to the north. Once the Old Rectory is reached the character of development is shaped by linear development to either side of The Street, particularly on the west side, until reaching the north end of the Common. The common has a different character with farmyard clusters around the periphery of the open space and large landscape gaps in-between, although extensive planting around the common and around ponds obscures views out from the common over the surrounding agricultural open countryside.

The Street (West side)

Starting at the north end of the village on the west side, set back some distance from the road and not visible from it is the extremely well-hidden village church within a grouping of trees. The conservation area boundary passes along the line of an historic path which leads from the rectory across the field to the Church. Recent planting of an avenue of trees along the path helps to retain the historic connection even though the rectory is now a private house.

Once past the meadow to the front of the church and the village road signs, the first building on the right is the Old Rectory. The original 17th century house with its steep roof and plain, peg tiles is just about visible to the rear, as well as an earlier flint outbuilding further to the rear. More prominent is the later 18th/19th front range which is whitewashed brick and a little plain in appearance with a shallow hipped roof and dark pantiles and wide sash window units with margin lights. The tall red brick chimneys are however a strong feature, drawing the eye upwards.

The next group of properties are a converted flint barn unusually tight to the back of the road, followed by a semi-detached pair of smaller rendered 19th century labourer's cottages with casement windows.

There then follows several modern detached houses. These are set back at varying distances from the road with gabled forms and steeper roof pitches, although not as steep as historic properties. The ditch also becomes a landscape feature to the side of the road. The Limes unusually has crow stepped gable ends. 1 & 2 Council Houses date from the mid-20th century.

There is some inconsistency in front boundary treatments – firstly the historic remains of the low flint enclosure wall to the farm complex, followed by the open lawn frontage to the rendered Sycamore House. There are then tall hedges behind the open drainage ditch which obscures views of the properties, particularly in summer.



The informal approach to the isolated and hidden church



A short section of The Street where there is an untypical tight street frontage

There then follows Old Rectory Cottage, a 17th/18th century large cottage in two parts: A thatched two storey section to the left, and adjoining low single storey converted outbuilding with roof dormers to the right. At this point the verge starts to widen for a small area on the west side with hedging providing important boundary treatment. There is a low modern red brick bungalow, then East View, an interwar mid-20th suburban style house which appears a little incongruous within the rural context.

At the point where the road forks into the middle and west roads is the former Nags Head with its attractive varied red brick, prominent thatched roof and swept over dormer windows, now solely inhabited as a private house. The yard extends out to the front, enclosing the common with a ditch and hedge. The next house facing towards the common is Fritton Cottage, a simple early to mid-19th century brick cottage with black pantiles and segmental arches and casement windows. It has a pleasant front garden with picket hedge. The cottage is closer in character to the properties to the north of the common than those found dispersed around the common.

The Street (East side)

The first building within the conservation area boundary on the east side is a timber framed barn with weatherboarded gable end and rendered elevations, currently painted brick, and a prominent brick wall. This is part of the Church Farm grouping of buildings. The 17th century timber framed farmhouse, which is rendered, is set further back. Typically, it has 19th casements and a steep pitched roof with pantiles. There is then a long section of agricultural fields with a strong hedge boundary to the road.

The conservation area boundary now excludes New Church Farm as it is a relatively modern building which does not contribute to the character and appearance of the conservation area. The boundary has been drawn to include the hedge and verge.

The first two properties, The Elms and Elm House, are both modern properties, the Elms single storey and Elm House two storeys. Following these houses is an historic building divided into four separate properties: Fern Cottage, Wayside Cottages and Rose Cottages. The north end, Fern Cottage, dates from the 19th century and is not listed. The central Wayside Cottages and Rose Cottage, part of which is a later extension, are listed grade II. The original part of the building is thatched with three eaves level dormer windows with swept over thatch. Rose Cottage is partly the thatch building, and partly a later extension. It is important to try to keep a coordinated colour across the property, particularly for the middle section.



Church Farm with barn to left



The group of Fern Cottage, Wayside Cottages and Rose Cottages east side of The Street

A track then separates off from The Street to the east of the pond with the beginning of the common area. Greenwood and Meadow House are both modern properties set back from the street. Point House and Sunnyside are older properties with pleasantly contrasting styles, the former brick, the latter thatched with a red pantile roof. Point House and Sunnyside provide an attractive setting as the back drop to the pond. These properties are followed by Nevada, another modern property.

The Common

The common is characterised by dispersed grouping of properties mostly based around historic farmsteads with the original farmhouses, outbuildings and walled or fenced enclosures, an important feature protecting yards from the livestock grazing on the common.

East side

On the east side of the common the first grouping is associated with 16th / 17th century Fritton Hall. This is the largest agricultural grouping of buildings in the village, with the converted stable ranges to the north, and two historic barns to the south, both individually also listed grade II with one barn with the date 1749 in ironwork on the gable end facing west. Apart from the Rectory to the north, the brick gable end of the hall with its diaper pattern work of vitrified bricks and crow stepped gable identifies the hall as the highest status property in the village. A brick wall provides enclosure to the courtyard to the north.

The next grouping is associated with the Island House moated site. The house has an attractive setting overlooking a pond to the east. The remains of 15th century jettied house with a screen passage are visible as part of the elevation, with the hall having been extensively rebuilt c1580. In the 19th century the house was reduced in height at the south end and given a new roof, and probably subdivided into cottages. The house was renovated and extended in the 20th century. An 18th century brick barn to the north is converted into a house, and a weatherboarded barn lies immediately to the north of the house. There are some old iron railings along the driveway, quite simple and plain in design.

Fritton End Farm is situated at the junction with Steppings Lane. End Farm Cottage to the north and two barns, both timber framed, dating from the 17th to early 18th century. The farmhouse has been re-fronted in red brick in the 19th and 20th centuries. The west side has an enclosed garden with a 19th century wall to the road and a flint wall to the south. A weatherboarded cartshed survives to the front of the wall with other outbuildings to the south. There are then no further properties to the south on this side of the common.



Fritton Hall



Fritton End Farm

West side

Properties are closer to the west road on the west side.

The first grouping of buildings, south of School Lane, are related to Malthouse Farm. This is a timber frame house dating from 17th century and has several clay lump barns and outbuildings. The farm is followed by Oak Cottage, 17th/18th century timber framed with later 19th century extensions, and a 18th century range of clay lump and painted brick cottages. The last grouping is the Manor Farm buildings, which include 16th/17th century timber frame barn. Another timber frame stable, formerly a smithy, which may be the original farmhouse as it has an ornately carved bresummer reset over the forge

Traditional Materials & Architectural Details

The village contains a variety of vernacular materials including flint, red brick, timber framing and clay lump. Roofs are mostly covered with red/orange pantiles, although three properties are still thatched.

17th century and earlier buildings are typically vernacular being timber framed with steep roof pitches, low eaves, dormer windows (catslide, eyebrow and gabled), off centre stacks, casement windows and vertically boarded doors.

Thatched roof buildings are a particularly feature of the village with Wayside Cottages, Sunnyside, and Nags Head Cottage all thatched. Other 17th century properties have very prominent steep roof pitches which are likely to indicate historic thatching.

Converted barns at Fritton Hall have 'tumbled-in' brickwork gable ends, black weatherboarding and red clay pantiles. The steep pitch and parapet gable ends indicate that the barn was likely to be historically thatched.

Although the converted flint barns formerly of Street Farm are very prominent in the streetscene, flints are relatively unusual within the conservation area – and apart from the church are only used for more functional buildings such as garden walls and outbuildings/barns.

There are a few barns and outbuildings that are either constructed in wattle and daub or clay lump, such as those at Malthouse Farm. Clay lump is very local to the South Norfolk area and is a building method used mainly in the early to mid-19th century.

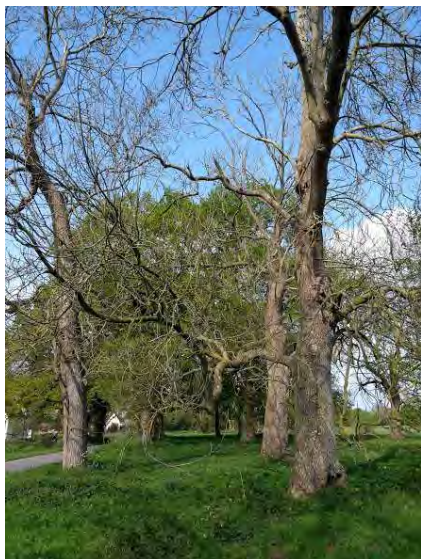


Render and thatch at Sunnyside and later extensions in brick and pantiles to adjoining north end.



Converted barns at Fritton Hall with crow stepped gable ends

Natural Character



Ancient oaks, part of the historic tree lined vista to east, and west shown here) to The Common.

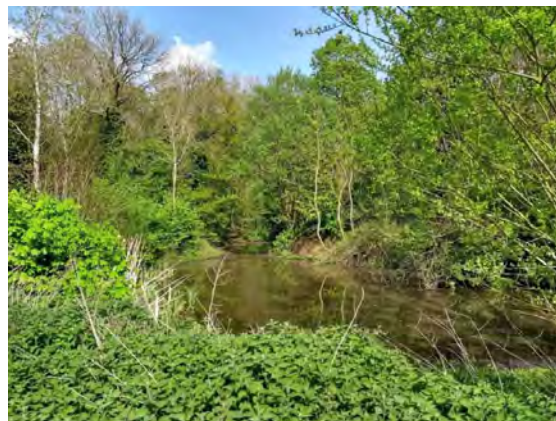
The open landscape of the grazed common dominates the natural character of the conservation area. The common is a designated site of special scientific interest (SSSI) and is therefore important to manage. It is one of the few large grassy commons in South Norfolk still under traditional management by light cattle grazing and several ancient oak and ash trees also survive. To the east side some of these indicate the line of the former tree lined avenue shown on Faden's map of 1797, and the vista is still visible to the west.

There are number of natural ponds and potentially manmade ponds, some of which are relatively shallow and only seasonally wet. These now show a great diversity of flora.

Further north St Catherine's Church is set back from the road in an isolated location. Mature landscaping makes an important contribution to the setting of the church, creating tranquillity of isolation. The graveyard is also well back from the road, preserved within a rural landscape with a tree lined track to the Rectory to the south.

The roads which run through the common are kept relatively informal with loosely defined edges. More informal bridleway tracks cross parts of the common, particularly from Middle Road to Fritton Hall and Island House. It is important these are relatively lightly used and kept informal and grassed.

The common tightens up at the north end where the roads converge and the character becomes one of wider grassed verges and high hedgerows, with buildings set back from the road behind hedges (the exception being the converted barns to Street Farm.)



Pond to the front of Manor Farm

Street Furniture, Walls and Railings



Listed telephone box, post box and village sign, and benches.



Flint wall formerly an enclosure as part of Street Farm complex of buildings, but now part of separate curtilage to the front of Vine Cottage

The settlement is very rural and not well populated. Street furniture is limited to the area around the grade II listed K6 Gilbert Scott designed telephone box and post boxes near the junction with School Road. This area could be enhanced with a more accessible surface. Although it is important to retain a rural character, the damage to the verge in this area resulting from parked cars could benefit from more robust edging.

The rural character of the area is reinforced with hedgerow planting. Some historic walls remain from historic farmyard enclosures, however walls and close boarded fences should be avoided to the front of properties, particularly where there is a higher concentration of more recently built houses along The Street.

Manor End Farm has a high garden wall adjacent to Steppings Lane with a dentil and round brick coping detail which wraps around to enclose the front garden. The old flint wall to Street Farm survives to the front of Vine Cottage, and has a decorative shaped round coping. Fern Cottage, Rose Cottage and Fritton Cottage all have cottage style picket fences to the front which positively contribute to the rural character providing enclosure but maintaining a sense of openness.

Conservation Management Guidelines

Highways



Verges along The Street

It is important to retain the rural character of The Common and the verge either side of The Street.

Verges should be kept informal and not kerbed. Avoid erecting obstacles on verge to stop cars parking, although the kerb where cars frequently park near the telephone box could benefit from some protection.

Upgrading windows and doors



Ideally replacement windows should be timber and flush fitting with glazing bars

Generally, the windows within the conservation area have been preserved or sympathetically replaced. However, in some cases windows and doors have been replaced with different materials such as uPVC and/or different styles.

If door or window frames need to be replaced they should ideally be replaced with in the same, original material. However, if different materials are chosen then the window style should still remain the same. The opportunity should be taken to reinstate traditional style windows where they have been unsympathetically replaced in the past.

Fencing and walls



Picket fence in front of Sunnyside

The village is mainly characterised by hedgerows, with the exception of wall providing historic farm yard enclosures.

Apart from retaining historic farmyard walls and enclosures, walls and close boarded fences should be avoided as they have an urbanising effect. Boundary treatments where considered applicable should be hedgerows or low picket style fences.

Painting/colour washing buildings



Malthouse Farm

A number of properties within the conservation area are timber framed and rendered. Although there is a variety of colours, the colours chosen are generally muted pastels to match historic limewash.

Colours should be well chosen to match historic limewash.

Appendix 1 (i)

Listed Buildings

Church of St Catherine
Church Farmhouse, The Street
The Old Rectory
Fritton Rectory
Barn north of Church Farmhouse
Malthouse Farmhouse
Three Nags Cottage
Fritton Hall
Stables north of Fritton Hall
"Oakwood" Barn (barn immediately south of Fritton Hall)
The 'Stables' (barn south of the above barn) converted to house 1982
Island House
Fritton End Farmhouse
Sunnyside (cottage range)
Fern Cottages - 1, 2 and Rose Cottage (no. 3) - (previously Wayside Cottages)
Telephone kiosk
Manor Farmhouse (west side Common)
Barn north-east of Manor Farmhouse (west side Common)
House (Oak Tree Cottage), Fritton Common (west side)
Cottage Range (including Avenue Cottage) south of the above

Appendix 1 (ii)

Unlisted Buildings of townscape significance

Fern Cottage
Fritton Cottage
Former Street Farm

Appendix 2

Policy background

In recent years, the approach to conservation area designation has changed considerably. It is now recognised that development plan policies, development management decisions, and proposals for the preservation or enhancement and the management of conservation areas, can best be achieved when there is a sound understanding of the special interest of the conservation area. This position is reinforced as follows:

The Planning (Listed Buildings and Conservation Areas) Act 1990 in section 66(1) makes it a duty of local authorities when considering applications to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest. Under section 72 of the same Act, it is a duty with respect to any buildings or land in a conservation area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area. Department for Communities and Local Government. National Planning Policy Framework (NPPF) 2018 Paragraphs 184 to 202 cover “Conserving and enhancing the historic environment”. Joint Core Strategy- Policy 2: Promoting Good Design South Norfolk Local Plan. The South Norfolk Local Plan Development Management Policies Document was adopted in 2015 and policy 4.10 covers Heritage Assets.

Public Consultation

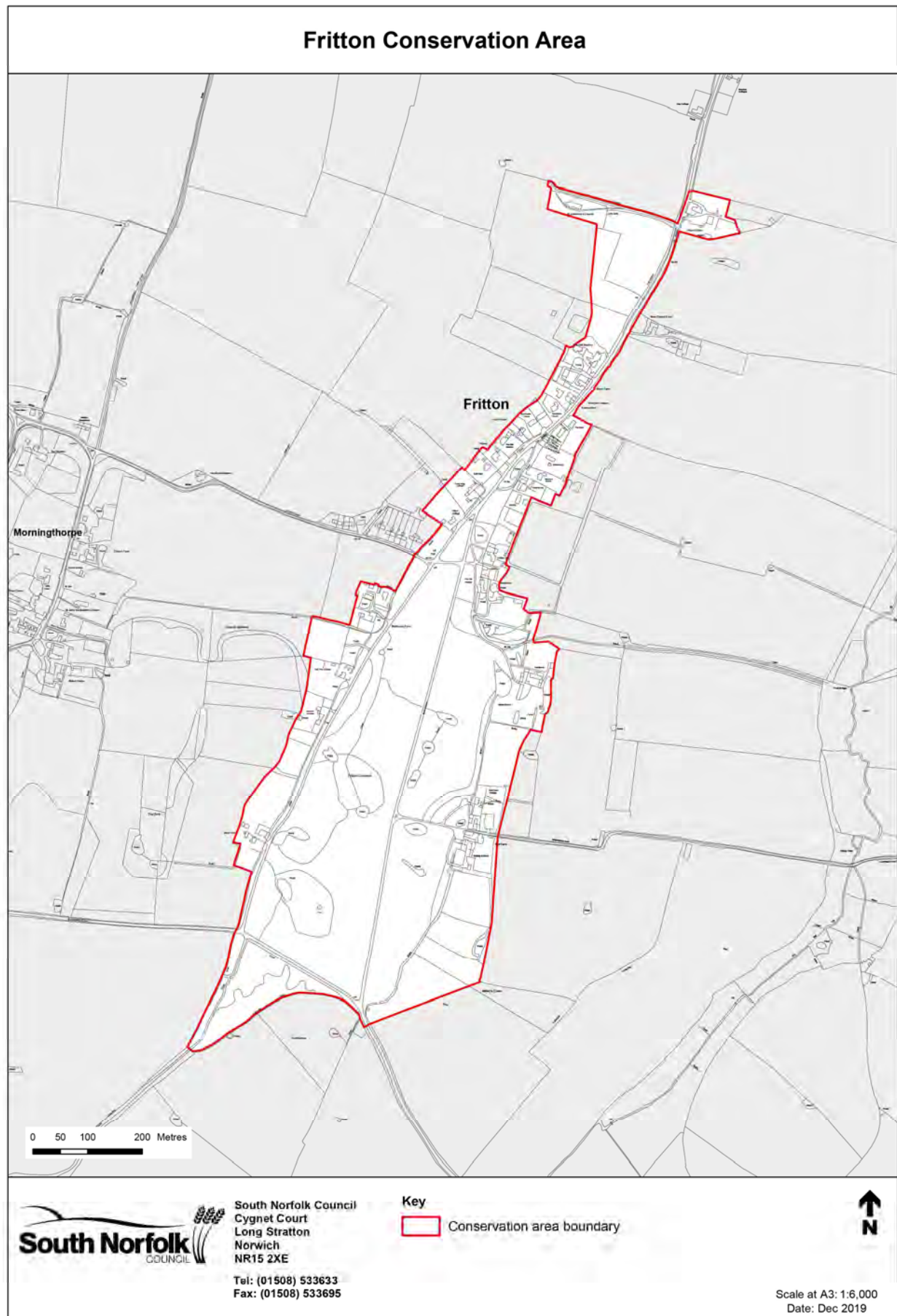
An informal ‘walkabout’ of the area was organised with the Parish Council on 14 December 2018. This informed the proposed boundary changes and the conservation management guidelines within the draft appraisal. The public consultation on the draft appraisal took place from 1st to 28th July.

This included:

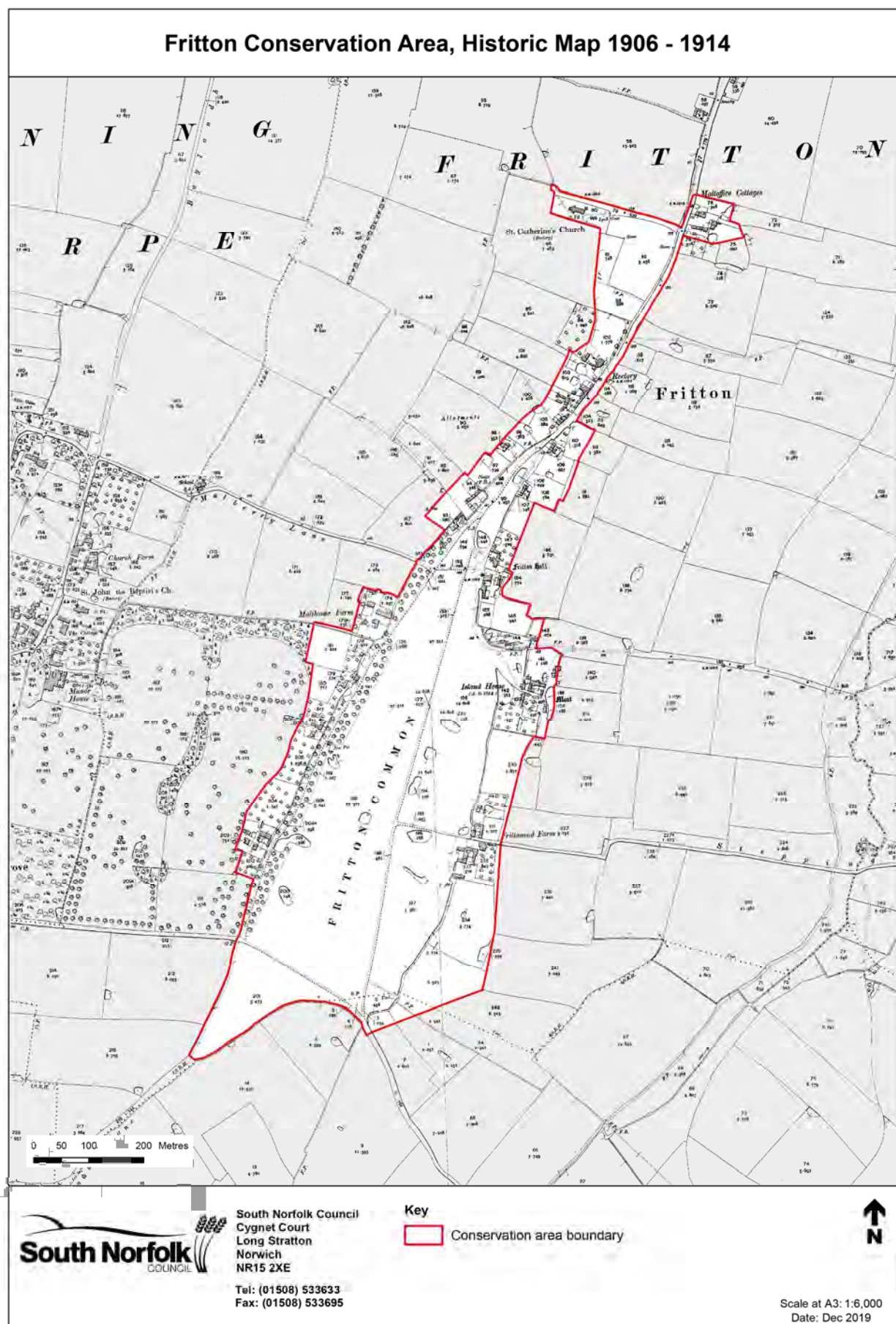
- A public exhibition held in the before the parish council on 9th July for one hour with an officer in attendance to answer any queries.
- An advert in village notice board and local publicity by the parish council
- The draft appraisal being available to view on the council’s website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Parish Council and Historic England.
- A presentation made to the Parish Council on 9th July.
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the proposed changes.

As a result of the consultation the proposed boundary extensions to include the whole curtilage of both the Old Rectory and Church Farmhouse were not carried forward. The former is characterised by a tennis court and relatively recent planting and the curtilage of Church Farmhouse was only recently extended following purchase of the field at the rear. Following representations made by respective owners, these areas were not considered to make a significant contribution to the character and appearance of the conservations area and the boundary changes have not been made.

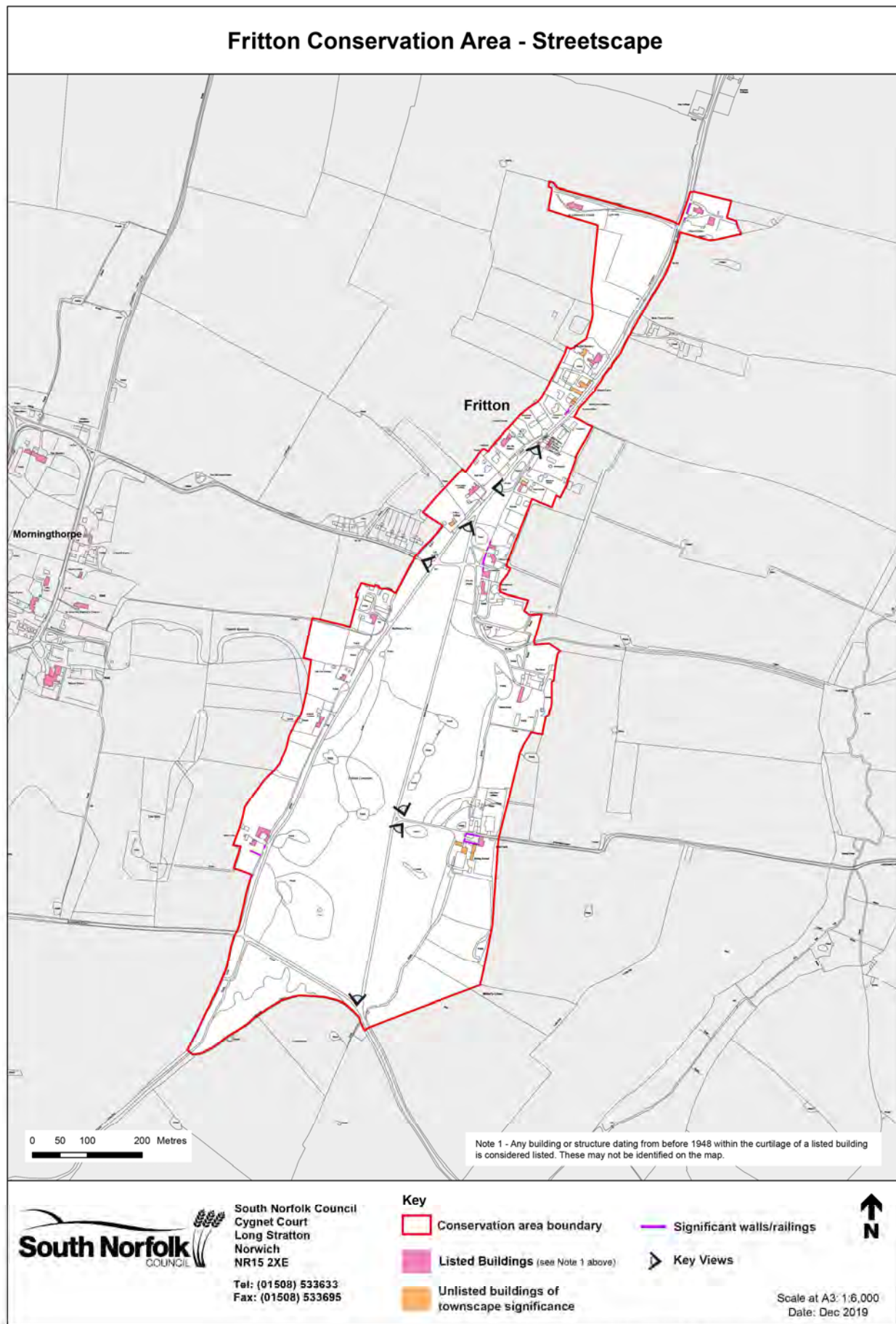
Appendix 3



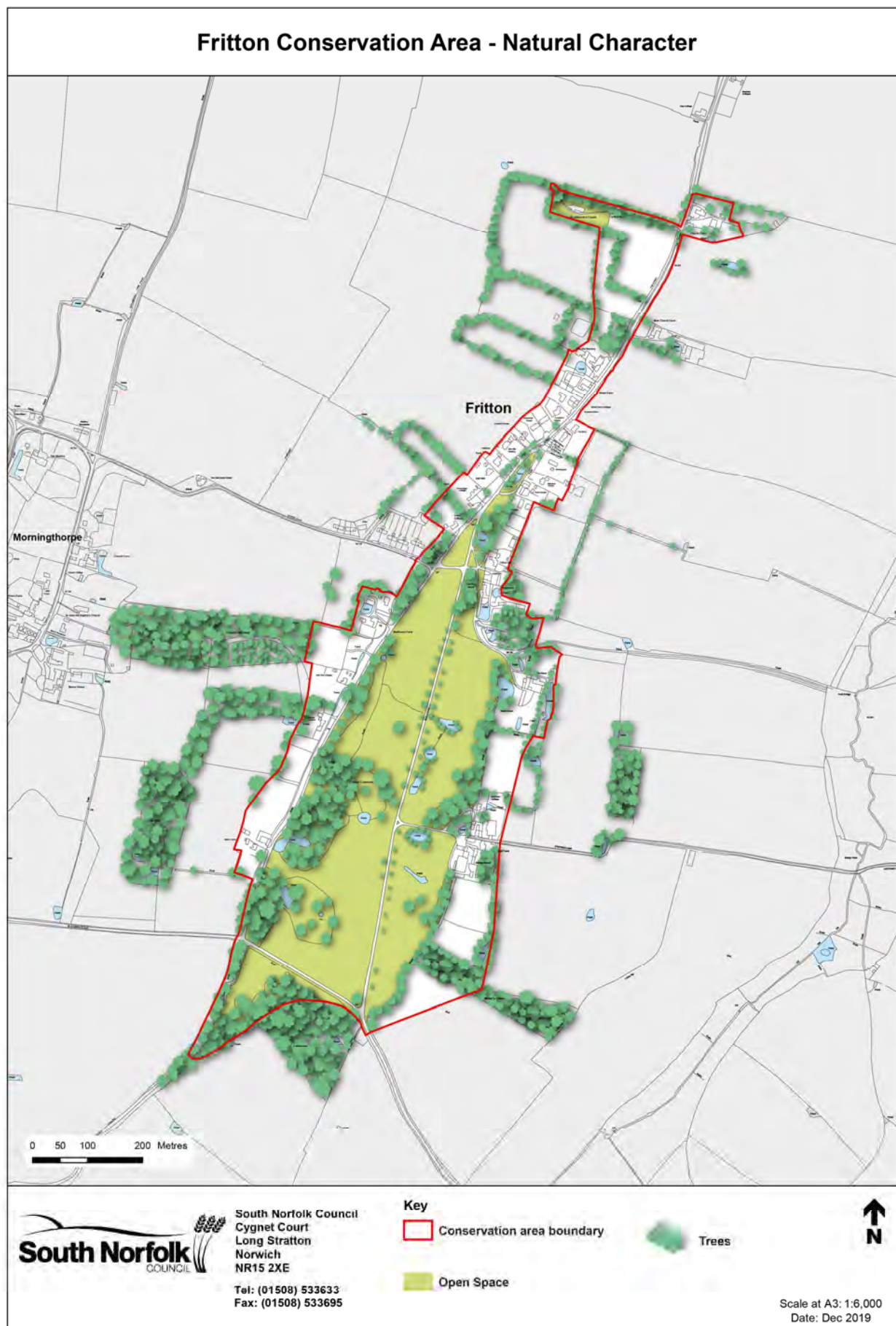
Appendix 4



Appendix 5



Appendix 6





Pulham Market

Conservation Area Character Appraisal and Management Guidelines

December 2019



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Introduction



Church of St Mary Magdalene

Pulham Market lies approximately 2.5 kilometres from the main Norwich to Ipswich (A140) road. It is perhaps the best example in South Norfolk of a “nuclear settlement.” The main buildings are clustered round a central green (the nucleus) which is linked to the surrounding farmland by a network of lanes and footpaths.

The settlement lies at the junction of several roads and footpaths connecting the village to other settlements round about. Pulham Market has always had good communications, with roads running out from it in all directions. But these roads twist and bend so that what appears on a map as an easily discernible pattern is enormously varied, irregular and picturesque when seen on the ground.

Under the terms of the Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority is required to identify areas of special architectural or historic interest whose character or appearance it is desirable to preserve or enhance, and to designate them as Conservation Areas. This document should be read in conjunction with the adopted Local Plan, The National Planning Policy Framework, and Planning Practice Guidance

Pulham Market Conservation Area was designated in 1976 and was extended to include the grounds of Selwyn House in 1989.

Key Characteristics

- A central village green shaped by a variety of historic buildings
- Highly permeable central core with network of roads and pathways
- Prominent location of Church of St Mary Magdalene
- Rural setting on east and south aspects
- Survival of wide range of historic houses, cottages and terraces

Historical Development (also see historic map in Appendix 4 p19)

Historically, the area has been closely connected with agriculture as witnessed by a variety of farmsteads, small hamlets, and greens (clearings) in the woods.

To the south-east of the village lies Pulham St. Mary which is a slightly smaller settlement. Today the Pulhams are two separate villages, but they were for many years ecclesiastically recognised as one parish, and it was not until 1857 that they became separate livings. One church is dedicated to St. Mary the Virgin (Pulham St. Mary) and the other to St. Mary Magdalene (Pulham Market). History has repeated itself in that now the two parishes are part of a united benefice.

With the village near the site where two Roman Roads crossed, it is no surprise that evidence of a Roman site has been recorded. A small tributary of The Beck still runs between the two parishes, which in Saxon times was probably a chain of muddy pools which drained into the Beck itself. The name "Pulham" is believed to signify the "place of the pools".

In the 10th century, the land belonged to Ethelwold, the Bishop of Winchester, who later gave it to the Abbey of St. Ethelred at Ely. The monks improved the land, which they held until the dissolution of the monasteries in the 16th century. The monks purchased the market which became regularised by the Plea Rolls in 1249. Pulham Market thrived and became sufficiently wealthy to build its own church, begun in the 14th century, with the nave, aisles and tower showing a progression of building through the 15th century and possibly into the 16th century. In Tudor times the Pulhams thrived and became famous for cottage industries manufacturing "hats, dornecks, and coverlets." In 1551 an Act was passed, for the advantage of the citizens of Norwich, forbidding any outsiders from making these commodities, but an exception was made in favour of the Pulhams, because these industries had been long established there. That it had its own guild hall, which once stood in Guildhall Lane, bears witness to the importance of these trades to the village.

Despite this 'protection' the weekly market declined in the 17th century due to strong competition from Harleston, which held a market on the same day. The cottage industries in the village shared the same fate.

The population of the parish has fluctuated in the 20th century from 984 in 1921 to 875 in 1951 and 905 in 1971. The latest estimate for 2011 is 979, which reflects the new building to the west and north-west of the village. Few of the present village community are still involved in local agriculture or cottage industries; while, like some of its neighbours, the village has attracted many commuters and retired people over the last few decades.

However, there is still enough demand to support a range of local services including a general store, a modern doctors' surgery, two public houses, the church and Methodist chapel, and a thriving village hall, all serving a wide rural hinterland. The school to the south-east of the village, built in 1852, is near to capacity, catering as it does for the young children of both Pulham Market and Pulham St. Mary.

Typically, more recent development has taken the form of new housing on the periphery of the core to the north between Mill Lane and Tattlepot Road, and to the west around the Falcon Road area and Selwyn Gardens. Elsewhere, growth in the conservation area is typified by conversion, extension, and small infill development.

Character Assessment

(Also see Streetscape and Natural Character Maps in Appendices 5 and 6 pages 20 and 21)

Pulham Market and its Setting

The topography is typical of South Norfolk, consisting of gently rolling countryside either side of the main river systems. This largely hides the centre from wide viewpoints.

The ground slopes gently from north to south towards The Beck, a streamlet which flows into the River Waveney to the south-east.

The form of the village is dictated by the location of the church, the Green and the pattern of the several roads and lanes leading to its centre. The relationship of the buildings to these thoroughfares has determined the form and character of the historic core.

Conservation Area Boundary

The conservation area is an irregular shape, the central part of which contains the historic core located around the church, the Green and the dense mass of buildings to the north around Church Walk and the Back of the Inns.

The irregularity of the conservation area is derived from the inclusion of the 'ribbon' of development located along Tattlepot Road; Colegate End Road, and immediately adjacent to the historic core such as Bank Street, Barnes Road and Harleston Road.

As part of this appraisal, the boundaries have been reviewed, and some amendments have been made. Many are minor, to acknowledge changes in property boundaries, including the conversion scheme at Street Farm, and the extensions to the school.

Street Patterns and Historic Grain

The Green forms the heart of this nucleated settlement.

Harleston Road, Station Road, and Guildhall Lane give access to it from the south. Barnes Road, Bank Street, and Falcon Road from the north.

To the north of the Green is a dense pocket of historic buildings lying both sides of Church Walk and Back of the Inns.

Beyond that to the north, development is generally more recent than the historic core, with examples of Georgian and Victorian development. It still contains, however, one or two older historic buildings located in isolated plots.

Bank Street divides at the west end into Tattlepot Road and Colegate End Road.

There is a consistency in the use of traditional materials and forms used in Pulham. But the arrangement of buildings, the variety of their size and type, combines to create a series of attractive and varied spaces - public and open or intimate and closed, which give the village its special character.



Barnes Road



Church Walk

The irregular nature of the street pattern, building plots, and associated buildings on them has over time created a delightful variety of spaces and vistas set against the backdrop of the church and mature landscape of its churchyard and the Old Rectory garden.

There are several buildings or gardens set above the level of the street, using brick walls as retaining structures. Notable examples include Salters, The Old Rectory, the school, the terrace along Harleston Road, and the churchyard.

Perambulation

General

Most buildings are two storeys high and of modest domestic proportions. In general terms the historic buildings have axes parallel to the road although one or two are gable end on. This picturesque jumble of buildings and interwoven spaces is a key quality of the area. The road and path system generated by the configuration of building plots is another essential ingredient.

A significant amount of new building has taken place outside the conservation area to the north and west. All new building is domestic in scale and is of reasonable design for the context. The one criticism is that frontages have tended to be “open plan”.

Along many of the approaches to the conservation area, and in the centre of the village, walls, hedges, trees and buildings have been used to provide a sense of enclosure, to shape the streets and the views along them. This opportunity has not been taken with some of the new developments. The views along Colegate End Road and Tattlepot Lane in particular, could be improved if this historical approach were reflected.

While the spaces between and opposite the older buildings in Colgate End Road have mostly been infilled with new housing, the historic survivors still make a positive contribution. The open section opposite Falklands House provides a welcome break and offers attractive views to the landscape beyond.



Bank Street



The Green

The junction with Bank Street and Tattlepot Road is key, marking the principal western entrance to the area. The Methodist Hall is of interest with its later companion extension, although some improvements to the open tarmac forecourt could be made. Point House, (Salters) presents a classical frontage down Bank Street to the east, but the gables of its older range to the west greet the visitor from that side. The development of Selwyn Court and Gardens has retained the mature trees. The proposed development west of Sycamore Farm could provide an opportunity to further enhance the approach to the village from this side.

Bank Street

The view to the east is terminated by Central House and Knotty Kot, where the road splits, but the approach illustrates much of the key characteristics of the area identified earlier. Significant individual buildings, such as Andrews and Goodwyn House; terraces and groups of cottages from the 17th century to early 1900s, set forward and back, behind good walls, railings or hedges. It is a pity about the overhead wires.

The "North" Green Area (Barnes Road, Church Walk and Back of the Inns)

The south east junction of Bank Street with the Green includes the densely built fabric of Barnes Road, Church Walk and Back of the Inns. This area has a very intimate character, with a maze of tightly enclosed spaces formed by a variety of buildings and walls. The narrow linear space of Back of the Inns for example, is in pleasant contrast to Church Walk which opens out into an attractive courtyard at the Old Bakery. Many of the houses occupy extremely confined sites and the majority are of special interest - ranging from the more substantial houses such as Prospect House and the Old Bakery, to the quaint Knotty Kot, It'll Do and Sunnyside. The importance of relatively minor outbuildings to this character should be noted, the group north of the Falcon Inn being a prime example.

Pink Cottage, rebuilt on similar lines to its predecessor, occupies an important position, closing attractive views from the west along Barnes Road and from the south down Back of the Inns. Street Farm and its outbuildings, now sympathetically converted to dwellings, form a good group and mark the change to a more open rural landscape.

Another interesting space lies around Prospect House and the Harrow. The attractive outbuilding to the south, The Shrew, is now a dwelling.



Barnes Road



Harleston Road

The Green

The Green is the focal point of the village. However, the relationship of the buildings with the subtle curves of the roads ensure that the space does not 'leak' out. The only disappointment is the weakening of the north west corner by the new entrance to Falcon Road, although the trees help address the issue. The buildings around the Green form an impressive group. Trees largely screen the Rectory, but elsewhere the Green is bounded by the buildings themselves.

On the eastern side is a continuous group of fine timber framed houses and cottages. Three are thatched, Drayton House retains its original tiles while some recent window replacements match the old window styles. A fine doorway completes the picture. The Crown Inn, also a timber framed building, is visually the most important of the buildings round the Green and has as its background the church tower and a fine group of trees. The extensions to the Inn, although substantial, have not impinged upon the original form of the building.

To the west two timber framed buildings remain: The Laurels with an attractive two storey porch, and The Stores with later brick cladding. These have been supplemented by a modern house and by The Gables - a Victorian house of importance in the street scene marked by heavy stone lintels. Chestnut Cottage, an attractive symmetrical 19th century house, is given an added interest by the delicate wire lattice porch.

The buildings in the north side of the Green form a less coherent group. The modern bungalow is relatively unobtrusive. The deep red brick Memorial Hall contrasts with The Falcon adjacent. The recent improvements to the Falcon are welcomed. The key open space in front is the Memorial Hall car park maintained by the Parish Council.

The Green itself is notable for the absence of trees. This suits the character of the area. The telegraph pole and wires are unfortunate. Erosion of the grass verges is an issue but hopefully the use of kerbs can be restricted to the main road.

Station Road

Despite its massiveness, the impact of the church is much subdued by its separation from the Green by the Crown Inn, and by its enclosure by walls and mature trees. Nevertheless, as seen from more open countryside to the south and west, the church is a powerful element in the landscape and from all quarters its tower is a notable landmark.

There is an unexpected avenue of trees to the south of the church leading to a flint wall and gate and an attractive group of buildings centred upon the fine 18th century coach house of the Old Rectory. To the west of the church is a row of 19th century terraced cottages which turn their back on the Green. They are built of fletton bricks and would be vastly improved if painted or rendered, but they form a good hard edge to Guildhall Lane. By contrast the use of pierced concrete blocks to the garden wall opposite makes for a lack of definition of space and introduces a suburban note.

Numbers 1 and 2 Guildhall Lane are most attractive and have been sensitively restored. Here there is a satisfying hard edge between village and open country, with the lane leading the eye into the landscape beyond.

Further south, Church Croft has been renovated. The adjoining barn is structurally continuous with the house and was at one time a workshop. The impact of the doctor's surgery opposite is eased by the landscaping and beech hedge planted along the road side.

North of The Close is an impressive new dwelling which makes a positive and interesting contribution to the area. Note the impressive pargetting on the end wall.

Beyond Church Croft, the land falls away to allow a fine view across the allotments towards the open countryside, while looking back up the hill, the church stands proudly with the village nestling around it. Note the good wall to the churchyard, with fine brick details. The churchyard contains numerous tombstones, notable among which are those of the Cole family. They are particularly close together on the south side where, with an overgrown Yew hedge, they form an important element, historically and visually, in the setting of the church.

On the north side of the churchyard the extension to the Crown Inn abuts the wall in an unsympathetic manner but the impact is eased by the Lime Trees.

The Brew House is a useful community building.

Harleston Road

Harleston Road is bounded by the subtle curves of the Rectory wall on one side and by an attractive raised terrace of houses on the other. The wall, with the line of mature trees behind, largely screens not only the Old Rectory but also the view beyond so that the Green itself comes as a surprise. Note the wartime gun slits in the wall. The Old Rectory itself is a fine Georgian house: note the unusual (probably Victorian) pattern of glazing bars in the windows and the good iron gate posts and railings.

The original school building still dominates the street with later extensions to the rear.

Traditional Materials & Architectural Details

Pulham Market contains a number of listed buildings of special architectural and historic interest, and many which, though not listed, are considered to be of townscape significance. Buildings in both categories are shown at Appendix 1 (i) and (ii) and Appendix 5.

A large proportion of buildings in the conservation area have steep pitched roofs and central chimneys indicating a 16th or 17th century date. Buildings from the 18th century and 19th century are generally found along Bank Street area, The Methodist Chapel, Lime Tree House, and The Old Rectory and the Victorian Primary School on Harleston Road. Most of the historic buildings have evidence of later additions which mostly contributes to the architectural richness.

Examples of most of the building materials traditional to South Norfolk can be found within the conservation area. Good brickwork, flint, timber framing, (often rendered) weatherboarding, and clay lump.

Red/orange clay pantiles are the prevalent roofing material, but several are blue/black glazed. There is also a significant number of thatched buildings. Plain clay pantiles are also found e.g. The Gables.

There are many notable architectural details: good door cases, elegant sash windows, ornate chimneys, and decorative iron gates.



Porch to Chestnut House



Goodwyn House

Natural Character



Trees to Churchyard



The Green

While the open nature and position of The Green dominates the area, there is a very pleasing variety of open spaces in the village. The churchyard is partly enclosed and sheltered by mature trees and hedges, while there is evidence of green spaces behind high walls, as at The Old Rectory, or screened by the building itself, as at Andrews.

The spaces between, and created by the buildings, can be enjoyed along the various routes through the village.

Trees, individual specimens and in groups, play an important role in the conservation area. Their locations are marked at appendix 6 and their presence in the conservation area, or by Tree Preservation Orders, helps secure their protection as a vital part of the visual scene and character of the area.

Of particular importance are the trees in the Churchyard, the Old Rectory Garden, the garden to Andrews, Goodwyn House, Point House, Cobwebs 1 Briar Cottage, Lime Tree House, and in front of Prospect House. The trees planted along the north bank of Harleston Road now make a significant impact.

Hedges are also vitally important as elements of enclosure and these are marked on the natural character map. The variety of spaces within the historic core provide a distinct contrast with the vast openness of the field system beyond the village.

Street Furniture, Walls and railings

There are a variety of public seats and wooden benches.

The impact of overhead wires is still obtrusive; spoiling some of the views within the central area.

There is an attractive village sign adjacent to the Memorial Hall car park.

The grass of The Green itself, and green verges against the side roads, are a key surface material. The need to ensure highway safety and passage has led to parts of The Green being kerbed. The grassed spaces on the south entrance to Falcon Road, and behind the Falcon PH, among others, make a positive contribution.

Forecourts to buildings, where seen by the public in the historic core, are generally modest in scale and sensitively handled with gravel or hoggin supplementing modest lawns and planting beds.

Footways, where they exist, are generally in tarmacadam with precast concrete kerbs. The paths near the Church are similar but with inlaid gravel which has a pleasing effect. The area in front of the Methodist Chapel is hard surfaced and used as a parking area.

There are several walls identified on the map in Appendix 3 that are either listed or of townscape significance. Railings and iron gates are not as prominent, but good examples survive at the Methodist Church, Goodwyn House, The Old Rectory and Glen House.

There are many gardens and forecourts with boundaries defined by posts and chains.



Old Rectory Railings



Flint wall north of common

Conservation Management Guidelines

Highways



Informal approaches to village off main road

The main through road from Tivetshall to Harleston is busy and kerbs and pavements line the route. The other feeder roads, access ways and green spaces need not be finished to the same standards.

Some provision is made for public parking, although the pressures at the school is a challenge at opening and closing times.

Urbanising the rural character with standard urban road features should be avoided where possible.

Accessing services in rural villages is difficult without a car. But any initiatives which would help reduce the intensity of vehicles should be explored.

Upgrading Windows and Doors



Traditional casement windows

In some cases windows and doors have been replaced with different materials and/or different styles.

If door or window frames need to be replaced they should ideally be replaced with the original materials. However, if different materials are chosen then the window style should still remain the same (if original). The opportunity should be taken to reinstate traditional style windows where they have been unsympathetically replaced in the past.

Painting/colour washing buildings



Goodwyn House

There are a number of painted properties in the village. Presently the colours work well together to give a sense of visual harmony in the village.

Careful consideration needs to be given to painting buildings to ensure the visual harmony of rendered cottages in the village is retained.

Front boundaries



Soft hedgerows would lend a more rural character to boundaries

There are several examples of new developments where the opportunity to use walls, railings or hedges to define and enclose, front boundaries has not been taken.

Encouragement should be given to using traditional front boundaries unless their use would cause highway safety issues.

The trees and open spaces are important to the character of the area. While the Parish Council have responsibility for maintaining some of these areas, it is important that all the authorities and individuals who have an interest in the area and its future, should contribute in some way.

Managing change in ways that enhance the character and appearance of the area should be a key consideration for all those involved in the area

Appendix 1 (i)

Listed Buildings

Grade 1	Church of St. Mary Magdalene
Bank Street	Central House, Goodwyn House, Rose Cottage Japonica Cottage, Andrews, White House , Melrose Cottage, Cottages 1 and 2. Briantique (formerly premises of Smith & Sons)
Barnes Road	Knotty Kot, 1 and 2 Church Walk, "It'll Do", The Harrow, Sunnyside and Prospect House (1-7 Barnes Road) Pink Cottage, The Curatage, The Homestead.
Church Walk	The Old Bakery, Glen House,
Colegate End Road	Falkland House, Chestnut farmhouse, Salters , Lime Tree House, Briar Cottage and Cobwebs Wayside
The Green	Drayton House and Little Drayton, Willow Cottage, Forge Cottage, The Thatched Cottage and Goodings, Falcon Inn, Chestnut Cottage, Chamusca, Central Stores & adjoining house to the north The Laurels, Laurel cottage, The Crown Inn. Churchyard wall west of the church, The Old Rectory and boundary walls, Stables south-west of the Old Rectory
Guildhall Lane	Numbers 1 and 2 (Hunnypot and Mulberry cottages)
Harleston Road	No. 1 (Tarrab), Nos. 2 to 8
Station Road	Church Croft & adjoining outbuilding to south Hillside Cottage
Tattlepot Road	Tattlepots, Sycamore farmhouse

Appendix 1 (ii)

Unlisted Buildings of townscape significance

Colegate End Road	Chestnut Farm outbuildings
Bank Street	Methodist Chapel, Sunnyside and Laurel Croft Dogberry Cottage, Owl Cottage and Willow Tree Cottage, The Hawthorns and its Coach House, Wall to Goodwyn House, Cottages opposite Goodwyn, 2-6 Bank Street, and Buildings to the rear, Brooke House and building to The rear.
Barnes Lane	Wall running east of Knotty Kot, and wall north of Prospect House, Street farmhouse and converted Outbuildings in Barnes Court. The Shrew, 5 The Harrow. Wall west of It'll Do
Back of The Inns	Wall to the Homestead, Wall to Curatage. (north and West boundaries, and outbuilding cottage adjacent to Goodings Wall opposite Goodings
Church. Walk	Outbuilding to the Falcon Inn Memorial Hall
The Green	The Gables and buildings in Gables Yard
Harleston Road	Primary School
Station Road	Row of cottages on the corner of Station Road and Guildhall Lane , Long House and Monterey
Tattlepot Road	The Coach House, Selwyn Court, Barn to Sycamore Farm.

Appendix 2

Policy background

In recent years, the approach to conservation area designation has changed considerably. It is now recognised that development plan policies, development control decisions, and proposals for the preservation or enhancement and the management of conservation areas, can best be achieved when there is a sound understanding of the special interest of the conservation area.

This position is reinforced as follows: The Planning (Listed Buildings and Conservation Areas) Act 1990 in section 66(1) makes it a duty of local authorities when considering applications to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest. Under section 72 of the same Act, it is a duty with respect to any buildings or land in a conservation area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area. Department for Communities and Local Government. National Planning Policy Framework (NPPF) 2018 Paragraphs 184 to 202 cover “Conserving and enhancing the historic environment”. Joint Core Strategy- Policy 2 : Promoting Good design South Norfolk Local Plan The South Norfolk Local Plan Development Management Policies Document was adopted in 2015 and policy 4.10 covers Heritage Assets.

Public Consultation

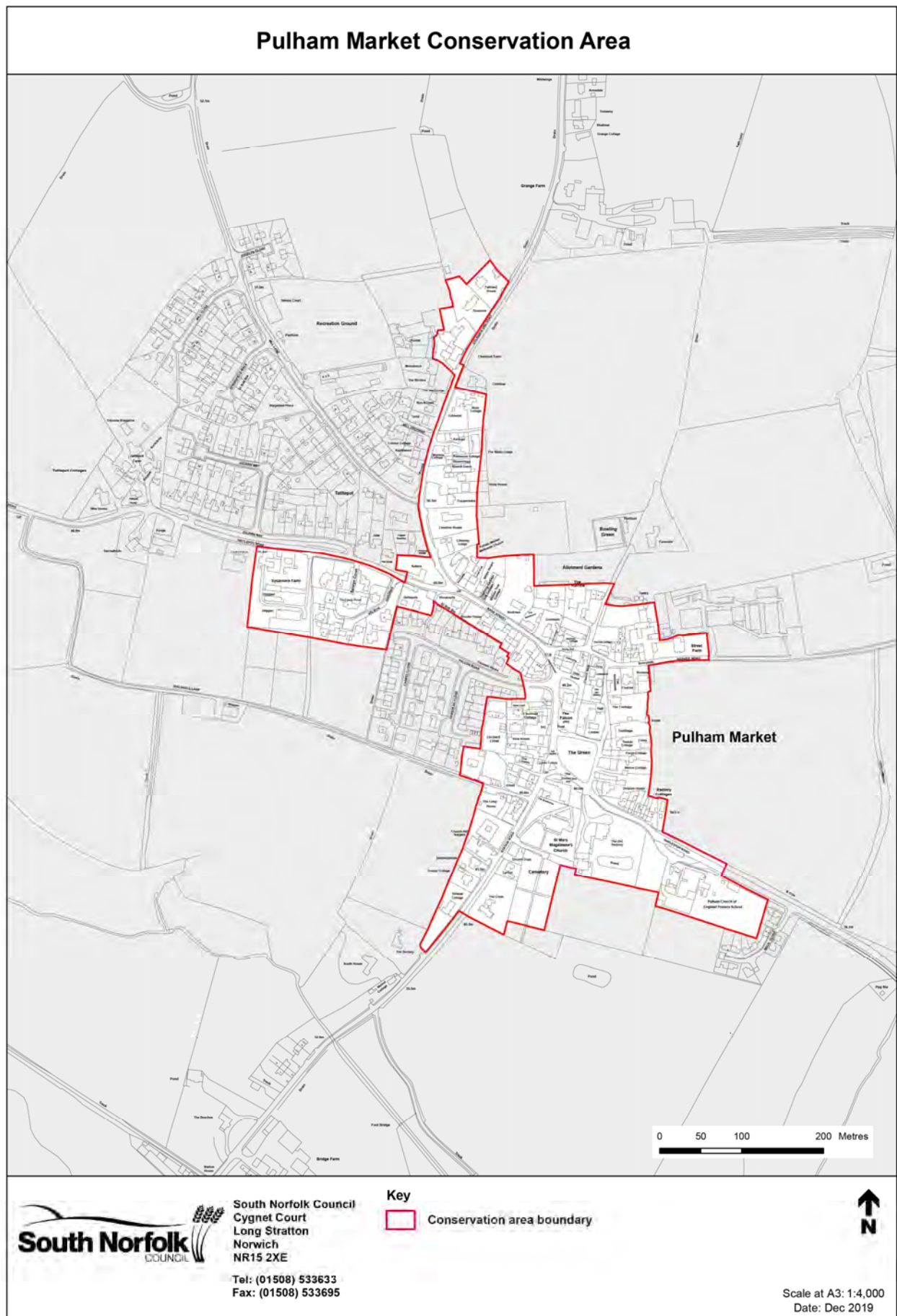
An informal ‘walkabout’ of the area was organised with the Parish Council on 12th December 2018. This informed the proposed boundary changes and the conservation management guidelines within the draft appraisal. The public consultation on the draft appraisal took place from 1st to 28th July.

This included:

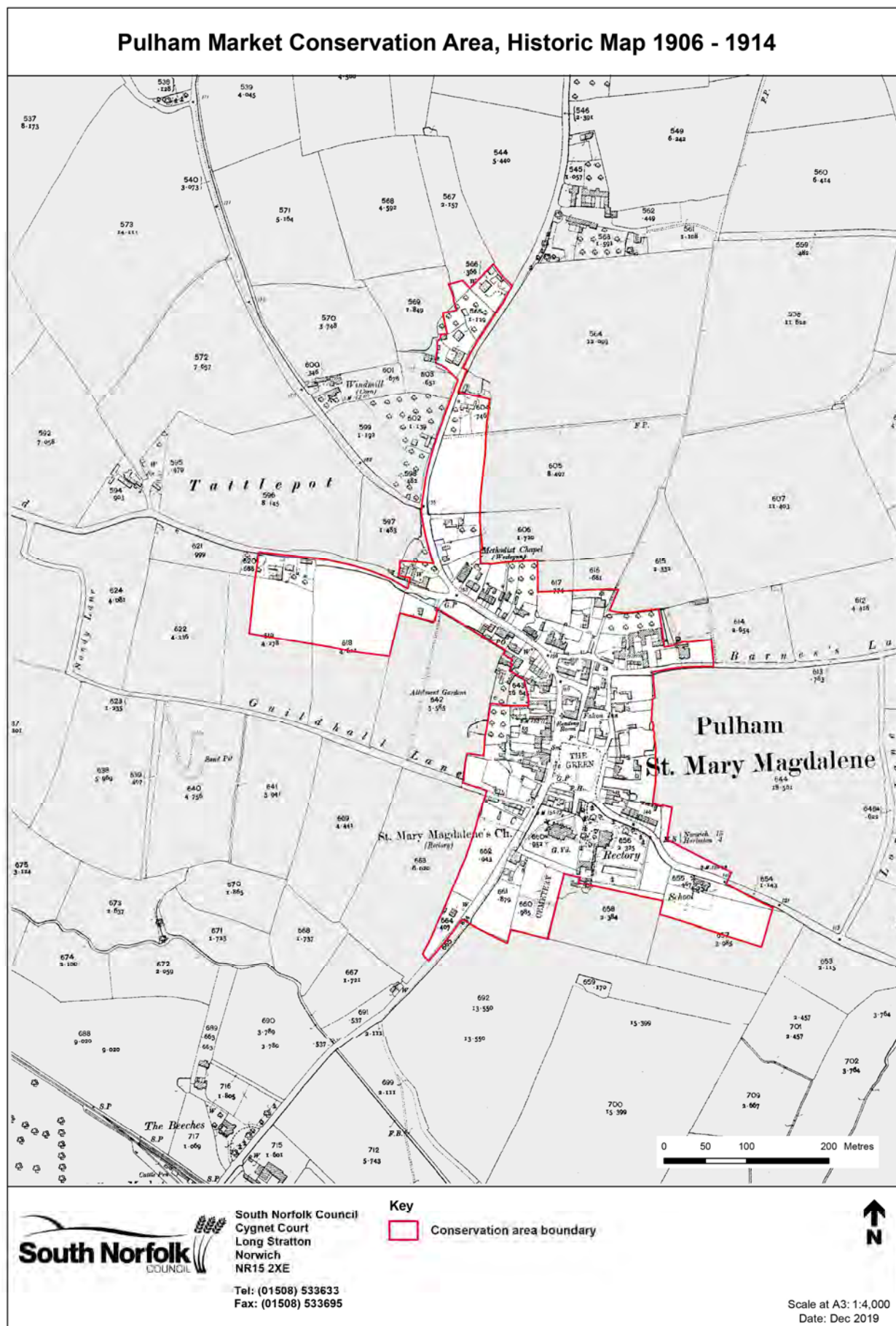
- A public exhibition held in the village hall on the 8th July for one hour with an officer in attendance to answer any queries.
- An advert in village notice board and local publicity by the parish council
- The draft appraisal being available to view on the council’s website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Parish Council and Historic England.
- A presentation made to the Parish Council on 8th July.
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the proposed changes

As a result of the consultation the boundary has been modified around the new dwellings constructed close to Street Farm.

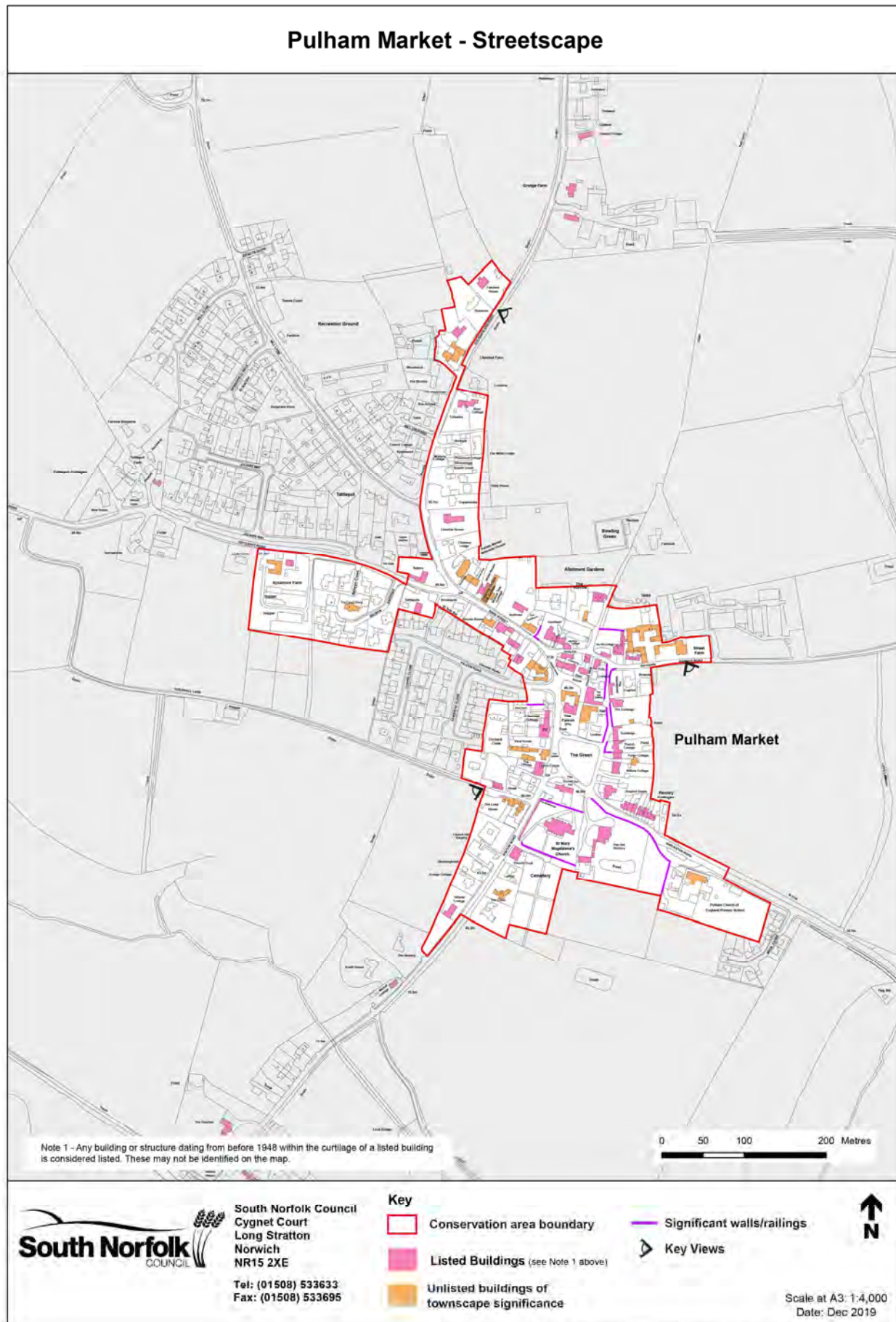
Appendix 3



Appendix 4



Appendix 5



Appendix 6





Pulham St Mary

Conservation Area Character Appraisal and Management Guidelines

December 2019



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Introduction



Church of St Mary the Virgin

Pulham St Mary is an attractive village with a great variety of listed buildings forming the historic centre. The centre of the village is approached from all directions along narrow meandering country lanes. Even the main B1134 retains this character, especially from the south-east. The roads converge at the west end at Pennoyers and the Kings Head, and at the east, at the Church of St Marys and the access to The Hall. From the south, views can be enjoyed of the buildings higher up along the Street set against the natural foreground of the river valley. The Conservation Area was designated on 1 February 1995.

Under the terms of the Planning (Listed Buildings and Conservation Areas) Act 1990, the local Planning Authority is required to identify areas of special architectural or historic interest, whose character and appearance it is desirable to preserve or enhance, and to designate them as Conservation Areas. This document should be read in conjunction with the adopted Local Plan, the National Planning Policy Framework, and Planning Policy Guidance.

Key Characteristics

- Linear pattern but with a variety of buildings lining the streets.
- Rural setting and outlook especially to and from the south and east
- Key historic buildings tend to be less prominent
- Good later Victorian houses

Historical Development (also see historic map in Appendix 4 p16)

The relationship with the adjoining village of Pulham Market has been a fascinating one. In 1249, Pulham came within the jurisdiction of Earsham Hundred and was licensed to hold a weekly market. This probably gave rise to the form of Pulham Market with its village green which is a layout typical of a market village. At this time, Pulham was still described as a town and covered both parishes.

The present church in Pulham St Mary, dating back to the 13th century, is dedicated to St Mary the Virgin. A chapel-of-ease was built on the south side of the market area, and dedicated to St Mary Magdalene, from which Pulham St Mary takes its name. Thereafter the two parishes developed their own parochial identities although they remained joined ecclesiastically until 1849 when a faculty “dis-unionised” the parishes.

This decision was reversed in 1980 when the Church Commissioners created a united benefice of both parishes. However, the Pulhams still retain their separate civil identities along with separate churches.

Apart from farming, the parish was noted, between the 16th century and the early 1800s, for trading in hat making and weaving. It seems that looms were “rattling in almost every cottage in the village”. Although their decline must have affected the village, it seems the parishioners soon recovered and adapted.

Pennoyer’s School is of considerable architectural and historic interest. Although most of the present building dates from the late 19th century it “has a remarkable history which is rendered exceptional by the survival of a medieval chapel of considerable distinction at its core”. The chapel was built in 1401 and is unusual in that it is free-standing and not attached to the parish church. It remains an extremely rare and valuable witness of a local medieval guild. Its subsequent history, including its connection with the founding of Harvard University in the USA, is no less fascinating.

In 1913 land was purchased in Pulham for the construction of an airship base. During the first world war the base was a hive of activity and several sheds were erected to house the airships. One, re-erected at Cardington, measures 700’ x 181’ x 110’ high - these massive structures must have made a major impact on the surroundings. The airship activity ceased in 1926, and although the base continued in action, developing radar for example, the sheds were dismantled and the base finally decommissioned in 1952. The importance of the airships to Pulham is reflected by their inclusion on the village sign.

In more recent times, the population has risen gradually from 636 in 1961 to 743 in 1991, with the latest estimate in 2011 at 892. While the village retains a good range of facilities, it was affected by the closure of Pennoyers School in 1988. Credit is due to a team of local volunteers who secured the necessary funding and interest to convert the building to The Pennoyers Centre in 2010.

I am indebted to Hillary Clutten for the information in this section with most of the details taken from her book “School’s out, a History of Pennoyers School and its benefactor, William Pennoyer”, published in 1994.

Character Assessment

(Also see Streetscape and Natural Character Maps in Appendices 5 and 6 pages 17 and 18)

Pulham St Mary and its Setting

The setting on the lower valley slopes gives opportunities for extensive views both in and out of the village. While the development along The Street is fairly compact, attractive views can be enjoyed from the rural areas behind to the south, east and north.

The tower of The Church of St Mary, is a notable feature when seen from the north or south although it is less dominant in the street scene. The importance of trees and hedges both within the Conservation Area, and along approaches to it, cannot be over emphasised.

Conservation Area Boundary

The boundary includes the frontage properties along the main streets in the centre of the village, but also extends to cover the grounds of The Grange. The southern valley slopes, up to and including Dirty Lane with the river meadows to the north, contribute to the setting of the conservation area.

Some adjustments have been made to take account of changes to property or landscape boundaries.

Street Patterns and Historic Grain

As mentioned above, The Church, The Grange and the Maltings – which cover a major part of the village on plan, are either set back or shrouded in trees, accordingly, it is the trees which have the significant impact.

The variety of historic buildings was a factor in the designation of a Conservation Area. Modest cottages from the 17th to 19th centuries are interspersed with grander buildings - The Rectory, The King's Head, Steward's House. There is also an interesting contrast between the south and north sides of The Street. From the Maltings to the former pet shop is a relatively solid line of buildings. On the other side, the layout is much more informal, with trees, hedges, and the churchyard wall forming the line.



The Street



The Street

Perambulation

Station Road

While the Maltings are an impressive range of buildings, they are screened from The Street by trees, walls and houses. Hill House and its boundary wall confines the views of the Maltings to a narrow access on either side. Nonetheless, the conversion of the Maltings has retained the essential character of these significant buildings incorporating the car parking and domestication in a sensitive manner. Their scale and setting are enhanced and emphasised by the natural open character of the river valley to the south.

The view to The Street leads to the Old Forge, a modest building forming an island at the road junction (note the old Ransomes name plate on the gable). The sensitive conversion and extension of Pennoyers, the boundary wall, the paved area and car park has transformed this key site. In contrast, The King's Head remains unoccupied while its condition and appearance progressively worsens.

The range of traditional cottages extends along the south side of the street beyond which are some impressive trees. The west end cottage has an odd gable end which is prominent in the scene. The School Master's House and Pulham House are attractive fine 19th century buildings retaining many of their original features.

Norwich Road

The section within the Conservation Area is dominated by the two listed buildings on the south side and the hedges and trees to The Grange on the other. The hedge line continues past number 2, a pleasant cottage, to the boundary of The Retreat which is a charming 19th century house in gault brick. The trees on site and beyond enhance its setting. The longer view down The Street, between Pennoyers and The Forge is dominated by trees which obscures many of the buildings. The Grange is hidden, but glimpses are enticing. The criss-cross pattern of overhead wires in unfortunate



The King's Head



The Street

North Green Road

This is another attractive approach enhanced by the subtle curves and gradient of the road, and the way hedges and walls define its edges. Consequently, the views up and down The Street are continually changing. The barn assumes an important position looking south and then The Forge at which the road divides to give a choice of panorama; The King's Head on one side, with the Shop and Post Office to the other.

On the west side, the trees and walls to The Grange are significant. The Grange itself has a medieval core and many of its garden walls and outbuildings are of interest. Grange Cottage retains its original features and has a thoughtfully designed extension and garage. The chestnut trees to the north are a major landscape element dwarfing the neighbouring bungalows.

On the east, the random building line adds interest but accommodating car parking and gardens is a challenge. The terrace of Lynford is set back but is of a grand scale with gabled dormers and stout chimneys dominating the roof. To the south, the building line is more ordered “arching” back behind hedges and cottage gardens which are more successful visually. Stewards House commands this part of the street with its steep tiled roof and traditional windows.

Millward cottages are set back and give access to a pedestrian link passing close by Tara and Roseville, two attractive cottages and gardens before emerging into the street.



North Green Road



Pennoyers

The Street

The form of The Street is unusual with one side in contrast to the other.

The south side of The Street comprises a solid line of buildings extending from the Maltings around the corner in a gradual arc to Church Terrace. The buildings all vary in their form; all are 2 storey but with various roof pitches in black or red pantiles with render or brick walls. The subtle changes in alignment continues to surprise and please the eye. The main exceptions are The King's Head and the flat roof to the shop which breaks the roof lines. Boundary treatments tend to be low walls, railings or hedges, which are appropriate. Some of the buildings have been badly modernised for example, Church Terrace, where only one cottage has survived unscathed.

Overhead wires again spoil the views. The Green itself is bordered by short timber posts.

In contrast, the north side of The Street has an informal, natural character. The natural boundaries of The Grange and the Church restrict their contribution to the scene. The gravelled car park has been well devised. Access can be had to Glebe Farm Close, a new development of some merit located behind the frontage properties. Another pathway leads around the front of the Old Rectory, an impressive range which is largely hidden behind walls and the development of Church Close. The retention of the trees in the former Rectory grounds have helped subdue the effect of the new houses. An attractive flint wall marks the edge of the access to the church. With the fall of The Street, the church can only be glimpsed from outside the churchyard, but its magnificent architecture and craftsmanship must be savoured from close quarters.

The east end of The Street is less noteworthy with new houses filling the gaps. The web of overhead wires continue.



The Old Forge



Hall Road

At the 'cross-roads' (Maid's Head Corner) there is a cluster of cottages the most notable of which is High Croft, a medieval timber framed house under a steep thatched roof. The various traditional cottages opposite are of interest and make a positive contribution, most have been modernised, but they mark the entrance to the Hall which is outside the Conservation Area, but its approach over the stream and up through a tree lined avenue, is of significance.

The hedge line continues along the lane on the north side serving Rambling Rose a cottage with a clear historical progression.

Starston Road

The hedge on the east side retains the rural character of this section. Riverdale, a modern house, is the only building of note with long views to the south. The bridge over the river marks the entrance to the village from the east



The Rambling Rose



High Croft

Dirty Lane

Is a pleasant country lane with a hedge line on the north side and raised bank on the other. The sewage works interrupts the natural character, but it is reasonably well screened. The view over the meadows is interesting, not only because it opens the backs of houses to view, but also because the way the parcels of land have been retained by hedge and tree boundaries. The opening up of these natural boundaries would be unfortunate. The church tower emerges over the trees and dominates the skyline while most of the other buildings, including the Maltings, are largely hidden by the trees. At the western end, Willowbeck House is of note together with its former barn, now a dwelling. Angle Villa and Brook Cottage are another two good examples of Victorian buildings.

Traditional Materials & Architectural Details

The conservation area includes a number of buildings of special architectural or historic interest, or of townscape significance, and these are shown in Appendix 1 and on map 5.

Examples of all materials traditional to South Norfolk can be found in Pulham St Mary. Red clay pantiles are the most prevalent roofing material, but a number are black glazed, as at The Grange, Pennoyers and 1 to 3 Norwich Road. The Old Rectory has all three materials most common in the district on one building - slate, peg tiles and pantiles. Thatch, once the dominant material as evidenced by the number of steeply pitched roofs, still survives in the area. The variety of roof pitches is of interest, so too are the number of hipped, as opposed to gable ends which are more common.

Brick and render walls are the most common; the former is usually traditional Norfolk red, but gault brick survives at the Old Rectory. Apart from the church and its churchyard wall, which has some excellent flint work, walls of flint are the exception – Pennoyers' School and the rear of Roseville being the only other notable examples.

The rendered buildings cover timber framing, some known to be of ancient origins and of high quality, or clay lump which is more usually associated with 18th or 19th century houses.

Attractive sash windows, door cases can be seen on several buildings, while the contrasting elements of Pennoyers are of interest



Victorian House Station Road



New housing built in a traditional scale using traditional render and black weatherboarding

Natural Character and Open Spaces

The forecourt from the King's Head leading to the Post Office, home to the village sign, including the land within the boundary of Pennoyers' School, is an important focus in the village.

The visual contribution of the churchyard is limited due to its position and screening, while other open spaces, for example the pond at Church Close, the grounds of The Grange and the land south of The Maltings, are more private.

The water meadows north of Dirty Lane are an important part of the setting of the village and conservation area.

There are a number of sites where hedges and trees in particular, play an important visual role. Some are covered by Tree Preservation Orders. These are marked on Map 6.



Hall Lane looking east

Street Furniture, Walls and Railings



Telephone kiosk and post box The Street

Hard surfaces are invariably tarmacadam but some of the minor paths and accesses are in gravel. The forecourt to the King's Head and down towards the shop is a mix of gravel, grass and tarmacadam with short timber posts which could be reviewed.

Being a small village, there is not a preponderance of street furniture. The cluster around the bus stop with the telephone box and heritage map makes a positive contribution, while the village sign is well placed. A traditional post box survives at the shop. The village pump could be made more of a feature while the incidence of overhead wires spoils many attractive views.

Conservation Management Guidelines

Wires



Station Road

There are some areas where views are harmed by the proliferation of telephone wires.

Encouragement should be given to removing obtrusive wires and poles.

Upgrading windows and doors



Varying replacement windows at Church Terrace

In some cases windows and doors have been replaced with different materials and/or different styles.

If original or traditional door or windows need to be replaced they should ideally be replaced to match. However, if different materials are chosen then the window style should remain the same (if original). The opportunity should be taken to reinstate traditional style windows where they have been unsympathetically replaced in the past.

Front boundaries



Iron railings on The Street

The practice of using traditional walls, railings or hedges to define and enclose front boundaries should be encouraged.

Encouragement should be given to using and retaining traditional front boundaries unless their use would cause highway safety issues.

Trees and Hedges



Church boundary hedge

The trees and open spaces are important to the character of the area. While the Parish Council have responsibility for maintaining some of these areas, it is important that all the authorities and individuals who have an interest in the area and its future, should contribute in some way.

Managing change in ways that enhance the character and appearance of the natural character of the area should be a key consideration for all those involved in the area.

Painting/colour washing buildings



Painted houses on Station Road

A number of properties within the conservation area are timber framed and rendered with light colour pastel finishes that sit comfortably with the historic character. Some brick buildings also have similar painted finishes as can be seen at the north end of Church Road.

Colours should be well chosen to provide a similar appearance to existing painted finishes and have a similar appearance to historic limewash.

Repair of buildings



King's Head Public House

It is important to keep traditional buildings, particularly listed buildings, in good repair and to make sure that they are wind and weathertight and structurally sound if temporarily not in use.

When buildings are in danger of accelerated deterioration the council will approach the owner to carry out appropriate repairs, and will consider serving an Urgent Works Notice or Repairs Notice when considered appropriate.

Appendix 1 (i)

Listed Buildings

Note: All grade 2 except as noted

North Green Road	Roseville, Tara, Stewards House and adjoining cottage, Lynford, Byway, Webbs Cottage and Narrow House The Grange, Summerhouse south west of The Grange
Norwich Road	The Pennoyers Centre, Nos. 1 & 3
Station Road	The Old Maltsters, Old Maltsters Arms Cottage, Willowbeck House
The Street	King's Head Public House, Glebe Cottage, Mayfly Cottage, Post Office, Waveney Cottage, Pump Cottage, Lymehurst, High Croft, The Maid's Head, The Old Rectory (Nos. 1,2 & 3), Church of St Mary, (Grade 1). War memorial Rambling Rose

Appendix 1 (ii)

Unlisted Buildings of townscape significance

Hall Road	Merrythought Cottage, March Cottage, The Cottage, Vine Croft, Hall Cottage
Norwich Road	The Retreat and outbuilding
North Green Road	Wall and outbuildings to The Grange, Grange Cottage, April Cottage, 1,2, 3 (Millwood Cottage), Barn north of Clarence House
Starston Road	Bridge
Station Road	School Master's House, Hill House and boundary wall The former Maltings. Pulham House. Barn to Willowbeck, Sunnyside, Brook Cottage, Angle Villa
The Street	Old Forge, Clarence House, Wall east of Roseville 1 & 2 Lime Tree Cottages, Hobbers Cottage and Samba, Church Terrace, outbuildings west of the King's Head, Telephone Kiosk, outbuildings south of the Old Maid's Head Churchyard wall.

Appendix 2

Policy background

In recent years, the approach to conservation area designation has changed considerably. It is now recognised that development plan policies, development control decisions, and proposals for the preservation or enhancement and the management of conservation areas, can best be achieved when there is a sound understanding of the special interest of the conservation area.

This position is reinforced as follows: The Planning (Listed Buildings and Conservation Areas) Act 1990 in section 66(1) makes it a duty of local authorities when considering applications to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest. Under section 72 of the same Act, it is a duty with respect to any buildings or land in a conservation area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area. Department for Communities and Local Government. National Planning Policy Framework (NPPF) 2018 Paragraphs 184 to 202 cover “Conserving and enhancing the historic environment”. Joint Core Strategy- Policy 2: Promoting Good design South Norfolk Local Plan. The South Norfolk Local Plan Development Management Policies Document was adopted in 2015 and policy 4.10 covers Heritage Assets.

Public Consultation

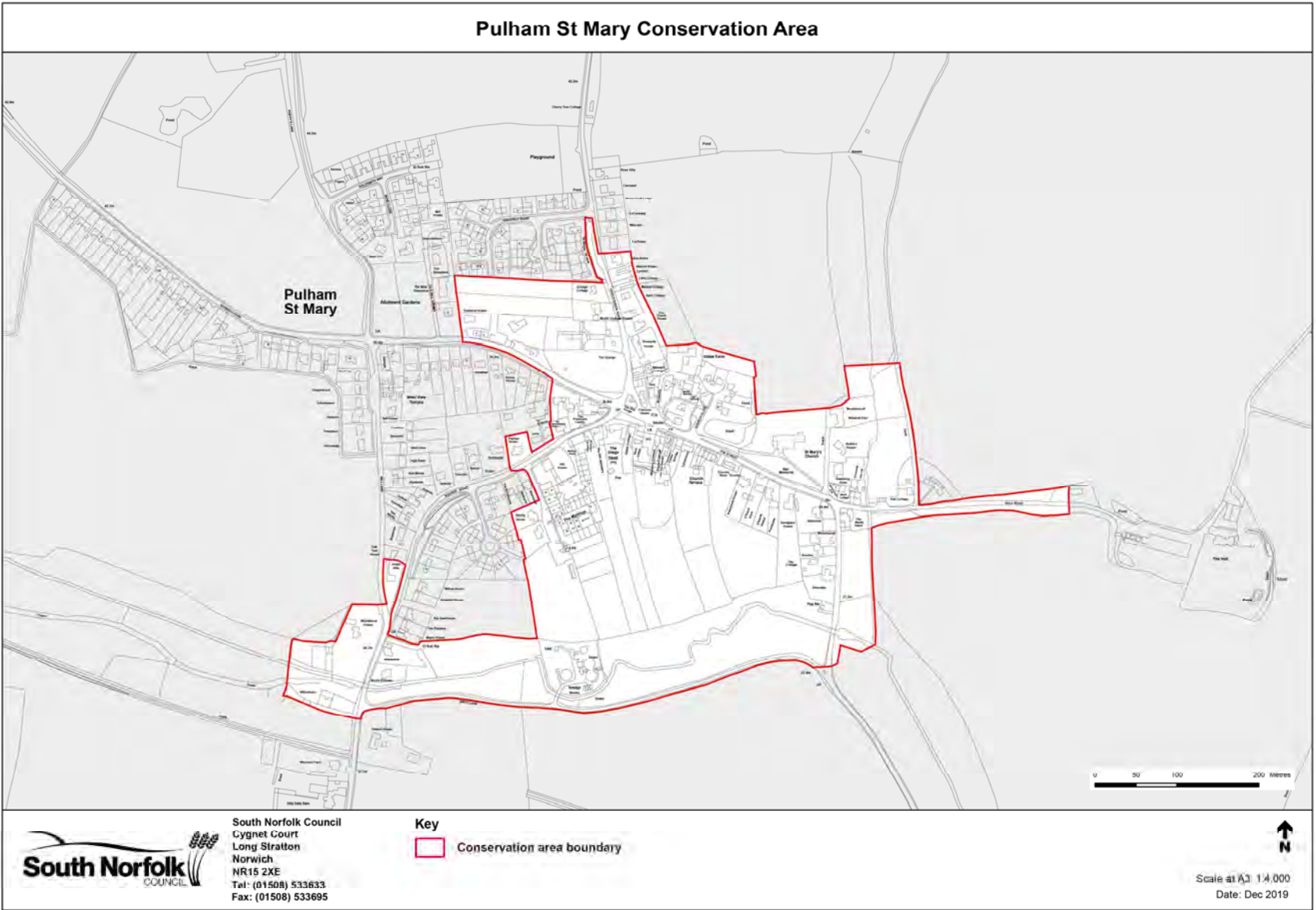
An informal ‘walkabout’ of the area was organised with the Parish Council on 10 December 2019. This informed the proposed boundary changes and the conservation management guidelines within the draft appraisal. The public consultation on the draft appraisal took place from 1st to 28th July.

This included:

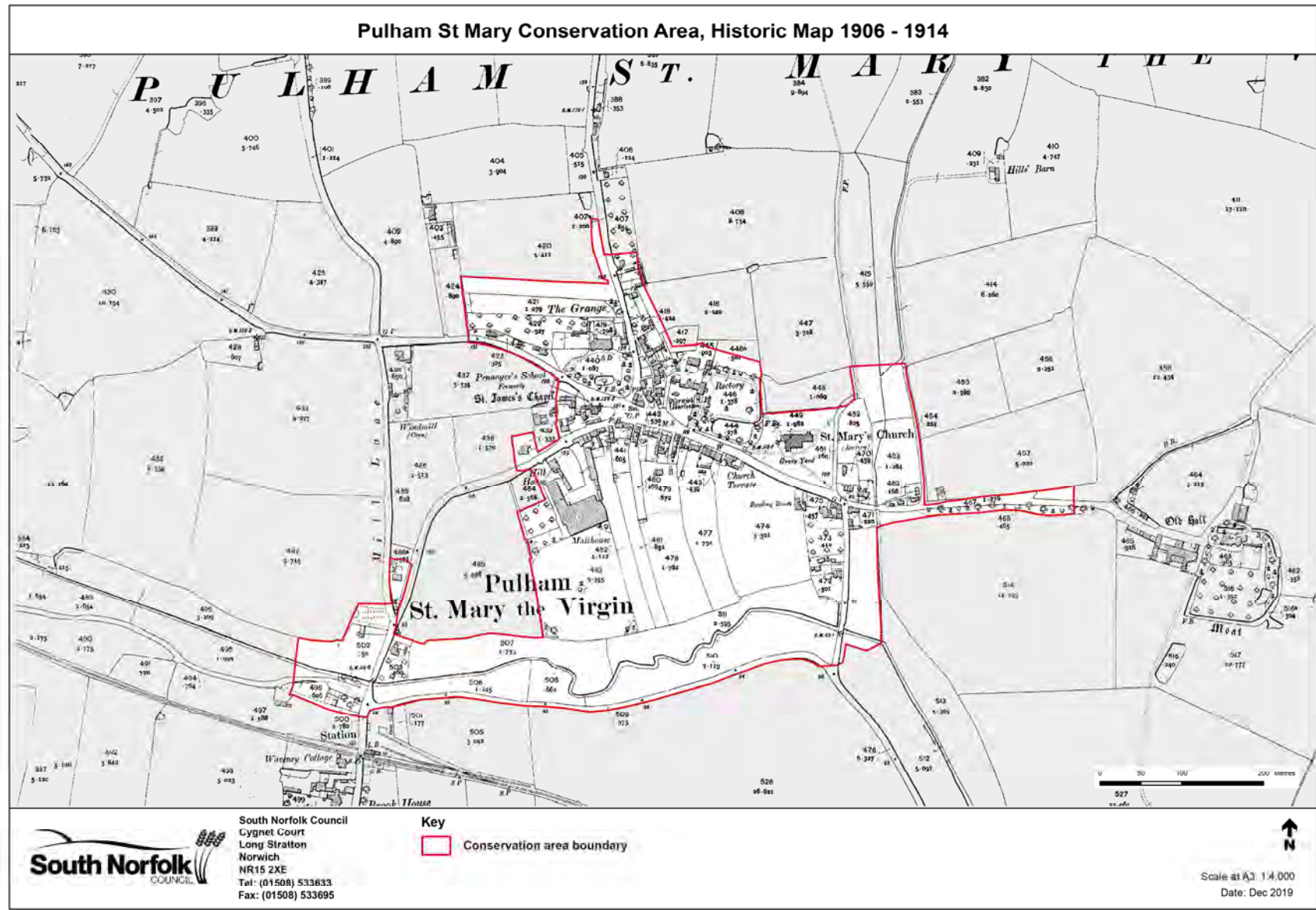
- A public exhibition held in the village hall on the 9th July for one hour with an officer in attendance to answer any queries.
- An advert in village notice board and local publicity by the parish council
- The draft appraisal being available to view on the council's website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Parish Council and Historic England.
- A presentation made to the Parish Council on 10th July.
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the proposed changes

As a result of the consultation a slight modification was made to the boundary to the south east to include the verge in the south east approach to the conservation area.

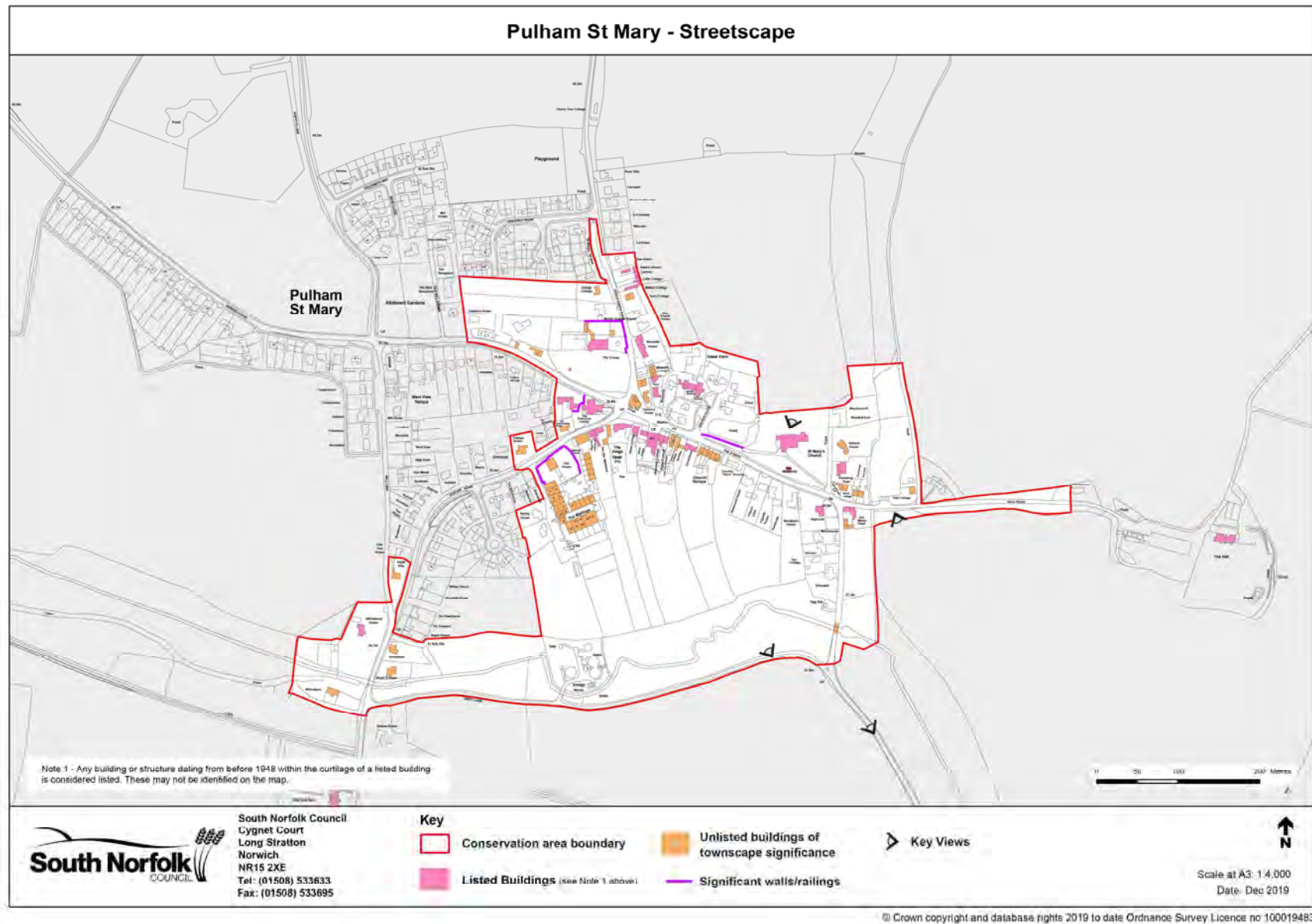
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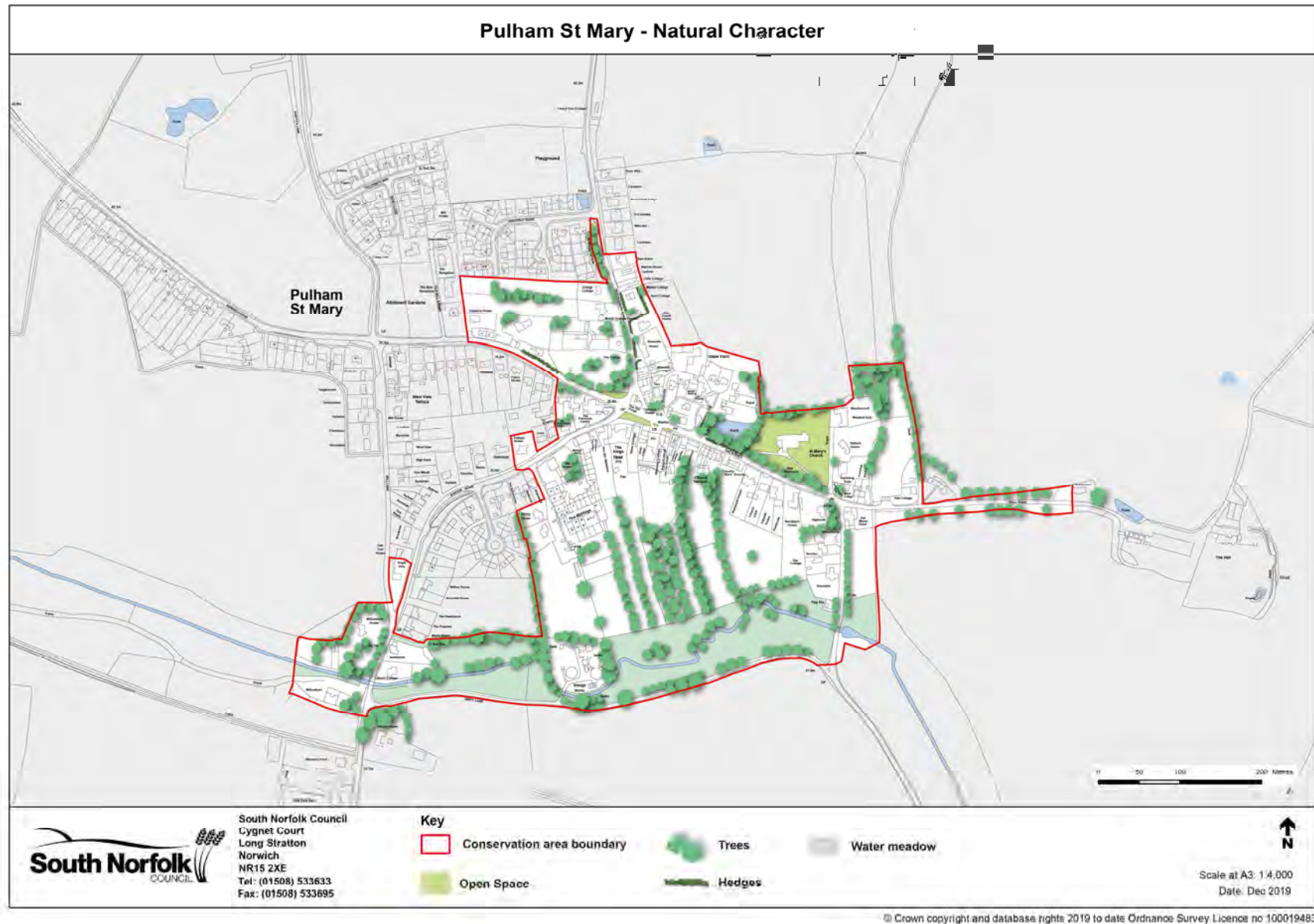
Appendix 4



Appendix 5



Appendix 6





Seething

Conservation Area Character Appraisal and Management Guidelines

December 2019



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Introduction



View of church from
Seething Road

The small rural village of Seething has developed as a linear settlement from north to south. The settlement lies 11 miles south of Norwich, 8 miles North West of Harleston, and 2 ½ miles East of Long Stratton.

Under the terms of Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority is required to identify areas of special architectural or historic interest whose character or appearance it is desirable to preserve or enhance, and to designate them as a Conservation Area. The 1990 Act also requires local authorities to prepare management guidance and proposals for Conservation Areas. Seething conservation area was originally designated on 12 October 1994. This document should be read in conjunction with the adopted Local Plan, the National Planning Policy Framework and Planning Practice Guidance.

Key Characteristics

- Linear settlement originally based on rural agricultural economy
- Picturesque mere at the centre of village with Mere House facing the pond to the west.
- Partially moated village church with triangular green to south

Historical Development (also see maps at Appendices 4 & 5 p16/17)

In the Domesday Book (1086) Seething is referred to as *Sithinges* and in a Pipe Roll of 1811 it is referred to as *Seinges*. The name is thought to be Anglo-Saxon in origin and to mean *Sithfa*(’s) *inge* (people).

The Parish Church of St Margaret and St Remigius is the oldest building in the settlement, dating back to 12th century with a Norman round tower. The nave, which is still thatched, is also Norman in origin, but extended in size with medieval windows.

Within the church there is a 15th century font with the seven sacraments of the Catholic Church. Many of these fonts had faces defaced, but the Seething font remains intact, although there has been some speculation that it has been recut. There are also some fine 14th century medieval wall paintings and 15th century rood screen. The church is unusual for being moated on three sides, and the square plan of the moat is still evident in the tree planting, with allotments filling the remaining space of the triangle to the north east and north west corners.

The Domesday Book refers to the granting of land in Seething to Roger Bigot, ancestor of the Earls of Norfolk. In the 14th century the Bigots, whose name survives in Biggot's Lane, gave the lordship to Sir William Calthorpe, Lord of the Manor of Mundham, whose family held it until the 16th century, when it passed by marriage to the Parkers. Other families with landed interests in Seething during the late Medieval period included the de Senges (taking the name of the village) and the de la Poles, Dukes of Suffolk.

Faden's map of 1797 shows a settlement strung out along the road with Seething Hall and its extensive parkland to the north of the church, and the site of the old hall to the east. The map also shows a wide common strip of land to either side of road running for about 1.5 miles from north to south.

The Enclosure Map of 1814 shows how this common land was divided into smaller plots/existing plot extensions. It appears that many houses were built in the early to mid-19th century following the subdivision of land and this is reflected in properties being built closer to the street. Older properties, such as the group of properties to the west of the central mere, follow the older building line which fronted onto common land. Before enclosure the character would have been different with a more spacious central strip of land either side of the central road/track.

In the Whites Directory of 1845 the village is described as ‘well built’ which may reflect the number of recently built brick properties in the village at that time, as opposed to older timber framed properties. The Kelly directory describes the settlement as a ‘pleasant village’. Historically, the list of occupations are based on the serving the agricultural rural economy and include market gardeners, farmers, carriers, a vermin destroyer, as well as a blacksmith, carpenter, saddler, boot maker, shop keeper and shoe maker.

Seething Hall is described in the Whites Directory as “a large mansion with a beautiful lawn, descending to a picturesque valley, in which a rivulet is swelled into lakes and decoys, finely margined with wood” and that most of the land was owned by G S Kett of Brooke House, Brooke.

During the Second World War an American bomber base was built to the south east of the village and was home to the 448th Bomb Group of the 2nd Air Division of the 8th American Air Force from 1843 to 1845. The base was constructed for four squadrons of Liberator bombers. Part of the airfield and various outbuildings still exist around the area and the control tower has been converted into a museum. It is estimated that as many as six thousand American airmen came to Seething during the course of the war. Since 1960 part of the airfield has been used by the Waveney Flying Group for small private planes.

After the war Loddon Rural District Council embarked on an ambitious scheme of providing rural council houses. The designs by the architects Tayler and Green in the spirit of a “festival of Britain” style of modernism applied to the rural vernacular. Although these properties are not listed, the

style of housing is nationally recognised. Some of these houses were built along Mill Lane in 1951 and it is proposed to include these in the conservation area.

The population of the parish has remained fairly consistent, although there are more houses and likely smaller households: 449 in 1845, 392 in 1881, 294 in 1951, 281 in 1961, 296 in 1971, 293 in 1981 and 315 in 1991 rising to 335 in 1995, 341 in 2001 and 365 in 2011.

Character Assessment

(Also see Streetscape and Natural Character Maps in Appendices 5 and 6 pages 19 and 20)

Seething and its Setting

Seething is surrounded by relatively flat agricultural land and consequently some village buildings, most notably the church, can be viewed from some distance away. However, the extent of landscaping and mature trees means that the settlement is mostly only partially glimpsed from surrounding fields. With the village along the main street landscape in the form of trees and hedgerows also dominate views creating a very spacious and rural feel to the village.

The village has not been extended with any large scale suburban or estate like development, and therefore its linear characteristics are well preserved with the conservation area including most of the settlement.

Conservation Area Boundary

Seething has been relatively unaffected by modern development and therefore the conservation area covers most of the settlement. The revised boundary includes the Priory Barn complex of buildings to the north west, the Tayler and Green houses along Mill Road, and the recreation area. The Priory Barn buildings are historically related to Seething Hall, and the recreation ground contributes to the character and appearance of the area along Wheelers Lane. The corner of the field to the east of Brooke Road, which was previously within the area, has been omitted as it does not contribute to the character and appearance of the conservation area, but can still be considered to form part of its setting. The Tayler and Green houses to the east of the village, built in 1950-1, are included due to their architectural and historic value and contribution to the evolving character and history of the village. Pevsner describes the housing as 'a specially charming composition.'

Street Patterns and Historic Grain

The historic grain of Seething is very linear with development predominantly fronting towards The Street from north to south. The grain is relatively loose with a varied building line. Older properties are set back, fronting onto what was common land. This incorporated ponds at the centre of the village including the central meer. 19th century housing and later is closer to the street, with hedgerows providing a greater sense of enclosure but a rural feel to the conservation area.

At the north end of the village the road forks to either side of the field to the south of the church and contributes to providing a rural setting for the church. Historically, some development took place to west of the church, but not to the east, however some more recent bungalow development has been built to the south east of the field. The east side of the road was the site of the Old Seething Hall. The field now provides an undeveloped corner and the church can be viewed directly in approach views into the village from the east with the field and hedgerows in the foreground.

Some modern development has taken place on the driveway to the Hall, and modern development including Taylor and Green properties on Mill Lane to the North East. The development to the south of the hall has been built with an area of Sylvan landscaping and the buildings with varied orientation, which allows for a looser more informal character. The Taylor and Green properties follow a more regular linear development pattern forming a terrace, but have a landscaped area to the front combined with parking.

Perambulation

The Old Hall and Old Hall Park

At the North end of the village lies Seething Hall with a large garden area contributing to its immediate setting as a higher status house on the periphery of the village. The house dates from late 18th century, with an earlier lower wing to the rear and was once set within much larger parkland grounds reaching down to the River Chet to the north. The house is irregular in plan with a glazed black pan tile hipped roof. The façade has sash windows with glazing bars under segmental arches. The sashes to the first floor are in a Gothick style. Just to the north of the hall is a large coach house also with gothic shaped windows and red pantiles.

To the north west are the various buildings relating to Priory Barn. These are much altered, but still retain some historic elements, and have now been included within the conservation area.

To the south of the hall to the west and east of the drive is a modern development of detached housing, mostly single storey bungalows, from the 1980s. Although very modern, the houses are set within attractive sylvan landscaping and orientated at an angle, so the development has very little impact on the overall character and appearance of the conservation area.



Church Farmhouse



Barn adjacent to street

Brooke Road

The road from the west sweeps into the village with a right then left bend. There is initially a wide verge to the right with two prominent barns. The first barn is single storey with a brick plinth and red pantiles, but with the unfortunate application of a grey cement render. The barn partially screens views of the attractive and well-proportioned early 19th century Church Farmhouse with its red brick, hipped roof with black glazed pantiles and sash windows. The house is approached along a gravel drive to the left between the barns with a front lawn area enclosed by attractively maintained hedging.

Following the farm entrance is a taller barn, with unusual and prominent stepped bracing to the west, similarly coated in cement render. The steep steel covered roof indicates that this was once likely to have been thatched. The upper section of the gable end is timber weatherboarding. Behind these barns are large modern agricultural buildings. Before the junction with School Road



The Vicarage



Rose Cottage

is the new school, built in a contemporary style with timber and rendering. On the north and east side of the bend there are good views across open fields.

Although the first building is a single storey 1990s bungalow, the north side of Brooke Road is characterised by older 19th century dwellings, firstly The Vicarage, is a well-proportioned 19th century building with glazed black pantiles, gothic style windows and painted brickwork. The house is very visible in streetviews along School Lane. To the right is the village sign on a small corner green.

There are then 19th century cottages with small single storey outbuildings to the front, the first a cartshed built in ugly breeze blocks and corrugated doors, although the roof has attractive pantiles. The second outbuilding has more traditional red brick. The next house is more modern but designed in a traditional style and fits in well with its red brick and pantile roof and adjacent Rose Cottage, a modest symmetrical early 19th century design with red brick and black pantiles. Hedges provide important boundary treatment.

Entering Brooke from Mundham to the East there are some fine preserved views looking towards the church tower within its historic and rural context with the hedge and field to the south corner, and Rose Cottage to the right.

Mill Lane

Further along the Brooke Road and slightly detached from the rest of the village is Mill Lane. Here is a group of social housing by Tayler and Green for Loddon Rural District Council. The group of thirteen houses, seven two store properties and five bungalows, are described in Pevsner as a “specially charming composition, essentially a long terrace with old trees and a pond.” The houses are varied between buff and red brick, with shallow roof pitches of red and charcoal pan tiles and casement windows with strong horizontal emphasis. Parking is to the front in two parking courts with associated landscaping.

School Lane

The original Seething and Mundham County Primary School, which unusually was built in clay lump and thatch in 1850 (NHER 57069) has been preserved and converted into a house c2013. This is a prominent building on the street corner. Clearly visible behind the school is an attractive row of rendered thatched cottages with swept over dormer windows. The rest of School Lane mostly consists of modern properties set back from the road. Tree and thick hedges provide strong rural boundaries and landscaping. The church is only glimpsed in views to the east.



Former school and School Cottages



The Grove

Seething Road

The top end of the road at the junction with Brooke Road remains undeveloped and preserves the rural setting of the church. There are two small bungalows before reaching the junction with School Road, which remain fairly discreet set back from the road behind hedging, although the landscaping is not traditional. Looking north along this road there are picturesque views over the meadow towards the church. The village war memorial occupies a very prominent position where the road forks and is preserved within a very rural setting seen in the context of the meadow and church to the rear to the north

To the east is The Grove, a simple but well-proportioned early to mid-19th century red brick house with black glazed pantiles, end stacks and sash windows. Brooke House, is closer to the street and although has a very 19th century appearance dates from the 19th century, using reclaimed white bricks, with a hipped roof and black glazed tiles. Crabbe Cottage to the rear dates from the 18th century, and is not very visible from the street. The following bungalow and two houses are recent infill development traditionally designed with a white gault brick and red brick and fit in well within the traditional context.

The next building is the village shop, a modern style property built in 1959 with render and brick, and concrete tiles. There is scope to enhance the area to the front. An older cottage, Amber House, is to the rear and appears in quite a poor state of repair. Further along the road is Manor Cottage, an 18th century building, and a very small and modest detached cottage with an attractive front garden.

On the West side, either side of the junction with Wheeler Lane, Rysa Cottages, The Red House and Springwood are all modern development in traditionally form and materials i.e. red brick with black pantiles. The buildings are well placed and well-proportioned and complement the historic character of the village. Hedges remain as an important rural boundary treatment to the front.

Stanmare is an early 19th century red brick house with hipped roof and slates and some good quality gauged brickwork, including a round headed arch to the central door. The windows have been replaced with modern casements, and it would be a positive enhancement to consider reinstating sliding sash windows.

Pear Tree Cottage is also early 19th century, and originally two cottages (the remains of the round segments to the doors can still be seen in the brickwork) but is even more altered with casement windows and painted brickwork and a large extension to the rear to make it a double pile property. The slate roof has been retained.

The Old Post Office and Greenways are also very heavily altered, being rendered with dark stained wood casement windows. The buildings retain dark glazed pantiles (former) and orange/red pantiles (latter). Lotties Cottage and Well Cottage are both traditional 19th century small red brick cottages, Lotties Cottage having been extended.



Stanmare



Pond Farmhouse

The thick landscaping here marks the original width of the Common land pre-enclosure, as can be seen in the Enclosure Map on p17. Altimore House, Pear Tree House, White Lodge and Mere House are all older properties. To the west is the mid-19th century Manor House in red brick and dark black pantiles. It includes a date R C 1831. To the north of the house is a small black weatherboarded barn which is attractively sited by the pond.

A track lead to the west side of an enclosed area which used to be the tennis court to the White house. The first property is modern detached house, but then the white gault brick of the White House dating from the early to mid-19th century. The House is larger in scale than the adjacent Mere House to the south, indicative of its later 19th century date

Then one comes upon the central mere (pond) which is in effect the centre of the village, with Pond Farmhouse a large rendered building to the east, and Mere House to the west. The mere is picturesquely landscaped with reedbeds to the north and a large feature willow.

Mere House is 18th century and unusual within the village being red brick with vertical divisions of gault bricks creating the effect of bays. It has a steep black pantile roof, and cruciform style casement windows. In contrast, Pond Farmhouse has an earlier 16th century plan with steeper roof pitches and wider mullion style casements. Later 17th century to south and 18th century wing to the north, and is timber framed with render. Rather than hedging, the property has estate railings to the front which allow for a more open aspect and views towards the mere

The group of houses around the Mere combined with the landscaping create a very attractive rural village scene within the village which has been well preserved.

To the south of Pond Farmhouse are two converted weatherboarded timber framed barns set well back from the road. The former agricultural buildings to the south are built in contrasting red brick, and further still an open field and pond with hedging to the front and estate rail to the side.

On the west side buildings of Mere Farm are attractively set back beyond an open meadow, in which there are a number of trees, planted in a park-like manner. There are several traditional buildings - some of them timber framed - including two timber boarded barns. Most have green corrugated iron roofs, presumably replacing thatch.

There is then a substantial house dating from 1950s set within large grounds. Finally, before the Conservation Area boundary, Orchard Cottages is a long one and-a-half storey range of grey brick with red brick gable ends with steep roof and off-centre axial stack. They were probably originally one three cell lobby entrance house (the north end appears to be a recent extension).

On the east side, following the modern Langhale cottage there is a group of early/mid-19th century cottages consisting of Searchers End, Ivy Cottage, Bramble Cottage and Cherry Orchard. These are Early/Mid-19th century cottages, now rendered or painted brick, extended, and replacement windows. In terms of contributing to the character of the area they are simple forms with broad frontages with a loose building line. The last two cottages, set further back and more hidden in street views, are earlier in date and listed. The Walnuts dating from late 18th/early 19th clay lump and thatch, and Breydon Cottage, 17th/18th century pebble dash render.

Wheelers Lane

On the North side there are glimpsed views of the side and back of Rysa Lodge. The house is one of the oldest in the village, originally dating from 1614 as indicated by a date within the crow stepped gable end. It has been extensively altered in later remodelling including the early to mid-19th century gault brick frontage facing east. To the south are clay lump outbuildings and barns, and a greenhouse. To the east is a group of fine trees, in front of which lies the modern Otley Cottage.

On the south side of the road West of the old orchard is a pair of 19th century semi-detached gault white brick cottages, the west- one extended in matching style. The conservation area is extended to include the playing field as its boundary contributes to the approach views into the village, being opposite the landscape parkland of Rysa Lodge.

Traditional Materials & Architectural Details

There are few surviving earlier 17th century timber framed houses, most notably Pond Farmhouse. Rysa Lodge and Mere House are both early brick houses. These are all set back from the road and show the width of the common land between properties.

The majority of smaller cottages date from the early to mid-19th century, being broad fronted and with shallow plans. The frontages are typically well-proportioned Georgian style. Many have been joined together and are rendered or painted.

There are number of white gault brick houses which were particularly fashionable during the early to mid-19th century period. White brick was initially a more expensive brick in early to mid-19th century, hence its use only for the front elevations and such is the case at the White House. Later in the 19th century white brick was used for more humble houses such as the cottages on Wheelers Lane.

Smaller houses are simple gabled construction and can have casement style windows, whereas larger properties are bigger in plan, often double pile, and can have hipped roofs and sashes. Many pantiles are black glazed rather than red/orange, and there is also some use of slate.



The White House



New housing with traditional materials

Along The Street, apart from the village shop, which has a very 1950s design. More recent housing has been designed to fit in with the character in terms of architectural style and materials. The Tayler and Green houses, similar to the village shop are a mixture of orange and buff brick with modern windows and a shallow pantile roof.



Tayler and Green houses along Mill Lane

Natural Character



Along The Street hedgerows and trees are important



The picturesque Mere and reed bed

The roads within the village are well landscaped with plenty of mature trees along the village streets and properties generally slightly set back behind hedgerows. This lends the village a more rural village character.

The open space to the south of the church and the immediate area to the north east and north west around it (partly cultivated for allotments) assists in defining the moated area and is very important to the setting of the church.

The area around the mere provides a very picturesque landscape and a tranquil setting with only Mere House and Ponds Farmhouse, both historic properties, visible in views to the east and west of it.

Street Furniture, Walls and railings



Duck sign in the approach to the Mere.

There is quite limited street furniture. The post box and bench are in front of the post office and this area could be enhanced.

The village sign is on a small corner green to the north west of the church.

Of some interest are the road signs for ducks in the approach to the mere.

Generally, there are few walls in the conservation area and hedging to the front of properties is an important element in maintaining the rural character of the village. Close boarded fencing visible to the front of properties should be avoided. Railings are also a more urban feature and should generally be avoided, although rural estate style railings, such as to the front of Pond Farmhouse, can in some circumstances be considered acceptable.

Conservation Management Guidelines

Highways



Rural character of streets

Seething has a very informal character with no footpath or kerbs. The road is very lightly trafficked. Brooke Road is busier and has a pavement.

Urbanising of the rural character with urban road features should be avoided where possible, although it recognised these can provide safety.

Upgrading windows and doors/solar panels



Replacement windows

In some cases windows and doors have been replaced with different materials and/or different styles.

If door or window frames need to be replaced they should ideally be replaced with the original materials. However, if different materials are chosen then the window style should still remain the same (if original). The opportunity should be taken to reinstate traditional style windows where they have been unsympathetically replaced in the past. Solar panels should be avoided on front elevations.

Painting/colour washing buildings



Rendered cottages

There are a number of painted properties in the village. Presently the colours work well together to give a sense of visual harmony in the village.

Careful consideration needs to be given to painting buildings to ensure the visual harmony of rendered cottages in the village is retained.

Appendix 1 (i)

Listed Buildings

Old Hall Park	Seething Hall
The Green	Church of St. Margaret and St. Remigius (Grade II*)
School Road	War memorial
The Street (east side)	Pond Farmhouse
	The Walnuts
	Breydon Cottage
The Street (west side)	Mere House
	White Lodge
	Mere House Barns

Appendix 1 (ii)

Unlisted Buildings of townscape significance

Brooke Road	Church Farmhouse
	Farm buildings, Church Farm
The Green (north side)	The Old Vicarage
	The Beeches and cottage adjoining
	Two outbuildings at right angles to road
	Rose Cottage
The Street (east side)	The Grove
	Brook House
	Crabbe Cottage
	Cottage south-east of shop
	Manor Cottage
	Manor House
	Barn north of Manor House
	Farm buildings, Mere Park Farm
	Langhale Cottage
	Beachers End
	Ivy Cottage
	Bramble Cottage
	Cherry Orchard
	Outbuildings in front of The Walnuts (one corrugated iron, one brick).
The Street (west side)	Stainmare (divided into two)
	Pear Tree Cottage
	The Old Post Office
	Greenways
	Tofties Cottage
	Well Cottage
	Orchard Cottages
School Road (west side)	Former School
	School Cottages
	The Homestead
	Rysa Lodge

Appendix 2

Policy background

In recent years, the approach to conservation area designation has changed considerably. It is now recognised that development plan policies, development control decisions, and proposals for the preservation or enhancement and the management of conservation areas, can best be achieved when there is a sound understanding of the special interest of the conservation area.

This position is reinforced as follows: The Planning (Listed Buildings and Conservation Areas) Act 1990 in section 66(1) makes it a duty of local authorities when considering applications to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest. Under section 72 of the same Act, it is a duty with respect to any buildings or land in a conservation area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area. Department for Communities and Local Government. National Planning Policy Framework (NPPF) 2018 Paragraphs 184 to 202 cover “Conserving and enhancing the historic environment”. Joint Core Strategy- Policy 2 : Promoting Good design South Norfolk Local Plan The South Norfolk Local Plan Development Management Policies Document was adopted in 2015 and policy 4.10 covers Heritage Assets.

Public Consultation

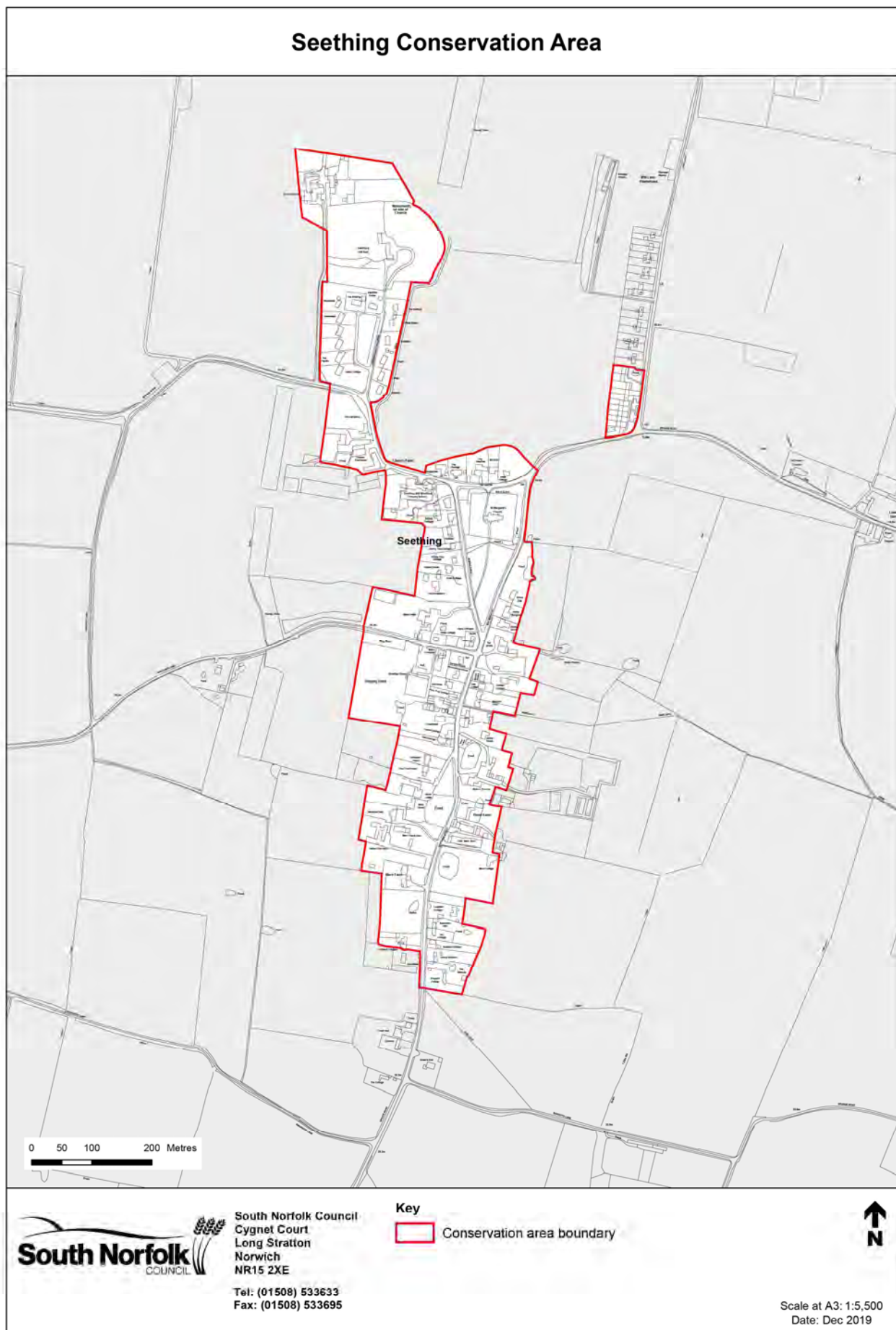
An informal ‘walkabout’ of the area was organised with the Parish Council on 6th February 2019. This informed the proposed boundary changes and the conservation management guidelines within the draft appraisal. The initial public consultation on the draft appraisal took place from 1st to 28th July. This was then extended to 1st October to include subsequent feedback following the parish council meeting on September 6th.

This included:

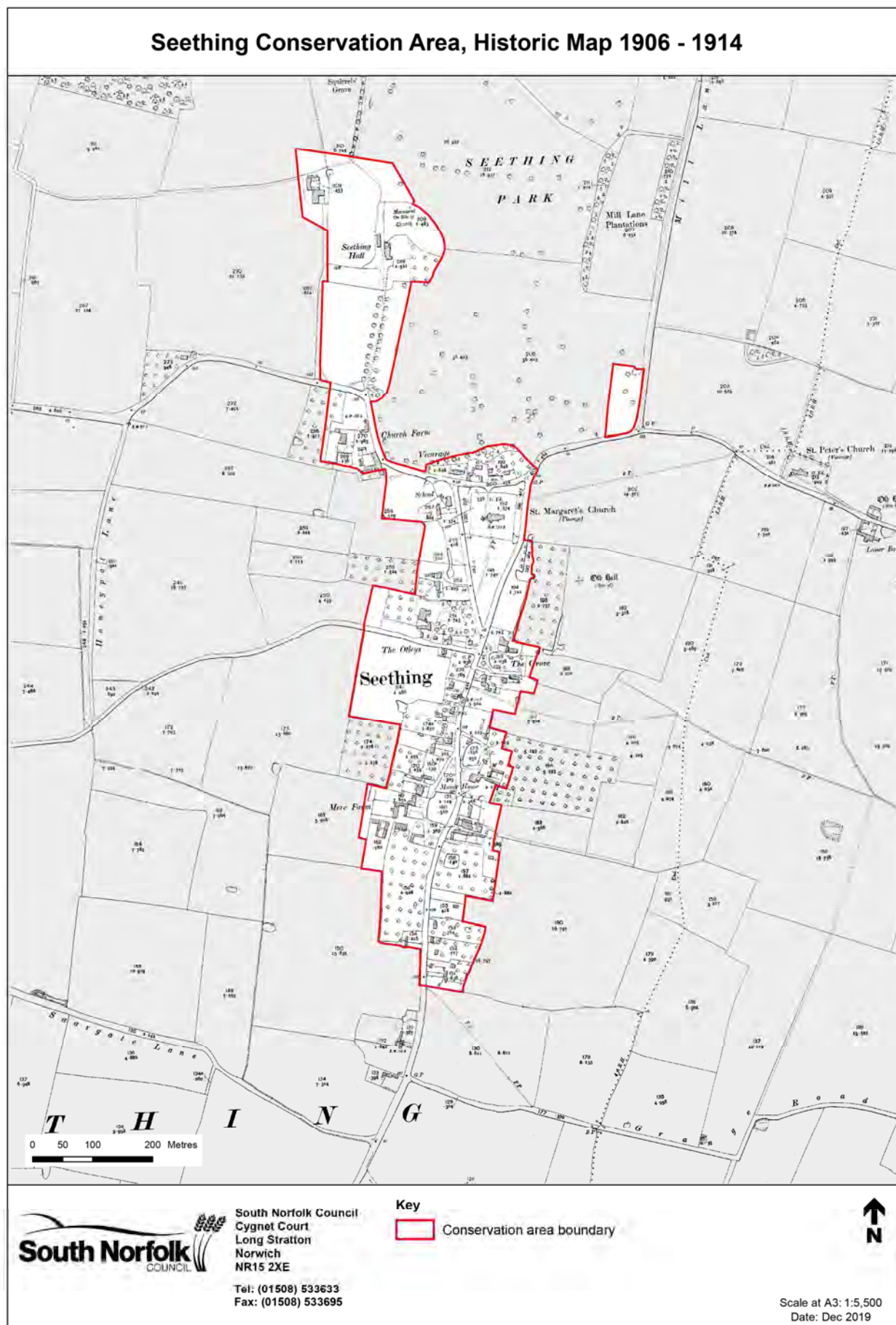
- A public exhibition held in the before the parish council on 9th July for one hour with an officer in attendance to answer any queries.
- An advert in village notice board and local publicity by the parish council
- The draft appraisal being available to view on the council’s website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Parish Council and Historic England.
- A presentation made to the Parish Council on 6th September.
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the proposed changes

As a result of the consultation the proposed boundary extensions to Cornfields was not included at the request of the owner, since although there is a hedgerow to the front, the house is relatively modern and can be considered neutral in terms of its contribution to the character and appearance of the conservation area.

Appendix 3



Appendix 4

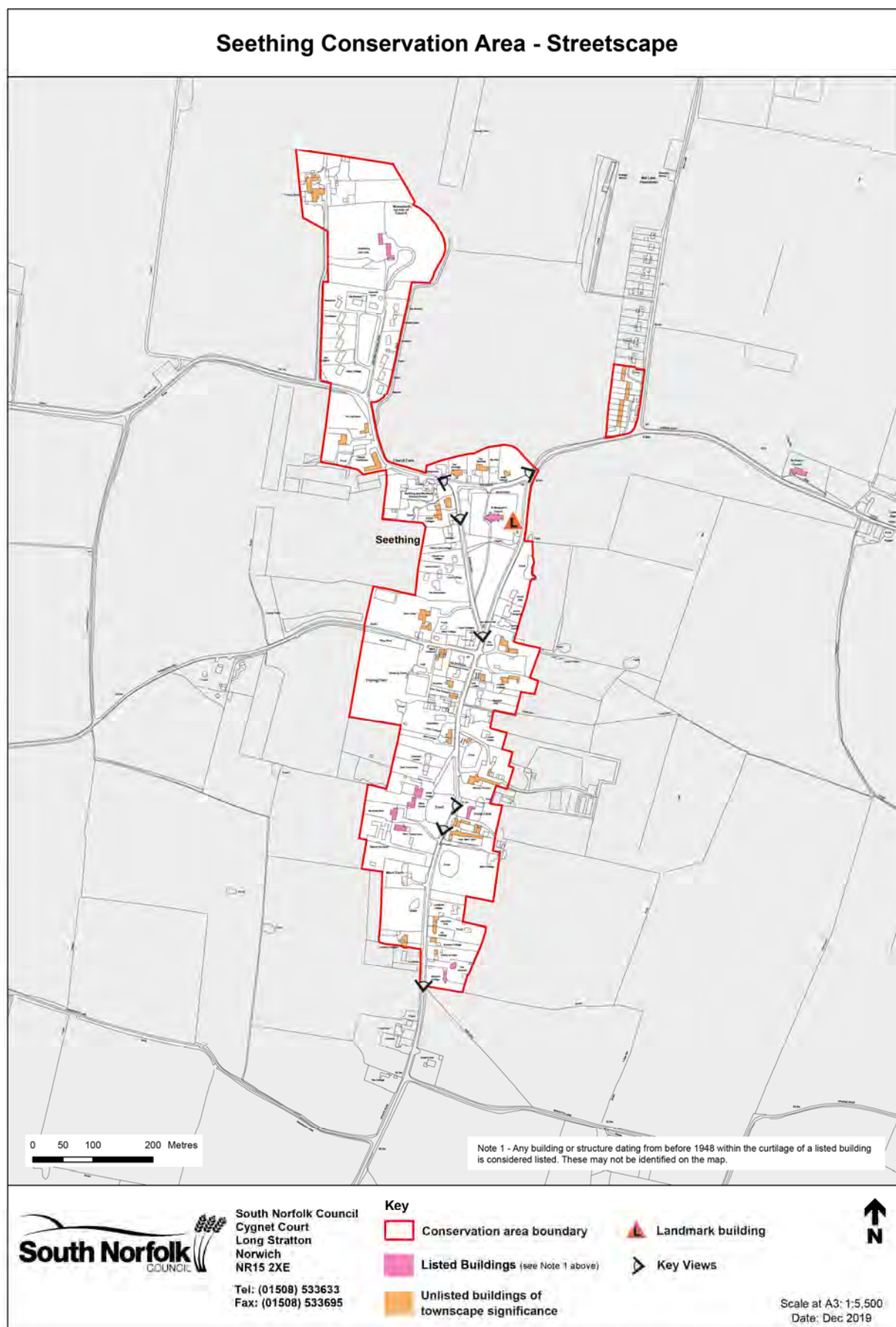


Enclosure Map 1814

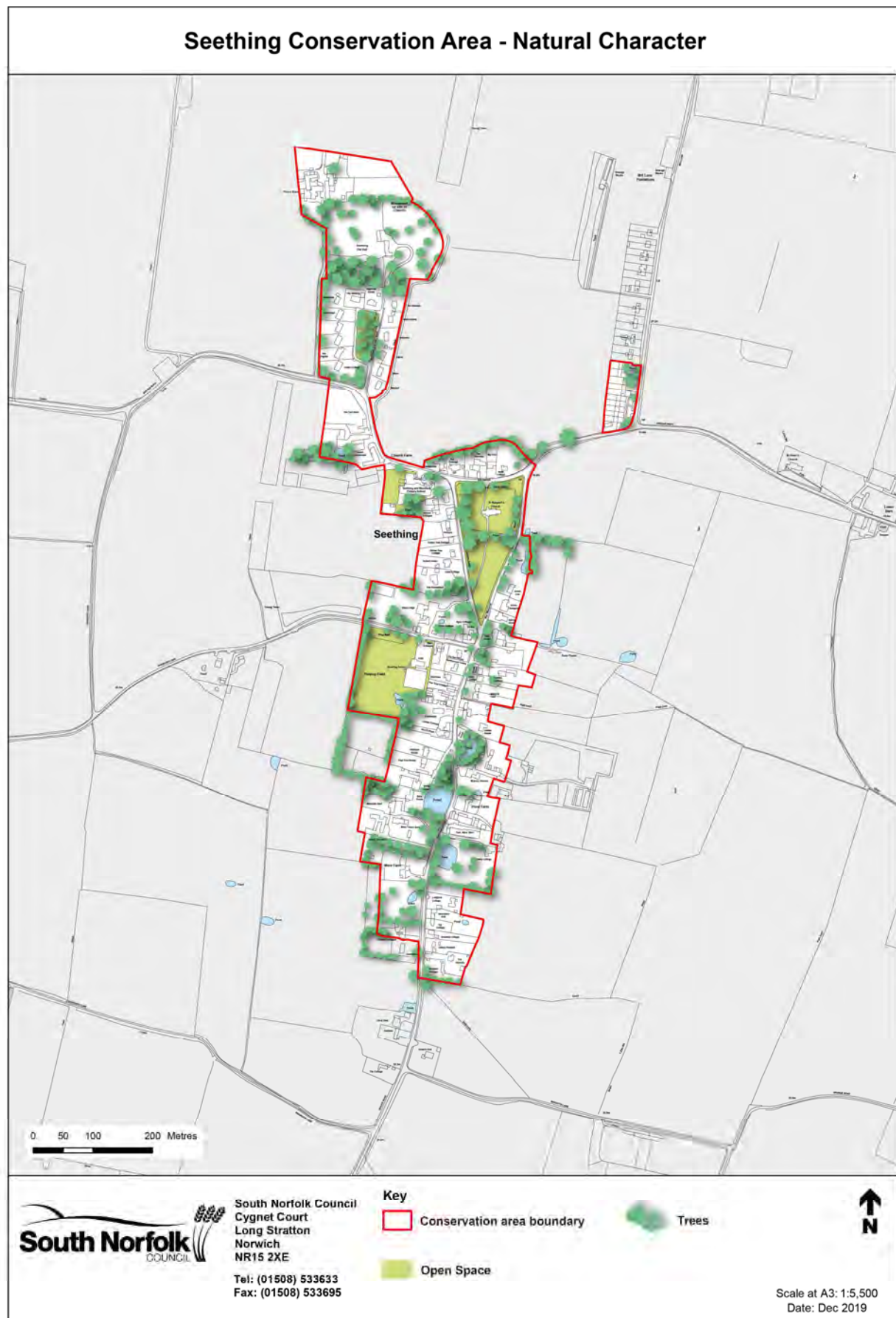


Enclosure map of 1814 showing sub division of common land (marked in green)

Appendix 6



Appendix 7

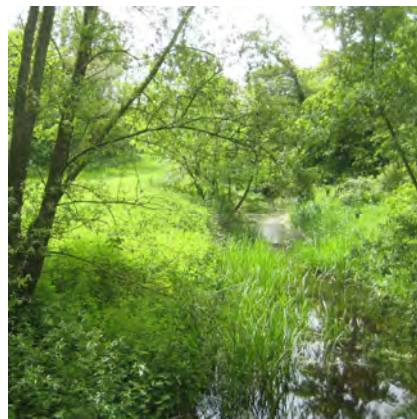




Starston

Conservation Area Character Appraisal and Management Guidelines

December 2019



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Introduction



Bridge crossing in the centre
of the village

Starston is a small ancient settlement situated at a crossroads and bridge over a stream within a wooded landscape with surrounding valley slopes. Trees and hedgerows form an important part of its character as do listed buildings, Starston having a high number in relation to its size. The history of the village as the centre of an estate is perhaps its most important characteristic, despite the former Starston Hall building, which formed its focus, no longer existing.

Under the terms of Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority is required to identify areas of special architectural or historic interest whose character or appearance it is desirable to preserve or enhance, and to designate them as a Conservation Area. The 1990 Act also requires local authorities to prepare management guidance and proposals for Conservation Areas. Starston conservation area was originally designated in 1975. This document should be read in conjunction with the adopted Local Plan, the National Planning Policy Framework and Planning Practice Guidance.

Key Characteristics

- Rural settlement originally central to large estate
- Road bridge and river meadows form the centre of the conservation area
- Strong natural character throughout
- Shallow valley, river running west to east with wooded landscape

Historical Development (also see historic map in Appendix 4 p20)

Starston is referred to in The Domesday Book as Sterestuna, which may be a reference to the rearing of steers or cattle. The parish had three manors, all evident today: Starston Hall, Bressingham's Manor (later known as Starston Place Manor) and Beck Hall. Houses on the sites of the latter two are recorded from the 13th century.

The church is dedicated to St Margaret and has evidence of Norman work in its south aisle. Its extensive enlargement and re-modelling in the 19th century testifies to the importance of the village at the time.

Starston formed its own guild of tradesmen and craftsmen in the 16th century, the date from which the earliest domestic structures in the village survive. It was not until the 19th century, as elsewhere in Norfolk, that the village grew to outnumber in population its mediaeval size. The village school built in 1839 had to be extended in 1877 to accommodate over 100 children. This was the same decade in which the church was enlarged.

In 1856 the Waveney Railway Line was built with a station just south of the village giving access to Norwich. This helped transform Starston's commerce and demographic. An 1881 census showed the population to be 510.

The social history of the village during the first sixty years of the twentieth century is well recorded in the booklet, "My Village of Starston" written and published in 1969 by Roy Riches, a native and lifelong resident. The changes he describes are those of the final transformation of a rural way of life based in the village to one of dependence on the towns and distant employment.

The railway finally closed 1966, although Starston station closed as early as 1866. The Gate Inn with its famous walnut tree and sign closed in the 1950s and the village school in the 1960s. During this period the parish was combined with other parishes and no longer had its own rector. Most significantly, the population declined so that by 1983, when the first conservation area character appraisal was published, it stood at 324 but recovering to 332 in 1991. The last record taken in 2011 of the population was 331.

The most notable change since that time has been the conversion of former village buildings into individual houses, a process which can be traced back to the nineteenth century with the conversion of the village poor house to cottage dwellings in 1836.

Character Assessment

(Also see Streetscape and Natural Character Maps in Appendices 5 and 6 pages 21 and 22)

Starston and its Setting

Part of the landscape has been modelled by the owners of three larger properties in the village; Starston Place, with its dominant position, Grove Hill House and, in the valley bottom, The Old Rectory, each having their own considerable landscaped gardens. With their lawns, shrubs and specimen trees giving way to open pasture with parkland planting, they constitute an important element of the village landscape.



View looking south up Railway Hill



The Beck from the bridge crossing in the centre of the village

The village is situated within a shallow valley setting with shelved sides orientated west to east and situated in the otherwise open clay plateau. The valley sides at Starston are well wooded and planting schemes, mostly from the nineteenth century, have helped to enhance the natural beauty of the location. The Beck too has been managed and treated as an important landscape feature with sluices controlling its level as it passes under the bridge and through the water meadows at the heart of the village.

Part of the character of the village is defined by its trees and hedgerows which line the narrow roads and lanes. This helps to contain and enclose views, but occasional gaps allow for views into pasture land or water meadows.

Conservation Area Boundary

Since the last character appraisal, the main part of the settlement has been relatively unaffected by modern development.

Following public consultation on the draft proposed changes to the conservation area the boundary has been extended to include the immediate setting of the windmill which is listed and a scheduled ancient monument, as well as a pond to the south east. Stone Cottage remains outside the conservation area.

Street Patterns and Historic Grain

The form of the conservation area is that of a crossing type of settlement, with the four roads converging at the bridge, forming the nexus of the village. From the bridge location, with the exception of Low Road, the roads can be viewed almost right up to the edge of the settlement, giving the village a compact sense of visual coherence thus allowing groups of buildings and the spaces between them together with many of the trees and hedgerows to be seen in one single view. The distinct valley with The Beck at its foot is visible approaching from the roads and winds gently to reveal more of the scene as the village is entered.



Building fronting the road at the bottom of Railway Hill



Former School now house

Starston is a typical example of a Victorian estate village. It was originally centred around Starston Place, which was demolished after the war and its replacement is no substitute for what must have been the focus of the settlement, both socially and architecturally. Evidence of this vanished coherent community is the homogenized group of houses where once there was school, public house and model farm.

Perambulation

Station Road

The visible townscape of the conservation area is that of an ancient settlement with a majority of older traditional buildings set within an enclosed, un-spoilt, wooded and undulating landscape.

Railway Hill and The Street

Starting from the small triangular green at the junction of the The Street with Railway Hill, the village can be seen to the north at the foot of the valley. Looking to the south up Railway Hill, the top of the former station building Crossing Gates can just be seen in the distance. The building is an isolated red brick Victorian building and its style could be described as "railway Italianate". Its more formal classical style with round headed window arches and bracketed dormers are a characteristic of all the station buildings along this stretch of the former railway line. From the road there is a long view past the white paling fence of the former railway line, which is now straight footpath/track between the avenue trees. From here the road winds attractively downhill towards the village.



View from Railway Hill towards the junction with The Street



Beck Hall

As one approaches the centre of the village down Railway Hill, the woodland belt gives way to a frontage of historic buildings and boundary walls at the east side constructed in flint and hard to the road verge. This contrasts with the west side of the road, where trees and hedgerows on the bank screen views of houses, which are set back with front gardens. Large trees are a key feature at the frontage of Beck Hall and its adjacent cottages and outbuildings south of the Hall all help to define the historic character at the west side of the road.

Beck Hall is a listed 17th century timber framed house with steeply pitched black glazed pantile roofs, rendered walls and a gabled cross wing to the south. Its setting is particularly attractive, its large front garden and drive separating it from the road. To its north side a meadow extends west beside The Beck and away from the village. The Hall is a key architectural element in the composition of the townscape at this nexus of the village.

Village centre

At Beck Hall, the centre of the village comes into view with the roads to Harleston at the east side and the Pulhams to the west joining at the bridge. Just north of the bridge is a more minor road leading to Alburgh to the northeast. Church Hill to Hardwick and Railway Hill to Needham form the north south crossing. To the east, the Harleston Road curves away past The Old Rectory, which stands on the south side of the road behind a red brick garden wall of medium height, a large section of which is currently in the process of being rebuilt.

The Old Rectory is a 19th century re-modelling of a 17th century two-storey timber framed house and has rendered walls below steeply pitched roofs of black pantiles with shaped and pierced bargeboards. The front elevation was extensively remodelled in 1871. The house has lower additions which form an attractive overall composition. Standing alone on this side of the road, The Old Rectory is a key building in the core of the village. The trees towards the front of its grounds are very important elements in the conservation area. Beyond the garden to the east side is dense woodland and beyond the rear boundary there is open parkland.

The Jubilee Hall, a former cowshed for The Old Rectory, stands at the foot of Railway Hill, forming an end stop to the row of historic buildings built hard to the road. This is a modest single storey brick building with plain black glazed pantile roof and decorative barge boards. It has a good traditional painted sign at its centre and is bordered by a metal railing. Directly opposite and marking the junction is the triangular green with single lime tree. Going north from the green the boundary hedgerow to the road marks the boundary with the river meadow, as does the hedgerow and a small section of Victorian railing on the opposite side. These terminate where they meet the bridge.



Victorian railings at the bridge



View down Low Road from the village centre



The Lodge at Low Road



Views across the meadow opposite
The Lodge

The village sign at the centre of the stands in front of a wooden paling fence, which helps to emphasize its importance. From here the village centre is largely hidden among the trees. The sign, which is dated 1980, is painted wood carved in low relief and has a simple post standing on a circular brick base.

The bridge itself is a focal point for the village and conservation area. It consists of four curved gault brick abutments that act as anchors for a modern white painted metal railing each side of the bridge. On the western side of the bridge where the roadway narrows the footpath is marked out on it by the use of brick-weave pavements. Low Road curves away to the northeast from the bridge. Further along Low Road is the lower of the two sluices which control the water levels of the Beck.

Low Road

Along Low Road an attractive grade II listed early 19th century single storey house, The Lodge, stands alone at the end of the lane leading to buildings at Home Farm. The building dates from around 1840 and has rendered walls and thatched roof. It is situated within mature woodland setting. From The Lodge there are attractive open views across the water meadow towards Brook Cottage. A traditional timber stile and fingerpost mark the entrance of the footpath across the meadow.

Hardwick Road and Church Hill

The northern boundary of the conservation area is entered from Hardwick Road which then runs into Church Hill. Close to the north boundary stands Hillcrest, a two storey house of three bays with low pitched black pantile roof and rendered walls. The building marks the 'gateway' to the village at the north end and its twin tall redbrick chimney stacks make it a landmark as you leave the village. At the front of the site is an evergreen hedge which partly screens the house from the turn in the road. A single large tree stands alone directly behind the hedge at its south-east end.

Moving into Church Hill, to the east of the road are a large early 19th century group of former model farm buildings, which form Home Farm and are part listed. From the road the finely coursed flint and brick walls of the group are the dominant feature with the walls of the former stock sheds having a weatherboard finish. All the roofs have a slate finish.

Opposite the Home Farm buildings is a grade II listed single storey house, Home Farm Lodge constructed in finely coursed flint with gault brick dressings and black glazed pantile roof. It is cruciform in plan with low-pitched black glazed pantile roof and has a deep eaves with oversailing gable shaped bargeboards. A pair of clasped twin chimneys complete its symmetrical composition. The cottage retains the structure of its early 19th century garden with a mature yew, holly and other trees. A simple white painted paling fence and low hedgerow separate it from the highway.



Weatherboard building fronting Church Hill



Home Farm Lodge at Church Hill

The lane running between the Home farm buildings and the site of the former Starston Place former workshops is of interest. The listed implement shed, now Cart Lodge Barn, and its adjacent cottage, are both grade II listed and form part of the Home Farm buildings. Pheasantry Cottage further along to the east is also listed grade II and was originally a garden room/reading room for Starston Place. The lane passes open parkland with oaks and specimen trees, formerly associated with the original Starston Place, and terminates at The Lodge on Low Road.



Buildings and wall at Home Farm



Former coach house to Starston Place

Further downhill towards the Church of St Margaret the grounds of the former Starston Place are screened by dense mature planting, the survivors of the Victorian landscape gardens around the house.

Moving further down the hill, the church tower comes into view, its entrance from the footpath also accessed from stone steps in the grass bank, which slopes down to the road below the churchyard wall. Also, on the left and set close to the churchyard gate, is the entrance to Starston Place. The gate and adjacent rails are fine examples of early Victorian oak work, very well preserved with Tudor detail to the gateposts and rail tops.

At the entrance to the churchyard a similar oak gate is set between stone gateposts. Above the grass bank is an attractive flint boundary wall with ogee coping which continues down the hill past both the church and its lychgate, terminating at the bottom of the hill. The church itself dates from the Gothic Decorated period but was much restored during the 19th century.



Porch at St Margarets Church



Timber gates to Churchyard

From the south porch of the church a gravel path leads to the listed Victorian lychgate set diagonally in the churchyard wall above the crossroads. The lychgate is an excellent example of Victorian oak framed ecclesiastical craftsmanship with encaustic chequerboard tiled pavement and wrought iron details and has a base of ashlar and flint. Standing at the bottom of the hill at the bridge and looking back uphill to the church, another oak gate is visible at the foot of the hill by the churchyard wall.

The Church is grade I listed. It is largely 14th and 15th century fabric and was heavily restored in the late 19th century. Inside the building there is some evidence of an earlier building.

The Street

Just before entering the village at the west side, looking below the road across the field in a south westerly direction there is a wind pump dating from the 1860's, which is a scheduled monument and grade II listed. No longer in use, it was used to pump the water supply for Starston Place. It is a small circular red brick structure with conical roof supporting an iron post, which is surmounted by four single shutter spring sails with leading boards, and twin rudder, all driving a reciprocating pump through a crank on the windshaft. The wind pump is the feature chosen for the village sign at the entrance to the village from the Pulhams' direction.

Almost opposite the pump to the north side of The Street is a pair of red brick Victorian cottages, 1 & 2 The Beeches, with fretted barge boards, slate roof and central stack. A large beech tree stands in the front garden of No.1 above the road bank. From here the road gently curves towards the village centre with buildings well-spaced out on the northern, left hand side of the road overlooking the meadows to the south side.

Next, a single Victorian House, Beck View with black pantiled roof and fretted barge boards stands at the apex of the curve in the road. There is a central red brick chimney stack and attractive blue brick diaper pattern in the brickwork. A good mature horse chestnut stands in the garden next to the five-bar gate. Below the thorn hedge at the top of the bank which fronts Beck View is a row of modern red and black highway posts with reflectors. The road at this point is enclosed as a corridor between this bank and the hedge to the south. A line of nicely cut oak posts with slightly decorative finials line the grass verge at the south side of the road.



The Croft, north side of The Street



Fourways, north side of The Street

The crowstepped gables of the former village school on the north side are a noticeable feature as is the large modern dormer on its roof which provides this attractive flint building with a rather unfortunate appearance. The building next to the former school is the former village pub, which was known as 'The Gate'. This is now a dwelling but retains its characteristic trim from its former use. It has a low-pitched clay pantile roof, both sash and casement windows, gable end stacks and a projecting front porch. Opposite the building is a red cast iron post box standing on its own black iron pedestal, a very traditional feature in the street scene. This area has a badly worn pavement, much used for parking, the footpath continuing behind and below the road hedge-line towards the crossroads.

The north side of The Street has attractive small front garden areas, large chimney stacks, traditional/historic windows and doors, gravel drives, varied planting and use of traditional materials including the front boundary flint walls, all provide for particularly attractive historic views in this part of the street. These views contrast with the rural open character of the meadows and wider countryside beyond, on the opposite side of the road.

The village red telephone kiosk, which stands to the east side of The Cottage, is partly concealed from view and is the K6 type that is grade II listed. It dates from 1935 and is a design by Sir Giles Gilbert Scott and therefore an important feature of the townscape.

Next door to the east side is Fourways, an early 19th century listed house which is attached to Blacksmiths Cottage at its east side. Running along the front boundary to these properties is a low late 19th/early 20th century railing, which adds to the historic character of the street and also helps to hold back the mature hedgerow at the front boundary close to the pavement.

Opposite Blacksmith's Cottage at the edge of the beech wood at the crossroads stands a timber boarded traditional workshop building with clay pantile roof, close to The Beck. The workshop building contributes to the traditional/historic character of the village.

The Street continues east of the bridge past the Old Rectory, the conservation area boundary terminating just beyond Brook Cottage. The original house dates from the 1820s and was formerly two farm labourers cottages associated with the Starston Place estate. It was converted to a single dwelling in the 20th century and is a rare example of a house constructed in rat trap brick bond, which creates a form of cavity wall. The 20th century extension to its west side repeats this detail.

Traditional Materials & Architectural Details

Roofs and chimneys: While many of the buildings may have been originally thatched, only one survives in the conservation area, the 19th century lodge on Low Road. There are examples in the conservation area of traditional red pantiles and a high proportion of black glazed clay pantiles. Perhaps more surprising is the high number of slate roofs, which include Station House, the Home Farm buildings, part of the Old Rectory and the chancel of the Church. Lead covers the nave roof of the Church and there are red tiles on the lychgate. Chimneys, which form an important part of the historic character, are relatively plain, mostly in red brick, with the taller double shafts to Home Farm Lodge and The Lodge being an exception.



Red brick house, The Cottage,
north side of The Street



Hillside, north side of The Street

Walls are generally red brick, flint or have a rendered finish. A more unusual finish can be seen at Hillside where the render has been impregnated by colored glass to give an elegant effect. The church and Home Farm buildings are in flint with some weather-boarding introduced on the latter. Decorative barge boards are a particular feature of some buildings, for example Beck Hall, The Old Rectory and Home Farm Lodge. Brick parapets can be seen on several cottages along The Street and there is patterned brickwork at Streamlet Cottage.

There are several good examples of flint and brick boundary walls especially along The Street, many retaining traditional copings. Rendered buildings conceal either timber frames, such as at The Old Rectory, or clay lump, as can be seen at Pheasantry Cottage.



Flint wall, Railway Hill

Other than the church, buildings are relatively plain in their architectural detailing. There are a few exceptions such as the two-storey height Dutch gable end porch at The Old Rectory and the decorative barge boards, again at the Old Rectory, Beck Hall and the village hall adjacent to it.

Natural Character

The open space at the river meadows together with lines of mature trees and boundary hedgerows define much of the character of the conservation area. Going east or west from the centre of the village, the strong natural character is evident and provides an attractive wider setting for historic buildings. The large open views looking southeast across the meadows from The Lodge are particularly attractive and contrast with the more closed views of the meadows from around the centre of the village, which are often interrupted by lines of trees.



The Beck in the centre of the village

Moving south from the centre of the village along Railway Hill there is a dense woodland belt of trees along the east side of the road, Grove Hill House being screened from view. At the west side the less dense woodland and hedgerows allows for views across the fields.



Meadows south of The Beck from village centre

Large prominent mature trees in the centre of the village and up Church Hill give an impression of great age and continuity of settlement to the village.

As well as front boundary flint walls, mature hedgerows are a key feature of the conservation area at road boundaries.

Starston Place Lane leads to The Lodge on Low Road. It passes through the open parkland with its oaks and specimen trees associated with the former Starston Place.



Trees at the bend in the road opposite Hillside.

A line of mature trees, including a large Beech Tree mark the curve in the road opposite Blacksmiths Cottage, screening views towards The Beck.

Street Furniture, Walls and Railings



Oak bollards and other street furniture at the bottom of Church Hill

Road signage is generally modern, although at the centre of the village there are two fine traditional cast iron standards with corona top carrying modern low maintenance finger posts with black lettering.

Traditionally designed oak bollards prevent vehicle parking at the grass verges at the bottom of Church Hill and at the village sign by the bridge. Their design and material finish are very much in keeping with both the natural and traditional character of the village. The traditional wooden bench close to the bollards sits comfortably for the same reason

Opposite the former pub is the red cast iron postbox standing on its own black iron pedestal. This is an attractive traditional feature.

Below the thorn hedge at the top of the bank which fronts Beck View is a row of modern red and black highway posts with reflectors.

Conservation Management Guidelines

Upgrading windows and doors



The Cottage in The Street with recently installed traditional windows.

The majority of windows are traditional casements. Exceptions are the Old Rectory and former public house at the north side of the street which have both traditional casements and sashes. A number of buildings have relatively new replacement casement windows and on the whole, this has been done sympathetically

If door or window frames need to be replaced they should ideally be replaced with the original materials. However, if different materials are chosen then the window style should still remain the same (if original). The opportunity should be taken to reinstate traditional style windows where they have been unsympathetically replaced in the past.

Painting/colour washing buildings



Fourways, The Street

There are a number of painted properties in the village. Presently the colours are light shades or off white and work well together with brick finish to give a pleasing contrast and sense of visual harmony in the village. Most painted buildings have a brick finish, exceptions being parts of The Old Rectory, The Lodge at Low Road and Beck Hall.

Careful consideration needs to be given to painting buildings to ensure the visual harmony of buildings in the village is retained.

Highways



Road verge at the bottom of Church Hill

There are kerbs to the main road through the village but otherwise roads have natural grass verges. Church Hill has hedgerows and trees that meet the road with a sloped grass verge on the opposite side.

Natural verges should be retained, otherwise roads/streets have an uncharacteristic urban feel not in keeping with the character of the village.



Signage at the junction of Church Hill and Low Road

Highways signs are generally kept to a minimum throughout the conservation area although there is a concentration of signs at the bottom of Church Hill where it meets Low Road. This together with street furniture does to some degree detract from the rural character in this part of the village.

Whilst it has to be acknowledged that the highways signs in this area are necessary, signage should always be kept to a minimum to avoid detracting from the rural character.

Trees/open spaces



Glebe meadow looking east from the bridge crossing

The trees/woodland and open spaces of the meadows are a particularly important part of the character of the conservation area, being at its heart.

It is important that the woodland areas of The meadows are retained and carefully managed to retain this strong natural character. This also applies to the area around the churchyard where woodland forms a back drop to key views. For the future the natural character needs to be carefully managed so that it continues to enhance the conservation area area.

Appendix 1 (i)

Listed Buildings in Starston Conservation Area

Church Hill	Church of St. Margaret (grade I) Lychgate to Church Pheasantry Cottage at Starston Place Implement shed at Starston Place with adjoining granary loft and cottage
The Street	Wind pump Hillside Telephone Kiosk The Old Rectory Red Cottage The Cottage Fourways
Low Road	
Railway Hill	The Lodge, Redenhall Road Beck Hall

Appendix 1 (ii)

Unlisted Buildings of townscape significance

Railway Hill	Grove Hill Cottages Grove Hill House Crossing Gates Oakdene Range of buildings and wall east side at the bottom of Railway Hill Outbuildings to Beck Hall, Railway Hill and flint boundary wall
The Street	Jubilee Hall North wall to The Rectory Bridge over the river Blacksmith Cottage The Gate Old School House The Beeches Beck View
Church Hill	Churchyard wall to St. Margarets, Church Hill Memorial Cross Entrance gates to Starston Place Surviving walls to Starston Place Outbuildings to Starston Place Water pump
Hardwick Road	Hillcrest

Appendix 2

Policy background

In recent years, the approach to conservation area designation has changed considerably. It is now recognised that development plan policies, development control decisions, and proposals for the preservation or enhancement and the management of conservation areas, can best be achieved when there is a sound understanding of the special interest of the conservation area.

This position is reinforced as follows: The Planning (Listed Buildings and Conservation Areas) Act 1990 in section 66(1) makes it a duty of local authorities when considering applications to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest. Under section 72 of the same Act, it is a duty with respect to any buildings or land in a conservation area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area. Department for Communities and Local Government. National Planning Policy Framework (NPPF) 2018 Paragraphs 184 to 202 cover “Conserving and enhancing the historic environment”. Joint Core Strategy- Policy 2 : Promoting Good design South Norfolk Local Plan The South Norfolk Local Plan Development Management Policies Document was adopted in 2015 and policy 4.10 covers Heritage Assets.

Public Consultation

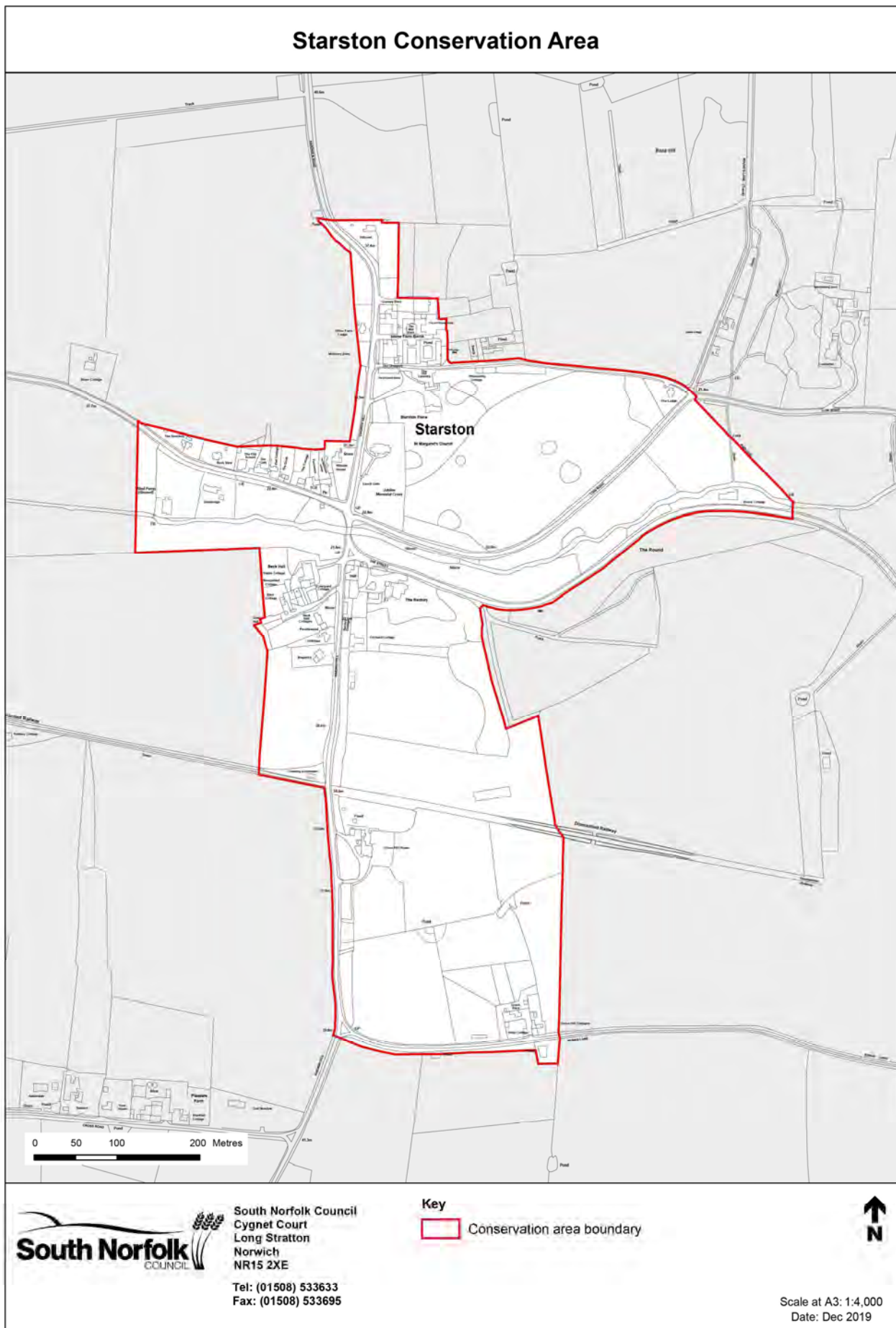
An informal ‘walkabout’ of the area was organised with the Parish Council on 10th December 2018. This informed the proposed boundary changes and the conservation management guidelines within the draft appraisal. The public consultation on the draft appraisal took place from 1st to 28th July.

This included:

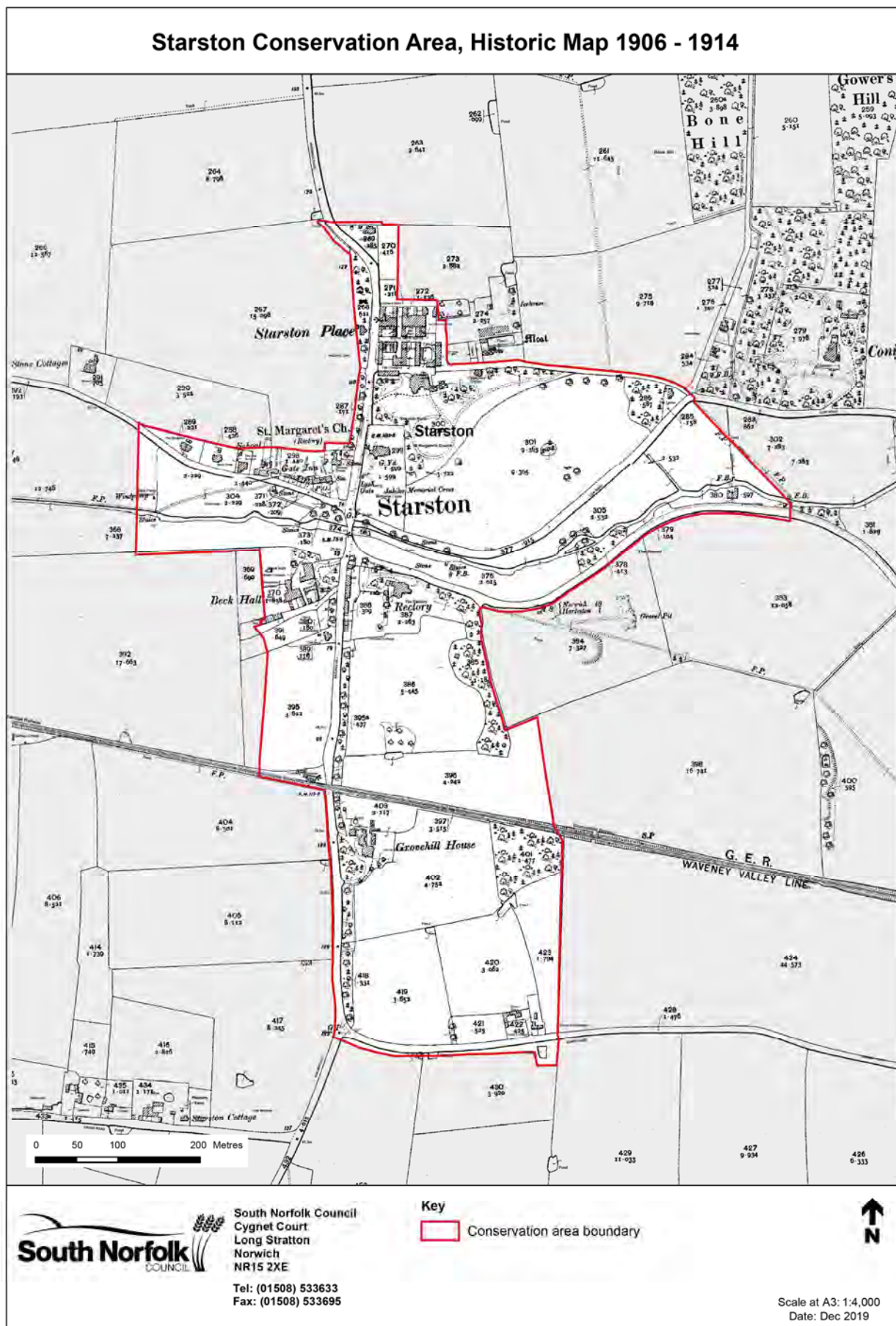
- A public exhibition held in the village hall on the 23rd July for one hour with an officer in attendance to answer any queries.
- An advert in village notice board and local publicity by the parish council
- The draft appraisal being available to view on the council’s website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Parish Council and Historic England.
- A presentation made to the Parish Council on 15th July.
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the proposed changes

As a result of the consultation the conservation area has been extended slightly to the west to include the windmill and its immediate setting. Stone Cottage which was proposed for inclusion to the north was not. A small area was included to the north of Hillside House. The boundary to the rear of The Old School and Gate remained as existing. To the north east the boundary has been taken back to the footpath and the south boundary has been extended to include the pond.

Appendix 3



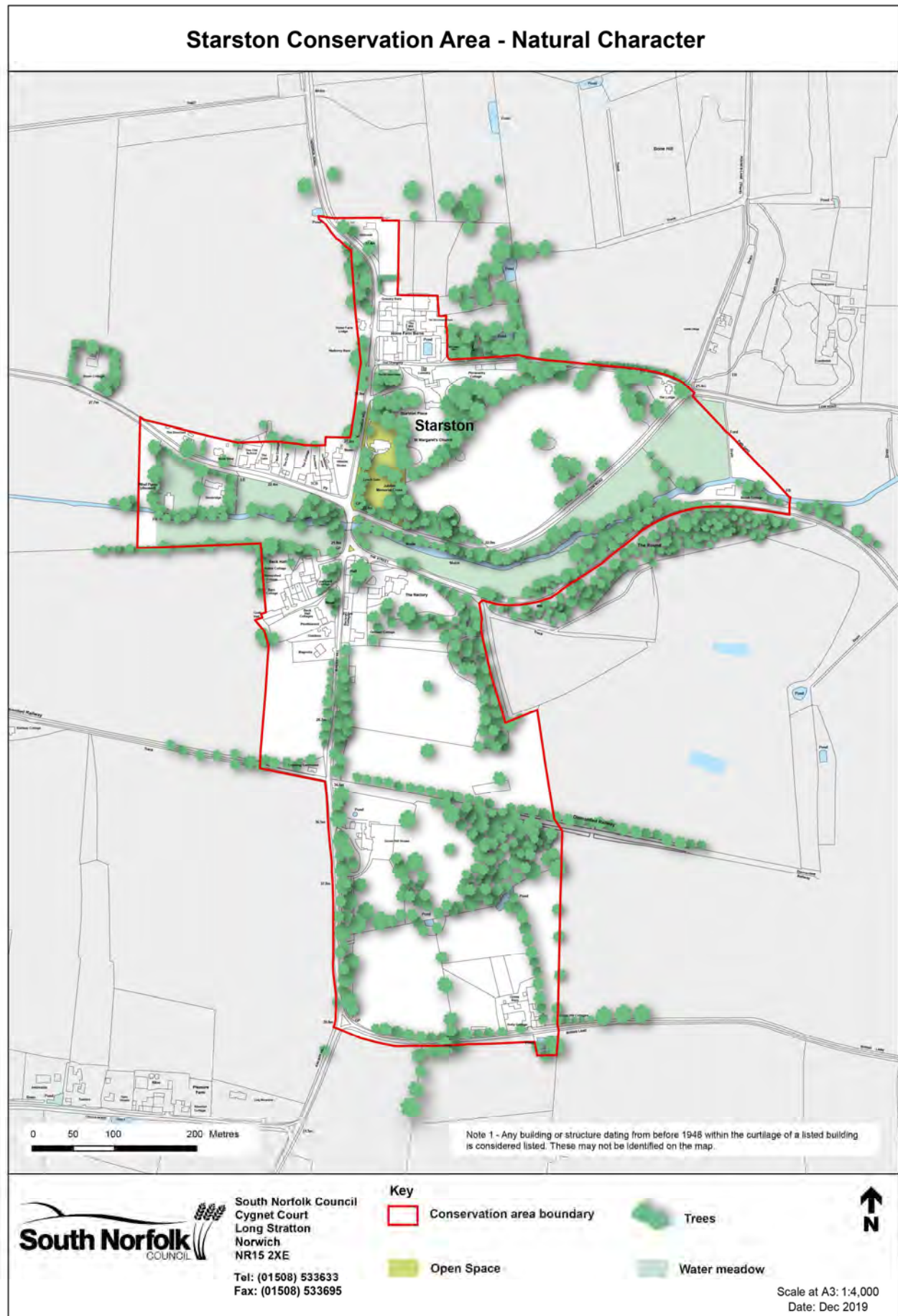
Appendix 4



Appendix 5



Appendix 6



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Wacton

Conservation Area Character Appraisal and Management Guidelines

December 2019



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Introduction



Looking south toward the church
along Church Road.

Wacton is a small rural settlement situated only a few miles from the A140 to the southeast side of Long Stratton. The settlement is more concentrated to its north side along Church Road and Hall Lane but opens up south of Hall Lane at the green becoming more rural, its large historic common to the far south seamlessly blending in with the natural landscape.

Under the terms of Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority is required to identify areas of special architectural or historic interest whose character or appearance it is desirable to preserve or enhance, and to designate them as a Conservation Area. The 1990 Act also requires local authorities to prepare management guidance and proposals for Conservation Areas. Wacton Conservation Area was originally designated in 1975. This document should be read in conjunction with the adopted Local Plan, the National Planning Policy Framework and Planning Practice Guidance.

Key Characteristics

- Includes large open historic common to south
- Conservation area has four distinct sections
- Open landscape views key feature to the south
- Ancient field boundaries
- Ponds mark former medieval moated sites

Historical Development (also see historic map in Appendix 4 p19)

The name Wacton derives from the Saxon "Wacetuna", "the settlement belonging to Wacca". Domesday Book refers to it under this name and in later mediaeval documents it is referred to as "Waketon". Surviving ancient field boundaries still preserve the form of the Saxon land holding in the parish, which was originally two separate ones, Wacton Magna and Wacton Parva. Following a protracted imbalance in the tithes for each parish the church for the smaller of the two eventually became ruinous and the two rectories merged in 1522.

Tax payment records show that the parish was not a wealthy one in the 14th and 15th centuries, but the numerous timber framed farm houses in the vicinity attest to growing local prosperity in the 16th and 17th centuries.

The most impressive feature of the conservation area is Wacton Common, which today is only a vestige of its former size, being approximately 70 acres. In 1533 it extended to 273 acres and had been reduced by the early 19th century to a quarter of the total parish land. Modern reduction, through purchases by the Ministry of Agriculture in 1952 produced the present boundary.

Character Assessment

(Also see Streetscape and Natural Character Maps in Appendices 5 and 6 pages 20 and 21)

Wacton and its Setting

Wacton, like most of South Norfolk, nestles in a gently undulating landscape.

These subtle changes in level, shape and direction add considerable interest to the setting. From within the area, views can be enjoyed in many directions and from beyond, even as far as the A140, key elements of the area can be appreciated and acknowledged.

Conservation Area Boundary

The boundary has been drawn around the historic settlement which is linear in form, stretching from Wilderness Farm north of the parish church of All Saints, to Wacton Hall and the huge open space of Wacton Common to the south. The conservation area includes the historic core of the village and while it is enclosed in one boundary, comprises four visually distinct sections. The Common is on a plateau, with its two feeder roads climbing up to service it. Common Road meanders northwards to ease into the Green before it slips out again to Hall Lane. Church Lane then springs from the crossroads slowly climbing to Wilderness Farm. The oldest surviving parts of the settlement are dwellings close to the church and the Green, the moated site and the ancient farm houses which line Common Road

Street Patterns and Historic Grain

The common is an exceptional space, bounded by hedges and supplemented by trees and buildings in concentrated sites on the north side. This sense of enclosure is lost in the vast open interior where the absence of any physical 'obstructions' adds to the magnitude of the place. Wacton Hall and its outbuildings are the focal point of views to the west side.



View across the common
towards Wacton Hall



Large pond on the common

Common Road is a lane with narrow verges linking the expanse of the common to the more intimate scale of The Green. Grange Farm provides the main focus, with the buildings at Park Farm marking the entrance to the Green.

The Green is on a more domestic scale with a part open boundary between mature trees at the east side. To the south are historic dwellings of some age and to the west both traditional and modern houses. Buildings nestle with trees in a random fashion contrasting with the more ordered arrangement of Victorian cottages to the north. The remaining section along Church Road has changed in character since the 1960's. New buildings have been built along the street to close the gaps between their older counterparts and this has not been entirely successful. The setting of the church and Wacton House in the south, and Wilderness Farm and Church Farm in the north, are softened by trees and mature hedgerows.

Perambulation

Church Road

Church Road has developed in a linear form, running north to south and includes houses and gardens, church and churchyard. A key part of its character are dwellings set behind mature hedgerows, which are separated from the road by grass verges. Most driveway openings are kept to a minimum width helping to retain the character provided by hedgerow boundaries along the road.

All Saints Church has its origins in the 12th century, from which the round tower originally dates. The recessed top of the tower is largely from the 14th century. The churchyard itself is set slightly above street level and contains a number of interesting and aesthetically pleasing grave stones from the eighteenth century set on either side of the church path. The mature trees and hedgerows at the churchyard contain the open views of the churchyard and provide a particularly attractive setting for the church in views from the street. The Wellingtonia tree to the south side at Wacton House towers above the church tower itself.

The cottage south west of the church and on the other side of Church Road, is an attractive building of one and a half storeys and is constructed in timber frame with a plaster covering. It looks to date from the 17th century but is not listed. The cottage is attractively set in its own rising ground with traditional quickset hedge. Utility poles and overhead cables are the only jarring feature next to it.



Early 19th century gravestones
in churchyard



View along Church Road looking north

Moving further north from the aforementioned cottage is the site of the former school, now a dwelling, with a low white painted rendered wall separating it from Church Road. The house has a painted brick finish and slate roof. Next are semi-detached houses, with their distinctive hipped end roof. These have been extended with large front gable ends that are perhaps more in keeping with an earlier style. On the opposite side of the road are a mix of houses dating from the 19th and late 20th centuries. These are of a modest scale and generally in keeping with the overall traditional street scene, set back from the road and partially screened by mature hedgerow boundaries. No.10 is a particularly attractive 19th century cottage that adds much to the historic character of street views. North of this the use of a modern boundary railing and brick paviors stands out from the overall traditional character of the street scene.

The former farm site of The Wilderness and its setting form a punctuation at the northern edge of the village and the conservation area as the road curves directly westward. The farmhouse itself is a 17th century timber frame building, grade II listed. The farmhouse is set back from the road behind a winding drive with accompanying evergreens which largely screen the house. Open paddocks either side of the drive provide a strong natural character and further interest to the street scene.

Opposite is Church Farm, also grade II listed. Its dependant buildings edge the bend in Church road and close the vista from the south. The broad expanse of Church Farm's pantile roof rises above the hedgerow enclosure of the street, its brick chimney stack being the focal point to views. The farmhouse dates from the 16th and 17th centuries, is timber framed and plastered but with brick gable end facing the road. The setting of the farmhouse is dominated by the well-kept hedges and trees along its boundary. Some of the outbuildings survive to the north side helping to conserve the farm group.

Wilderness Cottage as its name suggests is a former dependent of Wilderness Farm and is listed. It stands at the final turn in Church Road before leaving the village and is a 17th century plastered timber framed house.

The frontage of the Wacton House site, south of the church, is enhanced by the presence of a pair of brick gate piers, which carry a traditional iron gate through the splayed woodland entrance to the drive. The splay is fenced in traditional form with a close paling which edges the gravel sweep. The mature woodland, which includes several ancient trees, screens the house entirely and even in winter it remains hidden from view.

Crossroads

The form of the main village crossroads south of the church is attractive and includes a small triangular green with a mature horse chestnut tree. The village sign board with metal legs is wrapped around its trunk. The green is edged from the roadway with standard concrete kerbing, as is the whole of the road's edge in this central part of the village. Viewed from the junction with Church Road, the green is attractive and backed by the highway sign post opposite it, which is of traditional black and white form, standing out against the dark backdrop of evergreens. From this point views of the green to the south are slightly spoiled by the presence of utility poles and wires.

The character of Stratton Road east of Wacton House is very much rural with grass verges and dense mature vegetation either side of the road which screens Wacton House from view.

The crossroads marks the centre of Wacton. The village sign and bus shelter are placed here, the former being a painted timber bas-relief showing the church and village symbols. The 'bus shelter is a simple brick and tile affair but appropriate to its function and sits comfortably with its surroundings. There is a red brick Victorian house, Crossways, just inside the conservation area boundary south east of the crossroads. The house is largely screened by mature trees and hedgerow but its attractive frontage can be glimpsed through its entrance gate from the green.



Glimpse of 'Crossway' from the entrance to the green Lane



Former Methodist chapel opposite Crossways

To the south of the crossroads, the short length of enclosed roadway between domestic properties leading to The Green has a deep grass verge to its east side and a mature hedge to its west side beyond the pavement. On the pavement stands a red post box and telephone box, both of a traditional design and visible from both directions. These form a focus for the view back into the village looking north from the green. Behind them, beyond the mature hedgerow, is the former Methodist Chapel building which survives in the garden of no.1 Hall Lane at the southwest corner of the road junction.

The part-hipped red brick semi-detached and terraced cottages at the southwest corner of the junction are former estate houses built in the early 20th century. They have sturdy chimney stacks and the effect of the row is simple but dignified. The backs of these houses form the enclosure of the northern edge of the green and their frontages line the village street behind the brook.



View looking north from the lane at the south west corner of the Green towards Thatcher's Pride



View looking south from the same lane

The Green

Houses and mature vegetation enclose the green at its west side. At the east side, gaps in between trees allow for distant views of the landscape beyond. To the west the woodland edging follows the brook, the trees here having grown to a sufficient height to all but screen the row of listed cottages which line its bank. The south side of the green is enclosed by woodland screening Park Farmhouse to the west and the farm building group next to it to the east. Between these, Common Road winds its way out of the village towards the common. In front of the farm buildings to the southeast corner of the green is some traditional metal play equipment, which is well maintained and sits comfortably in views.

The brook flows north through the western part of the green and leaves it by a narrow path which leads to the main Long Stratton road and crossroads at the centre of the village.

The green has various structures upon it which add to its character. One of these is a timber boarded low box with pitched roof which appears to protect a pump or conduit. This has a traditional appearance and enhances the setting of the green. There is also a mini football pitch, only identifiable by its goal posts, which helps to give a community air, as do the play structures previously mentioned.

The absence of kerbs and maintenance of the grass verges and track that converge at the centre of the green helps to conserve the natural character and attractiveness of views. The broad, traditionally managed road verges that enclose the green to the south side have been designated a Roadside Nature Reserve. The maintenance of the green is crucial to the conservation of the character of the conservation area as it is the key open space within the settlement. Views across the green beyond the conservation area boundary help to make the conservation area a special place.

Park Farm is accompanied by traditional farm buildings, some with tar-coated clay lump and black timber boarding with low pitched red clay pantile roofs. The group form an important part of the composition enclosing the green. The electricity poles at this end and adjacent locations detract from the rural scene.

Common Road

The nature of the road's edge north of the moated site is of interest as it winds picturesquely with one or two trees and scrub growing at its margin. Closer to the village are good vigorous traditional thorn hedges. The broad grassed road verges form part of the Roadside Nature Reserve, which extends south towards the common. Good views are to be had from here both of the village settlement to the north and of the road winding south uphill towards Grange Farm. The mediaeval moated site which stands to the west of Common Road is now largely given over to tree cover.

South of the moated site the road provides open views to the east. To the west longer views are largely screened by mature trees behind the road verge and these screen the pond just north of Grange Farm.

Grange Farm and its setting are positioned on Common Road mid-way between the moated site described above and the common itself. Grange Farmhouse is of late sixteenth century date and is a listed building of timber frame in construction. It is rendered with a brick gable wall. The house has a thatched roof with gabled ends. The farmhouse is accompanied by traditional farm buildings, some of them of clay construction with traditional tar wash and black timber boarding, with red pantile roofs. These are arranged in yard form to the north of the house.

The Grange Farm buildings form an attractive group along the road up to the common and can be seen from a distance in either direction as the road is traversed. Although excluded from the conservation area the modern bungalow cottage opposite Grange Farm is incongruous in its setting. The ubiquitous electricity poles opposite Grange Farm also detract from the landscape of the conservation area.

The view south uphill towards the common from Grange Farm is attractive with open views continuing to the east, trees and hedgerows still screening views to the west. The eastern side of the road is edged with a deep ditch and bank which could suggest the survival of a mediaeval enclosure of some kind. The featureless nature of the open fields forming the horizon to the east with the common, still not visible, make this a starker view in character.

The Common

Wacton Common is perhaps the most striking single feature of the conservation area, set on the crest of an open plateau. It is of ancient origin and was originally around three times its current size. Settlement scattered sparsely around its perimeter is dwarfed by the open expanse of pasture. Large open views across the common make it virtually unique, other commons being of smaller visual scale. The central pond and its attendant trees form almost the only focus within the space, which is crossed by footpaths intersecting at right angles close to them. Enclosure around the common is provided by largely traditional native species hedges and occasionally by fully grown trees. The flatness of this landscape is its essential characteristic giving greater emphasises to the sky above. The hedges, mature trees and ponds are all subsumed into the huge scale of the view. Footpaths across the common are an important historic feature and allow non-intrusive access to the wildflower and botanical interest of the site.



Looking across the common
to Wacton Hall



Looking across the common from its
south west corner towards
Pigeon Farmhouse

The group of five houses opposite the central pond on the common are of historic importance, three being listed. White Cottage, a thatched house, is a remarkable listed survival from the late fourteenth or early fifteenth century. It is fronted to the common by both moat and quickset hedge, the latter now overgrown and containing young trees. The appearance of the house behind these and its unusual, ancient form without chimney stack make it intriguing to the observer. The house is the "Wealden" type, which is now most commonly found south of the Thames. It is a more unique feature of the conservation area and gives a sense of ancient character to the settlement around the common. Fortunately, its unsympathetic rear modern flat roofed extension is hidden in key views. Peck's Cottage, which is at the corner of Common Road where it enters the common, has a thatched roof.

The quality of road surface serving this housing group is not of a modern standard but serves to remind the observer that the state of roads in former centuries was very different. Although not ideal for modern day vehicles to change this surface would be detrimental to the historic rural character of the common.

The listed Le Grys Farm group and its open setting stand at the northern end of the common close to the listed cottages which form with it the closure of the view across the common in this direction. Le Grys Farmhouse stands with its dependant farm buildings on higher ground than the common and is a grade II listed 17th century timber frame house. As with other houses around the Common, Le Grys has a pond which suggest the survival of mediaeval moats and a means of water supply on this clay upland plateau. The farmhouse group and the nearby Le Grys Farm Cottage share a clump of mature trees of stature, visible across the common from afar. Immediately southwest of Le Grys Farmhouse is a listed seventeenth century timber frame barn which has been converted to residential use.

Wacton Hall is a 16th century house which stands prominently at the western end of the common. It is a long two storey grade II* listed building with rendered finish, mostly onto timber frame, and has a black glazed Pantile roof. The composition of the front facade is centred upon a three storeyed gabled porch with octagonal angle shafts with finials. The round arched doorway carries a cornice and semi octagonal shafts above to either side with its original door in its heavily moulded doorcase. The facade is articulated with three windows to the left of the porch and two to its right, all widely spaced as is the fashion in this part of Norfolk.

South east of the Hall is a listed timber framed barn, which has been converted to a dwelling. The barn forms part of a group of farm buildings at the Hall which conserve the appearance of a late mediaeval manor and its dependencies at this evocative site.



Barn and pond immediately southwest of Wacton Hall and its outbuildings



Looking towards Wacton Hall

It is notable that several footpaths and single-track road, Sallow Lane, all converge upon the Hall, testimony to the importance of the manorial complex in the landscape in earlier days.

The survival of moats at Wacton Hall is notable, though not readily visible from the common. They enclose the western side of the Hall and form the edge of the conservation area at this point. The Wacton Hall group is visually important on the common and can be seen from its furthest extremity.

The position of the two ponds at the extreme western corner of the common is visually important as they mark the edge of the open pasture and the proximity of the manor house. In the woodland opposite these and north of Wacton Hall the remains of a further moat are visible on the map but not easily visible on the ground. The presence of these historic water bodies is archaeologically significant and important for wildlife, creating a special character to this end of the common. A scattered group of houses and farm buildings northeast of Wacton Hall are important in their own right as buildings in the conservation area and their setting forms the enclosure of this edge of the common. Pigeon's Farmhouse is a listed 17th or 18th century timber framed house with plastered walls. Its roof is not original, being of low pitch with gabled ends.

Sallow Lane winds to the Hall uphill from the modern part of the village of Wacton and may have been the main mediaeval thoroughfare between church and manor house. Only a short part of it lies within the conservation area as it enters in the south western corner.

Traditional Materials & Architectural Details

Examples of most of the building materials traditional to South Norfolk can be found within the conservation Area.

Roofs

Clay pantiles are the most prevalent, mostly red, but with good examples of black glazed at, for example, Wacton Hall, and Le Gry's Farmhouse. Thatch is to be found on a number of buildings, Stuart House and Thatcher's Pride at The Green; Grange Farmhouse along Common Road and White Cottage at the common. Slate can be seen on the Church and School House



Victorian cottages, Church Road, with painted render and traditional clay pantiles

Chimneys are an important feature in the roofscape, and several buildings boast ornate stacks most notably at Grange Farmhouse and Wacton Hall.

Dormers tend to be mostly gabled with plain bargeboards although some ornamentation is provided at Owl Cottage.

Walls

The Church is of flint with stone dressings, but most of the listed buildings, which are part of the earlier settlement, are timber framed and plastered. The general quality of the framing is high, dating mainly from the 16th and 17th centuries although remarkably, White Cottage, is of 14th century date. Some cottages of later date are of red brick with the best brickwork of note surviving at Wacton Hall, which has some high-quality timber frame. Clay lump, usually plastered or tarred, can be seen on the farm outbuildings.

Traditional casement windows are numerous. There are mullion and transom casements at Wilderness farm, with leaded casements at Park Farm. Some new houses have sympathetic windows in a traditional casement style



New house, Church Road, in brick and clay pantiles



Early casement windows on a 17th century house at the green

Natural Character and Open Spaces

The principal trees and hedges are shown in the map at the end of this document. There are several groups of trees that soften and disguise buildings and provide a natural backdrop to the variety of views in and out of the village.

The trees around Wacton House, Wilderness Farm, Church Farm, the green, Wacton Hall are notable. The lines of natural hedgerow form many of the boundaries, particularly along Church Road, Common Road and at the north entrance to the Green where their contribution to the character of the area is significant. Any new planting should take a lead from such examples in order to retain this important part of the character of the conservation area.



Lane looking south west at the green

The common should retain its natural informal finish as this contributes much to the natural and historic character of the common. Similarly, the footpaths across the common are all informal, and no attempt should be made to change this. Grass and natural vegetation does, and should, remain dominant

Street Furniture, Walls and Railings



Telephone kiosk and post box at the junction of Hall Lane and Common Road

Utility poles and wires spoil the views and aspects within the conservation area. The village sign, bus shelter, traditional telephone kiosk and post box, all contribute to the setting of the central crossroads. There are various items on the Green which provide evidence of its popularity. Any additions need to be carefully considered so as not to over populate this natural environment.

Conservation Management Guidelines

Highways



Looking towards Hall Lane across the green

It is important to retain the strong rural character of the conservation area.

Verges should be kept informal and not kerbed. Avoid erecting obstacles on verge to stop cars parking. Keep the natural finish of existing paths and tracks.

Upgrading windows and doors



Early casement windows at Grange Farmhouse

Generally, the windows on listed buildings have been preserved or sympathetically replaced. Some new houses have traditional style casements, some in uPVC. In some cases, windows and doors have been replaced with units of a different design to the original unit.

If door or window frames need to be replaced they should ideally be replaced with the original materials. However, if different materials are chosen then the window style should still remain the same. The opportunity should be taken to reinstate traditional style windows where they have been unsympathetically replaced in the past.

Fencing and walls



Traditional picket fencing at the church

The village is mainly characterised by mature hedgerows at boundaries with only a few boundary walls and fences. The traditional naturally finished timber picket fence in front to the church adds interest to the church setting and street scene.

Walls and close boarded fences should be avoided as they generally have an urbanising effect. Low walls can sit comfortably, as can be seen at School House in Church Road. They sit particularly well with adjacent planting. Boundary treatments where considered applicable should be hedgerows or low traditional picket style fences

Painting/colour washing buildings



Painted house along Church Road

A number of properties within the conservation area are timber framed and rendered with light colour pastel finishes that sit comfortably with the historic character. Some brick buildings also have similar painted finishes as can be seen at the north end of Church Road.

Colours should be well chosen to provide a similar appearance to existing painted finishes and have a similar appearance to historic limewash.

Appendix 1 (i)

Listed Buildings

Church Road	Wacton House Church of All Saints (Grade I) War Memorial Church Farmhouse Barn north of Church Farmhouse Wilderness Cottage The Wilderness
Common Road	Grange Farmhouse
Wacton Common	Le Grys Farmhouse Barn to Le Grys Farmhouse North End Farmhouse (Le-Grys Farm Cottage) Wacton Hall (Grade II*) Barn south east of Wacton Hall Pigeons Farmhouse Pecks Cottage The White Cottage The Cottage
Wacton Green	Stuart House Owl Cottage Thatcher's Pride The White House Park Farmhouse

Appendix 1 (ii)

Unlisted Buildings of townscape significance

Church Road	Farm buildings to Church Farm
Hall Lane	Numbers 1-13, Bus Shelter, outbuildings to Wacton House. Telephone Kiosk.
The Green	Farm buildings to Park Farm.
Common Road	Crossways Outbuildings to Grange Farmhouse Le-Grys Barn
The Common	Willows Cottage Millers Cottage Outbuildings to Pidgeons Farm, Oakbank Farmhouse Outbuildings to Wacton Hall Old Millhouse at North End Farm

Appendix 2

Policy background

In recent years, the approach to conservation area designation has changed considerably. It is now recognised that development plan policies, development control decisions, and proposals for the preservation or enhancement and the management of conservation areas, can best be achieved when there is a sound understanding of the special interest of the conservation area.

This position is reinforced as follows: The Planning (Listed Buildings and Conservation Areas) Act 1990 in section 66(1) makes it a duty of local authorities when considering applications to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest; Under section 72 of the same Act, it is a duty with respect to any buildings or land in a conservation area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area; Department for Communities and Local Government. National Planning Policy Framework (NPPF) 2018 Paragraphs 184 to 202 cover “Conserving and enhancing the historic environment”; Joint Core Strategy- Policy 2 : Promoting Good design South Norfolk Local Plan; The South Norfolk Local Plan Development Management Policies Document was adopted in 2015 and policy 4.10 covers Heritage Assets.

Public Consultation

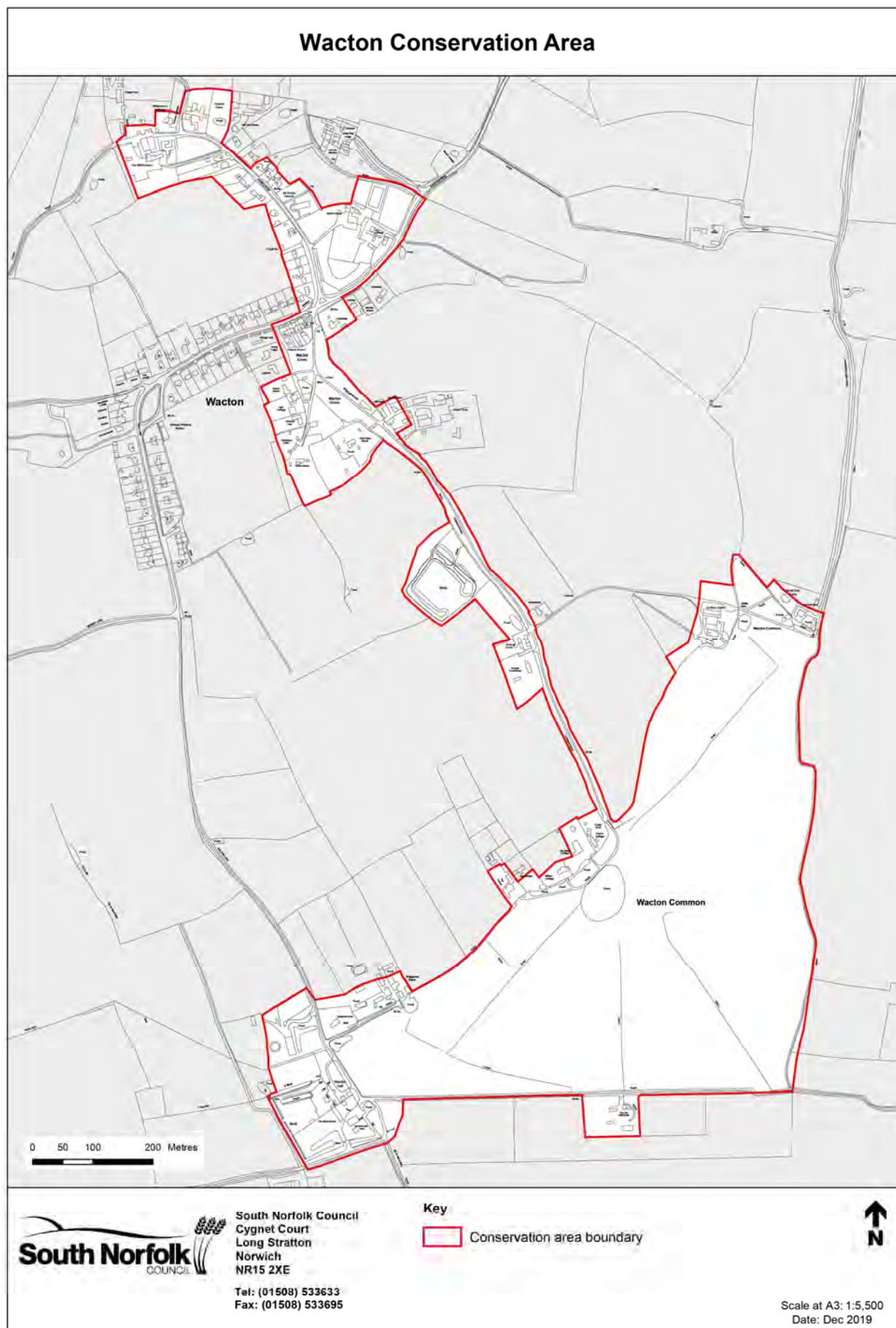
An informal ‘walkabout’ of the area was organised with the Parish Council on 31st January 2019. This informed the proposed boundary changes and the conservation management guidelines within the draft appraisal. The public consultation on the draft appraisal took place from 1st to 28th July.

This included:

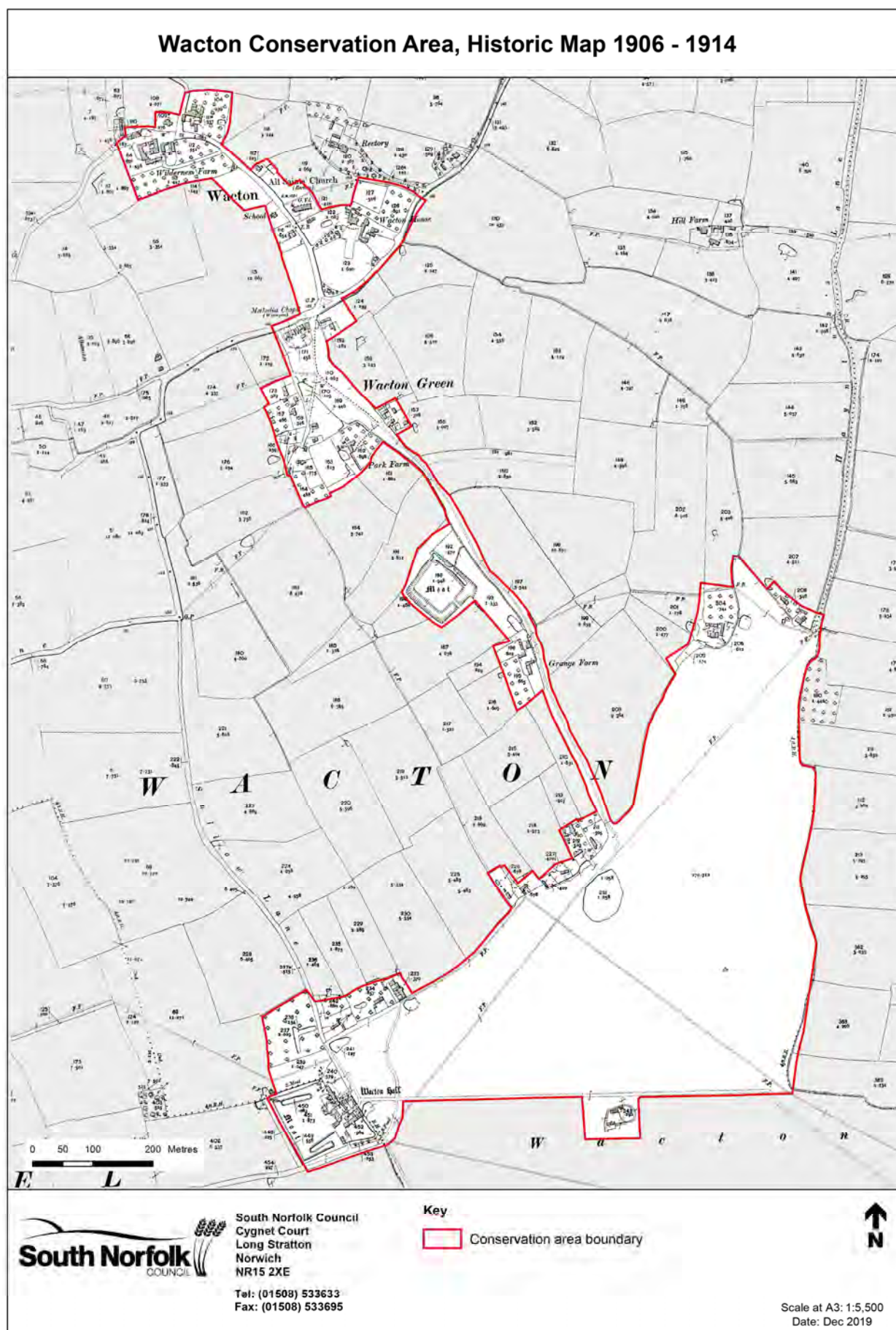
- A public exhibition held in the village hall on the 15th July for one hour with an officer in attendance to answer any queries.
- An advert in village notice board and local publicity by the parish council
- The draft appraisal being available to view on the council’s website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Parish Council and Historic England.
- A presentation made to the Parish Council on 3rd July.
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the proposed changes.

As a result of the consultation and further assessment a section of Haynton’s Lane has been omitted as it is considered to be a rural lane in open countryside rather than being part of the conservation area or contributing to the character and appearance of the common as part of the conservation area.

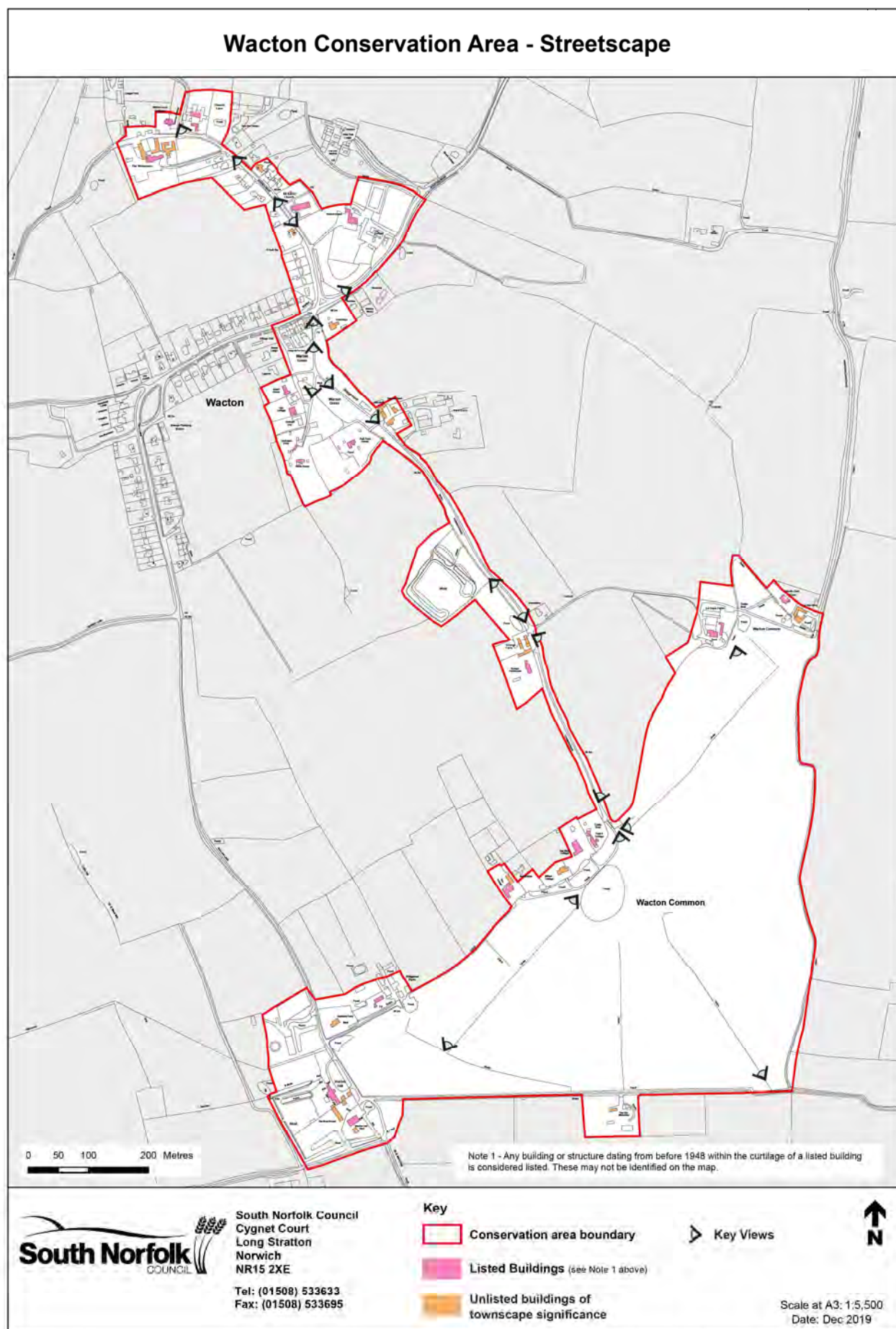
Appendix 3



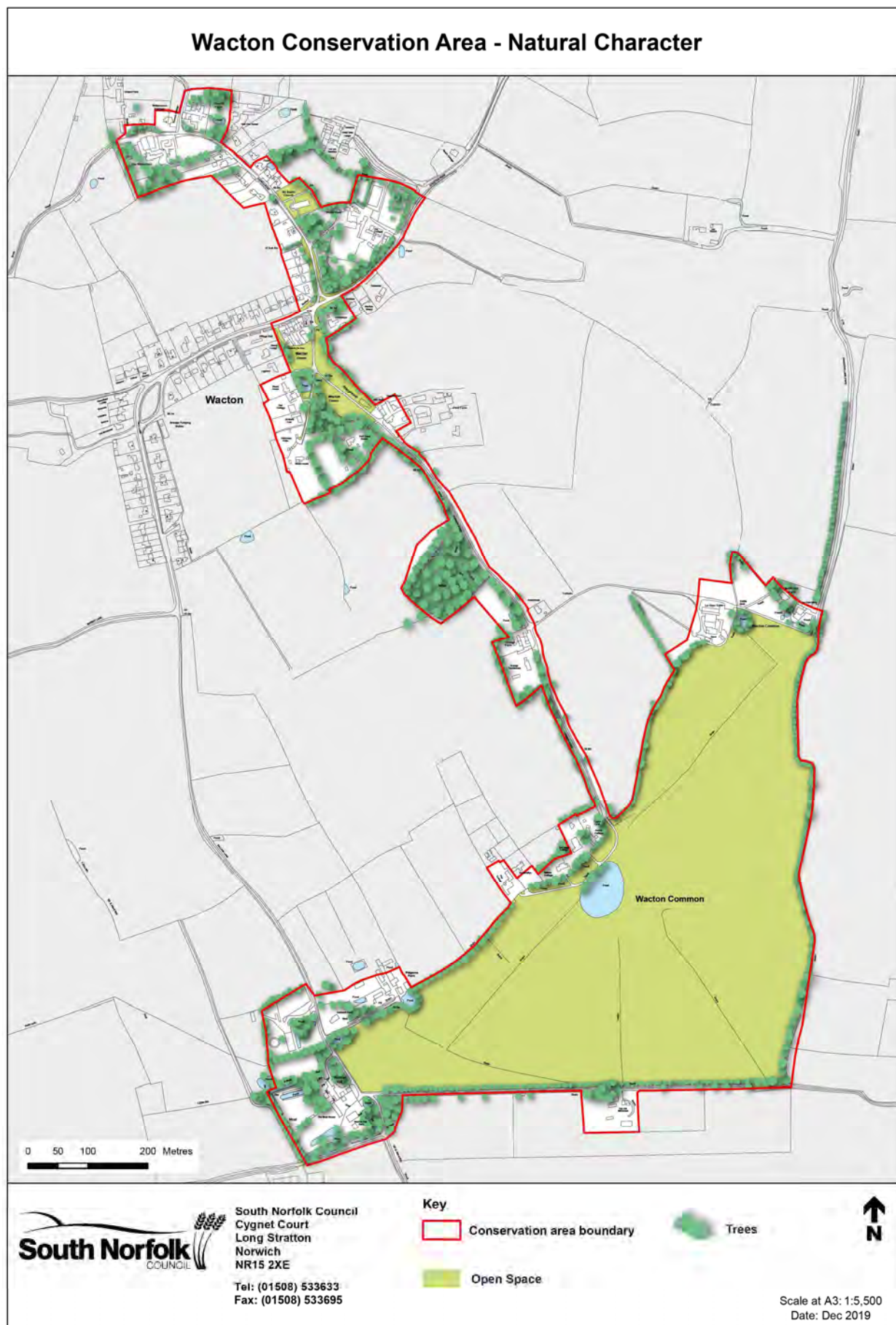
Appendix 4



Appendix 5



Appendix 6



NORFOLK STRATEGIC PLANNING FRAMEWORK 2020/21

Report Author(s): Simon Marjoram
Senior Planning Officer
01508 533810
smarjroam@s-norfolk.gov.uk

Portfolio: External Affairs and Policy
Planning and Economic Growth

Ward(s) Affected: All

Purpose of the Report:

For Council to approve the proposed work on the Norfolk Strategic Planning Framework (NSPF) for 2020/21 and the contribution towards its costs.

Recommendations:

- 1.1 Cabinet recommend for Council to agree to:
- (i) Approve the proposed NSPF work-plan for 2020/21 (set out in Appendix 1); and
 - (ii) Approve the contribution of £10,000 to the work on the NSPF for 2020/21.

2 SUMMARY

- 2.1 The report sets out the proposals for the continuation of work on the Norfolk Strategic Planning Framework, including the Council's contribution to the costs. This covers the work for 2020/21 leading to version 3 of the NSPF.

3 BACKGROUND

- 3.1 The Norfolk Strategic Planning Framework (NSPF) is a document produced by all the planning authorities in Norfolk, together with the involvement of other relevant bodies such as the Environment Agency, Natural England and New Anglia Local Enterprise Partnership. The Framework sets out guidelines for strategic planning matters across the County and beyond, and demonstrates how the authorities will work together under the Duty to Co-operate through a series of agreements on planning related topics. As such it also acts as a Norfolk-wide Statement of Common Ground for local planning purposes. The NSPF is produced by an officer group under the oversight of a member level group comprising representatives from all the authorities. This Council's representative is the Cabinet member for External Affairs and Policy.
- 3.2 Version 2 of the NSPF was considered at the 9 September 2019 Cabinet and endorsed by Council on 16 September, where it was also resolved to support the continued work of members and officers to ensure that the NSPF remained up-to-date.

4 CURRENT POSITION/FINDINGS

- 4.1 The October meeting of the Norfolk Strategic Planning Member Forum considered a report on the continued work on the NSPF for 2020/21. The Project Manager's report at Appendix 1 sets out the work-plan for the year. This work will include significant revisions to the NSPF, which have already been highlighted in the 9 September Cabinet Report. It was recommended that members endorse the principle of continued cooperation and that the constituent authorities continue to contribute to the costs as previously agreed. This information is also set out in the report at Appendix 1. The contribution from this council is £10,000 for the year.

5 PROPOSED ACTION

- 5.1 In order to ensure that the NSPF remains up-to-date and robust, it is suggested that the Council continues to support the work on the NSPF, based on the work-plan in Appendix 1, and approves the contribution of £10,000 for 2020/21.

6 OTHER OPTIONS

- 6.1 The Council could decide to not continue to support the work on the NSPF. However, the Government is clear, through the NPPF, that Statements of Common Ground which address strategic, cross-boundary planning issues will be key to assessing the soundness of Local Plans. Councils will also have to continue to demonstrate that they are meeting their 'Duty to Cooperate' obligations.

7 ISSUES AND RISKS

- 7.1 **Resource Implications** – There is an ongoing financial implication for the Council in terms of supporting the work of members and officers in keeping the NSPF up to date. A direct financial contribution, sought through this report, is also made to cover the costs of the NSPF Programme Manager and the ongoing studies needed to evidence the NSPF. Officer time is within existing staff resources and the NSPF reflects work that would, in any event, need to be undertaken as part of the Local Plan process. Significant financial savings can be made through the joint commissioning of evidence base work. If it were not undertaken through the NSPF, resource would need to be found to prepare elements of the Local Plan evidence base and fulfil the requirements of the Duty to Cooperate and Statement of Common Ground.
- 7.2 **Legal Implications** – the NSPF will be a key element in demonstrating that Norfolk's local planning authorities are working together as required under the Duty to Co-operate set out in the Localism Act 2011 and in demonstrating that they are meeting the requirements to produce Statements of Common Ground under the NPPF.
- 7.3 **Equality Implications** – It is not considered that the continuation of the NSPF will have any adverse impacts in terms of equalities.
- 7.4 **Environmental Impact** – As a non-statutory document which is not making new policy, there are no negative environmental implications. The NSPF indicates how the Norfolk local authorities aim to work together to manage some environmental matters (such as recreational pressures on sensitive nature conservation sites) more effectively.
- 7.5 **Crime and Disorder** – It is not considered that the Framework will have any adverse impacts in terms of crime and disorder.
- 7.6 **Risks** – Other constituent partners may not agree to the NSPF and its future working, but this is minimised as a result of the partners being fully involved in the process including through the overseeing member level group.

8 CONCLUSION

- 8.1 The continuation of the NSPF work is worthwhile. The NSPF will assist the Council in fulfilling its obligations to demonstrate the Duty to Cooperate (under the Localism Act 2011) and meet the National Planning Policy Framework (NPPF) requirement to have a Statement of Common Ground. The Council should continue to be a partner and approve the work-plan for next year and the contribution to its costs.

9 RECOMMENDATIONS

9.1 Cabinet recommend for Council to agree to:

- (i) Approve the proposed NSPF work-plan for 2020/21 (set out in Appendix 1);
and
- (ii) Approve the contribution of £10,000 to the work on the NSPF for 2020/21.

Appendix 1 – Report of NSPF Programme Manager: Proposed work for 2020/21 and Funding requirements

Report to Norfolk Strategic Planning Member Forum
8th October 2019

Report of Norfolk Strategic Planning Group

Subject Proposed work for 2020/21 and Funding Requirements

Purpose

The purpose of this report is to set out a proposed schedule of work to be undertaken in the 2020/2021 financial year for the Norfolk Strategic Planning Member Forum and the funding requirements for this work to be completed. The work will continue to address the government's requirements for local planning authorities (LPAs) to cooperate on cross-boundary issues through their Local Plans and the new requirements introduced by the revised National Planning Policy Framework.

Recommendation

It is recommended that the forum agrees to:

1. Endorse the principle of continued, formal cooperation through the Norfolk Strategic Planning Member Forum supported by a shared administration function to further the joint working in the areas highlight in this report.
2. Recommend each district authority formally agrees to contribute £10,000 for the next financial year (Broads Authority £5,000).

Financial implications

Each district authority formally agrees to participate in the continued formal cooperation and agrees to contribute £10,000 for the next financial year (Broads Authority £5,000).

Contact officers

Trevor Wiggett, Programme Manager: 01603 212557

Further Information

None.

Report

Background

The Duty to Cooperate is an ongoing requirement and section 3 of revised National Planning Policy Framework (NPPF) sets out the requirements for joint working and maintaining effective cooperation.

In the revised NPPF the Duty to Cooperate is strengthened through the introduction of the Statement of Common Ground and new tests of soundness to ensure the Duty to Cooperate is a 'duty to agree' - Strategic policies are informed by agreements with other authorities and based on effective joint working on cross-boundary strategic matters that have been dealt with rather than deferred, as evidenced by the Statement of Common. It is therefore necessary for Norfolk Planning Authorities to agree a Statement of Common Ground and maintain these on a regular basis.

The NPPF introduced the standard methodology for assessing local housing need which will regularly change when updated household projections and house price to earnings ratios are published by the Office of National Statistics (ONS). The NSPF will be updated to reflect any changes to these figures.

What strategic planning work is required?

The NSPF was reviewed in early 2019 and endorsed by all authorities (except Breckland) in August/September 2019. This updated was relatively minor in nature but ensured that the document fulfilled the requirements set out in the revised NPPF around Statement of Common Ground; it also ensured that each authority housing need was assessed against the new standard methodology and the impact this had on the local housing need. The review also ensured that all other information within the document was up to date.

It was agreed at the member forum in October 2018 that a more thorough review of the NSPF would then be carried out this included:

- Completion of a county wide Green Infrastructure and Recreational impact avoidance and mitigation Strategy
- Complete an Older Persons housing and support needs Study for Norfolk
- The NSPF is updated to ensure all evidence and housing needs calculations are up to date following publications of updated data from the ONS
- The NSPF is aligned to the Local Industrial Strategy which is the next stage in the evolution and implementation of the Norfolk and Suffolk Economic Strategy
- The NSPF is aligned to the Water Resource Management Plan being prepared and the work of Water Resources East
- The NSPF is aligned to any strategic work of neighbouring authorities
- Shared objectives for extending 4G coverage and the roll out of 5G and Guidance to Broadband

This work is well underway but as part of the endorsement process for the current version of the NSPF it was agreed that additional work would be undertaken to update and enhance the Climate Change information in the document and propose agreements to support this. As part of this work it is also suggested that a full review of the Vision and Objectives is carried out and a thorough update of the document is

completed. The government have also indicated that they will be introducing a new version of the Standard Methodology for local housing need and it would seem sensible to publish the next version of the NSPF after this has been implemented.

The shared resource is currently managing the following workstreams and associated steering groups:

- Green Infrastructure and Recreational impact avoidance and mitigation Strategy
- Older Persons housing and support needs Study
- Shared objectives for extending 4G coverage and the roll out of 5G and Guidance to Broadband
- Climate Change group which will provide technical evidence and make recommendations in relation to Climate Change insofar as this raises cross boundary issues which should be considered at a strategic level.

The shared resource will also continue to coordinate other joint planning activities to:

- Maintain links to other neighbouring counties and their strategic planning work.
- Maintain links to public bodies and Utilities involved in the preparation of the NSPF
- Support the county in the production of a county wide Infrastructure Delivery Plan and any potential economic or growth strategies
- Support of Local Plan Processes across the county
- Maintain links to NHS estates and the CCGs with regular meetings to share updates on key developments and progress of Local Plans

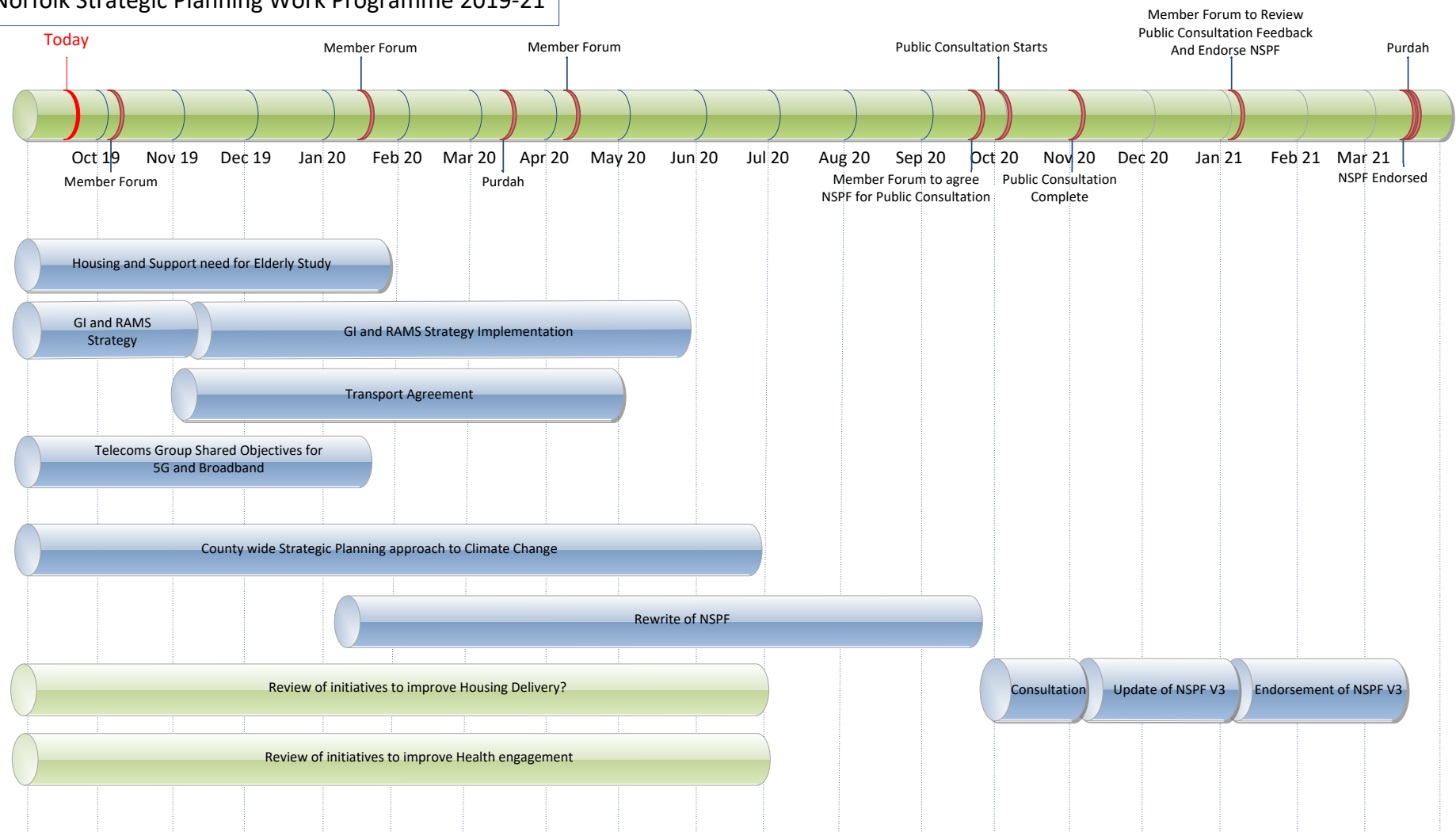
Resource Requirements

To complete the work highlighted in the previous sections it is proposed that we maintain the existing programme resource with some planning officer support. Resource requirements from each authority will continue to be kept to a minimum but it is important that all authorities support the work to ensure they are comfortable with direction it is taking. It is proposed that each Authority continues to contribute £10,000 for the next financial year; this budget will cover the programme management, ad hoc administration (which will continue to be hosted at City Hall) and allow £20,000-£30,000 for external work to be commissioned. The budget for external work is provisionally set aside for the climate change workstream. If this budget is not required for this work it can either be carried forward for additional work or returned to authorities. If additional external work is identified this would need to be funded separately.

How would this be funded?

The existing NSPF funding was provided by the 7 Norfolk district authorities and the Broads authority and it is proposed that this is continued. For the NSPF the Broads contribution was half that of other authorities and it is proposed that their contribution remains the same. Norfolk County Council currently funds the East of England Forecast Model (c £4,000) and will continue to provide officer support for the joint working.

Norfolk Strategic Planning Work Programme 2019-21



FRAMINGHAM EARL COMMUNITY SPORTS CENTRE MANAGEMENT

Report Author(s): Mark Heazle
Community Leisure Manager
01508 533979
mheazle@s-norfolk.gov.uk

Portfolio: Health, Housing and Wellbeing

Ward(s) Affected: Framingham Earl

Purpose of the Report:

The purpose of the report is to seek approval for the Council to enter into an agreement with Sapientia Education Trust to manage Framingham Earl Community Sports Centre for an initial period of 5 years.

Recommendations:

It is recommended that Cabinet considers the report and agrees to delegate to the Director of People and Communities, in consultation with the Portfolio Holder for Health, Housing and Wellbeing, the authority to enter into the agreement with Sapientia Education Trust to manage Framingham Earl Community Sports Centre for an initial period of five years.

1 SUMMARY

- 1.1 The purpose of the report is to seek approval for the Council to enter into an agreement with Sapientia Education Trust to manage Framingham Earl Community Sports Centre for an initial period of five years, which will help to safeguard the community use elements of the facility and build on the sport and physical activity offer that already exists there.

2 BACKGROUND

- 2.1 In 2005 South Norfolk Council contributed £365k towards the construction of Framingham Earl Community Sports Centre (FECSC) at Framingham Earl High School (FEHS), which was also funded by the New Opportunities Fund, Sport England and Norfolk County Council. At the time a 40-year user agreement between SNC and FEHS was signed that outlined the role that each party would play. FEHS would provide operational management of the dual-use site, with SNC having a seat on a management steering group that provided strategic direction for the facility.
- 2.2 Since that point, mainly because of changes in officers and staff at both organisations, there has been little in the way of a formal relationship between the two parties. FECSC has continued to operate as a dual-use facility, with the school having use of the facilities during the academic day and the community having access outside of the core academic times. It employs a centre manager and a number of part-time and sessional staff to facilitate this community use.

3 CURRENT POSITION/FINDINGS

- 3.1 FEHS has recently joined the Sapientia Education Trust (SET), a multi-academy trust based at Wymondham College. As part of the due diligence carried out by the Trust on takeover of FEHS, it was identified that FECSC could be operating more effectively and efficiently, with the school effectively subsidising the community use of the facility. This was not sustainable from the Trust's perspective and at that point an approach to Leisure Services was made by a FEHS governor to explore the possibility of SNC taking over the operation of the facilities, using our expertise and knowledge of running dual use sites to better effect.
- 3.2 For the last twelve months officers have been working closely with the school, Trust and centre staff to firstly eliminate the subsidy that the school was providing to the community use of the facilities. Officers from Leisure Services offered advice and guidance on a number of operational matters, including pricing.
- 3.3 In that same period, officers have been working on a business case that is presented to Cabinet with this report. If approved, we will conclude the negotiations with SET and assume responsibility for the management of the facilities from 1st April 2020, running them in an effective and efficient manner.

Facilities at the school include a four-court sports hall, mirrored dance studio, floodlit sand-dressed artificial grass pitch and numerous grass pitches.

- 3.4 The intention is to retain and grow the existing community offer at FECSC, which plays an important role locally in the provision of opportunities for regular participation in sport and physical activity. As South Norfolk Council does not have an existing leisure offer in the east of the district this represents an opportunity to grow and take our brand into that part of the district. It is expected that certain products, such as children's activities and Kids Camp, have particular potential in an area of housing and population growth, with families being attracted to the village due to the good reputation of FEHS locally.

4 PROPOSED ACTION

- 4.1 As outlined above, it is proposed that South Norfolk Council offers to assume managerial responsibility of the Framingham Earl Community Sports Centre from April 2020. This will be done on the basis of the following rationale:
- 4.2 **Geographical spread of leisure offer:** It has been felt for a number of years that South Norfolk Council lacked a suitable leisure offer in the east of the district. Taking on FECSC gives the Council a presence there and helps to rebalance the uneven geographical spread of our facilities across South Norfolk.
- 4.3 **Safeguarding of existing facilities:** The subsidy that the school and SET had been making in previous academic years is not sustainable and we could expect the Trust to seriously consider removing the community use element of the facility, with it reverting to curriculum use only. Should this happen, it is likely to have a detrimental effect on participation in sport and physical activity across all sections of the community locally, especially young people. Our intervention protects this participation and allows for it to be expanded and enhanced, hopefully encouraging more people into sport and physical activity.
- 4.4 **Target Markets:** FECSC already has a well-supported programme of activity aimed at young people, including gymnastics, which we intend to build upon and enhance, giving young people the opportunity to take part in high-quality sport and physical activity. Footfall in 2016/17 was in excess of 13,000 visits. Demographic insight into the local population also indicates that there is a larger than average proportion of older people (24.3% of residents are aged 65 and over, compared to a national figure of 18.2%) so we will look to deliver activity that targets those residents i.e. gentle movement, seated exercise, short tennis, walking netball etc. Population at the 2001 census was 3261, which was estimated to have grown to 6097 in 2018, an 86% increase, as result of significant housing growth in the area. This is set to grow further with more planned housing developments in the locality.
- 4.5 **Staffing:** The Council shall need to initially consider transferring the existing staff employed by the Academy to South Norfolk Council under TUPE-style arrangements. There are currently two contracted posts (Centre manager at 37.5 hours and an assistant coordinator at 10hrs), with three others on zero-hour contracts. There are also a number of self-employed coaches and class instructors and numerous volunteers, mainly from the local area that gain valuable work

experience. Advice has been sought from HR on the implications of this but in the early stages of handover it is envisaged that the operation will continue as is, but with staffing changes implemented over a period of time to take better advantage of the staff in question. In late September 2019 the Centre Manager resigned, with a two month notice period. We have seconded a member of staff from Long Stratton to act as interim manager, reporting to the Head Teacher, until March 31st 2020, giving us valuable insight into the detailed operation of the facilities prior to April, which should ensure a smoother handover.

4.6 Management Arrangements: A new Joint Use Agreement has been drafted to replace the existing arrangement. Key points from this include:

- An annual 'per pupil' payment for the school's access (which will increase by an index-linked amount, as well as when pupil numbers increase). This is consistent with our approach with the Enrich Learning Trust at Wymondham and Long Stratton Leisure Centres.
- A non-repairing management agreement, with the Trust responsible for the repair and maintenance of the building's fabric and structure. SNC will be responsible for cleaning.
- The Trust will retain responsibility for NNDR, SNC will pay the cleaning and utilities associated with the facility, which due to the large number of PV panels are lower than an equivalent facility.
- Term proposed would be for an initial five years but with a break clause after year 3 with a 6-month notice period should the operation prove unsustainable. Renegotiation would need to happen before the end of year 4.

4.7 Possible future developments: There exists scope to develop the facilities at FECSC, the most obvious of which is to provide an enhanced fitness offer. This would create an additional income stream from direct debit memberships over and above existing limited memberships and provide competition and options for the South Norfolk residents in that growing part of the district who may use other facilities such as Riverside LC, the Gym Group or Dunston Hall. A feasibility study has been commissioned and will be brought to members at the appropriate time should it look like a project worth pursuing.

4.8 Alignment with adopted strategy: In March 2018, Cabinet agreed to adopt a new Leisure Strategy for the Council. This sets the framework and justification for the Council's investment in the service. The principles within the adopted strategy are clear, and the proposed project can be tested against these. The table below outlines these principles and the ways in which the project meets them:

Community Offer	
SNC will work with partners to aim to ensure that there is a Leisure offer appropriate and proportionate to communities across SNC, to help as many of our population become active.	Yes – the main partner in this project is the Sapientia Education Trust but we will work with a number of others to deliver revenue interventions e.g. Active Norfolk, Age Concern etc.

We will work with partners to ensure that a leisure offer is a consideration of any major development or population growth in the district.	Yes – with Poringland being one of the major growth points in the district, we can expect demand for leisure facilities to increase as housing growth arrives.
Health and wellbeing	
Activity targeted on the following areas: <ul style="list-style-type: none"> - Frailty and Falls - Unhealthy and inactive lifestyles - Worklessness and NEET - Mental health, dementia, social isolation. 	Yes – the facility could be used to deliver programmes specific to a number of these target markets e.g. older people resident in the area.
Activity will be targeted to areas of the district where we are aware of specific needs to ensure tailored provision to local communities, not universally.	Yes – we will be able to offer activities targeted at older people who are resident in greater proportions than the adult population as a whole.
Given the contribution to wider public-sector issues, SNC will seek to work in partnership and attract funding to help deliver in these areas, and to satisfy financial objectives for the service.	Yes – we will look to work with others e.g. Active Norfolk, Public Health etc, to ensure that the programme is full and the projected income targets are met.
Financial	
The Leisure Service overall should seek to make and grow an operational return to SNC from 19/20. To support this, any new or existing facility should seek to be at least cost neutral.	Yes – although the business case for the operation is tight, it is anticipated that the facility can be operated without subsidy in the longer term.
In establishing or maintaining any facility we should look to work with partners to help share the operational cost burden and risks.	Yes – with this project we will be responsible for the operational management of the facility with the Sapientia Education Trust retaining responsibility for the building and its fabric, thus minimising risk to ourselves.
Our leisure service should remain affordable to different members of our community, which means that some cohorts or products (see 'Health and Wellbeing') will generate less of a commercial operational yield than others.	Yes – it is envisaged that class programme will be included in a membership option for FECSC. This is then available to those on low incomes and older people via our Leisure Passport scheme.

In any investment SNC should look to better utilise existing community assets rather than develop from new.	Yes – this project aims to make better use an existing facility that already has an established business and income.
Aside of investment to maintain our assets, any new capital investment over the strategy period in leisure facilities will need to come from external sources unless there is a demonstrable ROI in excess of those typically expected via our treasury management investments.	In previous years, £300k was included in the Council's Capital Programme for possible investment in additional facilities at the centre, subject to a business case being agreed. Additional fitness provision would be the obvious development here, enhancing our district-wide offer and retaining people within the district and not losing them to competing facilities e.g. Riverside.

- 4.9 An indicative five-year income and expenditure forecast has been produced for the facility, which can be found at Appendix 1.

5 OTHER OPTIONS

- 5.1 The only other option that is available to the Council is to do nothing and not pursue developing the relationship with SET. The Trust would then be required to continue to manage the community use of the facilities themselves, which, considering the fact that the long-serving manager has just left, presents a risk to the school and therefore the long-term viability of the community use of the facilities. If we do nothing, the Trust may consider working with alternative providers, e.g. one of the number of leisure trusts that operate in the area.

6 ISSUES AND RISKS

- 6.1 There are a number of implications and risks of the proposals that are outlined in the paragraphs below:
- 6.2 **Resource Implications** – Officers firmly believe that the facilities can be operated without the requirement for a subsidy from the local taxpayer, i.e. the income generated by the facility covers the cost of running it. There will be a contribution towards the head office costs of providing the service, which can be met without requiring any further resources.
- 6.3 **Legal Implications** – The partners involved in the project will need to agree to terminate the existing agreement that governs the relationship. Norfolk County Council will also need to be notified of this, but this is not expected to present any problems. Officers will also take advice from HR colleagues in relation to any TUPE issues for existing staff.
- 6.4 **Equality Implications** – The operation of the facilities will be subject to the usual Access and Equality procedures and policies that apply to the rest of our leisure

facilities that aim to ensure that aim to create an inclusive environment where everyone has open access to our programmes, classes and facilities, wherever possible, and is able to enjoy leisure, sport, health and well-being as well as informal learning programmes, sessions and classes in a safe environment.

- 6.5 **Environmental Impact** – There are no environmental impacts associated with this project.
- 6.6 **Crime and Disorder** – These proposals do not impact upon crime and disorder.
- 6.7 **Risks** – The main risk here is that projected levels of usage are not achieved, which could impact on the financial viability of the facility. This risk is mitigated by the fact that we are assuming management responsibility for a facility that has an established customer base and is demonstrably viable. Our presence would add increased professionalism and efficiency to the operation. Certain income lines have been estimated prudently, giving scope for further growth over and above the figures quoted. There is also the risk of existing customer and staff unrest as we make unavoidable changes to the programme procedures that place the facility on a stronger commercial and operational footing.

7 CONCLUSION

- 7.1 In conclusion, Framingham Earl Community Sports Centre is a valuable asset that plays an important role in the local sport and physical activity offer. Working with the school and SET allows us to safeguard the facility for community use, bringing the Council's expertise to the operational management. There is potential to further build on the facilities that exist and add to the offer, enabling more of our residents to lead active and healthy lives.

8 RECOMMENDATIONS

- 8.1 It is recommended that Cabinet considers the report and agrees to delegate to the Director of People and Communities, in consultation with the Portfolio Holder for Health, Housing and Wellbeing, the authority to enter into the agreement with Sapientia Education Trust to manage Framingham Earl Community Sports Centre for an initial period of five years.

Income

	Year 1	Year 2	Year 3	Year 4	Year 5
Casual Income	£ 19,380.00	£ 19,767.60	£ 20,162.95	£ 20,566.21	£ 20,977.54
Football	£ 3,360.00	£ 3,427.20	£ 3,495.74	£ 3,565.66	£ 3,636.97
Badminton	£ 700.00	£ 714.00	£ 728.28	£ 742.85	£ 757.70
Gymnastics	£ 15,000.00	£ 15,300.00	£ 15,606.00	£ 15,918.12	£ 16,236.48
Trampolining	£ 8,100.00	£ 8,262.00	£ 8,427.24	£ 8,595.78	£ 8,767.70
Hall hire	£ 26,000.00	£ 26,520.00	£ 27,050.40	£ 27,591.41	£ 28,143.24
Casual Classes	£ 17,250.00	£ 17,595.00	£ 17,946.90	£ 18,305.84	£ 18,671.95
Member income	£ 20,250.00	£ 20,655.00	£ 21,068.10	£ 21,489.46	£ 21,919.25
Kidscamp	£ 25,000.00	£ 26,250.00	£ 27,562.50	£ 28,940.63	£ 30,387.66
School income (PP)	£ 13,650.00	£ 14,059.50	£ 14,481.29	£ 14,915.72	£ 15,363.20

Total Income	£ 148,690.00	£ 152,550.30	£ 156,529.40	£ 160,631.68	£ 164,861.69
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Expenditure

Utilities	£ 15,000.00	£ 15,570.00	£ 16,161.66	£ 16,775.80	£ 17,413.28
Refuse Collections	£ -	£ -	£ -	£ -	£ -
Cleaning	£ 10,196.00	£ 10,297.96	£ 10,400.94	£ 10,504.95	£ 10,610.00
Insurance	£ 1,500.00	£ 1,575.00	£ 1,653.75	£ 1,736.44	£ 1,823.26
Staffing	£ 66,093.73	£ 66,754.67	£ 67,422.21	£ 68,096.43	£ 68,777.40
Kidscamp Staff	£ 10,000.00	£ 10,100.00	£ 10,201.00	£ 10,303.01	£ 10,406.04
Building Maintenance	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00
Equipment	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00
Supplies & Materials	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00
Causal Staffing-Classes	£ 16,900.00	£ 17,069.00	£ 17,239.69	£ 17,412.09	£ 17,586.21
Casual Activity Instruct	£ 8,000.00	£ 9,000.00	£ 10,000.00	£ 10,000.00	£ 10,000.00
Adv/Marketing/Signage	£ 2,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00
Uniform	£ 400.00	£ 200.00	£ 200.00	£ 200.00	£ 200.00
Licences	£ 2,900.00	£ 2,900.00	£ 2,900.00	£ 2,900.00	£ 2,900.00

Total Expenditure	£ 137,989.73	£ 139,466.63	£ 142,179.25	£ 143,928.72	£ 145,716.19
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Profit/Loss	£ 10,700.27	£ 13,083.67	£ 14,350.15	£ 16,702.96	£ 19,145.50
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Overheads	£ 9,892.93	£ 9,991.86	£ 10,091.78	£ 10,192.69	£ 10,294.62
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Profit/Loss - After rec	£ 807.34	£ 3,091.82	£ 4,258.37	£ 6,510.26	£ 8,850.88
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Health & Wellbeing Strategy

Report Author(s): Sam Cayford
Healthy Living Manager
01508 533694
scayford@s-norfolk.gov.uk

Portfolio: People & Communities

Ward(s) Affected: All

Purpose of the Report:

To recognise the progress made on the Health & Wellbeing Strategy adopted by South Norfolk Council in July 2018. The Two Councils One Team approach has led to the adoption of the same priorities across both Councils, providing the opportunity to take a consistent approach across both council areas. The Health & Wellbeing Strategy provides a framework that officers, and Members can use to work towards delivering health and wellbeing outcomes.

Recommendations:

Cabinet to agree to support the continued implementation of the Health & Wellbeing Strategy and note the adoption of the priorities across both Councils.

1 SUMMARY

- 1.1 The Health & Wellbeing Strategy sets out a framework for reducing health inequalities and improving health outcomes for our residents. Key to success is the way we work with our partners to reduce demand on services when they are under pressure and recognising the role we play in improving health outcomes collectively.

2 BACKGROUND

- 2.1 South Norfolk Council has a well-established and successful record of engagement with residents and partners in improving the health & wellbeing of the population.
- 2.2 The Health and Wellbeing Strategy allows officers and Members to engage with local and national partners to clearly set out our intention for reducing health inequalities and promoting good health across both districts. Collaboration will be key to our delivery and we will use our governance arrangements with the Health and Wellbeing Board, the STP and CCG locality board as well as the policy committee to report on our achievements and seek support for further collaboration where necessary.

3 CURRENT POSITION/FINDINGS

- 3.1 Summary of delivery against the four health and wellbeing priorities to date is as follows;

3.2 *Employment and Aspiration*

- South Norfolk for Jobs – launched 7th July at Dunston Hall with over 100 employers engaged. Resulting in 36 pledges to offer work experience, apprenticeships, job opportunities. This led to 25 residents starting jobs, 6 gaining work experience, 12 apprenticeships, 7 employer engagement and or offered interviews.
- During the 2019 Autumn term, officers from SNC and the LEP have arranged to visit all schools to identify what the gaps are within careers guidance and to move forward with the offer of linking local employers and sectors with education.
- Debt and welfare advice services have seen over 814 referrals.
- Development of a Housing Prisoner protocol across Greater Norwich and Breckland area/female prisoner work, supporting residents to find sustainable housing and reducing the likelihood of reoffending.
- Significant development in the inclusive growth agenda including agreement on a workplan of initiatives to promote social mobility including

internship schemes, improvements in social value packages and interactions with local industry. Alongside the Inclusive Growth Coalition, we are tackling issues such as social value in procurement and the skills agenda.

- Supporting 6 LIFT (Local Investment in Future Talent) projects (e.g. job clubs) to help residents access employment, education and training and improve their skills.

3.3 *Healthy Living and Activity*

- GP referral scheme launched in March 2019, resulting in 75 referrals, 23 of which have gone on to become full leisure members.
- LSLC refurbishment delivered on budget and within acceptable tolerance of time. Has seen a 300% increase in footfall, a 65% increase in income and a 111% increase in membership year on year.
- Ketts Park 3G facility built, pavilion and venue refurbished and re-launched. The facility has had over 1800 bookings and 147 teams/hirers using the facility from a wide radius. A FA backed full time football college course is also being hosted with 25 pupils attending in its inaugural year.
- Wymondham 10k in November sold over 700 tickets. It is projected to make an operational profit of £8-9k.

3.4 *Mental Health*

- Evolve service launched – has supported over 50 residents to date. Also delivering a group programme, majority of the case load has been single adult cases where most need was identified.
- Social prescribing is now fully active in all 16 surgeries in South Norfolk. The Early Help Hub has received 755 requests for support through social prescribing since April.
- District Direct extending to Hellesdon acute Trust this winter for a trial period using winter resilience funding. This was supported at the Health and Wellbeing Board to be extended further on completion of the pilot.

3.5 *Frailty & Falls*

- District Direct is fully funded until March 2020 (with no district council contribution) and undertaking an independent evaluation – receiving over 1000 referrals since January.
- Over 260 Disabled Facilities Grants delivered, and 537 handyperson requests completed since July.

- Introduced hospital discharge grants and dementia grants to support our most vulnerable older population. As well as a package of assistive technology to support residents who are frail and have interacted with a health and social care partner.
- Partnership delivery of falls support for local residents including ongoing 1:1 support in residents' homes to engage in activity following a fall or elective surgery.
- A range of community leisure activities targeted at supporting older and vulnerable people to remain active and prevent frailty.

4 CONCLUSION

- 4.1 The demographics of South Norfolk and Broadland Councils are very similar, both have challenges linked to an older population and physical inactivity. As well as both districts reflecting the national trend around increased low-level mental health issues and the need to ensure the wider determinants of health are improving, such as housing and employment.
- 4.2 The Two Councils One Team approach provides the opportunity to adopt a consistent approach in activity relating to health and wellbeing outcomes across both council areas. Shared health and wellbeing priorities will support discussions with partners to increase our influence on this agenda and ensure coordination of resource.

5 RECOMMENDATION

Cabinet to agree to support the continued implementation of the Health & Wellbeing Strategy and note the adoption of the priorities across both Councils.

CABINET CORE AGENDA 2019/20

Date	Key or Operational	Title of Report	Responsible Officer	Portfolio Holder	Exempt ?
9 Dec	O	Consultation followed by adoption of CA Appraisals and Boundary Amendments	Chris Bennett	L Neal	N
	O	Joint Commercialisation Strategy	Debbie Lorimer	J Fuller	N
	K	Waste Services Review	Sarah Bruton	K Kiddie	Y
	O	Framingham Earl High School Partnership	Mark Heazle	Y Bendle	N
	O	Review of Discretionary Rate Reliefs	Paul Chapman	A Thomas	N
	O	Norfolk Strategic Planning Framework and Member Forum 2020/21	John Walchester	J Fuller	N
	O	Health and Wellbeing Priorities	Sam Cayford	Y Bendle	N
Council 16 December 2019					
13 Jan 2020	K	Greater Norwich 5-Year Investment Plan and Annual Business Plan	Phil Courtier	J Fuller	N
	K	Long Stratton Toilets	Gary Howard / Phil Courtier	K Kiddie	N
	K	Greater Norwich LP Regulation 18 Consultation	Phil Courtier	J Fuller	N
3 Feb 2020	O	Q3 Performance, Risk and Finance (Strategic)	Emma Pepper	K Billig	N
Council 17 February 2020					
9 Mar	O	Early Help Model Across Authorities	Mike Pursehouse	Y Bendle	N

Key decisions are those which result in income, expenditure or savings with a gross full year effect of £100,000 or 10% of the Council's net portfolio budget whichever is the greater which has not been included in the relevant portfolio budget, or are significant (e.g. in environmental, physical, social or economic) in terms of its effect on the communities living or working in an area comprising two or more electoral divisions in the area of the local authority.