



Southwold Neighbourhood Plan 2019-2038

**Pre- submission (Regulation 14)
Consultation Draft
October 2019**

PREFACE

The Southwold Neighbourhood Plan Working Group has been working on the Draft Neighbourhood Plan for four years. We have consulted widely with the community through drop-in sessions, focus groups and questionnaires. Our extensive research is summarised in the Appendices to the Draft Plan. Our approach was to identify the challenges facing Southwold, especially those which emerged from our 2016 Neighbourhood Plan questionnaires and contained in the 2013 Southwold Town Plan, and then develop policies to meet those challenges. The focus of the Neighbourhood Plan has to be on planning matters and it is essentially a supplement to the New Waveney District Council Local Plan (2019).

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ACKNOWLEDGEMENTS

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1 INTRODUCTION

Purpose of the Plan

- 1.1 This document represents the Neighbourhood Plan for Southwold parish for the period 2019 to 2038. The Plan contains a vision for the future of Southwold and sets out clear planning policies to realise this vision.
- 1.2 The principal purpose of the Neighbourhood Plan is to guide development within the town. It also provides guidance to anyone wishing to submit a planning application for development within the town. The process of producing a plan has sought to involve the community as widely as possible. The different topic areas are reflective of matters that are of considerable importance to Southwold, its residents, businesses and community groups. Planning policies in the Neighbourhood Plan will become part of the development plan for Southwold parish and will be used by the local planning authority (East Suffolk Council) in the determination of planning applications within the Neighbourhood Area.
- 1.3 Some of the Neighbourhood Plan policies are general and apply throughout the Plan area, while others are site or area-specific and apply only to the appropriate areas illustrated on the relevant maps. Nevertheless, in considering proposals for development, the Town Council and East Suffolk Council will apply all relevant policies of the development plan. It is therefore assumed that the Neighbourhood Plan will be read as a whole, although some cross-referencing of policies within the Plan has been provided to assist the reader.
- 1.4 The process of producing the Neighbourhood Plan has identified a number of actions which have not been included in the policy sections and these can be found in Section 11. This is because these are not specifically related to land use matters and therefore sit outside the jurisdiction of a Neighbourhood Plan. These actions will be addressed by the Town Council outside the Neighbourhood Plan process.
- 1.5 East Suffolk Council, as the local planning authority, designated a Neighbourhood Area for the whole of the Southwold area in May 2015 to enable Southwold Town Council to prepare the Neighbourhood Plan. The Plan has been prepared by the community through the Southwold Neighbourhood Plan (SNP) Team.
- 1.6 The boundary of the Neighbourhood Plan area is contiguous with the boundary of Southwold parish. (*see Figure 1.1*)

Figure 1.1: Southwold Neighbourhood Plan area boundary



Policy Context

1.7 The National Planning Policy Framework (NPPF¹) states:

"Neighbourhood planning gives communities direct power to develop a shared vision for their neighbourhood and deliver the sustainable development they need. Parishes ... can use neighbourhood planning to set planning policies through neighbourhood plans to determine decisions on planning applications (para.183).

Neighbourhood planning provides a powerful set of tools for local people to ensure that they get the right types of development for their community. The ambition of the neighbourhood should be aligned with the strategic needs and priorities of the wider local area.

Neighbourhood plans must be in general conformity with the strategic policies of the Local Plan. To facilitate this, local planning authorities should set out clearly their strategic policies for the area and ensure that an up-to-date Local Plan is in place as quickly as possible. Neighbourhood plans should reflect these policies and neighbourhoods should plan positively to support them. Neighbourhood plans and orders should not promote less development than set out in the Local Plan or undermine its strategic policies (para.184).

Outside these strategic elements, neighbourhood plans will be able to shape and direct sustainable development in their area. Once a neighbourhood plan has demonstrated its general conformity with the strategic policies of the Local Plan and is brought into force, the policies it contains take precedence over existing non-strategic policies in the Local Plan for that neighbourhood, where they are in conflict. Local planning authorities should avoid duplicating planning processes for non-strategic policies where a neighbourhood plan is in preparation (para.185)."

1.8 The Waveney District Council Core Strategy² was adopted in 2009 and therefore, under the guidance provided by the NPPF, is up to date where policies are consistent with the NPPF. As such, it provides the clear strategic context for the neighbourhood plan. It is supported by the Development Management Policies Development Plan Document³, adopted in 2011.

1.9 Waveney District Council undertook consultation on its Draft Submission Local Plan (Regulation 19) between March and May 2018 and it is anticipated that this will be formally adopted in Winter 2018/19. It is therefore important that the Southwold Neighbourhood Plan (SNP) takes account of the policies in the New Waveney Local Plan.

1.10 In January 2017, Waveney District Council and Suffolk Coastal District Council agreed to formally merge, this merger took place on 1st April 2019.

Consultation

1.11 The Southwold Neighbourhood Plan Team has developed the Neighbourhood Plan through extensive engagement with the community.

1.12 In late 2013, following its formation and early consideration of issues based partly on the findings of the Southwold Town Plan (published 2012), the SNP Team engaged with the community to shape the Neighbourhood Plan through a public consultation, drop-in events, focus groups, and interviews with owners of local businesses. The objective was to establish, and give initial consideration to, matters of concern to the

¹ <https://www.gov.uk/guidance/national-planning-policy-framework>

² <http://www.eastsuffolk.gov.uk/planning/local-plans/waveney-local-plan/existing-waveney-local-plan/core-strategy/>

³ <http://www.eastsuffolk.gov.uk/planning/local-plans/waveney-local-plan/existing-waveney-local-plan/development-management-policies/>

community. Whilst these public consultation activities were ongoing, the SNP Team gathered technical evidence on a range of issues related to the community's concerns. These included changes in the use of buildings over time and a street by street survey of all buildings in Southwold to determine their use. A map showing the results of the survey has been produced with the different uses of the buildings colour-coded. (See *Appendix 6.1*)

- 1.13 In July 2016, a detailed community questionnaire was developed and distributed to every household in the parish, with responses open until 16 September 2016. The analysis of the questionnaire, combined with the technical evidence, enabled the SNP Team to draft the policies and actions in this Neighbourhood Plan document.

2. LOCAL CONTEXT

History of Southwold

- 2.1 The town of Southwold sits on the stunning Suffolk coast. Its environment is of the highest quality, being part of the Suffolk Coast and Heaths Area of Outstanding Natural Beauty (AONB) and Heritage Coast. The town covers 263 hectares but its built environment is much smaller; the majority of the land within the town's boundaries is an open landscape created by the Common, Buss Creek, dykes, marshes, the River Blyth, the beach, the dunes and the North Sea. This landscape has striking views and is rich in wildlife habitat. Much of it is designated as a Site of Special Scientific Interest (SSSI) or County Wildlife Area. Visitors come to the town to enjoy this landscape, which is also prized by the residents of Southwold.
- 2.2 Southwold is a small town, adjacent to neighbouring Reydon; the two settlements are separated only by Buss Creek and a short distance of green open space. Although the two settlements have distinct identities, they are closely inter-related and, as Southwold's population declines, the parishes are increasingly inter-dependent. Southwold also provides services, jobs, open leisure space and other amenities for Reydon residents and Reydon provides a source of affordable housing for people with a sense of connection to Southwold as well as volunteers for Southwold events, civic groups and charities. Reydon also provides essential services such as residential homes, the GP surgery, fire station, and a business park. Outside the tourism season, Southwold's High Street is more dependent on custom from Reydon and the adjoining parishes.
- 2.3 The small built area of Southwold town has a wealth of heritage assets; the town has 143 listed buildings and two-thirds of it is covered by Conservation Areas.
- 2.4 Southwold's urban design is vital to its distinctive character. The density in the Conservation Areas is high. Consequently, with so many significant buildings clustered together, any development, even applications for minor works such as the addition of gables, porches, rear extensions and raising of roofs etc. may cause harm to its built heritage and ultimately erode what makes Southwold so special.
- 2.5 Alongside the density of its buildings, Southwold is a town with many alleyways and footpaths, hidden courtyards and tucked away gardens. These may not be visible from the street but they can be seen from the windows of adjoining buildings and alleys and footpaths. Each of these spaces is part of Southwold's endearing character, and creates a sense of openness within its dense urban fabric.
- 2.6 There are also numerous green spaces around the town. These range from the mown grass of South Green, Constitution Hill, and Skillman's Hill to the public gardens of North Parade, the semi-wild churchyard of St. Edmunds the Martyr, Ladies' Walk planted with wild flowers, the Common and marshes, and numerous other green spaces and verges. In addition, there are a number of private gardens identified in the Conservation Area Appraisal and in the Neighbourhood Plan Character Area Appraisal that are of special note, and merit protection. In total, all of these green spaces contribute to a sense of openness and peacefulness that is an essential quality of Southwold's character.
- 2.7 Southwold has been shaped by bursts of development in different periods; this results in different styles of building from different eras sitting side-by-side. Until the 1970s, it was a town in which trades, manufacturing, shops, and residences were mingled together. For example, in the first part of the 19th century, grand villas for the local gentry were built on South Green facing the sea but they backed onto humbler

buildings on South Green and Constitution Hill that included a pub, a baker, a cobbler, fishermen's cottages, a school, a department store. The result is a mixture of buildings, each working with the other, which is part of what creates Southwold's charm and its character. Southwold is not a town which has a uniformity of character, even within individual streets.

- 2.8 As any resident or visitor will attest, Southwold is a town for walking. It is compact and level and much pleasure is obtained from strolling its streets and footpaths and observing the variety of its heritage assets, its front gardens, green spaces and views.
- 2.9 The street scene as well as the beautiful environment and the coast is part of what makes Southwold such a popular place to visit.
- 2.10 At one time, visitors to Southwold stayed in hotels, bed and breakfast accommodation or as guests in private homes. Now, there are only a handful of hotels and bed and breakfast places. Most people now stay in self-catering houses (including Airbnb) or in second homes. The increase in the number of properties being bought to rent as holiday lets or as second homes has transformed the character of the town and substantially reduced the stock of residential property that is affordable to local residents, whether to buy or rent. This is a primary reason for Southwold's demographic imbalance – the lack of young people living in the town.
- 2.11 Because of the natural barriers of sea, rivers and marshes and the sensitive environment, the Local Plan rightly restricts further extension of the town boundary for development. This means that it is not possible for Southwold to build its way out of demographic decline by creating significant amounts of new affordable housing to attract younger people and families into the town. The outcome is a shrinking and ageing population, which the Southwold Town Strategy 2016⁴ identified as a clear weakness of the parish.
- 2.12 Tourism represents the largest part of the economy of Southwold, which has seen a decline in economic activities that were predominant in previous generations (e.g. fishing and small manufacturing). The largest employer in the town is the Adnams brewery and distillery, whose distribution centre is in Reydon. Apart from this, most employment is directly or indirectly related to tourism, in particular, retail is a strong sector, with the High Street continuing to support a mix of independent and national retailers.
- 2.13 The Southwold Town Strategy identified over-reliance on tourism as an economic vulnerability – tourism is a seasonal and low wage sector of the economy. Moreover, tourism is subject to fads and fashions and unpredictable events, including natural or man-made disasters or interventions.
- 2.14 Historically, Southwold's High Street has had many independent shops and this, again, has been one of its attractions both to local people and to visitors. However, high land values have led to an increase in commercial rents and this, coupled with the enlargement of high street shops through extensions into back gardens and courtyards, has resulted in an increase in the number of national chains. One of the consequences is to reduce local employment from local supply chains. It also homogenises Southwold's unique character.
- 2.15 Historically, council housing has not only been an important source of homes for people, it is as important to the character of Southwold as the villas of South Green. Southwold Borough Council (dissolved in 1974 when local government was reorganised and Waveney District Council took over the Borough's functions) was one

⁴ *Southwold Town Council (2016) A Strategy for Southwold, see Appendix 1.4*

of the most progressive in the country. The Corporation (as the Borough Council was then known) was the town's largest landowner thanks to the bequest of William Godyll, who left his estate covering most of the land in the town to its governing body upon his death in 1504. Between 1903 and 1974, Southwold Borough Council built more than 150 houses on land that it owned north of St Edmunds Church, and on Station Road and Blyth Road. When it ran out of land in Southwold, it built more housing in Reydon. It also purchased two and three-storey properties as they came onto the market in Southwold, and converted them into flats. This housing is mostly of good quality design, reflecting the taste of the era when it was built, and many of the houses have generous gardens either in front or back or sometimes both. Some of these gardens are still used for fish ponds, raising chickens, and growing fruit and vegetables.

- 2.16 With limited public transport serving Southwold (there is a day-time bus service to Beccles, Lowestoft and Norwich), most people come to the town by car. The historic layout of most of the town means that its small streets are not designed for car use, which makes on-street parking a particular issue. This problem is being exacerbated by investment in houses that are converted to holiday lets and enlarged to accommodate multiple family units in order to maximise revenue. An unintended consequence is an increase in the number of cars associated with each holiday let, often in areas of town with limited on street parking. This leads to competition with residents for parking spaces, and anti-social parking on green spaces or prescribed areas of streets. For day-trippers and other visitors there are car parks around the town. A balance needs to be struck between ensuring there is sufficient parking for visitors and simply surrounding the town, whose landscape is essential to its character, with car parks that will generate more cars coming into the town. The Town Council is working on a strategy to manage better Southwold's parking problem.

Profile of the Community Today

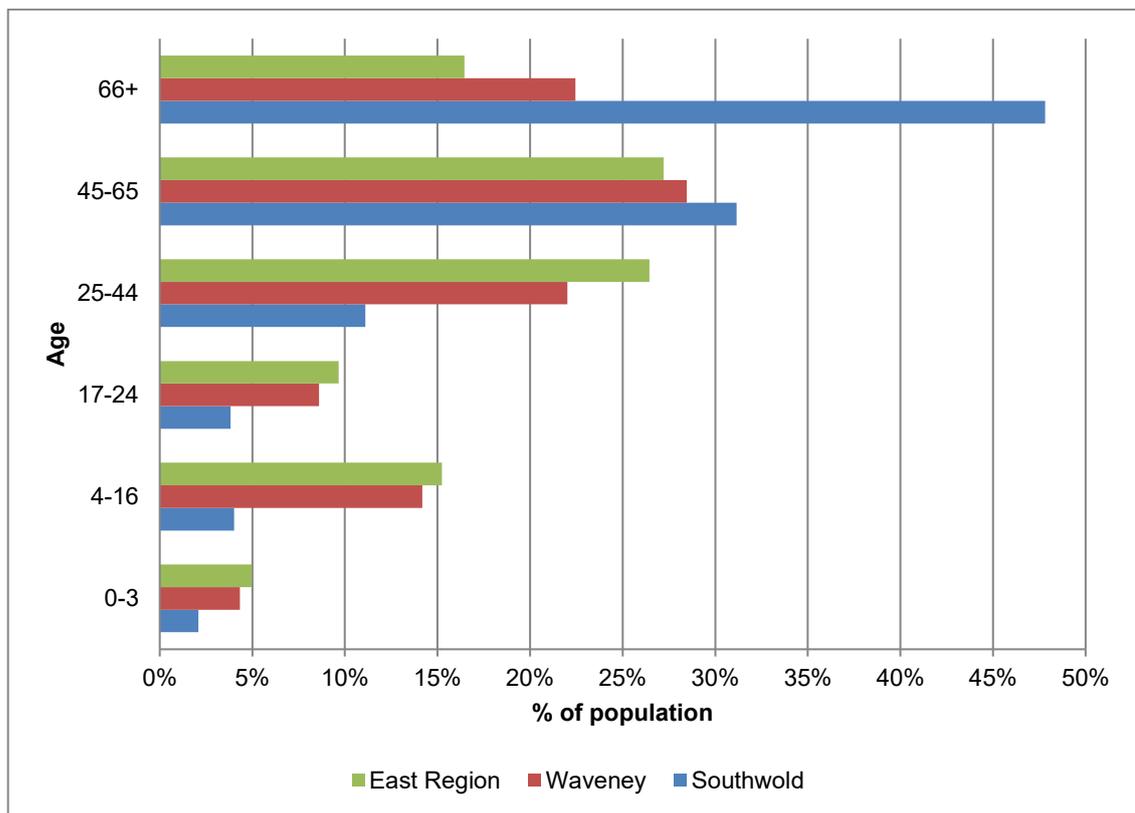
- 2.17 Unless stated otherwise, the profile of the community has come from the 2011 Census⁵.

Population

- 2.18 According to the 2011 census, the population of the parish was 1,098 persons. Southwold has a significantly higher proportion of people of retirement age than Waveney District and the East of England region: nearly 50% of its population was 65 or older compared with 22% in Waveney and 16% in the region. It also has substantially fewer children (6% aged 16 and under) and young adults (15% aged 17 to 44) when compared with Waveney (18% and 31% respectively) and the region (20% and 36% respectively). (See *Figure 2.1*)

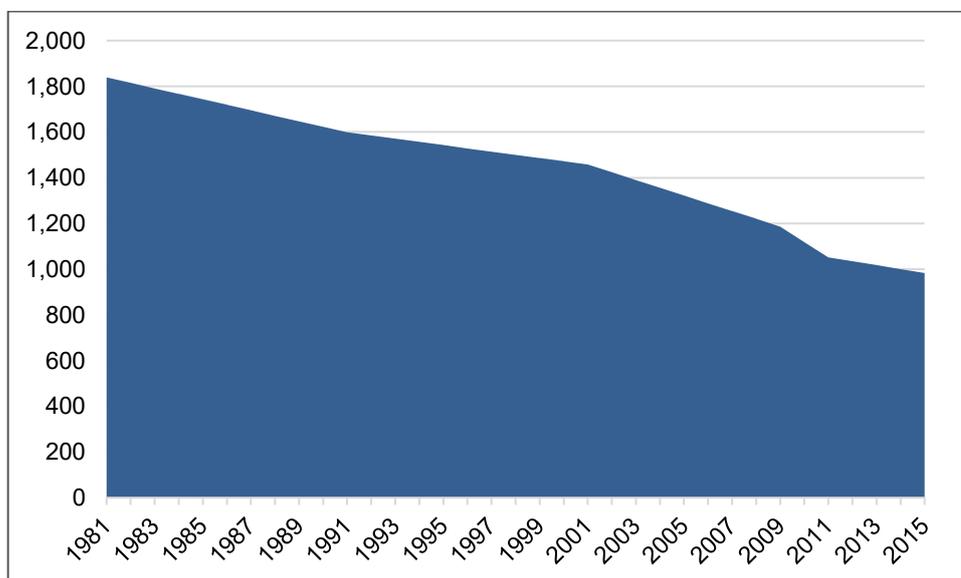
⁵ Appendices 1.1 and 1.2

Figure 2.1: Population profile, 2011



2.19 The town's population fell from 1,839 in 1981 to 1098 in 2011. 981 is the projected figure for 2016 ⁶ (See Figure 2.2)

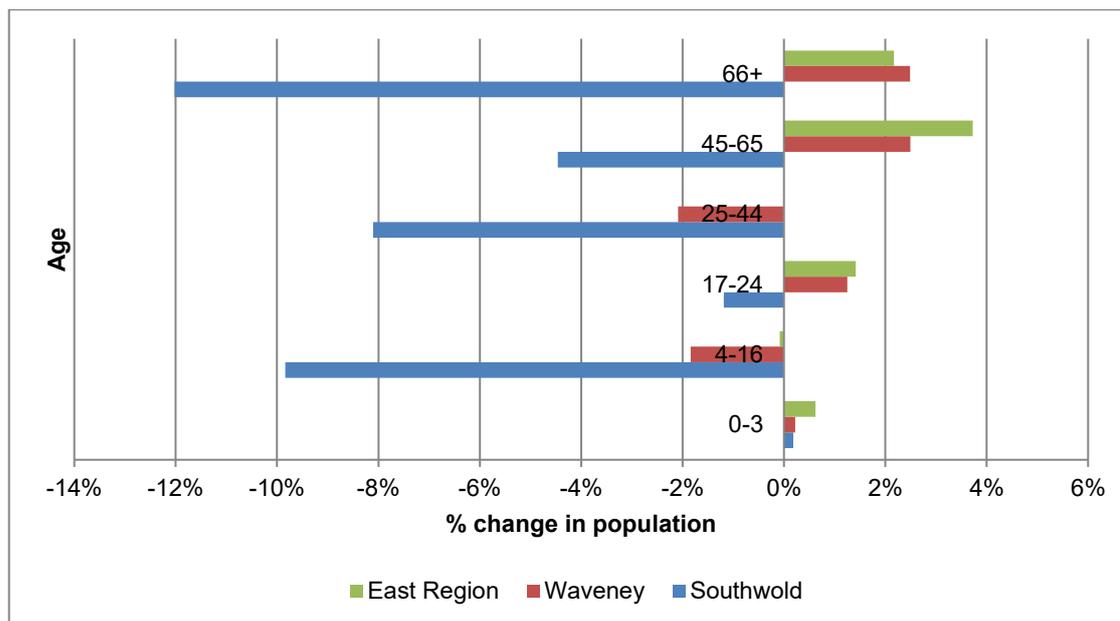
Figure 2.2: Population decline 1981 - 2016



⁶ Census data and Suffolk Observatory

2.20 Since 2001, the population of the parish has fallen by 389 persons, or 35%. Southwold has seen a decline across almost all age groups, while both the district and region have seen net growth across the equivalent age groups. (See Figure 2.3)

Figure 2.3: Change in population, 2001-2011



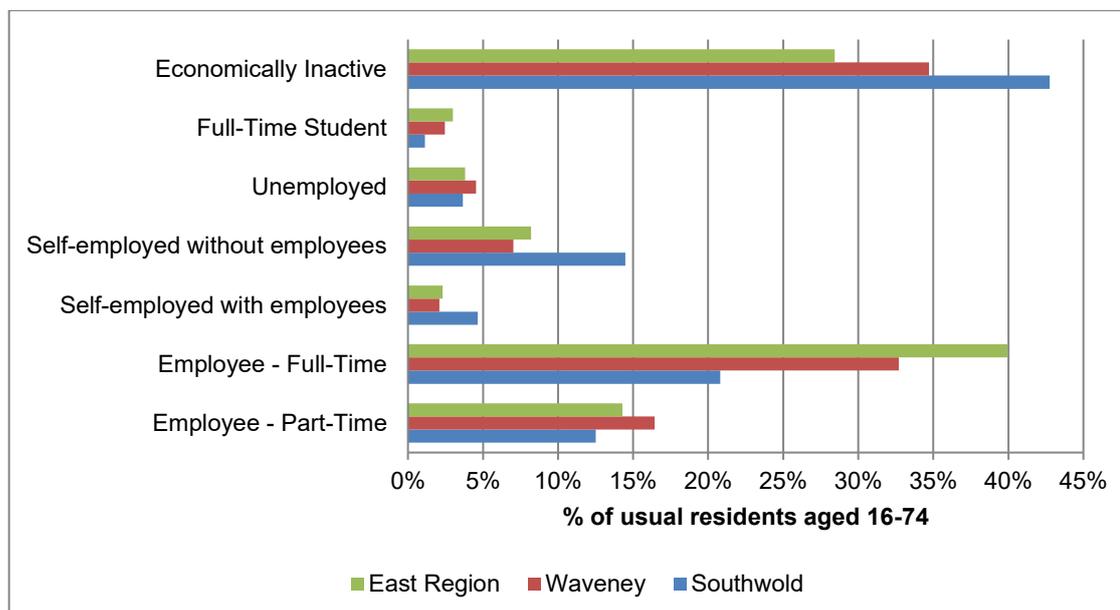
Work

2.21 The proportion of Southwold’s population of working age (16 to 74) in self-employment is 19%. This is significantly higher than the rest of Waveney district (9%) and the region (11%).

2.22 33% of Southwold’s population is in full time or part time employment. This is very low compared with Waveney and the region.

2.23 The economically inactive proportion of Southwold’s population (43%) is high compared with that of Waveney (35%) and the region (28%). This reflects the high proportion of retirees. (See Figure 2.4)

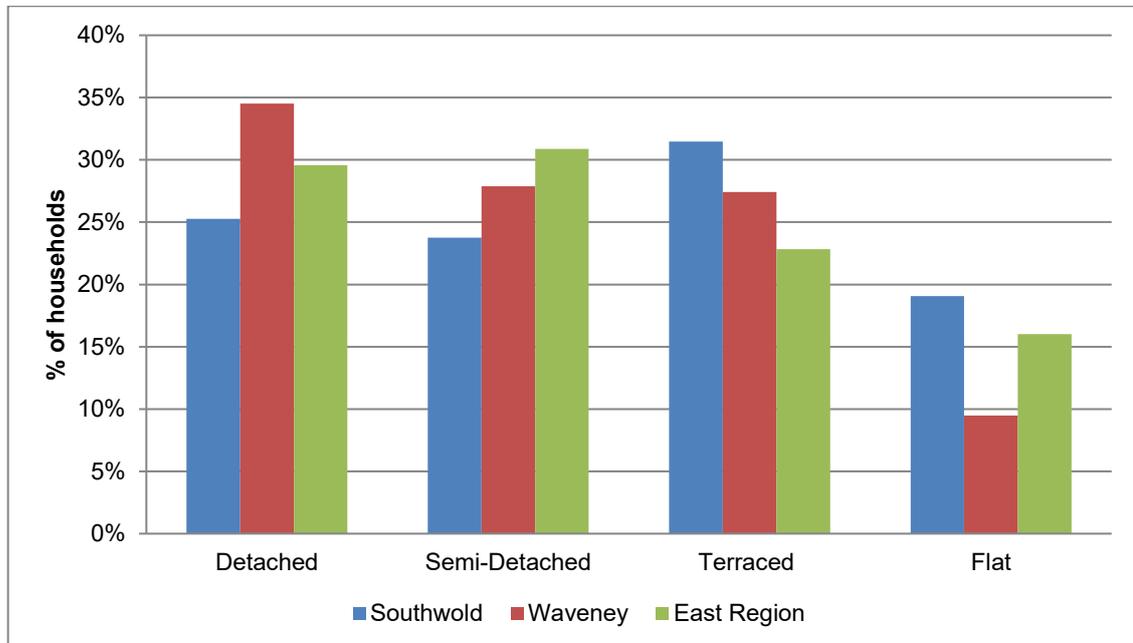
Figure 2.4: Economic activity, 2011



Housing

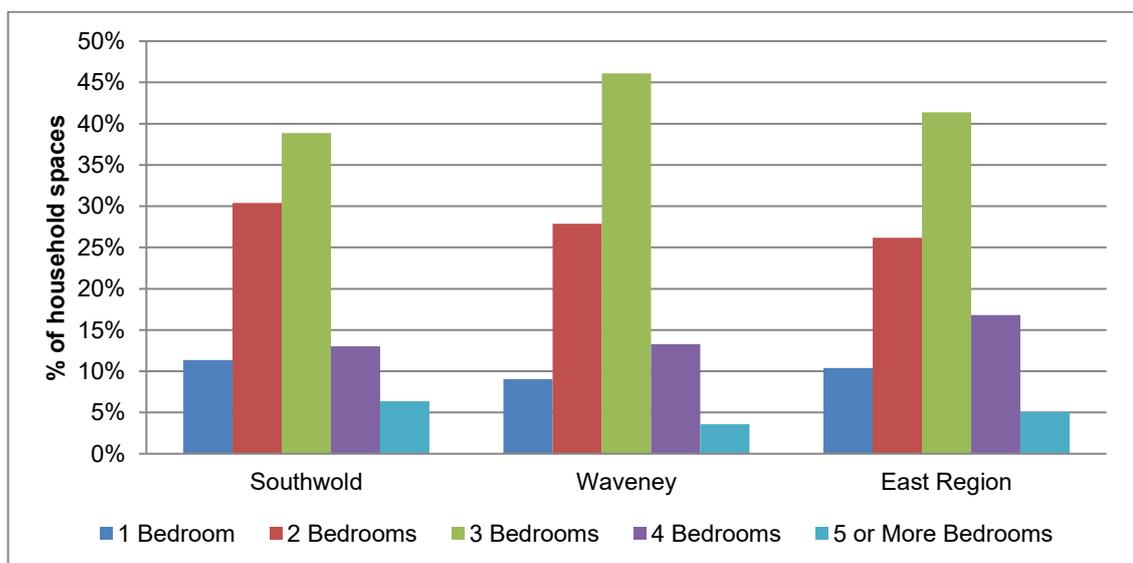
2.24 Reflecting the historical pattern of development, discussed in the Neighbourhood Plan Character Appraisal⁷, Southwold's housing is varied. Terraces and flats, represent 51% of the housing stock. This is higher than in Waveney and the region, at 37% and 39% respectively. By contrast Southwold has a low proportion of detached (25%) and semi-detached (24%) housing. (See Figure 2.5) All of this has implications for Southwold's character and the impact of poor or high quality design on its sustainability.

Figure 2.5: Type of dwelling



2.25 Southwold has a higher proportion of one- and two-bedroom properties compared with Waveney and the region. Although the number of detached properties is small, the number of properties with at least five bedrooms in Southwold is above the district and regional average. (See Figure 2.6)

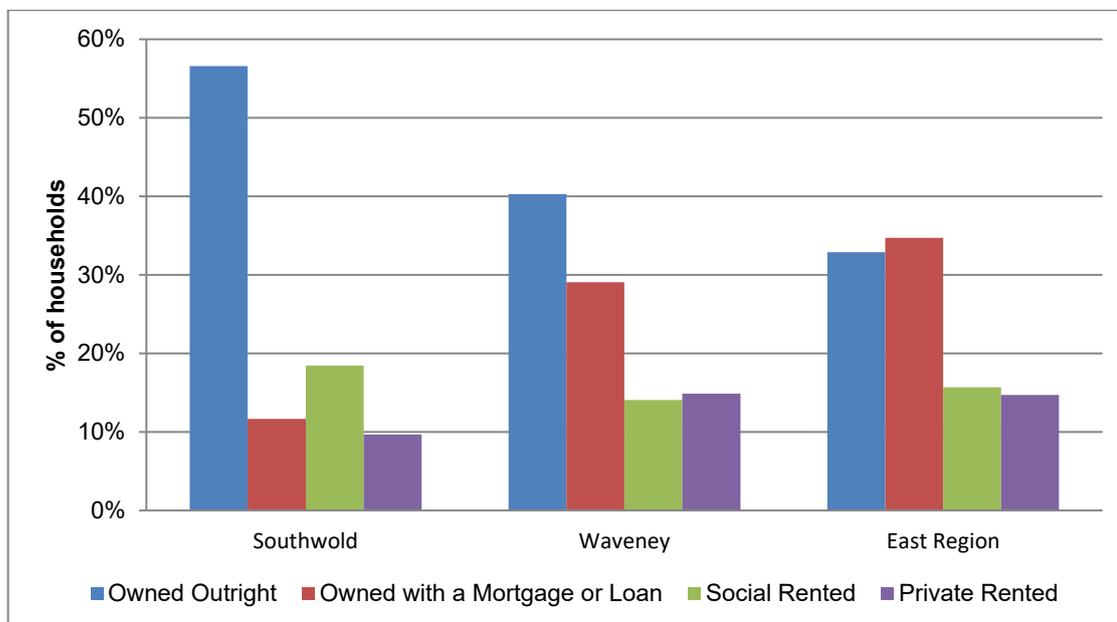
Figure 2.6: Number of bedrooms



⁷ See Appendix 5

- 2.26 Only 9% of the housing stock is available for private rental. This makes it difficult for people on average wages for the region to find full time rental accommodation in Southwold through the private market.
- 2.27 The full time rental sector is chiefly through councils and housing associations, which is 18% of the total housing stock. (See Figure 2.7) This is higher than Waveney and the rest of the region because of the legacy of Southwold Borough Council's progressive policy of investing in house building that began at the turn of the 20th century.

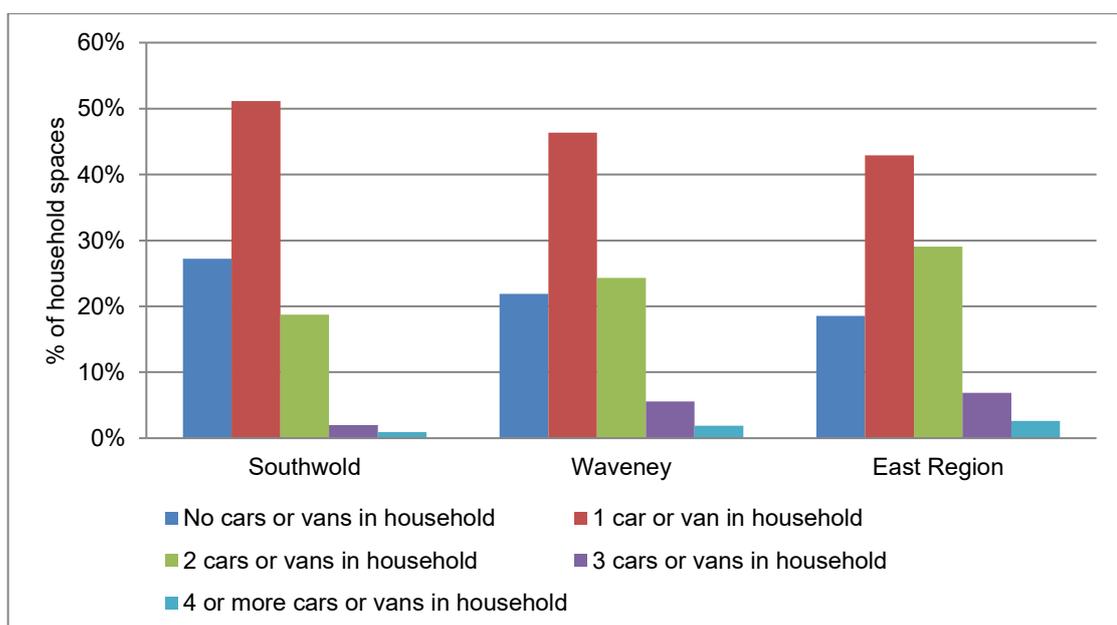
Figure 2.7: Ownership profile



Cars and Travel

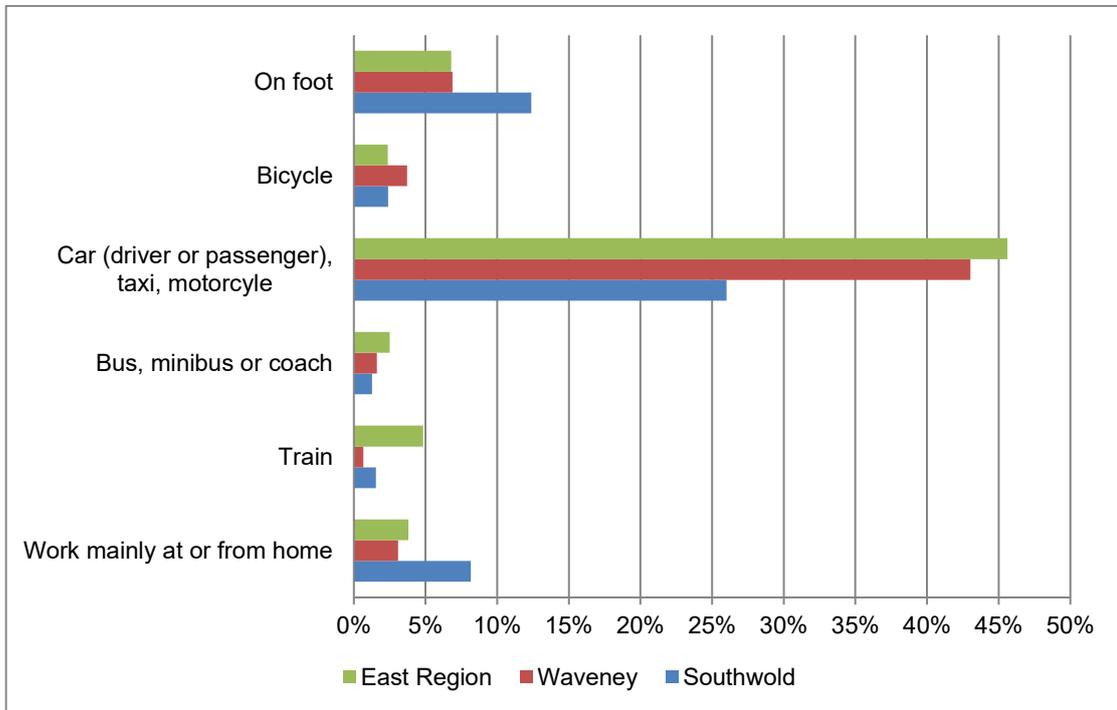
- 2.28 27% of the households in Southwold have no car or van available for travel, which is higher than that of Waveney (22%) and the region (19%). 51% have access to one car or van. This is higher compared with Waveney at 46% and the region at 43% (See Figure 2.8)

Figure 2.8: Car or van availability



2.29 A comparatively high proportion of Southwold's working age population travel to work on foot (12%, compared with 7% across both the district and region). The number of people working at or from home in Southwold (8%) is also more than that of Waveney and the region. (See Figure 2.9) This reflects the high proportion of people that are self-employed.

Figure 2.9: Mode of travel to work



3 VISION AND OBJECTIVES

Challenges for Southwold

3.1 The Neighbourhood Plan seeks to address, as far as is possible, the challenges that face the community of Southwold. In summary these challenges are:

- Ensuring that all development is of high quality design, and at an appropriate density that reflects the local character of Southwold.
- The limited number of residential properties that are affordable to local residents and those who work in Southwold and the local area.
- The reliance on tourism; this leads to a fluctuating seasonal population. This has adverse consequences for High Street traders, especially the independent shops.
- Southwold's declining and increasingly elderly population.
- Provision of dwellings suitable and affordable to younger people and families, enabling a wider range of people of all ages to live in the town.
- The limited availability of on-street car parking in certain areas of the town which leads to anti-social parking.
- The lack of employment opportunities and premises for growing businesses, start-up businesses and micro- and small businesses.
- Protecting existing community services and providing for their changing needs, as well as providing for new community services.
- Maximising the potential reuse of existing built assets for the benefit of the wider community.
- Protecting the sensitive natural environment for the benefit of residents, tourists and future generations.

Vision for Southwold

3.2 In consultation with the community, the established vision for Southwold is set out below:

- In 2038, Southwold looks the place it has always been – a charming and seemingly unchanging town situated in a beautiful natural environment. Visitors still come from near and far but Southwold's identity is no longer exclusively defined by tourism nor is it seen only as a place to retire.
- Attracted by the availability of flexible artisan and digitally connected work space, younger people have moved into Southwold or into the surrounding parishes, where housing is more affordable. The new resident population this has brought into the town and surrounding network of villages has brought with it a range of interests and skills. Start-up companies and expanding businesses help to bring year-round vibrancy to the High Street. Independent businesses are flourishing in a new business hub at the entrance to the town and in the old hospital site. A new generation of volunteers continues Southwold's tradition of a strong and caring community.

3.3 As a result Southwold has become an even better place to live, work and visit. It has achieved this by the following:

- Protecting the town's historic identity and exceptional landscape by ensuring that all development delivers high quality design that preserves the best features of the local character
- Restricting the occupancy of newly built housing to primary residences and encouraging the building of more affordable housing for people with a local connection has reversed the declining population, making Southwold a vibrant place to be in December as well as July.
- Encouraging self-employment, start-up businesses and the expansion of existing businesses by providing sufficient work space.
- Preserving and creating space for community facilities to respond to the changing needs of the residents of Southwold and adjoining parishes.
- Ensuring that residential development does not contribute to parking congestion so that there is adequate parking space for residents, employees, and users of Southwold's shops, businesses and community facilities, as well as for visitors
- Developing the Harbour, the Blyth Estuary, and the Harbour Lands to ensure a long term future for these for the benefit of residents and visitors.

Neighbourhood Plan Objectives

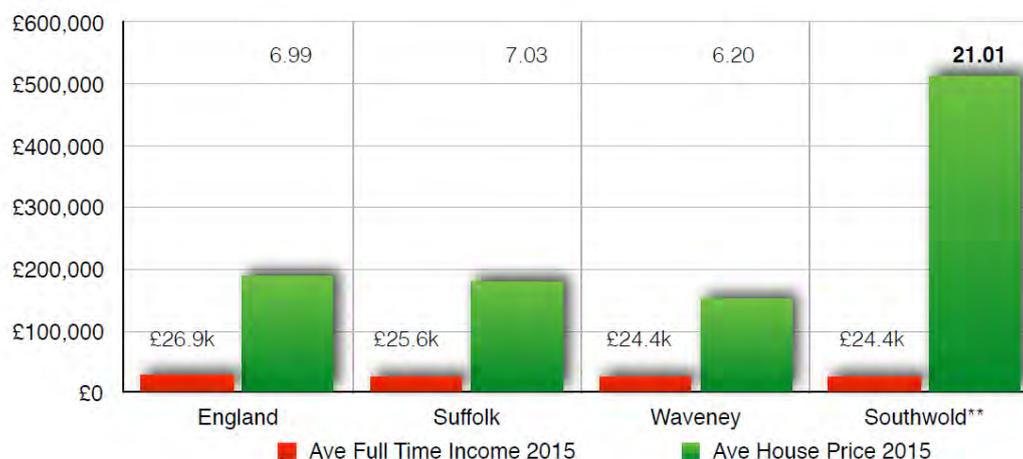
3.4 The objectives of the Neighbourhood Plan, as identified through engagement with the community, are as follows:

- To restrict the loss of dwellings to second home ownership and holiday lets so that Southwold can be a place where people live and work.
- Ensure that the stock of affordable housing is increased.
- Ensure development is of a high quality of design that responds appropriately to the local character.
- Grow and diversify the local economy by providing workspace for start-up and growing businesses.
- Protect existing community services and provide space for changing community needs.
- Maximise the potential reuse of existing built assets for the benefit of the wider community.
- Protect the sensitive natural environment and exceptional landscape surrounding Southwold.
- Ensure that residential parking problems are not worsened.

4 HOUSING

- 4.1 Southwold is a small coastal town of just over 1,400 dwellings⁸. According to the Office for National Statistics⁹, which analysed the age composition of 274 coastal communities, Southwold has the highest proportion of its population aged over 65 years, 50%, and the highest average age, 65, in the whole of England and Wales¹⁰.
- 4.2 There are many reasons for this but one factor that has discouraged younger people into the town is the high house prices.
- 4.3 With an overall average price of over £500,000 and flats selling for more than £300,000, prices are unaffordable for most local residents. In 2015 the price of the average property was more than 21 times the average earnings of a Southwold resident¹¹. (See Figure 4.1)

Figure 4.1: House price/earnings ratio, 2015



- 4.4 There is a demonstrable housing need in Southwold. In 2013, Southwold Town Council undertook a Housing Survey. In total, 21 existing households (43 people) reported housing need and 11 households identified a further 19 people wishing to return to Southwold if appropriate housing were available. This amounts to 40 housing units needed, based on a 40% response rate from full-time residents.
- 4.5 In January 2016 there were 80 people on the Waveney District Council Housing Register asking to be housed in Southwold and Reydon¹². Of these, 22 were classified as being in high or medium need.
- 4.6 Another way of evaluating housing need is to look at the number of people coming into Southwold to work as a percentage of Southwold's resident working population. The ONS study referred to above found that there were more than twice as many people travelling to Southwold for work each day as there were Southwold residents in employment. This is the highest percentage in the ONS study. Many of these in-commuters might like to live in Southwold but cannot afford to do so.
- 4.7 At present there are approximately 88 East Suffolk Council properties in Southwold. Turnover is typically 10% per annum. Further provision of affordable units are being

⁸ Figure for 2012; Southwold and Reydon Society Housing Report (2012)

⁹ ONS (2014) 2011 Census: Coastal Communities

¹⁰ ONS (2014) 2011 Census: Coastal Communities

<http://webarchive.nationalarchives.gov.uk/20160107113925/http://www.ons.gov.uk/ons/rel/census/2011-census-analysis/coastal-communities/index.html>

¹¹ ONS and Land Registry - Southwold Full Time Income assumed to be similar to Waveney District Council area

¹² Appendix 4.1

built at Duncan's Place. The provision of further affordable units on development sites in Southwold is therefore key to addressing housing need.

- 4.8 The most notable feature of Southwold's housing stock is the high proportion of dwellings occupied as second homes or holiday lets. According to the 2011 ONS study¹³, Southwold is the coastal community with the highest proportion of household spaces with no usual residents, 50%, in the whole of England and Wales. Moreover this has changed substantially in the period since 2001, when the equivalent figure was 38%. By contrast, the average rate of non-principal residents in small coastal communities in England and Wales is 10.4% and in England and Wales as a whole, it is 4.4%. The data collected in the SNP audit in 2016 found that 57% of dwellings were occupied as second homes or holiday lets. (See Figure 4.2)
- 4.9 Southwold has had a tourism economy since the 1870's but until the 1980's, second homes were a small part of this economy. Most visitors lodged in hotels, bed and breakfast accommodation or boarding houses. The majority of the town's housing stock was occupied by full time residents, typically on a long-term rental basis.

Figure 4.2: Use of dwellings in Southwold, 2015



- 4.10 In order to estimate the trajectory of population decline resulting from the second home/holiday let housing market, the SNP team analysed the use of properties sold between 2006 and 2016¹⁴. During this period 506, both new build and existing properties were sold. Of these 24% were subsequently found to be occupied by permanent residents, the remainder, 76%, becoming holiday lets or second homes once sold.
- 4.11 In light of these trends, it is not surprising that in responses to the Neighbourhood Plan questionnaire¹⁵ 87% of residents, and 73% of second homers, were in favour of mechanisms in the Neighbourhood Plan to encourage full time residency of newly built residences. In response to the question "How does the high proportion of second homes and holiday lets affect you?" 47% of residents listed 'Worried about the sustainability of the Southwold community' as their first or second priority.
- 4.12 In-depth interviews with business owners also highlighted deep concerns about the impact of the lack of full time residents on their viability; a typical comment was that the abundance of tourism during the summer did not make up for the lack of off-season trade. Significantly, whilst this comment might have been expected from shops

¹³ ONS (2014) 2011 Census: Coastal Communities

¹⁴ Appendix 4.3

¹⁵ Appendix 2

supplying ordinary needs like the hardware, butcher or delicatessen, it was also made by businesses that cater for tourists.

- 4.13 Equally, it is important to recognise that the occupiers of many holiday homes are committed to Southwold and have a positive impact on the town. Many come to the town regularly and, in the case of those owning second homes, for quite long periods of time, so are very committed to Southwold. Indeed many end up living in Southwold. The second home/holiday let housing market creates local jobs for painters, decorators, cleaners, gardeners, etc. At the same time, Southwold also has “buy to invest” properties which are empty nearly all year round. Some owners of holiday lets regard the town as a business opportunity rather than their community.
- 4.14 With the ability to physically expand Southwold greatly restricted by its near-island nature and sensitive environment in which it sits, it is important to strike the right balance between providing a residential market which is attractive for the tourists that provide for so much of Southwold’s economy and recognising that without a thriving residential community, Southwold will suffer as a town and lose many of the things that make it a place that people want to visit and spend their holidays.
- 4.15 In seeking to strike this balance, and in light of the trends over the past 10-15 years which are considered to have swung too far, it is necessary to have a ‘principal residence requirement’. Policy SWD1 provides this. It will be important to review the outcomes of this policy over the early years of the Neighbourhood Plan. If it is considered that this is having a detrimental impact on the vitality and viability of Southwold, then there will be an early review of the Plan and Policy SWD1 in particular.

POLICY SWD1 - PRINCIPAL RESIDENCE REQUIREMENT

Due to the impact upon the local housing market of the predominance of dwellings used for holiday accommodation (i.e. as non-principal residences), new open market housing, excluding replacement dwellings, is required to have a restriction ensuring its occupancy solely as a Principal Residence.

Sufficient guarantee must be provided of such occupancy restriction through the imposition of a planning condition or legal agreement. New unrestricted non-principal residences will not be supported.

Principal Residences are defined as those occupied as the residents' sole or main residence, where the residents spend the majority of their time when not working away from home.

The condition or obligation on new open market homes will require that they are occupied only as the primary (principal) residence of those persons entitled to occupy them. Occupiers of homes with a Principal Residence condition will be required to keep proof that they are meeting the obligation or condition, and be obliged to provide this proof if/when East Suffolk Council requests this information. Proof of Principal Residence is via verifiable evidence which could include, for example (but not be limited to) residents being registered on the local electoral register and being registered for and attending local services (such as healthcare, schools etc.) and listing the property as their full time residence on insurance applications for houses and vehicles.

5 DESIGN

Introduction

- 5.1 The importance of design, especially concerns about over-development, were highlighted by the Neighbourhood Plan survey, with 87% of respondents expressing a view that discouraging infill of gardens and courtyards was important. Protecting and enhancing 'historic building styles and materials' was a first or second priority of over 40% of respondents and protecting and enhancing 'open spaces' was an equivalent priority for 42% of respondents ¹⁶.
- 5.2 The New Waveney Local Plan¹⁷ (Policy WLP8.29 –Design) both supports high quality design -- whether innovative or traditional – that “reflects local distinctiveness” and also encourages Neighbourhood Plans to set out design policies that respond to local circumstances.
- 5.3 The factors that create local distinctiveness can be summarised as the character of buildings and the space around them; the surrounding landscape; and the interaction of the built and natural environment.

Landscape

- 5.4 The Waveney District Council Landscape Character Area Assessment¹⁸ describes the town as having a “unified character which adds to the strong sense of place evident in this part of the Suffolk Coasts and Heaths AONB.” The town is “traditional,” “compact,” “low key,” “contained by landform and estuary,” and characterised by “an intimate spatial scale in terms of streets and building heights”. Its skyline has “a simple and uncluttered character.” As for its setting, “this is a simple, often wild coastal landscape of big skies and defined by panoramic views across a windswept, exposed coast to an ephemeral seascape characterised by tidal movement and associated changes in the quality of reflected light and shadow.”
- 5.5 The National Planning Policy Framework requires local planning authorities to give great weight to conserving landscape and scenic beauty in the AONB (Paragraph 115).
- 5.6 The New Waveney Local Plan Policy WLP8.33 requires development proposals to be informed by, and be sympathetic to the distinctive character of Southwold’s landscape. “Proposals should demonstrate that their location, scale, form, design and materials will protect and where possible enhance the special qualities and local distinctiveness of the area and visually sensitive skylines, seascapes and significant views towards key landscape and cultural features... Proposals should also include measures that enable a scheme to be well integrated into the landscape...”
- 5.7 The impact of development on landscape is particularly important on the perimeters of the built area of the town – for example, North Road, Ferry Road, the Harbour, the Common, Blyth Road, North Parade, East Cliff, Centre Cliff, and Gun Hill.

¹⁶ Appendix 2

¹⁷ <http://www.eastsuffolk.gov.uk/planning/local-plans/waveney-local-plan/new-waveney-local-plan/>

¹⁸ *The Waveney District Landscape Character Assessment (2008)*
<http://www.eastsuffolk.gov.uk/assets/Planning/Waveney-Local-Plan/Landscape-Character-Assessment/Landscape-Character-Assessment-Part-2.pdf>

Over-development

- 5.8 Part of the town is covered by a Conservation Area and the town has many nationally and locally listed buildings. Unfortunately, despite statutory protection, the quality of heritage assets is being eroded through the cumulative impact of mostly small scale development proposals for replacement dwellings, extensions, conversions, and garden infill structures.
- 5.9 The 2008 Southwold Conservation Area Management Plan¹⁹ flagged up “Overdevelopment” as a key issue affecting the quality of Southwold’s built and natural environment. The Management Plan noted the pressure for the development of gardens, the tendency to add additional storeys or convert lofts, with the consequent demand for roof lights or dormer windows, often visually inappropriate.
- 5.10 The adverse impact of overdevelopment on design is not limited to the above issues or to the town’s heritage assets. Poor quality design in new development is also evident in the Town Farm and Gateway character areas of Southwold, which have many 20th century structures including garages, bungalows, terraces, simple cottages and detached houses that, with their associated gardens, make a positive contribution to the town’s character.
- 5.11 The New Waveney Local Plan states clearly that development proposals “will be refused” if they fail to meet the New Local Plan’s criteria for demonstrating “high quality design which meets local distinctiveness.” (Policy WLP8.29 –Design). This policy applies to all development within the boundaries of the Neighbourhood Plan area.
- 5.12 Since 2008, the pressure from over-development in Southwold has intensified. The chief driver is the second home/holiday let housing market where properties (including new build) are being developed for temporary occupancy. It is common in Southwold for development applicants to seek to create the largest possible number of bedrooms and bathrooms, even on small plots of land, in order to generate the highest level of holiday let rental. In the process, fundamental principles of good design, including sensitivity to character and respect for neighbour amenity, are being sacrificed. Garden space is significantly reduced; green areas paved for car parking or to keep maintenance costs low; high boundary walls erected by absentee owners concerned about security despite Southwold’s low crime rates.
- 5.13 These alterations to maximise holiday let revenue are being made on dwellings that require all of the amenity space and facilities to make functional, permanent dwelling places for future occupants. Consequently, Southwold, which has such limited land for new build development, is suffering the loss of housing stock suitable for different groups in the community – for example, houses with gardens suitable for families with children; cottages suitable for older people who wish to downsize; and bungalows suitable for people with disabilities. This contributes to the vicious circle of Southwold’s demographic decline.

Character and Context

- 5.14 High quality design is rooted in an understanding of context, which requires an understanding of the character of buildings and the character of the immediate and surrounding area.
- 5.15 Character derives not only from individual buildings or groups of buildings but from the spaces around and between buildings, access paths and boundary treatments.

¹⁹ <http://www.eastsuffolk.gov.uk/assets/Planning/Design-and-Conservation/WDC-Conservation-Area-Appraisals/Southwold/Southwold-Conservation-Area-Management-Plan.pdf>

- 5.16 To assist applicants to develop proposals demonstrating high quality design, the Neighbourhood Plan is supported by a Character Area Appraisal for Southwold, which includes illustrations of successful design in Southwold.
- 5.17 The Neighbourhood Plan Character Area Appraisal uses four character areas identified in the Southwold Conservation Area Character Appraisal 2008²⁰ and adds three more areas. (See Appendix 6.2)

The seven distinct character areas are:

1. Old Town
 2. Marine Villas
 3. Seaside Suburban
 4. Seaside Corporation
 5. Town Farm
 6. Gateway
 7. Harbour and Ferry Road
- 5.18 The Character Area Appraisal describes the history of development, landscape, townscape vegetation, and open and green spaces. It also provides some pictorial guidance on design that is considered “in character” and “out of character,” with explanations.

Recurrent Design Issues

- 5.19 The process of conducting the Neighbourhood Plan Character Area Appraisal identified recurrent issues, set out below, that will need to be addressed in any development proposal.

Landscape Character

- 5.20 Development on the perimeter of the built area of the town does not always respond to and enhance the character of its exceptional landscape.
- 5.21 Landscape is experienced from two directions – from inside the town looking out, and from outside the town, looking in. Accordingly, development proposals should be treated as double-sided and assessed from the special landscape areas identified in the Character Area Appraisal.
- 5.22 For perimeter development, the landscape may be the most important element in the setting. Therefore, the Design and Access Statement needs to demonstrate that the applicant has understood the landscape context and that the design has responded to this context.

Amenity – Sense of Space and Visual Amenity

- 5.23 The New Waveney Local Plan, Paragraph 8.157, states: “It is a primary aim of the planning system that development should deliver good standards of amenity for existing and future occupiers and surrounding uses and does not generate significant harmful effects. Harmful effects can arise from overlooking, loss of privacy, noise and light pollution, and overbearing development, amongst others. Such effects can be triggered by individual developments or as a result of cumulative impacts. The impact can be acute or dispersed, affecting the general amenity or tranquillity of an area.”

²⁰ <http://www.eastsuffolk.gov.uk/planning/design-and-conservation/conservation-areas/waveney-conservation-areas/conservation-area-appraisals/southwold-conservation-area-appraisal/>

- 5.24 In Southwold, amenity impacts are frequently dispersed. The town is densely developed with an urban grain that is a mixture of “ancient desire lines” and planned development from the Victorian, Edwardian and Garden City periods – all within a small and contained geographic area. In many parts of the town, dwellings are in close proximity, overlooking each other. Southwold also has a number of alleys, footpaths, and private shared rights of way that lead to courtyards or individual buildings. This creates visibility even when structures do not front onto streets.
- 5.25 Within Southwold’s dense urban grain, the open spaces around buildings (including gardens, courtyards, and all rights of way) combine to create a sense of space for surrounding dwellings. Encroaching development can affect this essential amenity. Accordingly, a proposed scheme’s impact on sense of space should always be considered, taking into account the cumulative impact of earlier development on the surrounding area.
- 5.26 Poor quality design is a blight. In Southwold, the design of buildings can be experienced not only from the street but also from the public or private domain in the rear of buildings, or from public or shared private rights of way. Accordingly, when an application is assessed, its impact on visual amenity should be considered from all sides, including from private space from which it would be visible. This principle of looking at the impact of design from the side and rear as well as front elevations is already embedded in the Waveney Built Heritage and Design Supplementary Planning Document²¹ (April 2012), (Sections 4.19 – 4.20).

The Public Realm

- 5.27 Historic walls are protected within the Conservation Areas but outside the Conservation Areas, there are 20th century boundary treatments that contribute positively to character. Some have been identified in the Character Area Appraisals; others will be identified through individual planning applications.
- 5.28 Development proposals will be expected to take account of their impact on the public realm, and preserve and enhance its character, including through landscaping that greens areas visible to the public, and retaining and enhancing boundary walls that harmonise with the structure and area.

Coherence

- 5.29 Often, new development is poorly integrated because of forms, elevations, materials, and detailing that are incongruous, out of scale and not proportional. There are also examples of visually dominant subsidiary development that has overwhelmed the original building.
- 5.30 Many of Southwold’s buildings are simple cottages, whose quality depends to a large extent on maintaining their simplicity and their completeness. Design proposals that clutter and dilute the character of simple cottages will be discouraged.
- 5.31 Southwold has a number of rows of terraces, pairs of semi-detached houses, and one cluster of bungalows, whose quality of design derives from uniformity. Alterations to some of these buildings has degraded character by introducing elements and details that noticeably break up uniformity, creating incongruity. Where uniformity is a part of character, design proposals will be expected to preserve and enhance this quality including through the use of consistent forms, elements, materials, fenestration, and detailing. Loss of coherence (uniformity) is not a justification for further erosion of character but an opportunity for reinstatement of lost character.

²¹ <http://www.eastsuffolk.gov.uk/planning/local-plans/waveney-local-plan/existing-waveney-local-plan/supplementary-planning-documents/guidance-for-historic-buildings-and-conservation-areas/>

Ancillary In-fill Structures

5.32 There is a trend of development proposals for infill structures in gardens that are justified as ancillary structures to the main dwelling because of their purported use as studios, over-spill family accommodation, games rooms, granny annexes, etc. These are then subsequently converted to holiday letting without planning permission. Enforcement action by East Suffolk Council may be required in some cases.

POLICY SWD2 - DESIGN AND LANDSCAPE CHARACTER

All development proposals must:

- A. Demonstrate how they contribute positively to the relevant character area, including the architectural style of the building itself and its spatial context; and**
- B. Be informed by what has been identified as good quality design in the Southwold Character Area Appraisal; and**
- C. Seek to reinstate character where the Character Area Appraisal identifies opportunities for this.**

Where simplicity or uniformity is a part of character, design proposals will be expected to preserve and enhance this quality, including through the use of sympathetic and consistent forms, elements, materials, fenestration, and detailing.

6 PARKING

- 6.1 In a small historic town like Southwold, which is a very popular tourist destination, it is inevitable that parking is a significant issue. This is most keenly felt by local residents and people working in Southwold but living elsewhere, with many experiencing problems finding a parking space convenient to their residence or place of work, particularly during the peak tourist period and school holidays.
- 6.2 Southwold has no direct rail access and a very limited bus service and as a consequence cars are the main form of transport to and from the town. The historic centre of Southwold was designed before the arrival of cars as a significant means of transport. Most of the roads in the centre are narrow and mostly flanked by small frontage terraced houses, with very few dwellings having off-street parking. This leads to competition between residents, workers, business users and visitors for limited on-street parking. The consequence is often anti-social parking which blocks pavements, greens, footpaths and roads. This creates risks to pedestrians, degrades the environment and character of the centre of town and causes access, parking difficulties and road congestion for all users.
- 6.3 The growth in popularity of Southwold to holiday makers and tourists in the early 20th century, attracted to its beach, harbour, estuary and beautiful surrounding countryside, led to the development of the Town Farm area to the north of the historic central area. It is noticeable that this development recognised the need to accommodate cars and incorporated much wider roads and pavements and larger building plots than elsewhere in Southwold. Moreover, as the popularity for seaside holidays grew, public car parks were developed near to the beach and harbour to the north and south of the town centre.
- 6.4 To illustrate this, in 2016 a survey to inform the Neighbourhood Plan was conducted of the roadside parking availability based on property type (primary residence, second home, holiday let) and net kerb length. The town was divided into six zones, each of which have approximately the same number of dwellings. The results (*see Figure 6.1 and Appendix 6.3*) clearly indicates that three of the six zones surveyed, all in the historic centre of town, are at or have exceeded their capacity to support the cumulative parking needs of residents, workers and short term visitors. Given the paucity of vacant spaces in or near the town centre that are suitable for the provision of additional parking, the resolution of this situation cannot be addressed through Neighbourhood Planning policies alone but will have to be dealt with through statutory regulations and enforcement under the control of the Highways and Local Authorities.
- 6.5 Nevertheless, one of the aims of the Neighbourhood Plan is to mitigate the parking problems through a policy approach which seeks to ensure the provision of adequate parking for development. New build properties are already covered by the Highway Authority's guidance on parking provision. Extensions to existing properties, however, do not have the benefit of such guidance, but where these involve the provision of additional bedrooms or space that could be used for that purpose, an associated increase in demand for parking spaces could result. Such increases could have significant impacts, particularly in zones of high demand for road-side parking, often related to ongoing proliferation of residential houses being rented out as holiday lets.
- A. There are several blocks of garages, separate from the nearby houses which are owned or rented out. These are sited on land which may, at some future date, be subject to a redevelopment application for residences or offices etc. Even if such a development met the requirements of SWD3A and SWD3B and was approved, there could still be a loss of 30

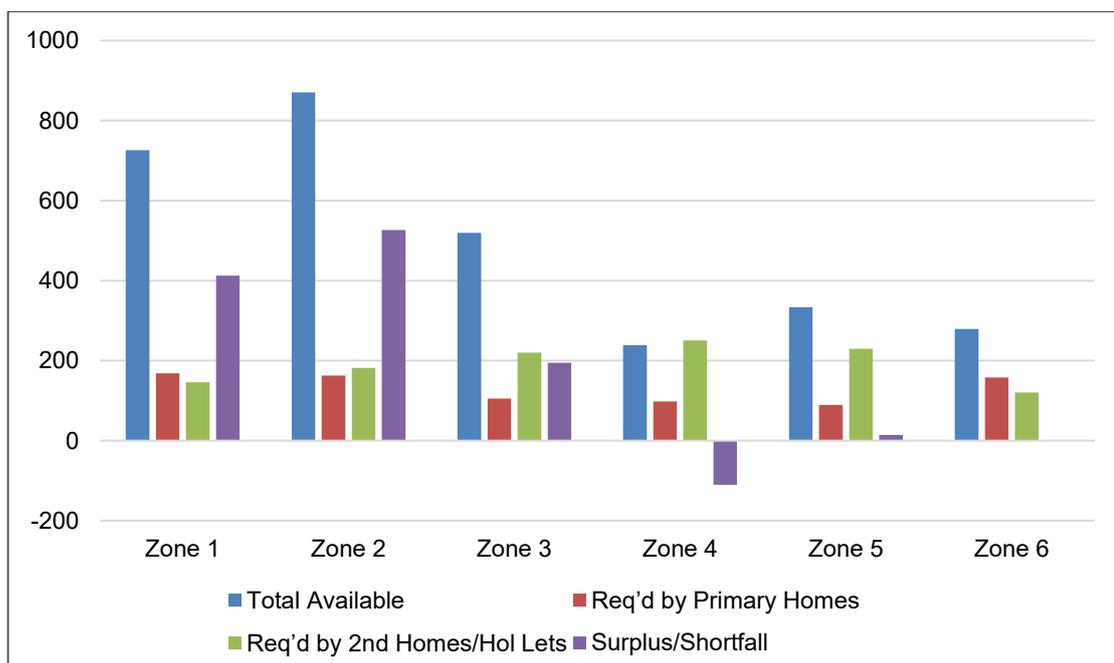
or so existing garages unless the developer is required to replace them somewhere within the same zone.

POLICY SWD3 - PRIVATE PARKING PROVISION

- A. Residential development proposals including extensions and conversions which potentially increase the accommodation capacity of the development must provide the minimum number of parking spaces required by the Suffolk Highway Authority Guidance for Parking, 2015, or any successor guidance. Parking spaces can take the form of open spaces or garage/car ports permanently available for parking use. Where open spaces are provided, permeable surfaces will be encouraged.
- B. The use of on-street parking in order to satisfy the requirements of Policy A above, will only be permitted where it can be demonstrated that it would not result in obstruction of the local road network to a degree that would create safety concerns for pedestrians and cyclists and that there is sufficient spare on-street parking space within the zone of the proposal to accommodate the additional demand.
- C. Development that results in the loss of existing off-street or on-street parking will be required to provide, in addition to the minimum provision detailed in A above, at least the same number of new parking spaces in the zone in which the proposed development is located.
- D. By avoiding the appearance of car dominated development, parking areas at the front of a property that use the front garden will only be acceptable where this is the prevailing pattern of parking in the character area. Proposals for open frontages to create new parking areas will not be acceptable in areas where enclosed front boundaries prevail.

This Policy should be read in conjunction with SWD7, Loss of Private Garden Space

Figure 6.1 Parking Availability by Zone



7 ECONOMY

- 7.1 The economy of Southwold is largely dependent on leisure and tourism. The largest employer in the area is Adnams, the brewer, hotelier and wine merchant, although it also has a direct interest in tourism through ownership of a number of pubs and restaurants.
- 7.2 Southwold's retail centre, which caters both to the needs of local residents in Southwold and Reydon and also to the tourism industry, is concentrated in a small number of streets, mostly in a tightly drawn town centre boundary. The total floor space for Southwold is 7,600 square metres which is significantly less than the other market towns, including the next largest Halesworth, (10,500 square metres). Snapshots of Southwold's vacancy rate taken in 2015 showed only 5.3% of vacant shops compared to a national average of 11%. High demand and lack of retail space contributes to high rents in the Southwold retail centre.
- 7.3 70% of respondents to the Southwold Town Plan Questionnaire thought the character of Southwold High Street 'very important'²² and this was confirmed by the Neighbourhood Plan focus groups. This character derives partly from historic shop fronts and partly from the number of independent shops which are valued by visitors and local residents.
- 7.4 In recent years, Southwold has seen a decline in the number of independent businesses and an increase in national chains. This is felt by the community and visitors to have diluted the High Street's distinctiveness. It has also led to a dramatic increase in commercial rents which in turn has substantially increased the rates burden, leading to further displacement of local independent shops. The closure of Southwold hospital and the relocation of the doctors' surgery to Reydon, which has reduced the footfall in the town centre, has also undermined the vitality of shops serving the needs of local residents.
- 7.5 The Coastal Community Team Strategy²³ developed through community consultation, highlighted the importance of independent businesses to a vibrant town centre. The space needs of independent shops tend to differ from national chains, many of which seek larger floor areas that can be fitted out to a corporate template. The National Planning Policy Framework promotes "competitive town centres that provide customer choice and a diverse retail offer ". Retaining premises suitable for small retailers reinforces customer choice and promotes the vitality of Southwold High Street by preserving its attractive character.

POLICY SWD4 – CONVENIENCE RETAILING

In the Primary and Secondary shopping areas of Southwold, proposals to increase the size of a single shop unit so that it has a total floor space exceeding 150m² will only be supported if the existing smaller shop unit is demonstrated not to be commercially viable. This should be done by undertaking a comprehensive marketing campaign of at least 12 months in accordance with Appendix 4 of the New Local Plan (marketing requirements).

²² Appendix 1.3.

²³ <http://www.eastsuffolk.gov.uk/business/regeneration-projects/coastal-communities-teams/southwold-coastal-community-team/>

- 7.6 Southwold harbour includes a small fishing industry with locally caught fish sold from huts near the jetties, and a variety of marine services including boat building and repairs. Other local industries include construction and building maintenance (partly driven by the strong second home market), and a variety of service businesses, including a successful creative digital tech sector business.
- 7.7 Tourism is by far the strongest sector in the area and will continue to be promoted in a way that is consistent with protecting and promoting Southwold's natural environment and heritage. However, diversification from tourism is necessary to attract a greater range of employment opportunities.
- 7.8 Reviewing the success of entrepreneurs in setting up businesses in other seaside towns, the Centre for Entrepreneurs notes²⁴:
- 'a passive reliance on tourism will not be enough for seaside towns to fulfil their potential. What's needed ... is a transformation in the way seaside towns view themselves, as well as how they educate their children and manage their infrastructure.*
- Seaside towns need entrepreneurs to bring ideas, jobs, and wealth to their communities; but entrepreneurs need talent, infrastructure, and public support to help them lead the revitalisation of seaside towns.'*
- 7.9 Southwold Town Council, the Coastal Communities Team Economic Plan for Southwold²⁵ and the Southwold and District Chamber of Trade and Commerce (SDCTC) support attracting to the town small-scale knowledge sector businesses working in, for example, IT, design, marketing, communications and financial services, and consultancy. With good broadband connections, the location of such businesses is less sensitive than it used to be and the benefits of working and living in a high quality environment would be attractive to many start-up, micro (under 10 employees) and small (under 50 employees) businesses.
- 7.10 The community supports the creation of a more diverse economy and more business space. In the Neighbourhood Plan survey, support for 'non-tourism-based businesses' was the first or second priority for nearly 60% of respondents, with start-up units for new businesses being a priority for over 50%. In addition, 84% of respondents thought it important or very important for 'small, flexible-use premises for small and start-up businesses' to be provided. 59% of respondents wanted the old hospital site used for low rent facilities for start-up businesses. The need for business meeting rooms was also highlighted by the business leaders Focus Group²⁶.
- 7.11 Southwold already has the basis for an entrepreneurial economy. The ONS Coastal Communities review of 195 small coastal communities (1,000-20,000 population) reported that Southwold had the sixth highest self-employment rate, 34%, the average for England and Wales being 15%.
- 7.12 Developing a network of peers and symbiotic relationships could make Southwold and Reydon attractive places for entrepreneurs to locate their fledgling businesses. This view is supported by a 2016 feasibility study undertaken by Tech East into converting part of the former Southwold hospital into a creative digital tech hub. Following analysis of growth in the digital tech sector in East Anglia and the out-migration from London into East Anglia of tech sector workers in their mid to late 30's, the study concluded that "given Southwold's overall attractiveness as a place to live, work and

²⁴ https://centreforentrepreneurs.org/wp-content/uploads/2015/11/Seaside_Entrepreneurs_Report_WEB1.pdf

²⁵ <http://www.eastsuffolk.gov.uk/assets/Business/Coastal-Community-Teams/Southwold-Coastal-Community-Team-Economic-Plan-summary.pdf>

²⁶ Appendix 3.2

vacation ... it would seem feasible to attract between 5-10 businesses to tenant the available space assuming the right facilities at the right price.” The East Suffolk Council economic development team has noted that, in other rural areas, when space is created, it is quickly filled to capacity, meeting demand from entrepreneurs.

- 7.13 The Tech East study identified the need for a variety of types of space to meet the needs of both start-up companies and growing businesses, and also emphasized the importance of flexible easy-in, easy-out terms, and competitive rents to attracting new businesses.
- 7.14 Since 2000, Southwold has lost significant amounts of space suitable for businesses²⁷. The little remaining business space is chiefly in the Southwold Business Centre on St Edmunds Road, which is over-subscribed, and the Reydon Business Park, located a little less than a mile outside the Neighbourhood Plan area. The latter provides facilities for 22 businesses; some of which have relocated from Southwold because of their inability to find adequate or affordable space. The Business Park is currently fully let, with available units rarely coming on the market, rents have recently increased, reflecting the scarcity of business space in the area.
- 7.15 For people without adequate space for a home office, and for start-up and growing businesses, the ability to access workspace on flexible terms (including affordable rents) is one of the most important factors in deciding where to locate a business. Having such space available in the town creates the potential to attract incomers, encourages new start-ups by local residents, and retains businesses within the town that are out-growing their space. Accordingly, opportunities to develop business spaces of various sizes, including meeting rooms, should be encouraged.
- 7.16 Ideally, office space would be created through new-build provision as part of a larger new development which could potentially cross-subsidise the provision of start-up units and space at attractive rents. This could potentially be achieved on the development sites identified in Section 10.
- 7.17 However, given the limits on development space within Southwold, alternative provision could be made in existing buildings, potentially in existing employment or community premises that are no longer in use or through flexible and creative use of other space, for example, space above shops.

POLICY SWD5 – SOLO WORKERS, MICRO BUSINESSES AND SMALL BUSINESSES

Development proposals to provide start up and grow B-class business space on flexible terms will be supported. This could be through:

- A. Conversion of existing buildings across the Neighbourhood Plan area;**
or
- B. Provision of new buildings within the physical limits boundary of Southwold Town, and in particular on the identified development sites in Policy SWD11.**

Development proposals are expected to demonstrate good quality design and a positive contribution as required by Policy SWD2; Design and Landscape Character.

²⁷ Appendix 4.6

Southwold Business Centre

7.18 Southwold Business Centre is a cluster of buildings off St Edmunds Road accommodating a number of small businesses, including the Dome Antique Centre, Southwold Carpets, Suffolk Pilates Centre, Suffolk Summer Theatres' scenery workshop, Richard's Bargains, Garrett's Housekeeping Services, Little Acorn Accounting and The Haven. These are businesses that do not need a High Street location but require low-cost units, some of them quite spacious. It is important for maintaining a diverse economy in Southwold that provision of this type is available. All these businesses are well used by local residents.

Waveney's New Local Plan Policy WLP8.12 states that "Neighbourhood Plans may identify additional premises or clusters of premises outside of Existing Employment Areas within use classes B1, B2 and B8 for protection from redevelopment or change of use if local evidence supports it."

The local evidence supporting the Southwold Business Centre having this protection is:

- the lack of other flexible employment space in the town,
- the Centre is thriving. The businesses are well supported by local residents and there are no units advertised as vacant,
- there are no alternative sites in the town if this site were lost. Residential values in the town are so high that it is far more commercially advantageous to seek a residential use than a commercial one. There are no sites outside the built-up area because the town is surrounded by the Common and marshes, which are protected.

8 NATURAL ENVIRONMENT

- 8.1 Southwold is located in an exceptional natural landscape of common, marshes, beaches and dunes. This is valued both by residents and visitors to the town and is a major part of the attraction of Southwold as a tourist destination. It is essential that development respects and enhances this natural environment.
- 8.2 Southwold includes and is surrounded by areas designated to be of high wildlife value. To the south, the Minsmere-Walberwick Heaths and Marshes Site of Special Scientific Interest (SSSI) includes the Town Marshes. The northern border of the town stops just short of the Pakefield to Easton Bavents SSSI.
- 8.3 There are six County Wildlife Sites within or adjacent to the town:
- the Southwold Denes
 - Buss Creek
 - Easton Marshes
 - the Reydon Fishing Lakes
 - Reydon Marshes
 - St Felix School Grounds.
- 8.4 Buss Creek is an important ornithological site. In a 2007 survey²⁸ 114 species were recorded in the creek and adjacent reedbeds, these included water vole, seven species of dragonflies and grass snakes.
- 8.5 Since 2014, two amateur ornithologists who live in the town have identified 170 bird species, many uncommon, within two kilometres of Might's Bridge²⁹. The majority were recorded within one kilometre of the boating lake.
- 8.6 The Buss Creek Marshes (reed bed and marsh habitat) and the Common are important areas of undesignated wildlife habitat.
- 8.7 Southwold beach is of exceptional importance for tourism and is the subject of major study and concern in the Suffolk Shoreline Management Plan (2010)³⁰. The current policy is that in the medium term a natural shingle barrier should be allowed to develop north of Southwold Pier when the cliff at Easton Bavents is eventually breached by erosion. This is seen as the key to maintaining a supply of sand for Southwold beach. The Plan recognises that a consequence will be the need to develop a defence for North Road and south Reydon from storm surges.
- 8.8 The Common, which includes a mixture of sports pitches, a golf course, and common land also has no formal designation, but it is of County Wildlife Site quality for its reptiles and for the large areas managed specifically as skylark habitat. It has excellent connectivity to the larger habitat block of the Woodsend and Town Marshes (part of the Minsmere-Walberswick Heaths and Marshes SSSI).
- 8.9 The blocks of interconnected wildlife habitats (see Appendix 6.4) help form an ecologically coherent network that allows species to move between sites, which is essential to more robust populations. Equally important are 'stepping stones' between the blocks, which insects, birds and small mammals used to move between the blocks³¹. Gardens and town green spaces can be managed to act as stepping stones if

²⁸ Suffolk Wildlife Trust 2007, *Southwold and Reydon Wildlife Audit*

²⁹ <http://www.southwold-northroad.com/page6.htm> The audit is ongoing.

³⁰ <http://www.eastsuffolk.gov.uk/environment/coastal-management/shoreline-management-plans/>

³¹ Suffolk Wildlife Trust (2007) *Southwold and Reydon Wildlife Audit, for Waveney District Council*

they are planted to promote wildlife habitat. Indeed, wildlife audits in different parts of the UK and internationally have established the importance of suburban gardens and parks to compensating for the decline in rural wildlife habitat caused by modern farming techniques³².

8.10 One of the Town Council's strategic objectives is to improve the natural environment and the following steps have been taken to meet this objective:

- planting trees on Tibby's Green and Hospital Green;
- creating a wildflower garden along Ladies Walk;
- developing, in conjunction with the Suffolk Wildlife Trust, a management plan for Water's Copse and adjoining land on the Common bordering the south built boundary of the town; and
- working on a management plan for the marshes and the rest of the Common.

8.11 The Coastal Communities Team³³ public consultation on an economic strategy for the town found that improving the natural environment was a community priority and is developing policies relating to the boating lake and lagoon, Buss Creek Marshes and Southwold Town Marshes.

8.12 The use of dwellings for second homes and holiday lets often works against this community priority in two ways. Firstly, the loss of gardens to infill development, usually conversions and extensions that increase the number of bedrooms and bathrooms to enhance holiday let use and the value of investment. Secondly, gardens are often landscaped or paved to be maintenance-free.

8.13 At the local scale, the design of individual buildings and of green and open spaces, will help to ensure that many of the species that are in Southwold can not only survive but thrive. This is crucially in line with the national planning guidance for achieving net biodiversity gain through all new development (NPPF, 2016). Examples include:

- Designing houses so that there is space for wildlife. For example, incorporating integral bird and bat boxes under the eaves of the new houses, or creating artificial nests sited in places away from windows and doors, can create vital new roosting sites to support populations of birds and bats.
- Boundaries between dwellings can be made hedgehog friendly by including pre-cut holes for hedgehogs to more effectively move across neighbourhoods to forage.
- New planting schemes can support bees and other pollinators by including nectar-rich plants.

POLICY SWD6 – PROVISION FOR WILDLIFE IN DEVELOPMENT

Development proposals that incorporate into their design features which encourage wildlife to thrive will be strongly supported. In particular, development proposals should incorporate provision for local wildlife to thrive.

³² M. Goddard, A. Dougill and T. Benton (2010) *Scaling up from gardens: biodiversity conservation in urban environments*, *Trends in Ecology and Evolution*, Volume 25, Issue 2, p90–98, February 2010

³³ <http://www.eastsuffolk.gov.uk/assets/Business/Coastal-Community-Teams/Southwold-Coastal-Community-Team-Economic-Plan.pdf>

- 8.14 Whilst private garden space in Southwold is limited - much of it, particularly towards the centre of the town, being given over to courtyards - these are the locations where natural habitats have the best chance of flourishing. It is important to protect garden space (including courtyards) in order to allow biodiversity to thrive. This has been particularly under threat from the growth in second homes and holiday lets which, as described above, seek to enlarge properties often at the expense of garden space. In particular, lateral extensions have become common in Southwold and this invariably results in the loss of garden space.
- 8.15 This is also not just an issue with residential properties – extension of commercial property similarly results in the loss of courtyard space which is not only part of the character of Southwold but provides for space biodiversity to thrive.
- 8.16 In Southwold, gardens (including courtyards) provide amenity for residents (including a sense of surrounding space); make an important contribution to the visual experience of residents and visitors; and help to shape the character of different parts of the town. The Conservation Area Appraisal 2008 and the Character Area Appraisal identify that gardens make an important contribution to the character of the town and so should be preserved from development. These are not exclusive lists; the planning process may result in the identification of additional gardens that make a positive contribution, which should be preserved from development.
- 8.17 Because much of the housing in the town consists of terraces or semi-detached houses, many gardens consist of a small area in the front that sets the dwelling back from the street, and a longer narrow rear garden. There are some larger gardens – chiefly in the Town Farm Character Area – which contribute to the supply of housing that is suitable for families. Maintaining this supply is essential to achieving one of the Town Council’s strategies for the town – reversing demographic decline by attracting families to live in the town.
- 8.18 Southwold’s gardens act as ‘stepping stones’ between blocks of interconnected wildlife habitats that help to compensate for the decline in rural wildlife habitat caused by modern farming techniques. It is therefore important to protect garden space in order to allow biodiversity to thrive.
- 8.19 The chief threat to gardens in Southwold comes from cumulative small scale in-fill development that has successively enlarged the footprints of original structures, resulting in the erosion of significant amounts of garden space. The chief impact of the erosion of garden space is seen in the Conservation Area.
- 8.20 A more recent trend is applications for permanent garden infill structures purportedly for ancillary uses (studios, game rooms, granny annexes), which are subsequently converted to holiday lets. Robust enforcement is required to prevent the undermining of planning policies and decisions.

POLICY SWD7 – LOSS OF PRIVATE GARDEN SPACE

Proposals for any development in private residential gardens (including courtyards) will only be permitted where it can be demonstrated that:

- A. The garden has not been identified in the Southwold Character Area Appraisal as an area that makes a positive contribution to the character of the area; and**
- B. The size of the remaining garden is generally consistent with the predominant pattern of garden spaces in the surrounding character area; and**
- C. The scale, design and siting of the proposal will not detract from the visual amenity of the streetscape; and**
- D. Where vegetation is removed, detailed landscaping plans are provided for the re-greening of the site with replacement vegetation that promotes wildlife habitat; and**
- E. Where part of the garden was previously used for car parking, the development does not reduce the level of off-street parking in line with Policy SWD3.**

This Policy should be read in conjunction with Policy SWD2; Design and Landscape Character.

Local Green Spaces

8.21 Under the NPPF, neighbourhood plans have the opportunity to designate Local Green Spaces which are of particular importance to the local community. This will afford protection from development other than in very special circumstances. Paragraph 77 states that Local Green Spaces should only be designated:

- *"where the green space is in reasonably close proximity to the community it serves;*
- *where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and*
- *where the green area concerned is local in character and is not an extensive tract of land."*

8.22 The areas that have been identified by the community as being of value to them and in need of protection fall into five categories³⁴:

- Common land (but not with the formal definition of 'registered common land')
- Grazing marshes
- Public greens
- Play and recreation areas
- Allotments

³⁴ Appendix 5.9

- 8.23 The local green spaces in each category are described in more detail and mapped below.
- 8.24 Areas under the categories ‘Common Land’, ‘Grazing Marshes’, ‘Play and Recreation Areas’ and ‘Allotments’ are considered to have sufficient protection under the existing East Suffolk Council planning policy framework and/or are directly owned by Southwold Town Council or the Southwold Common Trust.
- 8.25 Most of the areas under the heading ‘Public Greens’ were identified in the Waveney Open Space Needs Assessment 2015³⁵ as being ‘important to the townscape and street scene’ of Southwold’. It is therefore considered important to protect these spaces from development.
- 8.26 The Waveney Open Space Needs Assessment recognised that many of the amenity spaces are ‘passive’ spaces because they offer limited value to residents as usable space; at present their value is solely provided by the visual amenity they create. The Assessment recommended that:

‘Providing ancillary facilities such as seating and planting on passive amenity spaces could assist with creating walking routes to destinations such as the village centre, beach or the playing field that could encourage people to be more active.’

Therefore any ancillary provision which helps to improve the more active enjoyment of these spaces will be permitted. However, these must be generally ancillary uses, for example, signage, litter provision or benches and tables. The connectivity between the green spaces should also be improved through the use of features to encourage wildlife, including native planting, scrub, trees, hedgerows and ponds.

The Public Greens that are designated as Local Green Spaces are as follows³⁶:

South Green	
<p>The most famous of Southwold's greens and is heavily used by residents and visitors for walking and enjoyment of the views. It is the site of the annual Charter Fair, which dates back to the 15th century, and of many other community events.</p>	

³⁵ <http://www.eastsuffolk.gov.uk/assets/Planning/Waveney-Local-Plan/Background-Studies/Open-Space-Needs-Assessment.pdf>

³⁶ See Appendices 6.8-6.11 for maps showing location of each area

Gun Hill

An iconic green in Southwold, with the historic cannons donated to the town after the Battle of Sole Bay in the 17th century. Used by residents and visitors to walk, picnic and enjoy the view.



Bartholomew Green

Along with St. Edmund's Green and Church Green, this is a green space surrounding the Grade I listed 15th century St Edmund's Church. It has formal garden borders and is used by residents and visitors for walking, sitting, enjoying the view and as a footpath to the north side of town. Community events are occasionally staged here.



St Edmund's Green

Also called Hospital Green, it is part of the setting of the Grade I listed 15th century St Edmund's Church and is used for walking, resting, as a footpath to Cumberland Road and occasionally for community events.



North Green

A small local green with circular gardens that provides a footpath into the town centre and makes an important visual contribution to the entrance to the town.



Barnaby Green

A small green enjoyed and looked after by local residents, with a visual contribution to the entrance to the town. Used by local residents for picnics in the summer and decorated with lights at Christmas.



North Parade Green

Runs from the pier to East Green and contributes to the iconic view of the Southwold sea front. It has benches and formal garden areas. The Conservation Area Assessment calls for this green to be protected.



East Green

An important green space that separates elements of the Adnams' brewery complex and includes the Verdun oak commemorating the First World War.



St James's Green

A picture-postcard view of Southwold with a cannon, flag pole, and benches facing the sea. It contributes to the visual harmony of this part of the Conservation Area.



East Cliff Green

Includes a formal circular shrubbery and benches for resting, facing the sea. It is an important feature of the character of this area, creating a sense of spaciousness that contrasts with the density of the terraces built up to the road.



POLICY SWD8 – LOCAL GREEN SPACES

The following areas, as shown on the map in Appendix 5.2, are designated as Local Green Spaces:

- **South Green**
- **Gun Hill**
- **Bartholomew Green**
- **St Edmund's Green**
- **North Green**
- **Barnaby Green**
- **North Parade Green**
- **East Green**
- **St James's Green**
- **East Cliff Green**

Proposals for built development on these Local Green Spaces will not be permitted unless the proposal is of a limited nature and is clearly demonstrated to be an ancillary use that it is required solely to enhance the role and function of an identified Local Green Space.

Flooding and drainage

- 8.27 Areas of the town for which development may be considered for development and which are in designated flood risk zones (either directly from the sea or through breaching of the banks of the River Blyth) include Blackshore, Ferry Road, Millennium Hall car park and North Road. In addition, localised surface water flooding occurs from time to time following periods of intense rainfall. Streets that have reported experiencing such incidents in the past three years³⁷ include Centre Cliff, Ferry Road, Hotson Road, North Parade, North Road, South Green, St James Green and The Common.
- 8.28 Southwold is served by an antiquated waste-water and sewage system, probably at the limit of its capacity, so new developments need to minimise the load placed on the system.
- 8.29 Development will therefore have to ensure that it minimises the potential for all types of flooding, including surface water. Surface level flooding can be addressed through a range of flood mitigation measures, both for the scheme as a whole and for individual buildings.
- 8.30 Additionally, it is not acceptable for new development to require measures that could worsen flooding impacts elsewhere, such as the loss of open watercourses. The creation of new culverts will not be viewed favourably as these contribute to localised flooding.

³⁷Appendix 2.7

- 8.31 Positive actions to reduce flooding across the parish will be welcomed. For example, where there are existing culverts and development creates the opportunity to open these up, then proposing to do so will likely result in reduced risks of localised flooding, therefore will be viewed favourably.
- 8.32 New developments will be expected to incorporate sustainable drainage systems (SuDS) where feasible, guided by SuDS best practice³⁸. Ideally SuDS should be at or near the surface, providing water quality, biodiversity and amenity benefits and reducing flood risk. Given that most development is expected to be on brownfield land, a principal aim should be for development to minimise discharge rates. Current best practice indicates that rates should be reduced by a minimum of 30%³⁹.

POLICY SWD9 – MINIMISING THE IMPACT OF FLOODING FROM DEVELOPMENT

Development proposals will be required to:

- A. Be designed and constructed to minimise the overall level of flood risk within the parish; and**
- B. Provide appropriate Sustainable Drainage Systems (SuDS) which minimise discharge rates unless it can be shown to be impractical; and**
- C. Re-open existing culverts where practicable; and**
- D. Provide for rain water harvesting where practicable.**

Development will not be permitted in flood attenuation areas where that development would reduce the ability of these areas to alleviate flooding.

Proposals that would create new culverts (unless essential to the provision of access to water systems) will not be permitted.

Proposals that would result in the loss of open watercourses will not be permitted.

³⁸ Suffolk Flood Risk Management Partnership (2014): Suffolk Surface Water Drainage (SuDS) Guidance, Standards and Information. <http://www.greensuffolk.org/assets/Greenest-County/Water--Coast/Suffolk-Flood-Partnership/19431E-FRM-SuDS-Guidance-Appendix-A-v12.pdf>

³⁹ CIRIA (2015) SuDS Manual https://www.ciria.org/Resources/Free_publications/SuDS_manual_C753.aspx

9 COMMUNITY SERVICES AND FACILITIES

9.1 Community services facilities are the life blood of Southwold, not only for its residents and visitors but also for the surrounding parishes. They provide places for people to meet and socialise, support community activities, encourage people to be active and foster a sense of identity and well-being to those who live and visit Southwold. In Southwold, community facilities not only include buildings, they also include designated areas of open land used for sport and outdoor recreation such as sports pitches, tennis courts and boating ponds.

The loss of community facilities, e.g. the doctors' surgery, which draw people into the town, has had an adverse impact on other community facilities such as the Post Office and shops serving local needs because of loss of footfall.

9.2 It is therefore important that existing community facilities, whether buildings, structures, or defined areas of land with designated outdoor recreational or other uses that are of value to the community, be retained, and that additional facilities be created to accommodate new community needs over the life time of the Neighbourhood Plan. This is supported by the Southwold Town Strategy 2016 which identifies the need to protect, maintain and enhance the town's community assets as one of its short term strategies.

9.3 Policy 8.22 of the Waveney Local Plan (Built Community Services and Facilities) already seeks to encourage new community provision and to protect the existing uses of community buildings unless there is clear evidence they are not needed or viable. Policy SWD10 seeks to complement this policy to ensure that the precious and greatly valued community facilities that serve Southwold are retained.

POLICY SWD10 – LOSS OF COMMUNITY FACILITIES

Proposals that would result in the loss of a community facility and no suitable re-provision for the same or an alternative community use elsewhere in the Neighbourhood Plan area will only be permitted in the following exceptional circumstances:

- A. All the requirements of Policy WLP8.22 are met; and**
- B. It can clearly be demonstrated that all reasonable efforts have been made to engage with bodies that may have an interest in taking on the running and operation of the facility for its existing or an alternative community purpose.**

10 DEVELOPMENT SITES

- 10.1 Southwold's situation as an island surrounded by water and marshes and within a sensitive natural environment in the Suffolk Coast and Heaths Area of Outstanding Natural Beauty (AONB), restricts development sites to brownfield land within the town boundary. There are few development sites which are available and expected to come forward during the Plan period (*See Appendix 6.5*). The key sites are:
1. The Police and Fire Station site, Station Road
 2. The former Southwold Hospital, Field Stile Road
 3. Station Road Courtyard
- 10.2 It is important that the development potential of these sites is maximised but without affecting the character of the town. The Police and Fire Station site and The Station Road Courtyard are at the entrance to the town and whilst only Station Road Courtyard is inside the Conservation Area, the development of both could have a significant impact on the setting. The former Southwold Hospital site is within the Conservation Area and is adjacent to existing residential uses which have established the building line and provide a clear context for design that would be in keeping with the character of the area.
- 10.3 The Neighbourhood Plan has identified a need to provide more housing that meets the needs of the resident community and also the need for small-scale, start-up workspace, including retail space. In addition, there is a recognised need to protect the existing community services and provide more of these assets which will help to support a growing resident population.
- 10.4 There is a recognition that such services will, increasingly, need to be community-run. But this needs the right type of space, used as efficiently as possible. If the potential development sites do not provide for such needs, then these opportunities could be lost.
- 10.5 It is vital therefore that the development of these three sites addresses the objectives of the Neighbourhood Plan.

Police and Fire Station site

- 10.6 This site has been offered for sale and would be expected to provide a predominantly residential-led scheme. This will enable the provision of affordable housing which would go some way to addressing the affordable housing need identified by local residents or those with family looking to live in the town.

Former Southwold Hospital

- 10.7 This site was been purchased in 2018 by a Housing Association and a Mutual Society and planning permission was obtained for a mix of affordable and market housing, community, business and A3 use.

Station Road Courtyard

- 10.8 This site has existing businesses located on it, incorporating important local services. As such, it is considered important that the site does not result in a net loss of employment. It is considered that the site has potential to support small-scale start-up workspace for businesses, crafts' people and artisans, cross-subsidised by residential uses above as part of a comprehensive mixed use development scheme. This is identified as a key project for the Town Council in the Southwold Town Strategy 2016.

POLICY SWD11 – DEVELOPMENT SITES

- A. Proposals to redevelop sites within the physical limits boundary of Southwold for a mix of uses will be supported where that mix includes some or all of the following uses:
 - i. Residential units that address local housing needs;**
 - ii. Small-scale start-up/incubator business space/growing businesses/ retail space;**
 - iii. Community space where there is a demonstrable need for such provision.****
- B. In particular, a mix of these uses will be required on the following sites shown on the Policies Map, unless such provision would render development demonstrably unviable or there is a proven lack of need for the use:
 - i. Former Police and Fire Station site, Station Road**
 - ii. Former Southwold Hospital, Field Stile Road**
 - iii. Station Road Courtyard****
- C. Development proposals must ensure that they preserve and enhance the character of the area, as required by Policy SWD2, and meet all the parking requirements as required by Policy SWD3.**
- D. Proposals for these sites should be informed by a development brief. Proposals to forward any development brief in conjunction with Southwold Town Council will be strongly supported.**

11 NON-POLICY ACTIONS

11.1 These Non-Policy Actions are matters of importance, as raised by the community, that do not require a Policy in order to progress. Also, they are actions that will assist the dedicated Policies in achieving the stated objectives of the Plan.

11.2 It should be recognised that a Neighbourhood Plan cannot deliver the entirety of a community's vision, either individually or collectively. Much of such matters are beyond the scope of Planning Policy or require remedial action to deal with existing, perceived, shortcomings. For this to happen, both individuals and groups within the community, together with the Town Council, must continue the work of building and maintaining a strong community. And, in working with developers, landowners, businesses, community groups and other agencies, provide facilities best targeted to meet community needs.

In addition, the closeness of excellent working relationships with both District and County Councils, cannot be overstated.

11.3 The areas in which matters worthy of further work have emerged during the course of consultations are noted here, but they are by no means exhaustive. However, ownership of the matters listed have been suggested, but inclusion is not meant to signify approval, or the prioritisation of any listing.

CONCERN	POSSIBLE ACTIONS	LEAD AGENCIES & PARTNER
Diversify the local economy by establishing spaces for knowledge and creative based businesses	<ul style="list-style-type: none"> Investigate potential opportunities for new sites Investigate the further use of assets within the Town 	Southwold Town Council Other property/land owners Funding Agencies
Reverse decline in resident population. Seek to achieve a more balanced age-range within the resident population	<ul style="list-style-type: none"> Appoint a Town Manager to establish initiatives for out of peak season events and activities Undertake a promotional programme to attract people to live and work in Southwold Improve transport links and take opportunities to work with other agencies to improve transport links 	Southwold Town Council East Suffolk Council Suffolk County Council Transport Providers
Retain and enhance the natural and built environment	<ul style="list-style-type: none"> Maintain and promote historic assets Use the expertise of the Suffolk Design Review Panel Incorporate Southwold Town Council 'Entrance to Town' concept designs within potential developments Improve measures to protect and maintain the natural environment including the Common, the Denes, marshes and footpaths 	Southwold Town Council Common Trust East Suffolk Council Suffolk Coast & Heaths AONB officers Environment Agency

	<ul style="list-style-type: none"> • Work with the District Council to ensure that Section 106 agreements are robust and properly enforced • Work with the District Council to ensure that conditions attached to planning consents are strictly enforced • Work with the District Council on design principles 	
Protect, maintain and enhance Southwold's community assets	<ul style="list-style-type: none"> • Continue liaising with relevant groups with the aim of enhancing community assets • Continue liaising with SouthGen whose aim is to provide a new community hub at the former Hospital site to include the library • Continue working with partners and stakeholders to protect and preserve the well-being of the harbour and estuary and improve its governance • Work with the District Council and other partners to ensure sustainable public toilet facilities within the town 	Southwold Town Council East Suffolk Council SouthGen Suffolk County Council Other Stakeholders
Improve the flow of traffic	<ul style="list-style-type: none"> • Improve informative and directional signage for visitors, including availability of spaces at public car parks 	Southwold Town Council Suffolk County Council
Improve parking	<ul style="list-style-type: none"> • Finalise and implement the findings of the on-going Southwold Parking Review • Improve the availability of off-road parking for residents, employees and visitors within the constraints of land ownership and availability • Work with the Suffolk Police Authority and the District Council to ensure appropriate traffic regulation enforcement is in place • Work with other responsible agencies/ stakeholders to optimise the availability and allocation of parking spaces for resident and non-resident use in local authority owned car parks • Work with the Millennium Foundation regarding use of its car park for use by residents, employees and visitors • Continue to liaise with landowners/ partners to investigate feasibility/establishment of a Park and Ride scheme 	Southwold Town Council Common Trust Millennium Foundation East Suffolk Council Landowners Transport Providers Suffolk Police Authority

12 GLOSSARY

- **Affordable housing** - Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market
- **Built form** - this refers to the man-made landscape and the various aspects of physical development within it.
- **Community Infrastructure Levy (CIL)** - a fixed, non-negotiable contribution that must be made by new development. It is chargeable on each net additional square metre of development built and is set by the District Council.
- **Local Plan** - the planning policy document prepared by Waveney District Council, covering Southwold parish. This addresses strategic planning matters and the Southwold Neighbourhood Plan, as required by the National Planning Policy Framework, must be in general conformity with the Local Plan.
- **Intermediate tenure housing** - Homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.
- **Micro-business** - a company employing fewer than ten people.
- **National Planning Policy Framework (NPPF)** - the national planning policy document which sets out the Government's planning policies for England and how these are expected to be applied.
- **Small and medium-sized enterprises (SMEs)** - enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro.

13. APPENDICES

1. General

- 1.1 Southwold Town Profile
- 1.2 Southwold Statistics
- 1.3 Summary of responses to Southwold Town Plan Questionnaire
- 1.4 Southwold Town Council Strategy

2. Responses to Neighbourhood Plan Questionnaire

- 2.1 Summary of responses to NP Questionnaire
- 2.2 Analysis - all responses
- 2.3 Analysis - residents
- 2.4 Analysis – second homes
- 2.5 Summary of narrative responses
- 2.6 Evidence relating to human impact of second homes
- 2.7 Responses on sustainability, flooding and sewage, by street

3. Community Involvement

- 3.1 NP Community involvement timeline
- 3.2 Business interview responses
- 3.3 Focus group feedback
- 3.4 Consultation responses – October – November 2018

4. Principal Residence Requirements

- 4.1 Housing need in Southwold (and Reydon)
- 4.2 Southwold residency zones
- 4.3 Analysis of property sales by Southwold residency zones
- 4.4 Southwold population projections
- 4.5 2nd homes policy: St Ives
- 4.6 Change (or potential change) of use from non-residential properties

5. Green Spaces

- 5.1 Audit of open green spaces

6. Habitats Regulations Assessment

- 6.1 Screening Statement

7. Maps

- 7.1 Buildings and uses
- 7.2 Character Area Assessment Areas
- 7.3 Availability and Demand for Roadside Parking by Zone
- 7.4 Location of County Wildlife Sites
- 7.5 Development Sites
- 7.6 Policy Map

- 7.7 Policy Map – Inset
- 7.8 Central Southwold Greens
- 7.9 East Southwold Greens
- 7.10 North Parade Green
- 7.11 South and Gunn Hill Greens

8. Character Area Assessments (see separate document)

- 8.1 Introduction
- 8.2 Old Town
- 8.3 Marine Villas
- 8.4 Seaside Suburban
- 8.5 Seaside Corporation
- 8.6 Town Farm
- 8.7 The Gateway
- 8.8 Harbour and Ferry Road

Town Profile: Southwold

Published July 2014



Population
1,098



Dwellings
1,334



Area
3 sqkm



Vacant town centre units
7%

Focus on... town centre

- x51 Shops (A1)
- x12 Financial and professional services (A2)
- x9 Restaurants and cafes (A3)
- x1 Drinking establishments (A4)
- x1 Hot food takeaways (A5)

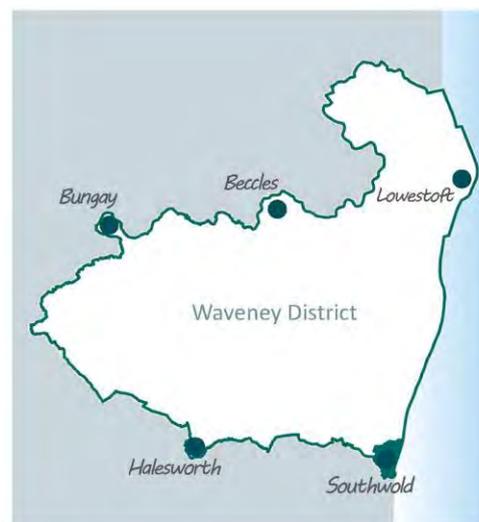
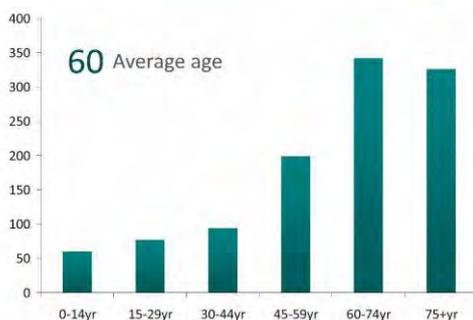
Typical home



- Terrace
- 3 bedrooms
- 2 people
- 6 rooms

'Rooms' includes kitchens, living rooms, bedrooms, utility rooms, studies and conservatories. It excludes bathrooms, toilets and halls or landings.

Age



Gender

471 male 627 female

Ethnicity

Ethnicity broad bands	Percentage
White	97.9%
Mixed	1.7%
Asian	0.3%
Black	0.1%
Other	0%

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Town Profile: Southwold

Households

House types and new homes



Detached
houses or
bungalows



Semi-detached
houses or
bungalows



Terraced houses
or bungalows

84

Total number of new homes 2001-2013

Tenure

Tenure	Percentage
Owned	68%
Shared ownership (part owned and part rented)	1%
Social rented	19%
Private rented	10%
Living rent free	2%

Dependent children



8%
households with dependent children

Occupancy of bedrooms

Number of bedrooms	Percentage of households
Households who have 2+ bedrooms more than they require	50%
Households who have 1 bedroom more than they require	33%
Households who have the number of bedrooms they require	16%
Households who have 1 bedroom fewer than they require	2%
Households who have 2+ bedrooms fewer than they require	0%

Employment

Main employment industries

by employed residents



16%

Accommodation and food service activities



12%

Wholesale and retail trade; repair of motor vehicles and motorcycles



12%

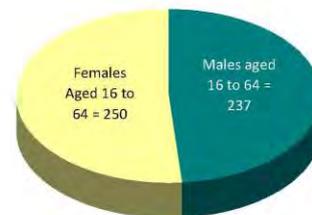
Professional, scientific and technical activities



12%

Education

Working age population



Occupation

by employed residents

Classification	Percentage of residents
Professional occupations	22%
Managers, directors and senior officials	15%
Skilled trades occupations	14%
Associate professional and technical occupations	14%
Elementary occupations	10%
Caring, leisure and other service occupations	8%
Administrative and secretarial occupations	6%
Sales and customer service occupations	6%
Process, plant and machine operatives	5%

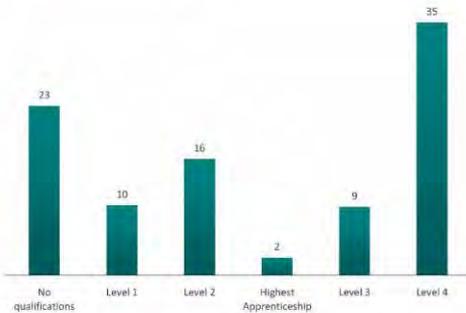


Waveney District Council
Serving the Community

Town Profile: Southwold

Education

Qualifications (%)



Level 1 examples

Fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ 1

Level 2 examples

5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2

Level 3 examples

2 or more A levels, advanced GNVQ, NVQ 3

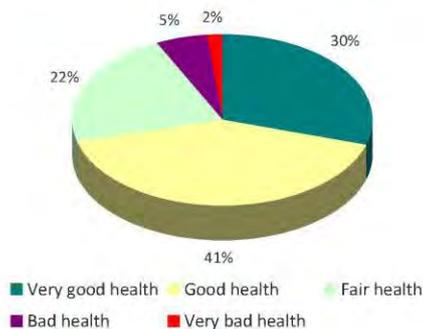
Level 4 examples

HND, Degree and Higher Degree level qualifications

16-18 year olds not in education, employment or training

January 2014	February 2014	March 2014	April 2014	May 2014
11.1%	11.1%	11.1%	11.1%	22.2%

Health



Transport



653 cars

0.5 cars per dwelling

Sources and further information

Sources

Data sourced from Suffolk Observatory (Census 2011) except Waveney District Council - area, town centre units, new homes.

Please note - data from the 2011 Census was produced by the Office for National Statistics using a 'best-fit' method. Consequently, the data does not necessarily map exactly to parish boundaries.

Figures may not tally due to rounding.

Further information

www.suffolkobservatory.info

The Suffolk Observatory is the one-stop-shop for data, statistics and reports about Suffolk.

www.ons.gov.uk/census

Census 2011 official website.

www.neighbourhood.statistics.gov.uk

Government website containing local statistics.

www.statistics.gov.uk

Data on economy, population and society at national and local level.

This village profile contains a selection of data available for Parish and Towns in the District as of July 2014. Whilst every effort is made to ensure the accuracy of data it can not be guaranteed free of errors.

Profiles for other towns and villages in the District can be found online at:

www.waveney.gov.uk/neighbourhoodplanning

Town Profile:
Southwold



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 Waveney District Council
Serving the Community

1. Suffolk Observatory

The only statistics specifically for Southwold were figures on housing stock 2003-2012, which are said to be compiled from information supplied by District Councils.

Housing stock 2003-12

	2003	2004	2005	2006	207	2008	2009	2010	2011	2012
Southwold	1,222	1,214	1,185	1,183	1,180	1,173	1,147	1,159	1,150	1,157
Reydon	1,282	1,313	1,341	1,328	1,368	1,385	1,410	1,417	1,413	1,412

Comment: The figures for Southwold do not agree with those supplied by Waveney to the Southwold and Reydon Society Housing Report (2012) or MRR’s 2015 residency study (Appendix 4.2 below). They show a decline from 2003-12 when we know that over 80 new dwellings were built in Southwold between 2000 and 2012.

2. 2011 Census Southwold (Waveney DC summary, see Appendix 1.1)

Age Distribution

0-14	15-29	30-44	45-59	60-74	75+
61	77	92	202	343	323
Ave Age	60	Working Age (16-64)		Households with dependent children – 8%	
Female	627	Female	237		
Male	471	Male	250		
Total	1,098	Total	487		

Distribution of employment

Professional occupations	22%	Caring, leisure and other service occupations	8%
Managers, directors, senior officials	15%	Administrative and secretarial occupations	8%
Skilled trade occupations	14%	Sales and customer service occupations	6%
Associate professional and technical occupations	10%	Process, plant and machine operatives	5%
Elementary occupations	10%		

House types

Detached houses or bungalows	271
Semi-detached houses or bungalows	322
Terraced houses or bungalows	475
Total houses or bungalows	1,068
New homes 2001/13	84
Total number of dwellings	1,334

Tenure

Owned	68%
Shared ownership	1%
Social rented	19%
Private rented	10%
Living rent free	2%
Total social or private rented, or rent-free	31%

Town centre

Shops	51
Financial and professional services	12
Restaurants and cafes	9
Drinking establishment	1
Hot food takeaway	1
Total	74

3. Rightmove average house prices in Southwold (6/1/16)

Terraced	£473,000	Overall average house prices	
Detached	£690,000	Reydon	£274,000
Flats	£310,000	Kessingland	£141,000
Overall average	£512,000	Walberswick	£643,000
Increase in past year	19%		

4. Office of National Statistics 2014

Average earnings 2011 (full-time)

Waveney	£24,093
Suffolk	£25,274
England	£26,615

At 3% p.a., prediction for 2015: £27,117

Average Southwold property price (2015)/average FT Waveney income = 18.9

Average Southwold property price/average FT England income = 18.0

5. Southwold and Reydon Society Housing Report 2012

Corrected estimates of population of Southwold and Reydon

	2001 Total	2001 Over 18	2009 Over 18	2011 Over 18	2015 Over 18
Southwold	1,458	1,328	1,098	974	910
Reydon	2,567	2,240	2,291	2,192	
Total	4,025	3,568	3,379	3,166	
Under 18 in Southwold in 2001			9%	2011 census – 8%	
Under 18 in Reydon in 2001			13%		

Number of houses/permanent residences

	Dwellings	Resident	2 nd homes/ holiday lets	Vacant
2001 census				
Southwold	1,284	740	450	44
Reydon	1,272	1,135	97	39
2012 Waveney FOI				
Southwold	1,366	636	401 - 2 nd homes 218 - holiday lets	111
Reydon	1,482	1,193	159 - 2 nd homes 29 - holiday lets	65

Planning approvals 2000-2012

Southwold	87
Reydon	227

Note also studies by Suffolk Observatory and Suffolk County Council (2013) of profile of Southwold, Reydon and Kessingland, and by Greater Yarmouth Borough Council and Waveney District Council (2007) of Housing Market Assessment in Southwold and Reydon.

The Household and Individual Questionnaires were sent out to 1,024 residences in Southwold and 1,341 residences in Reydon. 899 questionnaires were returned, of which 140 completed online (16%). 475 questionnaires were returned from Southwold and 424 from Reydon. 68.5% of the Southwold returns were from permanent residents, and 91.5% of the Reydon responses (Q1).

Q5 and Q6 gives the number of males and females in each household in different age ranges. The total number, after correction for the small number who did not complete Q5/Q6, was 1,735 individuals, 917 in Southwold and 818 in Reydon. The total number of residents over 18 was 584 in Southwold and 679 in Reydon, and using estimates of the adult populations of Southwold and Reydon from the Southwold and Reydon Society Housing Report 2012, the turnout was **60.0%** for Southwold and **30.9%** for Reydon. For 2nd home owners the turnout was 37.3% in Southwold and 24.9% in Reydon.

The age distribution for Southwold and Reydon are quite similar, with 44.4% of Southwold respondents over 65, and 14.2% 21 or under, while the figures for Reydon are 46.5% and 12.3%. The corresponding percentages for residents are 49.3% and 9.9%.

Questions 3 and 4 were targeted at 2nd home-owners. 1.7% said they never used the property, 10.5% used it for occasional weekends, 35.3% used it for school holidays or for 4-8 weeks a year, 38.1% used it 3-6 months a year, and 14.4% used it 'most of the year'. So over 50% of the 2nd home-owners answering the questionnaire say they are here at least 3 months a year. 77.5% said they never let the property when they are away, 20.6% let it occasionally, 13.8% let it most of the time, and 0.6% (1 respondent) lets it all the time.

80.6% of Southwold residences were owner-occupied, and 90.8% of Reydon residences (Q7). 14% of Southwold residences are rented (Council, Housing Association or private) and 7.7% of Reydon residences. The most common category of house is 3-bedroom (Q8). 58% of Southwold respondents have owned the property for more than 10 years, and 60% of Reydon respondents have (Q9).

10.7% of Southwold residences suffer from flooding, drainage problems or sewerage backup, and 10.3% of Reydon residences do. (Q10)

The vehicle ownership is similar in Southwold and Reydon, with 60% having one car and 28% 2 or more cars (Q11). 5% have a mobility scooter. 47% of Southwold cars are parked in a garage or own drive, while 49% are parked on the road. In Reydon the corresponding figures are 79% and 14%.

65% of Southwold respondents experience broadband problems often (15%) or sometimes, while the figure for Reydon is 58%.

Summary of Individual Questionnaire responses

1,498 individual questionnaires were completed, 825 from Southwold and 673 from Reydon. This total is lower than the 1,735 estimated to be in households returning the Household Questionnaire because in some households not all individuals completed an Individual Questionnaire.

- Q1 The age profiles of Southwold and Reydon respondents are quite similar, with 49.7% over 65

Employment

- Q2 36.7% of Southwold are in work (31.7% of residents), with 34.6% of Reydon in work. 60% work more than 5 miles from Southwold (Q3). The most common employment sectors are: financial/professional, education, healthcare, and retail (Q4).

Shopping

- Q5 Over 70% of all groups thought character of Southwold High Street very important (87% of 2nd homers). A majority thought the mix of Southwold shops, cafes, pubs etc was sufficient for their needs (Q6). The most popular types of shop thought to be missing (Q7) were: book shop, fish shop, shoe shop, affordable clothes, launderette
- Q8 Over 60% of all groups opposed large supermarket on outskirts of Southwold/Reydon (81% of 2nd homers). 62.9% of Southwold residents (and 47% of Reydon) do their weekly shop in Southwold or Reydon (Q9).

Housing and planning

- Q10 Over 70% thought it was important that there should be more affordable homes to rent, with a smaller majority in favour of affordable homes to buy. There was strong opposition to more homes for sale on the open market. If there were more affordable homes available, over 80% thought they should go to people who work or have family in Southwold (Q11)
- Q12 There was strong support (90%) for development on brown field sites, and equally strong opposition to the use of green field sites or backland/infall sites.
- Q13, 14 A strong majority of Southwold and Reydon residents (77%) thought that residents, 2nd homes and holiday lets should pay Council Tax/Business Rate at the same rate. A Parish precept was supported by 40-45% of all groups (Q15)
- Q16 A majority thought the Conservation Area should remain unchanged.
- Q17 There was strong support (>75%) for a Neighbourhood Plan from all groups. At least 70% of all groups thought that all the listed possible policies for a Neighbourhood Plan were important, with over 90% favouring support for local businesses, encouraging local employment, preserving the unique character of Southwold, protecting community assets, and reducing the risk of flooding (Q18)

Health, social services and education

- Q19 92.8% of residents were registered with the Southwold practice. 80% of Southwold residents said they would use a part time GP consulting room in Southwold (Q20).
- Q21 90% of all groups thought retention of local outpatient facilities important and also (Q22) retaining local inpatient facilities such as those at Southwold Hospital.
- Q23 Most Southwold residents plan to travel to the new Health Centre by car, while most Reydon residents plan to walk there.
- Q24 There was strong support for all the Social Care support or services, especially help to stay in home (94%). The VHC services strongly supported were car service (88%), shopping, befriending and odd jobs (Q25). 6% of those polled were a carer for someone with a disability (Q26), and only about a third of these received financial or other support in this role (Q27).

- Q28 133 of the 1498 respondents had children in school, with 6 at Southwold Primary, 17 at Reydon Primary, and 24 at Bungay High. The highest ranked reason for choice of school was academic outcome, with broader outcomes second (Q29).
- Q30 The overwhelming choice of other sports or leisure facility was an indoor swimming pool, with a lot of support for a gym as well.
- Q31 95% of respondents considered borrowing books at Southwold Library important, with 50-60% backing other services there.

Environment

- Q32, 35, 36 Only about a third of respondents were aware of the Shoreline Management Plan, community emergency plans for a surge/flooding event, or of the Environment Agency's plans for the Blyth Estuary.

There was strong support for measures to protect north Southwold and south Reydon in the event of major erosion at Easton Bavents (80%, Q33), for the local community to work with public agencies to repair the banks of the River Blyth if breached (85%, Q37).

- Q34 Over 60% of all groups thought current beach levels met the needs of residents and visitors.
- Q38 95% of all groups thought it important that Southwold Harbour remain a working harbour, and 85% thought it important for tourism (Q39). 85% thought that local people should be involved in the management of the Harbour (Q40).
- Q41 Over 80% thought the retention of the recycling centre in Blyth Road important.
- Q42 There was strong support (over 60%) for all the proposals to improve the cleanliness of Southwold, with 'litter bins emptied more often' attracting over 80% support.
- Q43 On measures to improve the Common, Denes, Marshes and Footpaths, the strongest support was for improving the public toilets (93%), better enforcement of dog fouling regulations (87%), ensuring that caravans are occupied only at the Caravan Park (82%), and improvement of the cliff footpaths (82%).
- Q44 Over 75% thought ship-to-ship oil transfers off Southwold should be banned. Again, only one third of respondents knew about plans to deal with an oil pollution emergency (Q45).
- Q46 The strongest support amongst measures to reduce carbon emissions was for Sizewell C (62%), with majority support also for offshore wind turbines. But only 20% supported onshore wind turbines.
- Q47 Over 70% would support allowing solar panels that looked like roof slates in the Conservation Area and 62% would support relaxing double-glazing regulations.
- Q48 The only noise problem which attracted more than 25% support was loud music (63%).
- Q49 95% of all groups thought water authorities should ensure that sewage and land-use chemicals are not allowed to overflow into the sea.

Transport and parking

- Q50 The only issue attracting majority concern with regard to streets and pavements was the condition of pavements.

- Q51 74% thought large vehicles in the town centre were a problem and over 80% supported restrictions on using certain streets and restricting deliveries to be outside main shopping hours (Q52).
- Q52 63% supported a 20mph limit in Southwold, with 30% against.
- Q53 The only parking measures attracting majority support were better use of the Mights Bridge car park (67%) and a comprehensive review of Southwold's parking needs (64%). The majority would not be willing to pay a fee for a residents parking permit (Q55).
- Q56 76% supported the introduction of a local hopper bus service. Just over 50% expected to pay a reasonable fare, and to use a bus pass (Q57). All destinations were thought to be important by at least 55%, with the Medical Centre, Market Place and Kings Head as the most important stops. (Q58). Most said they would use the service occasionally (66%), and a majority favoured a 9-5 service (Q59).
- Q60 The only destination which was seen to need a better bus service by a majority of respondents was Darsham train station. Just 38% though Halesworth train station needed a better service.
- Q61 The responses to the question 'what is missing from the questionnaire?' are too diverse to summarise at this stage.

Summary of Visitor Questionnaire

The Visitor Questionnaire was delivered to 220 holiday lets in Southwold and mailed to just over 200 visitors who signed up to take part last August. 113 questionnaires were received, representing 374 people. Only 4.5% were first-time visitors, 6.3% visited every few years, 14.3% visited every year, 57.1% came several times a year and 17.9% visited more than once a month (Q1). 45.1% were parties of 2, while 43.2% were parties of 3-5 (Q2). 17% of visitors were under 16, 9% were 17-30, 51% were 31-60, and 23% were over 60 (Q3). So visitors have a younger age profile than residents.

- 70% of respondents were visiting for up to a week, 23% for longer than a week, and 7% for one day or less (Q4). So we managed to catch only a small sample of day-trippers. 44.4% of respondents stayed in holiday lets, 1.9% at bed and breakfasts, 4.6% at the caravan/campsite, 5.6% in hotels, and 17.6% with family and friends (Q5). 95.5% travelled to Southwold by car, 3.6% by public transport, and one respondent had hiked here (Q6). 9% had problems travelling to Southwold, many associated with the A12.
- 83% preferred to eat/drink out in local pubs, 62.5% on local cafes, 47.3% in restaurants, and 34.8% in hotels (Q9). Just one respondent preferred national brand cafes. 70% said there were no other types of café/restaurant they would like to see (Q10). Of those who said there were, 18 replies specifically said no national chains, while 2 supported chains like Costa (Q11).
- The most popular retail outlets used were local food shops (91%), Adnams (87%), Coop/Tesco (87%), newsagents (77%), the Pier (77%), clothing shops (64%) (Q12). 40% said there were other retail outlets they would like to see (Q13), with the most commonly mentioned being a book shop and a launderette (Q14).
- In answer to 'what attracts you to visit Southwold?' the most popular responses were character of town centre (94%), seaside, beach and pier (93%), Common and countryside (89%), Southwold's old-fashioned atmosphere (87%), harbour (79%), good base for exploring area (79%) (Q15). Others included: uniqueness, lack of chains, Summer Theatre, quietness.

- What amenities, if any, are missing from Southwold? (Q16): bookshop, launderette, swimming pool, an improved caravan and campsite, more public toilets. Several said 'None, perfect as it is'.
- How important are the following to you? (Q17): strict enforcement of dog-fouling regulations (82%), efficient rubbish collection (79%), more/improved public toilets (60%).
- Only 17% would use a park and ride service in Reydon if it was served by a frequent hopper bus service (Q18).
- 31% said mobile phone/broadband coverage in Southwold was not sufficient for their needs (Q19), while 62% said it was sufficient.
- 8% said there were adequate facilities/accommodation for disabled people, while 8% said there were not, with 84% 'don't know' (Q20). The main criticism was pavement access and access to shops (Q21).
- What single change would make you more likely to visit Southwold in the future ? (Q22) provoked a variety of suggestions, with parking mentioned in several replies. The most common suggestion was no change, with several wishing to get rid of chains like WH Smiths and Costa.



Our Strategy for the Future of Southwold Southwold Town Council

May 2016



INTRODUCTION AND OUR PURPOSE

This strategy describes our plans for Southwold for the remaining duration of this Town Council, a period of three years. We have of course looked further ahead than this in preparing the plan. We have considered the big picture and the external factors that may impact on the town and the people who live here.

The pace of change in our lives, the pressures on Southwold and the changes to regional and Local Government have prompted the Town Council to work together to define its plans for the future of the town. In this climate it is essential that we have a clear view and give a lead about plans for the future of the town.

This strategy has been prepared after a number of structured working meetings of the whole Council in the autumn of 2015 and early 2016, where we worked together on every stage of this plan. It will be available on our website www.southwoldtown.com

Every councillor has had an opportunity to contribute to the plan and make their views clear to their colleagues.

OUR MISSION

As elected councillors our purpose is to provide leadership and direction for the people of Southwold.

We do this with honesty and integrity, without fear or favour to one group or another, whilst recognising our social responsibilities to all in our community

Our Vision

STC's vision for Southwold is to be *the* successful, vibrant, attractive town on the East Anglian coast, where people want to live, work and visit.

We intend to focus on projects that are truly important and meaningful for the Town and that will help us to achieve our objectives.

We don't settle for anything less than excellence as a Town Council. However, we have the humility to admit when we are wrong and the courage to change.

VISION AND VALUES

Our **vision** is our goal to be worked towards for the period of this plan. We do not guarantee that we will be able to achieve every aspect of our vision, but it is important to us, and for our community, to have a clear vision about where we want to be.

VALUES

- Honesty
- Integrity
- Openness
- Respect for others
- Service to others
- Social responsibility
- Teamwork
- To inspire – each other and the community

Key PEST (Political, Economic, Social, Technological) and SWOT (Strengths, Weaknesses, Opportunities, Threats) points

- Oil/energy crisis
- Climate Change – impact of variable weather, flood surges especially on tourism
- Transport Links
- Devolution/Localism Agenda e.g. closure of public toilets
- Austerity agenda - police, health, social resources more limited
- Imbalanced economy too reliant on tourism
- Tourism vulnerable to fads and fashions
- Accessibility/parking
- Diminishing resident population and age profile
- Competition from towns with similar profile
- Southwold brand
- Development of new business types – new ways of working
- Work with organisations to raise profile and differentiate town

What strategies will we employ?

1. Diversify the local economy by knowledge based businesses
2. Reverse decline in resident population
3. Retaining and enhancing the natural and built environment
4. Protect, maintain and enhance our community assets
5. Promote/maintain the independent character of the High Street
6. Effectively manage and diversify STC income for firm financial base
7. Achieve planned maintenance on our property portfolio
8. Improve access, parking and transport within the town

STRATEGIES THAT WE WILL EMPLOY TO ACHIEVE OUR VISION

Our generic strategy is to *focus* on projects that will enable us to deliver our vision, and to select projects and activities that will *differentiate* Southwold from other coastal towns, in East Anglia, and those with a similar profile country wide. Other locations in East Anglia might include Aldeburgh, Burnham Market, Holkham, Wells and Woodbridge. Other locations country wide might include Salcombe, Rock/Padstow, St Mawes, Ilfracombe, Truro, St Ives and Abersoch.

The strategies have been defined to help us play to our *strengths*, enable us, where possible, to address our *weaknesses* and manage *threats*, and to take *opportunities* to support our plan for a vibrant town with a better balanced economy. The actions have also been linked to the key areas of the neighbourhood plan, which will be one of the vehicles for delivery of the overall strategy.

Clearly there are some things over which we have little control, such as Central Government policies, East Suffolk Council plans for the whole area and where they choose to allocate resources, and investment in transport. However, there are other projects where we can choose to manage our resources to ensure that we run an effective council.

Diversify the local economy by establishing space for knowledge based businesses



STRATEGY 1

Diversify the local economy by establishing space for knowledge based businesses.

Tactics

Within 3 years

Plans in place with funding to remodel Station Road site owned by the Town Council. Investigate opportunities for potential new sites and use of existing assets.

3 Years Plus

Remodel Station Road site into a business hub including small business units and space for artisans.

Reverse decline in resident population/a more balanced age range



STRATEGY 2

Reverse decline in resident population, achieving a more balanced age range. Make the town a more attractive proposition for younger families to live and work.

Tactics

Within 3 years

Promotional programme to attract people to live and work in Southwold (e.g. from other parts of East Anglia, surrounding counties and London).

Check how existing businesses/agents promote the town as a place to live. Seek to influence messaging.

Transport links.

Take opportunities to work with other agencies.

Encourage initiatives for out of peak season events and activities e.g. winter months, Easter.

3 Years Plus

Approach Suffolk County Council and Sizewell C/Other organisations to create working opportunities (i.e. to sponsor/support/ new business opportunities, develop Station Road site, work with groups e.g. hospital site?)

Working with organisations that promote homeworking, flexible working.

Retaining and enhancing the natural and built environment



STRATEGY 3

Retaining and enhancing the natural and built environment.

Tactics

Within 3 years – Built Environment

Neighbourhood plan complete.

Recognising and promoting historic buildings like Town Hall, Market Place, significant terraces etc.

Use of Suffolk design review panel.

Quality and ethos of new build.

Limitations on development - limit over-sized house conversion.

Incorporate our entrance to town design plans in potential developments.

Retaining and enhancing the natural and built environment (cont'd)



Retaining and enhancing the natural and built environment.

Tactics

Within 3 years – Natural Environment

Public art works to differentiate town and raise the profile.
Ensure the maintenance of Tibbys Green and other play areas.
Better management of marshes.

Protect, maintain and enhance our community assets



STRATEGY 4

Protect, maintain and enhance our community assets.

Tactics

Within 3 years

Work with relevant groups with the aim of retaining a thriving library and resource centre.
Town Hall refurbishment inside and outside.
Work with WDC and other partners to ensure appropriate business model for lavatories.
Work more closely with organisations to enhance community assets and experiences.
The Harbour to come into local control in the next 3 years.
Liaise with group who might use the hospital site for medical services/care home or library/education hub.

3 Years Plus

Museum – work with the museum to assist in developing an education programme, for example link with cellar at town hall, information centre on marshes.

Promote and maintain the independent character of the High Street



STRATEGY 5

Promote and maintain the independent character of the High Street.

Tactics

Within 3 years

Be ready to develop Town Council owned sites and purchase business investment property for improved investment income.

High Street or similar festival to differentiate Southwold from other towns. Communicate with national and regional chains to achieve their support for town initiatives.

Effectively manage & diversify STC income streams for a firm financial base



STRATEGY 6

Effectively managing and diversifying STC income streams in order to secure a firm financial base.

Tactics

Within 3 years

Consider income from parking to improve accessibility to the town.

Improved income streams from properties.

Business options for Red Cross Hut site.

Ensure we have appropriate tenants and attract high quality business. Be ready to reconsider leases yielding low returns.

Collections at public events to support activities for the community that enhance quality of life and differentiate the town.

3 Years Plus

Divestment discussions with WDC.

Encourage individuals to bequeath properties for public use/rental accommodation.

Acquire beach huts for income generation.

Use of Town Hall for weddings/events.

Income from lavatories.

Achieve planned maintenance programme on our existing property portfolio



STRATEGY 7

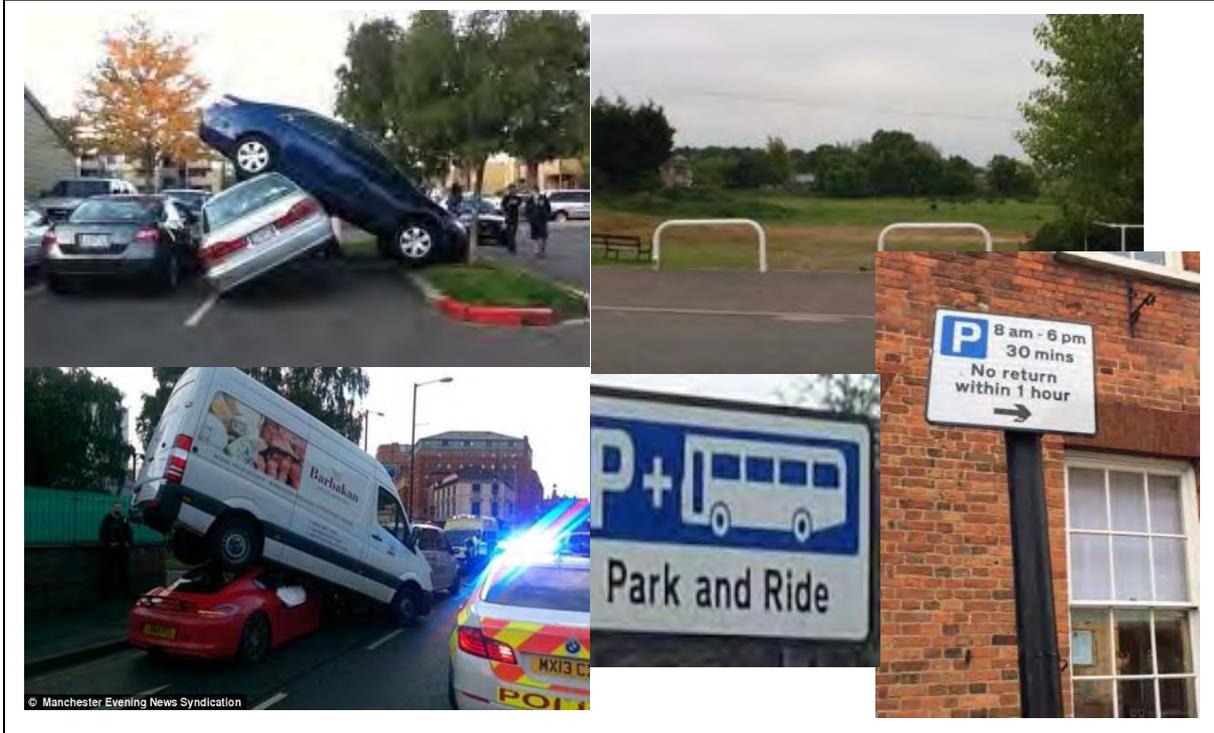
Achieve the planned maintenance programme on our existing property portfolio to ensure fit for purpose and improved income generation.

Tactics

Within 3 years

Maintenance programme for properties.
Advice to deliver our objectives in Strategy 6 and 7.

Improve access, parking and transport within the town



STRATEGY 8

Improve access, parking and transport within the town.

Tactics

Within 3 years

Parking review – complete and implement phase 1

Work with third parties on the potential for parking in light of parking review.

Liaise with partners regarding the feasibility and establishment of a park and ride.

Re-examine timed delivery of larger vehicles plus enforcement.

Contact Police & Crime Commissioner re changes to parking enforcement regulations and ascertain whether STC could become a model council on deregulated parking enforcement.

Keep High Street alive and ensure time limited parking is enforced.

Communicate clearly with police regarding STC's objectives for match funded PCSO scheme.

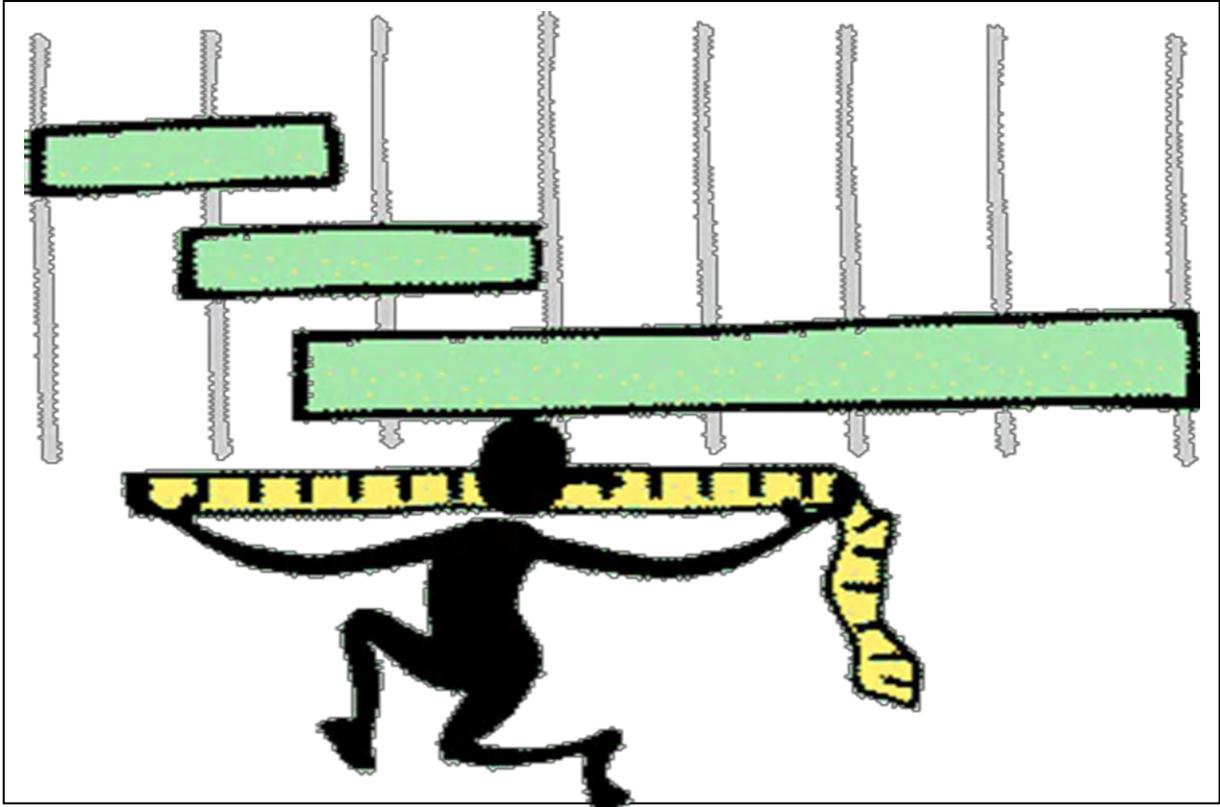
Creation of any new car parks

3 Years Plus

Parking Review phase 2 implemented.

Park and ride.

Monitoring Progress



HOW WE WILL COMMUNICATE OUR PLANS AND COMMUNICATE PROGRESS

The strategy will be communicated to individuals, groups and businesses in the town and to relevant organisations outside, such as WDC, SCC, the media.

The Finance working group will monitor all financial aspects on a regular basis.

The Town Council will review progress of the strategy and tactics on a six monthly basis.

The Town Council will publish progress reports on its website.

Contact

Cllr Tucker

Town Mayor 2015-17



Cllr Melanie Tucker

Town Mayor
01502 722576

Lesley Beevor

Town Clerk
townclerk@southwoldtowncouncil.com
01502 722576

Website: www.southwoldtown.com

Thanks to Richard Wells and Stephen Wolfenden for their contributions of photographs

Turnout

Total resident population over 18 (electoral roll 2014)	845
Total questionnaire responses from residents	337
Questionnaire responses from residents aged under 18	327
Questionnaire responses from residents aged over 18	10
Resident turnout	39%
Number of resident properties (electoral roll 2014)	547
Number of questionnaire responses from residents	230
Resident turnout	42%
Number of properties which are 2 nd homes (STP residence analysis)	477
Number of questionnaire responses from 2 nd homes	147
2nd home turnout	31%
Caveats: Totals may be affected by residents not on electoral roll, number of 2 nd homers on electoral roll, changes since 2014	

Age distribution of resident respondents

	Respondents	2011 Census
Under 18	3.0%	6.9%
18-30	3.3%	5.6%
31-65	28.8%	34.9%
Over 65	65.0%	51.9%

Comments: Returns somewhat under-represent under-65s. Not much sign of difference in responses of over- and under-65s.

Second-homers

65% of second homer respondents spend at least 3 months a year in Southwold and a surprising 16.6% say that they spend over 6 months a year in Southwold. Only 17.4% of second-homes are let out when owners are not in residence.

The views of second homers on the remaining questions are very similar to those of residents, even where there is a proposed policy to favour permanent residence. The age profile of second homers was noticeably younger than permanent residents.

Allocation of affordable housing

56% of respondents thought 'key workers needed by communities' were either first or second priority, with 38% favouring 'people working in Southwold or Reydon' and 34% favouring 'families with dependent children'. Proportions were similar for residents and second-homers. 93.5% of residents and 82.2% of second-homers thought affordable housing stock should always remain affordable.

Community buildings

93% of residents and 97% of second-homers thought it was important or very important that the Neighbourhood Plan has a policy that 'controls the future use of community buildings that become redundant'. The uses that had the most support as first or second priority were 'other community uses' (53%), 'affordable housing' (49%), and 'housing at market rates' (33%).

Housing

On the question 'how does the high proportion of second homes and holiday lets affect you?', there was a broad spread of answers, with 'worried about the sustainability of the Southwold community' listed as 1st or 2nd priority by 47% of residents and 34% of second-homers. 87% of residents and 73% of second-homers thought the Neighbourhood Plan should try to encourage full-time residency of newly-built housing. 81% of residents and 50% of second-homers thought the Neighbourhood Plan should discourage the conversion of family homes to holiday lets. 85% of residents and 75% of second-homers thought all new developments or conversions should be required to have off-street parking. 62% of residents and 61% of second homers thought the conversion of garages to residential accommodation should be discouraged.

Land use

As development sites become available in Southwold, 86% of residents thought affordable housing important or very important and 69% thought business developments important or very important. For second-homers these percentages were 82% and 71%.

Environment

94% of residents and 93% of second homers thought we should have policies to reduce surface water flooding and promote water efficiency. 5.6% of respondents had experienced problems of surface water flooding and 12.5% had experienced sewage back-up in the past three years. This seems to be a very serious issue in the town.

Design

The aspects of Southwold's character that respondents wished to protect and enhance were 'open spaces' (42.5% said 1st or 2nd priority), 'historic building styles and materials' (40.2%), and 'natural environment' (33.3%). There was support for 'energy efficient housing' (66.8%) and 'native trees to be planted' (45.6%), but little interest in 'bat conservation' or 'wildlife pond'. 87% thought a policy to discourage infill of gardens and courtyards important or very important.

Economy

On the future economy there was support for 'non-tourism-based businesses (1st or 2nd priority 59%), 'more community facilities' (55%) and 'start-up units for new businesses (54%). 84% thought it important or very important for 'small, flexible-use premises for small and start-up businesses' to be provided.

Household Questionnaire

Q1) In which road/street of Southwold do you live?

Responses received from residents of 54 roads/streets. (Total 62 streets) n=630

Q2) How old are you?

Under 18	4.8%	31	
18 – 30	3.7%	24	
31 – 65	38.5%	248	
Over 65	53.0%	341	n=644

Q3) What is your gender?

Male	44.6%	288	
Female	55.4%	357	n=645

Q4) Is this your main residence?

Yes	52.3%	337	
No	47.7%	307	n=644

Q5) On average how often do you, or your immediate family, use this property?

Never	1.0%	
1-3 weeks each year	4.2%	
4-8 weeks each year	29.6%	
3-6 months each year	48.5%	
More than 6 months each year	16.6%	n=307

Q6) Is your property let when you are not in residence?

Never	82.6%	
1-3 weeks each year	2.0%	
4-8 weeks each year	3.0%	
3-6 months each year	8.7%	
More than 6 months each year	3.7%	n=299

Affordable Housing

Q7) When affordable housing is allocated, which of the following should be given priority?

	Any Priority	1st Priority	2nd Priority	3rd Priority
Families with dependant children	47.0%	49.0%	24.2%	26.9%
Key workers needed by communities	69.8%	50.3%	30.3%	19.4%

People with family living in Southwold or Reydon	33.9%	40.5%	27.9%	31.6%
People working as volunteers in essential services, such as the fire service, RNLI, the Voluntary Help Centre	45.2%	16.4%	43.6%	40.1%
People working in Southwold or Reydon	58.9%	28.9%	35.8%	35.3%
Young people	30.2%	19.3%	38.5%	42.2%
Other	3.2%	15.0%	10.0%	75.0%

n=635

Q8) Should affordable housing stock always remain affordable housing?

Yes	88.1%	
No	6.8%	
Don't Know	5.2%	n=621

Community Facilities

Q9) How important is it for you that Southwold's Neighbourhood Plan has a policy that controls the future use of community buildings that become redundant?

Very important	76.3%	
Important	18.6%	
Neither important nor unimportant	3.1%	
Unimportant	0.8%	
Not important at all	1.3%	n=619

Q10) How would you like to see redundant community buildings used?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Affordable housing	72.4%	46.4%	21.4%	12.2%	9.5%	10.6%
Housing at market rates for full-time residents	57.3%	25.6%	32.2%	19.1%	10.0%	13.1%
Housing at market rates for second homes/holiday lets	9.3%	7.0%	22.8%	15.8%	35.1%	19.3%
Office units	32.6%	5.5%	13.0%	21.5%	34.5%	25.5%
Other community uses [e.g. library, community kitchen]	80.9%	44.8%	20.4%	21.8%	8.1%	5.0%
Retail	26.8%	3.7%	11.0%	23.2%	38.4%	52.9%
Shared work space	52.9%	3.7%	25.9%	25.6%	26.5%	18.2%
Small business units	73.9%	12.8%	22.1%	28.7%	21.6%	14.8%
Other	8.0%	24.5%	8.2%	16.3%	12.2%	38.8%

n=613

Housing

Q11) How does the high proportion of second homes and holiday lets affect you?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
It doesn't affect me at all	21.1%	87.0%	9.9%	80.0%	80.0%	1.5%
Inflated house prices	51.1%	33.0%	14.5%	13.8%	20.4%	18.2%
Lack of choice in the shops	29.6%	7.1%	16.9%	31.5%	22.8%	21.7%
Loss of community assets	60.5%	10.4%	30.9%	26.9%	17.8%	14.1%
Lack of neighbours	50.0%	19.6%	26.4%	22.5%	16.1%	15.4%
Loss of ordinary shops	64.5%	18.5%	27.2%	23.7%	16.7%	14.0%
Lack of volunteers	34.2%	6.1%	21.6%	24.4%	22.5%	25.4%
Worried about the sustainability of the Southwold community	71.9%	44.1%	18.1%	15.5%	15.2%	8.1%
Other	6.1%	29.0%	5.3%	5.3%	10.5%	50.0%

n=622

Q12) Would you like Southwold's Neighbourhood Plan to try to encourage full-time residency of newly-built housing?

Yes	80.5%
No	13.5%
Don't Know	6.1% n=635

Q13) Thinking about future development, do you feel the Neighbourhood Plan should have policies on any of the following?

To encourage full-time residency of newly-built housing	83.6%
Discouraging the conversion of family homes to holiday lets	66.6%
All new developments or conversions are required to have off-street parking in order to ease parking problems in the Town	80.6%
To discourage the conversion of garages to residential accommodation	61.7%
Have you any other suggestions for possible policies?	16.4% n=622

Land Use

Q14) As sites with the potential for development become available in Southwold, what are your priorities for development?

	Any Response	Very Imp	Important	Neither	Unimport	Not Imp
Affordable housing	94.0%	69.3%	20.3%	5.6%	1.2%	3.5%
Business	83.6%	28.4%	55.2%	11.7%	3.0%	1.8%
Housing sold at the market rate	76.3%	13.5%	27.6%	29.8%	11.7%	17.4%
Other?	11.4%	58.0%	21.7%	13.0%	4.4%	2.9%

n=603

Environment

Q15) How important is it to you that the Neighbourhood Plan promotes policies that reduce surface water flooding and promote water efficiency?

Very important	72.9%
Important	20.2%
Neither important nor unimportant	5.6%
Unimportant	1.1%
Not important at all	0.2%

n=623

Q16) In the past three years, has your property experienced problems of flooding due to surface water flooding?

Yes	5.6%	35
No	90.5%	
Don't Know	3.9%	n=624

Q17) In the past three years, has your property experienced sewage back - up problems?

Yes	12.5%	78
No	81.4%	
Don't Know	6.1%	n=623

Q18) If funding is generated from a levy on new developments in the Town, what would be your spending priorities for the benefit of the Southwold community?

Free text

Design

Q19) What aspects of Southwold's character would you want to protect and/or enhance?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Alleys and footpaths	56.7%	15.1%	15.4%	25.4%	21.7%	22.5%
Historic building styles and materials	79.8%	27.5%	22.9%	17.2%	15.4%	7.1%
Local landmarks	65.3%	15.6%	23.0%	23.5%	18.6%	19.3%
Natural environment	66.4%	27.5%	22.6%	18.5%	14.6%	16.8%
Open spaces	76.5%	29.0%	26.5%	19.1%	16.1%	9.3%
Streetscapes	33.8%	10.5%	19.6%	20.1%	23.0%	16.8%
Trees, gardens and courtyards	54.0%	8.7%	11.8%	21.9%	29.0%	28.7%
Views into, within, and from the Town	48.3%	16.1%	20.7%	16.7%	18.4%	28.1%
Other?	7.3%	13.3%	4.4%	6.7%	0.0%	75.6%

n=619

Q20) In terms of the following, would you like to see a policy in the Neighbourhood Plan that encourages new developments to have landscaping for wildlife and is environmentally friendly?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Bat conservation	23.9%	11.9%	9.8%	17.5%	31.5%	29.4%
Eco concrete to reduce water run-off	67.9%	21.7%	25.4%	23.9%	17.5%	11.6%
Energy efficient housing	84.3%	56.4%	22.8%	11.9%	4.6%	4.4%
Native trees to be planted	79.9%	25.1%	32.0%	28.9%	9.8%	4.2%
Nature reserve	59.2%	13.6%	20.6%	24.3%	25.4%	16.1%
Solar panels for each house	38.3%	14.4%	28.8%	21.4%	20.1%	15.3%
Wildlife pond	36.0%	7.0%	14.9%	20.0%	21.0%	37.2%
Have you any other suggestions?	6.2%	16.2%	10.8%	10.8%	13.5%	48.7%

n=598

Q21) How important to you is a policy that discourages infill of gardens and courtyards?

Very important	70.1%
Important	17.0%
Neither important nor unimportant	8.1%
Unimportant	2.9%
Not important at all	1.9%

n=619

Future Economy

Q22) Thinking about the future economy of the Town, would you like to see policies in support of any of the following?

	Any Priority	1st Priority	2nd Priority	3rd Priority
More retail units	22.7%	17.5%	6.5%	46.0%
More community facilities	75.8%	43.5%	28.8%	27.7%
Non-tourism-based businesses	73.3%	36.8%	43.8%	19.4%
Start-up units for new businesses	75.8%	40.6%	30.6%	28.8%
Tourism-based businesses	20.0%	22.3%	33.1%	44.6%
Other	6.1%	24.3%	5.4%	70.3%

n=604

Q23) How important is it for you that small, flexible-use, premises are provided for small and start-up businesses in Southwold?

Very important	48.8%	
Important	35.6%	84.4%
Neither important nor unimportant	13.7%	
Unimportant	1.3%	
Not important at all	0.8%	n=619

Household Questionnaire

Q1) In which road/street of Southwold do you live?

Responses received from residents of 42 roads/streets. (Total 62 streets) n=325

Q2) How old are you?

Under 18	3.0%	10	
18 - 30	3.3%	11	
31 - 65	28.8%	97	
Over 65	65.0%	219	n=337

Q3) What is your gender?

Male	43.3%	146	
Female	56.7%	191	n=337

Q4) Is this your main residence?

Yes	100.0%	337	
No	0.0%	0	n=337

Q5) On average how often do you, or your immediate family, use this property?

- Never
- 1-3 weeks each year
- 4-8 weeks each year
- 3-6 months each year
- More than 6 months each year

Q6) Is your property let when you are not in residence?

- Never
- 1-3 weeks each year
- 4-8 weeks each year
- 3-6 months each year
- More than 6 months each year

Affordable Housing

Q7) When affordable housing is allocated, which of the following should be given priority?

	Any Priority	1st Priority	2nd Priority	3rd Priority
Families with dependant children	49.9%	52.7%	21.6%	25.8%
Key workers needed by communities	65.7%	46.4%	33.6%	20.0%
People with family living in Southwold or Reydon	36.1%	44.6%	24.0%	31.4%

People working as volunteers in essential services, such as the fire service, RNLI, the Voluntary Help Centre	43.0%	13.9%	45.1%	41.0%
People working in Southwold or Reydon	55.2%	28.7%	37.3%	34.1%
Young people	35.2%	16.1%	43.2%	40.7%
Other	3.6%	25.0%	8.3%	66.7%

n=335

Q8) Should affordable housing stock always remain affordable housing?

Yes	93.5%
No	3.7%
Don't Know	2.8%

n=321

Community Facilities

Q9) How important is it for you that Southwold's Neighbourhood Plan has a policy that controls the future use of community buildings that become redundant?

Very important	82.0%
Important	10.8%
Neither important nor unimportant	4.0%
Unimportant	1.2%
Not important at all	1.9%

n=323

Q10) How would you like to see redundant community buildings used?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Affordable housing	68.9%	43.9%	23.5%	14.5%	9.5%	8.6%
Housing at market rates for full-time residents	56.4%	27.6%	35.4%	16.6%	9.4%	11.1%
Housing at market rates for second homes/holiday lets	5.3%	0.0%	47.1%	11.8%	23.5%	17.7%
Office units	35.2%	4.4%	15.9%	18.6%	31.9%	29.2%
Other community uses [e.g. library, community kitchen]	82.6%	48.7%	21.1%	20.0%	6.4%	3.8%
Retail	26.8%	1.2%	9.3%	24.4%	30.2%	34.9%
Shared work space	53.0%	1.8%	23.5%	25.3%	28.8%	20.6%
Small business units	73.2%	11.9%	18.3%	29.8%	22.1%	18.9%
Other	10.9%	28.6%	11.4%	14.3%	5.7%	40.0%

n=321

Housing

Q11) How does the high proportion of second homes and holiday lets affect you?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
It doesn't affect me at all	9.6%	87.5%	12.5%	0.0%	0.0%	0.0%
Inflated house prices	56.9%	34.7%	15.3%	12.1%	20.0%	17.9%
Lack of choice in the shops	32.0%	8.4%	16.8%	28.0%	22.4%	24.3%
Loss of community assets	64.7%	10.2%	33.8%	21.3%	18.1%	16.7%
Lack of neighbours	59.0%	23.9%	23.9%	22.3%	17.3%	12.7%
Loss of ordinary shops	70.7%	14.8%	23.3%	28.4%	19.1%	14.4%
Lack of volunteers	43.4%	6.9%	22.8%	28.3%	17.9%	24.1%
Worried about the sustainability of the Southwold community	77.0%	44.4%	16.7%	12.8%	16.0%	10.1%
Other	6.9%	26.1%	4.4%	4.4%	8.7%	56.5%

n=334

Q12) Would you like Southwold's Neighbourhood Plan to try to encourage full-time residency of newly-built housing?

Yes	87.0%
No	7.6%
Don't Know	5.4%

n=331

Q13) Thinking about future development, do you feel the Neighbourhood Plan should have policies on any of the following?

To encourage full-time residency of newly-built housing	90.6%
Discouraging the conversion of family homes to holiday lets	81.2%
All new developments or conversions are required to have off-street parking in order to ease parking problems in the Town	84.8%
To discourage the conversion of garages to residential accommodation	61.7%
Have you any other suggestions for possible policies?	17.3%

n=329

Land Use

Q14) As sites with the potential for development become available in Southwold, what are your priorities for development?

	Any Response	Very Imp	Important	Neither	Unimport	Not Imp
Affordable housing	93.8%	73.6%	18.2%	5.0%	1.0%	2.3%
Business	82.0%	28.3%	55.9%	12.5%	2.3%	1.1%
Housing sold at the market rate	74.0%	13.0%	28.5%	25.5%	11.3%	21.8%
Other?	13.3%	67.4%	17.6%	7.0%	0.0%	8.0%

n=323

Environment

Q15) How important is it to you that the Neighbourhood Plan promotes policies that reduce surface water flooding and promote water efficiency?

Very important	75.3%
Important	18.6%
Neither important nor unimportant	5.5%
Unimportant	60.0%
Not important at all	0.0%

n=328

Q16) In the past three years, has your property experienced problems of flooding due to surface water flooding?

Yes	5.5%	18
No	90.9%	
Don't Know	3.6%	n=329

Q17) In the past three years, has your property experienced sewage back - up problems?

Yes	17.4%	57
No	76.5%	
Don't Know	6.1%	n=328

Q18) If funding is generated from a levy on new developments in the Town, what would be your spending priorities for the benefit of the Southwold community?

Free text

Design

Q19) What aspects of Southwold's character would you want to protect and/or enhance?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Alleys and footpaths	63.6%	17.2%	15.2%	27.5%	17.2%	23.0%
Historic building styles and materials	77.0%	32.4%	25.9%	16.2%	18.2%	7.3%
Local landmarks	64.2%	18.5%	22.3%	22.3%	17.5%	19.4%
Natural environment	61.4%	27.4%	27.9%	17.8%	13.7%	13.2%
Open spaces	72.9%	30.8%	27.4%	18.4%	15.8%	7.7%
Streetscapes	31.2%	13.0%	25.0%	13.0%	23.0%	26.0%
Trees, gardens and courtyards	58.6%	10.1%	12.8%	24.5%	27.1%	25.5%
Views into, within, and from the Town	42.7%	16.1%	8.0%	19.7%	23.4%	32.9%
Other?	9.0%	3.5%	3.5%	6.9%	0.0%	86.2%

n=321

Q20) In terms of the following, would you like to see a policy in the Neighbourhood Plan that encourages new developments to have landscaping for wildlife and is environmentally friendly?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Bat conservation	24.4%	18.7%	9.3%	20.0%	28.0%	24.0%
Eco concrete to reduce water run-off	69.4%	12.1%	28.6%	20.2%	18.8%	11.3%
Energy efficient housing	85.0%	57.1%	23.0%	10.3%	5.0%	4.6%
Native trees to be planted	77.9%	20.1%	29.3%	33.1%	12.1%	5.4%
Nature reserve	57.7%	14.7%	20.3%	24.3%	19.2%	21.5%
Solar panels for each house	45.6%	14.3%	29.3%	22.1%	20.0%	14.3%
Wildlife pond	31.6%	12.4%	12.4%	16.5%	22.7%	36.1%
Have you any other suggestions?	6.5%	5.0%	20.0%	10.0%	15.0%	50.0%

n=307

Q21) How important to you is a policy that discourages infill of gardens and courtyards?

Very important	71.5%
Important	16.1%
Neither important nor unimportant	7.6%
Unimportant	2.5%
Not important at all	2.2%

n=316

Future Economy

Q22) Thinking about the future economy of the Town, would you like to see policies in support of any of the following?

	Any Priority	1st Priority	2nd Priority	3rd Priority
More retail units	25.2%	21.5%	40.5%	38.0%
More community facilities	80.8%	47.8%	26.1%	26.1%
Non-tourism-based businesses	76.4%	36.0%	45.6%	18.4%
Start-up units for new businesses	77.6%	34.2%	30.0%	35.8%
Tourism-based businesses	10.9%	17.7%	35.3%	47.1%
Other	6.1%	31.1%	5.3%	73.7%

n=313

Q23) How important is it for you that small, flexible-use, premises are provided for small and start-up businesses in Southwold?

Very important	50.3%	
Important	33.0%	83.3%
Neither important nor unimportant	14.2%	
Unimportant	1.3%	
Not important at all	1.3%	n=318

Household Questionnaire

Q1) In which road/street of Southwold do you live?

Responses received from residents of 46 roads/streets. (Total 62 streets) n=304

Q2) How old are you?

Under 18	6.9%	21	
18 - 30	4.3%	13	
31 - 65	49.4%	151	
Over 65	39.5%	121	n=306

Q3) What is your gender?

Male	46.3%	142	
Female	53.7%	165	n=307

Q4) Is this your main residence?

Yes	0.0%	0	
No	100.0%	307	n=307

Q5) On average how often do you, or your immediate family, use this property?

Never	70.0%	
1-3 weeks each year	4.3%	
4-8 weeks each year	29.8%	
3-6 months each year	48.9%	
More than 6 months each year	16.4%	n=305

Q6) Is your property let when you are not in residence?

Never	82.4%	
1-3 weeks each year	2.0%	
4-8 weeks each year	3.0%	
3-6 months each year	8.8%	
More than 6 months each year	3.7%	n=296

Affordable Housing

Q7) When affordable housing is allocated, which of the following should be given priority?

	Any Priority	1st Priority	2nd Priority	3rd Priority
Families with dependant children	43.8%	44.3%	27.5%	38.2%
Key workers needed by communities	74.3%	54.5%	27.0%	18.5%
People with family living in Southwold or Reydon	31.1%	34.4%	33.3%	32.3%

People working as volunteers in essential services, such as the fire service, RNLI, the Voluntary Help Centre	47.8%	18.9%	42.0%	39.2%
People working in Southwold or Reydon	62.9%	29.3%	34.0%	36.7%
Young people	24.8%	24.3%	31.1%	44.6%
Other	2.7%	0.0%	12.5%	87.5%

n=299

Q8) Should affordable housing stock always remain affordable housing?

Yes	82.2%
No	10.1%
Don't Know	7.7%

n=298

Community Facilities

Q9) How important is it for you that Southwold's Neighbourhood Plan has a policy that controls the future use of community buildings that become redundant?

Very important	69.7%
Important	27.2%
Neither important nor unimportant	2.0%
Unimportant	0.3%
Not important at all	0.7%

n=294

Q10) How would you like to see redundant community buildings used?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Affordable housing	76.5%	48.4%	19.5%	10.0%	9.5%	12.7%
Housing at market rates for full-time residents	57.8%	23.4%	28.1%	22.2%	10.8%	15.6%
Housing at market rates for second homes/holiday lets	13.5%	10.3%	12.8%	18.0%	41.0%	18.0%
Office units	29.8%	7.0%	9.3%	24.4%	38.4%	20.9%
Other community uses [e.g. library, community kitchen]	79.6%	40.4%	19.1%	23.9%	10.0%	6.5%
Retail	26.6%	6.5%	13.0%	20.8%	16.9%	42.9%
Shared work space	53.3%	5.8%	28.6%	26.0%	24.0%	15.6%
Small business units	75.1%	13.8%	26.3%	27.7%	20.7%	11.5%
Other	4.5%	15.4%	0.0%	15.4%	30.8%	38.5%

n=289

Housing

Q11) How does the high proportion of second homes and holiday lets affect you?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
It doesn't affect me at all	24.9%	86.9%	9.1%	1.0%	1.0%	2.0%
Inflated house prices	44.4%	30.2%	12.7%	16.7%	21.4%	19.1%
Lack of choice in the shops	26.4%	4.0%	17.3%	37.3%	24.0%	17.3%
Loss of community assets	55.6%	10.8%	27.2%	34.2%	17.1%	10.8%
Lack of neighbours	38.7%	12.7%	29.1%	23.6%	14.6%	20.0%
Loss of ordinary shops	58.1%	23.6%	32.7%	17.0%	13.3%	13.3%
Lack of volunteers	22.9%	4.6%	20.0%	13.9%	32.3%	29.2%
Worried about the sustainability of the Southwold community	65.5%	43.6%	20.4%	16.7%	14.0%	5.4%
Other	4.9%	35.7%	7.1%	7.1%	14.3%	35.7%

n=284

Q12) Would you like Southwold's Neighbourhood Plan to try to encourage full-time residency of newly-built housing?

Yes	73.0%
No	20.0%
Don't Know	7.0%

n=300

Q13) Thinking about future development, do you feel the Neighbourhood Plan should have policies on any of the following?

To encourage full-time residency of newly-built housing	75.4%
Discouraging the conversion of family homes to holiday lets	49.5%
All new developments or conversions are required to have off-street parking in order to ease parking problems in the Town	75.4%
To discourage the conversion of garages to residential accommodation	61.3%
Have you any other suggestions for possible policies?	15.2%

n=289

Land Use

Q14) As sites with the potential for development become available in Southwold, what are your priorities for development?

	Any Response	Very Imp	Important	Neither	Unimport	Not Imp
Affordable housing	94.2%	63.9%	23.1%	6.5%	1.5%	5.0%
Business	85.5%	28.8%	54.7%	10.2%	3.8%	2.5%
Housing sold at the market rate	79.4%	14.2%	26.0%	34.7%	12.3%	12.8%
Other?	9.1%	40.0%	32.0%	20.0%	0.0%	8.0%

n=276

Environment

Q15) How important is it to you that the Neighbourhood Plan promotes policies that reduce surface water flooding and promote water efficiency?

Very important	70.5%	
Important	22.0%	
Neither important nor unimportant	5.5%	
Unimportant	1.7%	
Not important at all	0.3%	n=291

Q16) In the past three years, has your property experienced problems of flooding due to surface water flooding?

Yes	5.8%	17
No	90.0%	
Don't Know	4.1%	n=291

Q17) In the past three years, has your property experienced sewage back - up problems?

Yes	7.2%	21
No	86.6%	
Don't Know	6.2%	n=291

Q18) If funding is generated from a levy on new developments in the Town, what would be your spending priorities for the benefit of the Southwold community?

Free text

Design

Q19) What aspects of Southwold's character would you want to protect and/or enhance?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Alleys and footpaths	48.6%	11.2%	16.1%	22.4%	28.7%	21.7%
Historic building styles and materials	83.0%	43.0%	18.9%	18.4%	12.7%	7.0%
Local landmarks	66.0%	12.4%	24.2%	24.2%	19.6%	19.6%
Natural environment	72.5%	27.7%	17.8%	19.3%	15.0%	20.2%
Open spaces	80.6%	27.4%	25.3%	19.8%	16.5%	11.0%
Streetscapes	36.4%	8.4%	15.0%	26.2%	23.4%	27.1%
Trees, gardens and courtyards	49.0%	7.0%	10.4%	18.8%	30.6%	33.3%
Views into, within, and from the Town	54.1%	15.7%	32.1%	14.5%	14.5%	23.3%
Other?	5.4%	31.3%	6.3%	6.3%	56.3%	75.6%

n=294

Q20) In terms of the following, would you like to see a policy in the Neighbourhood Plan that encourages new developments to have landscaping for wildlife and is environmentally friendly?

	Any Priority	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority
Bat conservation	23.3%	3.0%	10.5%	15.0%	35.8%	35.8%
Eco concrete to reduce water run-off	66.2%	22.6%	21.6%	27.9%	16.3%	11.6%
Energy efficient housing	84.0%	55.2%	22.8%	13.7%	4.2%	4.2%
Native trees to be planted	82.2%	30.5%	35.2%	23.7%	7.6%	3.0%
Nature reserve	60.1%	12.0%	21.1%	24.6%	31.4%	10.9%
Solar panels for each house	30.0%	15.1%	26.7%	20.9%	19.8%	17.4%
Wildlife pond	40.8%	2.6%	16.2%	23.1%	19.7%	38.5%
Have you any other suggestions?	5.6%	31.3%	0.0%	12.5%	6.3%	50.0%

n=287

Q21) How important to you is a policy that discourages infill of gardens and courtyards?

Very important	68.2%
Important	18.1%
Neither important nor unimportant	8.7%
Unimportant	3.3%
Not important at all	1.7%

n=299

Future Economy

Q22) Thinking about the future economy of the Town, would you like to see policies in support of any of the following?

	Any Priority	1st Priority	2nd Priority	3rd Priority
More retail units	19.4%	12.5%	32.1%	55.4%
More community facilities	70.1%	38.6%	32.2%	30.2%
Non-tourism-based businesses	70.5%	37.9%	41.9%	20.2%
Start-up units for new businesses	74.0%	47.4%	31.5%	21.1%
Tourism-based businesses	30.2%	24.1%	32.2%	43.7%
Other	5.9%	23.5%	5.9%	70.6%

n=288

Q23) How important is it for you that small, flexible-use, premises are provided for small and start-up businesses in Southwold?

Very important	46.8%	
Important	38.4%	85.2%
Neither important nor unimportant	13.1%	
Unimportant	1.4%	
Not important at all	0.3%	n=297

Summary of Narrative Responses

Appendix 2.5

The Southwold Neighbourhood Plan Questionnaire included 9 questions which gave responders the option to write narrative comments to reflect other, alternative options to those suggested in the questions. Some 970 such narrative comments were received, many of which were repeated, albeit expressed in different words. This summary attempts to group repeated or similar comments into categories as shown in the tables below.

Q7) When affordable housing is allocated, which other options should be given priority?					
Comment	1st Priority - Number	2nd Priority - Number	3rd Priority - Number	Total	% of Total
Young / Low Income Local Workers	1	1	4	6	33%
Retired / Elderly		1	2	3	17%
Local Connections			3	3	17%
Refugees / Migrants			2	2	11%
WDC Housing List	2			2	11%
Armed Forces Veterans		1		1	6%
Disabled			1	1	6%
Total	3	3	12	18	100%

Q10) Which other options would you like redundant community buildings to be used for?							
Comment	1st Priority - Number	2nd Priority - Number	3rd Priority - Number	4th Priority - Number	5th Priority - Number	Total	% of Total
Cottage Hospital / Health Centre	5	1	1		2	9	15%
Indoor Activities / Gym / Pool		2	3		2	7	12%
Affordable Retail Units	1			2	1	4	7%
Sheltered Housing / Residential Home		1	1		2	4	7%
Small Business Units				1	3	4	7%
Arts Centre				1	3	4	7%

Q10) Which other options would you like redundant community buildings to be used for?

Affordable Housing	2		1			3	5%
Refugee Centre			1		2	3	5%
Laundrette / Dry Cleaner				2	1	3	5%
Free House Pub	1	1				2	3%
Live / work Units	1			1		2	3%
Toilets	1				1	2	3%
Centre for the disabled			1		1	2	3%
Youth Hostel					2	2	3%
Adult Education		1				1	2%
Covered Market				1		1	2%
Creche				1		1	2%
Outdoor Activity Centre					1	1	2%
Therapeutic Centre					1	1	2%
Cafe					1	1	2%
Police Station					1	1	2%
Red Cross					1	1	2%
CAB					1	1	2%
Total	11	6	8	9	26	60	100%

Q11) How else does the high proportion of 2nd homes & holiday lets affect you?

Comment	1st Priority - Number	2nd Priority - Number	3rd Priority - Number	4th Priority - Number	5th Priority - Number	Total	% of Total
Difficulty Parking	7	1	1	2	9	20	61%
Loss of Essential Shops for Residents				1	2	3	9%
Declining Residential Population				1	2	3	9%
Loss of Local Character					3	3	9%
Difficult seasonal business planning					2	2	6%
Litter / Dog Fouling				1		1	3%
Fewer young people					1	1	3%
Total	7	1	1	5	19	33	100%
Note	5 Respondents provided a robust defence of the number of 2nd homes and holiday lets which they say make a significant contribution to the economy of Southwold.						

Q13) What other possible policies would you like to see in the Neighbourhood Plan?

Comment	Total	% of Total
Introduce parking charges, resident parking permits & proper enforcement	43	38%
Discourage the increase of 2nd homes & holiday lets	17	15%
Encourage the provision of affordable housing for permanent residents	9	8%
Limit overdevelopment of existing properties	9	8%
Encourage small and start-up businesses	5	4%
Enhance character of High Street and mix of independent shops	5	4%
Improve dog, seagull & litter control and street cleaning	5	4%
Improve road and rail public transport services.	5	4%
Introduce 20 mph speed limit & pedestrian zones	5	4%
Encourage high quality design to retain and enhance character of Southwold	4	4%
Encourage mix of new builds for both young and old	3	3%
Encourage sea front and pier development for water sports & cruise ships	2	2%

Q13) What other possible policies would you like to see in the Neighbourhood Plan?

Encourage wind and water power generation	1	1%
Total	113	100%

Q14) What other developments would you like to see on sites with the potential for development become available?

Comment	Very Important	Important	Neither Important or Unimportant	Unimportant	Very Unimportant	Total	% of Total
Affordable Housing	7	2	3	1	1	14	21%
Parking / Private Garages	7	2	2	1		12	18%
Leisure Centre / Swimming Pool	4	3	1			8	12%
Library / CAB / Creche /etc	7	1				8	12%
Small Business Units	2	2	3			7	10%
Unspecified Community Use	1	3	1			5	7%
Useful Shops / Services for residents	2	1				3	4%
Medical Centre / Care Home	3					3	4%
Public Garden	3					3	4%
Refugee Sanctuary		1				1	1%
Live/Work Units	1					1	1%
Mixed Use			1			1	1%
Food Re-cycling	1					1	1%
Total	38	15	11	2	1	67	100%

Q18) If funding is generated from a levy on new developments, what would be your spending priorities for the benefit of the community?

Comment	Total	% of Total
<u>PARKING</u> : More car parks; residents parking permits; better control & enforcement	102	18%
<u>COMMUNITY FACILITIES</u> : Library; Police & Fire Station; TIC; Drop-in centre for the elderly; creche or soft play area for the young; Youth centre	78	14%
<u>TOWN HOUSEKEEPING</u> : Better dog & seagull control; More bins and litter collections; More street cleaning; Provision of recycling centre. Town is looking dirty & untidy.	58	11%
<u>HOUSING</u> : More affordable / subsidised / social housing for all but particularly for young families and local workers.	50	9%
<u>HEALTH & WELFARE</u> : Cottage hospital; Medical centre; Care home;	49	9%
<u>ENVIRONMENT</u> : Maintain & enhance the natural and build environmental of Southwold. It's looking very tired and uncared for.	33	6%
<u>PUBLIC TOILETS</u> : More & better toilets with improved maintenance & cleaning	29	5%
<u>INFRASTRUCTURE</u> : Repair or resurface roads, cycle paths and footpaths. Tidy up and improved signage; Upgrade subterranean infrastructure (water & electricity services, drainage and sewage treatment)	24	4%
<u>LEISURE CENTRE</u> : Provide swimming pool, gymnasium, indoor sports, cinema.	21	4%
<u>LOCAL SHOPS</u> : Increase & protect local independent shops & services to provide wider range of essential goods for residents year around. Subsidise rents for local shops.	21	4%
<u>COASTAL PROTECTION</u> : Maintain & improve flood protection and sea defences	18	3%
<u>SMALL BUSINESSES</u> : Support small and start-up businesses and provide affordable or subsidised rented premises.	17	3%
<u>TRAFFIC</u> : Introduce pedestrian zones (particularly High Street), pedestrian crossings, & lower speed limits. Make Might's Bridge a Toll Bridge for non-residents	13	2%
<u>SEA FRONT</u> : Improve & better maintain the beach, promenade and pier; Erect clear PSPO notices; Install showers.	9	2%
<u>PUBLIC TRANSPORT</u> : Improve public transport links (buses) to nearby towns & regional centres; Introduce park & ride schemes.	8	1%
<u>ARTS & CULTURE</u> : Promote more arts, culture and other festivals.	8	1%
<u>BOATING LAKES</u> : Restore Ferry Road boating lake to use & dredge Pier boating lake and restore water supply up to Might's Bridge	6	1%
<u>SCHOOL</u> : Keep school open	3	1%
<u>BROADBAND</u> : Improve broadband to provide 4G coverage	3	1%
<u>ENTRANCE TO TOWN</u> : Redevelop the vacant plots at the entrance to town (Might's Road & Station Road)	2	0%
Total	552	100%

Q19) What other aspects of Southwold's character would you want to protect and/or enhance?

Comment	1st Priority - Number	2nd Priority - Number	3rd Priority - Number	4th Priority - Number	5th Priority - Number	Total	% of Total
TOWN HOUSEKEEPING: Better dog & seagull control; More bins and litter collections; More street cleaning; Provision of recycling centre. Town is looking dirty & untidy.	8	1	1		8	18	30%
DESIGN: Improve architectural design and planning quality	1				11	12	20%
DEVELOPMENT: Improve entrance to town; Prevent infill; Preserve historical buildings		1	1		4	6	10%
SEA FRONT & HARBOUR: Improve maintenance of sea front; Protect Harbour from over development.	1	1			4	6	10%
LOCAL SHOPS: Increase & protect local independent shops & services to provide wider range of essential goods for residents year around. Ban chain stores					5	5	8%
INFRASTRUCTURE: Improve roads, paths & signage; Eliminate sewage smells	2				2	4	7%
TRAFFIC: Introduce pedestrian zones (particularly High Street), pedestrian crossings, & lower speed limits.	1				3	4	7%
PARKING: Improve provision and policing of parking	1				1	2	3%
PUBLIC TOILETS: More & better toilets with improved maintenance & cleaning					2	2	3%
ARTS & CULTURE: Promote more arts, culture and other festivals.					1	1	2%
Total	14	3	2	0	41	60	100%

Q20) What other policies would you like to see in the NP that encourage new developments to have landscaping for wildlife and is environmentally friendly?

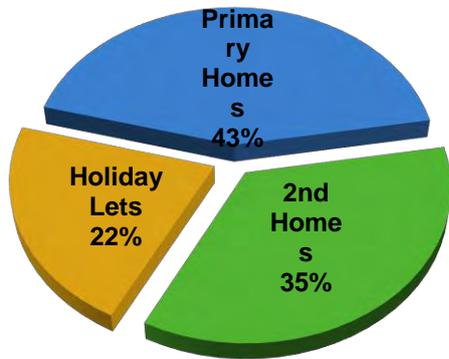
Comment	1st Priority - Number	2nd Priority - Number	3rd Priority - Number	4th Priority - Number	5th Priority - Number	Total	% of Total
WILD LIFE: Provide nesting boxes, hedges & bird friendly planting; Cull pigeons; Ban cats; Provide hedgehog habitat	2		1	1	3	7	23%
SOLAR PANELS: Comments split 1/4 for/against				1	4	5	17%
BUSS CREEK & MARSH: Improve sewage management; Introduce reed bed filtration; Develop into community fishing & recreation area.	1				3	4	13%
FLORA: Programme of wild flower & indigenous tree planting planting & environmentally friendly landscaping			1		3	4	13%
GARDENS: Ban paving over gardens	1	2				3	10%
INFRASTRUCTURE: Promote rainwater harvesting & biodigesters				1	1	2	7%
NATURE RESERVE: No new reserves but preserve & maintain existing ones			1			1	3%
ENVIRONMENTAL TOWN: Make Southwold a wildlife hub for environmental groups					1	1	3%
EASTON BAVENTS: Enhance appearance of Easton Barents coastline					1	1	3%
HARBOUR: Develop natural surroundings of Harbour and riverside. Demolish redundant sheds.				1		1	3%
BUILT ENVIRONMENT: Prevent over-development			1			1	3%
Total	4	2	4	4	16	30	100%

Q22) Which other policies would you like to see to support the economy?

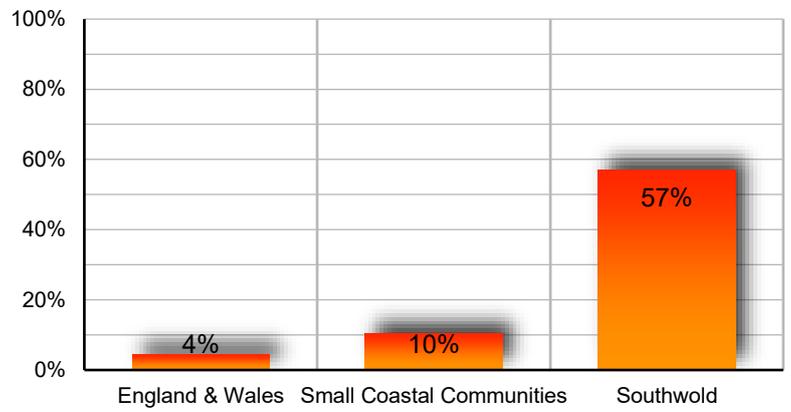
Comment	1st Priority - Number	2nd Priority - Number	3rd Priority - Number	Total	% of Total
COMMUNITY FACILITIES: Care home; Library; TIC; Adult education	2	3	6	11	30%
FAIRS & MARKETS: Encourage more antique fairs, vintage car/bike events, sports events etc			1	1	3%
LOCAL SHOPS: Increase & protect local independent shops & services to provide wider range of essential goods for residents year around. Ban chain stores	1		11	12	32%
SWIMMING POOL: Indoor heated swimming pool.			3	3	8%
CYCLE PATHS: provide more out of town cycle tracks.			1	1	3%
HARBOUR: Support for Harbour users	1			1	3%
TOWN HOUSEKEEPING: Tidy up and clean up Southwold. It is looking very tired and dirty; Control dog fouling	1		1	2	5%
PARKING: provide out of town car park.			1	1	3%
PUBS: End Adnams monopoly on pubs in Southwold	1			1	3%
DEMOGRAPHY: Reduce imbalance between residents and visitors			3	3	8%
BUSINESSES: Support local businesses.			1	1	3%
Total	6	3	28	37	100%

Use of Dwellings in Southwold

Source: STC Housing Survey 2015



Comparison of Proportion of 2nd Homes & Holiday Lets in Communities in England & Wales



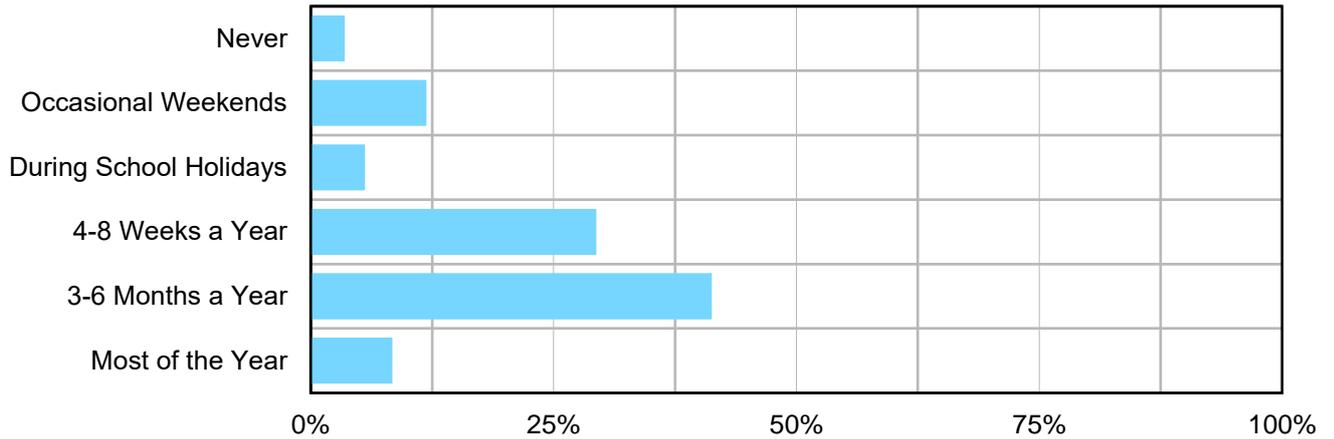
Source: 2011 Census - Coastal Communities + STC Survey 2016

Source: Southwold Town Plan Questionnaire ~ October 2013 ~ Turnout 475 (56.9%)

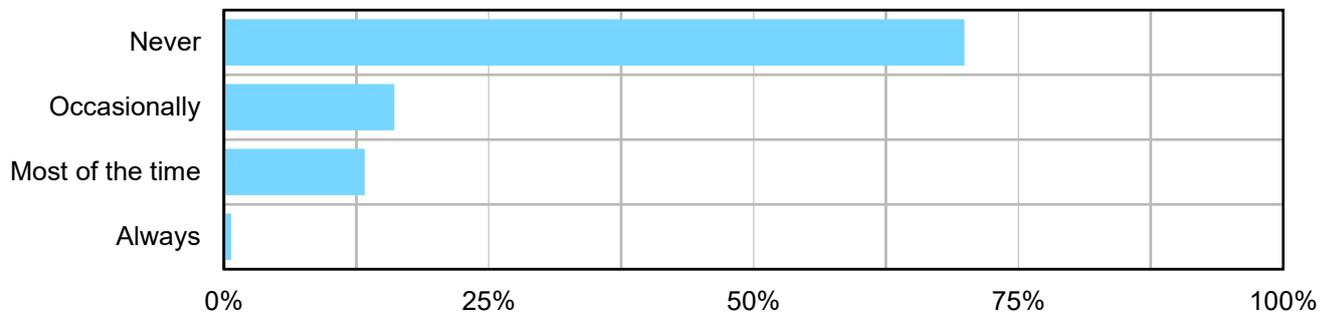
Household Q2	Is this your main residence?
Yes	68.5%
No	31.5%



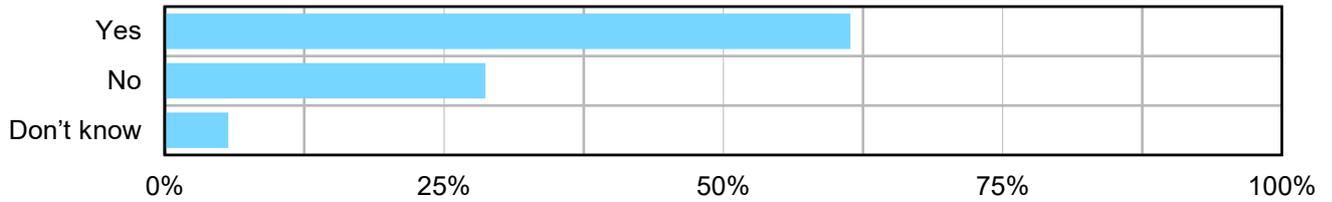
Household Q3	How often do you use this property?
Never	3.5%
Occasional Weekends	11.9%
During School Holidays	5.6%
4-8 Weeks a Year	29.4%
3-6 Months a Year	41.3%
Most of the Year	8.4%



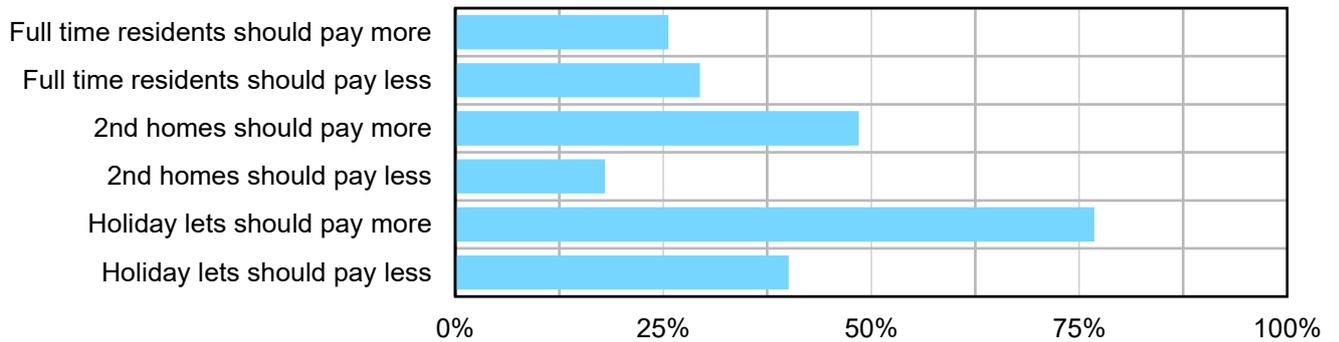
Household Q4	Is your property let when you are not in residence?
Never	69.9%
Occasionally	16.1%
Most of the time	13.3%
Always	0.7%



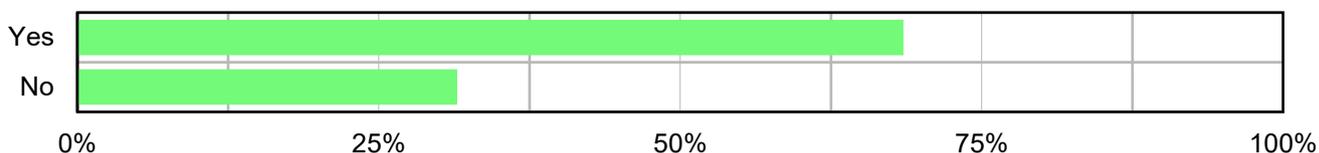
Individual Q13	Should all dwellings in Southwold be taxed at the same rate? (Occupied residences, 2nd Homes, Holiday Lets)
Yes	61.4%
No	28.7%
Don't know	5.7%



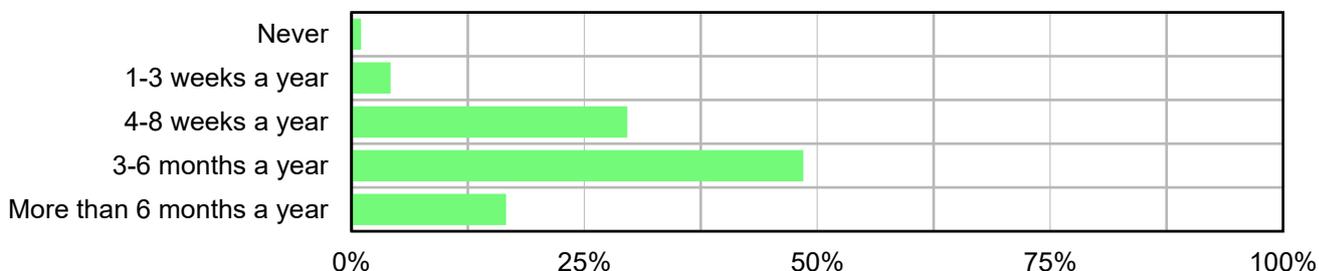
Individual Q14	Which dwellings should pay more or less in taxes?
Full time residents should pay more	25.6%
Full time residents should pay less	29.4%
2nd homes should pay more	48.5%
2nd homes should pay less	18.0%
Holiday lets should pay more	76.8%
Holiday lets should pay less	40.1%



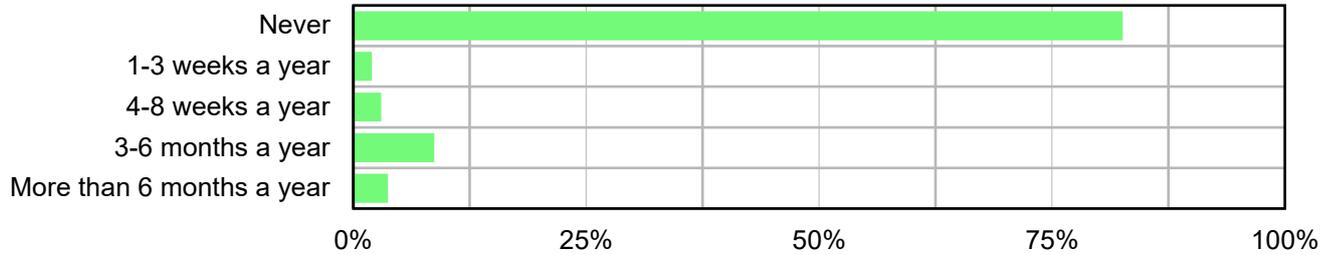
Q4	Is this your main residence?
Yes	53.3%
No	47.7%



Q5	How often do you use this property?
Never	1.0%
1-3 weeks a year	4.2%
4-8 weeks a year	29.6%
3-6 months a year	48.5%
More than 6 months a year	16.6%



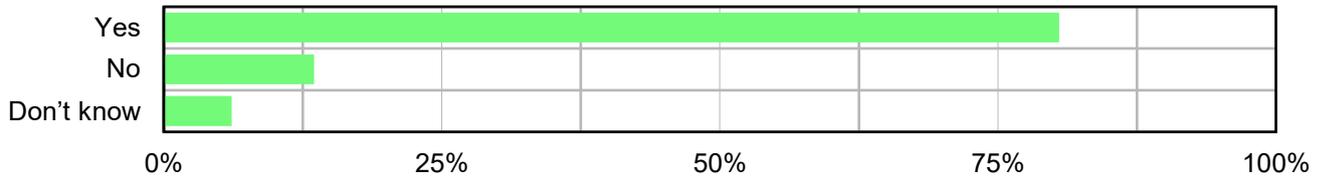
Q6	Is your property let when you are not in residence?
Never	82.6%
1-3 weeks a year	2.0%
4-8 weeks a year	3.0%
3-6 months a year	8.7%
More than 6 months a year	3.7%



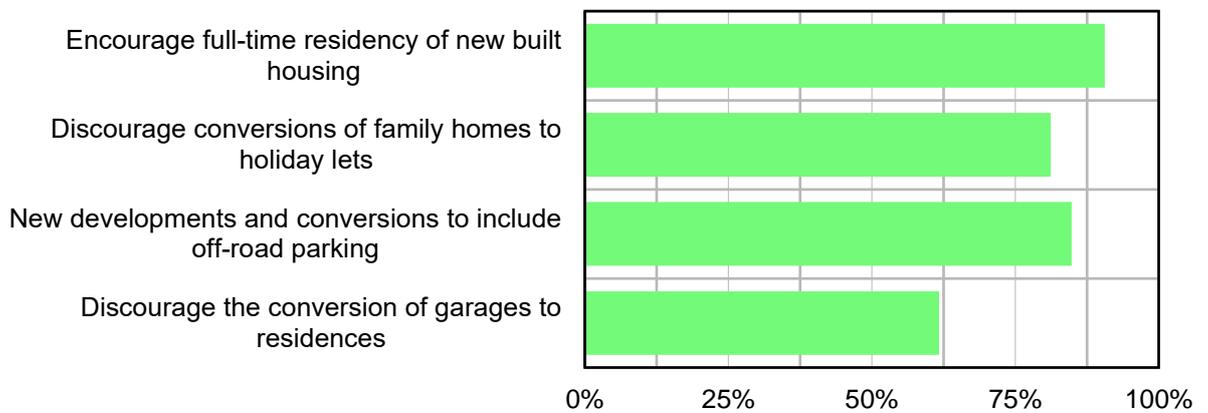
Q11	How does the high proportion of 2nd homes & holiday lets affect you?	
	1st Priority	2nd Priority
Not at all	18.4%	2.1%
Inflated house prices	16.9%	7.4%
Lack of choice in shops	2.1%	5.0%
Loss of Community Assets	6.3%	18.7%
Lack of Neighbours	9.8%	13.2%
Loss of Ordinary Shops	11.9%	17.5%
Lack of Volunteers	2.1%	7.4%
Fragility of sustainability of community	31.7%	13.0%
Free Text Comments on other affects	Too many 2nd homes	
	Southwold becoming a retirement town	
	Don't want town to have a dead core during week	
	Preponderance of 2nd homes skews commodities on sale towards visitors and away from residents	
	Some respondents provided a robust defence of the number of 2nd homes & holiday lets which they say make a significant contribution to the economy of Southwold	



Q12	Would you like the Neighbourhood Plan to encourage full time residency of newly built houses?
Yes	80.5%
No	13.5%
Don't know	6.1%



Q13	Do you think the Neighbourhood Plan should have policies on the following?
Encourage full-time residency of new built housing	90.6%
Discourage conversions of family homes to holiday lets	81.2%
Require all new developments and conversions to include off-road parking	84.8%
Discourage the conversion of garages to residences	61.7%
Free Text Comments on other polices	Better provision for and enforcement of parking (38%)
	Discourage the increase of 2nd homes & holiday lets (15%)



Responses on Sustainability, Flooding and Sewage by Street

Appendix 2.7

This analysis only includes streets with a significant number of responses

Q11 How does the high proportion of holiday lets and second homes affect you?

Worried about the sustainability of the Southwold community:

	Responses	Priority 1 or 2
Field Stile Road	16	45.7%
Hotson Road	21	58.3%
Marlborough Road	25	49.0%
North Road	15	48.4%
Pier Avenue	17	37.0%
South Green	10	41.7%
Stradbroke Road	15	53.6%
Victoria Street	18	40.0%
Total – all responses		43.2%

Lack of neighbours

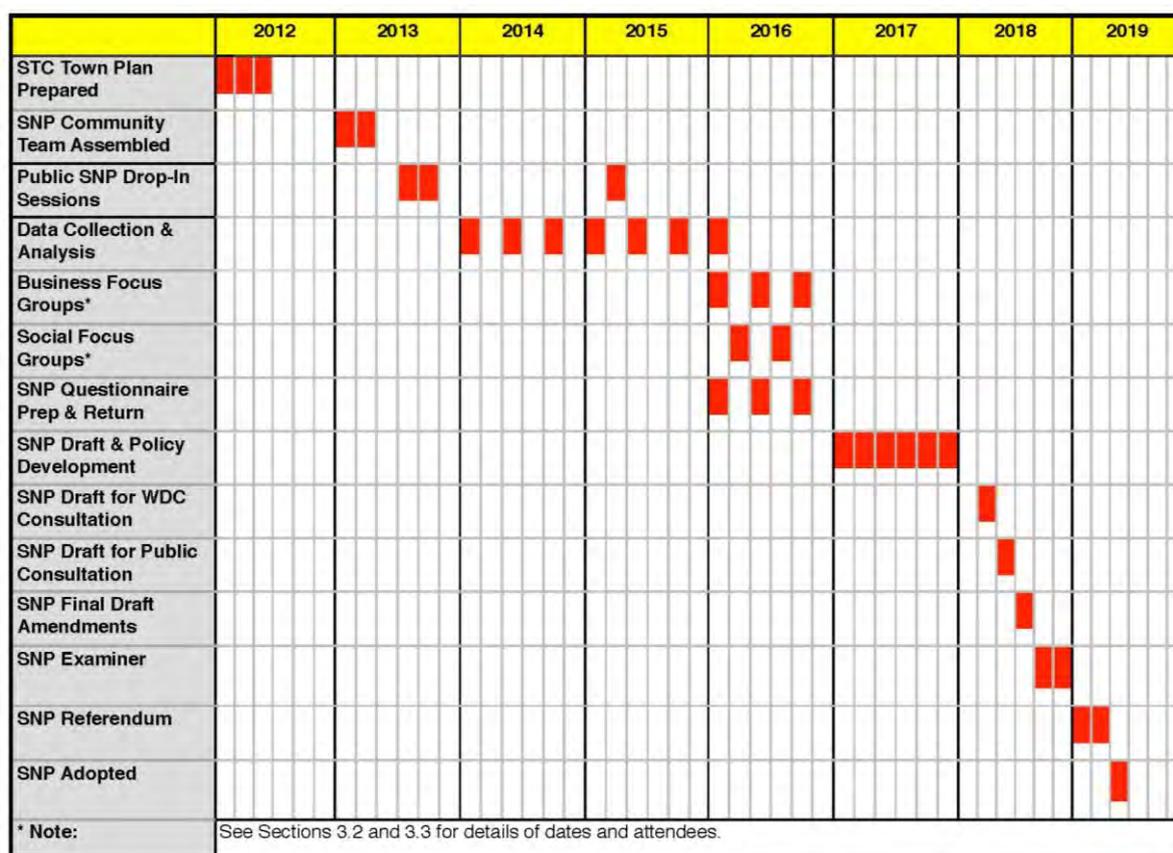
	Responses	Priority 1 or 2
Marlborough Road	15	29.4%
South Green	10	41.7%
Total – all responses		22.2%

Q16 In the past 3 years has your property suffered problems due to surface water flooding?

	Responses	Yes	%
Centre Cliff	6	4	67.0%
Hotson Road	36	4	11.0%
North Parade	23	3	13.0%
North Road	31	3	10.0%
South Green	24	3	13.0%
The Common	8	3	38.0%
Total	644	35	5.4%

Q17 In the past 3 years, has your property experienced sewage backup problems?

	Responses	Yes	%
Centre Cliff	6	4	67.0%
Ferry Road	9	4	44.0%
Field Stile Road	35	13	37.0%
Hotson Road	36	5	14.0%
North Green	17	5	30.0%
North Parade	23	5	22.0%
North Road	31	5	16.0%
Pier Avenue	46	5	11.0%
Stradbroke Road	28	4	14.0%
Total	644	78	12.1%



2013-present	Community members of NP working group
late 2013	Initial engagement with community, drop-in meeting at Town Hall
18/01/2016	Business leaders focus group
06/02/2016	Focus group with young family members
10/02/2016	Focus group with leader and 5 members of Loft youth club
16/02/2016	Business interview with Andy Wood, Adnams
23/02/2016	Focus group with over 70s
01/03/2016	Focus group with library users
2016	Business interview with Erica Clegg, Spring
2016	Business interview with Guy Mitchell, SPOTS
July 2016	Delivery of Neighbourhood Plan questionnaire to all residents and second homes
Sept 2016	Deadline for responses to questionnaire
05/10/2016	Business interview with Sail Loft
2016	Business interview with Scott, Chapps

Focus Groups

Focus Group	Date	Attendees
Business Leaders	18 Jan 2016	Spring ~ Strategic communications & design agency Two Magpies ~ Artisan Bakery & Patisserie Spots & High Tide ~ Post Office & retail outlets Collen & Clare ~ Retail clothing outlet Suffolk Secrets ~ Holiday letting agency
	16 February 2016	Adnams CEO
	5 October 2016	Sail Loft ~ Restaurant
	2016	Mills & Sons Ltd ~ Butchers
	2017	Chapps - Hairdresser
Facilitators		Various NP Team members facilitated each Focus Group meeting

Summary of Comments

Policy Area	Focus Group	Comment
High Quality Design	Business Leaders	Intersperse very good stylish design by very good architects that sits well beside the Southwold vernacular
In-Fill	Business Leaders	-
Housing & Office Space	Business Leaders	Dire shortage of office space ~ existing businesses severely constrained
		Need for modern, purpose built, flexible office space
		Small/Medium size businesses require 100 - 250 sq m
		Help incubation & solo businesses with shared reception and welfare facilities
		Provide hot desking & co-working space could be a business in itself
		Existing businesses constrained by lack of space to grow
		Lack of affordable accommodation for staff/workers
Community Assets	Business Leaders	Commerce and community sit alongside each other
		When considering redevelopment of redundant buildings into assets of community value, be bold and ambitious first and then see how it can be financed,
Natural Environment	Business Leaders	Adnams could be the exemplar for the town's zero carbon policies
2nd Homes & Holiday Lets	Business Leaders	-
Parking	Business Leaders	Insufficient parking space for staff commuting into town for work
		Traffic and parking is not one of the town's charms
		Customers routinely 15 minutes late because of the difficulty of finding a parking space
		A town clogged with cars is not good for the town
Vision	Business	Business needs a thriving town
		A place with connectivity, creativity, a wonderful place to come and think
		A place to live, work and play rather than a retirement place.
		Important to keep community assets that draw people into town
		We need new blood living in town
Likes About Southwold	Business	Increasingly seen as a "foodie" destination by visitors
Dislikes About S'Wold	Business	Lack of resident population to support business all year around which, together with seasonal visitor fluctuations, makes stock control very difficult

Focus Group	Date	Attendees
Young Families	9 February 2016	6 young family members
Loft Youth Club	10 February 2016	Leader & 5 members of youth club
Over 70's	23 February 2016	11 community participants
Library Users	1 March 2016	Library using residents
Facilitators		Various NP Team members facilitated each Focus Group meeting

Summary of Comments

Policy Area	Focus Group	Comment
High Quality Design	Young Families	-
	Loft Youth Club	-
	Over 70's	-
	Library Users	Let us not lose internal views through poor design
In-Fill	Young Families	-
	Loft Youth Club	-
	Over 70's	All conversions that add bedrooms should also add off-street parking
	Library Users	Infill a concern
Housing & Office Space	Young Families	More affordable housing needed but not Tibby's Triangle
	Loft Youth Club	I'd love to live and work here ` if only I could afford it
	Over 70's	-
	Library Users	Need to find sites in town for economic development
		Need for affordable working space
	Need live-work units not retail units on available developable land	
	Need affordable housing for residents	

Community Assets	Young Families	Southwold has a sense of community.
		Local businesses are community assets and we want more, locally owned businesses
	Loft Youth Club	Community is quite tightly knit
		Businesses contribute to community welfare
		Library is very important to students
		Southwold hospital should not be turned into second homes
		Electric Palace not a community cinema, not for the young
	Over 70's	Library is very important
Library Users	Community support is terrific	
	We want a community asset pillory that would resist conversion of redundant buildings to market housing and give preference to uses that support the community or employment	
Natural Environment	Young Families	-
	Loft Youth Club	Protect green spaces
	Over 70's	-
	Library Users	I value the environment. Southwold is one of the best places to live because of nature
The environment is what I miss when I leave Southwold ~ beach, common, marshes		
2nd Homes & Holiday Lets	Young Families	Southwold becoming a retirement town. Too many second homes
	Loft Youth Club	People with crazy incomes buying second homes. Don't want town to have a dead core during the week
	Over 70's	As old people die, their houses are sold for 2nd homes/holiday lets
	Library Users	Preponderance of second homes and holiday lets skews commodities on sale towards visitors and away from residents
Parking	Young Families	-
	Loft Youth Club	-
	Over 70's	Parking a problem, make more use of Millennium car park
		Introduce parking fees
	Library Users	Cars are a problem for the town
		Support for off-road car parking for conversions
Do not use common and open space for more parking space.		

Vision	Young Families	A community of many more young residents and families
		A community with more ethnic and socio-economic diversity
	Loft Youth Club	-
	Over 70's	Want more people living in town full time
	Library Users	-
Likes About Southwold	Young Families	-
	Loft Youth Club	-
	Over 70's	People look after each other and are friendly
		Beautiful Place, plenty to do, bustling town with lively people
		Safety, lack of crime, beautiful place to live, Safety & security really important
		Lovely place to retire to
		All the advantages of both town and country
Library Users	-	
Dislikes About S'Wold	Young Families	-
	Loft Youth Club	-
	Over 70's	Dog mess and litter
		Lack of resident neighbours
	Library Users	—

Summary of Returned Comments				
Policy	Supported	Not Supported	No Comment	Total
SWD1	29	5	8	42
SWD2	31	1	10	42
SWD3	29	1	12	42
SWD4	25	7	10	42
SWD5	25	5	12	42
SWD6	30	1	11	42
SWD7	29	2	11	42
SWD8	25	5	12	42
SWD9	26	2	14	42
SWD10	29	0	13	42
SWD11	25	3	14	42
Ave Totals (No)	27.5	2.9	11.5	42.0
Ave Totals (%)	65.6%	6.9%	27.5%	100.0%

Consultees' Comments	Neighbourhood Plan Team's Response
SWD1 – Principal Residences	
<ul style="list-style-type: none"> Drop the get-out clause (x4) Should the restrictions for occupancy be extended to <u>all</u> properties – not just new builds Will houses still be required to be principal residence once sold (i.e. not a new build then!) how can SWT ensure this? Policy not clear enough This is unenforceable Remove sentence “New unrestricted non-principal residences will only be supported in exceptional circumstances” – this opens the door to 	<ul style="list-style-type: none"> It is agreed that the exceptions clause should be dropped. It runs counter to consultation sentiment and creates a significant risk of undermining the policy's rationale. Moreover, other Neighbourhood Plans that have adopted principal residence policies have not included an exceptions clause. The policy relates to all future sales of new built housing. At this time, it is not legally possible to have a principal residence policy that applies to existing housing.

unrestricted housing – too woolly a term – what defines “exceptional”?

- Where is the proof of a need for more and more social housing
- Will they be prevented from buying and then selling on to a second-home purchaser after two years (as currently with Council housing)?
- Don't see how this would work in practice. Would it remain in force in perpetuity? When houses resold?
- I would like to formally register my concern about the “weasel clause” in the neighbourhood plan which allows developers to get round the residency requirement for new builds through a viability argument
- As a resident, I'd like to register my opposition to an “exceptional circumstances” exemption to the principal residence policy. I think that this opens the door to developers keeping land values high because the cost of land can always be offered as a reason for not being able to build principal residences, which reduces the market value of housing by at least 20%. The only justification I have heard for having this exemption is that it will enable Hastoe to develop the police and fire station site. However, if the sale is agreed, Hastoe's planning application will be decided well before our NP has sufficient legal weight to be applied as a reason for denying unrestricted market development on the site. In essence, we will have created an exemption that is not needed that will then neutralise the policy for future sites.
- Basically this means the residency requirement is pointless because ALL developers will use this to increase profits
- I am very concerned about the inclusion of a get-out clause for exceptional circumstances. Developers are notorious for using the issue of viability when trying to get a reduction in the proportion of affordable

- A number of the comments related to enforceability. The High Court has found that the principal residence requirement is enforceable and therefore sound. It should be noted that, as with any other enforcement issue, proactivity is essential.

Actions:

1. Amend policy and text to delete exceptional circumstances caveat.
2. Insert in Projects a Southwold Town Council commitment to making this policy “stick” by:
 - i.) working in partnership with the District Council to ensure that the evidence supplied in support of individual Section 106 agreements is sufficiently robust and easily enforced
 - ii.) making it a planning enforcement priority
 - iii.) being the “eyes and ears on the ground” to provide evidence of breaches
 - iv.) gather information on how the policy is working in practice

<p>properties in a development. To give them on another excuse, in this case the effect that the principle residency requirement will have on the viability, will surely completely undermine the strength of the policy</p>	
SWD2 – Design and Landscape	
<ul style="list-style-type: none"> • The development on the old garage site is a good example where this hasn't happened • This policy would not allow proposed development at Station/Blyth Roads! • Ignores lack of parking for current residents. • I am unhappy about the current housing development on Mights Road and North Road (ugly, too big, not in the style of the town and a poor entry to such a beautiful place) and concerned regarding the apparent lack of power of the Council to influence the plans for the development of the police station/fire station site and I wish to state my objection to Clancy's being closed for an indefinite period during whatever construction takes place. • I note that the new Local Plan permits windfall sites for residential development – this could include any parcel of land in Southwold except one-for-one replacements. 	<ul style="list-style-type: none"> • The old garage development relates to a previous planning application and supports the need for the Neighbourhood Plan's design policies • These policies, supported by the character area assessments, should promote high quality design in the future if the Town Council's PDC uses them effectively, and, more importantly, the LPA applies them • The NPPF and New Local Plan support modern development that is sensitive to the character area. Southwold Town Council which owns Station Yard, commissioned a design framework study to support high quality design in the Gateway. The architects who provided the design framework (consulted on and no objections received) also designed the planning scheme for Station Yard. Their scheme was informed by a heritage statement by Bob Kindred, a leading heritage consultant, a Trustee of the Suffolk Preservation Society, who delivers training in heritage to parishes across the county • The design policies apply to all sites, existing, new build, and windfall. This does not need to be explicitly stated • All policies in the Neighbourhood Plan are "read together." This should be made clear in the document, and reinforced as necessary in individual policies • The comment about Clancy's is not relevant to the proposed policy <p>Action</p> <ol style="list-style-type: none"> 1. Amend text as required to make it clear where specific policies are inter-related, such as design, parking, and landscape.
SWD3 – Private Parking	

<ul style="list-style-type: none"> • Off street parking needs to be prioritised in future (not happened in past) • Consideration should be given to the size of modern cars and the space taken up by these larger vehicles. The time has arrived for residents parking permits • Agree – provided it doesn't mean that local people's current spaces are lost to them! • Some of your maps/data are inaccurate/wrong. • All very pie in the sky. Where it is already possible to adopt some of these policies they have not been! Building houses with insufficient parking spaces and then "renting" out designated parking lots in a car park! We should address our present needs more seriously before dreaming up further options. • I am in favour of charging for parking on the common etc. <u>IF</u> it is less expensive than parking on the streets. Otherwise charge there will only add to the pressures on street parking (probably with even more 'illegal' parking everywhere). Residents' parking should be for specific vehicles only – not one per house etc – as otherwise all parking slots will be filled by holiday makers. • Parking!! If this development happens the only parking available to us long-term residents will disappear. It seems this is now a town that only considers second home owners and visitors. • Policy doesn't address current lack of parking for local residents 	<ul style="list-style-type: none"> • All the comments express frustration with the current parking situation in town, and therefore provide additional evidence in support of the need for the Neighbourhood Plan's parking policies. They also highlight the need for effective enforcement. <p>Action</p> <ol style="list-style-type: none"> 1. Include as a project that Southwold Town Council will proactively work to obtain more effective parking enforcement.
SWD4 – Convenience Retailing	
<ul style="list-style-type: none"> • Lose get-out clause. • If someone local wanted a larger shop this would work against them!! • It may suit the town to allow developments of this size. A policy such as this would "box" the Planning 	<ul style="list-style-type: none"> • This policy applies only to "convenience retailing". The get-out clause balances the need to retain small shops for independent businesses with the need of such businesses to expand. <p>Action: None</p>

<p>Committee to refusing an application when this might not be the case.</p> <ul style="list-style-type: none"> • Too restrictive. • Let out clause should not apply. No bigger developments. • The aspirations as regards holiday lets and affordable housing, High Street shops with a more local appeal and the aim of making the town less reliant on visitors are laudable but I feel have come too late. STC have no control over private sector shop rents or the pricing of property owned by developers which are the driving forces of the local economy. 	
SWD5 – Solo Workers, Micro Businesses and Small Businesses	
<ul style="list-style-type: none"> • Second option only (not integrated into residential areas). • How many start up spaces do we think we need? We can already have some on the hospital site, the Clancys site, the Kings Head.... Do we need more? • There seems to be empty shops and offices already. • Southwold already has two developments for new businesses (Hospital and Kings Head) and plans for Station Road. Lack of convincing evidence that there is a need for this much business space. 	<ul style="list-style-type: none"> • Given the constraints on development land in Southwold, the integration of business use with residential is justified. In addition, this was the traditional pattern of development in Southwold, as described in paragraph 2.7. The new Local Plan Design policies and the Neighbourhood Plan design policies provide strong support for protecting the amenity of neighbours. This policy applies in deciding applications for B2 commercial use. • Demand for business space is well-evidenced. <p>Action</p> <ol style="list-style-type: none"> 1. Clarify that applications for business use development interface with design policies.
SWD6 – Wildlife Development	
<ul style="list-style-type: none"> • The issue of wildlife preservation is secondary to all of the other policies and implementation could cause major delays or expense in appropriate development. Bats, owls and great crested newts etc. • Why are St Felix building on their school grounds; a county wildlife site? • Bird and bat boxes could be included on current properties. Consideration should be given to controlling the rat population in Southwold. 	<ul style="list-style-type: none"> • St Felix is outside the Neighbourhood Plan area. • Implementation of this policy should not slow down development or add significant expense. • Planning policies can only relate to applications for planning permission to change the use of land or build structures larger than permitted development. • Regulations controlling rats and seagulls are outside the scope of planning law.

<ul style="list-style-type: none"> • Should adopt Aldeburgh’s policy of heavy fines for feeding seagulls. • No listing of <u>Electricity Green!!</u> 	<p>Action:</p> <ol style="list-style-type: none"> 1. Add Electricity Green to the list of local green spaces <i>if</i> our planning consultant considers it fits the criteria – the potential for its development is limited by its small size and the fact that it is owned by Southwold Town Council. Theoretically, however, the Council could sell it to the adjoining building and its new owner could apply for an extension into this space.
<p>SWD7 – Private Garden Spaces</p>	
<ul style="list-style-type: none"> • Surely there is a limit of plot ratio of building to remaining garden area? • <u>Definitely</u> no basement excavations!! • Infill is how the town has always dealt with expansion. • I do hope in-filling in gardens and the constant turning of one large house into an even larger one or splitting into two expensive dwellings can be halted. 	<ul style="list-style-type: none"> • Three of the four comments support this policy. • There is no fixed limit in the Local Plan policies and it would be difficult to create a ratio because of the different size of gardens in Southwold. But we should put this question to our consultant and also ask whether we could have a basement policy. <p>Action</p> <ol style="list-style-type: none"> 1. Put these two questions to our consultant.
<p>SWD8 – Local Green Spaces</p>	
<ul style="list-style-type: none"> • I don’t think <u>any</u> building should be allowed on our greens. (x5) • What type of development would be allowed? • I have agreed with the Policy on the assumption that there will be no adverse deviations • We agree that the greens should be preserved. However, for example – East Cliff Green should just be grassed for ease of maintenance and to decrease the rat population. • Get rid of get-out clause • “<u>Unless</u>” clause could give WDC carte blanche to build on their greens. Keep the greens green please. • As a correction to a very minor mistake the residents of Barnaby Green do not maintain the grass or trees, Waveney Norse seem to be responsible nor do we have any social gatherings, this happened once during the millennium 	<ul style="list-style-type: none"> • All of the comments support the policy by demonstrating a desire to strengthen it beyond what is permitted by law. <p>Action</p> <ol style="list-style-type: none"> 1. Correct text on Barnaby Green to reflect the last comment.

<p>celebrations, there are only a few of us left.</p>	
<p>SWD9 – Impact of Flooding</p>	
<ul style="list-style-type: none"> • About time. 	<ul style="list-style-type: none"> • None
<p>SWD10 – Community Facilities</p>	
<ul style="list-style-type: none"> • No exceptions should be allowed. • Don't understand! (x2) 	<ul style="list-style-type: none"> • Some flexibility is required unless the community facility is an Asset of Community Value. <p>Action</p> <ol style="list-style-type: none"> 1. Clarify that this policy refers back to the New Waveney District Local Plan Policy 8.22 (Built Community Facilities and Policies.)
<p>SWD11 – Development Sites</p>	
<ul style="list-style-type: none"> • Second option only (not integrated into residential areas). • Well designed social housing should be substituted. Start up businesses in separate zone. • Development of sites to preserve character but also of similar design. • Any development of the former Police and Fire Station Site, Station Road Courtyard – priority should be given to existing businesses. The style of the property should be more sympathetic to the style of the town – <u>not</u> like the new build opposite the Fire Station. • No evidence of this policy in recent development plans! • Major concern ref Station Road site – loss of homes, albeit temporarily, for current local businesses. Clancys building of some local interest since only remaining old station building (was WH Smith). Relocation of garage subject to resiting for which planning consent has not been obtained. Courtyard space currently used for car parking for MOTs etc will be gone! Also – looking at initial design for Station Road development, the buildings being suggested do <u>NOT</u> meet with Policy SWD2 – they do <u>NOT</u> “contribute positively to the relevant character area, including the 	<ul style="list-style-type: none"> • There are essentially two themes to these comments that are relevant to planning policies: <ul style="list-style-type: none"> i.) Segregate office development from residential development. ii.) Concern about the quality of design. • Both of these concerns are addressed elsewhere in our responses. <p>Action: None</p>

<p>architectural style of the building itself and the spatial context”.</p> <ul style="list-style-type: none"> • How many start up spaces do we think we need? We can already have some on the hospital site, the Clancys site, the Kings Head.... Do we need more? 	
Other Non-Policy Comments	
<ul style="list-style-type: none"> • Harbour Lands must be kept in control of Southwold Town Council (x2) • No properties for rental to receive business rate relief unless can be demonstrated actively seeking hirers and not used to justify second home. • All policies confusing and many with get-out clauses. • The policies address the needs of the town for now and in the foreseeable future <u>only</u> if they are carried through. • This summary requires that developers ensure that all new designs are sympathetic to Southwold. I suggest that developers have let us down in two recent projects and may do in a third planned one. They are: <ul style="list-style-type: none"> a. New terrace of houses (currently for sale) on the east side of Station Road, near junction with North Road. These houses are disproportionately high, are sited far too close to the main road and their design and the materials used – new red brick, slate grey roofing and window frames are harsh, oppressive and inconsistent with their Southwold environment. b. Plans for the Station Road, Blyth Road development and business hub mirror a) above with similar defects. c. The same formula seems to have been used for the relatively new block of flats at the sea/pier end of Field Stile Road. This building is very high profile in red brick with slate grey roofing and window frames. Again, this building and its style, the materials used and their colour are inconsistent with their Southwold architectural setting. 	<ul style="list-style-type: none"> • Control of Harbour Lands outside the legal scope of the Neighbourhood Plan. • Business rate relief outside the legal scope of the Neighbourhood Plan. • We will clarify any policies where there are specific comments that they are confusing. • Implementation of the Neighbourhood Plan is in the hands of the District Council. • The planning scheme for Station Yard has been granted. <p>Actions:</p> <ol style="list-style-type: none"> 1. Clarify policies where lack of clarity has been highlighted. 2. Project to work with the District Council to upgrade the quality of their design decisions so that Neighbourhood Plan. will have teeth.

- | | |
|--|--|
| <ul style="list-style-type: none">• No one ought to indulge in nostalgia in the face of economic sense, but considering how tiny the resident population of the town now is, compared to even a few short years ago, it must be in your gift to take whatever measures possible to build this back into some semblance of a healthy community. | |
|--|--|

Evidence

- Southwold Town Council Housing Survey 2006
- Southwold Town Council Housing Survey 2013
- Waveney District Council Homechoice statistics of urgent demand 2016
- Southwold and Reydon Society Housing Report 2012
- Southwold Town Plan 2013

1. Southwold Town Council Housing Survey 2006

Survey achieved turnout of 51% of households (and 52% of estimated 2006 resident population) (SRS Housing Report 2012).

69 households reported close family members having to move out of Parish because unable to buy or rent suitable accommodation.

56 respondents were in need of alternative accommodation (young people wishing to set up home 29, families, young couples, relationship breakup 24, elderly households 20).

Taking into account the turnout this suggests that at that time 100 new affordable units were needed, with an emphasis on one or two bedroom units.

2. Southwold Town Council Housing Survey 2013

There were 252 returns from 1350 dwellings. However the number of permanent residences at this time was 636, so this represents a 40% turnout of the permanent residents.

21 households (43 people) reported housing need.

11 households identified 19 people wishing to return to Southwold if appropriate housing were available. This amounts to 40 housing units needed.

Again if account is taken of the turnout, the total number of affordable units needed may still be as high as 100.

In the period 2006-13, 10 new affordable units for sale were provided at Tibby's Triangle and 4 units to rent at Blyth Road.

3. Homechoice Housing List 2016

The Waveney District Council Housing Register showed that as of Jan 5th 2016, there were 80 people on the register asking to be housed in Southwold and Reydon, of whom 22 are classified as being in high or medium need and 58 as having a lower category of need (because they are already adequately housed). STC Councillors report anecdotal evidence of people seeking affordable housing in Southwold but not considering that it is worth registering with Homechoice..

The Homechoice report indicates that there are currently 88 East Suffolk Council homes in Southwold and 110 in Reydon. Turnover is typically 10% per annum. Current plans, at varying degrees of progression, are for 20 affordable homes at Duncan's Yard, Southwold, 10 or more at Green Lanes, Reydon, and 24 at St Felix (35% of 71). Development of the Southwold Fire Station and Police Station sites as housing could yield 10 units of affordable housing.

4. Employment patterns in Southwold and Reydon

The 2011 Census (Waveney District Council summary) identified 71 businesses in Southwold town centre. Southwold Chamber of Commerce identifies a total of about 100 businesses in Southwold as a whole. The largest local employer is Adnams, running the brewery, wine and spirits businesses, and the Swan and the Crown. The total number of Adnams employees in Southwold and Reydon is 350, of whom ~100 work in Southwold. A reasonable estimate of the total number of employees in Southwold is ~400 (20 businesses employing on average 5 people, 80 employing 2-3 people).

The Southwold Town Plan Questionnaire (STPQ) showed that 31% of Southwold residents were in work, about 300 people in total (for Reydon the figure was 33%, ie 800 people).

The STPQ responses suggest that 110 of these worked in Southwold, 20 within 5 miles, 180 further than 5 miles. Also 20% of those in work in Reydon worked in Southwold, ie 160.

This would leave a figure of ~130 people who drive in to Southwold to work. This is consistent with the scale of the Southwold 'rush hour'.

Additional affordable housing in Southwold would make it possible for more of those who work in Southwold to live here and contribute to the community.

Of the ~180 who leave Southwold to work, many might prefer to work in Southwold if there were more knowledge-based businesses located here.

Conclusion

There continues to be a substantial need for affordable housing in Southwold, both to meet the needs of those who currently live here and to reduce the need for local workers to commute to Southwold. Expansion of affordable housing will also strengthen the residential base of the town, reduce the undesirably high average age of residents, and help to maintain a vibrant and viable community.

Southwold Residency Zones

Appendix 4.2

North Southwold	No of Residences	% Residents	% Holiday Lets
St Edmunds Road , Crick Court, Station Rd, Blyth Road	104	84%	4%
Hotson Road	61	74%	2%
North Road	75	67%	11%
Field Stile Road, Cautley Road, Foster Close	77	56%	13%
Pier Avenue	93	51%	20%
Marlborough Road	58	44%	7%

Common and Central Southwold	No of Residences	% Residents	% Holiday Lets
The Common, Fox Yard, Woodleys Yard, Godyll Road	52	64%	6%
Victoria Street , Tibbys Green., Bartholomew Green., East Green, St James Green	174	39%	17%
York Road, Barnaby Green, Wymering Road, Black Mill Road, North Green	86	35%	12%

Beach, High Street and South Southwold	No of Residences	% Residents	% Holiday Lets
South Green, Gun Hill, Primrose Alley, Skilmans Hill	65	32%	18%
Park Lane , Lorne Road, Strickland Place, Mill Lane, Gardner Road	94	32%	16%
Stradbroke Road, North Parade, Cumberland Road, Salisbury Road, Dunwich Road, Chester Road	182	31%	45%
Queens Road, Constitution Hill, Ferry Road, Blackshore	55	30%	29%
High Street, Manor Farm Close, Bank Alley, Market Place	98	28%	8%
Trinity Street, East Cliff, East. Street, Pinkneys Lane, Centre Cliff, Queen Street, Church Street	99	26%	21%

	2015*	2016#
Total number of residences	1,373	1,388
Corrected for vacant properties	1,329	1,344
Total number of residences with permanent residents on electoral roll	547	567
Percentages of residences with permanent residents on electoral roll	41.2%	42.2%

Total number of identified holiday lets	204	300
Percentages of residences identified as holiday lets (corrected for 11 named holiday lets not identified)	15.3%	22.3%
Net number of non-vacant, non-resident, non-holiday-let	578	477
Percentages of properties presumed to be 2 nd homes	43.5%	35.5%

* Study conducted by Michael-Rowan Robinson in 2015 # Study conducted by David Palmer in September 2016

The Southwold and Reydon Society 2012 housing report included the following information for Southwold from a 2012 Freedom of Information request to Waveney District Council

1,148 domestic dwellings, of which 401 pay the 2nd home rate, plus 218 holiday lets paying business rates equals a total of 1,366 residences.

Appendix 1D of the report gave an estimate of 6.9% for the number of adult residents missing from the electoral register, due to a combination of non-registration and resident alien status. However this is probably compensated by a number of 2nd homers who are on the electoral register.

www.southwoldandreydonsociety.org.uk/2012HousingReport.pdf

Analysis of Property Sales by Southwold Residency Zones

Appendix 4.3

A study was undertaken of house sales in Southwold between 2006 and 2016 to see which ones ended up occupied by permanent residents, as evidenced by the electoral registration list.

This analysis has been split by the three residency zones defined in Appendix 4.2, which are in decreasing proportion of permanent residents as of 2014. The percentage of residences sold over the ten-year period was the same in each zone, 37%. Although some residences that come up for sale are purchased by permanent residents, they are outnumbered by those purchased as 2nd homes or holiday lets. Of 498 residences sold, 118 (24%) were sold to permanent residents, 242 were bought as 2nd homes (49%), and 138 as holiday lets (28%).

North Southwold

(St Edmunds Road, Station Road, Blyth Road, Hotson Road, North Rd, Field Stile Rd, Cautley Road, Foster Close, Pier Avenue, Marlborough Road)

	Total residences	Permanent residences	2 nd home	Holiday lets
2014	468	269 (57%)	161	38
2006-16 Sales	173	60 (35%)	67	46
Difference	295	209 (71%)	94	-

Common and High Street

(Common, Fox Yard, Woodleys Yard, Godyll Road, York Rd, Barnaby Green, Wymering Road, Black Mill Road, North Green, Park Lane, Lorne Road, Strickland Place, Mill Lane, Gardner Road, High Street, Manor Farm Close, Bank Alley, Market Place)

	Total residences	Permanent residences	2 nd home	Holiday lets
2014	325	109 (33%)	180	36
2006-16 Sales	117	15 (12%)	75	27
Difference	208	94 (45%)	105	9

The Beach

(Victoria Street, Tibbys Triangle, East Green, St James Green, South Green, Gun Hill, Primrose Alley, Skilmans Hill, Stradbroke Road, North Parade, Cumberland Road, Cumberland Close, Salisbury Road, Dunwich Road, Chester Road, Queens Road, Constitution Hill, Ferry Road, Blackshore, Trinity Street, East Street, Pinkneys Lane, Centre Cliff, Queen Street, Church Street)

	Total residences	Permanent residences	2 nd home	Holiday lets
2014	575	169 (29%)	299	107
2006-16 Sales	208	43 (20%)	100	65
Difference	367	126 (35%)	199	42

Notes:

1. 2014 figures based on Michael Rowan-Robinson's residency analysis.
2. 2006-16 sales based on data compiled by Tom Bright and David Palmer, using David Palmer's 2016 residency analysis.
3. The difference between 2014 residences and 2006-2016 sales corresponds, approximately, to those residences that have not been sold between 2006-2016. We see that there are far fewer residents in the sold houses than in those that remain, confirming the trend of declining usage of houses as permanent residences.

Projections of Southwold permanent population 2016-2036 (if no change of policy)

There are various ways of projecting Southwold's permanent resident population forward.

1. Extrapolation of number of residents on electoral roll

We start from 2016 with a permanent over-18 population of 900 in 550 residences (average 1.6 per residence), representing 41% of the total 1,373 residences. The 2011 census shows that half of these residents are over 65. The census also shows that 30% of these 550 residences are rented (council, social and private), i.e. 165 residences. If the average occupancy of the 450 under 65s is 2.0, they occupy 225 residences, i.e. 165 rental and 60 owner-occupied, 16% of the total 1,373 residences in the town. We assume this block of under-65 residences and occupants will still basically be there in 20 years' time (i.e. we are neglecting those who just move out).

The over-18 population of Southwold was 1,328 in 2001, 974 in 2011, and 910 in 2015, so is going down by about 30 per year. If we extrapolate this rate forward, the 450 over-65s will have dwindled to almost zero in 15 years, i.e. $450/30$. The population would then remain stable at 450 for the next decade or two, under this simple model. If the decline was spread equally over all over-18s, due to a mixture of deaths and people moving out, then the permanent population would shrink to essentially zero in 30 years.

2. Extrapolation of number of residences occupied permanently

The percentage of Southwold residences occupied permanently was 57.6% in 2001, 46.6% in 2011, and 41% in 2016, so the average decline is 1.1% per year. At this rate it will reach 16% (the block occupied by under-65s) after 23 years i.e. $25/1.1$.

3. Extrapolation from house sales

The third way of projecting forward is to look at house sales in Southwold. Over the ten years 2006-16, there were 498 sales, i.e. 50 per year. We will assume these consist of permanent homes being sold to permanent resident, permanent homes being sold to 2nd homers, and 2nd homes/holiday lets being sold as 2nd homes or holiday lets, (i.e. we assume there are very few sales of 2nd homes to new permanent residents).

Of the 498 sales, 118, or 12 per year, ended up being occupied by permanent residents (as evidenced by the electoral roll) and we can assume these represent sales of permanent homes to new permanent residents. The population loss of 30 per year represents (at an occupancy of 1.6) 19 net permanent residences lost per year. This would leave 19 sales per year of 2nd homes/holiday lets being sold as second homes or holiday lets.

So the 325 residences currently occupied by over 65s will be down to roughly zero in 17 years i.e. $325/19$.

Note: the loss of 19 permanent residences/year is made up of (a) sales due to decease of single occupant plus (b) removals out minus (c) new arrivals (which we have estimated as 12/year) minus (d) 2nd homers converting to permanent residents (several per year).

Conclusion

All these extrapolations are highly uncertain, but they give comparable answers, suggest the permanent population of Southwold will, if nothing changes, reach a level of about 450 over-18s, living in 225 residences, in 15-23 years.

Background

St Ives was one of the first Neighbourhood Plans to include a policy that sought to restrict the occupancy of new build homes to persons living there as their main home in an attempt to curb the volume of housing lost to second home owners. The town has significant numbers of second homes and there was large scale community support for a policy that sought to restrict further second home ownership.

The policy requires that any new-build home in the town must be lived in as a principal residence (i.e. not as a holiday let or a second home). A legal challenge to the policy by a developer (on the grounds that it breached ECHR grounds and was contrary to SEA requirements and that the Council should not have put the plan forward for referendum) was dismissed on all grounds in the High Court in November 2016.

What's happened since?

There have been two appeals against the policy so far

1. Hotel St Eia

In 2015, planning permission was granted on appeal for 8 dwellings on the former Hotel St Eia site. In 2016, planning permission was granted by the Council for the removal of condition 9 of the 2015 permission which required the provision of affordable housing. The 2016 permission imposes as condition 2 a requirement that the dwellings shall not be occupied other than as a person's only or principal home.

4. The application seeks permission to carry out the development without complying with condition 2 of the 2016 permission. The appeal is made against the Council's failure to determine the application within the statutory period. The main issue is the effect condition 2 would have on the supply of housing for local people in the area. The inspector concluded that 'condition 2 is necessary to protect the supply of housing for local people in the area, having regard to the development plan and all other material considerations. I also consider that the condition is enforceable, relevant to planning and to the development to be permitted, precise and reasonable in all other respects in accordance with paragraph 206 of the National Planning Policy Framework. Consequently, the appeal must fail and the condition be retained in its original form.'

<https://acp.planninginspectorate.gov.uk/ViewCase.aspx?caseid=3160559>

2. Tremedda, St Ives

This appeal was for the demolition of an existing house and construction of two replacement houses. In line with the principal residence policy, one of these was required by condition to be only occupied as a principal residence. The appellant argued that the condition fails to meet the tests set out in para 206 of the NPPF (necessary, relevant, enforceable, precise and reasonable). The inspector concluded that as the plan had been through examination and found to be sound, this was not grounds to allow the appeal. He concluded that the condition was precise and enforceable. *'I conclude that condition 2 is necessary, relevant to planning, relevant to the development permitted, enforceable, precise and otherwise reasonable in the interests of providing housing for local people. As such, it meets the tests set out in paragraph 206 of the Framework.'*

New housing developments

Many new housing applications have been determined in St Ives since the adoption of the NDP and the H2 policy has been applied where appropriate with a planning condition

requiring that any new property be occupied as a main residence. ^(L1)_(SEP) No enforcement action has yet been taken as a result of the policy.

<https://acp.planninginspectorate.gov.uk/ViewCase.aspx?caseid=3159618>

Principal Residence policies in other Neighbourhood Plans

Several other Cornish communities have included the same (or similar) policy in their Neighbourhood Plans. St Minver (adopted); Rame Peninsula (adopted); Mevagissey (submitted); Crantock (presubmission) and several others have plans to include a similar policy but are not so advanced.

Wirksworth Parish in Derbyshire successfully incorporated a Principal Residence Requirement in their 2015 Neighbourhood Plan. Thurlestone Parish Council in Devon had their Neighbourhood Plan approved in a referendum in June 2018, with a Principal Residence Requirement.

Beadnell Parish Council in Northumberland have also included a principal residence requirement for new builds in their Neighbourhood Plan, which succeeded at referendum in May 2018.

The St Ives Policy (from their Neighbourhood Plan)

'Full-time Principal Residence Housing Objective: To safeguard the sustainability of the settlements in the St Ives Neighbourhood Plan area, whose communities are being eroded through the amount of properties that are not occupied on a permanent basis.

Justification: In order to meet the housing needs of local people, bring greater balance and mixture to the local housing market and create new opportunities for people to live and work here, to strengthen our community and the local economy the St Ives Neighbourhood Plan also supports the provision of full time principal residence housing. This is new housing which has to be used as the principal residence of the household living in it, but does not have the price controls that affordable housing does, or any local connection requirement. St Ives and Carbis Bay are in the top five settlements in Cornwall with the highest proportions of second homes and holiday lets. In 2011, 25% dwellings in the NDP area were not occupied by a resident household - a 67% increase from 2001. Over this same period, housing stock in the Neighbourhood Plan area grew by 684 or 16%, but the resident population grew by only 270 or 2.4% and the number of resident households grew by less than 6%. The growth in housing stock in the Neighbourhood Plan area between 2001 and 2011 was double the average across England. The socio-economic effects of such a high proportion of holiday properties are being felt by the local community - see <http://stivesnplan.wordpress.com/consultation-responses/> - and are being proven in nationwide studies to be largely negative. This form of tourism has grown rapidly around St Ives, but a balance needs to be struck with the needs of local resident communities.

H2 Principal Residence Requirement. Due to the impact upon the local housing market of the continued uncontrolled growth of dwellings used for holiday accommodation (as second or holiday homes) new open market housing, excluding replacement dwellings, will only be supported where there is a restriction to ensure its occupancy as a Principal Residence.

Sufficient guarantee must be provided of such occupancy restriction through the imposition of a planning condition or legal agreement. New unrestricted second homes will not be supported at any time.

Principal Residences are defined as those occupied as the residents' sole or main residence, where the residents spend the majority of their time when not working away from home.

The condition or obligation on new open market homes will require that they are occupied only as the primary (principal) residence of those persons entitled to occupy them. Occupiers of homes with a Principal Residence condition will be required to keep proof that they are meeting the obligation or condition, and be obliged to provide this proof if/when Cornwall Council requests this information. Proof of Principal Residence is via verifiable evidence which could include, for example (but not limited to) residents being registered on the local electoral register and being registered for and attending local services (such as healthcare, schools etc.).'

Change (or Potential Change) of use from Non-Residential Properties

Appendix 4.6

Street Name	Building ID	Last Use	Date	Current Use
Station Road	Service Station	Service Station	2000	Residential
North Parade	Craighurst	Hotel/Restaurant	2000	Residential
Stradbroke Rd	Hopkins	Architect	2000	Residential
Victoria Street	Adnams	Office	2000	Residential
Victoria Street	Cleve Finch	Carpenter	2000	Residential
Victoria Street	No 14	Grocery	2003	Residential
Tibbys Way	Adnams	Distribution Depot	2007	Residential
South Green	Acton Lodge	B&B	2009	Residential
Blackmill Road	British Legion	BL HQ	2010	Residential
Mill Lane	Adnams	Stables	2010	Residential
Blackmill Road	Cornucopia	Antiques Shop	2012	Residential
High Street	Kings Head	Pub	2013	Office/Retail/Residential
Station Road	Fire Station	Fire Station	2013	Vacant
York Road	Old Surgery	Surgery	2014	Residential
Fieldstile Road	Cedar Hotel	Hotel	2015	Residential
Victoria Street	Garden Gallery	Antiques Shop	2016	Residential
North Parade	Barley House	B&B	2017	Residential
Strickland Place	No 1	B&B	2017	Vacant
North Parade	Avondale	B&B	2017	Vacant
Station Road	Police Station	Police Station	2018	Pending redevelopment
Fieldstile Road	Hospital	Hospital	2018	Residence/Community
North Parade	Northcliffe B&B	B&B	2018	For Sale
Strickland Place	Wellesley House	B&B	2018	Vacant
North Parade	Home	B&B	2018	For sale

Allotments	Owner
Blyth Road allotments	Southwold Town Council
Former allotment opposite junction of St Edmunds Road and North Road	Southwold Town Council
Station Road allotments	Southwold Town Council

Common Land	Owner
The Common, playing fields, golf course, tennis courts and Pit	Common Trust

Grazing Marshes	Owner
Buss Creek marshes, from sea to River Blyth	Southwold Town Council
Havenbeach marshes	Southwold Town Council
Salt marshes	Southwold Town Council
Southwold Town marshes	Southwold Town Council
Woodsend marshes, including Golf Club practice ground	Southwold Town Council

Open spaces currently used for parking	Owner
Ferry Road car park	East Suffolk Council
Godyll Road car park	Southwold Town Council
Grass strip along Marlborough Road	Grass strip along Marlborough Rd
Parking area between Nursemaids Green and Strickland Place	Common Trust
Harbour car park	East Suffolk Council
Millennium car park	Southwold Millennium Foundation
Parking area along west side of Gardner Road	Common Trust
Pier car park	East Suffolk Council
York Road car park	Common Trust

Public Greens	Owner
Barnaby Green	East Suffolk Council
Bartholomew Green	East Suffolk Council
Church Green	East Suffolk Council
East Green	East Suffolk Council
Electricity Green	Southwold Town Council
Green and shelter below North Parade	Southwold Town Council
Green between North Parade and cliff	East Suffolk Council
Gun Hill	East Suffolk Council
North Green	East Suffolk Council
Nursemaids Park	Common Trust
St Edmunds Green	East Suffolk Council
St Edmunds Churchyard	Church of England
St James Green	East Suffolk Council
Skilman's Hill	Common Trust
South Green	East Suffolk Council
The Paddock	Common Trust

Play and Recreation Areas	Owner
Blackshore	East Suffolk Council
Boating Lake and Lagoon	Southwold Town Council
Caravan and Camp Site	East Suffolk Council
Cliffs and Denes	East Suffolk Council
Klondyke Recreation Area	Southwold Town Council
Promenade	East Suffolk Council
Putting Green	Southwold Town Council
Tennis courts in Hotson Road	East Suffolk Council
Tibby's Green	Southwold Town Council



Habitats Regulations Assessment
Screening Statement

Southwold
Neighbourhood Plan

September 2019



1. Introduction

1.1 The European Habitats Directive¹ and Wild Birds Directive² provide protection for sites that are of exceptional importance in respect of rare, endangered or vulnerable natural habitats and species. The network consists of Special Areas of Conservation (SACs) and Special Protection Areas (SPAs). Both types can also be referred to as European Sites. The National Planning Policy Framework (NPPF) also states that Ramsar sites should be afforded the same level of protection as the European sites.

1.2 The requirement to undertake Habitats Regulation Assessment (HRA) of development plans is set out in the Conservation of Habitats and Species Regulations (2017) (as amended). It is also a requirement of Regulation 32 schedule 2 of the Neighbourhood Planning Regulations 2012 (as amended). In order to proceed to referendum a Neighbourhood Plan must meet a series of 'basic conditions', which include that it does not breach, and is otherwise compatible with, EU obligations.

1.3 Regulation 105 of the Conservation of Habitats and Species Regulations (2017) states:

'Where a land use plan:

(a) Is likely to have a significant effect on a European site or a European offshore marine site (either alone or in combination with other plans or projects), and

(b) Is not directly connected with or necessary to the management of the site,

The plan-making authority for that plan must, before the plan is given effect, make an appropriate assessment of the implications for the site in view of that site's conservation objectives.'

1.4 The HRA is therefore undertaken in stages and should conclude whether or not a proposal or policy in the Plan would adversely affect the integrity of any sites.

Stage 1: Determining whether a plan is likely to have a significant effect on a European site. This needs to take account of the likely impacts in combination with other relevant plans and projects. This assessment should be made using the precautionary principle. The screening assessment must reflect the outcomes of the 2018 judgement of the Court of Justice of the European Union³, which has ruled that where

¹ 92/43/EEC

² 2009/147/EEC

³ C-323/17 – People over Wind, Peter Sweetman v Coillte Teoranta

mitigation is necessary this must be identified through an Appropriate Assessment.

Stage 2: Carrying out Appropriate Assessment and ascertaining the effect on site integrity. The effects of the plan on the conservation objectives of sites should be assessed, to ascertain whether the plan has an adverse effect on the integrity of a European site.

Stage 3: Identifying mitigation measures and alternative solutions. The aim of this stage is to find ways of avoiding or significantly reducing adverse impacts, so that site integrity is no longer at risk. If there are still likely to be negative impacts, the option should be dropped, unless exceptionally it can be justified by imperative reasons of overriding public interest.

- 1.5 The Southwold Neighbourhood Plan is being produced by Southwold Town Council. 'The Southwold Neighbourhood Plan Reg 14 Consultation 2019' (referred to as the neighbourhood plan for the purposes of this document) has been sent to East Suffolk Council and this screening assessment considers whether there are likely significant effects (LSEs) on protected European sites and whether a full Appropriate Assessment will be required.
- 1.6 The Southwold Neighbourhood Plan will need to be in general conformity with the strategic policies of the Local Plan. The adopted Local Plan is currently the East Suffolk Council Waveney Local Plan (2019) (referred to as the Local Plan for the purposes of this document). The Southwold Neighbourhood Plan has been developed within the context of the Local Plan.
- 1.7 The Local Plan was subject to Habitats Regulations Assessment as part of its production (see appendix 1). Where screening identified a likely significant effect, an Appropriate Assessment was undertaken and mitigation measures identified were incorporated within the Local Plan, resulting in a conclusion that the local plan will not lead to any adverse effects on European wildlife sites within and in the vicinity of the (then) Waveney District. Significant effects were identified in relation to recreation (including dog walking), air quality and biodiversity net gain. The Council has subsequently undertaken to produce a Recreational Avoidance and Mitigation Strategy and requires payment towards mitigation from residential developments within 13km of the protected European sites.
- 1.8 This screening report contains the results of Stage 1 (above) in relation to the Southwold Neighbourhood Plan. Stages 2 and 3 are only required if the screening

stage concludes that there is likely to be a significant impact on a European site. The initial screening has been undertaken by East Suffolk Council and is subject to consultation with Natural England as a statutory consultee.

2. Protected sites covered by this screening report

- 2.1 Sites included in this assessment are listed in Table 1 below. This includes all sites that are within 20km of the Southwold Neighbourhood Plan area (for consistency with the distances applied within the HRA of the Local Plan and adopting the precautionary approach). The locations of the sites are shown on maps in Appendix 2 and the Qualifying Features and Conservation Objectives of the sites are contained in Appendix 3, along with a summary of the pressures and threats as documented in the Appropriate Assessment for the Local Plan.

Table 1: Relevant European protected sites

Name
Alde-Ore & Butley Estuaries SAC
The Broads SAC
Benacre to Easton Bavents Lagoons SAC
Minsmere to Walberswick Heaths and Marshes SAC
Dews Ponds SAC
Southern North Sea SAC
Alde-Ore Estuary SPA
Benacre to Easton Bavents SPA
Broadland SPA
Outer Thames Estuary SPA
Minsmere-Walberswick SPA
Sandlings SPA
Alde-Ore Estuary Ramsar
Broadland Ramsar
Minsmere-Walberswick Ramsar

3. Southwold Neighbourhood Plan

- 3.1 Southwold Town Council is producing a Neighbourhood Plan for Southwold, in order to set out the vision, objectives and policies for the development of the parish up to 2038, within the context of the Local Plan. This Habitats Regulations Assessment

screening assessment reviews 'The Southwold Neighbourhood Plan Reg 14 Consultation 2019'.

- 3.2 The Neighbourhood Plan includes a range of policies covering the Southwold Neighbourhood Plan area. A number of policies relate to the full Neighbourhood Plan area whilst others are area/location specific. The Neighbourhood Plan does not allocate specific sites for development. It does place policy requirements for development on specified sites but these sites are within the settlement boundaries for Southwold defined by the local plan.
- 3.3 The policies in the Southwold Neighbourhood Plan are listed in Table 2 below. An assessment of whether each policy is likely to have a significant effect on European protected sites is included in section 5 of this report.

Table 2: List of Neighbourhood Plan policies

SWD1	Principal Residence Requirement
SWD2	Design and Landscape Character
SWD3	Private Parking Provision
SWD4	Convenience Retailing
SWD5	Solo Workers, Micro Businesses and Small Businesses
SWD6	Provision for Wildlife in Development
SWD7	Loss of Private Garden Space
SWD8	Local Green Spaces
SWD9	Minimising the Impact of Flooding from Development
SWD10	Loss of Community Facilities
SWD11	Development/ Sites

4. Other Plans and Projects

- 4.1 Regulation 105 of the 2017 Regulations requires consideration to be given to whether a Plan will have an effect either alone or in combination with other plans or projects.

- 4.2 As noted in the introduction, the other key plan is the Local Plan. The Local Plan was adopted in March 2019. The Local Plan sets out the broad scale and distribution of development across the area of East Suffolk formerly covered by the Waveney District and has been subject to an Appropriate Assessment.
- 4.3 Local plan policy WLP1.1 states that 4% of housing growth (approx. 387 dwellings) will take place in Southwold together with Reydon. The draft Southwold neighbourhood plan policies interpret the strategy and policies of the local plan at a local level. The policies contained in the draft Southwold neighbourhood plan are proposed to provide locally specific policy for the determination of planning applications in compliance with the local plan's strategy. It does not propose any additional site allocations.
- 4.4 A screening process considered each policy in the Local Plan and concluded that significant effects were likely and that an Appropriate Assessment was needed. The Appropriate Assessment subsequently considered the following themes – recreation pressure from new residential development, air quality from increased road traffic and biodiversity net gain. Mitigation measures were identified within the Appropriate Assessment and were incorporated within the Local Plan, resulting in a conclusion that the plan will not lead to any adverse effects on European wildlife sites within and in the vicinity of the (then) Waveney District.
- 4.5 The Council has subsequently become involved in the production of a Recreational Avoidance and Mitigation Strategy⁴ and requires payment towards mitigation of significant effects from residential developments within 13km of the protected European sites.

5. Assessment of likely significant effects of the Southwold Neighbourhood Plan on European protected sites

- 5.1 Table 3 below considers each policy of the Southwold Neighbourhood Plan in relation to whether there is potential for a likely significant effect on protected European sites. This constitutes Stage 1 as set out under paragraph 1.4 above. Consideration is given to the characteristics and location of the protected sites. The policies are considered within the context of the Local Plan policies which they must be in general conformity with and which have themselves been subject to Habitats Regulations Assessment, as set out in section 4 above.

⁴ <http://www.eastsuffolk.gov.uk/planning/s106/habitat-mitigation/>

Table 3: Likely significant effects of the Southwold Neighbourhood Plan

Policy	Assessment of potential impact on Natura 2000 sites	Natura 2000 sites that could possibly be affected	Likely significant effect identified	AA needed?
SWD1 - Principal Residence Requirement	This policy restricts new build market housing to use as principal residences only, to prevent their use as second homes or holiday homes. This policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD2 - Design and Landscape Character	This policy sets out design criteria to guide new development. This policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD3 - Private Parking Provision	This policy sets out parking requirements for new development. This policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD4 - Convenience Retailing	This policy seeks to prevent small shop units in the shopping areas of Southwold from expanding above a certain threshold in order to support smaller businesses. This policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD5 - Solo Workers, Micro Businesses and Small Businesses	This policy supports B-class business development through conversion of existing buildings in the neighbourhood area or provision of new buildings in the settlement boundaries. None of the neighbourhood area falls within a European site and it is not considered that B-class uses would generate recreational impacts or other impacts on European sites. Therefore it is concluded that this policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD6 -	This policy supports proposals which	None	None	No

Provision for Wildlife in Development	encourage wildlife and local wildlife in particular. It is not considered that this policy will result in LSE's on European sites.			
SWD7 - Loss of Private Garden Space	This policy seeks to prevent loss of private residential garden space. It is considered that this policy will have no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD8 - Local Green Spaces	This policy identifies areas to be designated as Local Green Spaces. This policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD9 - Minimising the Impact of Flooding from Development	This policy seeks to minimise the impact of flooding from new development and reduce effects where practicable. This policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD10 - Loss of Community Facilities	This policy seeks to protect existing community facilities. This policy has no direct impacts on European sites and therefore no LSE's have been identified.	None	None	No
SWD11 - Development Sites	This policy supports mixed use development within the defined settlement boundaries of Southwold. This is particularly encouraged on three sites in the town – all within the settlement boundaries. As this policy only deals with sites within the settlement boundaries which have already been assessed through the local plan process, it is considered that this policy will have no impacts on European sites and therefore no LSE's have been identified.	None	None	No

6. Summary and conclusions

- 6.1 The Southwold Neighbourhood Plan will provide policies which will be used for determining planning applications alongside the Local Plan. It includes policies with

locally specific criteria to be used for the determination of planning applications within the Southwold Neighbourhood Plan area.

- 6.2 The Southwold Neighbourhood Plan has been prepared to be in general conformity with the relevant policies in the Local Plan and will not lead to likely significant effects on protected European sites.

Signed:



Dated: 19/09/2019

Desi Reed
Planning Policy and Delivery Manager
East Suffolk Council

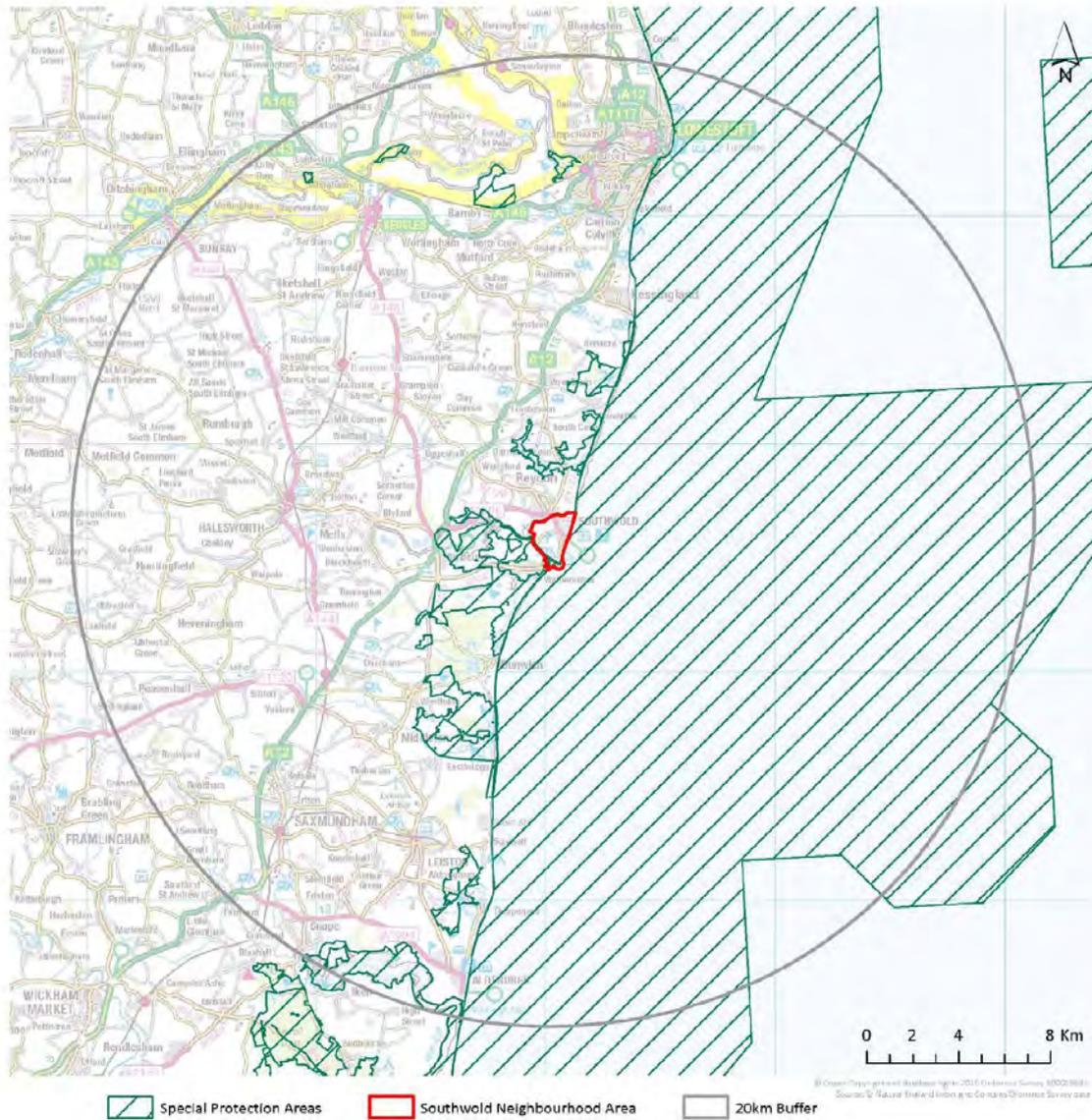
Appendix 1: Sources of background information

- Habitats Regulations Assessment of the Waveney Local Plan (December 2018) (<http://www.eastsuffolk.gov.uk/planning/local-plans/waveney-local-plan/>)

Special Areas of Conservation



Special Protection Areas



Appendix 3: Relevant European protected sites

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
Special Areas of Conservation			
Alde-Ore & Butley Estuaries	H1130. Estuaries H1140. Mudflats and sandflats not covered by seawater at low tide; Intertidal mudflats and sandflats H1330. Atlantic salt meadows (<i>Glauco-Puccinellietalia maritima</i>)	The objectives are to ensure that, subject to natural change, the integrity of the site is maintained or restored as appropriate, and that the site contributes to achieving the Favourable Conservation Status of its qualifying features, by maintaining or restoring: <ul style="list-style-type: none"> •the extent and distribution of qualifying natural habitats and habitats of the qualifying species •the structure and function (including typical species) of qualifying natural habitats •the structure and function of the habitats of the qualifying species •the supporting processes on which qualifying natural habitats and the habitats of qualifying species rely •the populations of each of the qualifying species •the distribution of qualifying species within the site 	Hydrological changes, public access/disturbance, inappropriate coastal management, coastal squeeze, inappropriate pest control, changes in species distributions, invasive species, air pollution, fisheries (commercial marine and estuarine)

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
The Broads	H7210# Calcareous fens with <i>Cladium mariscus</i> and species of the <i>Caricion davalliana</i> S1016 <i>Vertigo moulinsiana</i> : Desmoulin's whorl snail H7230 Alkaline fens H6410 <i>Molinia</i> meadows on calcareous, peaty or clayey-silt-laden soils (<i>Molinion caeruleae</i>) H91E0# Alluvial forests with <i>Alnus glutinosa</i> and <i>Fraxinus excelsior</i> (<i>Alno-Padion</i> , <i>Alnion incanae</i> , <i>Salicion albae</i>) H7140 Transition mires and quaking bogs H3140 Hard oligo-mesotrophic waters with benthic vegetation of <i>Chara</i> spp H3150 Natural eutrophic lakes with <i>Magnopotamion</i> or <i>Hydrocharition</i> -type vegetation S1355 <i>Lutra lutra</i> : Otter S1903 <i>Liparis loeselii</i> : Fen orchid S4056 <i>Anisus vorticulus</i> : Little ramshorn whirlpool snail	Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the Favourable Conservation Status of its Qualifying Features, by maintaining or restoring; The extent and distribution of qualifying natural habitats and habitats of qualifying species, The structure and function (including typical species) of qualifying natural habitats, The structure and function of the habitats of qualifying species, The supporting processes on which qualifying natural habitats and the habitats of qualifying species rely, The populations of qualifying species, and, The distribution of qualifying species within the site.	Water pollution, climate change, invasive species, siltation, inappropriate water levels, hydrological changes, water abstraction, change in land management, inappropriate ditch management, inappropriate scrub control, changes in species distributions, public access/disturbance, undergrazing, drainage, direct impact from 3rd party
Benacre to Easton Barents Lagoons	H1150# Coastal lagoons, A195(B) <i>Sterna albifrons</i> : Little tern A021(B) <i>Botaurus stellaris</i> : Great bittern A081(B) <i>Circus aeruginosus</i> : Eurasian marsh harrier	Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the	Public access/disturbance, water pollution, physical modification, changes in species distributions, fisheries (marine and estuarine).

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
		<p>Favourable Conservation Status of its Qualifying Features, by maintaining or restoring; The extent and distribution of qualifying natural habitats, The structure and function (including typical species) of qualifying natural habitats, and, The supporting processes on which qualifying natural habitats rely.</p>	
<p>Minsmere to Walberswick Heaths and Marshes</p>	<p>H4030 European dry heaths H1210 Annual vegetation of drift lines H1220 Perennial vegetation of stony banks A052(B) <i>Anas crecca</i>: Eurasian teal A021(B) <i>Botaurus stellaris</i>: Great bittern A081(B) <i>Circus aeruginosus</i>: Eurasian marsh harrier A082(NB) <i>Circus cyaneus</i>: Hen harrier A224(B) <i>Caprimulgus europaeus</i>: European nightjar A056(B) <i>Anas clypeata</i>: Northern shoveler A056(NB) <i>Anas clypeata</i>: Northern shoveler A051(B) <i>Anas strepera</i>: Gadwall A051(NB) <i>Anas strepera</i>: Gadwall A132(B) <i>Recurvirostra avosetta</i>: Pied avocet A195(B) <i>Sterna albifrons</i>: Little tern A394(NB) <i>Anser albifrons albifrons</i>: Greater white-fronted goose</p>	<p>Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the Favourable Conservation Status of its Qualifying Features, by maintaining or restoring; The extent and distribution of qualifying natural habitats and habitats, The structure and function (including typical species) of qualifying natural habitats, and, The supporting processes on which qualifying natural habitats rely.</p>	<p>Coastal squeeze, public access/disturbance, changes in species distributions, invasive species, inappropriate pest control, air pollution, water pollution, deer, fisheries (commercial marine and estuarine)</p>

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
Dew's Ponds	S1166 Triturus cristatus: Great crested newt	Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the Favourable Conservation Status of its Qualifying Features, by maintaining or restoring; The extent and distribution of the habitats of qualifying species, The structure and function of the habitats of qualifying species, The supporting processes on which the habitats of qualifying species rely, The populations of qualifying species, and, The distribution of qualifying species within the site.	None identified
Southern North Sea	Harbour porpoise (<i>Phocoena phocoena</i>)	To ensure that the integrity of the site is maintained and that it makes an appropriate contribution to maintaining Favourable Conservation Status (FCS) for harbour porpoise in UK waters.	N/A
Special Protection Areas			
Alde-Ore Estuary	Avocet (<i>Recurvirostra avosetta</i>), Breeding Avocet (<i>Recurvirostra avosetta</i>), Non-breeding Lesser black-backed gull (<i>Larus</i>	The objectives are to ensure that, subject to natural change, the integrity of the site is maintained or	Hydrological changes, public access/disturbance, inappropriate coastal management, coastal

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
	fuscus), Breeding Little tern (<i>Sternula albifrons</i>), Breeding Marsh harrier (<i>Circus aeruginosus</i>), Breeding Redshank (<i>Tringa totanus</i>), Non-breeding Ruff (<i>Calidris pugnax</i>), Non-breeding Sandwich tern (<i>Thalasseus sandvicensis</i>), Breeding	restored as appropriate, and that the site contributes to achieving the aims of the Wild Birds Directive, by maintaining or restoring: <ul style="list-style-type: none"> •the extent and distribution of the habitats of the qualifying features •the structure and function of the habitats of the qualifying features •the supporting processes on which the habitats of the qualifying features rely •the populations of each of the qualifying features •the distribution of qualifying features within the site 	squeeze, inappropriate pest control, changes in species distributions, invasive species, air pollution, fisheries (commercial marine and estuarine)
Broadlands (also Ramsar site)	H7210# Calcareous fens with <i>Cladium mariscus</i> and species of the <i>Caricion davallianae</i> S1016 <i>Vertigo moulinsiana</i> : Desmoulin's whorl snail H7230 Alkaline fens H6410 <i>Molinia</i> meadows on calcareous, peaty or clayey-silt-laden soils (<i>Molinion caeruleae</i>) H91E0# Alluvial forests with <i>Alnus glutinosa</i> and <i>Fraxinus excelsior</i> (<i>Alno-Padion</i> , <i>Alnion incanae</i> , <i>Salicion albae</i>) H7140 Transition mires and quaking bogs H3140 Hard oligo-mesotrophic waters with benthic vegetation of <i>Chara</i> spp H3150 Natural eutrophic lakes with <i>Magnopotamion</i> or <i>Hydrocharition</i> -type vegetation	Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the Favourable Conservation Status of its Qualifying Features, by maintaining or restoring; The extent and distribution of qualifying natural habitats and habitats of qualifying species, The structure and function (including typical species) of	Water pollution, climate change, invasive species, siltation, inappropriate water levels, hydrological changes, water abstraction, change in land management, inappropriate ditch management, inappropriate scrub control, changes in species distributions, public access/disturbance, undergrazing, drainage, direct impact from 3rd party

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
	S1355 <i>Lutra lutra</i> : Otter S1903 <i>Liparis loeselii</i> : Fen orchid S4056 <i>Anisus vorticulus</i> : Little ramshorn whirlpool snail	qualifying natural habitats, The structure and function of the habitats of qualifying species, The supporting processes on which qualifying natural habitats and the habitats of qualifying species rely, The populations of qualifying species, and, The distribution of qualifying species within the site.	
Benacre to Easton Bavents	H1150# Coastal lagoons, A195(B) <i>Sterna albifrons</i> : Little tern A021(B) <i>Botaurus stellaris</i> : Great bittern A081(B) <i>Circus aeruginosus</i> : Eurasian marsh harrier	Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the aims of the Wild Birds Directive, by maintaining or restoring; The extent and distribution of the habitats of the qualifying features, The structure and function of the habitats of the qualifying features, The supporting processes on which the habitats of the qualifying features rely, The population of each of the qualifying features, and, The distribution of the	Public access/disturbance, water pollution, physical modification, changes in species distributions, fisheries (marine and estuarine).

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
Minsmere to Walberswick (also Ramsar site)	H4030 European dry heaths H1210 Annual vegetation of drift lines H1220 Perennial vegetation of stony banks A052(B) <i>Anas crecca</i> : Eurasian teal A021(B) <i>Botaurus stellaris</i> : Great bittern A081(B) <i>Circus aeruginosus</i> : Eurasian marsh harrier A082(NB) <i>Circus cyaneus</i> : Hen harrier A224(B) <i>Caprimulgus europaeus</i> : European nightjar A056(B) <i>Anas clypeata</i> : Northern shoveler A056(NB) <i>Anas clypeata</i> : Northern shoveler A051(B) <i>Anas strepera</i> : Gadwall A051(NB) <i>Anas strepera</i> : Gadwall A132(B) <i>Recurvirostra avosetta</i> : Pied avocet A195(B) <i>Sterna albifrons</i> : Little tern A394(NB) <i>Anser albifrons albifrons</i> : Greater white-fronted goose	qualifying features within the site. Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the aims of the Wild Birds Directive, by maintaining or restoring; The extent and distribution of the habitats of the qualifying features, The structure and function of the habitats of the qualifying features, The supporting processes on which the habitats of the qualifying features rely, The population of each of the qualifying features, and, The distribution of the qualifying features within the site.	Coastal squeeze, public access/disturbance, changes in species distributions, invasive species, inappropriate pest control, air pollution, water pollution, deer, fisheries (commercial marine and estuarine)
Outer Thames Estuary	A001 (W) <i>Gavia stellate</i> Red-throated Diver A195 (B) <i>Sterna hirundo</i> Common Tern A193 (B) <i>Sternula albifrons</i> Little Tern	Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the aims of the Wild Birds Directive, by maintaining or restoring; The extent and	

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
		<p>distribution of the habitats of the qualifying features, The structure and function of the habitats of the qualifying features, The supporting processes on which the habitats of the qualifying features rely, The population of each of the qualifying features, and, The distribution of the qualifying features within the site.</p>	
Sandlings	<p>A224(B) <i>Caprimulgus europaeus</i>: European nightjar A246(B) <i>Lullula arborea</i>: Woodlark</p>	<p>Ensure that the integrity of the site is maintained or restored as appropriate, and ensure that the site contributes to achieving the aims of the Wild Birds Directive, by maintaining or restoring;</p> <ul style="list-style-type: none"> - The extent and distribution of the habitats of the qualifying features - The structure and function of the habitats of the qualifying features - The supporting processes on which the habitats of the qualifying features rely - The population of each of the qualifying features, and, - The distribution of 	<p>Changes in species distributions, inappropriate scrub control, deer, air pollution, public access/disturbance,</p>

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
		the qualifying features within the site.	
Ramsar Sites			
Alde-Ore Estuary	Avocet (<i>Recurvirostra avosetta</i>), Breeding Avocet (<i>Recurvirostra avosetta</i>), Non-breeding Lesser black-backed gull (<i>Larus fuscus</i>), Breeding Little tern (<i>Sternula albifrons</i>), Breeding Marsh harrier (<i>Circus aeruginosus</i>), Breeding Redshank (<i>Tringa totanus</i>), Non-breeding Ruff (<i>Calidris pugnax</i>), Non-breeding Sandwich tern (<i>Thalasseus sandvicensis</i>), Breeding	The objectives are to ensure that, subject to natural change, the integrity of the site is maintained or restored as appropriate, and that the site contributes to achieving the aims of the Wild Birds Directive, by maintaining or restoring: <ul style="list-style-type: none"> •the extent and distribution of the habitats of the qualifying features •the structure and function of the habitats of the qualifying features •the supporting processes on which the habitats of the qualifying features rely •the populations of each of the qualifying features •the distribution of qualifying features within the site 	N/A
Broadland	Ramsar Criterion 1 The site contains a mosaic of marine, freshwater, marshland and associated habitats, complete with transition areas in between. Contains the largest continuous stand of reedbeds in England and Wales and rare transition in grazing marsh ditch plants from brackish to fresh water. Ramsar criterion 2	Natural England considers the Conservation Advice packages for the overlapping European Marine Site designations to be, in most cases, sufficient to support the management of the Ramsar interests.	N/A

Name	Qualifying Features	Conservation Objectives	Pressure and threats (as summarised in the Habitats Regulations Assessment for the Waveney Local Plan)
	<p>This site supports nine nationally scarce plants and at least 26 red data book invertebrates. Supports a population of the mollusc <i>Vertigo angustior</i> (Habitats Directive Annex II; British Red Data Book Endangered), recently discovered on the Blyth estuary river walls.</p>		
Minsmere-Walberswick	<p>Ramsar Criterion 1 The site contains a mosaic of marine, freshwater, marshland and associated habitats, complete with transition areas in between. Contains the largest continuous stand of reedbeds in England and Wales and rare transition in grazing marsh ditch plants from brackish to fresh water.</p> <p>Ramsar criterion 2 This site supports nine nationally scarce plants and at least 26 red data book invertebrates. Supports a population of the mollusc <i>Vertigo angustior</i> (Habitats Directive Annex II; British Red Data Book Endangered), recently discovered on the Blyth estuary river walls.</p>	<p>Natural England considers the Conservation Advice packages for the overlapping European Marine Site designations to be, in most cases, sufficient to support the management of the Ramsar interests.</p>	N/A

