

Norfolk Coast National Landscape

Management Plan

2025-30

DRAFT COPY

for public consultation, October 2025

Embracing change.

Inspiring action.

Message from our chair

The Norfolk Coast is one of the most special and cherished landscapes in the country. As we look ahead, the Norfolk Coast Partnership is committed to ensuring that this extraordinary area is not just protected but is actively shaped by those who live, work, and visit here — a place where nature thrives, communities flourish, and businesses play an active role in sustaining our unique environment. Our approach is one of collaboration and empowerment: people and businesses doing things, not having things done to them.

This Management Plan sets out an ambitious yet practical vision for the future, rooted in shared responsibility and collective action. Recent reorganisation of our governance enables us to build upon the strong momentum of our achievements, whilst recognising the urgent need to address new challenges: from climate change and biodiversity loss to sustainable development and local economic resilience.

Crucially, this is a Plan that belongs to the people of the Norfolk Coast. Whether you are a farmer, fisher, business owner, conservationist, resident, or visitor, your role is vital in delivering its goals.



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Councillor Andrew Jamieson Deputy Leader, Norfolk County Council

Chair of the Norfolk Coast Partnership and Norfolk Coast Resident

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Map 1. Location and extent of Norfolk Coast Protected Landscape

This Management Plan outlines a five-year strategy to protect and enhance the Norfolk Coast National Landscape (NCNL), a nationally designated area managed locally by the Norfolk Coast Partnership (NCP).

The NCNL sits within the wider Norfolk Coast Protected Landscape, a collection of three overlapping designations across the marine and coastal environment that also includes The Wash and North Norfolk Marine Protected Area Network and the Peddars Way and Norfolk Coast Path National Trail (Map 1). There is also a small overlap with the Broads National Park at Horsey.

NCP balances a legal obligation to conserve and enhance the natural beauty of the National Landscape with our non-statutory duty to meet the social and economic needs of the area. With the support of Natural England, our work is carried out on behalf of the four local authorities that share responsibility for the National Landscape: Norfolk County Council, North Norfolk District Council, the Borough Council of King's Lynn and West Norfolk and Great Yarmouth Borough Council.

The wider NCP is composed of a broad range of organisations with a shared interest in the Norfolk Coast, including the Broads Authority, Environment Agency, Marine Management Organisation, RSPB, National Trust, Norfolk Wildlife Trust, Norfolk Rivers Trust and representatives from the tourism, farming and business sectors, as well as local communities.



This collaborative model recognises that no single organisation can deliver the aims of the Management Plan in isolation. Instead, NCP provides a framework for coordination, bringing together expertise, aligning priorities, coordinating action and maximising resources for the long-term benefit of the landscape.

The Management Plan sets out our shared vision, priorities, and strategic direction for the NCNL over the next five years. It does not identify detailed actions or specific projects, but establishes a framework through which priorities can be developed and delivered in partnership.

The 'State of the Norfolk Coast National Landscape Report 2025' provides the evidence base that has informed the development of the Management Plan, while more detailed information on the formulation of goals and targets and the methodologies used to calculate associated metrics is contained the Development Log. Both documents are referenced in Appendix 2 of this Management Plan.

The specific delivery mechanisms for the Management Plan, including measurable actions, lead partners and implementation detail, will be set out in supporting Action Plans. These will be co-developed with our partners and updated annually to reflect emerging data, funding opportunities, and evolving local and national priorities.

We've made every effort to keep technical language to a minimum. However, where specialist terms are used, explanations can be found in Appendix 1.

Please note: The Norfolk Coast National Landscape was previously known as the Norfolk Coast Area of Outstanding Natural Beauty (AONB). This document replaces the Norfolk Coast AONB Management Plan 2019–2024.





Chapter 2

The Norfolk Coast National Landscape DRAFT COPY



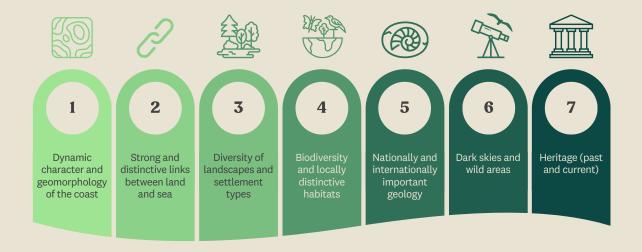
National Landscapes are internationally recognised by the International Union for the Conservation of Nature (IUCN) as 'Category V Protected Landscapes'.

These are special places shaped over time by the close relationship between people and nature — places with a distinctive character and rich ecological, cultural and scenic value.

Unlike more untouched natural areas, they reflect the ongoing influence of human activity in maintaining their unique qualities. Today, they are also seen as pioneers in sustainable, place-based development, with local communities and stakeholders working together to care for wildlife and landscapes.

Within the UK, the NCNL is part of a family of 46 National Landscapes which share the same purposes: to conserve and enhance the natural beauty of the area; and to promote public understanding and enjoyment of their special qualities. The NCNL has seven unique special qualities that make the area worthy of designation, shown below.

Norfolk Coast National Landscape Special Qualities



More information on these seven special qualities is available in Appendix 2

National legislation, policies, plans and guidance have shaped the designation of the NCNL and continue to guide its management today. This Management Plan sets out how the NCNL will contribute to government targets, including those set out in the Environment Improvement Plan 2023, the Protected Landscapes Targets and Outcomes Framework and the Landscapes Review (Appendix 2).





Chapter 3

Our Vision & Mission DRAFT COPY





Our Vision

'Thriving nature and vibrant communities existing in harmony'

Our vision sets out a long-term ambition for the Norfolk Coast National Landscape and informs our decision-making. It offers a compelling picture of what success looks like — the place we want the Norfolk Coast to become by the end of this Management Plan in 2030, and into the future.

Our Mission



'Protect, restore and enhance nature while empowering communities through active collaboration, sustainable practices and shared stewardship of the Norfolk Coast'

Our mission defines the purpose and strategic approach of the Management Plan outlining why the plan exists, what we aim to achieve and how we will work to realise our vision. It is action-focused, guiding priorities and resource allocation to ensure the effective care and management of the Norfolk Coast National Landscape.





Chapter 4

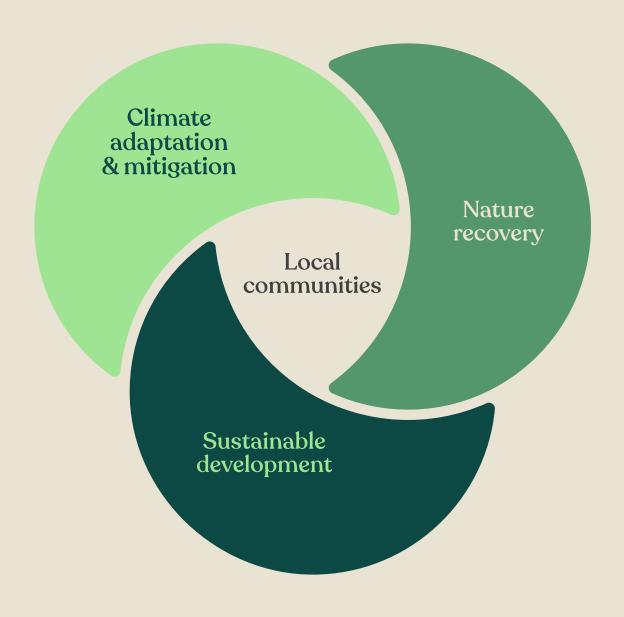
Our Priorities DRAFT COPY



2025-30 Management Plan

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This Management Plan is built around four priority areas:

- Nature recovery
- Climate adaptation and mitigation
- · Sustainable development, including planning, tourism, dark skies and heritage
- Local communities, including businesses.

These priorities areas are informed by, and align with, national and local legislation, policy, plans and guidance. Further detail is provided in Appendix 2.





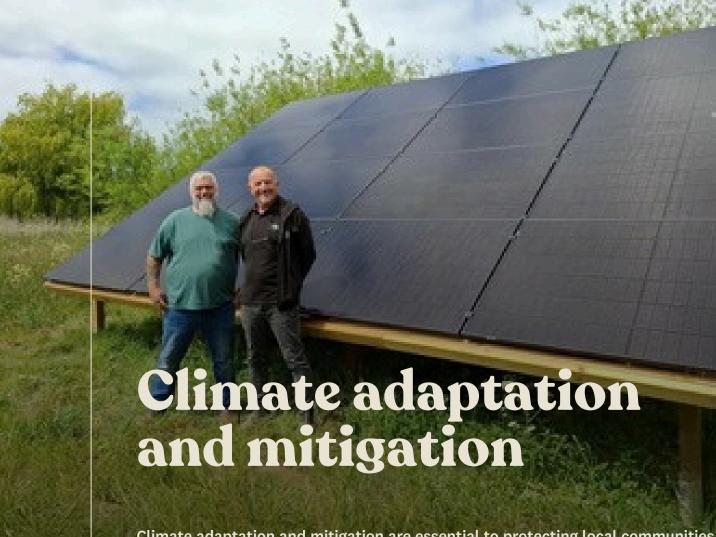
The Norfolk Coast is internationally renowned for its exceptional natural heritage.

Expansive sandflats, mudflats, salt marshes, rare chalk streams and rolling dunes and heathlands create a rich mosaic of habitats that support an extraordinary diversity of wildlife — from breeding birds such as spoonbills, oystercatchers, little terns and turtle doves, to flocks of wintering pink-footed geese, rare mammals like water voles and otters and elusive reptiles including adders and lizards.

Balancing the needs of nature within a productive, working landscape brings both challenges and opportunities. Nature recovery is the process of restoring, protecting, and enhancing natural ecosystems so that biodiversity can flourish, wildlife can thrive and natural processes can function more effectively.

This means reversing damage caused by human activities such as pollution, habitat loss, and climate change — while creating healthier, more resilient landscapes. A successful approach to nature recovery benefits both people and the environment, helping to keep our seas and soils productive, our air and waterways clean and our communities better protected from storms and floods. It also ensures we continue to have natural spaces for recreation, wellbeing and connection with the outdoors.

Connecting, restoring and engaging with nature in the right places — and in the right ways — is a priority for the NCNL in our efforts to support resilient, well-connected ecosystems where wildlife can thrive.



Climate adaptation and mitigation are essential to protecting local communities and the low-lying coastal landscapes of the NCNL from the growing risks of climate change, such as rising sea levels, more frequent storms and coastal flooding.

Together, adaptation and mitigation build resilience, enabling wildlife, habitats, farmland and coastal settlements to better withstand both the immediate and long-term effects of a changing climate.

Over the past two decades, tidal flooding and storm surges have already impacted coastal communities. Natural habitats have become increasingly vulnerable to erosion and flooding, while local wildlife faces displacement, disrupted breeding cycles, and declining populations. These pressures are expected to intensify, with forecasts pointing to further sea level rise and hotter, drier summers.

Adaptation and mitigation address two sides of the climate challenge:

- Adaptation focuses on preparing for and adjusting to the impacts that are already happening or are unavoidable.
- Mitigation aims to reduce greenhouse gas emissions to limit the severity of future climate change.

Both are vital. Only by combining these approaches can we build resilient landscapes and safeguard the people, wildlife, and places that make the Norfolk Coast so special.

Sustainable development

Sustainable development is the principle of meeting present needs without diminishing the opportunities available to future generations.

It requires a careful balance of economic growth, social equity and environmental protection. For the NCNL, this means protecting the area's distinctive natural and cultural heritage while supporting the wellbeing of local communities, businesses and visitors.

The NCNL faces a range of interconnected challenges. These include a shrinking working-age population and rising social inequality, reflected in an ageing demographic — the average age in North Norfolk is 54, more than a decade above the national average. The area also contains some of the UK's most erosion-prone coastline, putting homes, farmland and tourism infrastructure at growing risk. At the same time, increased visitor numbers place additional pressure on fragile habitats and local biodiversity.

These issues highlight the need for a balanced, place-based approach to sustainable development — one that ensures the long-term wellbeing of both people and nature across the Norfolk Coast.





Development can sometimes place additional pressure on our natural environment and heritage - however it also potential to benefit wildlife and communities through improved infrastructure and economic opportunities.

Sustainable planning aims to balance these interests by ensuring that new developments are necessary, appropriately scaled and sited, and thoughtfully designed to minimise impacts on the landscape's character and special qualities.

Each Local Planning Authority (LPA) is responsible for preparing and adopting its own Local Plan, which sets housing and development targets in line with the National Planning Policy Framework (NPPF). Although the NCNL Management Plan does not set or influence these housing targets, it complements them by promoting planning and design approaches that are sensitive to the area's landscape character, heritage, and biodiversity.

The Norfolk Coast Partnership (NCP), while not a statutory consultee in planning decisions, actively supports Local Planning Authorities in achieving sustainable development throughout Norfolk. NCP welcomes opportunities to comment on planning proposals affecting the NCNL, offering guidance rooted in the area's special qualities to help ensure that growth is managed responsibly and sustainably within this unique landscape.

Chapter 4
Our Priorities





Tourism plays an important role in the local economy of the NCNL. In 2023, around 2.8 million visitors contributed an estimated £3.4 billion (17%) to Norfolk's economy.

The area's unique coastline, diverse habitats and rich heritage, alongside its nationally and internationally designated sites (including multiple Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites), are key to its widespread appeal and require careful, ongoing stewardship.

However these protected landscapes and habitats are highly sensitive to the pressures tourism can bring. Without effective management, recreational disturbance, habitat degradation and impacts on wildlife can occur. High visitor numbers can also strain local infrastructure and services and alter the character of coastal towns and villages.

Sustainable tourism aims to minimise these negative effects while maximising benefits for residents, visitors and the environment. It supports the long-term conservation of natural and cultural assets, encourages responsible visitor behaviour and deepens people's appreciation and enjoyment of this extraordinary place.

With Norfolk's visitor economy projected to grow over the next five years, adopting and promoting sustainable tourism practices is crucial to preserving and enhancing the Norfolk Coast National Landscape and protecting its most sensitive sites for generations to come.







The dark skies over the Norfolk Coast are a unique and valued feature of our National Landscape.

With only 5% of the UK population able to enjoy truly dark skies from their own homes, this experience offers both residents and visitors a connection to the night sky that is increasingly difficult to find.

Our dark skies offer more than just a great view of the stars. They play a vital role in supporting the feeding, migration and breeding behaviours of nocturnal wildlife. At the same time, they contribute to human health and wellbeing by helping regulate sleep patterns, supporting mental health and reducing stress.

Protecting and enhancing our dark skies is therefore a key priority. Through careful management and reduction of light pollution, we aim to minimise harmful impacts on both wildlife and people, while maximising the many benefits that these natural nightscapes can provide.





The Norfolk Coast reflects an enduring relationship between people and place, where coastal change and human activity have shaped a rich natural and cultural heritage that continues to influence how we experience and care for the landscape today.

The historic environment is central to this special character. Grade I listed churches, historic estates, Scheduled Monuments, Conservation Areas and distinctive vernacular architecture together define the area's unique sense of place. Traditional materials such as flint, clunch, pantiles, Norfolk red brick and thatch maintain a strong visual link between past and present.

Many historic buildings also provide essential habitats for wildlife. Species such as barn owls, bats, swifts and swallows often rely on older structures for nesting and shelter. Protecting these buildings safeguards both cultural heritage and biodiversity, offering refuge for species increasingly under threat elsewhere

The North Norfolk Coast, designated as a Heritage Coast, is recognised within the Norfolk Coast National Landscape for its outstanding natural beauty and cultural significance. It is also celebrated as the Deep History Coast, where extraordinary archaeological discoveries - including the oldest human footprints in northern Europe - reveal a long and remarkable history of human connection with this landscape.

Ensuring this shared heritage remains valued and relevant today is essential. Protecting and enhancing local heritage will continue to be one of our key priorities.

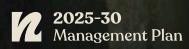




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The following goals and targets set out our commitment to protecting and enhancing the NCNL — celebrating the unique qualities that make this area so special — as well as supporting our wider network of protected landscapes and seascapes.

We're proud to champion these ambitious objectives — however the natural and cultural heritage of the Norfolk Coast is shared by all of us, and our collective responsibility. Achieving success is not the work of any single organisation, but depends on all of us working in unity.

We warmly invite everyone — residents, businesses, farmers, conservationists, visitors and policymakers — to join us in shaping the future. The next five years (and beyond) must be a period of bold ambition, meaningful action and tangible achievement. Whether through everyday choices or large-scale initiatives, every effort contributes to safeguarding the long-term health and vibrancy of this extraordinary place.

Together, we can ensure the Norfolk Coast remains a thriving, living landscape one that inspires, sustains and enriches the lives of generations to come.



ZORROLK COAST

Chapter 6

Goals & Targets DRAFT COPY



These resources provided the baseline evidence, indicators, assessments and detail necessary to shape the goals and targets centred around our four priority areas and seven special qualities.

Further input was gathered from partners and stakeholders through a series of collaborative workshops and events, resulting in co-development of the 17 goals and 62 targets outlined below, and reflecting a shared commitment to go beyond statutory requirements in protecting and enhancing the Norfolk Coast.

Our ambitions for the Norfolk Coast



These include 3 goals and 10 targets set nationally by Defra through the Protected Landscapes Targets and Outcomes Framework (PLTOF), representing the NCNL's contribution to national ambitions for nature.

Defra provided allocations for PLTOF Targets 1, 7, and 8 to each National Landscape. These have been refined by the NCNL, in consultation with the National Landscapes Association, to ensure realistic yet ambitious contributions that align with Defra's expectations. Achieving these targets will require strong partnership working, with Natural England leading on many statutory mechanisms and actions.

This Management Plan sets the strategic direction for the NCNL and provides a framework for collaborative delivery towards our shared vision. Supporting Action Plans will outline the specific mechanisms for achieving these goals and targets, updated annually to reflect new data, funding opportunities, and evolving priorities.



2. Strong and distinctive links between land and sea



3. Diversity of landscapes and settlement types



4. Biodiversity and locally distinctive habitats



6. Dark skies and wild areas

Goals: 4 Targets: 21

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7. Heritage (past and current)

Goal 1: Thriving plants and wildlife (PTLOF)

Target 1: Restore or create at least 1,300 hectares of wildlife-rich habitats outside protected sites by 2030 (from 2022 baseline)

Target 2: Bring 57% of Sites of Special Scientific Interest (SSSIs) into favourable condition by 2030

Target 3: For 60% of SSSIs assessed as having actions on track to achieve favourable condition by 31st Jan 2028

Target 4: Continuing favourable management of all existing priority habitats already in favourable condition outside of SSSIs (from 2022 baseline) and increasing to include newly restored or created habitat through agri-environment schemes by 2030

Target 5: Ensuring at least 65-80% of land managers adopt nature-friendly farming on at least 10-15% of their land by 2030

Goal 2: Assess & enhance management of designated sites, priority habitats & species

Target 6: Support ecological condition assessments for 100% of County Wildlife Sites (CWS) within NCNL where data is over 10 years old

Target 7: Contribute to efforts to bring 75% of County Wildlife Sites (CWS) within NCNL into recovering, reasonable, or favourable condition by 2030

Target 8: Support the restoration and enhancement of chalk-fed rivers and streams

Target 9: Increase tree cover outside woodlands and promote woodland creation at appropriate scales and in suitable locations

Target 10: Support the creation and restoration of freshwater and saline wetland habitats

Target 11: Support initiatives to identify, restore, and manage habitats that benefit priority species e.g. natterjack toad, turtle dove, water vole

Section 6 Goals and targets



of Invasive Non-native Species (INNS), especially within

sensitive or high-value nature sites

Target 13: Explore and progress opportunities to strengthen habitat

connectivity across the landscape

Target 14: Increase awareness, understanding, and adoption of nature-

based solutions among landowners and land managers

Target 15: Promote participation in agri-environment schemes to enhance

opportunities for wildlife within working landscapes

Target 16: Support pilot projects that test innovative monitoring

technologies and methods to improve the efficiency and cost-

effectiveness of tracking nature recovery

Target 17: Identify and develop opportunities for nature recovery along

walking and cycling routes and within other green and open

spaces

Goal 3: Strengthen partnership working to deliver better outcomes for nature

Target 18: Enhance coordination of nature recovery activities among

organisations across NCNL to reduce duplication, maximise impact, and support collaboration towards shared objectives

Target 19: Identify and pursue opportunities to secure new funding and

create green jobs through Local Nature Recovery Strategies (LNRS), Biodiversity Net Gain (BNG), and green finance — fostering diverse business models and partnerships for nature

recovery and sustainable growth

Goal 4: Increase nature recovery engagement opportunities

Target 20: Engage wider, non-specialist audiences in nature recovery

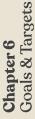
through accessible communications, campaigns, and outreach

activities

Target 21: Support and develop community-led nature recovery initiatives

that empower local people to take action for nature in their

own areas







4. Biodiversity and locally distinctive

Climate adaptation & mitigation

Goals: 3 Targets: 15



3. Diversity of landscapes and settlement types

of the coast



6. Dark skies and wild areas

Goal 5: Mitigating and adapting to climate change (PTLOF)

Target 22: Reduce net greenhouse gas emissions in protected landscapes

to net zero by 2050 relative to 1990 levels

Restore approximately 290 hectares of peat in the NCNL by Target 23: 2050

Increase tree canopy and woodland cover (combined) by 450 Target 24:

hectares in the NCNL by 2050 (from 2022 baseline)

Goal 6: Reduce emissions from transport, agricultural practices & the built environment

and encourage local authorities. partner Target 25: Support organisations, and developers to design and enhance walking, cycling, and other green infrastructure networks

Collaborate with local partners to promote public transport Target 26: use and improve active travel infrastructure

Encourage the expansion of electric bike hire schemes, Target 27: charging points, and secure storage facilities

Target 28: Promote and support the transition to sustainable and regenerative agricultural systems

Target 29: Reduce carbon dioxide emissions by encouraging sustainable construction methods and low-carbon design developments

Promote the minimisation of artificial lighting in new Target 30: developments where appropriate to reduce energy use and light pollution

Target 31: Encourage homes and businesses to switch off non-essential artificial lighting when not in use

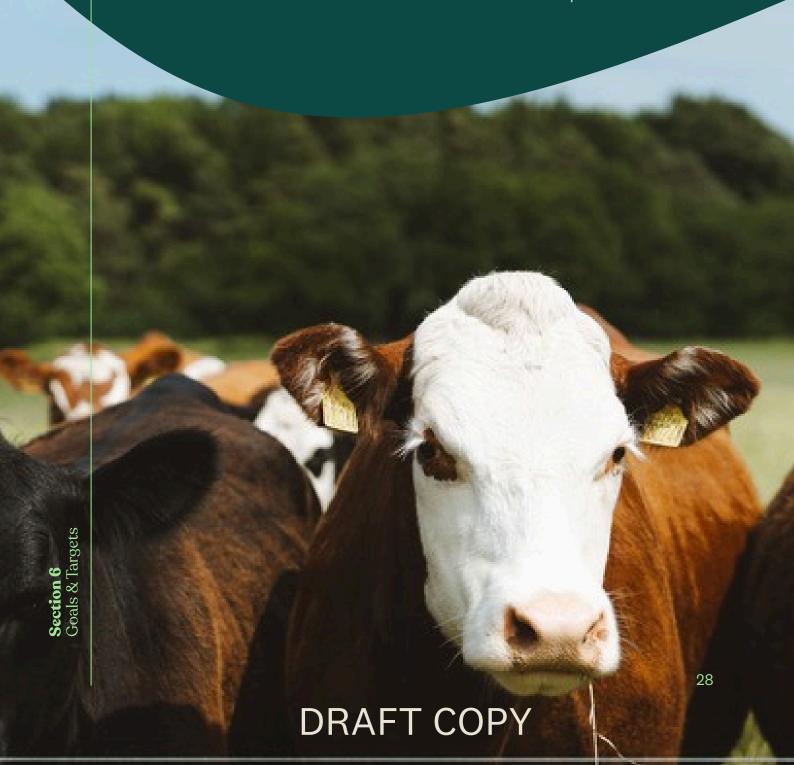
Target 32: Signpost businesses to practical toolkits and resources that provide guidance on reducing emissions and improving energy efficiency





Goal 7: Support people and places to adapt to climate change and build sustainable, resilient communities

- **Target 33:** Develop and implement a Climate Adaptation Management Plan by 2028
- **Target 34:** Promote small or everyday actions that reduce emissions and improve sustainability through public engagement events and communication campaigns
- **Target 35:** Encourage local authorities and stakeholders to provide segregated waste and recycling facilities at popular visitor locations
- **Target 36:** Promote sustainable production, consumption, and disposal practices by partnering with businesses and using communication channels to drive climate-positive behaviour



Priority area:



Special qualities supported:



1. Dynamic character and geomorphology of the coast

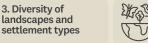
5. Nationally and

7. Heritage (past and current)

internationally important geology



2. Strong and distinctive links between land and sea



4. Biodiversity and locally distinctive habitats



6. Dark skies and wild areas

Planning

Goal 8: Reduce the impacts of development on habitats and species

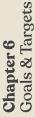
Target 37: Maintain strong collaborative relationships with Local Planning Authorities (LPAs) to ensure continuous dialogue on planning matters. Review and respond to planning applications affecting the NCNL, referencing relevant Local Authority Plans and policies

Target 38: Encourage Local Authorities and developers to incorporate nature-based solutions, green infrastructure, climate-adaptive design, and nature-friendly planting in all developments

Target 39: Encourage developers to choose scheme designs and lighting options that protect and enhance the quality of our dark skies

Goal 9: Reduce the impacts of developments on landscape character and heritage features

Target 40: Encourage developers to adopt design approaches that protect, enhance, and complement local landscape character, including the conservation of heritage assets and features of historic importance





Tourism

Goal 10: Increase the sustainability of the visitor economy for the benefit of the environment and host communities

- **Target 41:** Apply the Limits of Acceptable Change (LAC) framework to develop a coordinated, coast-wide approach to visitor management that safeguards sensitive habitats and species
- **Target 42:** Promote sustainable tourism by encouraging low-impact, off-season experiences that support local businesses, make use of existing infrastructure and visitor hubs and minimise disturbance to wildlife and habitats
- **Target 43:** Enhance pre-visit information to highlight low-carbon travel options, including walking and cycling routes and public transport connections
- **Target 44:** Collaborate with the National Trail and other partners to raise awareness and promote responsible, sustainable visitor practices

Goal 11: Improve visitor engagement with protected landscapes

- **Target 45:** Promote accessible and consistent interpretation and information across websites, social media, signage, and printed materials to improve visitor understanding and connection with the landscape
- **Target 46:** Enhance pre-visit communications to help visitors feel welcome, informed, and motivated to care for and respect the environment before they arrive
- **Target 47:** Improve engagement with diverse audiences, including people from the global majority, different socioeconomic backgrounds, and those with varied access or communication needs
- Target 48: Monitor and evaluate visitor numbers to the National Landscape, assessing their environmental and social impacts to inform adaptive management
- **Target 49:** Strengthen collaboration between organisations involved in visitor management to share challenges, develop joint solutions, and coordinate messaging, data, and resources



Dark skies

Goal 12: Increase knowledge, appreciation and engagement with dark skies

Target 50: Design and deliver engaging events and activities that inspire diverse audiences to learn about and support dark skies conservation

Target 51: Support and promote community-led dark skies initiatives that help reduce light pollution and protect nocturnal environments

Target 52: Encourage participation in the CPRE Star Count by sharing information and resources that raise awareness of dark skies and their value

Target 53: Identify new certification opportunities and sites for dark sky protection, while maintaining existing locations in excellent condition

Heritage

Goal 13: Enhancing heritage & engagement with the natural environment (PTLOF)

Target 54: Decrease the number of nationally designated heritage assets at risk in Protected Landscapes

Target 55: Improve and promote accessibility to and engagement with Protected Landscapes for all using existing metrics in our Access for All programme

Goal 14: Increase appreciation and stewardship of local heritage

Target 56: Support initiatives that encourage people to value, engage with, and help conserve heritage assets

Chapter 6

Local communities





Goals: 2 Targets: 7

Goal 16: Empower communities to actively care for the National Landscape

Target 56: Celebrate and promote local culture, heritage, and produce in ways that contribute to environmental sustainability and community pride

Target 57: Support the development and delivery of information, training, and resources that equip local businesses to adopt environmentally sustainable practices

Target 58: Champion locally made products and circular economy initiatives by promoting buy-local campaigns and collaborating with local makers and producers

Target 59: Create opportunities for communities to actively participate in caring for the landscape through hands-on experiences that foster ownership, connection, and stewardship

Goal 17: Support the health & wellbeing of local communities through connection with nature

Target 60: Support initiatives that promote engagement with nature as a means of improving physical and mental health

Target 61: Encourage and explore opportunities to expand green social prescribing within local communities

Target 62: Deliver at least 50 events by 2030 that promote positive health and wellbeing through meaningful interaction with the natural environment

Chapter 6 Goals & Targets





Our coastline is a living, breathing example of the power of stewardship and the enduring value of working in harmony with nature.

As we look ahead to 2030, this Management Plan stands as a shared commitment — a promise to protect and nurture the qualities that make this coast truly exceptional, ensuring it continues to thrive for generations to come.



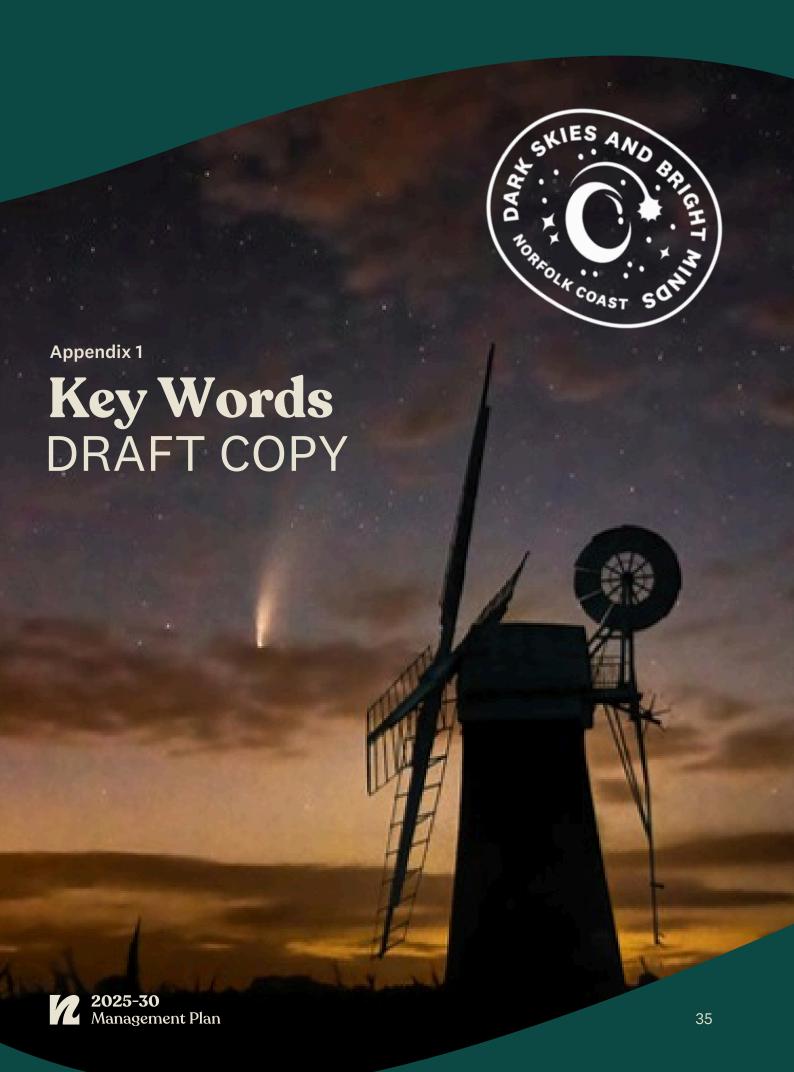
This is more than a document; it is a dynamic framework to guide our collective action. Its success depends on continued partnership, adaptive management, and shared responsibility across all who live, work and visit here.

We recognise that this Management Plan marks a period of transformation — for the NCNL, for our wider family of protected landscapes and seascapes and for our partnership. Together, we must approach this change with openness, creativity, and determination, moving forward with respect for the past, responsibility in the present, and hope for the future.

United in purpose, we can safeguard this remarkable place, celebrate its unique character and communities, and build a resilient legacy that ensures the NCNL remains a place where people and nature continue to flourish side by side.

We sincerely thank everyone who has contributed to this Management Plan. Together, we now look forward to turning vision into action, driving positive change, and safeguarding this extraordinary landscape for nature and communities for generations to come.





Methods of travel that involve physical activity, such as walking, cycling or using a wheelchair.

Agri-environment schemes

Government-led initiatives that provide financial support to farmers and land managers to implement environmentally beneficial practices on their land. Defra's agri-environment schemes include Countryside Stewardship, Sustainable Farming Incentive, and Landscape Recovery.

Biodiversity Net Gain (BNG)

BNG is an approach to development. It makes sure that habitats for wildlife are left in a measurably better state than they were before the development. In England, BNG is mandatory under Schedule 7A of the Town and Country Planning Act 1990 (as inserted by Schedule 14 of the Environment Act 2021). Developers must deliver a BNG of 10% to ensure a development results in more or better-quality natural habitat than there was before development.

Biodiversity

The variety of all living organisms on Earth, including animals, plants, fungi, and microorganisms. It encompasses the ecosystems they form and the genetic differences within species.

Campaign to Protect Rural England (CPRE) Star Count An initiative encouraging people to count the number of stars they can see in the constellation Orion. The goal is to measure light pollution levels across the country and identify areas with the darkest skies.

Climate adaptation and mitigation

Two complementary strategies for addressing climate change. Climate adaptation refers to actions taken to prepare for and adjust to the current or projected impacts of climate change, such as weather extremes, sea-level rise and biodiversity loss. Climate mitigation refers to efforts to reduce or prevent the emission of greenhouse gases, aiming to limit the magnitude and rate of climate change.

Climate change

Long-term alterations in Earth's climate patterns, primarily driven by human activities that increase greenhouse gas emissions. It leads to rising temperatures, changing weather extremes and disruptions to ecosystems and human activities.

Climate resilience

The capacity to withstand, adapt to, and recover from the impacts of climate change.

Appendix Kev Words



Conservation covenants

Legally binding, voluntary agreements between a landowner and a designated body to protect and enhance the natural or heritage features of land in the UK. They are designed to deliver long-term conservation benefits and can apply to both freehold and leasehold land. These covenants remain in effect even when the land changes ownership, ensuring lasting environmental stewardship.

County Wildlife Sites (CWS)

Non-statutory, local sites that are designated for their nature conservation value and given some protection through the planning system.

Dark skies

Areas where the night sky is relatively free from artificial light pollution, allowing for clear visibility of astronomical features such as the Milky Way and the Andromeda Galaxy.

Emissions

The production and discharge of substances, especially gases or radiation, into the atmosphere.

Environmental Land Management Scheme (ELMS) An agricultural policy for England that pays farmers for environmental benefits, including Countryside Stewardship, Sustainable Farming Incentive and Landscape Recovery.

Environmental sustainability

The responsible use and management of natural resources to ensure ecosystems remain healthy and productive for current and future generations. It involves minimising environmental damage, conserving biodiversity and maintaining ecological balance.

Favourable condition

Defined by Natural England for Sites of Special Scientific Interest (SSSI) condition assessments as the designated feature being adequately conserved as it is meeting all the mandatory site-specific monitoring targets set out in the monitoring specification.

Green finance

Any structured financial activity that has been created to ensure a better environmental outcome. This currently includes Biodiversity Net Gain (BNG), which is a compulsory nature market in England, and voluntary nature markets such as the UK Woodland Carbon Code and UK Peatland Code. New nature markets and bespoke green finance mechanisms continue to develop.

Appendix I Kev Words



A network of multi-functional green and blue spaces and other natural features, urban and rural, which is capable of delivering a wide range of environmental, economic, health and wellbeing benefits for nature, climate, local and wider communities and prosperity.

Green social prescribing

The practice of supporting people to engage in naturebased interventions and activities to improve their mental and physical health.

Greenhouse gases

Gases that trap heat in the Earth's atmosphere, contributing to the greenhouse effect. Key greenhouse gases include carbon dioxide, methane, and water vapour.

Heritage/heritage assets

Buildings, monuments, sites, or landscapes identified by local planning authorities as having historic, architectural, or cultural significance that contributes to local character and distinctiveness. They do not necessarily need to be nationally designated.

Infrastructure

Physical structures and objects such as roads, utilities, schools, and hospitals which support economic activity, public services, and quality of life.

Invasive Non-Native Species

Species that are introduced, intentionally or unintentionally, outside of their natural geographic range, causing environmental, social and/or economic impacts.

Key habitats and species

Habitats and species that are identified as priorities by NCP and relevant habitats within the Natural England's Priority Habitats Inventory.

Light pollution

Excessive or misdirected artificial light that brightens the night sky, making it difficult to see stars and other celestial objects. This also has an impact on wildlife and wellbeing.

Limits of Acceptable Change (LAC) framework A resource management tool used to determine how much change a natural area can tolerate from human activities before its ecological integrity or desired conditions are negatively impacted. It focuses on defining acceptable levels of impact and helps managers identify potential problems, establish management objectives, and develop strategies to maintain desired conditions.

Appendix 1 Kev Words



Local development plans

A statutory planning document that guides land use and development. Sometimes referred to simply as 'local plans'.

Local Nature Recovery Strategy

A local, spatial strategy that identifies priorities for nature recovery and maps opportunities to create, improve, and connect natural habitats.

Marine Protected Area Network A group of individual Marine Protected Areas (MPAs) that are connected or managed together to achieve broader conservation goals for marine ecosystems.

National Trails

Nationally designated, long-distance walking, cycling, and/or horse-riding routes that provide off-road access to spectacular landscapes and heritage sites. There are currently 16 National Trails across England and Wales.

Nature-based solutions

Actions to protect, manage, and restore ecosystems that address societal challenges.

Nature-friendly

Actions, products or practices that minimise harm to the environment and support the health of ecosystems. Nature-friendly emphasises sustainability, conservation, and reducing pollution or resource depletion. In tourism, it means enjoying nature responsibly — like using designated trails and rights of way, respecting wildlife and avoiding littering.

Nature recovery

Restoring, enhancing and reconnecting habitats to support thriving wildlife populations, improve ecosystem health, and increase resilience to climate change.

Net zero

Refers to when the volume of carbon emissions produced are equalled by the volume of carbon emissions captured. It is a key goal in tackling climate change and limiting global warming.

Norfolk and Suffolk Nature Recovery Partnership A collaboration of organisations working to improve nature in Norfolk and Suffolk.

Appendix Key Words



Norfolk Coast Partnership

A partnership that brings together Local Authorities, non-governmental organisations, and other stakeholders, to oversee protection of the Norfolk Coast National Landscape.

Norfolk Coast Protected Landscape

Represents the protected landscapes around The Wash and Norfolk Coast, including The Wash and North Norfolk Marine Protected Area Network, the Norfolk Coast National Landscape, and the Peddars Way and Norfolk Coast Path National Trail.

Out of season

The time of year when fewer people travel to a destination, typically October to March in the UK.

Planning

The process of managing the use and development of land and buildings through policies, plans and decisions made by local authorities or government bodies. Planning aims to balance housing, economic needs and environmental protection to ensure sustainable, appropriate development.

Priority habitats

Habitats that are listed on the Priority Habitats Inventory as being of principal importance for the purpose of conserving or enhancing biodiversity, under Section 41 of the Natural Environment and Rural Communities Act 2006 (previously identified in the UK Biodiversity Action Plan).

Protected Site Strategies

Plans introduced under the UK Environment Act 2021 to improve the condition of legally protected nature sites.

Public Rights of Way (PRoW)

A legally protected route over land that the public can use, even if the land is privately owned. These routes have different categories based on the allowed modes of transport, such as footpaths (walking only), bridleways (walking, horse-riding, cycling) and byways open to all traffic.

Regenerative agricultural systems

Farming practices that restore and enhance soil health, biodiversity, and ecosystem services.

Resilience

The capacity of people, communities or ecosystems to anticipate, withstand, adapt to and recover from disturbances or changes, whilst maintaining essential functions and structures.

Sensitive sites

Places that require special protection due to their environmental, ecological, historical, cultural, or archaeological significance. These areas are often vulnerable to harm from human activities and include habitats with high biodiversity, wetlands and forests.

Appendix Key Words



Sites of Special Scientific Interest (SSSI)

Statutory UK designations under the Wildlife and Countryside Act (1981) that protect the finest sites for wildlife and natural features, supporting characteristics like rare and endangered species, habitats and natural features.

Social prescribing

A healthcare approach where patients are referred to non-clinical services, such as community activities or support groups, to improve their wellbeing.

Socioeconomic

The interaction of social and economic factors. It involves aspects such as income, education, occupation, and social class, and how these factors influence individuals and communities.

Special qualities

The key qualities that make a landscape stand out and warrant National Landscape designation.

Species Action Plans

Outline the steps involved in the conservation of a species. These plans typically outline the current status of a species and identify threats that could be impacting mortality rates or dispersal across a landscape.

Species Conservation Strategies

Targeted plans designed to protect and recover populations of threatened or endangered species. They are part of the broader UK National Biodiversity Strategy and Action Plan, which aligns with global biodiversity goals. These strategies involve habitat restoration, legal protections, research, and community engagement.

Statutory consultee

An organisation or body that local planning authorities are legally required to consult before making certain planning decisions. These consultees provide expert advice on specific aspects of a proposal, such as heritage, transport, or environmental impact.

Sustainability

The practice of meeting current needs without compromising the ability of future generations to meet their own needs by adopting strategies and practices that reduce greenhouse gas emissions, enhance resilience to climate impacts, and promote the responsible use of natural resources.

Sustainable development

Development that promotes economic growth and social wellbeing, whilst safeguarding natural resources and ecosystems for long-term environmental health and community prosperity.



Tourism that minimises negative impacts on the environment, supports local communities and cultures, and ensures economic benefits contribute to long-term conservation and wellbeing. It promotes responsible travel that balances enjoyment with the protection of natural and cultural resources.

The Wash and North Norfolk Marine Partnership (WNNMP) A partnership that brings together relevant authorities, environmental non-governmental organisations, and other stakeholders, to manage and help deliver statutory duties to The Wash and North Norfolk Marine Protected Area Network.

Tourism

The travel and stay of people visiting a geographical area for leisure, culture, or heritage experiences.

Tree canopy cover

The percentage of ground covered by the vertical projection of the tree canopy, indicating the density of tree cover in a given area.

Wellbeing

The state of being comfortable, healthy and happy. It encompasses various aspects of life, including physical health, mental health, and overall life satisfaction.

Wildlife-rich habitats

Habitat that has been created or restored and resulted in an increase in wildlife, as defined by the Technical Information Note TIN219: Environment Act Habitat Target – Definitions and Descriptions Version 1

Woodland cover

Land covered with woody plants, such as trees and shrubs, that is at least 0.5 hectares with a minimum width of 20 metres.

Appendix I Key Words





2.1 Relevant legislation, policies, plans and guidance

Legislation, policies, plans and guidance are essential tools for defining and achieving goals. Legislation sets the legal framework, policies establish strategic direction, plans specify concrete actions, and guidance offers practical advice for implementation. Together, they shape behaviour and allocate resources to support desired outcomes.

The table below presents an overview and timeline of the key national legislation, policies, plans, and guidance that have influenced the designation of the NCNL and continue to inform its management.

1949

The National Parks and Access to the Countryside Act 1949 Established the legal framework for designating National Parks and Areas of Outstanding Natural Beauty (AONBs) in the UK, while also providing for Public Rights of Way (PRoW), securing access to open countryside, and promoting nature conservation. The Act sought to balance environmental protection with public enjoyment, addressing post-war demands for both.

1968

Designation of the Norfolk Coast National Landscape Designated to conserve and enhance natural beauty.

2000

The Countryside and Rights of Way (CROW) Act Placed a duty on Relevant Authorities 'to have regard' to National Landscapes.

2019

Landscapes (Glover) Review

A review to consider the next steps for National Parks and AONBs in England, with 27 proposals put forward (Appendix 3), including the recommendation that National Trails be included in the Protected Landscapes family.

2021

The Environment Act

UK legislation to increase protection and governance for the environment.

2022

UK Government response to the Landscapes (Glover) Review Outlined a strategy to realise the vision of the Landscapes Review, including the creation of the Protected Landscapes Partnership - a collaborative initiative involving the National Landscapes Association, National Parks England, National Trails UK, and Natural England.

30by30

UK commitment made at the UN Biodiversity Summit COP15 to protect 30% of land and sea by 2030.

Appendix 2 Policy & Legislation



Appendix Z Policy & Legislation

2023

2024

Environmental Improvement Plan (EIP)

Five-yearly progress report for the UK's 25 Year Environment Plan.

Draft Management Plan guidance for Protected Landscapes in England

Sets out a framework for producing and delivering Protected Landscapes Management Plans across England.

Levelling-Up and Regeneration Act 2023 (LURA) Introduced a strengthened duty on Relevant Authorities to 'seek to further' the purposes of Protected Landscapes in England.

AONBs re-branded as National Landscapes Rebranded to reflect the national importance of these designations.

Implementing the Landscapes Review: summary responses An action plan for Protected Landscapes, based on responses to the Landscapes Review consultation.

Protected Landscapes Targets and Outcomes Framework (PLTOF)

A framework to define how Protected Landscapes should contribute to national environmental goals outlined in the Environmental Improvement Plan (EIP).

Draft Management Plan guidance for Protected Landscapes in England - Updated

Management Plan guidance updated to reflect changes in government policy initiatives, including LURA and PLTOF.

Guidance for relevant authorities on seeking to further the purposes of Protected Landscapes

Sets out how the 'seek to further' duty is intended to operate and provides broad principles to guide relevant authorities in complying with it.

Our priority work areas are further informed by relevant legislation, policies, plans and guidance that reflect both national and local ambition, as outlined below.

Nature recovery

Environment Act 2021. UK legislation to increase protection and governance for the environment. The following components of the Act are particularly relevant to nature recovery:

- Legally binding targets including to halt species decline by 2030
- Introduction of Local Nature Recovery Strategies



45

- Introduction of the Office for Environmental Protection to independently monitor and enforce environmental law
- Creation of duties and incentives for land managers, developers, and local planning authorities to act for nature, including Biodiversity Net Gain (BNG), Conservation covenants, Protected Site Strategies and Species Conservation Strategies
- Strengthened biodiversity duty on public authorities and private businesses
- Publication of an Environmental Improvement Plan every five years to deliver the UK Government's 25 Year Environment Plan

Norfolk's Local Nature Recovery Strategy (LNRS) introduces a new approach to restoring and protecting nature in England, designed to deliver the greatest environmental benefits for both people and wildlife. Developed by the Norfolk and Suffolk Nature Recovery Partnership, the strategy provides a framework for coordinated nature recovery in key locations across the county. It identifies priority areas for habitat creation and restoration to enhance the health and connectivity of natural landscapes, while supporting local planning and aligning opportunities with funding mechanisms such as Biodiversity Net Gain (BNG).

Environmental Land Management Schemes (ELMS) provide funding to land managers who deliver environmental benefits through their work. Introduced in 2022 as part of the transition away from the European Union's Common Agricultural Policy, ELMS comprises three key components: Countryside Stewardship, Sustainable Farming Incentive, and Landscape Recovery.

Given that farmland constitutes a significant proportion of the Norfolk Coast landscape, widespread participation in ELMS is essential for achieving nature recovery. The Landscape Recovery scheme is particularly important, as it supports collaborative, landscape-scale projects and helps to establish long-term financing models for environmental restoration.

Two **Landscape Recovery pilot projects** currently operate within or near the NCNL: North Norfolk: Wilder, Wetter, Better for Nature and The Wash Landscape Project.

The Farming in Protected Landscapes (FiPL) programme provides funding to land managers operating within or near Protected Landscapes to deliver projects that benefit climate, nature, people, and place. The programme is currently funded until March 2026 and has so far supported 61 projects, covering 24,000 hectares across the NCNL.

30by30 target aims to protect 30% of land and sea by 2030. By bringing suitable sites under effective conservation management, the NCNL has the potential to contribute significantly toward this goal - helping to achieve the target of 30% of land protected for nature, subject to adequate resourcing.

The Colchester Declaration 2019 is a commitment by the National Landscape Association to nature recovery, climate action and public engagement. The



declaration commits to achieving the following aims that are relevant to nature recovery by 2030:

- Bring 200,000 hectares of Sites of Special Scientific Interest (SSSIs) in National Landscapes into favourable condition
- Create or restore 100,000 hectares of wildlife-rich habitat outside protected sites
- Plant or regenerate 36,000 hectares of woodland using the 'right tree, right place' principle
- Develop and implement Species Action Plans to help remove at least 30 species from the threatened list
- Ensure all National Landscapes have Local Nature Recovery Plans and embed ecosystem services and climate resilience into National Landscape Management Plans

The Water Environment (Water Framework Directive) (England and Wales) Regulations 2017 aims to protect and improve the health of all water bodies, supporting wider ecosystem health.

Climate adaptation and mitigation

The Climate Change Act 2008 is a landmark piece of legislation that set legally binding targets for the UK to address climate change. The Act requires the UK to achieve net zero greenhouse gas emissions by 2050 and mandates the development of a National Adaptation Plan (see below), outlining the government's actions to mitigate and adapt to the impacts of climate change.

The Seventh Carbon Budget provides ministers with advice on the allowable volume of greenhouse gases the UK can emit over the period 2038-2042. In its report, the Climate Change Committee (CCC) recommends that the UK limit total emissions over that period to 535 MtCO₂e (including international aviation and shipping). To align this with the path to Net Zero, the CCC advises that emissions should fall to around 87% below 1990 levels by 2040.

Environment Act 2021 is UK legislation to increase protection and governance for the environment. The following components of the Act are particularly relevant to climate adaptation and mitigation - legally binding targets including, but not limited

- achieving net zero greenhouse gas emissions by 2050
- halving the non-recyclable, non-compostable and non-reusable waste per person that is sent to treatment by 2042
- reducing exposure to PM2.5 (the most harmful air pollutant to human health) by 35% by 2040
- publication of an Environmental Improvement Plan (EIP) every five years to deliver the UK Government's 25 Year Environment Plan

The National Adaptation Programme 3 (NAP3) sets out what measures the UK must take between 2023 and 2028 to minimise the climate risks identified by the third Climate Change Risk Assessment. NAP3 emphasises the importance of adapting to



climate change and provides guidance on what adaptation and mitigation measures different sectors can implement to lessen the effects of current and future changes in climate. NAP3 recommends that:

- infrastructure is resilient to future changes in climate, such as ensuring that infrastructure is built to withstand frequent heat extremes and frequent flooding
- the natural environment is strong enough to withstand climate change by restoring degraded environments to both strengthen the resilience of vital ecosystem services and increase biodiversity
- public health is improved by providing more green space in urban settings to mitigate heat and improve air quality
- the built environment is resilient to heat and flooding and that coastal communities are protected from coastal change where possible.

Additional legislation, policies, plans and guidance that have informed this Management Plan:

- Net Zero 2030 Strategy & Climate Action Plan (2023, North Norfolk District Council)
- Sustainability Strategy (2023, Great Yarmouth Borough Council)
- Climate Strategy (2024, Norfolk County Council)
- Climate Change Strategy and Action Plan 2021-2024 (2021, Borough Council of King's Lynn and West Norfolk)
- Protected Landscapes High Level Report for Adaptation Reporting Round 4 (ARP4) (2024, National Parks England)
- Achieving Net Zero: Farming's 2040 Goal (2019, National Farmers' Union)
- Environment and Climate Change (2020, National Farmers' Union)

Sustainable development: Planning

The **Town and Country Planning Act 1990** established the fundamental principles of planning law, including the requirement for planning permission for development.

The **Planning Act 2008** established a new consent regime for major infrastructure projects in areas like energy, transport, and waste.

Localism Act 2011, Growth and Infrastructure Act 2013, Infrastructure Act 2015, Housing and Planning Act 2016. These acts have amended and supplemented the planning system, addressing specific areas like localism, infrastructure, and housing.

The National Planning Policy Framework (NPPF) 2024 sets out the planning policies for England and how these should be applied. It outlines the government's view of what constitutes sustainable development in practice, encompassing social, economic, and environmental aspects. Chapter 15 of the NPPF states that great weight should be given to conserving and enhancing landscape and scenic beauty in National Landscapes and National Parks.

The Levelling Up and Regeneration Act 2023 (LURA), Section 245 introduced a strengthened duty on Relevant Authorities to 'seek to further' the purposes of Protected Landscapes in England.



National Planning Policy Guidance provides practical advice and detailed explanations to help local authorities, developers, and other stakeholders understand and apply the policies outlined in the NPPF. It addresses various aspects of the planning system, including plan-making, design, climate change and flood risk.

Local Development Plans guide development and land use within a specific local authority area and provide the framework for making decisions about development proposals. They outline how land should be used, where development should and shouldn't happen, and how infrastructure, services, and facilities will be provided.

NCNL Integrated Landscape Guidance provides a holistic approach to managing the Norfolk Coast National Landscape by considering its physical, ecological, historical, social, and cultural characteristics.

Additional legislation, policies, plans and guidance that have informed this Management Plan:

- Norfolk Green Infrastructure Recreation Avoidance Mitigation Strategy (2022)
- Local Plan for the Broads 2015-2036 (2019, Broads Authority)
- Broads Landscape Character Assessment (2016, Broads Authority)
- National Flood and Coastal Erosion Risk Management Strategy (2020, Environment Agency)
- Shoreline Management Plan 4 The Wash (2011, Environment Agency)
- Shoreline Management Plan 5 North Norfolk (2012, Environment Agency)
- Local Plan Core Strategy (2015, Great Yarmouth Borough Council)
- Local Plan Part 2 (2012, Great Yarmouth Borough Council)
- Emerging Local Plan (Great Yarmouth Borough Council), specifically NAT3, NAT6, NAT9, DHE6, OSS1
- East Inshore and East Onshore Marine Plans (2014, Marine Management Organisation), specifically AGG1, AGG2, AGG3, AQ1, BIO1, BIO2, CAB1, CC1, CC2, CCS1, CCS2, DD1, EC1, EC2, EC3, EC01, EC02, FISH1, FISH2, GOV1, GOV2, GOV3, OG1, OG2, PS1, PS2, PS3, SOC1, SOC2, SOC3, TIDE1, TR1, TR2, TR3, WIND1, WIND2
- Coastal Change Management Areas Opportunities for sustainable solutions in areas subject to coastal change (2017, Natural England)
- Norfolk and Suffolk Coastal Authorities Statement of Common Ground Coastal Zone Planning (2022, Norfolk and Suffolk Coastal Authorities)
- Norfolk Minerals and Waste Local Plan 2023-2038 (2025, Norfolk County Council)
- Local Flood Risk Management Strategy (2024, Norfolk County Council)
- Norfolk Strategic Planning Framework (2021, Norfolk Local Planning Authorities including Norfolk County Council)
- North Norfolk Landscape Character Assessment (2021, North Norfolk District Council)
- Background Paper 9: Coastal Change and Management (2023, North Norfolk District Council)
- Emerging Local Plan (North Norfolk District Council). Specific policies quoted in stakeholder comments: CC1
- North Norfolk Landscape Character Assessment SPD (2021, North Norfolk District Council)



- North Norfolk Local Development Framework Core Strategy: Incorporating Development Control Policies (2008, North Norfolk District Council), specifically CC13, ENV1, ENV2
- Marine and Coastal Access Act 2009 (UK Parliament)
- Coastal Adaptation Supplementary Planning Document (2023, East Suffolk Council, Great Yarmouth Borough Council, North Norfolk District Council, Broads Authority, and Coastal Partnership East)
- UK Marine Policy Statement (UK Government)
- Coastal Management Plan: Hunstanton Coastal Management Plan (2019, Borough Council of King's Lynn and West Norfolk)
- Local Plan 2021-2040 (2025, Borough Council of King's Lynn and West Norfolk), specifically LP15, LP16
- The Wash East Coast Management Strategy (2015, Borough Council of King's Lynn and West Norfolk)

Sustainable development: Tourism

The Sustainable Tourism Development Policy Framework promotes tourism that supports local communities and the economy while protecting fragile environments and cultural heritage. It encourages low-impact, responsible travel that enhances visitor experiences without compromising the landscape's long-term health.

The Suffolk and Norfolk Local Visitor Economy Partnership Destination Management Plan aims to position the region as a top-of-mind UK tourism destination by 2029. It focuses on growing a sustainable, inclusive visitor economy that supports local businesses, protects natural and cultural assets, and enhances the visitor experience across both counties.

The West Norfolk Tourism Development Plan 2022-26 aims to grow the local visitor economy by enhancing tourism marketing, supporting local businesses, and improving visitor experiences. It focuses on sustainable tourism that benefits communities, protects the environment, and increases visitor spend while working closely with regional partnerships and using data to guide development.

The Visit Great Yarmouth Destination Management Plan aims to strengthen the borough's tourism economy by enhancing the visitor experience, increasing overnight stays, and encouraging greater spending in local businesses. It focuses on partnership-led recovery and growth, ensuring tourism development is sustainable, inclusive, and beneficial to both visitors and the local community.

Additional legislation, policies, plans and guidance that have informed this Management Plan:

- The Wash and North Norfolk Coast: Limits of Acceptable Change Study (2022)
- West Norfolk Economic Vision and Strategy (2024, Borough Council of King's Lynn and West Norfolk)



Sustainable development: Dark skies

Local Authority Development Plans

- North Norfolk District Council under section 3.13 Protecting Environmental Quality, light and noise pollution are listed as key areas. The Plan highlights that light pollution from new developments can significantly harm the rural character and tranquillity of North Norfolk, where dark skies are highly valued. North Norfolk District Council planning guidance encourages limiting external lighting to essential use only and using sensitive design to reduce glare.
- Borough Council of King's Lynn and West Norfolk recognises that light pollution causes problems across the area, particularly in/around our protected landscapes. It highlights that excessive or poorly directed lighting can affect people's enjoyment of their homes and surroundings, as well as waste energy.
- Great Yarmouth Borough Council this Plan highlights that light pollution can affect the quality of life and living conditions for residents.

Norfolk County Council's Environmental Lighting Zones Policy designates specific lighting zones across Norfolk to manage and limit the impact of artificial lighting. It encourages the use of full cut-off lighting and restricts unnecessary illumination, especially in rural and environmentally sensitive areas.

The National Planning Policy Framework (NPPF) 2024 highlights the importance of protecting intrinsically dark landscapes and managing noise and light impacts appropriately. The NPPF encourages planning authorities to limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes, and nature conservation. This supports the integration of dark sky considerations into local and regional planning decisions.

The All-Party Parliamentary Group (APPG) Dark Sky Policy Plan 2020 includes ten policy recommendations which aim to modernise outdoor lighting laws, establish national lighting standards, and incentivise dark sky preservation across the UK.

Additional legislation, policies, plans and guidance that have informed this Management Plan:

- The Reduction of Obtrusive Light, Guidance Note GN01/21 (2021, Institute of Lighting Professionals)
- Towards a Dark Sky Standard: A Lighting Guide to protect dark skies; from local need to landscape impact (2021, UK Dark Skies Partnership)
- Guidance Note 08/18 Bats and artificial lighting in the UK (2018, Bat Conservation Trust)

Sustainable development: Heritage

The Planning (Listed Buildings and Conservation Areas) Act 1990 provides protection for heritage assets such as listed buildings and conservation areas within the landscape.



National Planning Policy Framework (NPPF) 2024 emphasises the importance of conserving and enhancing the scenic beauty of National Landscapes and maintaining the character and public access of Heritage Coasts.

The Heritage Coast Policy for North Norfolk (Policy EN3) focuses on preserving the unique undeveloped character of the north Norfolk Coast.

The West Norfolk Culture and Heritage Strategy (2025) focuses on making heritage relevant and accessible to diverse audiences, especially young people, whilst supporting a resilient and inclusive cultural sector.

Local communities (including businesses)

National Planning Policy Framework (NPPF) 2024 supports sustainable rural economies, including tourism and small-scale business development, while emphasising the importance of conserving and enhancing National Landscapes.

Planning and Compulsory Purchase Act 2004 requires local planning authorities to prepare Local Development Frameworks that consider the needs of designated landscapes like the Norfolk Coast.

Levelling Up and Regeneration Act 2023 places a legal duty on the UK government to set and report on long-term targets to reduce regional inequalities across the UK. The Act is relevant to addressing regional inequalities observed across the Norfolk Coast and supports actions to improve living standards, transport infrastructure, education, health, skills, wellbeing, housing, pride in place (and more).

Norfolk Economic Strategy 2024-2029 aims to improve productivity, reduce inequality, and support local businesses and communities through innovation, skills development, and sustainable practices.

2.2 NCNL Special Qualities

The special qualities of the Norfolk Coast National Landscape describe the features, characteristics, and experiences that together create its distinctive sense of place and underpin its national significance for natural beauty, biodiversity, and cultural heritage.

- Dynamic character and geomorphology of the coast. Movement and interchange of internationally recognised geomorphological features and habitats.
- Strong and distinctive links between land and sea. The area's distinctive and unique character is based on the visual, ecological, socio-economic and functional links between land and sea.



- Diversity and integrity of landscape, seascape and settlement character. Key quality is based on maintaining diversity of character types rather than uniformity across the area, including landscapes and seascapes, settlement pattern, building materials and styles.
- Exceptionally important, varied and distinctive biodiversity, based on locally distinctive habitats. Recognised by a range of national and international designations. Coastal habitats are particularly important and most famous for birds, supporting iconic species. Inland habitats and species are also important, particularly lowland heath.
- Nationally and internationally important geology. Mainly based on past glaciation and current coastal process. Includes landforms and landscape scale features as well as individual sites.
- Sense of remoteness, tranquillity and wildness. A low level of development and population density for lowland coastal England, leading to dark night skies and a general sense of remoteness and tranquillity away from busier roads and settlements and, particularly for undeveloped parts of the coast, of wildness.

2.3 Landscapes (Glover) Review

The Landscapes Review (2019), commonly referred to as the Glover Review, was an independent review commissioned by the UK government to assess the future of England's National Parks and Areas of Outstanding Natural Beauty (AONBs). Led by Julian Glover, the review called for a radical overhaul to make protected landscapes more ambitious in recovering nature, improving access for all people, and ensuring they better serve environmental, cultural, and community needs.

The review put forward 27 proposals outlining how National Parks and National Landscapes might better serve nature, people, and place. We have worked with 16 of these proposals (Table 1) to develop this Management Plan.





Table 1: The 16 proposals taken from the Landscapes (Glover) Review which shaped development of the Norfolk Coast National Management Plan 2025-30

Landscapes alive for beauty and nature

Proposal 1 National landscapes should have a renewed mission to recover and enhance nature, and be supported and held to account for delivery by a new National Landscapes Service.

Proposal 2 The state of nature and natural capital in our national landscapes should be regularly and robustly assessed, informing the priorities for action.

Proposal 3 Strengthened Management Plans should set clear priorities and actions for nature recovery including, but not limited to, wilder areas and the response to climate change (notably tree planting and peatland restoration). Their implementation must be backed up by stronger status in law.

Proposal 4 National landscapes should form the backbone of Nature Recovery Networks – joining things up within and beyond their boundaries.

Proposal 5 A central place for national landscapes in new Environmental Land Management Schemes (ELMS).

Proposal 6 A strengthened place for national landscapes in the planning system with AONBs given statutory consultee status, encouragement to develop local plans and changes to the National Planning Policy Framework.

Landscapes for everyone

Proposal 7 A stronger mission to connect all people with our national landscapes, supported and held to account by the new National Landscapes Service.

Proposal 8 A night under the stars in a national landscape for every child.

Proposal 9 New long-term programmes to increase the ethnic diversity of visitors.

Proposal 10 Landscapes that cater for and improve the nation's health and wellbeing.

Proposal 11 Expanding volunteering in our national landscapes.

Proposal 12 Better information and signs to guide visitors.

Proposal 14 National landscapes supported to become leaders in sustainable tourism.

Proposal 15 Joining up with others to make the most of what we have, and bringing National Trails into the national landscapes family.

Living in landscapes

Proposal 17 National landscapes working for vibrant communities.

Proposal 19 A new approach to coordinating public transport piloted in the Lake District, and new, more sustainable ways of accessing national landscapes.



WAFECT/L ZO PROLK COAS Appendix 3 Data & Evidencing 2025-30 Management Plan

The following documents were used to underpin development of this Management Plan and are available on the Norfolk Coast Protected Landscape website.

Strategic Environmental Assessment (SEA). A broad assessment looking at the environmental impacts of the Management Plan.

Habitat Regulations Assessment (HRA). A specific assessment looking at the potential impact of the Management Plan on the Norfolk Coast National Landscape designation.

State of Report. A comprehensive report that provides an important evidence baseline for the Norfolk Coast National Landscape designation.

Norfolk Coast National Landscape Integrated Landscape Guidance. A framework that uses a holistic approach to understand and manage the NCNL by considering its physical, ecological, historical, social, and cultural characteristics.

Norfolk Coast Biodiversity Audit Phases 1-3 (University of East Anglia, 2022 and 2023). A review of priority habitats and species within the NCNL.

Priority Habitats Inventory (England) (Natural England, 2025). A spatial dataset mapping priority habitats identified in the UK Biodiversity Action Plan and listed as important for conserving and enhancing biodiversity.

Development Log (NCP, 2025). A record of development, feedback and decision-making for the NCNL Management Plan 2025-2030.

The following documents support partnership delivery of the ambitions set out within this Management Plan and are available on the Norfolk Coast Protected Landscape website.

Action Plans (in development). These are delivery plans for the goals and targets outlined in the Management Plan:

- Nature recovery
- Climate adaptation and mitigation
- Sustainable development (planning, tourism, dark skies, heritage)
- Local communities (including businesses)

Guidance documents. These offer advice and support for developers, planners, decision-makers and the public, relating to:

- Nature recovery
- Climate adaptation and mitigation
- Dark skies



