

# HOLME-NEXT-THE-SEA

## NEIGHBOURHOOD PLAN 2016-2036

### THE PARISH ECONOMY



Evidence Base: Research Report

14 January (Updated 27.04.18)

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# 1 INTRODUCTION

## 1.1 Purpose of report

1.1.1 A central aim of the Neighbourhood Development Plan (NDP) is to help foster a prosperous and thriving Parish economy. To realise this objective it is necessary to answer the following questions:

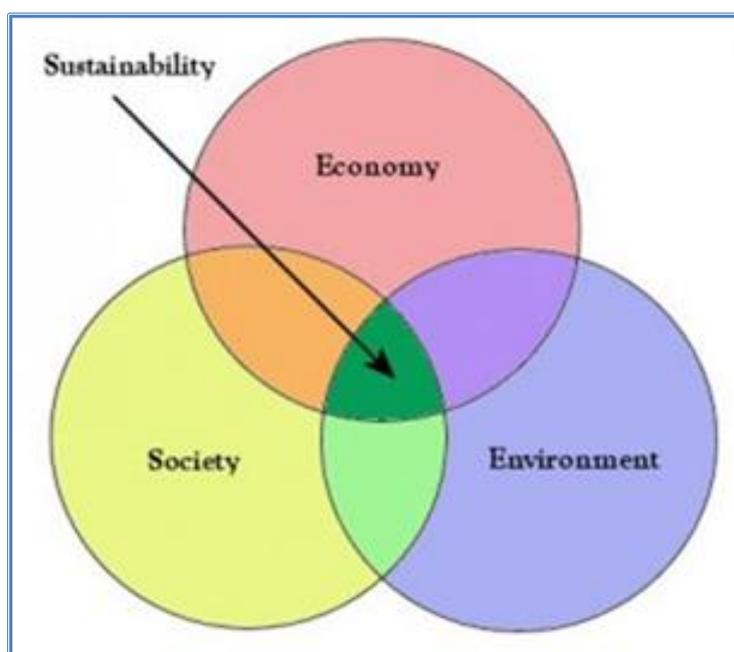
- What is the Parish's economic structure?
- What are the main sources of jobs and household income?
- What are the main economic drivers?
- What are the costs associated with income generation?
- What are the opportunities for economic development and what are the threats to continued prosperity?

1.1.2 The purpose of this report is:

- To create an economic profile for the Parish based on the best information available in an attempt to answer these questions.
- In the light of this profile and on the basis of understanding the Parish's main economic drivers, to provide evidence for formulating NDP policies that will help to ensure the Parish's economic future.

## 1.2 Background

1.2.1 Central to the NPPF is the concept of promoting sustainable development in which thriving communities enjoy a prosperous economy whilst at the same time maintaining and improving a high quality environment (Figure 1). Promoting a healthy economy is an essential



**Figure 1:** Meeting the needs of Society, Economy and Environment for Sustainable Development

element of achieving sustainable development and the NPPF sets out clear guidance for developing plans which aim to promote ‘an economy fit for the 21<sup>st</sup> Century’ (NPPF 1, para 20).

1.2.2 In particular, (NPPF 1, para 21) states that plans should “set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth”.

1.2.3 Further, they should “support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area”.

1.2.4 NPPF Section 3 focuses on the rural economy and recognises the major contribution it can, does and should make to sustainable development.

1.2.5 Alongside the Local Plan, Neighbourhood Plans in particular are urged to promote diversification of agricultural businesses and “*support sustainable tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres*”.

1.2.6 Further, they should “promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship” (NPPF 3, Para 28).

1.2.7 In an age where many rural parishes struggle to maintain services such as a village shop and a local pub this is a major challenge. In a village like Holme which has an ageing and dwindling population it would be easy to assume that it is insurmountable. However, it will be argued here that as well as facing these problems the Parish also has major opportunities to seize if the will exists to identify and exploit them.

### **1.3 Evidence base**

1.3.1 There are very few micro economic studies of small villages in the UK that might provide a template for this type of report and there are even fewer reliable and up to date data sources. The study thus relies heavily on the analysis of Census and Valuation Office data presented in NDP Research Report 1 (See [http://regis-solutions.co.uk/hnts/?page\\_id=39](http://regis-solutions.co.uk/hnts/?page_id=39)).

1.3.2 However, Holme is a small place and ‘local knowledge’ can play make a major contribution in adding flesh to the bones of conventional data sources to arrive at a qualitative but reasonably accurate picture of how things work. It is possible to both collect local data without major costs (e.g. count the number of houses, identify the main businesses) and also to make fairly reliable judgements about whether the published statistics ‘make sense’ on the ground.

1.3.3 Other important sources include the West Norfolk Destination Management Plan 2016-2020 and a number of reports examining the impact of visitors on the North Norfolk Coast Protected Sites (See especially White (2012) and Yaxley (2015)).

1.3.4 Even these information sources which contain useful ‘hard’ data have their limitations for this exercise. They have often been constructed with very specific objectives in mind and relate to a variety of different area definitions. The data used in the West Norfolk Destinations Management Plan appears to be modelled rather than observed and may involve significant

'extrapolation'. The visitor data in the ecology reports originates pre- 2010 and is almost certainly out of date given the rapid rates of growth taking place in the region.

1.3.5 This report is thus based on a combination of the best published data available backed up and corroborated by local knowledge.

1.3.6 Section 2 below will describe the economic structure of the Parish in terms of employment by sector and economic activity of the resident population.

1.3.7 Section 3 will consider income generation and will identify 'primary income sources', their relative importance and their contribution to the Parish's economic prosperity. It will demonstrate that these primary income sources are very heavily dependent on Holme's exceptional environment and are closely bound to the ecosystem services that it provides. Consideration will be given to the amounts of income generated and its distribution – both within and beyond the Parish. Associated costs will also be noted.

1.3.8 Section 4 will then describe tertiary activities in terms of the main businesses that are located in Holme and highlight their dependence on the primary income generators. It will conclude with a simple, diagrammatic overview of the economy that can be used to inform Policy designed to protect businesses and jobs as well as identify opportunities and weaknesses that need to be considered going forward.

1.3.9 Section 5 will present a simplified, conceptual overview of how the Parish economy 'works'.

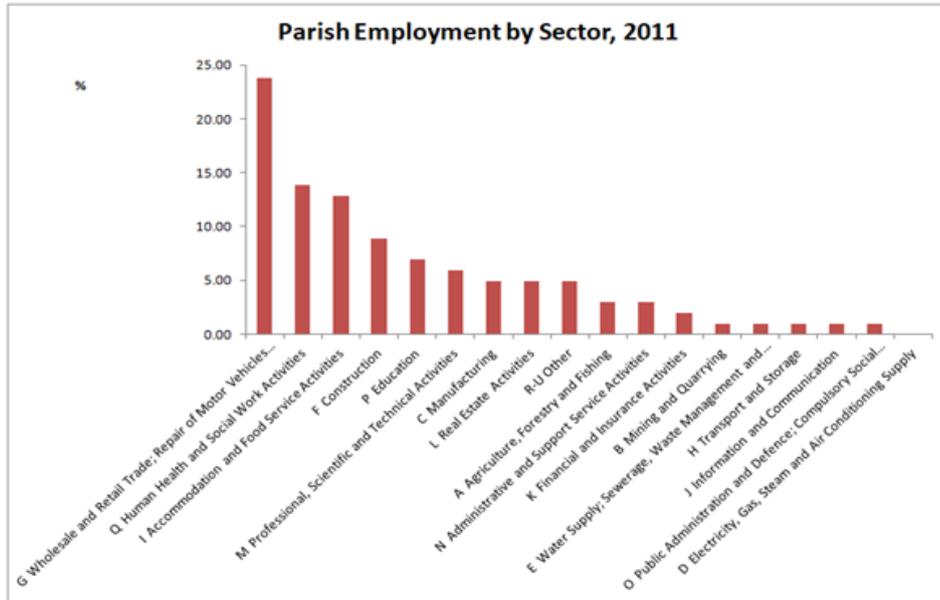
1.3.10 Section 6 will present an overview of Holme's environmental capital with a view to establishing that the ecosystem services it generates underpin most of the Parish's existing income generating capacity and represent the most likely route to future opportunities and economic growth.

1.3.11 Finally, Section 7 will consider the linkages between ecosystem services and existing income generation, demonstrating Holme's dependence on its outstanding environment for future prosperity and sustainable development. It will suggest that the environment is at or approaching its maximum carrying capacity and that future development initiatives will need to recognise this or both environmental and economic damage will follow.

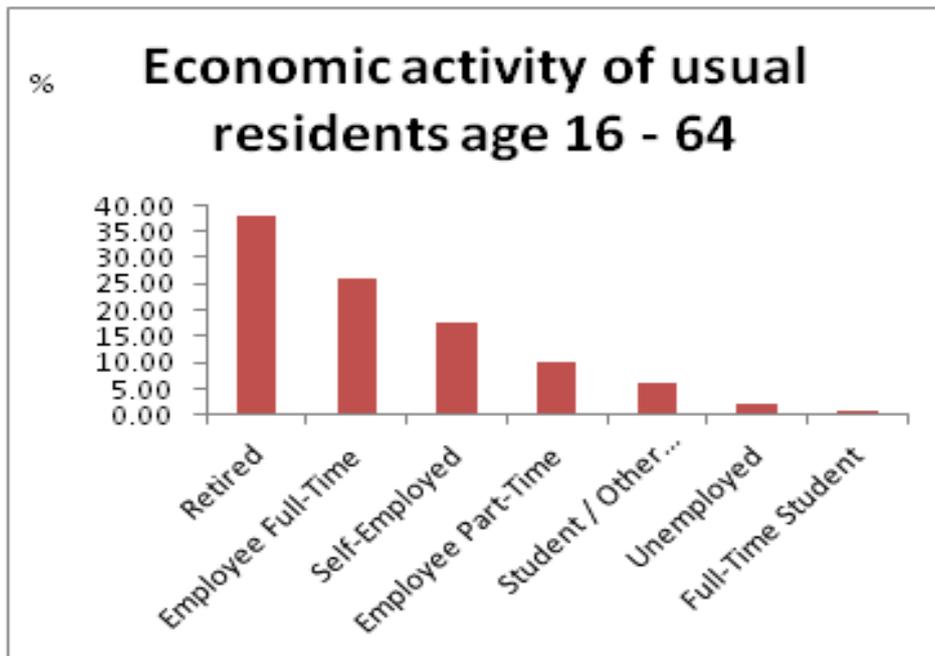
## **2 THE STRUCTURE OF THE PARISH ECONOMY**

### **2.1 Holme residents: employment by sector and economic activity**

2.1.1 The employment profile for the resident population of Holme categorised by Sector is shown in Figure 2 and the data can be found in Appendix 2. The most recent 2011 Census indicates that Holme had 239 residents of all ages and of these, 101 aged between 16 and 64 were recorded as being employed. This amounts to 42% of the total population and implies that the remaining 58% were not in employment. This is a significant proportion of the total, resident population.



**Figure 2:** Employment by sector for residents of Holme-next-the-Sea



**Figure 3:** Types of Economic Activity

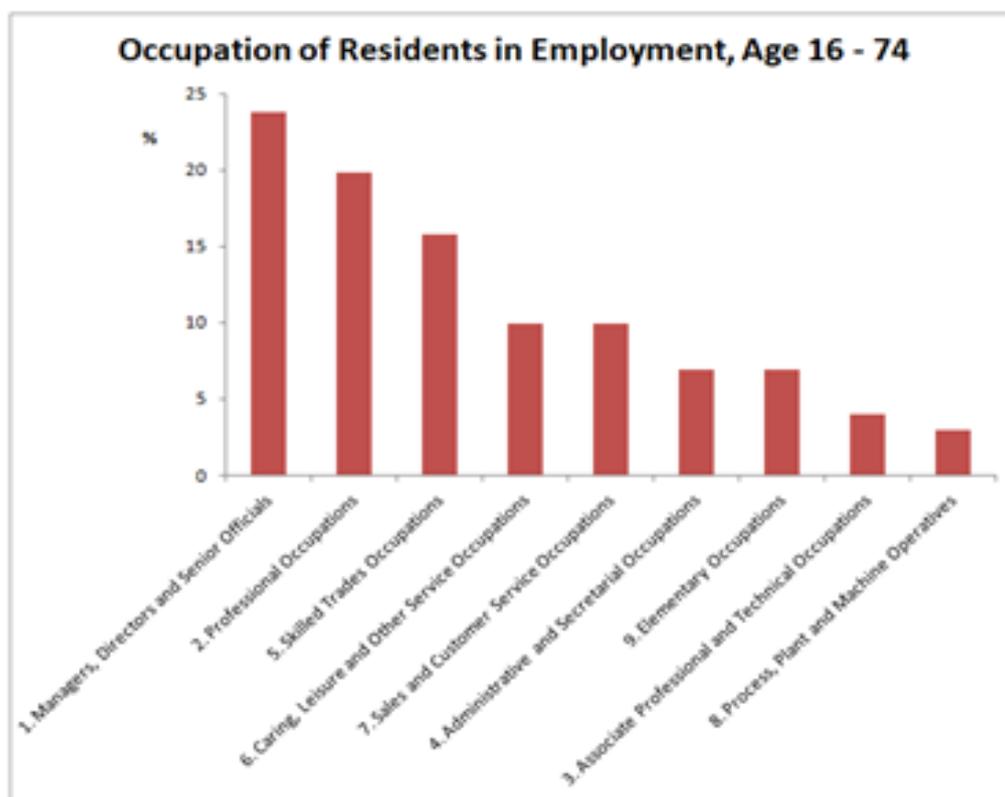
2.1.2 Of the employed residents just over half (51 in total accounting for ~ 21% of the total population) were employed in only three sectors (retail - 24%; accommodation and food services - 14%; Health/care 14%). Based on local knowledge it appears that most of this employment is based outside of the Parish. With the exception of health care which is linked to an ageing, retired population the majority of the activity is tourist related.

2.1.3 The remaining employment was spread fairly evenly across the various sectors but less than 10% were employed in construction and less than 3% in agriculture, forestry and fishing (i.e. 10 and 5 jobs respectively).

2.1.4 The long tail to the histogram shown in Figure 2 represents a fairly diverse community in terms of employment with a bias towards professional and management roles.

2.1.5 Figure 3 shows the type of economic activity engaged in by residents of Holme who were between the ages of 16 and 64. Cross referencing with Figure 2 reveals that of the 101 employed residents, 49 (20% of the total population) were full time employees, 33 (14%) were self employed and 19 (8%) were part time employed. Only 4 people – less than 2% of the Parish population, were unemployed.

2.1.6 These statistics indicate that Holme is unusual in having a small proportion of its total population involved in ‘conventional’ employment activity especially given the number of part



**Figure 4:** Employed residents by occupation type

time workers. The percentage in employment was much lower than in Kings Lynn and very substantially lower than the region as a whole. Similarly, numbers in Part time employment were lower as was the rate of unemployment which, according to ONS, was around 50% of the national average rate (see Socio economic report, [http://regis-solutions.co.uk/hnts/?page\\_id=39](http://regis-solutions.co.uk/hnts/?page_id=39)).

2.1.7 Clearly, although the numbers in full and part time employment only represent a relatively small proportion of the overall population these jobs are very important to the Parish. However, it is equally clear that Holme’s main source of income does not revolve around the ‘conventional’ employment model where firms offer jobs to households under a contract.

2.1.8 Figure 3 also shows that 38% of Parish residents between the ages of 16 and 64 (71 people) were retired in 2011. From the Socio economic report ([http://regis-solutions.co.uk/hnts/?page\\_id=39](http://regis-solutions.co.uk/hnts/?page_id=39)) it is also known that there were only 13 residents below the age of 15. From this it can be estimated that around 52% of ALL residents in Holme (125 people) were retired in 2011 suggesting that the main source of income for the Parish was retirement pensions.

2.1.9 It is notable that the percentage of self employed people is almost twice that of both the Borough and the Eastern Region. The socio economic profile report indicates that some 14% of Parish residents work from home and again, this is almost twice the level for the Borough and the Eastern Region as a whole. Figure 4 suggests that the Parish occupation profile leans markedly towards Management, Professional and Skilled Trades and overall it may well be that there is sufficient entrepreneurial expertise within the Parish to make home working a very viable form of income generation.

2.1.10 Local knowledge suggests that home working based on use of appropriate IT communications is a feature of the Parish. It is likely that people who are 'semi-retired' feature in these activities. This form of income generation is highly sustainable and *the NDP should be aware of and promote these activities where possible* in line with the NPPF which emphasizes promoting an 'economy fit for the 21<sup>st</sup> century' (NPPF 20, page 12). This is consistent with the responses to the questionnaire survey (see Appendix 4) where almost 90% of respondents thought that home-based working was the most appropriate or acceptable form of employment within the Parish.

2.1.11 The level of unemployment in the Parish in 2011 (1.7%) was less than half the current national rate (4.3% according to Office for National Statistics, Nov-Jan, 2017) and the national rate was almost certainly higher in 2011. Examination of (*current*) vacancies in Hunstanton and the immediate area would seem to suggest that if anything, employers have difficulty recruiting staff. It should be noted however, that this in part may be due to minimum wage salaries, poor terms and conditions and skills mismatch/shortages. It may also be the case that local companies are reliant on immigrant labour, especially from Eastern Europe to fill these gaps.

2.1.12 It is also known from the socio-economic profile report that almost 90% of employed residents travel to work by car, van or motorbike. Growing levels of traffic and car parking has emerged as a major issue whilst researching for the NDP. Whilst it can promote sustainable home working and appropriate employment opportunities that don't depend on the car, it is also important that unsustainable, dispersed work destinations in the countryside are avoided and the policies in the Local Development Framework defining the settlement hierarchy are enforced.

2.1.13 It is interesting to note that c. 55% of respondents in the NDP Questionnaire Survey ([http://regis-solutions.co.uk/hnts/?page\\_id=39](http://regis-solutions.co.uk/hnts/?page_id=39)) saw dependence on Hunstanton as most appropriate for jobs and services and over 90% saw it as being most appropriate or acceptable for jobs and services (Graph reproduced in Appendix 2 for convenience). Over 70% saw promoting Holme as an economic centre in its own right with more services, new jobs and associated infrastructure as being unacceptable. *In economic terms these views make perfect sense and the NDP should take them on board.*

2.1.14 It is worth noting that Hunstanton is just about within walking distance of Holme via existing and potential pathways and scope certainly exists for creating improved, cycle-based access subject to landowner cooperation. *This is something the NDP should take into account when considering policies or an action plan for footpath/slow mode routes.*

### **3 INCOME GENERATION IN THE PARISH**

#### **3.1 Income from retirement pensions and investments**

3.1.1 Income from pensions and employment makes a direct contribution to resident households in the Parish and thus plays the central role in the Parish economy. It contributes to Council Tax, purchases of goods and services in local shops, property maintenance and income for local companies.

3.1.2 This provides the Parish with a very stable economic base throughout the year without marked seasonal fluctuations and is thus crucial for sustaining local companies through the lean months outside of the main tourist season. However, the Parish is the focus for other forms of income generation which are also extremely significant.

#### **3.2 Income from second homes**

3.2.1 There are around 150 second homes / holiday lets in the Parish and these account for over 50% of the housing stock. By any standards this is a very high proportion and it is substantially higher than St Ives in Cornwall which was the first parish to introduce a principal homes policy. However, the justification for trying to reduce the proportion of second home ownership is primarily social and it would be wrong to assume these homes do not make a positive contribution to the economy.

3.2.2 In most cases they belong to people who generate their income outside the Parish but when they visit their homes they spend this money in the Parish and the Borough contributing to the local economy. Many second home owners visit very frequently and also make a key contribution to the Community. However, some simply view their property as an investment and the houses stand empty for long periods of time.

3.2.3 This spend contributes to Council Tax, local shops, purchase of household goods and groceries – internet supermarket delivery vehicles are a regular feature of Holme's streets on a Friday afternoon. It also contributes to local employment through purchase of cleaning, gardening, maintenance and security services. Many second home owners spend money to maintain and improve their property and this is effectively a form of investment in the Parish which contributes to its attractiveness.

3.2.4 For most second home owners visits to Holme are all about relaxation so there is also an important contribution to the tourist economy with visits to local cafes, restaurants, pubs and visitor attractions. Many second home owners also make regular visits to the reserves and pay membership contributions.

3.2.5 The Questionnaire Survey revealed that second and principal homeowners share almost exactly the same interests and concerns regarding the future of the parish and the points above doubtless reflect some of the reasons. Given that Holme has an ageing and declining resident population it is worth noting that it is not infrequent for second home owners to take up permanent residence in their properties on retirement and this is an important element in maintaining Parish vitality.

3.2.6 Whilst second home owner spend is likely to be lower than that of permanent residents because it depends on frequency of visits, its contribution to the local economy, including the capital stock of housing is important and this needs to be recognised in the NDP. It also seems reasonable to suggest that because second home owners are not here throughout the year their impact on and demand for many local services and infrastructure is lower than full time residents. Having said that however, it is important to recognize that the contribution of second

home owners to the viability of local shops and transport services is considerably lower than that of full time residents.

3.2.7 Some communities along the North Norfolk Coast have argued that since Council support services are allocated on the basis of resident population those communities with high proportions of second home owners should be compensated for a perceived loss in service provision. It has been suggested that this might be achieved by increasing the Community Charge on second homes. The realities of this situation are far from clear and would need much more detailed analysis to reach a decision either way. There seems to be little doubt, however, that second home owners bring external income to the Parish and thus make a **net positive contribution** the local economy.

### 3.3 Income from investment (buy to let) homes and caravans

3.3.1 The second homes situation is complicated by the purchase of investment homes for holiday rentals. The NDP housing survey revealed that over 40 houses in the Parish (almost 20% of the housing stock) are actively advertised as holiday lets and they clearly generate substantial levels of income. These properties contribute to the local economy via Council Tax, visitor spend in local shops, support for local service companies (cleaning, gardening, security) and general tourist spend in pubs, restaurants and visitor attractions. Their level of income generation is thus likely to be higher than for second homes used just at weekends and annual holiday periods. However, the pressure they place on local services and the environment is also likely to be much higher because they tend to have much higher occupancy rates.

3.3.2 The owners of these properties often live outside the parish (and indeed the region). This means that whilst a percentage of their rental income supports local letting agencies the main share benefits more distant parts of the UK. The income generated is also seasonal although the Parish's particular USP for this type of tourism is based on enjoying the natural environment and wildlife and this makes for a long season especially because of the peak bird migration periods of spring and late autumn.

3.3.3 Second homes generally and 'buy to let in particular' (including Caravans) are important generators of income for the Parish and the local economy. However, sustainable development demands a balance between economic, social and environmental considerations. Unfettered growth in second homes, especially those owned by distant landlords would continue to boost income but only at the cost of:

- Undermining the Society component of the sustainability triangle by excluding potential full time residents from the housing market; contributing to resident population decline; driving changes towards larger, less appropriate types of housing geared to increasing revenue; weakening the cohesion of the existing community.
- Contributing to greater pressure on the environment through visitor pressure because holiday lettings tend to have higher occupancy rates than the resident population (currently less than 2 per household).

3.3.4 From all of the above it can be concluded that the NDP must recognise that income from second homes is an important element of the economy and the income generated from this source needs to be protected. However, it is equally clear that current levels of second home ownership are extremely high and well beyond those recognised as being damaging elsewhere in the UK (e.g. St Ives which is approaching 30%). Further growth in this sector would be

damaging to the community and the environment – and would not be sustainable. Ultimately, it would also be economically damaging because it holds the potential to reduce Holme’s attractiveness to visitors which depends heavily on the quality of the environment on offer.

3.3.5 It is thus most appropriate for the NDP to aim to control further growth in second home ownership whilst recognising there is a limit on what can be achieved through planning policy. Such an approach is entirely consistent with protecting the interests of existing, successful businesses and landlords that depend on this income source. i.e. damage to the environment means damage to the economy.

### **3.4 Income from tourism and visitors**

3.4.1 Holme Dunes National Nature Reserve and the Firs Visitor Centre is a major Norfolk visitor destination for wildlife enthusiasts and countryside lovers. The best data available (Norfolk Wildlife Services, 2012) is based on NWT permits issued for 2009 (20,000) and visitor counts/extrapolation in 2010 (100,000). It thus has associated uncertainty with regard to accuracy and it is highly probable that these numbers have grown substantially up to 2018. It is also probable that a large proportion of the 20,000 permits issued were issued to people arriving at the Firs by car and that this is a significant underestimate because the entrance gates are only attended at weekends and holidays for a part of the year meaning that permits are often not issued.

3.4.2 What is certain is that regardless of the exact numbers, the level of income generation is very high contributing to spend in local shops, pubs, restaurants and cafes. Since the opening of the restaurant at the Firs and the associated toilets in 2013 there has been a very marked increase in visitor numbers to the National Nature Reserve attracted by Holme’s superb beach, dunes, walks and wildlife.

3.4.3 Attempts to convert visitor numbers to spend also show variability and uncertainty but suffice it to say that given 100,000 visitors p.a. to the national nature reserve alone, every £10 spent contributes £1m to the local economy. It should also be noted that Drove Orchards (see below) is also a significant visitor destination in Holme so the estimate of 100,000 visitors is probably very conservative.

3.4.4 It is also notable that Holme Dunes was Norfolk Wildlife Trust’s largest source of new members in 2017 and visitors contribute to membership fees of both NWT and the Norfolk Ornithologists Association which is located near the Firs visitor centre. These two organizations employ at least two full time members of staff who are permanently resident in the Parish and also a number of other staff (full time, part time and voluntary) who live locally.

3.4.5 It is very likely that this income stream is the largest and most significant in the Parish Economy. Certainly it contributes to supporting sales and employment at the Pub, Drove Orchards and other businesses including the beach cafe and the Firs café/shop.

3.4.6 However, it has to be acknowledged that the majority of the direct income generated is spent **outside** the Parish of Holme and represents a very substantial contribution to the wider economy. Furthermore **this income comes at a high cost to the Parish** because the only vehicular access is through the village of Holme along narrow roads without pavements and most visitors (80% according to Norfolk Wildlife Services, *op.cit.*) arrive by car. The direct cost of maintaining verges, dog bins, footpaths, bus stops etc falls directly on the village community and proposals have been made to add the running/maintenance costs of the public toilets to this list. Indirect costs include disruption, disturbance and inconvenience to residents.

3.4.7 At popular times of the year the Firs car park overflows, the track to the Reserve is closed and parking becomes a problem in the village causing even greater disruption and regrettably, tension between visitors and residents.

3.4.8 Visitor pressure and associated environmental damage is a recognised issue at the reserve. The Norfolk Wildlife Services review of visitor pressure (op.cit.) highlighted the very sensitive nature of the Holme Dunes in terms of its ecology based on a narrow consideration of impacts on its SAC, SPA and RAMSAR qualifying features. They noted that as long ago as 1995 it was classified as a 'red zone' in the AONB management plan where 'fragile habitats' of 'almost wholly international importance' were under 'considerable visitor pressure'. The plan's guidance indicated that the site should not be promoted and that car parking should be reduced at or near these sites.

3.4.9 Taking a broader view based on general development, noise, traffic and various kinds of pollution it is self evident that the situation is now substantially worse and there is clear evidence of serious damage to the sites (see for example, NDP research report, Hun water quality, 2017) which, in peak summer months is operating beyond its carrying capacity. This will continue to grow as an issue for the Parish (especially the village of Holme) unless it is addressed more effectively than it has been to date. In economic terms it should also be noted that the income generated is highly seasonal.

### **3.5 Income from agriculture**

3.5.1 Holme remains a rural parish. Soils are a mixture of Grade 2 and Grade 3 so quite large areas are of high agricultural value. Historically agriculture has driven the economy and made it a prosperous place. Local landowners funded the creation of sea defences and invested the capital to reclaim those parts of the Parish that form the backbone of the National Nature Reserve and which make such an important contribution to its status as a place to visit for wildlife, heritage and countryside. These historic capital investments will be written off by the Shoreline Management Plan if significant areas behind the sea defences are allowed to revert to intertidal zone.

3.5.2 Today agriculture still plays an important role in the economy. The land in the Parish is divided between several large farms and is used for a mixture of high yield arable farming and pasture supporting traditional sheep and cattle grazing. Local Holme-next-the-Sea beef can be seen advertised at local butchers and delicatessen. It is well known that income from farming has dropped substantially in recent years and recent government statistics suggest the average farm income for livestock is c. £28,000 pa; cereals is £43,000 and general cropping is £70,000. (DEFRA, 2017) As can be seen from Figure 2, Agriculture supports a small but important number of employees in the Parish and more beyond. It also contributes the income required to help maintain the AONB landscape in a productive and attractive state so it is of vital importance. Higher Level Stewardship grants contribute to landscape management and biodiversity across the Parish and Brexit may raise questions about this important income source.

3.5.3 Alongside large scale activities the Parish also has a significant area of Orchards and has historically had both small holdings, a nursery and some allotments owned by the Parish Council. These have always played an important role in providing an income source for residents and are still very important – especially the Orchards at Drove.

3.5.4 Increasingly, agriculture is coming under pressure and regrettably a number of fields immediately surrounding the village have been purchased by developers with the hope of cashing in on an overheated housing market via speculative development aimed at the second homes market. The trend is seen as a threat to maintaining the best quality agricultural land,

the attractiveness of the AONB landscape and the attractiveness of the Parish as a visitor destination. It is clear from the consultation process that the Parish Community does not wish to see this agricultural land developed and the NDP should view this as an objective.

3.5.5 This is entirely justified by because:

- The (excessively) large, speculatively developed homes in the Parish have a very limited market and often stand empty for years
- They are beyond the economic reach and interest of most local people including those in the local job market and they almost always end up as second homes – often offered for holiday rental so the harm they cause to the Parish Community is very considerable.
- Land banking and speculative development in the immediately surrounding landscape impacts negatively on its environmental qualities which are the main income generator for the Parish. There are instances of developers deliberately degrading sites as part of their strategy for obtaining planning permission for development.

## **4 INCOME FROM TERTIARY SECTOR ACTIVITIES**

### **4.1 Economic drivers**

4.1.1 From the foregoing it is clear that the main economic drivers within the Parish are:

- Income from retirement pensions
- Income from second homes
- Income from holiday accommodation including B&B/Caravans
- Income from day and stay visitor spend
- Income from agriculture

4.1.2 These income streams are almost entirely dependent on the attractiveness of the Parish's AONB countryside setting and the abundance of wildlife that it supports. The various landscape designations and protective legislation reinforce the value of these capital assets (*natural capital*) in peoples' minds and underpin the success of local wildlife organisations – especially the Norfolk Ornithologists Association and the Norfolk Wildlife Trust.

4.1.3 Almost all of the remaining economic activity in the Parish is layered on top of these income streams and they have enabled the development of a range of tertiary sector activities. This section will describe the most important.

### **4.2 The White Horse Public House**

4.2.1 The local pub is directly linked to one of the Parish's caravan sites and is an important focal point in the community. While many rural villages have struggled to keep a viable pub the White Horse remains an important focal point for the community and provides several jobs for local people. Its patronage is certainly very seasonal and permanent residents/second home owners keep it going through the quiet winter months. It's importance to both the economy and the community shouldn't be underestimated and thought could be given to designating the White Horse as an asset of community value.

### **4.3 Drove Orchards mixed use, retail and other hospitality**

4.3.1 Drove Orchards has developed substantially over the last ten years from an orchard and a farm shop selling local fruit and vegetables to a significant retail centre with a fish and chip restaurant and takeaway, a further restaurant with outside dining area, a fishmonger, an antiques business, a ladies clothing store, a child's clothing store an interior design shop and a smoke house. There is also a plant nursery, an associated development of 8 luxury lodges and a substantial area of car parking. Each of these activities, alongside the original business provides employment and plans were submitted in February 2018 to add a further 6 retail units via conversion/extension of existing farm buildings.

4.3.2 The site is located on the A149 in the extreme East of the Parish and in reality relates more to Thornham than Holme. It has a footpath connection to Thornham and benefits from proximity to this larger village. Notwithstanding this, it has only recently remained open throughout the year reflecting the seasonality of a business based predominantly on visitor spend.

4.3.3 Holme village used to boast a shop in days gone by but it closed due to lack of patronage. There is a very strong wish on the part of the community to reinstate a village shop and this is an aspiration the NDP needs to consider – possibly through an action plan linked to better visitor management for the Protected Sites.

### **4.4 Equestrian activities**

4.4.1 Many of the lower lying areas of the Parish above the grazing marshes are divided into paddocks and these are used mainly for keeping horses. Riding on Holme Beach and along its extensive network of bridleways is a popular pastime and an important visitor attraction. Holme Farm is a longstanding business in the Parish offering B&B accommodation to people who want to bring horses to their paddocks and stables. The business employs three full time members of staff.

### **4.5 Letting, security and domestic services**

4.5.1 The large number of second homes and holiday lets in the Parish contributes to the business of several local letting companies (all located outside the Parish). They also contribute to one Security company that specialises in looking after properties that are often unoccupied and one landscaping/gardening business. They generate significant demand for cleaning and maintenance services. All of these support jobs (mainly in the Parish) and make a contribution to maintaining a safe, secure and attractive environment.

### **4.6 Other income generating activities**

4.6.1 There are certainly other income generating activities in the Parish beyond those listed above which have an obvious, outward facing profile. These include consultancy and management businesses, artisan's studios and loosely organized visitor attractions focused on natural and cultural heritage – including pheasant shoots and metal detecting.

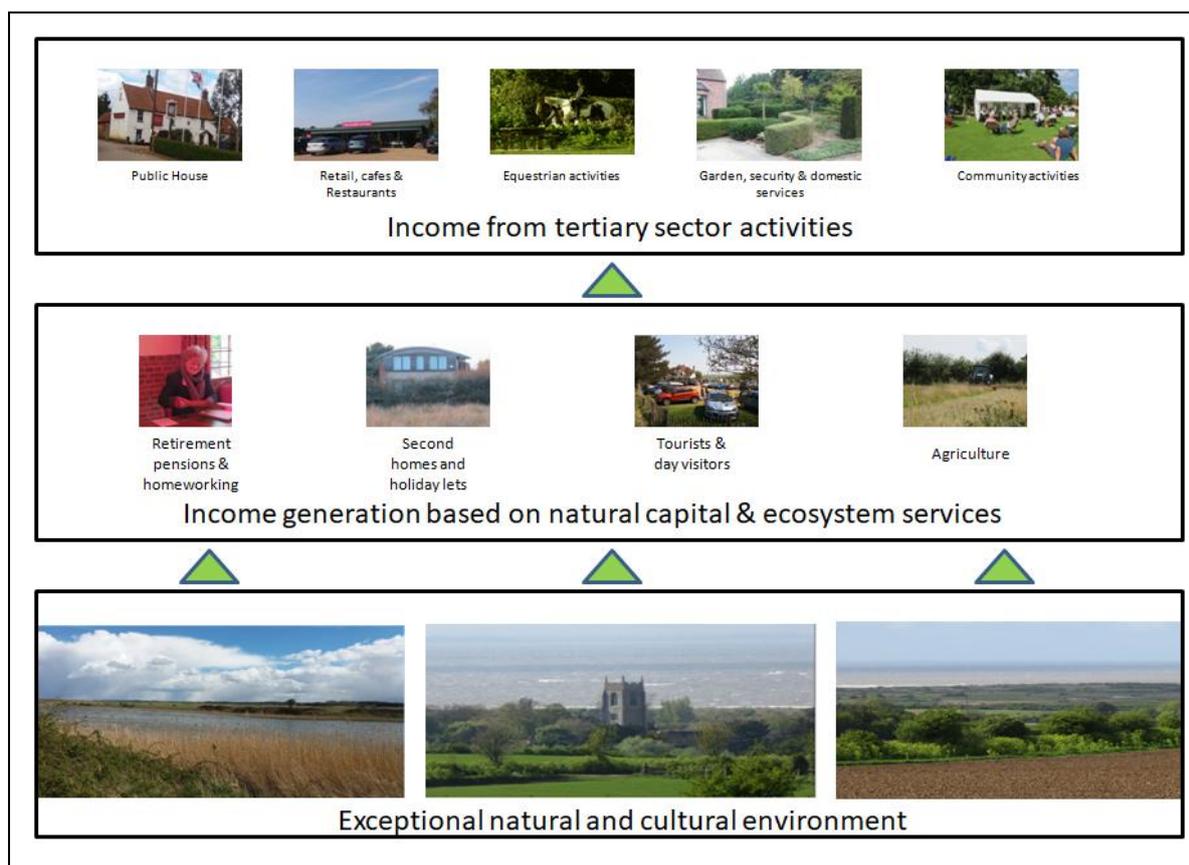
4.6.2 One which shouldn't be forgotten involves the charity events that contribute significant sums towards the maintenance of the Grade 1 listed church and the village hall. These include the now renowned Open Gardens day which attracts visitors from across the region, the Village Fete and various fairs/dinners including Christmas dinner. Whilst these do not generate Parish jobs they do attract visitors from far and wide and make a significant contribution to village maintenance and an attractive environment.

## 5 A SIMPLE OVERVIEW OF THE PARISH ECONOMY

### 5.1 Development and main income sources

5.1.1 Although data is limited it is not difficult to arrive at a qualitative picture of the Parish Economy based on the description contained in the previous sections. Holme started life as a small hamlet based on agriculture and fishing. The immediate area was sufficiently wealthy to enable improvements to the agricultural landscape in the form of sea defences, drainage improvements and the creation of additional agricultural land in what is now Holme Marshes. By virtue of its relative isolation and strategic position on major, international bird migration routes, the Parish enjoys exceptional biodiversity in a landscape that is still largely unspoiled. This, along with the imprint of its history expressed in the form of many heritage assets has made the place attractive to retirees wanting to enjoy an outstanding natural environment.

5.1.2 More recently the Parish has been 'discovered' and now attracts very large numbers of day visitors who come to enjoy the wildlife, beaches and unspoiled AONB countryside which offers a chance to get away from the pressures of day to day life in a peaceful and tranquil setting.



**Figure 5:** A conceptual overview of the Parish Economy highlighting dependence of all economic activity on the natural and cultural environment.

5.1.3 Perhaps not surprisingly, the many small houses, often on good-sized plots which have been lived in by local people with relatively low incomes have become very attractive to wealthy buyers, investors and speculative development from elsewhere in the UK. This has forced prices up dramatically and there has been an ongoing process of people buying into the local property market to gain second homes and investment property in an exceptional setting.

It is this process that has led to the imbalance in resident v second home ownership. It is estimated that only 45% of the housing stock is now in principal home ownership (based on 2011 census data).

5.1.4 More recently still, the advent of buy to let mortgages and the popularity of the Parish as a visitor destination has fuelled a sharp increase in the number of properties used for holiday letting. One consequence of this process has been the replacement of small homes that are affordable to and suitable for local people with much larger dwellings capable of either achieving higher rental incomes or possibly attracting very wealthy buyers wanting to invest in large second homes. However, properties in the latter category are extremely difficult to sell and several of these 'designer homes' have been on the market for substantial periods of time.

5.1.5 The very modest, short term and temporary economic benefits of building these properties are clearly outweighed by the damage to the community arising from local people being forced out of the Parish housing market and the proportion of the housing stock out of use - either awaiting re-development, undergoing re-development, or standing unsold. They are also tiny in relation to the income derived from visitors who come to enjoy the rural character of the place and its outstanding wildlife. The number of empty homes in this category and the areas of land in developer ownership are starting to cause a degree of planning blight.

5.1.6 It is therefore the income from retirement pensions; second homes, holiday lettings (including caravans); day/stay visitor spend and agriculture that drives the economy. There is no secondary economic activity in the Parish to speak of but a layer of tertiary activity has grown up which depends on these income streams. Figure 5 highlights this with the main sectors involved being care (linked to an elderly population of retired people), retail, leisure, accommodation and hospitality.

5.1.7 Agriculture remains small in terms of direct income but its significance should not be underestimated because it contributes very substantially to keeping the wider landscape in a healthy and attractive state. However, its vitality is being further weakened by speculative land purchase for development.

5.1.8 Tertiary sector development based on these basic income generators is the main source of conventional employment in the Parish and home working/self employment is a major component of this.

5.1.9 The simple overview of the economy presented in Figure 5 highlights the fact that almost all economic activity stems from the Parish's exceptional natural and cultural environment. The ecosystem services generated from the Natural Capital bound up in this environment are thus vital to Holme's future and the NDP must ensure that this capital and the services it supports are both protected and strengthened to ensure ongoing prosperity.

## **6 HOLME'S NATURAL CAPITAL AND ECOSYSTEM SERVICES**

### **6.1 Natural Capital**

6.1.1 This section of the report will examine the Natural Capital that is fundamental to Holme's economic well-being and demonstrate how the ecological services derived from this capital link to income generation. This will be followed by a description of the links between these ecosystem services and income generation.

### **6.2 Links between economic activity and the environment**

6.2.1 The exceptional quality of Holme’s environment is reflected in its many environmental designations and its heavily protected status (NDP Environment Report, 2017). This is in itself comparatively rare, but what is very unusual, though not surprising, is the extremely close linkage between the environment and income generation described above.

6.2.2 The special and sensitive nature of the environment thus provides an economic opportunity (growth in the key income generating sectors described above) but also embodies a threat. Inappropriate, uncontrolled and excessive development for short run economic gain will quickly damage the environment, make it a less attractive place and undermine its economic potential. It is notable that a recurrent theme of NDP consultations has revealed this to be a major concern of parishioners (see for example the NDP questionnaire analysis at [http://regis-solutions.co.uk/hnts/?page\\_id=39](http://regis-solutions.co.uk/hnts/?page_id=39)).

6.2.3 Previous comments have demonstrated very clearly that the Parish is at or beyond its maximum carrying capacity in terms of development and peak season visitor numbers. Moving forward, unless effective solutions are found and implemented for these problems the issue of Holme’s rapidly weakening community will be compounded by accelerating environmental damage leading to economic decline.

6.2.4 In the face of current levels of development pressure it is clear that a short run, economic boom could be achieved by giving way to poorly controlled, rapid tourism development. This would result in substantial gain for a minority of businesses mostly located beyond the Parish. However, it would damage the interests of local residents whose income depends on the environment and the broader community who value the place so highly for recreation. Crucially, it would undermine long term, sustainable, income generating potential and deprive future generations of something that should be a major part of their rightful heritage. It would thus be at odds with the basic objectives of the planning system.

6.2.5 It is thus important that the NDP takes a long term view in both economic and environmental terms. It’s challenge is to identify and promote policies that support balanced, on-going economic development while protecting and enhancing the environmental features that will ensure sustainability long into the future. The case for precautionary planning is very strong.

### **6.3 Natural capital and ecosystem services as a basis for NDP policy**

6.3.1 The Government’s recently published 25 Year Plan for the Environment (Her Majesty’s Government, 2018) sets out the importance of the environment in underpinning economic growth. It places environmental protection at the heart of the complementary Industrial Strategy stating *“...the 25 Year Environment Plan will help boost the productivity by enhancing our natural capital – the air, water, soil and ecosystems that support all forms of life – since this is an essential basis for economic growth and productivity over the long term”* (Her Majesties Government, P16).

6.3.2 The plan recognizes that “In the past, our failure to understand the full value of the benefits offered by the environment and cultural heritage has seen us make poor choices” and urges that “We can change that by using a natural capital approach. When we give the environment its due regard as a natural asset – indeed a key contributor – to the overall economy, we will be more likely to give it the value it deserves to protect and enhance it. This is why, as signalled in our Industrial Strategy, over coming years the UK intends to use a ‘natural capital’ approach as a tool to help us make key choices and long-term decisions”.

6.3.3 Given this emphasis and notwithstanding the complexities and challenges inherent in Natural Capital approaches to planning and decision making, it seems very appropriate that such an approach should underpin the economic policies in the NDP given the structure of the local economy.

6.3.4 Natural Capital is often broadly defined in terms of stocks of 'natural assets' which may include geology, soil, air, water and all living things. These assets give rise to (ecosystem) services which contribute to human health, well-being and prosperity. For example, at a global scale the atmosphere can be regarded as a stock of air which sustains life by enabling breathing. Like all capital assets, natural capital is finite and has a value. Usually, exploiting the services the capital provides leads to a reduction in the amount and value of the capital. Clean water is a good example – use for drinking or industrial processes reduces the stock and depletes its value. Equally, investing in natural capital via environmental improvement strategies can increase its amount and value.

6.3.5 The complexity of using Natural Capital-based approaches to planning often revolves around:

- Identifying exactly what the relevant natural capital is in particular places
- Measuring its amount and value – especially in the context of monetary accounting approaches
- Evaluating the impact of consuming the services it generates on the amount and value

6.3.6 However, the situation in the Parish of Holme is relatively simple and it is judged that a qualitative, approach would be sufficient based on three simplifying assumptions as follows:

- The natural capital used for analysis must be demonstrably 'special' to the Parish and generally set it apart from most (but not all) other Parishes.
- The term 'natural' can be interpreted loosely to mean 'environmental'. This is justified to the extent that the natural environment in the UK has been modified by thousands of years of human intervention and management to the extent that most 'natural' landscapes and features are at best 'semi-natural'.
- Following from assumption 2 it is possible to include man made 'cultural' features within the definition thereby allowing inclusion of heritage and archaeology. However, such features must demonstrably provide some form of ecosystem service to the wider community.

6.3.7 Whilst assumption 3 potentially adds even more complexity to the general approach (see Fluck and Holyoak, 2017) it nevertheless adds considerable value to the analysis for the NDP and actually simplifies the situation. Hereafter, the term 'Environmental Capital' will be used to mean Natural Capital including historic and cultural features.

6.3.8 Against this background the next section below will identify the Environmental Capital that is of particular importance to Holme's economy and link it to the ecosystem services that underpin income generation. The following section will then link those ecosystem services directly to the income generating activities outlined in previous sections of this report. The 'value' attributed to Natural Capital and services is largely qualitative and somewhat subjective – but guided by the values expressed by residents in consultation events (for example, NDP

Questionnaire Results, 2016), by local knowledge and by the findings of various visitor surveys (for example, White, 2012).

## 6.4 Holme’s Environmental Capital

6.4.1 The Environmental Capital that is ‘demonstrably special’ to Holme is clearly reflected in the numerous landscape and wildlife designations set out in the NDP Designated Areas report ([http://regis-solutions.co.uk/hnts/?page\\_id=39](http://regis-solutions.co.uk/hnts/?page_id=39)).

	Natural Environment							Historic and cultural environment				
	AONB countryside	Heritage Coast	RAMSAR site	Special Area of Conservation	Special Protection Area	SSSI	High grade agricultural soils	Conservation Area	Historic Buildings	Archaeology	Drainage systems	Flood Defences
Food Provision	x	x	x				x				x	x
Timber provision												
Water availability	x											
Genetic diversity	x	x	x	x	x	x				x	x	
Biomass energy												
Climate regulation	x			x		x						
Water quality regulation	x			x								
Water flow regulation	x			x						x	x	
Regulating soil quality	x									x	x	
Regulating soil erosion	x									x	x	
Pollination	x			x		x						
Pest regulation	x				x							
Coastal erosion & flooding regulation	x	x	x	x		x				x	x	
Sense of place/inspiration	x	x	x	x	x	x		x	x	x	x	x
Sense of history	x	x						x	x	x	x	
Tranquility	x	x	x	x	x	x		x				x
Recreation	x	x	x	x	x	x		x	x	x	x	x
Biodiversity	x	x	x	x	x	x		x	x	x	x	x
Geodiversity	x	x	x	x		x						x

**Figure 6:** ‘Special’ components of Holme’s environmental capital and the ecosystem services it generates. The columns show the main Environmental and Cultural Assets and the rows show the ecosystem services they generate. These combine those listed in National Character Area Statements 76 (Natural England, 2014) and 77 (Natural England, 2013). The stars show which services the capital elements contribute to.

6.4.2 These designations reflect important landscape features including but not restricted to scenic beauty and views (AONB), wilderness and tranquility (Heritage Coast), wetland land forms and wildlife (RAMSAR), land cover and geodiversity (SAC), migrant and native birdlife (SPA) plus many of these features and additional protected species included in the SSSI. Whilst these contribute generally to ecosystem services their qualifying features are of special significance and a full list of these is included in Appendix 1.

6.4.3 Cultural and historic features also constitute a key element of the Parish’s Environmental Capital. The Conservation Area creates a sense of place with its trees, hedges and gardens. Its listed and important unlisted buildings add to this, creating a sense of history and the Grade 1 listed church is a particularly important feature standing as a spiritual focal point for the community and visitors alike.

6.4.4 Archaeological features, including the Peddars Way and the iconic ‘Sea Henge’ add to the sense of place and history and provide the basis for the network of footpaths that give people the opportunity to tread in the footsteps of ancient forbears and see the landscape as it may have been seen in historic times.

6.4.5 A large part of Holme is at risk of flooding from the sea and an equally large part is low lying and marshy. Over hundreds of years drainage ditches have been developed to keep the settlement dry and the Thornham Sea Wall has created reclaimed areas of land which contribute to the designated sites described above. Alongside the dunes along the north coast which have been reinforced to provide flood defense these historic landscape features are vital elements of Environmental capital. The Sea Wall in particular provides a pathway out into the salt marshes away from development that gives visitors a true sense of being in the wild.

6.4.6 High-grade agricultural soils contribute to the rural economy and across most of the Parish lead to rural/pastoral land use that underpins the character of the AONB. They also contribute to food production.

6.4.7 Given the consultation responses from the community (for example, NDP Evidence Base: Questionnaire Results Report 1, 2016) there can be no question that these are the things that the community value most about Holme.

## **6.5 Ecosystem Services and income generation**

6.5.1 Adding a monetary value to the Environmental Capital described above would be a major undertaking and would be well beyond the resources of the NDP. Even major projects (for example the Shore Line Management Plan) have struggled to arrive at defensible valuations for small parts of the overall Environmental Capital involved. However, simply establishing the linkage between the key capital components and the economic structure of the Parish and its locality is sufficient to enable formulation and justification of NDP policy.

6.5.2 Figure 7 shows the relationship between the Ecosystem Services listed in Figure 6 and the main income generators described in Sections 3 and 4 above. Note that only those services relating to the Environmental Capital that is ‘special’ to Holme are included. So water availability is clearly fundamental to all life but generally the UK suffers no shortages of water so this is not considered as a special factor in Holme.

6.5.3 Agriculture is treated as something of an exception to this rule because although the direct income is judged to be relatively small, its contribution to the management and integrity of the AONB landscape is exceptionally high and without the services noted as being important it would simply fail. This could have a strong negative impact on many of the other services.

6.5.4 Even though the Environmental Assets and related services identified in the analysis have not been given monetary values it is clear that the main activities underpinning income generation in the Parish are very heavily dependent on them. The special nature of this capital (and its associated services) is reflected in the numerous environmental designations it has attracted. Further, most of the key services in question are deemed to be of national importance in the Natural England National Character Assessments 76 and 77 (Natural England, *op. cit.*).

6.5.5 Considering the number of retirees, the numbers of second homes/holiday lets and the number of day/stay visitors it would be reasonable to assume that the direct monetary value of the services in question is very substantial. This would be over and above their inherent intrinsic value. From this it might be further concluded that the Parish generates levels of income that benefit the region which are disproportionately large for its size and this is a key

factor for economic management. As an economic asset for the region, the Parish punches well above its weight.

6.5.6 In terms of planning policy and strategy it must therefore be concluded that every effort needs to be made to protect and continue to exploit the Parish’s Environmental Capital and the ecological services it generates. Failure to protect will not only result in irretrievable damage to an environment that is internationally recognized as being outstanding and which should be preserved for future generations to enjoy but will also undermine and deplete its very substantial contribution to the local economy.

	Retirement pensions	Second Homes	Holiday lets	Day/stay visitors	Agriculture	Tertiary Employment
Food Provision					x	
Timber provision						
Water availability					x	
Genetic diversity						
Biomass energy						
Climate regulation					x	
Water quality regulation					x	
Water flow regulation					x	
Regulating soil quality					x	
Regulating soil erosion					x	
Pollination					x	
Pest regulation					x	
Coastal erosion & flooding regulation	x	x	x	x	x	x
Sense of place/inspiration	x	x	x	x		x
Sense of history	x	x	x	x		x
Tranquility	x	x	x	x		x
Recreation	x	x	x	x		x
Biodiversity	x	x	x	x		x
Geodiversity	x	x	x	x		x

**Figure 7:** The relationship between ecosystem services that are judged to be ‘special’ to Holme and the main sources of Parish income generation. Pale green denotes services that are deemed to be of regional importance and dark green denotes national importance. No shading indicates local importance.

6.5.7 All the evidence presented earlier in this report indicates that this environment has reached or exceeded its maximum carrying capacity for development and proactive measures are needed to maintain its current status and enable future growth in income. For the Parish, it is also clear that the economic benefits end up being distributed far beyond its boundaries but the costs fall predominantly on local people. The balance here needs to be restored with more of the income that is generated being returned for re-investment aimed at improving the Environmental Capital and the welfare of the local community.

## 7 THREATS TO CONTINUED PROSPERITY

### 7.1 Visitor pressure and climate change

7.1.1 The previous sections have provided extensive evidence that the Protected Sites in Holme – and particularly the area within the National Nature Reserve are at or exceeding their carrying capacity in terms of visitor numbers. Other evidence reports for the NDP (see for

example, ([http://regis-solutions.co.uk/hnts/?page\\_id=39](http://regis-solutions.co.uk/hnts/?page_id=39), Interim Water Quality Report, 2017) have provided clear evidence of serious damage to these sites arising from development pressure.

7.1.2 Continued, development and failure to address the issue of visitor pressure has already begun to impact negatively on the ecosystem services delivered by the sites – especially biodiversity for which qualitative evidence already exists. This in turn will reduce attractiveness to both visitors and residents and impacting negatively on economic well-being.

7.1.3 A second major threat is climate change and the planned response outlined in the Shoreline Management Plan which is likely to result in some 42% of the Parish reverting to Salt Marsh under a policy of managed realignment for the dunes which currently protect the north of the Parish (see NDP Environment Report, 2017). This threatens c. 80 properties and according to the SMP Strategic Environmental Assessment will have a ‘major negative’ impact on the Protected Sites – in particular on their protected features including the Broadwater and nearby lagoons, the grazing marshes and the dunes/woodlands protecting the Firs and NOA observatory. The SMP has Secretary of State approval on the grounds of ‘Imperative Reasons of Overriding Public Interest’.

7.1.4 Whilst the SMP envisages a 50 year+ time horizon for these changes, they are entirely subject to availability of resources for repair of sea defences. Maintaining the sea defence function of the dunes at a level consistent with rising sea level has now ceased as far as the Environment Agency is concerned and a major inundation could happen at any time. The Hun Catchment Report (Norfolk Rivers Trust, 2014, p14) actually proposes that inundation could be implemented more or less immediately with appropriate engineering work. It sets out an ‘achievable timeline’ of 2024 for some 200 hectares of the lower Hun reverting to Salt Marsh by that date. Given the level of ecological damage this would cause there seems very little justification for such a plan. Whilst compensating habitat is being created at Hilgay Fen for the damage proposed in the SMP this will do nothing to address the economic, social and cultural consequences for the Parish.

7.1.5 Notwithstanding the Cost Benefit Analysis of the SMP strategy the impact of this Plan being realized (either now or in the future) on the economy of Holme would be immense. There would be a direct negative impact on Environmental Capital (housing, sand dunes, footpaths, agricultural land) that directly underpins the community and its agricultural income. The downgrading of the sea defence function of the dunes to “Managed Re-alignment” by the Environment Agency (SMP, 2010) already represents a step towards reducing the value of the Parish’s environmental capital. As the SMP concedes, the loss of habitats would also have a major negative impact on environmental capital.

7.1.6 Without effective compensation and resilience planning this would substantially undermine the ecosystem services that support Holme’s economy impacting negatively on all of the services listed in Figure 7 – but especially those highlighted of being nationally and regionally important. It would change Holme as we know it.

7.1.7 As required by EU legislation, ‘Ecological compensation’ for the impacts of the SMP is already being provided by expansion of freshwater, wetland habitats at Hilgay Fen – many miles from Holme under the direction of the Norfolk Wildlife Trust. Very few people in the local community are aware of this and the acreages of compensating habitat are difficult to establish. However, what is clear, is that no thought or planning has gone into the economic and social impacts on the local community.

7.1.8 Clearly it is important that the NDP addresses these issues and implements policies to promote the best response possible to this huge threat so as to protect the economic and social

interests of the Parish. Regardless of whether it is possible or impossible to create compensating habitat of the same type locally to maintain current levels of ecosystem services every effort must be made to maintain their current levels.

7.1.9 This can best be achieved by an evaluation of existing landscape within the Parish and policies which earmark, protect and promote the most suitable area of the Parish as a vehicle for at least protecting if not improving the services shown in Figure 7. The NDP should thus include an 'adaptation and resilience' zone that will meet these requirements and underpin the future of the economy. The same zone can provide a vehicle for dissipating visitor pressure on the existing protected sites.

## 8 SUMMARY AND CONCLUSIONS

8.1.1 The report aims to provide sufficient understanding of the Holme-next-the-Sea economy to enable robust, evidence-based, economic objectives to be identified for the NDP and to provide justification for economic policy that will contribute to sound and sustainable future for the community. This satisfies the requirements of the NPPF which demands that plans should have a clear vision for proactively encouraging sustainable economic growth and development.

8.1.2 The report examines the Parish's economic structure in terms of jobs and income generation by analysis of published statistics, locally collected data and local knowledge. It identifies opportunities and directions for future development.

8.1.3 The analysis reveals that 'conventional' employment carried out under a contract of employment is relevant to only a very small proportion of residents who depend heavily on tourist related retail/hospitality and on jobs in the care sector. The remaining residents are spread through a diverse range of activities biased toward professional and management roles. Unemployment is much lower than the national average and levels of self-employment are high – almost twice that of the Borough and the rest of the Eastern region.

8.1.4 With improvements in provision of Internet access, home-working is identified as a low impact, high return opportunity for the future. Exploitation of this opportunity needs to be considered in the NDP but the key requirements of optical fibre network infrastructure and suitable promotion can best be achieved by a community 'action plan'.

8.1.5 The analysis also reveals that retirement pensions are the main earnings source for Parish residents and these provide secure and stable income that is crucial for helping local business through the quiet winter months when there are relatively few tourist visitors.

8.1.6 The analysis recognizes that income from second homes, buy to let properties and holiday house lettings also make a substantial contribution to the Parish economy and that this *existing* activity needs to be protected.

8.1.7 However, it is also concluded that this form of economic development has reached levels that are very damaging to the social cohesion of the community. It has resulted in a growing trend towards inappropriate redevelopment of housing stock from small dwellings relevant to and affordable by local people with excessively large dwellings viewed by many as being 'out of character' and damaging to Holme's sense of place. In economic terms, if this trend is allowed to continue it will reduce the attractiveness of Holme to retirees and visitors alike and will undermine the local economy.

8.1.8 Increasing levels of 'buy to let' by absentee landlords is seen as particularly damaging because it is distorting the price mechanism in the local housing market. Higher salaries and

borrowing potential in distant locations where employment opportunities are greater and salaries are higher are forcing up local house prices and excluding local buyers from the market fuelling population decline. Because higher occupancy rates equate to higher rental returns the process is also driving the trend towards larger dwellings either through extensions or replacement.

8.1.9 The bulk of the income from these businesses (many are unregistered but widely advertised) leaves the locality and is a loss to the local economy. However, the demand for use of these properties relies entirely on the attractiveness of the local environment and high occupancy rates contribute to increased visitor pressure with its associated costs and negative environmental impacts. These costs and impacts fall mainly on the local community.

8.1.10 This reinforces strong social and environmental imperatives for taking steps to limit any further growth in second homes via NDP policy which needs to address the issue of population decline and foster restoration of the balance in the housing stock. Creation of more dwellings (second homes and holiday lets) which exclude local people from the housing market and which are empty for significant periods of time clearly undermines government objectives to solve the national housing crisis. Policies aimed at preventing this are in no way restrictive if they are part of a package aimed at delivering the type of homes that are needed.

8.1.11 The NDP should thus aim to foster a housing market that's inclusive to local people and this will require an approach based on controlling additional second homes/buy to let whilst ensuring that new development is appropriate for and designed to meet local need. Throughout the lifetime of the NDP there will be a finite supply of building land by virtue of a development envelope designed to meet development needs that have been agreed with the Borough Council. NDP policy must aim to ensure that all new housing developed on these sites attracts permanent residents to the Parish.

8.1.12 In a rural parish without any services there is no expectation to allocate housing sites and in a settlement with a declining population located in an extremely sensitive environment there is arguably no need for more housing. However, a small housing allocation of five houses could kick start a reversal of the last decade's damaging trends as long as they were within the market reach of permanent residents and in a style and location acceptable to the community.

8.1.13 Almost all of the people in conventional employment depend on the car for their journey to work. However, the town of Hunstanton with its many shops, supermarkets and personal services is accessible to pedestrians and cyclists via attractive if somewhat tortuous country paths that avoid the need to walk on main roads and the intermediate settlement of Old Hunstanton offers a shop with Post Office, craft / antiques centre plus a number of hotels, restaurants. The strongly held view of Parishioners that the Parish should depend of Hunstanton for goods, services and employment is consistent with local and national planning policy and opportunities exist for promoting pedestrian and cycle access to the town by improvements to existing walks and footpaths. (see histogram in Appendix 2). There is no justification for duplicating economic opportunities in the Parish which can be found there.

8.1.14 Based on a review of the Parish's economic profile it is concluded that almost all of the Parish's income generation is dependent on the Parish's outstanding local environment. This makes it an attractive place to live for retirees, to work for those not tied to a particular location and to visit for tourists. Retirement pensions are particularly important because they create economic stability by supporting local businesses through the lean, out of season months. Maintaining an appropriate supply of housing attractive to retired people and downsizers is thus very important in both economic and social terms.

8.1.15 Tertiary employment in the Parish includes the White Horse, Drove Orchards Retail, hospitality, equestrian activities and letting/security/domestic services. The NWT visitor centre at the Firs hosts a popular shop and restaurant.

8.1.16 In terms of sustainable development, the local community and the environment has reached the limit of its carrying capacity for further expansion of second homes, holiday lets and caravan accommodation. Whilst income currently being generated by these activities needs to be protected, further growth will lead to:

- Unacceptable damage to the resident community
- Unacceptable structural damage to the existing stock of modest sized houses within the reach of local people and
- Unacceptable damage to the environment caused by excessive visitor pressure resulting in direct damage to protected sites and associated traffic growth/parking issues in both the sites themselves and in Holme village.

8.1.17 Following the natural capital approach encouraged in the government's new 25 year environment plan (*op.cit*), the report then demonstrates the relationship between the environment and income generation via a qualitative analysis of Holme's Environmental Capital, the ecosystem services it generates and their contribution to income generation.

A broad interpretation of 'Natural Capital' is used so as to enable the inclusion of Cultural and Heritage Assets (referred to as 'environmental capital') as these all play a key role. By identifying the most important elements of environmental capital that contribute to the economy, the analysis provides a basis for generating economic policy which aims to improve the amount and value of Capital and increase the direct income returns from its associated Ecosystem Services. Planning policy designed to do this would appear to be the only solution for enabling truly sustainable development given the Parish's carrying capacity problems.

8.1.18 Significant environmental Capital has been identified by considering the Parish's designated sites and where appropriate their qualifying features. The AONB landscape which covers the entire parish can be regarded as an umbrella for these. Cultural features include the Conservation Area, its listed and important unlisted buildings and the richness of archaeological features including routeways.

8.1.19 Services identified as being of particular relevance are those noted as being of national and regional importance in the Natural England Character Statements 76 and 77 (Natural England, *op. cit.*) including:

- Sense of place / inspiration
- Tranquillity
- Sense of history
- Recreation (including health and well-being)
- Biodiversity
- Geodiversity
- Regulating coastal erosion and flooding

8.1.20 Supporting agriculture is also identified as being important as it not only contributes to the 'food' service but also plays a major role in maintaining the appearance and quality of the AONB landscape which is a vital capital component contributing to the services listed above.

8.1.21 Underpinning all NDP policies must be recognition that the SMP has the potential to completely undermine the economy and society of Holme as we know it today. Furthermore, if

the environment is to be maintained as the main pillar of the economy, the Parish has reached or exceeded its maximum carrying capacity in terms of development and visitor numbers. .

8.1.22 This implies the need to extend and improve environmental capital by promoting new areas for visitor access, better use of footpaths, new footpaths, new improved visitor facilities and better management of car parking. Improvement of habitats and low key visitor facilities outside the existing hotspots represents a major opportunity to address the ‘major negative’ impacts of the SMP in economic and social terms. It might also hold the key to providing the much requested village shop and would certainly promote resilience in the face of the Shoreline Management Plan.

8.1.23 Placing a monetary value on both natural capital and services is beyond the capability of the NDP project but the simple analysis presented here has demonstrated the fundamental linkages between capital, services and income generation and the Government’s new 25 Year Environment Plan lends substantial support to the approach adopted (DEFRA, 2018). Preservation of capital needs to be addressed by tackling the problems of visitor pressure, traffic, parking, pollution and inappropriate development. This can be achieved by improvements in visitor management, expansion and improvements to the footpath network and ‘opening up’ of new areas suitable for biodiversity improvements and hence attractive to visitors. This would reduce pressure on ecosystem services and increase carrying capacity thereby protecting and improving economic prospects.

8.1.24 Finally, it should be noted that the role of the plan is not to come up with detailed proposals for enhancement of Environmental Capital and improvements to Ecosystem Services but to embrace policy that makes this possible. However, the plan may support related ‘Action Plans’ that follow the principles and policies implied here in order to support to policy objectives.

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## 10 APPENDIX 1

This Appendix provides a summary in list form of the so called qualifying features that are listed as principal reasons for the designation of Holme's Protected Sites.

### 10.1 Special Area of Conservation

(The description below is taken from the JNCC description published at <http://jncc.defra.gov.uk/protectedsites/sacselection/sac.asp?EUCode=UK0019838>). It also uses the Natura 2000 Data Form content.

1150 Coastal lagoons \* **Priority feature**  
1220 Perennial vegetation of stony banks  
1420 Mediterranean and thermo-Atlantic halophilous scrubs (*Sarcocornetea fruticosi*)  
2110 Embryonic shifting dunes  
2120 "Shifting dunes along the shoreline with *Ammophila arenaria* ("white dunes")"  
130 "Fixed coastal dunes with herbaceous vegetation ("grey dunes")" \* **Priority feature**  
2190 Humid dune slacks  
1355 Otter *Lutra lutra*  
1395 Petalwort *Petalophyllum ralfsii*

### 10.2 Special Protection Area

(The description below is taken from the JNCC description published at <http://jncc.defra.gov.uk/default.aspx?page=2008>. The site was classified on 20/1/1989). It also uses the Natura 2000 Data Form content).

***This site qualifies under Article 4.1 of the Directive (79/409/EEC) by supporting populations of European importance of the following species listed on Annex I of the Directive***

#### **During the breeding season;**

Avocet *Recurvirostra avosetta*, 177 pairs representing at least 30.0% of the breeding population in Great Britain (Count as at 1998)

Bittern *Botaurus stellaris*, 3 individuals representing at least 15.0% of the breeding population in Great Britain (Count as at 1998)

Common Tern *Sterna hirundo*, 460 pairs representing at least 3.7% of the breeding population in Great Britain (Count, as at 1996)

Little Tern *Sterna albifrons*, 377 pairs representing at least 15.7% of the breeding population in Great Britain (5 year mean 1994-1998)

Marsh Harrier *Circus aeruginosus*, 14 pairs representing at least 8.8% of the breeding population in Great Britain (Count as at 1995)

Mediterranean Gull *Larus melanocephalus*, 2 pairs representing at least 20.0% of the breeding population in Great Britain (Count as at 1996)

Roseate Tern *Sterna dougallii*, 2 pairs representing at least 3.3% of the breeding population in Great Britain (5 year mean 1994-1998)

Sandwich Tern *Sterna sandvicensis*, 3,457 pairs representing at least 24.7% of the breeding population in Great Britain (5 year mean 1994-1998)

**Over winter;**

Avocet *Recurvirostra avosetta*, 153 individuals representing at least 12.0% of the wintering population in Great Britain (Count as at 1997/8)

Bar-tailed Godwit *Limosa lapponica*, 1,236 individuals representing at least 2.3% of the wintering population in Great Britain (5 year peak mean 1991/2 - 1995/6)

Bittern *Botaurus stellaris*, 5 individuals representing at least 5.0% of the wintering population in Great Britain (5 year peak mean 1993/4 - 1998/9)

Golden Plover *Pluvialis apricaria*, 2,667 individuals representing at least 1.1% of the wintering population in Great Britain (5 year peak mean 1991/2 - 1995/6)

Hen Harrier *Circus cyaneus*, 16 individuals representing at least 2.1% of the wintering population in Great Britain (5 year mean 1993/4-1997/8)

Ruff *Philomachus pugnax*, 54 individuals representing at least 7.7% of the wintering population in Great Britain (5 year peak mean 1993/4 - 1998/9)

***This site also qualifies under Article 4.2 of the Directive (79/409/EEC) by supporting populations of European importance of the following migratory species:***

**During the breeding season;**

Redshank *Tringa totanus*, 700 pairs representing at least 1.2% of the breeding Eastern Atlantic - wintering population (Count as at 1998)

Ringed Plover *Charadrius hiaticula*, 220 pairs representing at least 1.4% of the breeding Europe/Northern Africa - wintering population (Count as at 1998)

**On passage;**

Ringed Plover *Charadrius hiaticula*, 1,256 individuals representing at least 2.5% of the Europe/Northern Africa - wintering population (5 year peak mean 1994/5 - 1998/9)

**Over winter;**

Dark-bellied Brent Goose *Branta bernicla bernicla*, 11,512 individuals representing at least 3.8% of the wintering Western Siberia/Western Europe population (5 year peak mean 1991/2 - 1995/6)

Knot *Calidris canutus*, 10,801 individuals representing at least 3.1% of the wintering Northeastern Canada/Greenland/Iceland/Northwestern Europe population (5 year peak mean 1991/2 - 1995/6)

Pink-footed Goose *Anser brachyrhynchus*, 23,802 individuals representing at least 10.6% of the wintering Eastern Greenland/Iceland/UK population (5 year peak mean 1991/2 - 1995/6)

Pintail *Anas acuta*, 1,139 individuals representing at least 1.9% of the wintering Northwestern Europe population (5 year peak mean 1991/2 - 1995/6)

Redshank *Tringa totanus*, 2,998 individuals representing at least 2.0% of the wintering Eastern Atlantic - wintering population (5 year peak mean 1993/4 - 1997/8)

Wigeon *Anas penelope*, 14,039 individuals representing at least 1.1% of the wintering Western Siberia/Northwestern/Northeastern Europe population (5 year peak mean 1991/2 - 1995/6)

**Assemblage qualification: A wetland of international importance.**

***The area qualifies under Article 4.2 of the Directive (79/409/EEC) by regularly supporting at least 20,000 waterfowl***

Over winter, the area regularly supports 91,249 individual waterfowl (5 year peak mean 1991/2 - 1995/6) including: Shelduck *Tadorna tadorna*, Avocet *Recurvirostra avosetta*, Golden Plover *Pluvialis apricaria*, Ruff *Philomachus pugnax*, Bar-tailed Godwit *Limosa lapponica*, Pink-footed Goose *Anser brachyrhynchus*, Dark-bellied Brent Goose *Branta bernicla bernicla*, Wigeon *Anas penelope*, Pintail *Anas acuta*, Knot *Calidris canutus*, Redshank *Tringa totanus*, Bittern *Botaurus stellaris*, White-fronted Goose *Anser albifrons albifrons*, Dunlin *Calidris alpina alpina*, Gadwall *Anas strepera*, Teal *Anas crecca*, Shoveler *Anas clypeata*, Common Scoter *Melanitta nigra*, Velvet Scoter *Melanitta fusca*, Oystercatcher *Haematopus ostralegus*, Ringed Plover *Charadrius hiaticula*, Grey Plover *Pluvialis squatarola*, Lapwing *Vanellus vanellus*, Sanderling *Calidris alba*, Cormorant *Phalacrocorax carbo*.

### 10.3 RAMSAR site

(The description is taken from the RAMSAR information sheet downloaded from <https://rsis.ramsar.org/RISapp/files/RISrep/GB76RIS.pdf>).

The complex holds internationally important numbers of breeding

1. *Sterna sandvicensis* (3,000 pairs in 1990)
2. *S. albifrons* (425 pairs in 1988),
3. wintering\* *Anser brachyrhynchus* (9,576)
4. 2. *Branta bernicla bernicla* (10,378)
5. *Anas Penelope* (8,978)
6. *A. acuta* (991)
7. *Calidris canutus* (8,566)
8. *Limosa lapponica* (1,072).

Several other species occur in nationally important numbers and the total number of wintering water birds regularly exceeds 20,000 individuals (63,417\*). The area also incorporates several important botanical sites, provides breeding localities for the toad *Bufo calamita* and supports several nationally rare breeding birds such as

1. *Botaurus stellaris*
2. *Circus aeruginosus*,
3. *Recurvirostra avosetta*
4. *Panurus biarmicus*.

\*Figures for wintering birds are average peak counts for the five winters 1987/88 to 1991/92.

## 10.4 Site of Special Scientific Interest

(The information is taken from the JNCC description of the site dated 3/5/2002).

### Reasons for Notification:

The North Norfolk marshland Coast extends for some 40kms between Hunstanton and Weybourne. The area consists primarily of intertidal sands and muds, saltmarshes, shingle banks and sand dunes. There are extensive areas of brackish lagoons, reedbeds and grazing marshes. The coast is of great physiographic interest and the shingle spit at Blakeney Point and the offshore shingle bank at Scolt Head Island are of special importance. The whole coast has been intensively studied and is well documented.

A wide range of coastal plant communities is represented and many rare or local species occur. The whole coast is of great ornithological interest with nationally and internationally important breeding colonies of several species. The geographical position of the North Norfolk Coast and its range of habitats make it especially valuable for migratory birds and wintering waterfowl, particularly brent and pink-footed geese. The area, much of which remains in its natural state, now constitutes one of the largest expanses of undeveloped coastal habitat of its type in Europe.

### Intertidal Sands and Muds

Extensive intertidal areas are present along the entire coast. Intertidal flats mostly consist of sand or mud and shingle and are unvegetated. Some mudbanks have seasonal growths Eel Grass *Zostera marina* and green algae (mostly *Enteromorpha* sp. and *Vaucheria* sp.) which provide valuable feeding grounds for wintering ducks and geese. The mudflats also have locally abundant concentrations of invertebrates of importance as wildfowl and wader food sources.

### Saltmarsh

The saltmarshes are the finest coastal marshes in Britain and among the best in Europe. They have accreted in sheltered positions either behind sand bars such as on Scolt Head or on sheltered parts of the coast as at Stiffkey. Differences in marsh height reflect differences in age. The saltmarsh flora is exceptionally diverse and includes a number of uncommon species.

Succession is clearly shown from scarcely vegetated mud at the seaward boundary of the marsh to maritime grassland on the upper marsh. The foremarsh is characterised by colonising species such as glasswort *Salicornia* spp. and cord grass *Spartina anglica*. Sea Aster *Aster tripolium* is often dominant on the lower marsh which in turn grades into the extensive areas of midmarsh. Sea lavender *Limonium vulgare* is dominant with sea purslane *Halimione portulacoides* lining the banks of the creeks. Other species occurring in this zone include sea plantain *Plantago maritima*, sea arrow grass *Triglochin maritima*, annual seablite *Suaeda maritima* and sea wormwood *Artemisia maritima*. The upper saltmarsh is characterised by grasses such as sea couch grass *Elymus pycnanthus* and sea poa grass *Puccinellia maritima*. A shorter vegetation is often found on the upper marsh near the saltmarsh-shingle interface. It is diverse and includes two rare species; matted sea lavender *Limonium bellidifolium* and sea heath *Frankenia laevis*.

The saltmarshes, with their associated shingle structures, form a geomorphological unit of the highest importance for tracing the post-glacial evolution of the area.

## Dunes

Dune systems occur at a number of localities along the coast but are best developed at Holme and Holkham. On Scolt Head Island and at Blakeney Point sand dunes have developed on a shingle base. The stabilised, mature dunes hold a rich flora including a number of uncommon halophytic (salt tolerant) species.

The foredunes are generally comprised of wind-blown sand with scattered plants of the primary colonising species sand couch-grass *Elymus farctus* and lyme-grass *Leymus arenarius*. Ephemeral species such as sea rocket *Cakile maritima* and saltwort *Salsola kali* also occur in this zone. The yellow dunes are further consolidated by the binding rhizomes of marram grass *Ammophila arenaria* and several other species occur including sea holly *Eryngium maritimum*, sea sandwort *Honkenya peploides* and sand sedge *Carex arenaria*. The vegetation is most diverse on the stable grey dunes. Marram grass is still abundant but red fescue *Festuca rubra* is often co-dominant. The calcareous nature of the dunes is revealed by the presence of such species as spring whitlow-grass *Erophila verna* agg., centaury *Centaureum erythraea*, bird's-foot trefoil *Lotus corniculatus*, pyramidal orchid *Anacamptis pyramidalis*, and bee orchid *Ophrys apifera*. Two rare plants, Jersey cudweed *Gnaphalium luteo-album* and grey hair-grass *Corynephorus canescens* are associated with the grey dunes.

Corsican pine *Pinus nigra* var. *maritima*, has been planted at Holkham to stabilize the dunes, and has spread through self-seeding. Creeping ladies' tresses *Goodvera repens* and yellow bird's-nest *Monotropa hypopitys* occur locally under the mature pines. Secondary mixed woodland and scrub have developed on the landward side of the pines which provide valuable cover for migratory passerine birds.

Dune slacks are present behind the main dune systems at Holme and Holkham. These wet areas have a characteristic flora that includes pennywort *Hydrocotyle vulgaris*, marsh helleborine *Epipactis palustris* and southern marsh orchid *Dactylorhiza praetermissa*.

## Shingle

The North Norfolk Coast is rich in shingle structures consisting of material derived and reworked from glacial drift. Scolt Head Island is an extensive offshore barrier island with a complex sequence of shingle ridges and dunes and is of the highest national importance as a geomorphological site, and Blakeney Point is a large shingle spit; both are important educational and research sites, that have been well studied and feature extensively in the literature.

The shingle banks are colonised by a variety of specialised plants. Characteristic species include biting stonecrop *Sedum acre*, thrift *Armeria maritima*, sea campion *Silene maritima*, yellow horned-poppy *Glaucium flavum*, sea sandwort, sea beet *Beta vulgaris* ssp. *Maritima* and bird's-foot-trefoil. At the saltmarsh-shingle interface, a discrete community occurs including shrubby seablite *Suaeda vera*, an uncommon species in Britain, which is often abundant here with rock sea lavender *Limonium binervosum* and sea wormwood.

## Brackish Lagoons and Reedbeds

Natural brackish lagoons are present at Holme and in the Cley-Salthouse area. In addition, artificial lagoons have been created at Titchwell and Cley. The shallow water, and an

abundant invertebrate fauna in the mud, make these coastal lagoons important feeding sites for wintering and passage waders and waterfowl.

Extensive reedbeds have developed at Cley, Brancaster and Titchwell; here Reed *Phragmites australis* is dominant with mud rush *Juncus gerardii*, brackish water-crowfoot *Ranunculus baudotii*, sea club-rush *Scirpus maritimus* and great reed-mace *Typha latifolia*. Many of the reedbeds are managed to provide the conditions favoured by rare breeding birds.

### **Maritime Pasture and Grazing Marsh**

Maritime pasture is present on the Cley and Salthouse Marshes, where several plants characteristic of damp grazed areas occur including marsh fox-tail *Alopecurus geniculatus*, annual beard-grass *Polypogon monspeliensis*, jointed rush *Juncus articulatus* and silverweed *Potentilla anserina*.

Extensive areas of permanent grazing marsh derived from reclaimed saltmarsh are present in several places along the coast. The dominant grass species in the sward are creeping bent *Agrostis stolonifera*, common fox-tail *Alopecurus pratensis* and perennial rye-grass *Lolium perenne*. The wet, rough grassland is suitable breeding habitat for several species of wader and is a valuable feeding area for wintering wildfowl.

A number of relict saltmarsh creeks on the marshes have developed into brackish reedbeds of considerable ornithological importance. The grazing marsh at Holkham was reclaimed in the 17th and 18th centuries. A network of clear water dykes is present with a variety of marginal plants including reed, lesser spearwort *Ranunculus flammula*, water mint *Mentha aquatica* and gipsy-wort *Lycopus europaeus*. Amongst several interesting species of water plant recorded are the uncommon soft hornwort *Ceratophyllum submersum* and bluntleaved pondweed *Potamogeton obtusifolius*. A fringe of dry grassland is present above the saltmarsh at Holkham and is annually mown and occasionally grazed.

### **Vertebrate Fauna**

The breeding bird communities of the North Norfolk Coast are of national and international importance. Most noteworthy are breeding colonies totalling up to 4,500 pairs of sandwich terns *Sterna sandvicensis* which represent about 1/12th of the world population. The largest colony of little terns *Sterna albifrons* in Western Europe is located on Blakeney Point. On the North Norfolk Coast as a whole, there are up to 400 pairs of little terns which constitute over 20% of the British population. Bird species with breeding populations of national importance include up to 1,000 pairs of common terns *Sterna hirundo*, 27 pairs (in 1982) of avocets *Recurvirostra avosetta* and up to 100 pairs of bearded tits *Panurus biarmicus*.

Bitterns *Botaurus stellaris* and marsh harriers *Circus aeruginosus* are regular breeders in small numbers and garganey *Anas querquedula* and black-tailed godwit *Limosa limosa* breed on occasions.

Migratory birds, notably waders and passerines, are often present in great abundance in the spring and autumn. Wintering birds include large numbers of brent geese *Branta bernicla* and smaller numbers of pink-footed geese *Anser brachyrhynchus* and white-fronted geese *Anser albifrons*. Ducks and waders are also present in great abundance on the marshes and intertidal areas. The shingle banks and foreshore provide suitable habitats for wintering passerines such

as twite *Acanthis flavirostris*, snow buntings *Plectrophenax nivalis* and shore larks *Eremophila alpestris*.

The natterjack toad *Bufo calamita*, a rare amphibian in Britain, breeds in shallow pools in the dune slacks at two sites on the coast.

Red squirrels *Sciurus vulgaris* occurred in the dune pine woods until 1981 at Holkham. Otters *Lutra lutra* breed and hunt within the whole site.

## 11 APPENDIX 2: KEY DATA SOURCES

### 17 Sectors of employment for employed residents

	Parish		KL&WN		EoE	
	Count	%	Count	%	Count	%
All Usual Residents Aged 16 to 74 in Employment	101	100	67268	100	2849512	100
A Agriculture, Forestry and Fishing	3	2.97	2240	3.33	30198	1.06
B Mining and Quarrying	1	0.99	127	0.19	3451	0.12
C Manufacturing	5	4.95	8613	12.80	247992	8.70
D Electricity, Gas, Steam and Air Conditioning Supply	0	0.00	226	0.34	11186	0.39
E Water Supply; Sewerage, Waste Management and Remediation Activities	1	0.99	577	0.86	20502	0.72
F Construction	9	8.91	6267	9.32	245284	8.61
G Wholesale and Retail Trade; Repair of Motor Vehicles and Motor Cycles	24	23.76	11699	17.39	466687	16.38
H Transport and Storage	1	0.99	2690	4.00	150814	5.29
I Accommodation and Food Service Activities	13	12.87	3898	5.79	133925	4.70
J Information and Communication	1	0.99	881	1.31	111192	3.90
K Financial and Insurance Activities	2	1.98	1387	2.06	142716	5.01
L Real Estate Activities	5	4.95	841	1.25	41257	1.45
M Professional, Scientific and Technical Activities	6	5.94	2530	3.76	192755	6.76
N Administrative and Support Service Activities	3	2.97	2897	4.31	137902	4.84
O Public Administration and Defence; Compulsory Social Security	1	0.99	4682	6.96	159924	5.61
P Education	7	6.93	5571	8.28	282949	9.93
Q Human Health and Social Work Activities	14	13.86	8879	13.20	327457	11.49
R-U Other	5	4.95	3263	4.85	143321	5.03
<b>Industry of Employment for usual residents in employment (Aged 16-74 years)</b>						
Source: 2011 Census (ONS)						

#### Key features

- By far the largest sector of employment for Holme's residents is the Wholesale & Retail trade (24% compared to 17% and 16% in the Borough and Region respectively).
- This is followed by Health & Social Work (14%), Accommodation & Food Services (13%) and the Construction sector (9%).
- Only 3% of residents are employed in Agriculture.
- The sectors dominating the pattern in the Parish are unsurprising given the coastal location and importance of tourism. Local employment is however dependent (to a degree not seen in the Borough and Region) on a small number of sectors which are sensitive to seasonal activities and is surprisingly under-represented in sectors such as Information & Communication and Finance.

## 15 Economic Activity

	Parish		KL&WN		EoE	
	(no)	(%)	(no)	(%)	(no)	(%)
<b>All Usual Residents Aged 16 to 74</b>	<b>188</b>	<b>100</b>	<b>106591</b>	<b>100</b>	<b>4245544</b>	<b>100</b>
Employee Part-Time	19	10.11	15537	14.58	606944	14.30
Employee Full-Time	49	26.06	38946	36.54	1696374	39.96
Self-Employed	33	17.55	10976	10.30	446248	10.51
Unemployed	4	2.13	3901	3.66	161631	3.81
Full-Time Student	1	0.53	2344	2.20	126893	2.99
Retired	71	37.77	20888	19.60	609778	14.36
Student / Other Inactive	11	5.85	13999	13.13	597676	14.08
<b>Economic Activity of Usual Residents Aged 16-64 years</b>						
Source: 2011 Census (ONS)						

### Key features

- 38% of the usually resident population in the Parish is retired. This is almost twice the percentage for the Borough and two and a half times the figure for the Region.
- Despite the large proportion of retired people, 56% of Holme's residents are economically active, compared to around 65% in both the Borough and the Region.
- A particular feature of the economically active population is the very large proportion of self-employed residents, 18% in the Parish compared just over 10% in the Borough and the Region.

## 16 Occupations of employed residents

		Parish	KL&WN	EoE
Usual Residents Aged 16 to 74 in Employment	No	101	67268	2849512
1. Managers, Directors and Senior Officials	%	23.8	10.5	11.4
2. Professional Occupations	%	19.8	12.1	16.7
3. Associate Professional and Technical Occupations	%	4	10.7	12.9
4. Administrative and Secretarial Occupations	%	6.9	10	12
5. Skilled Trades Occupations	%	15.8	14.8	12
6. Caring, Leisure and Other Service Occupations	%	9.9	10.4	9.3
7. Sales and Customer Service Occupations	%	9.9	7.9	7.9
8. Process, Plant and Machine Operatives	%	3	10.8	7.3
9. Elementary Occupations	%	6.9	12.9	10.6
Occupation of usual residents 16-74 in employment (persons)				
Source: 2011 Census (ONS)				

### Key features

- In 2011, 24% of working residents in Holme were classed as having management roles. A further 20% gave their occupation as professional. Taken together, the proportion of residents in these two categories (44%) is approximately double that found in the Borough and the Region.
- Only in the skilled trades (the next biggest category at 16%), caring, leisure and service occupations are the percentages for the Parish similar to those for the Borough and the Region.

