



**NORFOLK COAST**  
PARTNERSHIP

PROTECTING AN AREA OF OUTSTANDING NATURAL BEAUTY

# Management Plan 2009-14

The Five Year Strategy



# The Norfolk Coast Partnership

## PARTNER COMMITMENT

We, the members of the Norfolk Coast Partnership, commit to work together in partnership to comply with and implement this management strategy and its associated action plans in order to protect and enhance the Norfolk Coast Area of Outstanding Natural Beauty.

We will work together, and with other organisations, to achieve the objectives and policies and carry out the actions.



Representatives of the Parish Councils and Common Right Holders of the area are also members of the Partnership Forum and have been involved in the development of this Management Plan.

# Welcome



The Norfolk Coast Area of Outstanding Natural Beauty offers something increasingly rare. Its wilderness quality, diversity of landscapes, habitats, settlements and communities and the international importance of its wildlife and geology are precious and irreplaceable resources. They also underpin a tourism industry that is a key part of the area's economy.

An inspiring place, it is deeply loved by many. Our job is to translate that feeling into action, and to make sure the benefits endure and are felt both within and beyond its boundaries.

Opposite you can see the diversity and range of our partners, and their commitment to working together. This Management Plan sets consistent objectives to enable them to work together to conserve and enhance the area's natural beauty, and is the result of much time and thought by the partnership and staff team.

The second such plan, it is produced under the duty placed on local authorities by the Countryside and Rights of Way Act. The issues have been taken from its predecessor of 2004-09 rather than starting from scratch, although there are also new areas of work and changes of emphasis.

Managing change remains a recurring theme; indeed change is a fundamental characteristic of the coast. Without our strong and varied team we'd stand no chance of tackling the challenges ahead, so in closing I'd like to extend thanks to all the partners. I look forward to working with you over the life of this plan and beyond to share and protect our magical coast.

**Clr Brian Long**  
Chair, Norfolk Coast Partnership

September 2009

“Everybody  
needs **beauty** as well  
as bread, **places to play** in  
and pray in, where **nature may**  
**heal** and **give strength**  
to body and soul alike.”

JOHN MUIR  
THE YOSEMITE, 1912

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# Introduction

The Norfolk Coast Partnership aims to ensure that the natural beauty and special character of the Norfolk Coast are maintained and enhanced...

**The Norfolk Coast Area of Outstanding Natural Beauty (AONB) covers inter-tidal, coastal and agricultural land with a total area of over 450 square kilometres. Stretching from the silt expanses of the Wash in the west through the coastal marshes, soft cliffs and hinterland of north Norfolk to the dune system at Winterton in the east, it is an area of remarkable beauty, diversity and scientific importance.**

Although 'Area of Outstanding Natural Beauty' is essentially a landscape designation, natural beauty includes wildlife and cultural heritage as well as scenery, and all of these are closely linked.

The Norfolk Coast today is the result of a complex interaction between people and their environment. The basic shape and contours of the land and the coast are the product of natural processes, linked to long term climate changes acting on the underlying geology, particularly the action of ice sheets and water.

The action of the sea, both eroding and building, produces an ever-changing coastline. Geology and landforms influence land use, and many of the smaller scale features which give the area its unique character are the result of the actions of people, who have lived in and used the area for thousands of years.

Even the present 'wild' coastline is a product of a combination of natural processes and human activities, in that enclosure of saltmarsh by protective banks to provide agricultural land has influenced coastal processes over a much wider area. Connections between people and the landscape remain important. Employment in 'traditional' industries such as agriculture and fishing has declined but these still have a key role to play in the area's character. This special character makes the area a unique regional and national landscape resource.

The Norfolk Coast Partnership aims to ensure that the natural beauty and special character of the Norfolk Coast are maintained and enhanced through the work of the Partnership; a group of stakeholders, including the community, who manage a range of issues affecting the natural beauty of the area.

The Management Plan is primarily for use by the members of the Norfolk Coast Partnership to inform, guide and influence their activities within the area, though it is hoped that other individuals and organisations may also find it of interest.

Photo: J Paxton.  
'A winter scene' captured by a photography student as part of a collaborative Wells Library/NCP project

This, the 2009-14 Norfolk Coast AONB Management Plan, presents the approach of the Norfolk Coast Partnership to management of the area. The layout aims to move from the past, into the present and onward to a vision of the future:

## Section 1 – Setting the scene

**Designation and management** – How the AONB was created and which organisations have duties within the area.

**Managing the area** – The structure, role and funding of the Norfolk Coast Partnership and its activities and how the AONB interacts with other designations and organisations in the area.

**How to use the Management Plan** – The role and structure of the Management Plan, who should use it and how it should be used.

## Section 2 – A special place

**The current state of the area** – A look at the special qualities of the area and an assessment of its current status, with regard to natural beauty.

**Key external pressures for change** – A look at the dominant external pressures on the area and the approach of the Norfolk Coast Partnership to managing the resultant changes:

- Coastal processes;
- Climate change;
- Development pressures; and
- Market forces and national and international policy.

## Section 3 – Themes, objectives and policies

A description of the qualities of the area we would like to see in 20 year's time, including objectives and policies, based on five key themes:

- Landscape, biodiversity and geodiversity;
- Built and historic environment;
- Farming, forestry and fishing;
- Sustainable communities; and
- Access and recreation.

Principles for Partnership Management – A description of how the Norfolk Coast Partnership aims to operate, including objectives and policies to achieve the Vision.

## Section 4 – Taking the plan forward

**Monitoring progress** – Plans for measuring the success of the Management Plan, using appropriate indicators and measures of progress towards achieving the objectives and implementing the policies; and

**A beginning, not the end** – How to take the plan forward.

# 1.1 Designation and management

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## 1. Setting the scene

### How the area was designated

**Areas of Outstanding Natural Beauty (AONBs), along with National Parks, make up our finest landscapes. Together they are a family of designated areas in England and Wales, which came into existence through the National Parks and Access to the Countryside Act 1949<sup>1</sup>. AONBs are recognised as being equal to National Parks in landscape quality, although arrangements for their management and provision for outdoor recreation are different. There are currently 41 AONBs in England and Wales.**

In 2000, the Countryside and Rights of Way (CROW) Act<sup>2</sup> reaffirmed the objectives of designation of AONBs and gave a 'duty of regard' towards these objectives to all public bodies ('relevant authorities').

The Norfolk Coast Area of Outstanding Natural Beauty was designated in 1968<sup>4</sup>. The final area confirmed (174 square miles, but re-measured in the 1990s as 451 square kilometres), includes the greater part of the remaining unspoiled coastal areas between the Wash and Great Yarmouth. The western outlier, coming within two miles of King's Lynn, takes in part of Sandringham Estate including Sandringham House, and also about six miles of the south-eastern corner of the Wash. The holiday resort of Hunstanton, and the coast immediately to the south of it, is not included, but from nearby Old Hunstanton a continuous coastal strip, varying in depth between three to five miles, extends eastwards to a point near Bacton, excluding the built-up areas of the resorts of Sheringham, Cromer and Mundesley. The eastern outlier stretches from Sea Palling to Winterton, including the magnificent dune system of Winterton Dunes.

Though there are minor instances where boundary features have changed or disappeared, the statutory boundary remains as originally designated. Review of AONB boundaries is under control of Natural England and is a complex, time-consuming and expensive administrative process requiring approval by the Secretary of State. Natural England has no plans for a boundary review at present.

The designation helps to protect not just the natural features – the trees, fields and open spaces – but also settlements and working environments that are distinctive characteristics of the countryside. The designation allows for the sustainable<sup>†</sup> development of the communities and economic activity, including rural businesses, in ways that further enhance the character of the area.

**The statutory purpose of designating an area of land as an Area of Outstanding Natural Beauty is to conserve and enhance the natural beauty of the area, comprising the area's distinctive landscape character, biodiversity and geodiversity, historic and cultural environment. For the Norfolk Coast AONB, this includes the wider non-statutory objectives for the North Norfolk Heritage Coast\*.**

Two secondary non-statutory purposes of AONBs are also recognised:

- To take account of the needs of agriculture, forestry, fishing and other local rural industries and of the economic and social needs of local communities, paying particular regard to promoting sustainable forms of social and economic development that in themselves conserve and enhance the area's natural beauty; and
- To seek to meet the demand for recreation so far as this is consistent with the statutory purpose of conserving and enhancing the area's natural beauty - and which preferably supports this purpose by increasing understanding, valuation and care for the area - and is also consistent with the needs of rural industries.

<sup>†</sup> The term 'sustainable' is sometimes used to replace the term green as in 'green' tourism or to refer to economic sustainability of a project or scheme without consideration of the social and environmental elements. True sustainability combines the three elements of society, economy and the environment. Where the term 'sustainable' or 'sustainability' is used in relation to the management of the AONB in this plan, it has the meaning above.

\*Objectives for Heritage Coasts<sup>3</sup>

- a) to conserve protect and enhance the natural beauty of the coasts, including their terrestrial, littoral and marine flora and fauna, and their heritage features of architectural, historical and archaeological interest;
- b) to facilitate and enhance their enjoyment, understanding and appreciation by the public by improving and extending opportunities for recreational, educational, sporting and tourist activities that draw on, and are consistent with the conservation of their natural beauty and the protection of their heritage features;
- c) to maintain, and improve where necessary, the environmental health of inshore waters affecting Heritage Coasts and their beaches through appropriate works and management measures; and
- d) to take account of the needs of agriculture, forestry and fishing, and of the economic and social needs of the small communities on these coasts, through promoting sustainable forms of social and economic development, which in themselves conserve and enhance natural beauty and heritage features.

## Those involved

**Section 85 of the Countryside and Rights of Way Act 2000 places a duty on relevant authorities and public bodies, in exercising or performing any functions in relation to, or which affect, land in the AONB to have regard to the purpose of conserving and enhancing the natural beauty of the AONB.**

The term, 'public bodies' includes all arms of both central and local government:

- Environment Agency (EA);
- Department for Environment, Food and Rural Affairs (Defra);
- English Heritage (EH);
- Regional Development Agencies (locally the East of England Development Agency - EEDA);
- Forestry Commission (FC);
- Natural England (NE);
- Parish councils and joint committees of local authorities; and
- Regulatory bodies of statutory undertakers such as Oftel (Office of Telecommunications), Ofwat (Office of Water Services), Ofgem (Office of the Gas and Electricity Markets), etc.

There are also other organisations and interests who do not have a formal statutory duty under the Countryside and Rights of Way Act but who have been part of the partnership for management of AONBs prior to the Act and have long had a significant and valuable role in conserving and enhancing the area's natural beauty.

People who live and work in an AONB or who visit it and other organisations can also play an important part in conserving and enhancing the character of the area.

Facts and figures	
Item	Statistics
Date of designation confirmation	8th April 1968
Area	453 square kilometres
Local Authorities	Norfolk County Council (AONB is entirely within Norfolk) North Norfolk District Council (245.5 sq. kms) Borough Council of King's Lynn and West Norfolk (203.6 sq. kms) Great Yarmouth Borough Council (6.9 sq. kms) Broads Authority (7.2 sq. kms)
Length of coastline	Total length for AONB – 90.8 kms 44.8 kms in NNDC 42.8 kms in BCKLWN 3.2 kms in GYBC
Length of Public Rights of Way	287 kms
Highest point	Roman Camp 102 metres above sea level
No of parishes partly or wholly in the area	69

“The **cry**  
**of the redshank** and the  
**distant snarl of the tide on the shingle**  
The long line of woods  
and rounded hills behind –  
the peweter grey sea before –  
**this corner of England**  
when once it holds your heart  
**is more lovely than**  
**any place on earth.**  
Beautiful with a **hint of secrecy**  
**that haunts it...**”

LILIAS RIDER HAGGARD,  
NORFOLK NOTEBOOK, 1947

# 1.2 Managing the area

## The Norfolk Coast Partnership

The Norfolk Coast Partnership brings together the many stakeholders who have a role in managing the area, with an overall aim:

**“To bring about the sustainable management of the AONB in such a way that meets its specific environmental, social and economic needs whilst conserving and enhancing its natural beauty.”**

### The Norfolk Coast Partnership consists of:

**The Core Management Group:** made up of Natural England and local authorities whose area overlaps with the AONB: Norfolk County Council, North Norfolk District Council, the Borough Council of King’s Lynn and West Norfolk, Great Yarmouth Borough Council and the Broads Authority;

**The Partner Forum:** made up of all the Partners; and

**The Staff Team:** a small staff team of five people, who support the work of the Norfolk Coast Partnership, focussing on:

- Managing and co-ordinating the work of the Partnership;
- Monitoring progress with actions;
- Working on specific projects;
- Building a library of supporting information which adds to the understanding of the area;
- Encouraging community involvement;
- Administering the distribution of external funding for projects;
- Raising local and visitor awareness of the AONB and the activities of the Partnership; and
- Responding to external consultations on behalf of the Partnership.

A full list of the members of the Norfolk Coast Partnership is shown in the ‘Partner Commitment’ (inside front cover) and more details of their roles in relation to the AONB is included in Supporting Information.

## Funding

**Core funding, and some project funding, is provided by the members of the Core Management Group. In addition, external funding may be available to support specific projects. Current external funding includes:**

### The Sustainable Development Fund (SDF)<sup>5</sup>

The Sustainable Development Fund is provided by the Department for Environment, Food and Rural Affairs to enable local communities and other organisations to make a difference in Areas of Outstanding Natural Beauty by promoting and achieving sustainable development. The Government stated that ‘these schemes should focus on integrating the environment, local communities and the economy so that these unique areas are conserved and their natural beauty enhanced, making them more enjoyable for all’.

### The Norfolk Coast and Broads Rural Development Programme (RDP)<sup>6</sup>

In 2008, a six year programme of Rural Development Programme for England (RDPE) funding for a large area based on the Norfolk Coast AONB and the Broads was awarded by the East of England Development Agency following a bid led by Norfolk County Council and the Norfolk Rural Business Advice Service, and involving a wide partnership of organisations including many within the Norfolk Coast Partnership. The programme is to be delivered through a ‘bottom up’ approach (‘Leader’ style after the European programme of this name), with £3.8 million available over the six years, to be matched with local non-public sector funds. The vision for the programme is ‘to use the exceptionally high value environment and landscape as a catalyst to business and community development and growth’, with three cross-cutting themes – protection of biodiversity, preserving local distinctiveness and mitigation of climate change.

The programme will provide opportunities in the area to enhance the local economy and contribute to sustainable development and environmental care.

### Funding for removal of overhead power lines through local distribution network organisations

There is currently a five year (2005 to 2010) programme of funding available for removing overhead electricity lines in protected landscapes (AONBs and National Parks) in the east and south east of England. This has been made available through the Government regulator, Ofgem, via EDF Energy.

In the Norfolk Coast area, this has resulted in schemes at Burnham Thorpe and Holme-next-the-Sea being completed and one at Salthouse planned for 2009.

The scheme provides 100% of the funding required to remove the overhead wirescape, the sums involved being so large that it would be very unlikely this could be achieved otherwise. National negotiations are in progress for a second five year period of funding. It therefore represents a unique opportunity to enhance area landscapes by removal of overhead lines.

## Other designations

**There are many other areas with statutory designations overlapping with, or contained within, the AONB. These are independent of the AONB designation, but reflect the richness of its natural beauty in terms of wildlife, architectural and archaeological interest and contribute to the protection and enhancement of these aspects of natural beauty.**

The North Norfolk Heritage Coast, a section of the coast from Holme-next-the-Sea to Weybourne, was defined in an agreement between local authorities and the Countryside Commission in 1975, recognising this section of coastline as one of the finest stretches of undeveloped coast in England and Wales. ‘Heritage Coast’ is a non-statutory definition, although it is recognised within the statutory planning system. Management of the Heritage Coast is considered within the overall management of the area as contained in this plan.

In a unique situation for the two national landscape designations, a small area of the eastern outlier of the AONB overlaps with the Broads, which is effectively a National Park. This was designated under the Norfolk and Suffolk Broads Act 1988<sup>7</sup> since it is also part of the area with the distinctive character for which the Broads was designated.

In addition, the AONB encompasses a range of other designations and important features:

Photo: Helen May  
Burnham Overy Windmill captured by a photography student as part of a collaborative Wells Library/NCP project

- 4 Ramsar sites;
- 1 Biosphere Reserve (North Norfolk Coast);
- 7 Special Areas of Conservation;
- 4 Special Protection Areas;
- 6 National Nature Reserves;
- 28 Sites of Special Scientific Interest (SSSIs) ranging in size from less than 1 hectare to several thousand hectares;
- 1 Local Nature Reserve (Wiveton Downs);
- 85 County Wildlife Sites;
- 59 Scheduled Monuments;
- 6 Historic Parks and Gardens;
- 42 Conservation Areas;
- 36 registered commons (some with registered common rights); and
- Numerous listed buildings.

### Overlapping partnership management areas

**In addition to the overlap with the Broads in the eastern part of the AONB, there are two other partnerships with complementary objectives to those of the Norfolk Coast Partnership, whose geographical area overlaps with the AONB:**

#### **The Wash and North Norfolk Coast European Marine Site Management Scheme<sup>8</sup>**

A very large area covering marine and intertidal areas of the Wash and the Norfolk coast as far west as Weybourne, focusing on specific marine-related biodiversity 'interest features'.

#### **The Wash Estuary Strategy Group<sup>9</sup>**

This has no clearly defined boundaries, unlike the AONB and the European Marine Site and covers the Wash and its surroundings, with a broad remit of landscape, biodiversity and people.

There are close links between these partnerships and the Norfolk Coast Partnership – many representatives sit on two or more of the partnerships and all co-operate closely to pursue joint interests and initiatives.

### Why the Management Plan exists

**The relevant local authorities (Norfolk County Council, North Norfolk District Council, Borough Council of King's Lynn and West Norfolk, Great Yarmouth Borough Council, Broads Authority) have agreed that the Norfolk Coast Partnership should undertake the requirement of Section 89 of the Countryside and Rights of Way Act 2000 on their behalf. This requires local authorities for all areas wholly or partly within the AONB 'to act jointly to prepare and publish a plan which formulates their policy for the management of the AONB and for carrying out their functions in relation to it'. In practice, the plan extends to a much wider partnership of organisations.**

This document is the second Management Plan produced by the Norfolk Coast Partnership for management of the Norfolk Coast AONB under the CRoW Act and builds on the previous 2004-09 Management Plan<sup>10</sup>.

It has been developed through extensive consultation with local communities, organisations, interest groups and individuals. Details of the consultation process can be found in Supporting Information.

**Thanks are due to the many people who have contributed to the preparation of this plan during public consultation and drafting.**

Though the new version of the Management Plan has not 'started from scratch' as much of the 2004-09 Management Plan<sup>10</sup> remains valid, the structure of the plan has been adapted with the intention of providing a clearer flow from the objective of designation of the AONB through management issues, objectives and policies to actions over the five year lifetime of the plan, with more focus on structuring the plan as a working document, for use by, and of use to, partner and other organisations and individuals.

The Management Plan is the framework for all organisations with a role in management of the AONB and, in the new Management Plan, there is a sharper focus on how the organisations that make up the Norfolk Coast Partnership will use the Plan to help to conserve and enhance the area's special qualities of natural beauty.

All Partners have worked together to produce and agree the contents of this Management Plan and are committed to its delivery.

**Partners should continually measure their actions against the content of this plan, using it as a guide to the best interests of the area.**

Photo: J. Paxton

'Rest here and enjoy the peace': Wiveton captured by a photography student as part of a collaborative Wells Library/NCP project

All Partners have worked together to produce and agree the contents of this Management Plan and are committed to its delivery.



### Working with other designations and plans

There are also many other plans, both statutory and non-statutory, ranging from local site management plans to international in their scope, which potentially affect the AONB or parts of it, either already in existence or in preparation. Almost all of these relate to management or enjoyment of aspects of its natural beauty or matters affecting it in some way. Many of these plans specifically refer to and recognise the AONB, those relating to the Town and Country Planning system<sup>11</sup> being particularly important. Statutory powers available to partner organisations in AONB management play an important part in conserving and enhancing natural beauty.

It is intended that partners will ensure that broad objectives for the area, and the AONB Management Plan, are recognised in relevant plans they produce, and that they help to ensure these are also recognised in plans on which they have some influence. Conversely, the AONB Management Plan has been developed to maintain consistency with other relevant plans and initiatives that can help to meet its objectives, which are listed in the individual Theme sections.

The AONB Management Plan will not override or supersede these other plans, strategies and designations, or confer any additional powers on any organisations. All of the organisations involved will continue to have their own objectives, powers and limitations. What the AONB Management Plan does is to provide an agreement between organisations for how they will work together, towards agreed aims and objectives for the Norfolk Coast AONB. It also provides guidance for other organisations and individuals who wish to play their part in conserving and enhancing its natural beauty.



# 1.3 How to use the Management Plan

Implementation of the objectives, policies and actions will primarily be the responsibility of the members of the Norfolk Coast Partnership

The 2009-14 Norfolk Coast Area of Outstanding Natural Beauty Management Plan is a working document which sets out the approach of the Norfolk Coast Partnership to the management of the area.

The Management Plan comprises of:

1) The Strategy (this document):	2) The Action Plan and Annual Progress Report
<p><b>The strategy has a lifetime of five years and aims to:</b></p> <ul style="list-style-type: none"> <li>• Highlight the special qualities and enduring significance of the area and the importance of its landscape features and identify those that are vulnerable to change;</li> <li>• Present an integrated vision for the future of the AONB as a whole, in the light of national, regional and local priorities;</li> <li>• Set out agreed objectives and policies which will help secure that vision; and</li> <li>• Identify the means by which objectives, actions and overall management will be reviewed.</li> </ul>	<p><b>The Action Plan aims to:</b></p> <ul style="list-style-type: none"> <li>• Detail specific actions which aim to achieve the objectives and policies;</li> <li>• Define which Partners are involved in each Action;</li> <li>• Define the timing of delivery of each Action; and</li> <li>• Monitor progress with each individual Action.</li> </ul> <p><b>The Annual Progress Report aims to:</b></p> <ul style="list-style-type: none"> <li>• Review, and publicly report on, progress in each 12 month period of the Management Plan.</li> </ul>

3) Associated Guidance:	
<ul style="list-style-type: none"> <li>• <b>Integrated Landscape Character Guidance</b> for the AONB (provides detailed spatial guidance on landscape, ecological, geodiversity and historic character and sensitivities and recommendations) – to be launched in 2009;</li> <li>• <b>Visitor management zoning</b> map and policies (published in 1995, provides spatial guidance on sensitivities and management of visitors) – to be reviewed within the lifetime of this plan;</li> <li>• <b>Norfolk Coast Transport Strategy</b> (launched in 1997 by Norfolk County Council, provides coordinated management of transport and traffic related issues);</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Bird Hide Design Guide</b> (published 2002 in a revised and updated form from an earlier draft, provides guidance on sensitive design and siting of bird watching facilities); and</li> <li>• <b>Signing guidance</b> (published 2005, provides guidance on sensitive use of signage).</li> </ul> <p>Further guidance may be produced during the five year life of this plan. This Associated Guidance is available in the web-based version of this plan.</p>

Issues affecting the area and its character have been identified in the previous AONB Management Plan and in studies by partner organisations and were checked and refined through the consultation process to produce this plan.

The combination of existing mechanisms, specific objectives and partnership policies is intended to ensure that progress is achieved on all of the issues identified. Many partner organisations will contribute to achieving the objectives, although there will normally be one organisation that leads on each action (see the Action Plan).

The Management Plan is aimed primarily at members of the Norfolk Coast Partnership.

It is designed so that member representatives can use the 3 tiers of the Management Plan:

**Strategy**

- Gain an overview of the AONB, its designation and how it is managed;
- Understand what makes the area special; and
- Access the objectives and policies and use them to support Partner decisions on their activities within the AONB.

**Action Plan and Annual Review**

- Access and monitor progress on Partner actions within the AONB.

**Associated Guidance**

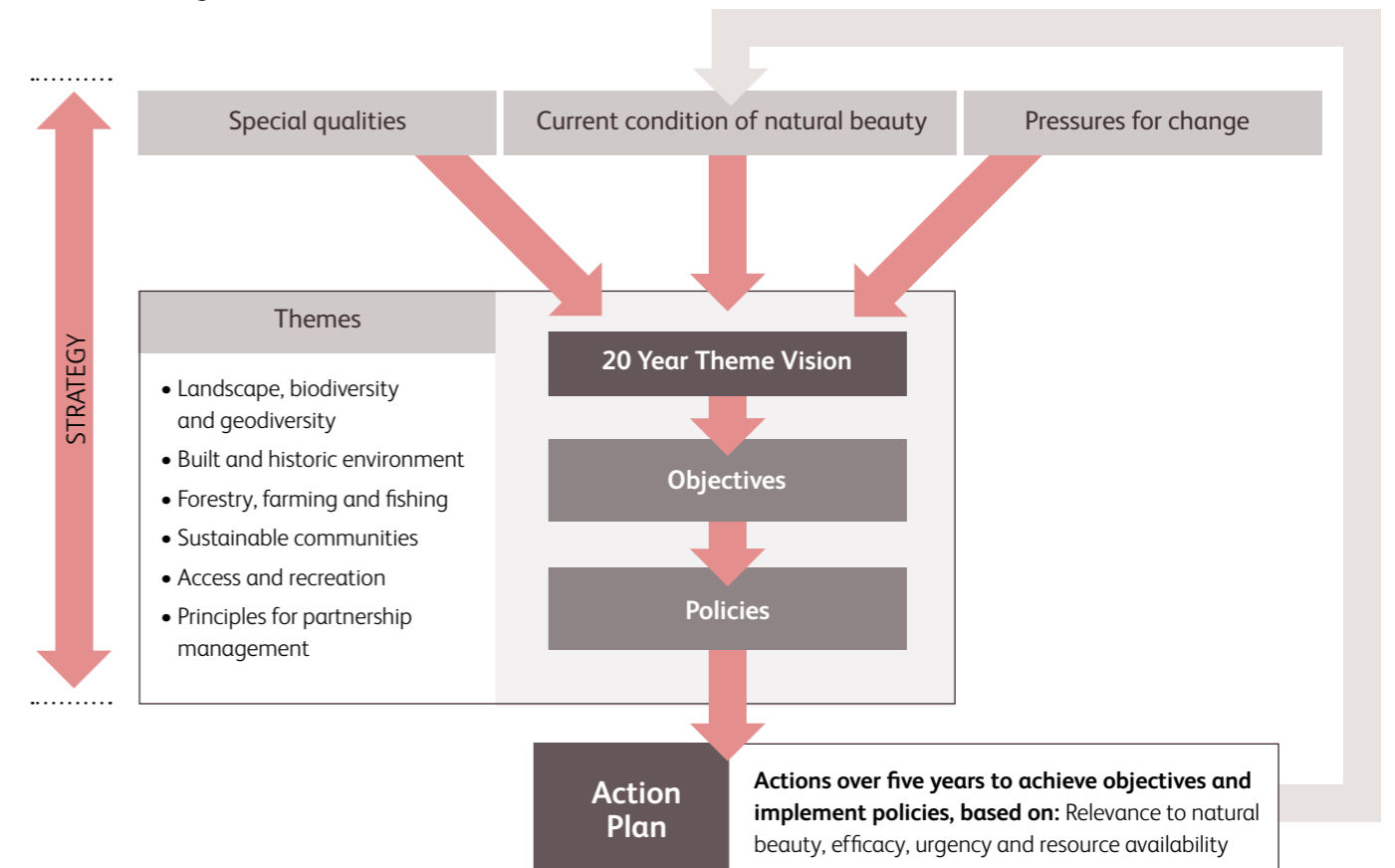
- Access more detailed information produced by the Norfolk Coast Partnership, some of a spatial nature, and use it to aid decision making.

In addition, **Supporting Information** (see list in Appendix 3) provides more in-depth information to aid understanding about the AONB and its designation, the management plan process and the Norfolk Coast Partnership.

Implementation of the objectives, policies and actions will primarily be the responsibility of the members of the Norfolk Coast Partnership. Ideally, however, the plan needs to be taken into account by all interests with a management role in the area. The plan provides information and guidance on the AONB and its management for those who wish to contribute to conservation and enhancement of the area's natural beauty – individuals or organisations, with or without a statutory duty towards AONBs under the Countryside and Rights of Way Act 2000.

Others may also find this plan of interest and use and can find more information and depth on the website.

Figure 1: Norfolk Coast AONB Management Plan Structure



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## 2. A special place

### 2.1 The current state of the area

#### Qualities of natural beauty

**The Norfolk Coast Area of Outstanding Natural Beauty is unique. This section outlines the combination of characteristics that make it special and represents its 'statement of significance' – the background to national designation as a protected area.\* The statement of significance describes the special and unique qualities of the area's natural beauty which make it different from other places and reflect its status in a regional, national and international context:**

The influence of the sea provides a unifying theme, with the variety and interrelationship of dynamic coastal features such as saltmarsh, sand dunes, shingle and eroding sand/gravel cliffs especially important. The links between land and sea are an essential part of its unique character – the quality of coastal landscapes, looking to, from and along the coast, the dynamic coastal landforms and processes, ecological interdependencies, biodiversity and cultural, architectural, economic, historical and archaeological character.

The coastal plain of the North Norfolk Heritage Coast, a section of the coast from Holme-next-the-Sea to Weybourne, in particular has a wilderness quality rare in lowland England, distinct from but complemented by the rising backdrop of largely agricultural land, which includes open chalk downland, quiet, secluded river valleys and the woodlands and heath of the Cromer Ridge.

The coastal areas of north Norfolk are marked by the sharp contrast between the flat marsh area and the open farmed chalklands separated by the coastal road. Elsewhere the transition between the distinctive landscapes covers a wider area.

At national level, it is one of the few remaining examples of relatively undeveloped and unspoilt coastal areas of this character. ≠

At a regional level it forms a wild, rich and diverse compliment to the intensive agricultural landscapes that dominate East Anglia.

There is a wide variety of landscape character and local distinctiveness, including variation in the character of coastal settlements, buildings and settlement patterns. There is a strong contrast between the coastal communities and those in the hinterland. The area is rich in archaeological and historical sites, with remains and features covering all periods from the Palaeolithic to the Second World War giving a strong 'time depth' to much of its landscape. Its important heritage of Ice Age landforms contributes another depth dimension.

The many nature conservation designations testify to the area's national and international importance for wildlife. Coastal and intertidal habitats (cliffs, shingle banks, sand dunes, lagoons, saltmarsh, mudflats, sandflats and freshwater marsh) and the birds and other wildlife they support (particularly the wildfowl and waders in the areas of the North Norfolk Heritage Coast and the Wash), together with some inland habitats such as heathland, are particularly important.

The area has geodiversity features of national importance, including outstanding examples of coastal, glacial and glacio-fluvial landforms such as eskers and outwash plains, as well as geological sites.

The AONB's perceived qualities of remoteness, as an area apart from the pattern of life elsewhere and of tranquillity – it's quiet and peaceful atmosphere and relaxed pace of life – are qualities reflected in art and literature, and are often mentioned today as those that people particularly value.

Photo: L. Kendall  
*'Early morning in the reeds': captured by a photography student as part of a collaborative Wells Library/NCP project*

\*A fuller account, taken from the 1995 Landscape Assessment for the AONB<sup>12</sup>, of the special qualities of the area, how they have been shaped and their sensitivities, together with a summary of the process involved in its designation, is contained in Supporting Information.

## Assessing the condition of the area’s natural beauty

**During the period of the previous Management Plan (2004-09) a review of the sources of data available to monitor the condition of the area was undertaken, in terms of whether this was moving in the required direction to achieve the vision for the area, as it was set out in that plan.**

The 2004-09 Management Plan<sup>10</sup> contained a wide range of ambitious objectives and actions that covered social and economic aspects of management, as well as those relating to the environment in general and the special qualities of the area in particular, which were not prioritised in a systematic way.

This revised Management Plan focuses more carefully on the area’s special and distinctive qualities of natural beauty that are the basis of its statutory designation as an AONB. This focus also applies to data used in monitoring condition, selecting those that give some indication of the condition of the area’s natural beauty and how it is changing over time, as a basis for plan review and the formulation of policies and actions.

Resources available for monitoring are limited and should be focussed on implementation of actions to conserve and enhance natural beauty; thus the need for an objective base for policy making must be balanced with resource availability. Data must also be relevant to the area defined by the AONB boundary, collected at reasonable intervals (typically five years to match the AONB plan review period) and ideally be comparable with earlier data sets. Data sources proposed for monitoring the condition of the AONB have therefore been selected from those that meet these criteria as far as possible.

A summary of the qualities of natural beauty, which have been derived from the ‘statement of significance’ for the AONB, and a summary assessment of condition from the available data, is given below. See Supporting Information for a fuller picture of the data and indicators used to provide the assessment.



Photo: David Tipling  
Pink footed geese  
(rspb-images.com)

Table 1 – Condition assessment of the area’s natural beauty

Quality of natural beauty (derived from the ‘statement of significance’)	Summary assessment
Dynamic character and geodiversity of the coast	Great majority of coastal SSSIs in favourable condition. Progress is being made on the North Norfolk Heritage Coast on realignment schemes. Suggests dynamic character relating to designated biodiversity and geodiversity features generally valued and maintained. Areas where coastal defences are contributing to an ‘unfavourable condition’ assessment for natural beauty of SSSIs:- Winterton-Horsey Dunes.
Links between land and sea	Difficult to assess at present, likely to require further work to develop understanding of key characteristics of relationship and how to monitor these.
Variety, richness and interrelationships between landscapes, settlements, settlement patterns, building character and archaeology across the area, based on local geology, history and culture	Countryside Quality Counts (CQC) assessments suggest that the character of the North Norfolk Heritage Coast is stable although some features are in a neglected state, while in the west of the AONB there has been some weakening of character through agricultural changes, and towards the east the main changes are in the pattern and character of larger settlements.  Further work is needed on indicators for land use and work is in development or planned for other monitoring specific to the AONB.
Distinctive habitats based on local conditions and management, and species that depend on them – many but not all coastal, many of national and international importance	Better data than for many other special qualities, but still with some gaps, including Biodiversity Action Plan (BAP) habitats and species and County Wildlife Site condition. Special habitats and features as represented by SSSIs are in good condition overall. Populations of key coastal bird species are faring very well in general, with a few notable exceptions.  Agri-environment and woodland grant schemes are making positive contributions to habitat extent and condition, but further work is needed to assess effectively.  The quality of aquatic environments as represented by water quality is stable or improving in general, with room for further improvement.
Low level of development and population density for lowland England, leading to sense of tranquillity and, for undeveloped parts of the coast, of wildness	The population within the AONB is more or less stable, maintaining a low level of development for lowland England, although settlements close to the AONB boundary are expanding.  No significant changes in traffic levels on the A149 have occurred recently and much of the area remains tranquil or very tranquil, particularly some coastal areas.
Richness of archaeological heritage and historic environment, and how these relate to the present landscape	Listed buildings in the AONB are generally in good condition but only just over half of scheduled monuments are.  Historic parks are important in the AONB linking landscape and history; work is in development to help monitor their condition.

## Tools for understanding landscape

### European Landscape Convention<sup>13</sup>

**“Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.” (European Landscape Convention 2000).**

The convention has been ratified by the UK Government, and the UK is recognised as already putting much of the principles of the ELC into practice, for example through the Joint Character Area map of England and also through the well established practice of using Landscape Character Assessment to inform local policy making.

The convention highlights the need to recognise landscape in law, to develop landscape policies dedicated to the protection, management and creation of landscapes, and to establish procedures for raising awareness and understanding of landscapes and the participation of the general public and other stakeholders in the creation and implementation of landscape policies. It also encourages the integration of landscape into all relevant areas of policy, including cultural, economic and social policies.

### Landscape Character Assessment

**Integrated Landscape Character Types for the AONB have been produced by partners working together to integrate information on landscape, biodiversity and historic character, particularly the following:**

- Level 1 landscape character assessment at a scale of 1:50,000;
- Developing ecological network information for Norfolk;
- A Vision for Nature Conservation in the Norfolk Coast AONB (1997); and
- Historic Landscape Characterisation for Norfolk.

The full Integrated Landscape Character Guidance is a large document, accessible via the Norfolk Coast Partnership website. It consists of:

- An introductory section giving background to the study and explaining how to use the guidance for different user groups;
- An overview of the data used to compile the integrated character types and guidance;

- A section on general character and pressures for change in the area; and
- A section for each of the 16 landscape character types found in the area, comprising:
  - An integrated description of its character;
  - The key characteristics of this landscape character type that are sensitive to change;
  - A vision for the future of this landscape character type;
  - Variations in character (local landscape character areas and their key characteristics);
  - Key forces for change in this landscape character type;
  - Recommendations / guidance for management to achieve the vision; and
  - Maps showing local landscape character areas and the information layers that have gone into producing the integrated guidance.

## 2.2 Key external pressures for change

**There are key external pressures for change acting on the area that have potential to affect its special qualities of natural beauty significantly now and in the future. Most of these influences will have impacts under more than one section (landscape, biodiversity and geodiversity; built and historic environment; farming, forestry and fishing; sustainable communities; access and recreation and principles for partnership management).**

These key external pressures for change and their potential impacts on the area’s natural beauty are considered below and the general approach to management is based on the characteristics of the pressures. Not all of these pressures are likely to have significant impacts within the next five years (i.e. the timescale of this Management Plan) but all require consideration within this timescale.

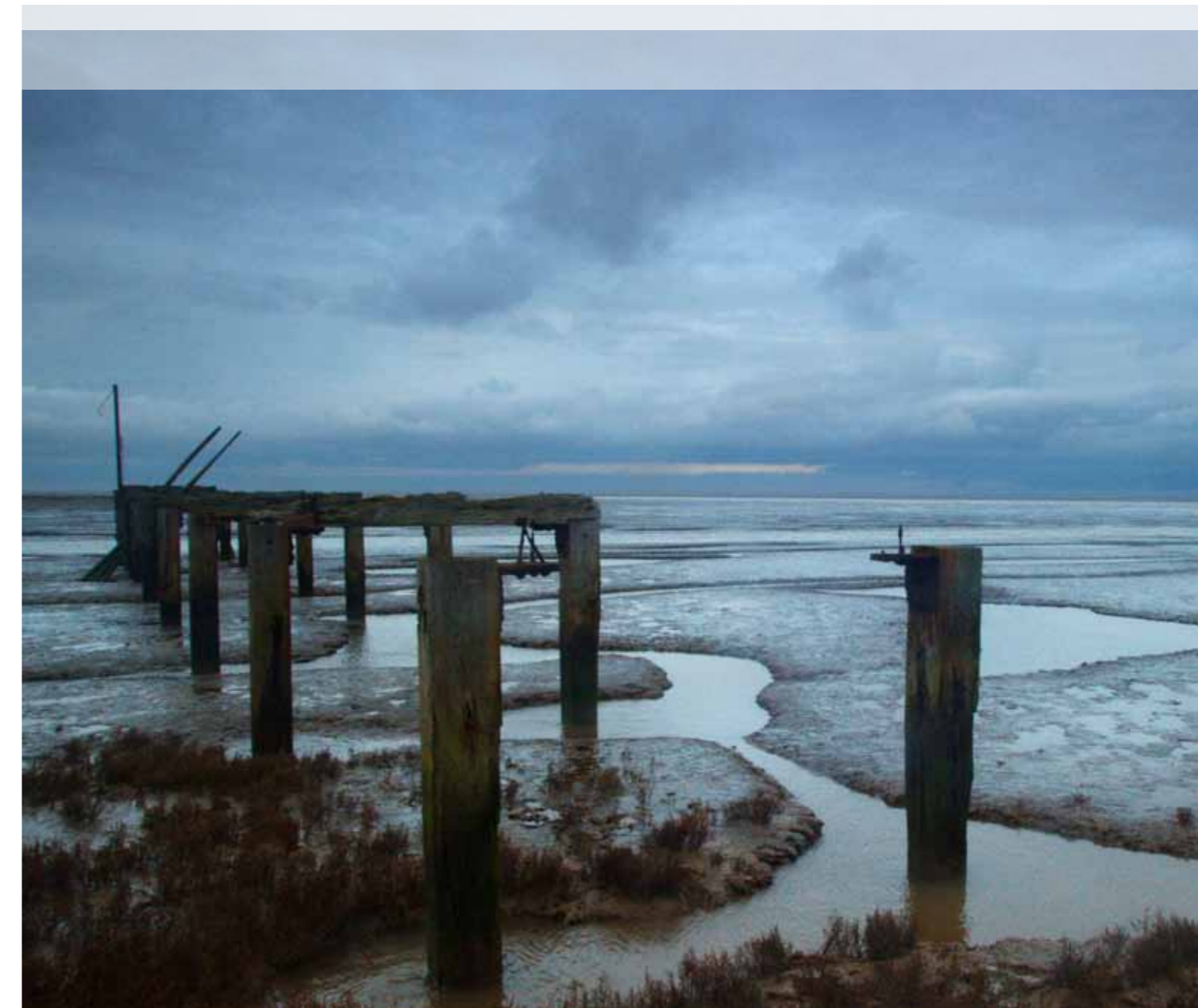


Photo: Jeroen Stel  
Snettisham, Norfolk:  
*Landscape is the interaction of natural  
and human factors' (rspb-images.com)*

## Coastal processes

**All coastlines are naturally dynamic; the Norfolk coastline is especially so, subject to continuous and often rapid change, which is a major part of its special character. The geology and dynamic landforms of the AONB coastline (including submarine features), with its variety and combination of features responding to coastal processes, make it of international scientific importance, in addition to its landscape qualities<sup>14</sup>.**

As historical and archaeological records and geological research show, this coastline has been shifting shape for centuries: there are records of many 'lost villages' along the cliffs; sediment cores drilled across the North Norfolk Heritage Coast show a succession of alternating intertidal and freshwater habitats; in Roman times the Broads area was a navigable estuary.

Sediment transport processes driven by tides and waves interacting with coastal and undersea geomorphology act on the coastline to change it, eroding in some places and building in others. These processes are large scale, so what happens in the marine and coastal environment well outside the area, as well as along its immediate coastline, needs to be considered in managing its coastline. Coastal defence structures exist along much of the area's coastline, affecting the natural operation of coastal processes.

The British landmass is still adjusting to the removal of the huge weight of ice sheets over its northern parts during the last Ice Age, by tilting on a north west/south east axis (isostatic readjustment). This is still causing relative sea level rise of around 1-2 mm per year on the Norfolk coastline. Although this has some impact on erosion rates on the cliffed coastline, saltmarshes have easily been able to keep up with this rise through sediment accretion.

**The coastline of the AONB can be broadly divided into four main sections of different character:**

- South of Hunstanton to the eastern Wash coastline – Mudflats and saltmarsh. Formerly intertidal area defended from flooding by sea walls;
- Hunstanton to Weybourne (North Norfolk Heritage Coast) – Dunes, shingle, sandbanks and mudflats, saltmarsh. Accreting in general but also with areas of erosion. Some formerly intertidal areas defended from flooding by sea walls;
- Weybourne to Bacton – Soft cliffs of glacial material, slumping through ground water action and eroding. Cliffs defended by seawalls and other structures to reduce wave energy, beaches with groynes to reduce sediment movement over much of this section; and
- Sea Palling to Winterton-on-Sea – Acidic dunes mostly protected by sea wall and artificial reefs, groynes to reduce sediment movement.

Offshore dredging of aggregates (sand and gravel) and offshore developments also have the potential to affect the coastline through complex interaction with sediment supply and transport systems (as well as potential effects on marine ecosystems and species). The actual effects, including potential cumulative and long-term effects, are difficult to assess in an environment of complex interactions and a lack of data, and often not fully understood or generally agreed.

### Current/potential future effects

Effects include:

- Changes to, and interchange between, coastal habitats, with potentially some change of freshwater/ terrestrial habitats to intertidal; and
- Erosion and flooding threatening coastal properties and archaeology, and in the long term, settlements and infrastructure (e.g. roads, electricity and gas supply, sewerage, etc).

### Approach to management

Understanding and working with, rather than against, the processes that drive coastal change is crucial to effective management of the coastline. These processes are large scale, so what happens in the marine and coastal environment well outside the area needs to be considered in managing its coastline.

Maintaining all parts of the coastline exactly as it is now, at least in the medium to long term, will not be possible, especially under sea level rise scenarios driven by climate change. Moving towards a more naturally functioning coastline will mean adopting a managed approach to protection of, or change to, coastal settlements, roads and other infrastructure. It will also involve finding replacement sites in more sustainable locations for some habitats, particularly coastal freshwater marshes.

Change and adaptation may have considerable socio-economic consequences for any properties, land or businesses affected. Planning for adaptation to coastal change will need to address these issues. Shoreline Management Plans, Local Development Frameworks and associated plans are the means by which this will be achieved.

### Summary of approach to management of coastal processes

Ensure that the predictions of coastal change and its impacts are better understood and inform key decisions that affect the coastal zone. Plan and prepare for managed change which maintains the special qualities of the area in such a way that any negative impacts on coastal communities and habitats can be properly mitigated.

Photo: Mike Page  
Slumped cliffs  
at Trimmingham



## Climate change

Scientific research and historic records show that global and local climates have changed over geological and shorter timescales, through natural cycles and events. However, there is almost unanimous acceptance in the scientific community that emission of 'greenhouse gases', mainly carbon dioxide from burning fossil fuels, is now driving rapid global climate change. Although the overall global effect is climate warming, there may be local cooling effects through changes in ocean currents and large scale weather systems.

Predictions of climate change are uncertain and highly variable, depending on future emissions scenarios and geography. The figures used here are derived from the UK Climate Impacts Programme<sup>15</sup> report in 2002. A report containing revised predictions was published in spring 2009.

- The average ambient temperature is predicted to increase by between 2 to 3.5 degrees Celsius by the 2080s, with associated changes in precipitation patterns. Both changes will be more marked in the south and east of the UK, and the Norfolk Coast can on average expect warmer, drier summers and wetter winters. However, within this context shorter term forecasts are uncertain and weather may not follow these patterns within the five year timescale of the Management Plan;
- More erratic weather patterns are also predicted, with increased frequency and severity of storms;
- Sea level rise is caused mainly by thermal expansion (water expands as it warms) but also by melting of land ice (Antarctic and Greenland ice sheets, and mountain ice caps and glaciers). The seas warm much more slowly than the air – even if global air temperatures stopped rising now, sea temperatures would continue to rise as they 'caught up' and sea levels would continue to rise correspondingly for decades or longer; and
- Sea levels rose by about 1mm a year during the 20th century, allowing for isostatic readjustment (see 'Coastal processes'). The rate for the 1990s and 2000s has been higher than this, and globally sea level rise is currently about 3mm a year. By the end of this century levels may have risen by 30 or 40 cm, but possibly by as much as 80cm.

### Current/potential future effects

**There are no current clear-cut changes in natural beauty due to local climate change, but it could have significant and difficult to predict effects on:**

- Characteristic habitats and species (including Biodiversity Action Plan (BAP) habitats and species, and the marine environment);
- Agricultural landscapes and habitats through changing viability of crops and production methods (e.g. irrigation);
- Local economy and pressures for development, through a changing climate for tourism; and
- Maintenance of historic buildings and archaeological sites (including more frequent flooding).

The sea level rise effects of global climate change greatly magnify and accelerate the effects of coastal processes. Whereas it might be possible, if not necessarily desirable from all perspectives, to maintain and even extend sea defences in some places for a considerable period into the future under the historic scenario, this will not be viable with rapid sea level rise.

This will cause additional and increasing problems in maintaining sea defences in their current position, giving rise to threats to coastal settlements, archaeology and buildings (including some of architectural/historical value). It also threatens to damage or destroy characteristic and designated coastal habitats, although it could also lead to the creation of other valuable and characteristic habitats at the same time.

### Approach to management

Every measure, however small, taken to address the contributions to climate change will help affect the global picture, and the Norfolk Coast Partnership should be seen to lead by example in reducing emissions of greenhouse gases in the area. However, the control of greenhouse gases is a global issue that requires action from all countries, so reducing greenhouse gas emissions locally, although important, is not an effective option in terms of managing the local effects of climate change.

There is still much uncertainty about local changes in climate and their potential impacts on the area's natural beauty. The main focus of this plan should therefore be the prediction of local impacts and local adaptation to address these.

#### Summary of approach to management of climate change

Improve understanding of potential changes and impacts.

Plan and prepare for local adaptation to the effects of climate change.

Undertake suitable adaptation measures to reduce any negative future effects of climate change.

## Development pressures

**The latest available estimate of the population of the AONB (i.e. within or on the boundary) is 18,109, which has decreased very slightly from the 2001 census figure of 18,184, with Wells-next-the-Sea the largest settlement within the AONB at 2,454. There are several settlements on or just outside the boundary, the total population of which is estimated at just over 46,000, which have increased by about 600 in total since 2001 (excluding King's Lynn at about 35,260)<sup>16</sup>.**

Although there is little incentive for building under current economic conditions, there is pressure in the medium to longer term for housing development from national and regional targets and market forces. The minimum housing targets from the East of England Plan<sup>17</sup> for the relevant districts for 2001-21 are:

- North Norfolk – 8,000 (of which 1,720 built to March 2006);
- King's Lynn and West Norfolk – 12,000 (of which 2,540 built to March 2006); and
- Great Yarmouth – 6,000 (of which 1,190 built to March 2006).

New housing provision has potential benefits for the local economy and viability of services and there is a need for 'affordable housing' to enable people working in local jobs, at least some of which contribute to maintaining the area's natural beauty, to live in the area.

Although the population of the area is currently stable and not expected to increase significantly, that of settlements near its boundary and near enough for a short visit may well do. National targets for large numbers of new homes to cope with population and demographic changes have led to very significant housing development allocations regionally – minimum targets from the East of England Plan<sup>17</sup> for new houses from 2001 to 2021 are 78,700 for Norfolk (of which 16,360 built to March 2006), and 508,000 for the region (of which 105,550 built to March 2006). The population in the wider catchment area of day visit potential is increasing, and set to increase very significantly over the next decade or so. The figures include large increases at identified 'growth points' and 'key centres for development and change' not far from the area – around Norwich (33,000), Great Yarmouth (6,000), Thetford (6,000), King's Lynn (7,000), Peterborough (25,000) and Cambridge (19,000).

Although there may not be major changes over the next five years, potential impacts and plans for mitigation need to be considered within the time frame of this plan.

### Current/potential future effects

**Relatively few new houses are likely to be built in the area, but even relatively low numbers of new houses in a sparsely populated area such as the area can have impacts on the character of existing settlements and the landscape character of a wider area as well as associated environmental impacts such as:**

- Water resources and effects on natural features dependant on these;
- Capacity of sewerage and sewage treatment systems and consequent water quality;
- Transport infrastructure and traffic;
- Light pollution; and
- The tranquillity of the area.

Housing targets also contribute to pressures for expansion of some of the larger settlements on the AONB boundaries, particularly where areas for expansion are limited by the coastline and other factors, and some incursions into the AONB have already taken place. Even new housing outside the AONB boundary can have visual impacts as well as some indirect effects, as noted above.



Photo: Norfolk Tourism Image Library  
Old Hunstanton: Just over 18,000 people live in the AONB, many in small scale villages and towns, the largest of which is Wells

It can be difficult to finance affordable housing provision without subsidy as part of a commercial housing development, which can lead to development pressures beyond the housing actually required in the area.

In the longer term, it may be necessary to plan for at least some coastal settlements to 'roll back' or to relocate inland in order to maintain living, working communities on the coast as the coastline changes (see the 'Coastal processes' and 'Climate change' sections above). This may mean planning to build on areas that have previously been outside the settlement development envelope, and in some cases allowing settlements that are currently 'hemmed in' by the AONB boundary to roll back into the AONB.

Tourism-related development, including services and provisions for the local tourism industry and diversification of farming enterprises into visitor-related economic activities, can have a significant impact, especially on the undeveloped coast. Its management needs to take account of the special landscape qualities of the area whilst providing for the sustainable development of the tourism industry.

There are also pressures for new forms of development in the countryside, and apparent conflict, in some cases, between government and other guidance and AONB protection. Current examples are telecommunications masts and wind turbines and there may be others, unforeseen at present, in the future. Some of these may bring economic benefits, but there will be an impact on the existing landscape – we need to decide what forms of development are or can be compatible with AONB designation and how these can best be accommodated.

An increase in visitor numbers driven by local and regional housing development could potentially have impacts on some sensitive habitats and species, some of which are already experiencing pressures from recreation (for example there is good evidence that shingle-nesting ringed plovers are already seriously affected). It could also bring an increase in traffic levels and associated impacts.

### Approach to management

Although the level of control available to partner organisations over national and even regional policy is limited, there is generally good control of the location and type of most local development available to partner organisations through Local Development Frameworks and development control policies and practice operated by local planning authorities. The effective and co-ordinated operation of planning within the AONB is therefore a key means of managing development pressures.

Some forms of development are not controlled by local planning authorities (e.g. offshore wind farms, or land based wind farms over a certain size, where planning authorities are consultees only) or are permitted development with only limited control available to planning authorities (e.g. telephone, electricity supply and water supply infrastructure). In these cases it may be necessary to consider developing consistent, justified and realistic positions on which to base agreement with development bodies and consideration of individual proposals.

## Global market forces and national and international policy

**Global market forces exert a powerful influence that may affect several aspects of the area's natural beauty directly or indirectly, mainly through impacts on the land and sea based economies, and commodity and property prices. The national and global financial crises that developed in the second half of 2008, including the reduction in the exchange rate of the pound against many currencies, are likely to have at least temporary effects on the area's economy although exactly what these may be and how they may impact on natural beauty is not clear at present.**

Changes in national and international policy on coastline management have been brought about by recognition of the rationale outlined previously – see the 'Coastal processes' and 'Climate change' sections above.

### Approach to management

Local partners have some limited potential for influencing national policy in some cases (e.g. coastal change adaptation) but in general the best available option is to plan for local adaptation to resultant initiatives, where possible.

#### Summary of approach to management of development pressures

Manage development to conserve and enhance natural beauty through the local planning system, achieving a consistent and co-ordinated approach across the area by using the Integrated Landscape Character Guidance for the area.

Develop a consistent and co-ordinated approach to influencing development issues outside local control that have potential impacts on the area's natural beauty.

### Current/potential future effects

Current and potential effects are specific and therefore outlined in the relevant theme sections.

#### Summary of approach to management of global market forces and national and international policy

Co-ordinate approach to influencing national and international policy where practical.

Develop local plans for adaptation to policy initiatives, where possible.

The Norfolk Coast Partnership aims to ensure that the natural beauty and special character of the Norfolk Coast are maintained and enhanced...

In developing the 2004-09 Management Plan<sup>10</sup>, local people and organisations were asked what they wanted for the future of the Norfolk Coast. The vision set out in each theme section is their answer, with only minor modifications for this plan. The vision covers what needs protecting – and what needs changing. The aim is not for everything to remain the same and it is important to recognise the tension between the character of the area, as seen today, and change and adaptation required to meet the future.

Everything in the Management Plan is linked to this vision. It is in sections, which the plan follows to help these ideas become reality.

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## 3. Themes, objectives and policies

### There are five themes, covering aspects of the area:

- Landscape, biodiversity and geodiversity;
- Built and historic environment;
- Farming, forestry and fishing;
- Sustainable communities; and
- Access and recreation.

### Each theme section contains:

- **A summary** of the theme as it exists today, including **the issues** affecting aspects of the area's natural beauty and its enjoyment arising from the condition assessment;
- An examination of the impacts of the **key external pressures for change** (coastal processes, climate change, development pressures and global market forces and national and international policy);
- **A 20 year theme vision.** The theme visions have been developed with local people and organisations, and summarise aspirations for the area;
- **Objectives**, which cover the five year period of the plan and relate to the 20 year vision;
- **Policies**, which are intended to apply to all partner organisations unless otherwise specified, and which set out how the objectives will be achieved; and
- **Other relevant plans and initiatives** involving partner organisations that can help to achieve objectives and implement policies.

**Prioritised actions for each theme section are presented in the combined Action Plan.**



# 3.1 Landscape, biodiversity and geodiversity

## INTRODUCTION

The landscape, in its broadest sense – how the area looks and how it is perceived by people, using all their senses including emotional response – is the basis of AONB designation. The details of the landscape will change as they always have done in response to physical, economic and social influences but the challenge is to recognise and act to conserve the essential character of the area.

The area's landforms are based fundamentally on its geology and the forces that have acted on it over time – particularly the effects of glaciation, followed by marine erosion and deposition. It is nationally and internationally recognised for its geological and geomorphological features, especially the coast with its variety and combination of features responding to coastal processes.

The qualities of the coast and its relationship with the marine environment and its hinterland are fundamental to the character of the area, and the basis of its designation. This is a particularly dynamic coastline, subject to continuous and often rapid change, which is an essential part of its special character.

The landscapes, and the habitats and species within them, are diverse. The many layers of international, national and local statutory and non-statutory conservation designations for wildlife and geodiversity testify to the area's importance and are fundamental to protecting the key habitats, features and species which make a major contribution to the area's natural beauty. The international importance of the wildlife and habitats of the marine and intertidal areas of the Wash and North Norfolk Coast is also recognised by its designation as a European Marine Site (details of these designations are provided in a separate appendix). Many of the species and habitats are listed in the Norfolk Biodiversity Action Plan<sup>18</sup>, and a number of species are protected in their own right.

Opportunities to remove overhead electricity supply lines in sensitive landscapes have arisen since 2005 for national parks and AONBs, through an agreement between the Government regulator Ofgem and EDF Energy, the Distribution Network Organisation in this area. The present funding scheme ends in 2010 but it is hoped a further five year scheme will be agreed, which will provide further opportunities.



Photo: Katherine Lynn  
'Dynamic landscape'  
captured by a photography  
student as part of a collaborative  
Wells Library/NCP project

## Potential impacts of key external pressures for change

Each of the four key external pressures for change (coastal processes, climate change, development pressures and global markets and national and international policy) affect the maintenance of landscape, biodiversity and geodiversity in the area:

### 1. Coastal processes

Wash coastline, North Norfolk Heritage Coast, Sea Palling to Winterton – primarily flooding.

Weybourne to Bacton – primarily erosion.

#### Impacts (current/anticipated)

- Changes to current landscape and features, coastal landscape character and ecological and geodiversity character, potentially strengthened overall by a managed approach to coastal change and achieving a more naturally functioning coastline;
- Habitat changes, damage to/loss of terrestrial and freshwater habitats from flooding (including loss of some Biodiversity Action Plan (BAP) and Natura 2000 habitats and species on coast); and
- Maintenance of soft cliff habitats, geodiversity features and landscape through ongoing erosion.

### 2. Climate change

#### Impacts (current/anticipated)

Potential changes in:

- Viability of some characteristic terrestrial and freshwater habitats and species (including Biodiversity Action Plan habitats and species) because of climate/habitat requirements;
- Viability of characteristic landscape features such as hedges, hedgerow tree species;
- Viability of marine species, which are often particularly susceptible to sea temperature, acidity and current changes – and associated effects on birds, etc relying on marine environment for food;
- Effects of competition from invasive species more able to exploit changing conditions;
- Migration patterns of birds and other species, changing characteristic seasonal ecology; and
- Rate of coastal change effects (acceleration) through sea level rise.

Issues arising from the assessment of current condition of the area's natural beauty

The assessment of the current condition of the natural beauty of the area has highlighted a number of key issues related to landscape, biodiversity and geodiversity:

- Coastal defences are contributing to only a relatively small area of coastal Site of Special Scientific Interest (SSSI) being in unfavourable condition;
- Poor current understanding and promotion of key characteristics of relationship between land and sea;
- Poor current understanding of landscape condition and objectives for different landscape types/areas in the area;
- Lack of data for monitoring of landscape change;
- Poor current understanding and profile of geodiversity in the area (importance of the area's geological features and landforms not specifically recognised in the 2004-09 Management Plan<sup>10</sup>, although it contributes to the area's special interest, scientific importance and landscape character);
- Decline in some key bird species in the North Norfolk Coast Special Protection Area (SPA);
- Only 32% of County Wildlife Sites known to be in positive management;
- Lack of data on Biodiversity Action Plan (BAP) species and habitats, and other key habitats; and
- Potential for further improvement of environmental quality of, and promotion of river restoration on, AONB rivers, particularly chalk rivers.

### 3. Development pressures

#### Impacts (current/anticipated)

- Changes to existing landscape character from significant housing development in the area;
- Changes in existing landscape character from further extension of development into the AONB from settlements on its fringes;
- Extension of coastal settlements into the undeveloped countryside of the AONB through 'roll-back' in response to erosion or sea level rise;
- Effects on nearby habitats from housing expansion around settlements;
- Development of market housing as a means of funding provision of affordable housing;
- Development of affordable housing on 'exception sites';
- Loss of gardens as wildlife habitats through 'infill' development;
- Associated effects of housing development including:
  - Water resources and effects on natural features dependant on these;
  - Capacity of sewerage and sewage treatment systems and consequent water quality;

- Transport infrastructure and traffic;
- Light pollution; and
- The tranquillity of the area.
- Increased pressures for tourism-related development driven by increasing visitor numbers, both from local housing development and nearby 'growth points';
- Extensive offshore wind farms consented/in development, visible from the area – seascape, effect on wilderness value and possible biodiversity impacts;
- Potential landscape and habitat impacts from onshore connection facilities for offshore windfarms;
- Potential for applications for large scale wind turbines in or more likely close to the area – landscape impacts;
- Possible development of other technologies e.g. biomass power generation, wave or tidal (longer term) – potential landscape and/or biodiversity effects; and
- Increased development of small scale renewables (wind, solar thermal, solar voltaic, ground heat exchange, small scale hydro at old river mills) – potential impacts on landscape and architectural heritage, especially on character and setting of settlements, conservation areas and historic buildings.



### Vision of the future for landscape, biodiversity and geodiversity

#### A 20 year vision for landscape, biodiversity and geodiversity in the area sets the scene and guides the activities of the Norfolk Coast Partnership:

The Norfolk Coast is richly diverse, with distinctive landscapes, wildlife, settlements, geological features, building styles and materials, communities, history and culture. The area is essentially unspoilt with a strong feeling of remoteness, peace and tranquillity.

The coast has a strong feeling of wilderness and of being exposed to and shaped by the elements. In general, there is a managed approach to achieving a more naturally functioning coastline, which is increasingly valuable for its habitats and the species they support, including

breeding, migrating and wintering birds. Where it is deemed necessary to maintain coastal defences, this is done in the most sensitive way possible in terms of sustainability and visual and wildlife impacts.

The landscape shows many links with history, with features and patterns created by past cultures and land use, and with its geological past through large scale features and individual sites. There are wide skylines, seascapes and dark night skies that show the richness and detail of star patterns. All parts of the area support a rich diversity of characteristic wildlife and habitats associated with natural variations and management, including species and habitats of national and international importance.

### 4. Global market forces and national and international policy

The area contains significant mineral resources; however market shrinkage and tighter development and environmental regulations have led to a steady reduction in the amount of mineral extraction in the area. Only two quarries have active working permissions, although sporadic working by landowners for local use continues under Permitted Development measures. Commercial extraction of chalk and brickearth has now ceased. However, the demand for new housing and other built development in the region may lead to increased demand for aggregate and crushed rock production in the area, although the onset of this effect may be delayed by the economic recession and is likely to be carefully controlled under minerals plans.

### Five year objectives and policies

The five year objectives and policies for landscape, biodiversity and geodiversity are designed to achieve the 20 year vision:

#### L1. The area's special qualities of landscape character, biodiversity and geodiversity, including the wilderness qualities of the North Norfolk Heritage Coast, are better understood and valued:

- L1.1 Develop and use the Integrated Landscape Character Guidance for the AONB as a spatial tool to guide decision making and improve consistency of management and delivery of conservation objectives across the area;
- L1.2 Develop and promote understanding of the area's key qualities of natural beauty, particularly those less understood and valued at present; and
- L1.3 Improve understanding of, and planning for, changes to landscape and biodiversity.

#### L2. The quality and diversity of landscape character and distinctive wildlife habitats and species, and their ability to adapt to change, has been maintained and improved:

- L2.1 Maintain and improve the condition of key land, intertidal and sea habitats;
- L2.2 Manage the consequences of coastal change so as to ensure that the values that are important to the area (i.e. landscape character, biodiversity, historic and cultural identity and community wellbeing) are properly recognised and safeguarded;
- L2.3 Improve resilience to change for key habitats and species through development of ecological networks that extend, link and buffer these habitats; and

L2.4 Take opportunities to reduce and manage adverse impacts on the landscape and seascape from past development and activities, and from those outside direct partners' management.

### Other relevant plans and initiatives<sup>29</sup>

#### Other relevant plans and initiatives involving partner organisations that can help to achieve objectives and implement policies for this theme include:

- Local Development Frameworks and development control (local planning authorities);
- Plans/projects helping to implement the European Union's Water Framework Directive – River Basin Management Plans, Catchment Abstraction Management Plans, Catchment Flood Management Plans (Environment Agency);
- Wash and North Norfolk Coast European Marine Site Management Scheme;
- Wash Estuary Management Strategy (Wash Estuary Management Group);
- Broads Plan (Broads Authority);
- Norfolk Biodiversity Plans (Norfolk Biodiversity Partnership);
- Norfolk Non-Native Species Initiative (hosted by the Norfolk Biodiversity Partnership);
- Water Level Management Plans;
- Nature Reserve Management Plans (conservation organisations);
- Norfolk Geodiversity Action Plan (Norfolk Geodiversity Partnership);
- Coastal Habitat Management Plans;
- Monitoring of coastline change (Environment Agency);
- Predictive studies on coastal change such as 'Futurecoast';
- Anglian Water Services Asset Management Plans;
- Environment Agency Review of Consents under Regulation 50;
- Agri-environment Schemes;
- Catchment Sensitive Farming Initiatives to reduce diffuse pollution from agricultural sources;
- Management of diffuse pollution from road run-off (Working with Norfolk County Council to manage road run-off);
- River restoration projects;
- Shoreline Management Plans (Environment Agency/local authorities); and
- European Landscape Convention.

## 3.2 Built and historic environment

### INTRODUCTION

Flint tools made by hunter-gatherers are the earliest evidence of human occupation and use of the area, dating back to around half a million years ago. More recent archaeological evidence, following the end of the last Ice Age about 10,000 years ago, is more plentiful. Artefacts and sites from the Mesolithic period (about 10,000 to 6,000 years ago) and Neolithic period (about 6,000 to 4,000 years ago) have been discovered. The Bronze Age (about 4,000 to 2,700 years ago) is well represented, with numerous burial mounds and the famous timber circle at Holme-next-the-Sea, discovered in the late 1990s. Iron Age forts and treasures, Roman forts and villas and Saxon settlements and cemeteries enrich the picture, which continues through medieval times with the development of fishing and trading ports.

Traditional buildings make a strong contribution to the distinctive character of the area through the use of local vernacular materials, particularly flint in the eastern sector, and chalk and carstone to the west. Villages, consisting largely of modest 18th and 19th century cottages, are clustered along the coast road, most markedly in the chalk downland area where the hinterland is noticeably empty of settlement, punctuated with an occasional isolated farmstead. In the eastern half, small settlements are found inland amongst a network of narrow, winding country lanes. Flint churches, mainly with square towers, are often prominent features in villages, particularly where they are sited on ground rising from sea level, as at Salthouse and Morston. A number of surviving windmills form landmarks in the coastal villages. Traditional farm buildings of flint and soft red brick are common, particularly in the area east of Holkham. Barns and other agricultural buildings often form characteristic blank boundary walls within villages. Many have been converted to residential use or have become redundant.

Historic parks shape a significant part of the landscape and contain country houses of great variety (Old Hunstanton, Felbrigg, Bayfield, Sheringham, Holkham, Sandringham). There is also a strong Arts and Crafts influence on the design of a number of early 20th century country houses found between Holt and Mundesley.

In addition to their visual contribution, these historic buildings are important for providing wildlife habitat, in particular for bats, barn owls, swallows and house martins. Traditional lime mortar also provides habitat for lichens.

The design of some more recent housing development has not always respected local character, although the Town and Country Planning system has been generally effective since designation in managing levels of development, including some affordable housing. The area still has a generally undeveloped character, in common with much of Norfolk.

Traditional materials and designs do not always lend themselves easily to improved environmental performance or for conversion to other uses, but this should be achievable with thought and care. Some new buildings, e.g. the Norfolk Wildlife Trust Visitors Centre at Cley and the Millennium Centre at Brancaster, include innovative sustainable design features, as well as complementing their surroundings.

#### The highway corridor

The network of narrow roads, often hedge-lined and with wide grass verges, makes a significant contribution to the area's landscape character and biodiversity, and needs sensitive management when undertaking signing, maintenance or other traffic management work.

#### Issues arising from the assessment of current condition of the area's natural beauty

The assessment of the current condition of the natural beauty of the area has highlighted a number of key issues related to the built and historic environment:

- Negative impact of expansion of built development into the AONB around some settlements;
- High proportion of scheduled monuments on 'buildings at risk' register; and
- Information required to assess the condition of historic parks and gardens is being developed.

### Potential impacts of key external pressures for change

Each of the four key external pressures for change (coastal processes, climate change, development pressures and global markets and national and international policy) affect the maintenance of the built and historic environment in the area:

#### 1. Coastal processes

Wash coastline, North Norfolk Heritage Coast, Sea Palling to Winterton – primarily flooding.  
Weybourne to Bacton – primarily erosion.

##### Impacts (current/anticipated)

- Damage to/loss of historic buildings and archaeological sites from flooding and erosion;
- Some loss of historic and cultural landscape features and patterns on the coast;
- Loss of buildings contributing to distinctive character of area and settlements through erosion and flooding;
- Changes to character of coastal settlements through 'blight' (lack of maintenance, dereliction); and
- In longer term, potential loss of whole coastal settlements.

#### 2. Climate change

##### Impacts (current/anticipated)

- Deterioration in condition of historic buildings and archaeological sites through changing climatic conditions – e.g. drying, waterlogging, flooding, humidity, storm damage;
- Potential impacts on features and character of historic parks and other historic landscapes through drought, flooding, storm damage, pests and diseases; and
- Rate of coastal change effects (acceleration) through sea level rise.

#### 3. Development pressures

##### Impacts (current/anticipated)

- Incremental extension, alteration and replacement of dwellings, intensification on existing 'brownfield' and infill sites – cumulative impacts on character of settlements;
- Development of market housing as a means of funding provision of affordable housing;



- Development of affordable housing on 'exception sites' (potential effects as above, but less);
- Residential development of non-residential vernacular/historic buildings (and difficulty in finding other suitable modern uses that conserve their character) – loss of historic character and buildings; and
- Need to make new buildings and to adapt historic/vernacular buildings to be more efficient in resource use without significantly damaging character of buildings or settlements.

#### 4. Global market forces and national and international policy

None noted at present.



### Vision of the future for the built and historic environment

#### A 20 year vision for the built and historic environment in the area sets the scene and guides the activities of the Norfolk Coast Partnership:

The quality and locally distinct character of the historic environment are evident, and are valued, understood, maintained and conserved as far as possible. Traditional buildings that contribute to the character of the area are well maintained and in productive use. New buildings are located and designed to contribute to the area's beauty and distinctiveness.

Buildings have been sensitively adapted where necessary to incorporate features that enhance their performance in terms of both local and global environmental sustainability. New buildings, including those using innovative design, also have these features as well as complementing their surroundings.

Within the constraints of rising sea levels and storm activity the area has characteristic coastal settlements and road networks. New buildings and roads are only located where they would be sustainable in the long term in respect of coastal erosion and flood risk from rivers and the sea.

### Five year objectives and policies

The five year objectives and policies for the built and historic environment are designed to achieve the 20 year vision:

#### B1. The historic and archaeological heritage of the area is better understood, valued and conserved:

- B1.1 Ensure the historic and archaeological heritage of the area is recorded, conserved and enhanced; and
- B1.2 Provide opportunities for development of public knowledge and appropriate access to historic environment sites where consistent with conservation objectives.

#### B2. Changes to the built environment have respected and complimented the special qualities of the area:

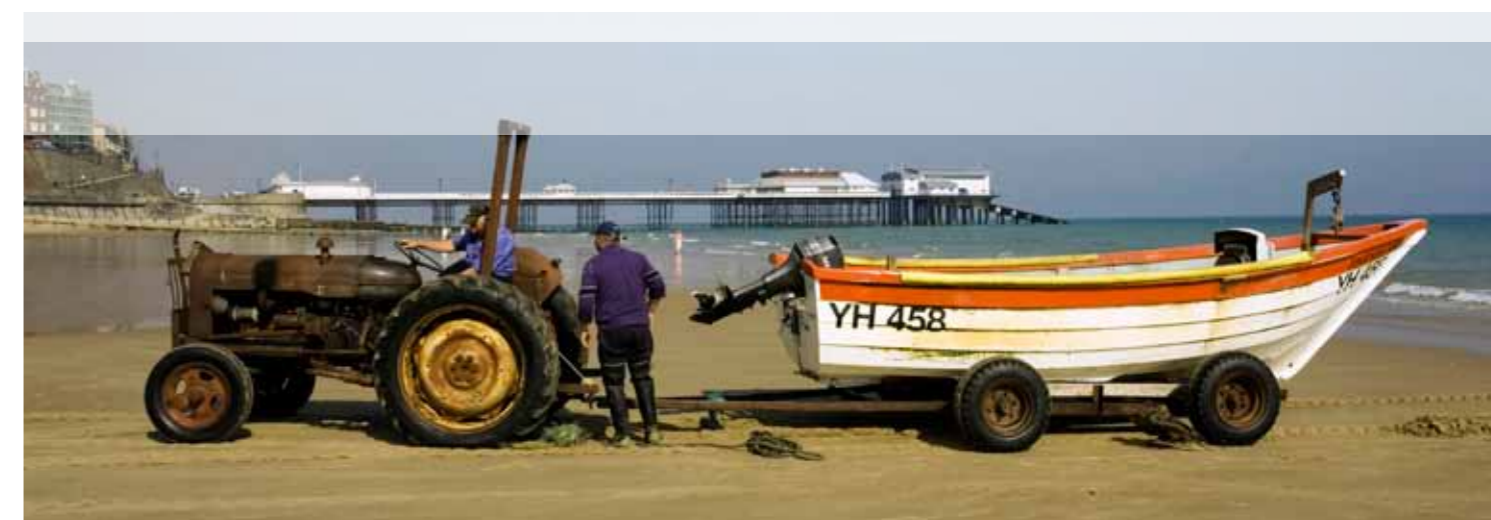
- B2.1 Ensure new construction activities and changes to existing buildings and infrastructure are consistent with the special qualities and conservation objectives of the area and take opportunities to improve sustainability;
- B2.2 Make affordable housing available to the local population where needed, using existing housing where possible and with sensitive use of exception sites where necessary; and
- B2.3 Take opportunities to improve the visual quality of the built environment in keeping with the character of the area.

### Other relevant plans and initiatives<sup>29</sup>

#### Other relevant plans and initiatives involving partner organisations that can help to achieve objectives and implement policies for this theme include:

- Norfolk Coast Transport Strategy (Norfolk County Council);
- Local Development Frameworks and development control (local planning authorities);
- Catchment Flood Management Plans (Environment Agency);
- Wash Estuary Management Strategy (Wash Estuary Strategy Group);
- Conservation Area Statements (local authorities);
- Shoreline Management Plans (Environment Agency/local authorities);
- Strategic Flood Risk Assessments (Environment Agency/ local authorities);
- Landscape character assessments (Natural England/local authorities);
- Historic Landscape Characterisation for Norfolk (English Heritage/Norfolk Landscape Archaeology);
- Rapid Coastal Zone Assessment;
- Archaeological site plans (English Heritage/local authorities); and
- Guidance on sensitive adaptation of buildings for new uses and sustainability performance (local authorities, English Heritage).

## 3.3 Farming, forestry and fishing



### INTRODUCTION

**The management of farmland and woodland for food and other products has been, and still is, the key human influence on the landscape of most of Britain, including most of the Norfolk Coast. The economic health of farming and woodland management, and the ability of these land uses in the future to deliver environmental benefits at the same time, are vital for the maintenance of a landscape worthy of the AONB designation.**

Historically the farmed landscape has reflected the economic and social needs of the time. Arable farming has been a major land use since designation, but profitability has varied over the last decade. When arable margins are high compared to livestock enterprises, the availability of suitable grazing livestock has made it harder to manage valued conservation habitats such as heathland, downland and grazing marshes. There has been a consequent decline in the quality and quantity of some habitats over many years. However, there may be opportunities for new approaches to habitat creation and management, and linking isolated habitats, using socioeconomic drivers.

Woodland, copses and even individual trees make an important contribution to the area's landscape character, although it is not rich in woodland generally, particularly ancient woodland. The economic viability of woodland for timber products is low at present but woodland can provide recreational and wildlife benefits as well as supporting income from shooting or other activities. There is also scope for more woodland in appropriate locations, as well as for improved management for a range of uses.

Like agriculture, fishing still has a key role to play in the area's natural beauty. Now based mainly on shellfish and much reduced in economic importance, local fishing activity has shaped the character of coastal settlements. It still contributes to that character in many cases, through activity at harbours and beaches, and through quays, boat and building styles. The area is widely recognised for the quality of its local seafood.

#### Issues arising from the assessment of current condition of the area's natural beauty

The assessment of the current condition of the natural beauty of the area has highlighted one key issue related to farming, forestry and fishing:

Lack of good information on location, extent and condition of key habitats in the area hampers assessment and targeting of contributions from environmental stewardship schemes.

## Potential impacts of key external pressures for change

Each of the four key external pressures for change (coastal processes, climate change, development pressures and global markets and national and international policy) affect the maintenance of farming, forestry and fishing in the area:

### 1. Coastal processes

Wash coastline, North Norfolk Heritage Coast, Sea Palling to Winterton – primarily flooding. Weybourne to Bacton – primarily erosion.

#### Impacts (current/anticipated)

- Loss of agricultural land to erosion and flooding.

### 2. Climate change

#### Impacts (current/anticipated)

Changes in:

- Viability of agricultural crops;
- Agricultural pests and diseases;
- Possible demand for more summer irrigation; and
- Marine/intertidal habitats and species, including those on which local fishing industry is based.

### 3. Development pressures

None noted at present.

### 4. Global market forces and national and international policy

The European Common Agricultural Policy (CAP) Health Check (2009-13)<sup>19</sup> has abolished setaside and will phase out intervention support, export refunds and dairy quotas. Additional funding will be diverted to provide financial support for beneficial environmental management and rural development. Ongoing CAP Reform may impact upon the area in a number of ways. These changes may potentially impact upon those farmers who are either reluctant (or unable) to change and adapt to new uses of land and new sources of income. It is predicted that farm subsidies, provided by the Single Payment Scheme, will be progressively reduced in the next 15-20 years.

Global market commodity prices are currently highly variable and are subject to variations from supply and demand, and profit margins in agriculture, forestry and fishing are also affected by high input costs, including fuel and fertiliser for agriculture.

Environmental Stewardship<sup>20</sup> support schemes (Entry Level and Higher Level Environmental Stewardship – ELS and HLS) are now targeted locally. For many farmers, support for environmental management will provide an increasing share of the total farm income but uptake of these schemes is also affected by farmers' comparison with the value that can be realised from market prices for crops and the commitment to an agreement over several years.

Agricultural land ownership appears to be stable but there is a trend in land management towards contract farming, particularly on small to medium farms, with a loss of 'local stewardship' of land.

The Forestry Commission<sup>21</sup> will potentially grant aid the majority of the woodland. HLS will cover relatively small and high environmental value woodland. Small scale woodland management seems to be commercially unviable at present and therefore may attract financial support under the new Norfolk Coast and Broads Rural Development Programme<sup>6</sup>. Limits to fishing activity are defined by the European Union's Common Fisheries Policy<sup>22</sup>, which is influenced by considerations of commercial fish stocks maintenance and also by political considerations.

The means of limiting catches (fishing days and discards) are not always effective in terms of sustainability of either stocks or the industry. Local regulations also exist which are more amenable to effective partnership between the local regulator (Eastern Sea Fisheries Joint Committee<sup>23</sup>) and fishermen. Under proposals in the Marine and Coastal Access Bill<sup>24</sup>, Inshore Fisheries and Conservation Authorities will formally combine environmental responsibilities and powers with the fisheries responsibilities and powers of the current Sea Fisheries Committees, although locally this has already happened to a large extent through the Wash and North Norfolk Coast European Marine Site Management Scheme<sup>8</sup>.

Other factors affecting marine fisheries include:

- Technical difficulties for some fisheries affecting current viability; and
- Inshore water quality.

### Impacts (current/anticipated)

Most of these influences are by their nature unpredictable, and the effects are even more difficult to predict, since they act in combination. Global market prices and changing policy, particularly as a consequence of the changed policy towards setaside, may drive farming to become more intensive, at least in parts of the area. This would continue a long-term trend of landscape and habitat degradation and decline of farmland wildlife, particularly farmland birds. Impacts of this trend could include:

- Loss of setaside, resulting in negative impacts on farmland biodiversity (a replacement for setaside is currently out for consultation. There are currently two proposed alternatives. One option is for farmers to manage a small proportion of their cultivated land within a new cross compliance requirement. The alternative, promoted largely by the National Farmers' Union (NFU) and Country Land and Business Association (CLA) is for a voluntary scheme. Any new scheme is due to be introduced in 2010);
- Increase in large scale/contract intensive farming with 'blocking' of crops (depending on crop prices) resulting in:
  - Loss of characteristic landscape features, farmland wildlife, historic landscape character, possible impacts on buried archaeology;
  - Damage to soil structure (causing increased silting of rivers); and
  - Increased demand for irrigation.
- Loss of sugar beet as a prominent local crop through loss of production support and market viability. Beet is an important 'break' crop in the rotation with no obvious alternative at present and is important for farmland bird species such as skylarks. Wintering geese use harvested beet tops as an important food source and may transfer to other crops (e.g. winter barley), with impacts on value of crop;
- Demand for increased biofuels/biomass production – potential changes in crops and characteristic biodiversity and landscapes;
- Difficulty in sustainable economic management of some characteristic habitats e.g. heathland, grassland (grazing), woodland – effects on landscape and wildlife from lack of active management;

- Loss of continuity in transferring from pre-existing Countryside Stewardship to new Environmental Stewardship – possible loss of sensitively managed landscape/habitats;
- Environmental Stewardship not widely adopted because of funding levels compared to market prices;
- Diversification into other activities e.g. tourism, for smaller farms in particular – possible landscape impacts (but also possibly some relief of recreation pressures on coast); and
- Over-fishing of some species and some fishing techniques have impacts on marine habitats and ecosystems.

Both international policy and global market forces, while powerful influences, are beyond effective local control. Action should therefore focus on managing and influencing more local controls and initiatives such as:

- Effective local targeting and promotion of environmental stewardship schemes;
- Development of/support for schemes that add value and reduce production and transport costs for local products that contribute to the area's natural beauty; and
- Development of local guidance and support for environmentally sensitive and beneficial management within commercial operations.





### Vision of the future for farming, forestry and fishing

#### **A 20 year vision for farming, forestry and fishing in the area sets the scene and guides the activities of the Norfolk Coast Partnership:**

Agriculture is the prime means of maintaining the natural beauty of the area's countryside. Farming and forestry provide an economically sustainable livelihood through producing crops for a wide range of uses including food and bio-fuels as well as providing recreational opportunities.

Farming, the management of woodland and food production in general, including some new crops that are being grown in response to climate change and market demand, are in tune with the local climate and soil characteristics.

Crop and animal production methods do not impact adversely on water resources, soil structure and

local eco-systems and at least maintain, and often enhance, landscape character, local distinctiveness and biodiversity through a mixture of units with smaller tenant and family owned farms sitting alongside larger estate-based units. The area is considered one of good practice and at the vanguard of sustainable agricultural management.

Financial support is available to enable land managers to maintain and enhance specific landscape features, habitats and species while maintaining an economically viable operation, and use of this support is actively encouraged.

Fishing is a sustainable and viable economic activity, at least in combination with other economic activities, and contributes positively to the distinctive character of the area.

### Five year objectives and policies

The five year objectives and policies for farming, forestry and fishing are designed to achieve the 20 year vision:

#### **F1. Management of farmland and woodland has contributed positively to the special qualities of the area:**

- F1.1 Promote appropriate take-up and best use of available farming and forestry grant schemes;
- F1.2 Provide clear guidance for the farming and forestry sector on accommodation of new crops and practices;
- F1.3 Promote examples of best farming and woodland management practices; and
- F1.4 Develop additional support for grazing as a means of maintaining specific areas of distinctive landscape and habitat and meeting conservation objectives.

#### **F2. The local land-based economy has been developed in a sensitive and sustainable manner, in line with the special qualities of the area:**

- F2.1 Develop local and national identity and value for local, sustainable farming and forestry products that support delivery of conservation objectives and enhancement of natural beauty; and
- F2.2 Ensure farming and forestry diversification respects, and ideally contributes to, the special qualities of the area.

#### **F3. Management of local fisheries has contributed positively to the special qualities of the area:**

- F3.1 Promote appropriate take-up and best use of available grant schemes for the fishing industry.

#### **F4. The local sea-based economy has been developed in a sensitive and sustainable manner, in line with the special qualities of the area:**

- F4.1 Develop local and national identity and value for local, sustainable fishing products that support conservation and enhancement of natural beauty; and
- F4.2 Ensure sea-based diversification respects, and ideally contributes to, the special qualities of the area.

### Other relevant plans and initiatives<sup>29</sup>

#### **Other relevant plans and initiatives involving partner organisations that can help to achieve objectives and implement policies for this theme include:**

- Wash Estuary Management Strategy (Wash Estuary Strategy Group);
- Wash and North Norfolk Coast European Marine Site Management Scheme;
- Broads Plan (Broads Authority);
- Environmental Stewardship (Natural England);
- Catchment Sensitive Farming Initiative (Natural England);
- Regional Woodland Strategy (Forestry Commission);
- Soil Strategy (Defra);
- Rural Development Programme for the Norfolk Coast and Broads; and
- Existing local products networks.

## 3.4 Sustainable communities



Issues arising from the assessment of current condition of the area's natural beauty

The assessment of the current condition of the natural beauty of the area has highlighted no key issues related to sustainable communities.

Photo: Haydn Rogers/NCP  
Lively communities – both visitors and locals – are a major part of the area's appeal

### INTRODUCTION

**The interaction of people with their environment, resulting in living, working landscapes that respond to environmental, social and economic changes, has made the area what it is today.**

As well as clear differences in the character of buildings and settlements, different local customs, festivals, historical associations and language all contribute to the area's distinctive and diverse cultural character. Maintaining natural beauty includes maintaining its distinctive communities, and sustainable communities will only be possible if their economic and social needs are met at the same time as they continue to adapt to change.

This Management Plan focuses more closely than the 2004-09 Management Plan<sup>10</sup> on the conservation and enhancement of the area's special qualities of natural beauty, the pressures that affect them or may do so in the future and their management in order to meet the purpose of designation of the area. Although the importance of social issues in the area are recognised by the Norfolk Coast Partnership, it is beyond the scope of this plan to put forward policies and actions to address most of these issues, since they do not directly affect the area's natural beauty. The relevant partners have policies and mechanisms to manage them, however, and will do so whilst taking account of the area's sensitivities and managing potential impacts on its natural beauty.

Two key issues that do relate more closely to natural beauty, however, are affordable housing and second homes. The availability of affordable housing and local jobs are inseparable, although the need for affordable housing in different parts of the area varies. The main issue for this plan is how affordable housing is provided while respecting the area's character (see Theme 3.2). Houses bought and used as second, holiday or retirement homes contribute to the shortage of affordable housing in many areas. This in turn contributes to young people moving away from the area and results in changes in the area's age profile and in the structure of its communities. Empty second and holiday-let houses also tend to affect community vibrancy and character, especially in the winter months.

There can be tension and differences between people moving to the area and families who have lived here for generations, and a weakening of the character of local communities, but 'incoming' people can also bring valuable new perspectives, skills, knowledge and employment opportunities which benefit the area, as well as helping to build support and understanding of the AONB.

Coastal settlements have long existed with the risks of flooding and erosion, but the difficulty of managing this while maintaining functioning coastal communities is increasing under the pressures of increased rates of sea level rise.

### Potential impacts of key external pressures for change

**Each of the four key external pressures for change (coastal processes, climate change, development pressures and global markets and national and international policy) affect the maintenance of sustainable communities in the area:**

#### 1. Coastal processes

Wash coastline, North Norfolk Heritage Coast, Sea Palling to Winterton – primarily flooding.  
Weybourne to Bacton – primarily erosion.

##### Impacts (current/anticipated)

- Damage to/loss of properties, businesses, in some cases whole settlements in longer term.

#### 2. Climate change

##### Impacts (current/anticipated)

- Global sea level rise (warming, ice sheets melting) and increased storminess/frequency of extreme events greatly accelerates rate of coastal change and effects.

#### 3. Development pressures

Properties bought as second homes, for retirement, as holiday homes, or for buy-to-let cause high property prices, excluding people on relatively low incomes who work in the area from the market.

##### Impacts (current/anticipated)

- Impacts on character and cultural distinctiveness of communities and settlements, with many properties empty for much of the time.

#### 4. Global market forces and national and international policy

Sustainable development for the Norfolk Coast includes consideration of both global and local impacts. Although adopting more sustainable ways of living and working in the area will have little impact by itself on the global situation, all people, everywhere must make a meaningful contribution for global sustainability to become a reality. More sustainable lifestyles and practices in the area could involve reduction in energy use and carbon emissions, reduction in use and better management of natural resources (especially water) and reduction and better management of pollution and waste (including litter).

##### Impacts (current/anticipated)

- Measures to improve sustainability need to be undertaken with care, so as not to have negative impacts on natural beauty, but many can actually contribute to conserving and enhancing the area's special and distinctive characteristics at the same time.



Photo: Mike Page

## Vision of the future for sustainable communities

### A 20 year vision for sustainable communities in the area sets the scene and guides the activities of the Norfolk Coast Partnership:

The Norfolk Coast is a living, working area. Although diverse in terms of age, income and occupation, communities include people with family ties to the area and people share an understanding and appreciation of the area's special qualities.

While adapting to coastal change, the area maintains characteristic and viable coastal settlements and infrastructure.

The economy is broadly based, with a range of environmentally sustainable economic activities, including opportunities to earn a living through 'traditional' activities for the area as well as activities based on new technology and communications, and others that draw on and support the area's distinctive and special features. Tourism remains

an important part of the local economy, generating money that benefits a wide section of the local community.

The area is widely recognised as leading in environmentally sustainable practice. Various forms of renewable energy are produced and used, although not at the expense of the key qualities that give the area its special character. Effective local food and products networks are in operation. Alternative forms of transport to the car are available and widely used by both visitors and residents. New buildings and roads are only located where they would be sustainable in the long term in respect of coastal erosion and salt and freshwater flood risk.

All forms of pollution are low. Water quality is high and water is used and managed efficiently with maximum benefits to the local environment. Generation of waste is minimised and waste is used as a resource wherever possible.

## Five year objectives and policies

The five year objectives and policies for sustainable communities are designed to achieve the 20 year vision:

### C1. Communities have maintained and strengthened their diverse, distinctive and thriving character:

- C1.1 Support sustainable local communities;
- C1.2 Use services and products from the local area where possible, in order to enhance sustainability;
- C1.3 Increase the contribution of second home owners to maintaining sustainable local communities; and
- C1.4 Ensure that coastal decision makers understand the impacts of coastal change on coastal communities and that their needs are taken into account in policy development.

### C2. Local residents, especially young people, increasingly value the special qualities of the area and understand how it is managed:

- C2.1 Continue to develop communication with local communities about the area and the Norfolk Coast Partnership;
- C2.2 Encourage and support schools in the area to raise young people's awareness of the special qualities of the area; and
- C2.3 Continue to provide opportunities for local people to be involved in the work of the Norfolk Coast Partnership.

### C3 The infrastructure to support sustainable community life has been further developed:

- C3.1 Ensure viable alternatives to the car are available for transport in the area and access within and between settlements; and
- C3.2 Aim for an agreed approach to managing the development of renewable energy technologies that could affect the area's natural beauty.

## Other relevant plans and initiatives<sup>29</sup>

### Other relevant plans and initiatives involving partner organisations that can help to achieve objectives and implement policies for this theme include:

- Local Development Frameworks and development control (local planning authorities);
- Catchment Flood Management Plans (Environment Agency);
- Wash Estuary Management Strategy (Wash Estuary Strategy Group);
- Broads Plan (Broads Authority);
- Shoreline Management Plans (Environment Agency/local authorities);
- Coastal Management Plan (North Norfolk District Council);
- Local economic and tourism strategies (local authorities, Norfolk Tourism);
- Regional economic and tourism strategies (East of England Development Agency, East of England Tourism);
- Economic Development Strategies (local authorities);
- AONB Sustainable Development Fund (Norfolk Coast Partnership);
- Norfolk Coast and Broads RDPE Leader programme (Local Action Group);
- Norfolk Coast Transport Strategy (Norfolk County Council);
- Norfolk Coast Local Products Guide (Norfolk Coast Partnership); and
- Other local products networks.



## 3.5 Access and recreation

### INTRODUCTION

**The area has long had a strong attraction for visitors based on its qualities of tranquillity, its sense of remoteness and wilderness (for parts of the coast), the character and charm of its landscapes and settlements, and its wildlife. Historical and cultural attractions such as Sandringham, Holkham Hall, Felbrigg Hall and the North Norfolk Railway add to this attraction, as does its growing reputation for high quality local produce and eating places.**

The Peddars Way and Norfolk Coast Path National Trail<sup>25</sup> provides a key access route through the area from Sedgeford to Cromer, and other local and regional trails provide further opportunities. The Norfolk Coast Cycleway<sup>26</sup> runs through the area, forming part of the Sustrans National Route 1 and Regional Route 30<sup>27</sup>.

Parts of the area, particularly the North Norfolk Heritage Coast, are heavily used for a wide range of recreational activities, by local people and those who live within easy travelling distance as well as visitors from further away, either on day visits or longer stays. The effects of increasing numbers of visitors and recreational use on the area was one of the main concerns that led to the setting up of a partnership of organisations for its management in 1991.

These activities benefit the health, well-being and quality of life of those taking part, as well as helping to support the local economy in many cases. Those using the marine environment are especially important and well established, in particular sailing, but also including other forms of boating, windsurfing, wildfowling and angling. The area is also popular for more informal activities such as short walks, walking dogs, cycling, browsing in villages and scenic drives, by both local residents and visitors.

The tourism industry, for which the area's environment and natural beauty is the key asset, now plays a more important part in the local economy than 'traditional industries' such as farming, fishing and boat building, although it's strength is linked to their influence and products. A study in 2000<sup>28</sup> estimated that annual visitors to six nature reserves on the north Norfolk coast spent £5.3 million on the day of their visit and £20.8 million during their trip as a whole. Tourism supports many local jobs directly as well as other businesses indirectly, and helps to support community services such as village shops, post offices and pubs. It also helps to support nature conservation management activity on important sites in the area.

However, tourism can generate potential sources of conflict, with general growth aspirations driven by economic forces in opposition to the need for environment conservation and maintaining the fabric of the community itself. In order to achieve a truly sustainable tourism destination, the behaviour and impact of visitors, both positive and negative, need to be fully understood and reflected in visitor management plans and policies.

The majority of visitors still reach and move around the area via the road network, although many alternatives are available, and traffic levels and infrastructure can have significant impacts on landscape and tranquillity.

#### Issues arising from the assessment of current condition of the area's natural beauty

The assessment of the current condition of the natural beauty of the area has highlighted one key issue related to access and recreation:

- Decline in some key bird species in the North Norfolk Coast Special Protection Area (SPA) may be linked to recreation pressures.



### Potential impacts of key external pressures for change

**Each of the four key external pressures for change (coastal processes, climate change, development pressures and global markets and national and international policy) affect access and recreation in the area:**

#### 1. Coastal processes

Wash coastline, North Norfolk Heritage Coast, Sea Palling to Winterton – primarily flooding.

Weybourne to Bacton – primarily erosion.

##### Impacts (current/anticipated)

- Loss of coastal access (coastal footpaths and access to beaches).

#### 2. Climate change

##### Impacts (current/anticipated)

- Uncertain – warmer coastal climate may attract more visitors, with more potential impacts on sensitive habitats and species, but increased storminess or other as yet unanticipated changes might reduce numbers; and
- Rate of coastal change effects (acceleration) through sea level rise.

#### 3. Development pressures

Consideration of future housing development close to the AONB and within range of a day visit suggests visitor numbers are likely to increase in future.

There are no reliable estimates for the total numbers of people visiting the AONB, or for areas within it such as the North Norfolk Heritage Coast. Estimates available for some individual sites and attractions, together with traffic count figures on the A149 coast road and the Peddars Way and Norfolk Coast Path National Trail, suggest that numbers have probably been fairly stable recently after increasing during the 1990s.

As examples of the scale of numbers at some sites, Titchwell Marsh, Cley Marshes and Lady Anne's Drive at Holkham are estimated to receive up to about 1,000,000 visitors per year, whilst higher numbers are also estimated for others such as Sheringham Park (180,000) and Blakeney and Morston quays (140,000).

Within the mix of more traditional recreational activities such as sailing and other forms of boating, windsurfing, wildfowling, sea angling, walking, cycling, walking dogs, browsing in villages and scenic drives, new recreational activities may arise either as short term fashions or more permanent features of the recreational scene. A recent example is kite-based activities such as kite-buggying, kite-surfing or 'kite-jumping'. It is difficult to predict new activities and the opportunities and pressures they may bring and they should be managed in a way that is compatible with existing activities and conservation of the area's natural beauty.

#### Impacts (current/anticipated)

There are already known pressures and impacts on some sensitive habitats and species at some locations, particularly in the North Norfolk Heritage Coast e.g. grey dunes and beach nesting birds. Impacts on ground-nesting, feeding and roosting birds from people walking dogs is a contentious issue on some sections of coast, which would benefit from further research and action. Dog mess is also a recognised problem in many parts of the area, which affects people's enjoyment of natural beauty. Other impacts also exist to a lesser or greater extent in certain locations.

An increase in visitor numbers could potentially result in:

- Exacerbation of existing impacts on sensitive wildlife habitats and species, and extension to other areas. Impacts may be worsened in combination with other pressures, such as those arising from climate change, and may affect habitats and species covered by European designations;
- Possible increased damage to some archaeological sites;
- Increase in visitor traffic and associated impacts – erosion of tranquillity, pressures for signage and infrastructure (visual / landscape character impacts), increased local air pollution and carbon emissions, increased congestion and impacts on settlement character;
- Increasing noise and disturbance from some recreational activities (e.g. aircraft, jet-skis);
- Possible increase in litter; and
- Conflicts between different recreational activities.

Although there is a likelihood of impacts, there is limited information available to predict likely increases in numbers, potential impacts and areas of most sensitivity.

There is limited influence available to partners over regional policy and less over national policy on housing growth. Some influence may be available through consideration of potential impacts of regional plans on European designated sites and features.

Further influence is available to local partners on promotion of the area, though this is limited because of promotion by national and local media and private businesses. Since tourism is a very important part of the local economy, **how** the area is promoted is the key.

#### 4. Global market forces and national and international policy

Provisions for improving public access to and along the coast under the Marine and Coastal Access Bill<sup>24</sup> are currently being developed, led by Natural England. It will be important to ensure that this is done in such a way that wildlife, habitat and landscape sensitivities are taken fully into account and that public enjoyment and understanding of the coast is enhanced at the same time.

##### Impacts (current/anticipated)

- Improved public access to the coast may increase visitor numbers to newly accessible sites and across the area in general.



#### Vision of the future for access and recreation

##### A 20 year vision for access and recreation in the area sets the scene and guides the activities of the Norfolk Coast Partnership:

The Norfolk Coast is a place where people can refresh both body and soul. Tourism, recreation and enjoyment of the area provide benefits to both its communities and landscape.

Recreation by both visitors and local residents, including long-standing traditional activities for the area, is managed in a way that provides opportunities for

everyone to experience and enjoy the special qualities of the area without conflicting with those qualities or with other people's enjoyment of them.

Public access routes and areas, both statutory and discretionary, form an integrated network. Information on these, and on areas suitable for a variety of recreational activities, is easily and freely available to the public.

#### Five year objectives and policies

The five year objectives and policies for access and recreation are designed to achieve the 20 year vision:

##### A.1 Information on visitors and local recreation has been improved:

- A1.1 Develop understanding about current and future visitor numbers, behaviours, visit profiles and recreational activities, focusing mainly on coastal Natura 2000 sites (joint activity with Wash and North Norfolk Coast European Marine Site Management Scheme, Wash Estuary Strategy Group and National Trail in eastern Wash coast and North Norfolk Heritage Coast) and manage these pressures to avoid significant negative effects.

##### A.2 Awareness and understanding within the tourism sector and local communities of the importance and sensitivities of key species and habitats has been raised, particularly for coastal Natura 2000 sites:

- A2.1 Work with the tourism sector and local communities to develop consistent messages about sensitive use of parts of the area that share key characteristics and pressures and ensure these are supported and promoted (joint activity with Wash and North Norfolk Coast European Marine Site Management Scheme, Wash Estuary Strategy Group and National Trail in eastern Wash coast and North Norfolk Heritage Coast).

##### A.3 More co-ordinated management measures for sustainable enjoyment of the area have been developed with the tourism sector and local communities:

- A3.1 Develop improved management of recreation activities that impact on sensitive habitats and wildlife (joint activity with Wash and North Norfolk Coast European Marine Site Management Scheme, Wash Estuary Strategy Group and National Trail in eastern Wash coast and North Norfolk Heritage Coast);
- A3.2. Ensure that harbours are used in a responsible manner, with due regard to the sensitive habitats and wildlife;
- A3.3. Ensure that opportunities, information and incentives for visitors to enjoy the area without using the car are easily available and developed as appropriate;
- A3.4. Take opportunities using existing mechanisms e.g. Public Rights of Way Improvement Plan, Environmental Stewardship and other discretionary access, to improve the area's access network to enhance sustainable enjoyment;

A3.5. Continue to develop and implement the Norfolk Coast Transport Strategy to manage traffic and transport issues and activities in the area;

A3.6. Provide appropriate levels of visitor facilities at key sites, including for visitors with restricted mobility; and

A3.7. Ensure opportunities and information are easily available for everyone, including those with restricted mobility, to enable enjoyment of the range of the area's natural beauty sensitively and encourage suitable activities away from sensitive areas.

#### Other relevant plans and initiatives<sup>29</sup>

##### Other relevant plans and initiatives involving partner organisations that can help to achieve objectives and implement policies for this theme include:

- Local and regional tourism strategies and promotion (local authorities, Norfolk Tourism, East of England Tourism);
- Shaping Norfolk's Future;
- Peddars Way and Norfolk Coast Path National Trail Framework for Development 2008-13 and annual action plans;
- Norfolk Coast Transport Strategy (Norfolk County Council);
- Wash and North Norfolk Coast European Marine Site Management Scheme;
- Wash Estuary Management Strategy (Wash Estuary Strategy Group);
- Broads Plan (Broads Authority);
- Rights of Way Improvement Plan (Norfolk County Council);
- Economic Development Strategies (local authorities);
- Health and Well-being Policy (Natural England);
- Landscape Policy (Natural England);
- Policy Position Statement on Coastal Access (Natural England); and
- 'Outcome 2' People and the Outdoors Policy (Natural England).

## 3.6 Principles for partnership management

The principles for partnership management describe how the Norfolk Coast Partnership will operate with regard to management of the AONB. Partners will take account of and promote the statutory duty to have regard for the conservation and enhancement of natural beauty when preparing and implementing plans and projects for other functions not directly related to this statutory purpose.

### Managing and adapting to change

The Norfolk Coast Partnership recognises that many of the area's key natural beauty characteristics are the result of change, either natural or man-made. Partners will not seek to preserve the area in a fixed state, but will aim to manage change in a way that conserves these key characteristics.

In order to manage change effectively, the Norfolk Coast Partnership will seek to continue to understand the processes driving change affecting the area's natural beauty and communities and their implications for the area and to share this understanding with others.

### Sustainable development

When making and implementing management decisions in or affecting the AONB, the Norfolk Coast Partnership will seek to use the best available information to ensure that future generations are not tied in to local options that are unsustainable for the foreseeable future, in environmental, technical, economic and social terms.

Partners will seek to ensure that they take appropriate responsibility for changes needed to ensure global and local sustainability, including reduction of energy use and production of greenhouse gases, reduction in use and better recycling of resources, control and reduction of pollution, reduction and management of waste; and to do so in ways that do not significantly damage, and which preferably conserve and enhance, the area's natural beauty.

### Commitments to partnership management

This has resulted in broad commitments describing a general approach and way of working in the AONB for organisations involved in its management.

### Five year objectives and policies

The five year objectives and policies for partnership management are designed to achieve the 20 year vision:

#### P1. Partners take an active role in implementation of the Management Plan:

- P1.1 Partner membership will be assessed and an appropriate partner group maintained;
- P1.2 Partners will communicate regularly about the Management Plan and Action Plan progress;
- P1.3 Partners will understand and respond to key external pressures for change on the area, whilst aiming to ensure that pressures for change do not adversely affect the AONB; and
- P1.4 Partners will measure changes to the state of the AONB and respond appropriately if negative changes are found.

#### P2. The Norfolk Coast Partnership communicates a consistent brand and message:

- P2.1 The Norfolk Coast Partnership will maintain defined brand guidelines.

#### P3. The Norfolk Coast Partnership maintains national and international links:

- P3.1 The Norfolk Coast Partnership will participate in the wider family of AONBs;
- P3.2 The Norfolk Coast Partnership will assess and maintain other designations within the area, that help to achieve the objectives of AONB management; and
- P3.3 The Norfolk Coast Partnership will help to source and obtain funding for actions, if required.



### Vision of the future for partnership management

#### A vision for partnership working sets the scene and guides the activities of the Norfolk Coast Partnership:

Those responsible for making decisions and managing activities that affect the area, as well as everyone living in, working in or visiting it, are aware of its special qualities and how they can contribute towards maintaining these.

There is a committed and effective partnership between different organisations and interests, within which all work towards agreed aims and objectives. This partnership acts to prevent things that would be detrimental to the area, to address problems that may

affect its special character and to take advantage of opportunities for appropriate development.

There is good communication within and between organisations managing the area, and between them and the wider public. The knowledge and views of local people are sought and taken into account in making important decisions.

Individuals and communities work together where necessary for the benefit of the whole community or a wider area.

**P4. The Norfolk Coast Partnership operates effectively:**

- P4.1 The AONB Management Plan, including the Action Plan, will focus on the statutory purpose of designation for AONBs i.e. the conservation and enhancement of the area's natural beauty, and the wider objectives for Heritage Coasts in the relevant area. Natural beauty is understood by the Partnership as comprising the area's distinctive landscape character, biodiversity and geodiversity, historic and cultural environment;
- P4.2 In aiming to meet the statutory purpose of designation, the Norfolk Coast Partnership will take account of the needs of agriculture, forestry, fishing and other local rural industries, and of the economic and social needs of local communities, paying particular regard to promoting sustainable forms of social and economic development that in themselves conserve and enhance the area's natural beauty;
- P4.3 The Norfolk Coast Partnership will seek to meet the demand for recreation so far as this is consistent with the statutory purpose of conserving and enhancing the area's natural beauty and meeting the conservation objectives— and which preferably supports this purpose by increasing understanding, valuation and care for the area – and is also consistent with the needs of rural industries;
- P4.4 Partners will take account of and promote the statutory duty to have regard for the conservation and enhancement of natural beauty when preparing and implementing plans and projects for other functions not directly related to this statutory purpose;
- P4.5 The Norfolk Coast Partnership recognises that many of the area's key characteristics that we value are the result of change, either natural or man-made. They will not seek to preserve the area in a fixed state, but will aim to manage change in a way that conserves the area's key characteristics of natural beauty;
- P4.6 In order to manage change effectively, the Norfolk Coast Partnership will seek to continue to understand the processes driving change affecting the area's natural beauty and communities and their implications for the area, and communicate this understanding to all stakeholders;
- P4.7 When making and implementing management decisions in or affecting the AONB, the Norfolk Coast Partnership will seek to use the best available information to ensure that future generations are not tied in to local options that are unsustainable for the foreseeable future, in environmental, technical, economic and social terms;

- P4.8 Partners will seek to ensure that they contribute their fair proportions to the changes needed to ensure global and local sustainability, including reduction of energy use and production of greenhouse gases, reduction in use and better recycling of resources, control and reduction of pollution, reduction and management of waste; and to do so in ways that do not significantly damage, and which preferably conserve and enhance, the area's natural beauty;
- P4.9 Partners will recognise and refer to the AONB as a statutory designation, and the Management Plan and relevant associated guidance, in all new plans relating to the area;
- P4.10 Partners will support and participate in the Norfolk Coast Partnership for the overall benefit of the AONB and will use statutory powers, existing schemes and initiatives to help to meet AONB objectives and implement policies;
- P4.11 Partners will involve the public in significant decisions affecting their interests in the AONB, and will work with and communicate with each other and with communities, and facilitate working between communities, for the benefit of the AONB;
- P4.12 The Norfolk Coast Partnership will continue to develop clear frameworks and systems for monitoring and communicating change in the area, the impacts of management actions, and progress on the Management Plan;
- P4.13 The Norfolk Coast Partnership will co-ordinate and communicate relevant information and best practice locally, nationally and internationally;
- P4.14 The Norfolk Coast Partnership will develop and promote guidance where necessary to achieve coordinated and consistent management to conserve and enhance the area's natural beauty; and
- P4.15 Partners will recognise the AONB as an entity in management terms, and seek to manage it holistically and in partnership to achieve objectives and to implement policies and actions in the Management Plan.

Photo: Andy Hay  
(rspb-images.com)

“Oh when the  
**early morning** at the seaside  
Took us with **hurrying steps**  
from **Horsey Mere**  
To see the **whistling**  
**bent-grass** on the leaside  
And then the **tumbled**  
**breaker-line**  
appear...”

SIR JOHN BETJEMAN  
EAST ANGLIAN BATHE, 1945

# 4. Taking the plan forward

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## 4.1 Monitoring progress

**This document, i.e. the Strategy, including the visions, objectives and policies, will continue to be reviewed at five-yearly intervals, so the next plan will be published in 2014. A new five year Action Plan will also be prepared as part of this review, based on the objectives and policies. This will enable the plan to continue to adapt to changing circumstances as necessary.**

### Monitoring the condition of the area's natural beauty

Monitoring of the condition of the area, in terms of the state of its natural beauty, is covered in 'A special place'. The assessment of current condition is based on a set of indicators, which are limited by currently available information and by resources required to survey and set up new indicators specifically for the area and to repeat surveys at five yearly intervals.

The current condition includes some assessment of trends, where information is available to support this. The assessment will be repeated before the next review of the AONB Management Plan i.e. at approximately five years from the assessment presented in this plan, and published as part of the review. In this way, the condition monitoring will continue to provide input to management of the area. In addition, some actions have been identified within the Action Plan for 2009-14 to improve information for monitoring the condition of the area's natural beauty.

Over time this will enable a better understanding of what is happening in the area, how it is changing and the causes of the changes. Information will enable more effective partnership working by providing a sound basis for making decisions on how to try to influence and manage those changes.

### Monitoring implementation of the Management Plan

The objectives, policies and actions within the 2009-14 Management Plan have all been formulated with the intention of conserving and enhancing the area's natural beauty, which is the focus of the plan. It may not always be possible to relate observed improvements in the condition of natural beauty to specific policies or actions, but maintenance and improvement of the area's natural beauty observed through condition monitoring should provide a strong indication that policies and actions are having a positive effect. Similarly, negative changes will highlight aspects where further consideration is required in the next five year plan.

The objectives and policies are drawn from the issues (including those arising from the condition assessment), and from the vision for the AONB and its management. During the public consultation period, an AONB Action Plan based on these objectives and policies was developed by partners, also taking account of input from the public. The Action Plan sets out specific agreed actions where necessary and assigns priorities to these actions looking five years ahead. The Strategy also identifies existing partner plans and initiatives that can help to implement policies and achieve objectives.

While objectives and policies will remain unchanged over the five years of the plan, the Action Plan will be regularly updated and reviewed to take account of actions completed and to allow review and updating of actions and priorities.

Monitoring of progress on the Action Plan will be done through a review by partners and there will be a publicly available document to show actions completed, in progress, modified or added. An annual progress report will also be published.

*Photo: Britain on view  
Broad horizon: this plan will help  
their children enjoy similar experiences*

## 4.2 A beginning, not the end

The Norfolk Coast Area of Outstanding Natural Beauty is a unique area, loved and valued by local residents and visitors from near and far. Management of the area is complex, involving private landowners and managers as well as a large number of organisations with specific roles and powers.

Many people, both interested individuals and representatives of organisations and interests with a part to play, have put much time and effort into producing this plan. But it is a beginning, rather than an end.

This Management Plan provides a framework within which all the interests involved can work in partnership to conserve and enhance the special qualities of the area. For the plan to be effective there needs to be wide understanding and appreciation of the area, its character and the factors affecting it, and commitment to the plan itself.

This commitment is shown by the formal endorsements from partners (see inside front cover). These organisations undertake to work towards the vision for the AONB set out in this plan, follow the policies in the plan as a way of working in the AONB, and work together towards achievement of the plan's objectives through the Action Plan that complements this Strategy.

The Action Plan sets out steps to achieving the objectives, and will be reviewed each year. The challenge now is to maintain the commitment that produced this plan, to ensure that real action and improvements come out of it. Continued involvement in the implementation and review of the Action Plan by all the partners will achieve this and drive the Management Plan forward.

But the plan is more than a framework for the partners who have endorsed it. Whether you are an individual living in, working in, or visiting the area, a local representative of interests or a decision maker for the area, this is a plan intended to help you play your part in the sustainable management of the Norfolk Coast Area of Outstanding Natural Beauty.

By working together and using the framework provided, a secure and sustainable future for the Norfolk Coast Area of Outstanding Natural Beauty will be achieved.

### **What you do will make a difference.**

Photo: Haydn Rogers /NCP  
Unique and well loved:  
Staithe Street, Wells

Special thanks for help in the production of this document to the partners, the community, The Click Design Consultants, Kate Collins (Shields Flynn), Carrie Mackay (Natural England), Oliver Riviere and Julia Rafferty (Wells Library and Learning Centre) and her students.



# Appendix 1

## GLOSSARY OF TECHNICAL TERMS

The following brief definitions and information are intended to assist non-specialist readers with the more technical terms used in this document:

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# Appendices

### Affordable housing

The Government defines this as including social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable housing should meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices; and include provisions for:

- (i) the home to be retained for future eligible households; or
- (ii) if these restrictions are lifted, for any subsidy to be recycled for alternative affordable housing provision (Department of Communities and Local Government – ‘Delivering Affordable Housing’ 2006).

### Agri-environment schemes

Grant schemes supporting farmers and land managers in providing environmental benefits according to set criteria as part of farming or management operations. In England, this is the Environmental Stewardship Scheme.

### Area of Outstanding Natural Beauty (AONB)

Areas of Outstanding Natural Beauty were created at the same time as the National Parks and National Trails of England and Wales, under the National Parks and Access to the Countryside Act 1949. The statutory purpose of their designation under this Act is to conserve and enhance their ‘natural beauty’, which is recognised as largely a product of man’s use of the land over time. There are currently 40 AONBs in England and Wales, and 9 in Northern Ireland. National Parks

share this purpose but have the additional statutory purpose of facilitating outdoor recreation.

### Biodiversity, Biodiversity Action Plan (BAP)

Biodiversity is the richness and diversity of animal and plant life and the interactions between them. Biodiversity Action Plans are produced nationally, regionally and locally. They focus on characteristic and rare habitats and species for that area and how to conserve these assets.

### Biofuels and biomass

Biofuels are gases or liquids (currently methane, alcohols and biodiesel) which may be made from agricultural crops or waste.

Biomass is solid material e.g. woodchip or dried vegetable material such as elephant grass (*miscanthus*), used to provide heat by burning, which may also be used to produce electricity.

### Bittern Line

A train line which runs between Norwich and Sheringham. It operates as a successful Community Rail Partnership, which involves the community as well as the private railway company.

### Coasthopper

Successful bus service currently operated by Norfolk Green. Runs very regular services between Hunstanton and Sheringham, with connections and extensions on some services to King’s Lynn and Cromer.

### Countryside and Rights of Way (CROW) Act

Passed in 2000, the Act consists of four parts. Part I contains measures to improve public access to the open

countryside and registered common land (‘open access’); Part II amends the law relating to rights of way; Part III amends the law relating to nature conservation by strengthening protection for Sites of Special Scientific Interest and provides a basis for the conservation of biological diversity; Part IV provides for better management of Areas of Outstanding Natural Beauty, including a duty of care for public bodies and a duty to produce AONB Management Plans.

### Countryside Quality Counts

A scheme initiated by the Countryside Commission in the 1990s, which aims to assess and monitor change in the character of the English countryside by using a range of publicly accessible data.

### Countryside Stewardship Scheme (CSS)

An agri-environment scheme formerly operated in England by the Rural Development Service section of the Department for Environment, Food and Rural Affairs (Defra). Replaced by Environmental Stewardship in 2005, but the 10-year CSS agreements continue until their expiry date, when they may be renegotiated as Higher Level Scheme (HLS) agreements under Environmental Stewardship.

### County Wildlife Site

Sites agreed locally (in Norfolk through the Norfolk Wildlife Trust and local authorities) that although possibly not of Site of Special Scientific Interest standard, are nevertheless of local significance for their wildlife habitats and species. Although not statutory, the status carries weight within the planning system.

**Environmental Stewardship (ES)**

Agri-environment scheme for England introduced in 2005 and administered by Natural England, replacing Countryside Stewardship. The scheme has three elements: Entry Level Stewardship (available to all farmers and land managers), Organic Entry Level Stewardship and Higher Level Stewardship. The latter is a points-based scheme that rewards farmers and land managers who undertake more ambitious environmental management in key target areas.

**European Marine Site**

A marine area, including intertidal areas, designated under the European Union Habitats Directive<sup>17</sup> as a Special Area of Conservation or a Special Protection Area.

Unlike on land where SACs and SPAs are underpinned by Sites of Special Scientific Interest, there is no existing legislative framework for implementing the Habitats Directive in marine areas. Therefore the Regulations have a number of provisions specifically for new responsibilities and measures in relation to marine areas.

The Wash and North Norfolk Coast European Marine Site consists of a large marine and intertidal area from Gibraltar Point on the northern edge of the Wash to Weybourne on the north Norfolk coast.

**Geodiversity**

The variety of rocks, fossils, minerals, landforms and soils along with the natural processes that shape the landscape.

**Greenhouse gases**

Gases in the atmosphere, both natural and produced by man's activities, that allow radiation from the sun to reach the Earth's surface but reflect the different frequencies of heat radiation that are emitted back from the Earth.

Greenhouse gases are essential to maintaining the temperature of the Earth but an increase in their concentration causes warming of the atmosphere. The most prominent greenhouse gas is carbon dioxide, which is produced by burning fossil fuels such as coal, oil and gas but other gases such as methane, although present in lower concentrations, have a more powerful greenhouse effect.

**Heritage Coast**

Heritage Coasts are the finest scenic areas of undeveloped coast in England and Wales. These non-statutory definitions have been agreed between the former Countryside Commission and local authorities. 32% (1,027km) of English coastline is defined as Heritage Coasts, most of which are within National Parks or Areas of Outstanding Natural Beauty.

**Historic Parks and Gardens**

A statutory designation administered by English Heritage, important in a national context both in terms of their contribution to landscape character and as a historical record of landscape design. The majority of the 1,450 sites on the register are designated Grade II. Around 30% of sites are recognised as being of exceptional historic interest and are awarded Grade II\* status. A further 10% are of international importance, and are classified as Grade I.

**Listed building**

Buildings designated by English Heritage as being of national importance architecturally, historically or as groups of buildings. Grade I buildings are of exceptional interest, sometimes internationally important. Grade II\* buildings are particularly important buildings of more than special interest. Grade II buildings are nationally important and of special interest. All buildings built before 1700 which

survive in anything like their original condition are listed, as are most of those built between 1700 and 1840. The criteria become tighter with time, so that post-1945 buildings have to be exceptionally important to be listed. A building has normally to be over 30 years old to be eligible for listing.

**Local Development Framework**

A Local Development Framework is a folder of local development documents that outlines how planning will be managed in a district/borough, unitary or National Park authority area. Under the Planning and Compulsory Purchase Act 2004, Local Development Frameworks, together with higher level Regional Spatial Strategies, replace Local Plans and County Structure Plans.

**Natura 2000**

A network of sites designated as Special Protection Areas or Special Areas of Conservation, which are intended to form a coherent ecological network of protected areas throughout the European Union to conserve and enhance its special and characteristic biodiversity.

**Regionally Important Geological/ Geomorphological Sites (RIGS)**

Non-statutory geological or geomorphological sites designated by the Geological Society of Norfolk for their value to Earth heritage; they are the geodiversity equivalent of a County Wildlife Site.

**Rural Development Programme for England (RDPE)**

The Rural Development Programme for England (2007-13) results from revision of the European Union's Common Agricultural Policy. Most of the funding available through the scheme is channelled towards land managers through Environmental Stewardship (via Natural England), together with

the English Woodland Grant Scheme (via the Forestry Commission). Another section of funding is channelled through the Regional Development Agencies for rural development programmes that use a 'Leader' approach (involving the community in developing and operating a programme that takes account of local needs) through a competitive bidding process within the English regions.

**Seascapes, skylscapes**

A seascape is a defined area embracing open sea, shoreline and land adjacent to the coast where a combination of physical and natural resources, cultural features and less tangible economic and cultural associations exist. The character and qualities of a seascape is the expression of how these features or relationships interact either individually or collectively.

A skyscape is a view in which the sky plays a significant or dominant role in the experience, either during daylight or at night, in which the colours and forms of sky and clouds or star patterns are an essential and dominant aspect of the viewing experience.

**Scheduled monument**

A designation administered by English Heritage covering the whole range of archaeological sites, not always ancient or visible above ground. Scheduled monuments range from prehistoric standing stones and burial mounds, through the many types of medieval site – castles, monasteries, abandoned farmsteads and villages – to the more recent results of human activity, such as collieries and wartime pillboxes. Only deliberately created structures, features and remains of national importance are scheduled, and even then only if it is the best means of protection.

**Site of Special Scientific Interest (SSSI)**

SSSIs are statutory designations representing Great Britain's best wildlife and geological sites (the equivalent in Northern Ireland is Areas of Special Scientific Interest (ASSIs)) and include some of our most spectacular and beautiful habitats. SSSIs in England are designated and administered by Natural England. Over half of the sites in England, by area, are internationally important for their wildlife, and designated as Special Areas of Conservation (SACs), Special Protection Areas (SPAs) or Ramsar sites. Many SSSIs are also National Nature Reserves (NNRs) or Local Nature Reserves (LNRs).

**Special Area of Conservation (SAC)**

A site designated under the European Union Habitats Directive 1992 for specified rare, threatened, or typical natural habitats and species in a European context.

**Special Protection Area (SPA)**

A site designated under the European Union Birds Directive 1979 for its rare or vulnerable bird species in a European context.

**Sustainable/sustainability/ sustainable development**

Sustainability is a concept which deals with mankind's impact, through development, on the environment. Sustainable development is often defined as "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (from the 1987 Brundtland Report).

In its current sustainable development strategy, the UK Government sets out the five principles of sustainable development as: living within environmental limits; ensuring a strong, healthy and just society; achieving a sustainable economy; using

sound science responsibly; promoting good governance.

Any activity which we can predict will have unacceptable environmental or social consequences in the future, or which will not be possible to maintain financially, is not a sustainable activity.

**UK Climate Impacts Programme (UKCIP)**

The UK Climate Impacts Programme was established in 1997, based at the Environmental Change Institute at Oxford University, to help co-ordinate scientific research into the impacts of climate change and to share the outputs in ways that are useful to organisations in adapting to those unavoidable impacts.

UKCIP publishes climate change scenarios on behalf of the Government. These show how the UK's climate might change in this century. The UKCIP02 climate change scenarios are widely used in research into the impacts of climate change. The next set of climate change information, UKCIP09, is expected in summer 2009.

**Water Framework Directive**

A European Union Directive that came into force in 2000, which requires all inland and coastal waters to reach "good status" by 2015. It will do this by establishing a river basin district structure within which demanding environmental objectives will be set, including ecological targets for surface waters.

The European Water Framework Directive gives us a new opportunity to plan for and deliver a better water environment, focussing on ecological outcomes. Successful implementation of the Directive will go a long way to protecting and enhancing the quality of our groundwater, rivers, lakes, estuaries and coasts.



## Appendix 2 REFERENCES

**Note: The following reference numbers refer to superscript numbers in the main document text. Most of the references are in the form of web site addresses, since these are generally the most easily accessible source of the information. For sources not available via the web, or if you are unable to access information by this means, Norfolk Coast Partnership staff will be pleased to help you gain access to the information you require if you contact the office (see back cover).**

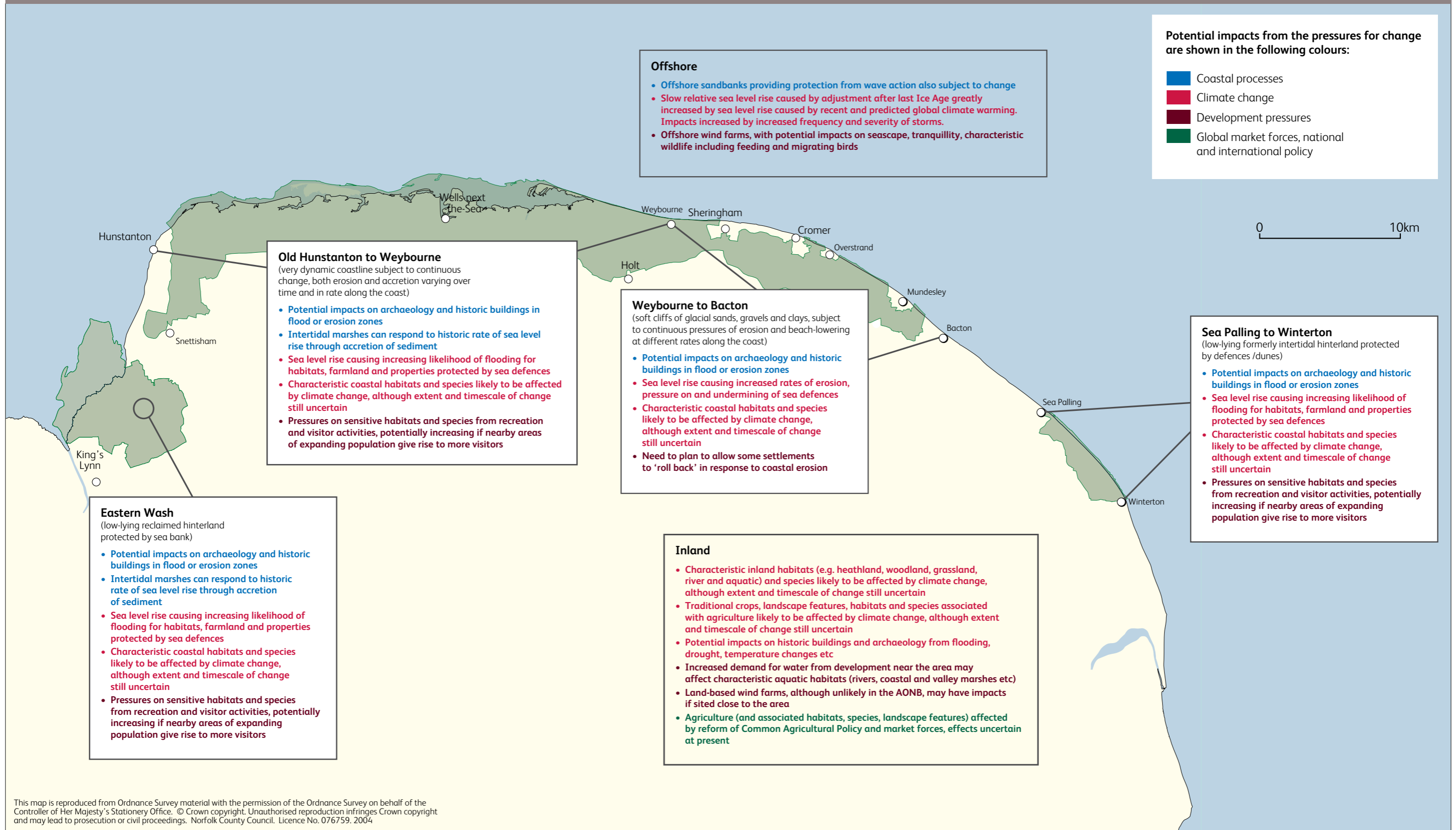
1. National Parks and Access to the Countryside Act, 1949. Can be found on the web site of the Office of Public Sector Information (OPSI) – <http://www.opsi.gov.uk>
2. Countryside and Rights of Way Act, 2000. Can be found on the web site of the Office of Public Sector Information (OPSI) <http://www.opsi.gov.uk>
3. Heritage Coasts. Further information on Heritage Coasts can be found via the Natural England web site <http://www.naturalengland.org.uk>
4. Designation History of the Norfolk Coast AONB (Ray Woolmore / Countryside Agency, 2001). Summary in supporting information to this plan. Full document including copies of original documents available for viewing at the Norfolk Coast Partnership office, copy with references only available on request.
5. Norfolk Coast Sustainable Development Fund. Further information can be found on the Norfolk Coast Partnership web site <http://www.norfolkcoastaonb.org.uk>
6. Norfolk Coast and Broads Rural Development Programme. Further information can be found via the Norfolk Rural Business Advice Service web site – <http://www.ruraladvice.co.uk>
7. Norfolk and Suffolk Broads Act, 1988. Can be found on the web site of the Office of Public Sector Information (OPSI) <http://www.opsi.gov.uk>
8. Wash and North Norfolk European Marine Site Management Scheme. Further information can be found via the scheme's web site – <http://www.esfjc.co.uk/ems.htm>
9. Wash Estuary Strategy (Wash Estuary Strategy Group). Further information can be found via the scheme's web site <http://www.washestuary.org.uk>
10. Norfolk Coast AONB Management Plan 2004-09 (Norfolk Coast Partnership, 2004). Available via the Norfolk Coast Partnership web site – <http://www.norfolkcoastaonb.org.uk> or hard copy available from the office on request.
11. Town and Country Planning System. How the system operates to plan and manage development is undergoing a process of change. An explanation of the system and its development can be found via Wikipedia at [http://en.wikipedia.org/wiki/Town\\_and\\_country\\_planning\\_in\\_the\\_United\\_Kingdom](http://en.wikipedia.org/wiki/Town_and_country_planning_in_the_United_Kingdom)  
At the time of compilation of these references, this did not include the 2008 Planning Act, information on which can be found on the web site of the Department for Communities and Local Government – <http://www.communities.gov.uk>
12. The Norfolk Coast Landscape - an assessment of the Area of Outstanding Natural Beauty (Countryside Commission, CCP 48, 1995). Now out of print. A summary of the development and significance of the landscape, derived from this document, is provided in supporting information to this plan. A copy of the 1995 document is available on request from the Norfolk Coast Partnership office.
13. European Landscape Convention. Further information can be found on the Council of Europe web site [http://www.coe.int/t/dg4/cultureheritage/Conventions/Landscape/florence\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/Conventions/Landscape/florence_en.asp)
14. Coastal Habitat Management Plans (CHaMPs). Further information, including the CHaMPs for the North Norfolk Coast and Winterton Dunes, can be found via the Natural England web site – <http://www.eclife.naturalengland.org.uk>
15. UK Climate Impacts Programme (UKCIP). For further information (revised 2009 predictions) see web site – [www.ukcip.org.uk](http://www.ukcip.org.uk)
16. Population figures derived from 2004 estimates on Norfolk Insight web site, based on national census data (Norfolk County Council / Office of National Census) – <http://www.norfolk.gov.uk>
17. East of England Plan (May 2008). Available on the web site of the Government Office for the EST OF England (GOEast) <http://www.go-east.gov.uk>
18. Norfolk Biodiversity Action Plan (Norfolk Biodiversity Partnership). Information on biodiversity and its conservation, on action plans for species and habitats in Norfolk, and the Norfolk Non-Native Species Initiative can be found on the Norfolk Biodiversity Partnership's web site – [www.norfolkbiodiversity.org](http://www.norfolkbiodiversity.org)
19. Common Agricultural Policy Reform. Further information and explanation can be found via the European Commission and Department for Environment, Food and Rural Affairs (Defra) web sites – <http://ec.europa.eu>, <http://www.defra.gov.uk>
20. Environmental Stewardship. Further information is available on the Natural England web site <http://www.naturalengland.org.uk>
21. Forestry Commission. Information on grants and licences, as well as other functions, can be found on the Commission's web site – <http://www.forestry.gov.uk>
22. Common Fisheries Policy. Further information and explanation can be found via the European Commission and Department for Environment, Food and Rural Affairs (Defra) web sites – <http://ec.europa.eu>, <http://www.defra.gov.uk>
23. Eastern Sea Fisheries Joint Committee. Information on the role and work of the Committee, and on the local fishing industry, can be found on their web site – <http://www.esfjc.co.uk>
24. Marine and Coastal Access Bill. Information on the provisions in the Bill for unimproved management of the marine environment and coastal access provisions can be found via the Defra web site, <http://www.defra.gov.uk>
25. Peddars Way and Norfolk Coast Path National Trail. Framework for Development 2008-13 and User Survey 2006 available via web site – <http://www.nationaltrail.co.uk>
26. Norfolk Coast Cycleway. Information available on the Norfolk Coast Partnership web site. Route and 'loops and links' leaflet available via the Norfolk Coast Partnership office.
27. National Cycle Network / Sustrans. Further information on the Sustrans web site – <http://www.sustrans.org.uk>
28. Valuing Norfolk's Coast (RSPB, 2000). Now out of print – copy available on request from the Norfolk Coast Partnership office.
29. References for further information on 'other relevant plans and initiatives' at the end of each theme section of the 2009-14 plan can be found associated with the version of the plan on the Norfolk Coast Partnership web site <http://www.norfolkcoastaonb.org.uk>. These may change over the five year lifetime of the plan.

## Appendix 3 LIST OF SUPPORTING INFORMATION

- Summary of achievements from the 2004-09 Management Plan<sup>10</sup>
- Condition assessment table
- The AONB Partnership Information (information on partners, roles, etc)
- The AONB management structure (terms of reference for the AONB partnership from the current Memorandum of Agreement)
- A summary of other conservation designations
- The significance of the Norfolk Coast landscape
- The shaping of the Norfolk Coast landscape
- Designation history of the Norfolk Coast AONB
- Summary of process to produce the Management Plan

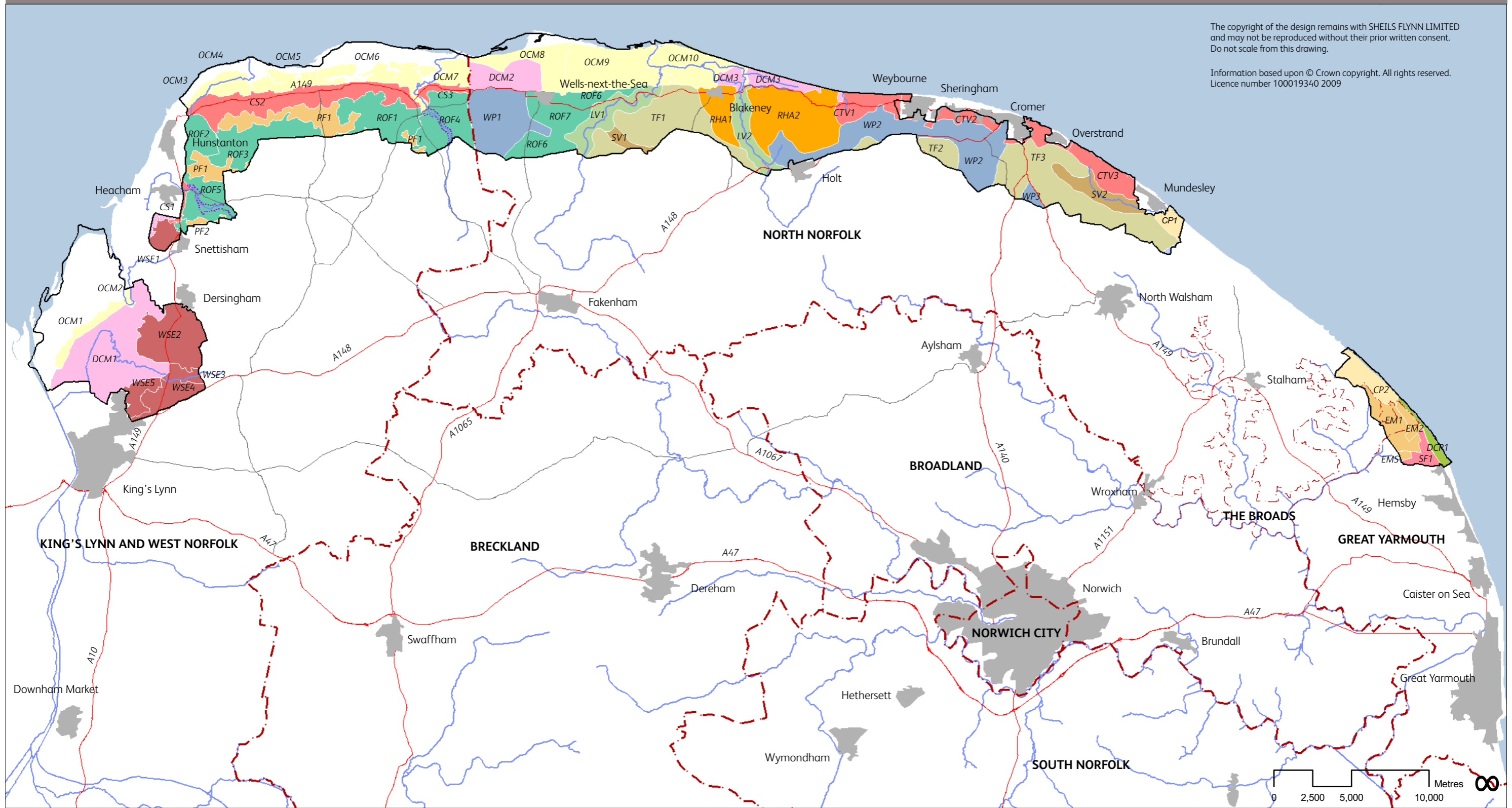
# Appendix 4 MAPS

## Key pressures for change



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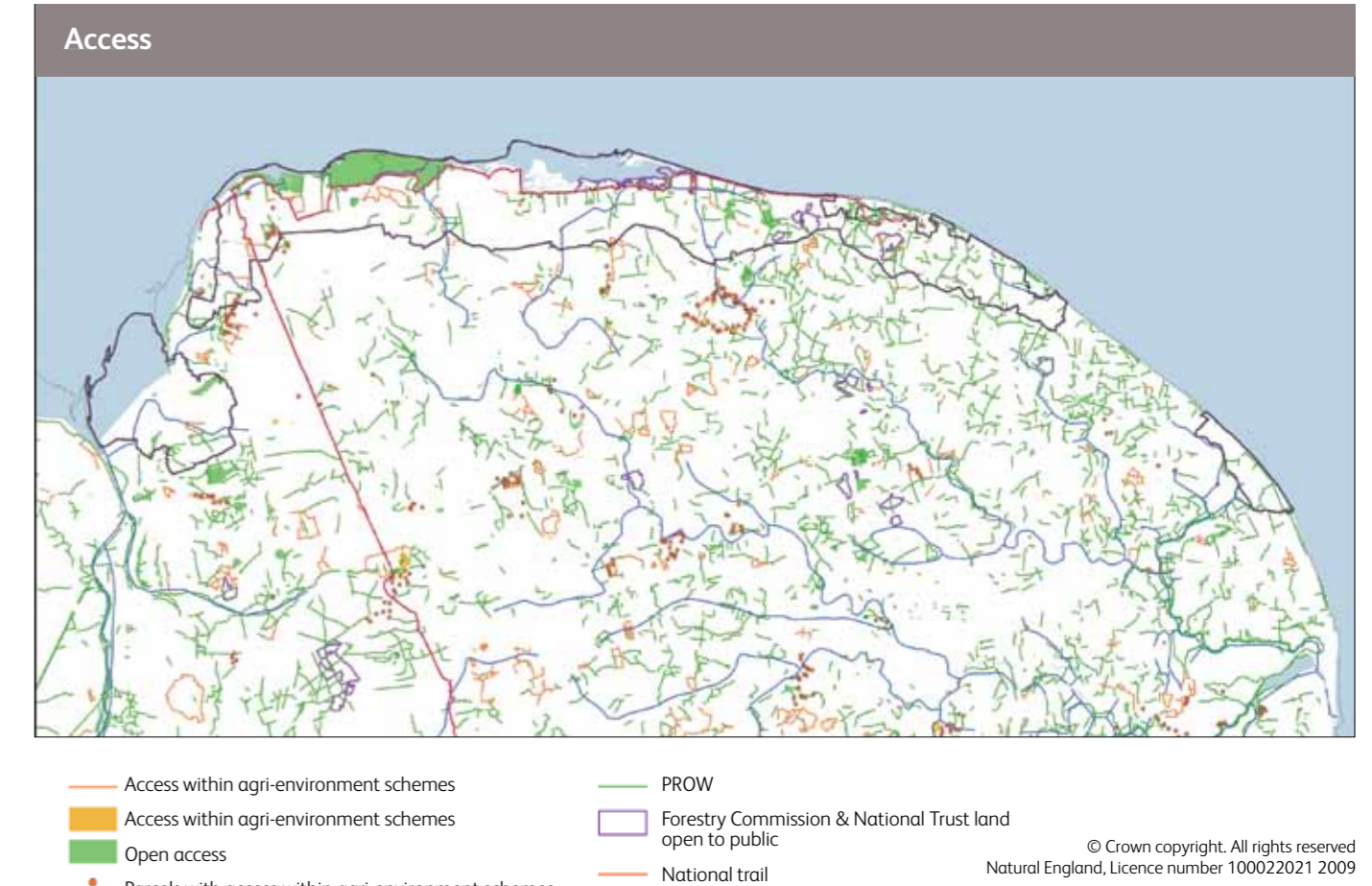
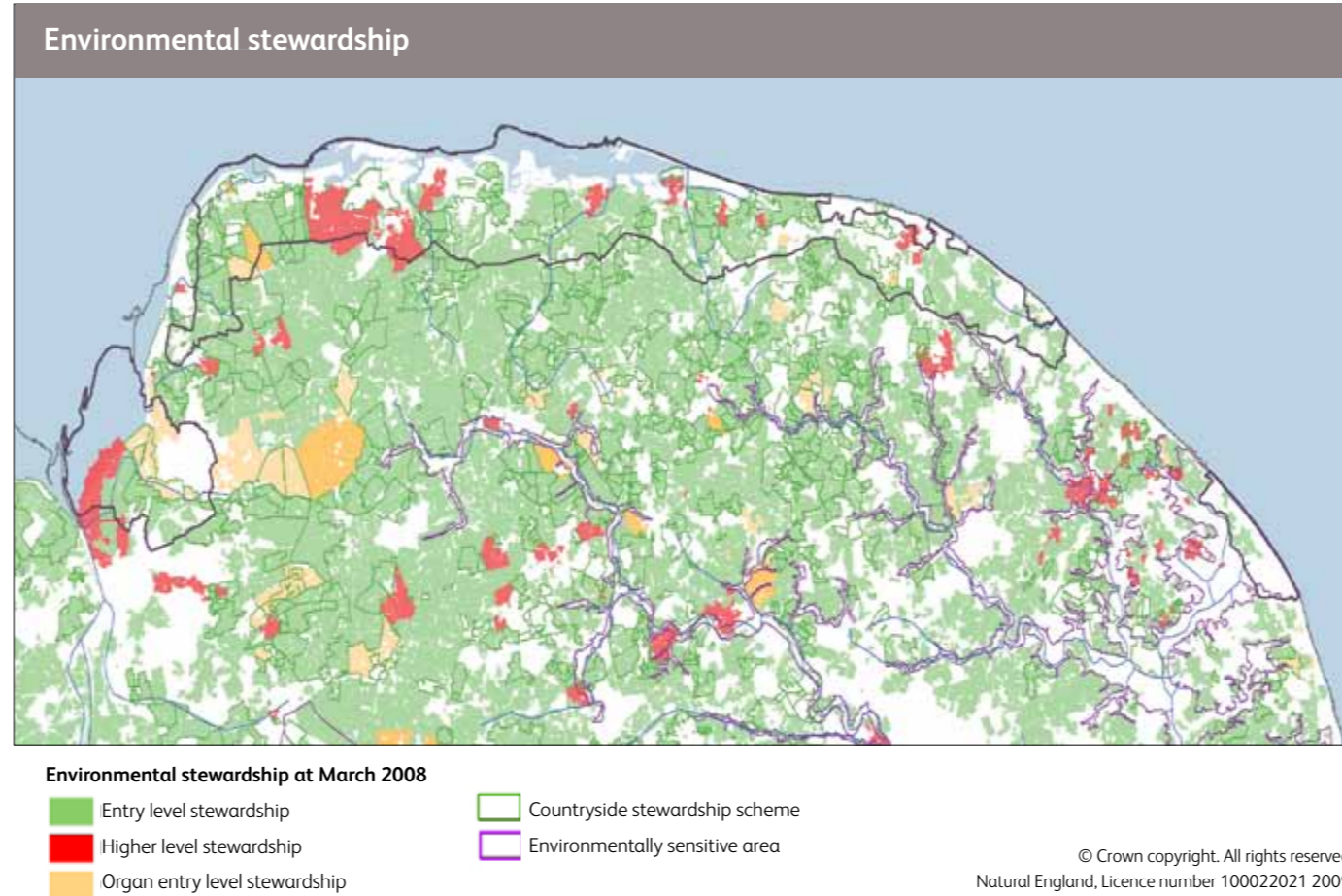
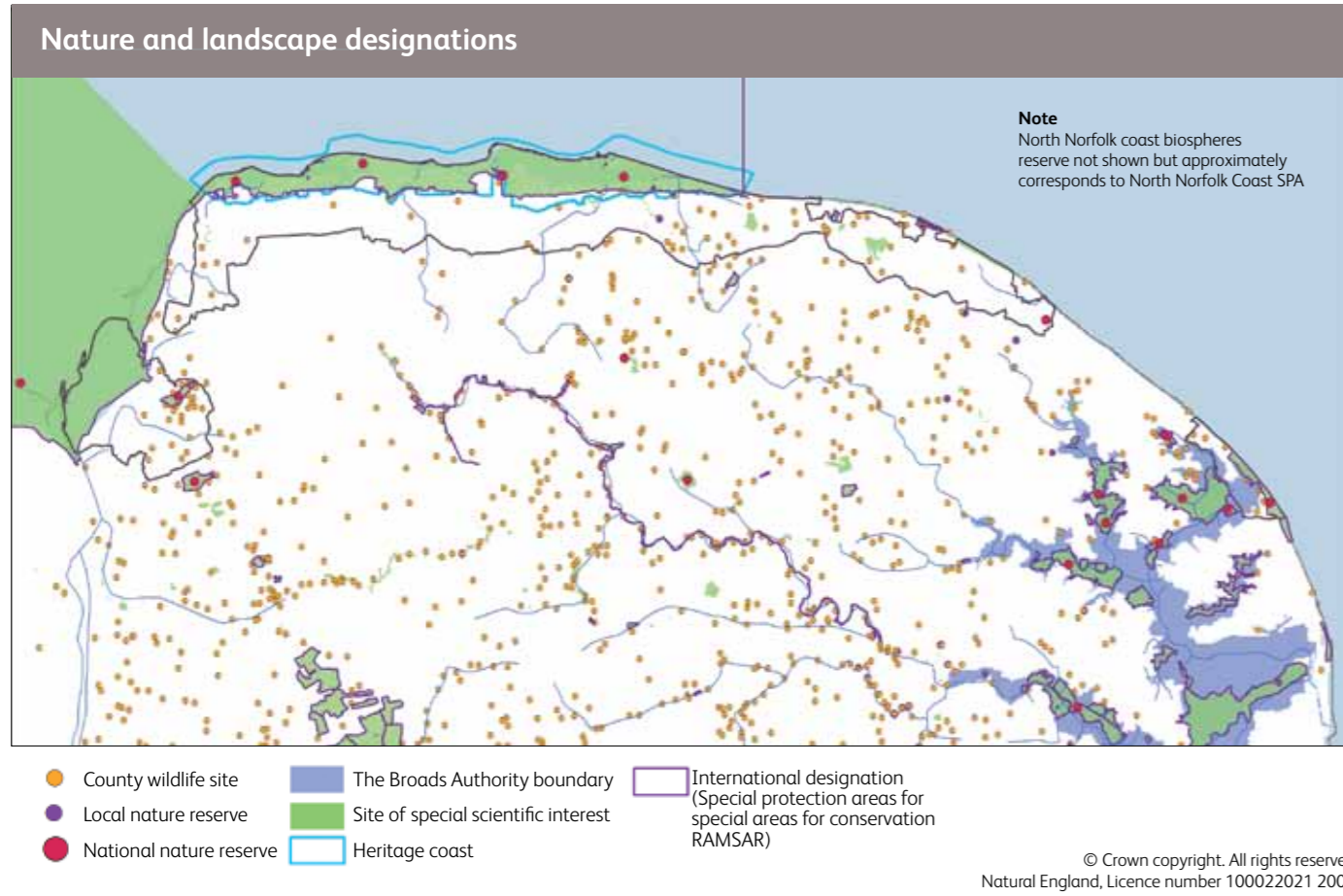
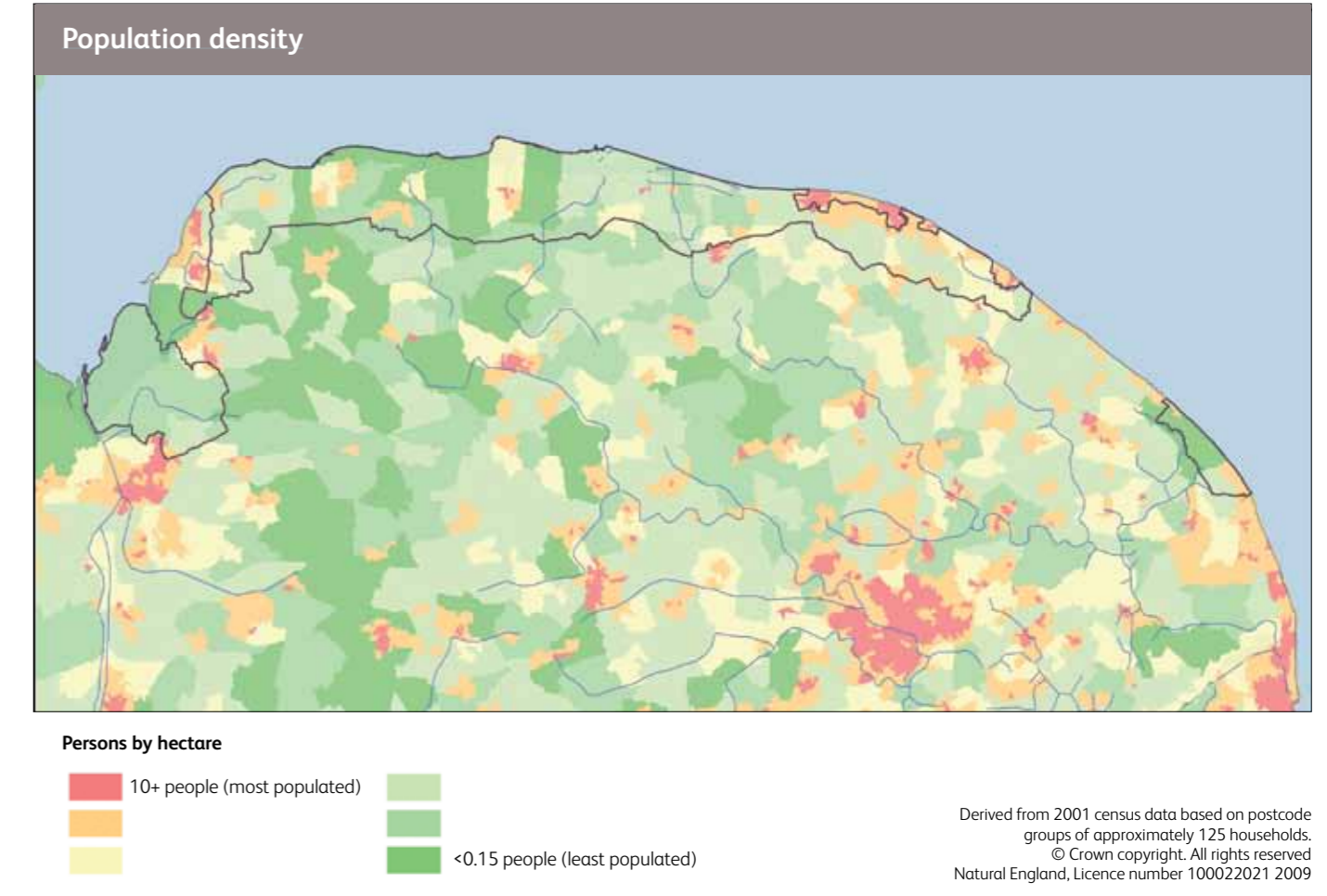
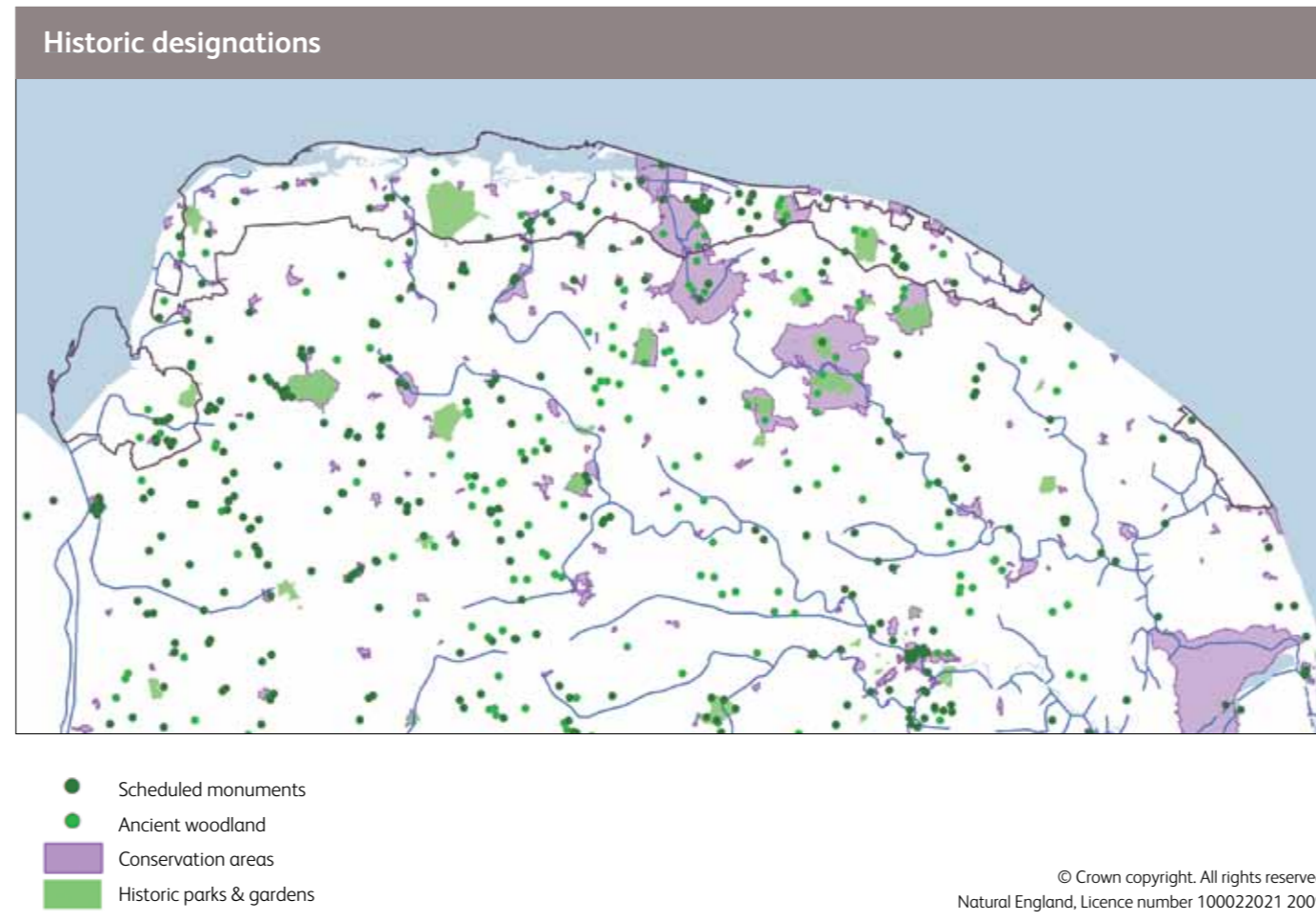
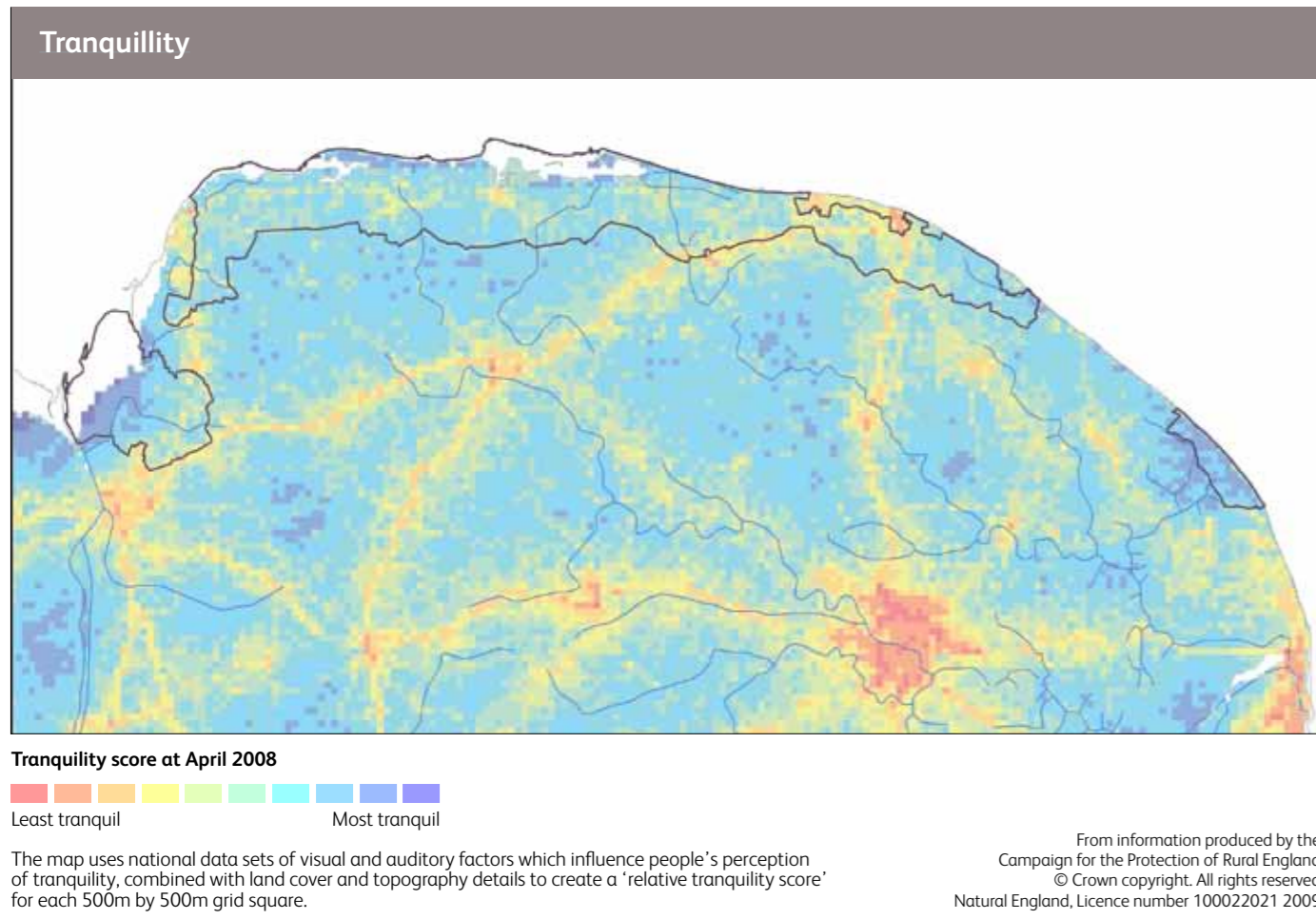
Landscape character areas



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- |   |   |   |   |   |  |
|---|---|---|---|---|--|
| <span style="background-color: yellow; border: 1px solid black; padding: 2px;">OCM</span> Open Coastal Marshes            | <span style="background-color: #90EE90; border: 1px solid black; padding: 2px;">ROF</span> Rolling Open Farmland    | <span style="background-color: #90EE90; border: 1px solid black; padding: 2px;">TF</span> Tributary Farmland          | <span style="background-color: #90EE90; border: 1px solid black; padding: 2px;">LV</span> Large Valley              | <span style="border-bottom: 1px solid black; width: 20px; display: inline-block;"></span> A road                                    | <span style="background-color: grey; border: 1px solid black; padding: 2px;">Settlement</span>                       |
| <span style="background-color: #FFB6C1; border: 1px solid black; padding: 2px;">DCM</span> Drained Coastal Marshes        | <span style="background-color: #FFD700; border: 1px solid black; padding: 2px;">PF</span> Plateau Farmland          | <span style="background-color: #ADD8E6; border: 1px solid black; padding: 2px;">WWP</span> Wooded with Parkland       | <span style="background-color: #FFD700; border: 1px solid black; padding: 2px;">EM</span> Estuarine Marshland       | <span style="border-bottom: 1px dashed red; width: 20px; display: inline-block;"></span> B road                                     | <span style="border-bottom: 1px dashed red; width: 20px; display: inline-block;"></span> District Council Boundaries |
| <span style="background-color: #FF4500; border: 1px solid black; padding: 2px;">CS</span> Coastal Slopes                  | <span style="background-color: #FF8C00; border: 1px solid black; padding: 2px;">RHA</span> Rolling Heath and Arable | <span style="background-color: #FFD700; border: 1px solid black; padding: 2px;">CP</span> Coastal Plain               | <span style="background-color: #FF4500; border: 1px solid black; padding: 2px;">SF</span> Settled Farmland Dunes,   | <span style="border-bottom: 1px solid blue; width: 20px; display: inline-block;"></span> Main river                                 | <span style="border-bottom: 1px solid grey; width: 20px; display: inline-block;"></span> Towns and Villages          |
| <span style="background-color: #8B4513; border: 1px solid black; padding: 2px;">WSE</span> Wooded Slopes with Estate Land | <span style="background-color: #8B4513; border: 1px solid black; padding: 2px;">SV</span> Small Valleys             | <span style="background-color: #FF4500; border: 1px solid black; padding: 2px;">CTV</span> Coastal Towns and Villages | <span style="background-color: #3CB371; border: 1px solid black; padding: 2px;">DCR</span> Coastal Levels & Resorts | <span style="border: 1px solid black; width: 20px; height: 10px; display: inline-block;"></span> Area of Outstanding Natural Beauty |  |

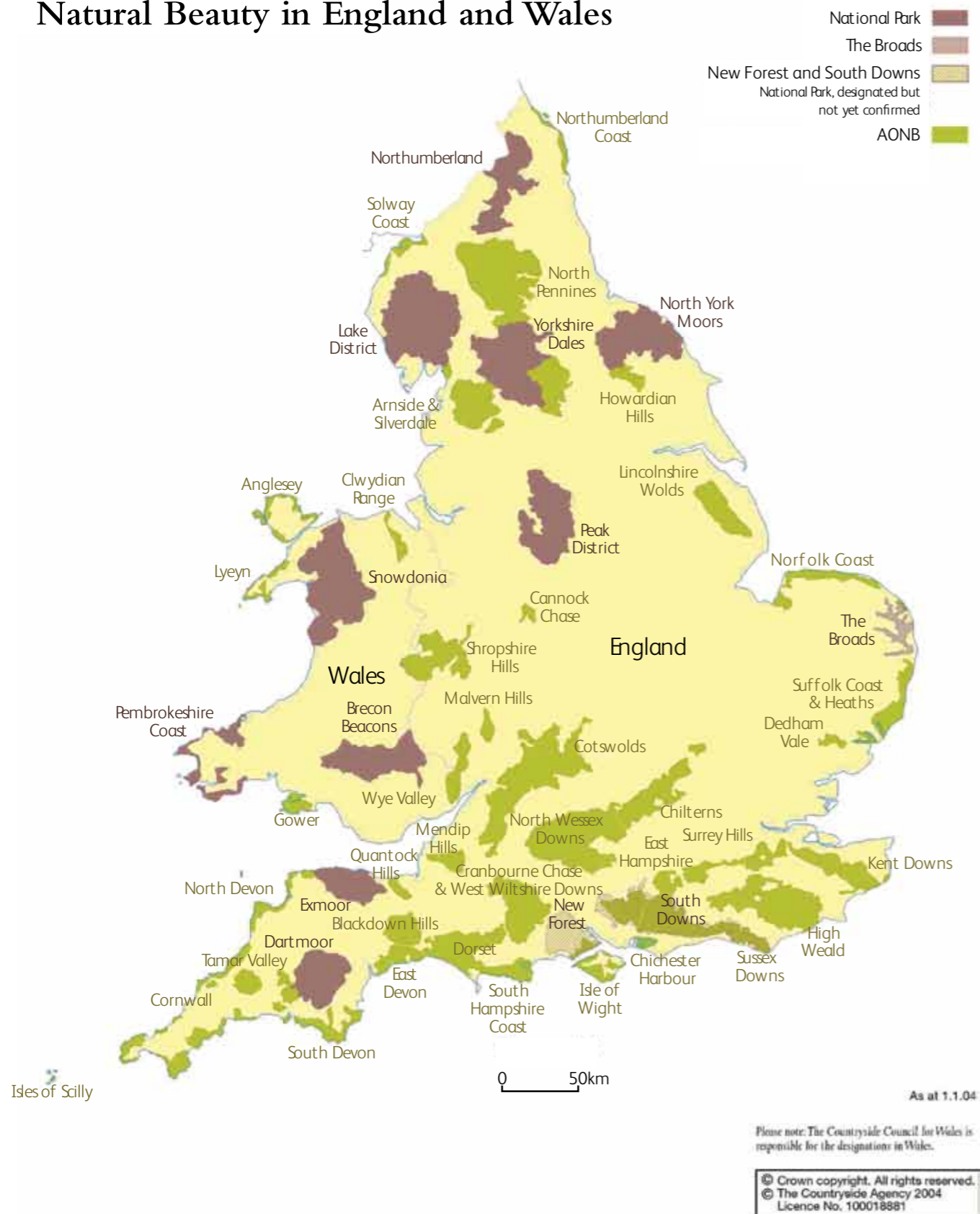


# Norfolk Coast Area of Outstanding Natural Beauty



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# National Parks and equivalent areas, and Areas of Outstanding Natural Beauty in England and Wales



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