

Norfolk Coast AONB

INTEGRATED LANDSCAPE GUIDANCE

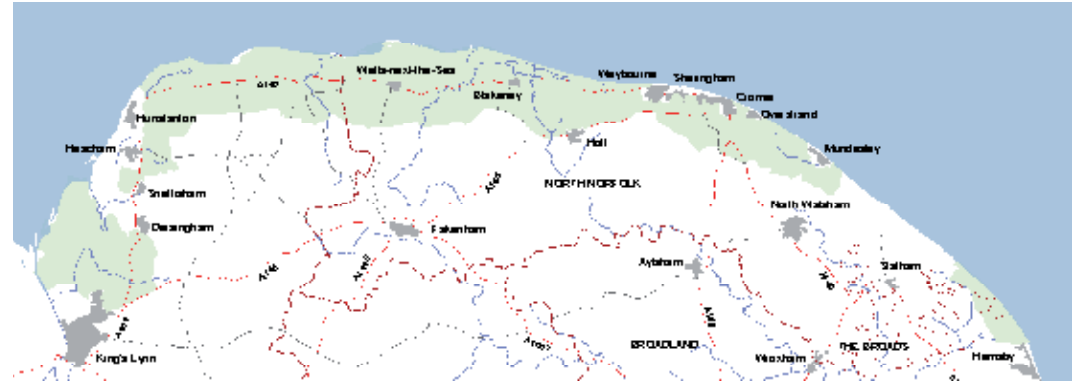


section 01

SCOPE OF THE STUDY

1.1

Background to the study



MAP 1 - EXTENT OF THE NORFOLK COAST AONB

1.1.1 The Norfolk Coast AONB

The Norfolk Coast Area of Outstanding Natural Beauty (AONB) was designated in 1968 in recognition of its scenic beauty, remarkable landscape and cultural diversity, and unique and special wildlife. The Norfolk Coast AONB is one of a family of 41 in England and Wales which, together with the National Parks, make up the areas that are identified as being our finest scenic areas.

The area of the Norfolk Coast AONB is shown on Map 1. It encompasses:

- the North Norfolk coastline between Old Hunstanton to the west and Bacton to the east, which includes the wild and remote coastal marshes of the North Norfolk Heritage Coast – a changing mixture of sand and mud flats, dunes, shingle, saltmarsh, reedbeds and grazing marsh - with its internationally important and renowned birdlife. It also includes the soft, eroding cliffs of glacial sands and gravels east of Weybourne, which are important geologically as well as scenically, and the rolling farmland, estates and woodland of the coastal hinterland, with important areas of heathland;
- the western outlier, north of King's Lynn, which includes part of Sandringham Estate and comprises part of the Wash mudflats as well as coastal marshes and lowland heath and bog, along with farmland; and
- the eastern outlier, between Sea Palling and Winterton, which comprises sand dunes and the low-lying marsh and arable farmland behind them.

The designated area is approximately 450 km² and includes the inter-tidal areas and the hinterland of the coast (which stretches up to 6km inland). The AONB crosses the boundaries of four administrative areas:

- King's Lynn & West Norfolk Borough Council
- North Norfolk District Council
- Great Yarmouth Borough Council; and
- the Broads Authority Executive Area

1.1.2 Sustainable use and management of the AONB

A wide range of organisations and interests play a part in managing the Norfolk Coast and the Norfolk Coast Partnership was set up in 1991 to promote co-ordinate policies and action amongst its member organisations with the overarching aim of promoting the sustainable use of the AONB.

All landscapes are in a constant state of flux and the Norfolk Coast Partnership aims to manage and direct changes to the landscape so that they conserve and/or enhance its scenic character. The AONB landscape is a setting for nature conservation, farming, recreation and industry. It is a vulnerable coastline, which is influenced by the ongoing impacts of coastal erosion and sea level rise. Approximately 18,280 people live in the area and approximately 2.8 million visit each year ¹ to enjoy the beaches, panoramic seascapes, its wild, natural character and its stunning range of birds and wildlife.

The Norfolk Coast Partnership has prepared the first management plan for the AONB ². It was produced as a result of extensive consultation with local communities, organisations, interest groups and individuals and provides a framework for management of the area for partner organisations, and guidance for other organisations and individuals, to achieve conservation and enhancement of the natural beauty of the area and sustainable enjoyment of that natural beauty.

The AONB Management Plan is a working document, which undergoes a constant review process. This Guidance for the Integrated Landscape Character of the Norfolk Coast AONB has been developed as part of the ongoing AONB Management Plan Review process.

¹ Scott Wilson Ltd (for Norfolk Coast Partnership), June 2006
Tourism Benefits & Impacts Analysis in the Norfolk Coast AONB – Executive Summary

² Norfolk Coast AONB Management Plan 2004-2009

1.2

Guidance for the Integrated Landscape Character of the Norfolk Coast AONB

This Guidance for the Integrated Landscape Character of the Norfolk Coast AONB was commissioned by the Norfolk Coast Partnership, which facilitates a Working Group of landscape and planning officers from the local authorities, the Broads Executive Area, Norfolk County Council and a range of environmental organisations with an interest in the ongoing management of the AONB landscape. The group is working to develop a wider understanding and awareness of landscape character assessment and its use as a tool for managing the sustainable use of the AONB.

1.2.1 What is meant by ‘Integrated Landscape Character Assessment’?

Landscape character assessment is the process of identifying areas of similar character, classifying and mapping them and describing their character³. It highlights the unique combinations of elements and features which make each landscape distinctive and provides the evidence to assist the management of ongoing change. Integrated landscape character assessment is a holistic, ‘joined-up’ approach to landscape character assessment which considers visual, historic and ecological aspects of the landscape in equal measure.

1.2.2 What is the Guidance for?

The objectives of the Integrated Guidance for the Norfolk Coast AONB are to:

- describe the distinctive character of the Norfolk Coast AONB, taking account of its scenic qualities, its ecological value and its historical development (ie a holistic account which integrates these three aspects of landscape character)
- highlight those aspects of the landscape which are valued and particularly vulnerable to change and which therefore should be a priority for conservation – the ‘key environmental assets of the AONB landscape; and

- develop guidance on appropriate measures and considerations that will help conserve and enhance them, whilst encouraging the sustainable development of the area.

This Guidance is based on an Integrated Landscape Character Assessment which considers the landscapes of the AONB as a mosaic of different landscape types and character areas, each with particular characteristics and particular forces for change. The assessment is intended to provide an understanding of the AONB landscape, of the constraints and opportunities it presents to development, and to inform future policy.

1.2.3 Structure of the Guidance

The overall structure of the Guidance is summarised below.

SECTION 1 – SCOPE OF THE STUDY

- 1.1 Background to the study
- Norfolk Coast AONB
 - Role of the Norfolk Coast Partnership
 - Relationship of this study to the AONB Management Plan process

Guidance for the Integrated Landscape Character of the Norfolk Coast AONB

- Definition of integrated landscape character assessment
- Objectives of the Guidance
- How it is structured?
- Who is it for?
- How to use it?

SECTION 2 – OVERVIEW OF RELEVANT DATA

- 2.1 Relationship to previous studies
Role of this guidance in relation to other previous work in the region
- 2.2 Geology and coastal geomorphology
- 2.3 Landscape character
Hierarchy of landscape character classification at national, county, district and AONB level
- 2.4 Ecological network modelling
County & District ecological network mapping (Norfolk Wildlife Trust)
Heathland studies
- 2.5 Historic landscape characterisation - Historic Landscape Characterisation project (English Heritage)
- 2.6 Statutory designations
Ecological designations, nature reserves, Scheduled Ancient Monuments and Conservation Areas
- 2.7 Tranquillity mapping

SECTION 3 – NORFOLK COAST AONB – CHARACTER & PRESSURES FOR CHANGE

- 3.1 AONB Landscape character
 - Summary description of landscape character across the Norfolk Coast AONB
- 3.2 Pressures for change
 - Generic guidance on managing the principal pressures for change in the AONB & a checklist of key points to consider in relation to planning applications
 - built development
 - infrastructure (roads, telecommunication masts, power lines etc.)
 - mineral extraction & waste disposal
 - agriculture & land management
 - forestry & woodland
 - tourism & recreation
 - renewable energy
 - climate change

SECTION 4 – INTEGRATED LANDSCAPE GUIDANCE FOR THE NORFOLK COAST AONB

- Open Coastal Marshes
- Drained Coastal Marshes
- Coastal Slopes
- Wooded Slopes with Estate Land
- Rolling Open Farmland
- Plateau Farmland
- Rolling Heath & Arable
- Small Valleys
- Tributary Farmland
- Wooded with Parkland
- Coastal Plain
- Coastal Towns & Villages
- Large Valleys
- Estuarine Marshland
- Settled Farmland
- Dunes, Coastal Levels & Resorts

Section 1 sets the scene and provides an overall introduction to the Norfolk Coast AONB, why it is special and how it is managed. It goes onto explain what the Guidance is for and how it is intended to be used.

Section 2 reviews the key data sets which are of relevance for the study, with cross references to key studies and documents which have informed this work and which might provide useful supplementary (and often more detailed) information.

Section 3 provides a broad overview of the distinctive landscape character of the AONB landscape and an analysis of the ongoing forces for change which are likely to influence the character of the landscape. Generic guidelines for managing each of these forces for change are also presented in this section, along with references for more detailed guidance and information and a checklist of key considerations to take into account when submitting or reviewing planning applications within the AONB.

Section 4 presents the integrated landscape character assessment and guidance for each of the 16 landscape types within the AONB. For each landscape type, there is:

- a description of integrated landscape character, with typical illustrative photographs
- a review of inherent landscape sensitivity in terms of key environmental assets. These are the distinctive and valuable landscape features and elements which are considered to be a priority for conservation
- a review of variations in landscape character within each type – the more detailed landscape character areas and their inherent sensitivity to change
- the forces for change which are likely to be influential
- guidance notes which demonstrate how landscape change can be managed so that the distinctive and valuable aspects of landscape character are conserved and enhanced. The guidance takes account of the specific key environmental assets and the forces for change relevant to each landscape type. The Guidance notes are accompanied by photographs and sketches which demonstrate how change can be managed within each landscape type. In many cases the sketches show what is meant by ‘appropriate, innovative design’.

1.2.4 Who is it for?

The Guidance is for use by everyone who has an interest in the character, conservation and management of the AONB landscape. It is particularly relevant to:

- Planning officers – who may use it to assist with the process of assessing and responding to planning applications
- Members of planning committees – who are asked to comment on planning applications
- Highways & transportation engineers – who may be designing changes to roads and infrastructure within the AONB
- Landowners & developers, who are submitting planning applications for sites which are within the AONB (or likely to have an impact on its landscape character). For instance the Guidance provides information which will be of particular relevance in preparing Design & Access Statements to accompany planning applications
- Local communities & Parish Councils – who may be responding to planning applications (and a range of other issues) as consultees or who may be engaged in the preparation of community-led planning documents such as Parish Plans.
- Land managers and agri-environment advisers, for agri-environment applications

1.2.5 How to use it

The Guidance is not designed to be read right through from start to finish. You may find it useful to skim through sections one and two and then dip in and out of section 3 and the individual reports for each landscape type (section 4). You can focus on the landscape types or the forces for change which are of most interest.

The key to accommodating landscape change successfully is to understand landscape scale and character; appreciate landform, geology, valuable ecological habitats, the evolution of field and settlement patterns; and respect local materials and building styles.

The text boxes below suggest how the Guidance might be of assistance to users who are:

- making or commenting on a planning application
- developing or evaluating an application for Environmental Stewardship
- preparing a Village/Town Design Statement or a Parish Plan.

Using the Guidance to help make or comment on a planning application

Following the Planning & Compulsory Purchase Act 2004, planning applications must be accompanied by a Design Statement (also referred to as a Design & Access Statement). This is a written and illustrated report, which shows how the applicant has:

- analysed the site and its setting
- developed and applied design principles to achieve good, inclusive design for buildings and public spaces; and
- consulted on the issues⁴.

The scope and level of detail of the Design Statement depends on the nature of the development, the site and its context. All developments in AONBs require a Design Statement

If you are writing a Design Statement:

- Look up which landscape character type(s) the site is located in.
- Use the description of distinctive landscape character to help write the section on Site Context and Appraisal in the Statement, bearing in mind that you need to consider how the site relates to its wider context - well beyond the 'red line'.
- Use the description of distinctive landscape character and the bullet points in the guidance section to inform your proposals for landscape design, demonstrating that you have developed your proposals in response to the inherent landscape character of the area and that you are reinforcing and enhancing local character rather than imposing on it.

⁴ Urban Design Group, 2008, *Design & Access Statements Explained*

Include reference to:

- landscape type and setting, biodiversity, typical landscape pattern and boundary features (trees, hedgerows, walls, fencing), micro climate/orientation, historic and cultural features, local building materials and locally distinctive (vernacular) design
- Refer to relevant planning policies, adopted policy documents and to documents prepared by local communities – which show which aspects of the local area people value and the design principles on which they hope future development will be based.

If you are commenting on a Design Statement: -

Visit the application site to assess its likely impact on the surrounding landscape. Consider: -

- the extent to which the proposed design has evolved from an evaluation of the site and its context. Do you recognise the local landscape character from the description provided. If not use the description in the Guidance to help explain what has been missed and why these characteristics are important (from visual, ecological and/or historic landscape perspectives).
- whether the proposals take account of the key environmental assets of the area (as set out in the Landscape Sensitivity & Change sections of the Guidance) and, if necessary, refer to the need to conserve and enhance these specific assets in your response.
- how the development is integrated within the surrounding landscape context – in terms of boundary treatments (hedgerows, trees, fencing etc), public spaces, hard landscape, lighting etc.
- if the photos in the Design Statement have been taken from the key ‘public’ viewpoints – ie from local roads or public rights of way. If not, take your own photos from these obvious viewpoints and check how the development will appear in them.
- if the Design Statement has referred to local policies, strategies and reports, giving particular credence to those which have been adopted (as Supplementary Planning Documents) by the local planning authority and/or which express the views of the local community

Using the Guidance to help develop or evaluate an application for Environmental Stewardship

Key aims of the Environmental Stewardship scheme are to:

- improve conditions for farmland wildlife
- maintain and enhance landscape character
- protect the historic environment⁵.

The application maps supplied by Natural England include descriptions of the key characteristics of the relevant Joint Character Area(s) for the application land. Each has a priority target for the management of a variety of features. The Joint Character Areas are broad and correspond to the Countryside Character Areas shown on Map 2. The Environmental Information Map you are provided with may show features of particular historic, landscape or wildlife interest, but this Guidance provides the information at a far greater level of detail. You can use the information on Key Environmental Assets to help target which management options will deliver benefits that are particularly relevant to your land and where to focus action.

The full benefits of Environmental Stewardship will usually only be achieved when Entry Level or Organic Entry Level Stewardship options are combined with the more demanding Higher Level Stewardship (HLS) options. These are designed for land that is of significant environmental interest and the options available are carefully targeted to meet regional targets. The precise management package for HLS agreements is determined through the process of preparing a Farm Environment Plan. The Guidance should be one of the documents consulted to inform the desk study; the detailed maps for each landscape character type (in Part 4) provide an excellent basis for this work as they combine the ecological network mapping with statutory designations (ecological and heritage), public rights of way and landscape character. Information from the Guidance (and other detailed Landscape Character Assessments) can be used to complete the second of the two 'key characteristics' tables. The Historic Landscape Character Assessment will be an essential document for completing the section on historic environment.

⁵ Defra, 2005, *Entry Level Stewardship Handbook*

Using the Guidance to help prepare a Village/Town Design Statement or a Parish Plan

- Look up which landscape character type(s) relevant to your village/town. Bear in mind that many settlements are sited on the boundaries of two or more landscape types (because of the historic benefits of access to a diverse range of environmental resources (fuel, food, fish etc)).
- Note the landscape characteristics which apply to your settlement (visual, ecological and historic) and use them to build up your own description of your area. The Guidance will provide you with the basics, but you may also wish to consult the more detailed local Landscape Character Assessments (see Section 2.1). You should refer to the documents you have consulted in your Statement.
- Note that it is important to consider your settlement within its wider landscape setting, highlighting the physical, visual and cultural inter-relationships between a place and its landscape.
- Use the information in the Guidance as a basis for your own detailed assessment of landscape character, highlighting key views, landmarks and distinctive features. The Key Environmental Assets (in the Landscape Sensitivity & Change sections of the Guidance) should provide some helpful clues – these are features and characteristics which should be conserved and enhanced in your recommendations for action and/or in principles or guidance for managing change in your settlement.
- The bullet points in the Integrated Landscape Guidance sections should assist you in writing principles for managing future change, although you will need to tailor them to suit specific locations. Where possible refer to the names of local views, roads and places
- Cross reference recommendations in your Statement to relevant policy documents including this Guidance and any other Landscape Character Assessments you have referred to.

Key issues to bear in mind are:

- All landscapes are valuable and it is important to recognise that the unique character and diversity of the AONB landscape stems from its underlying geological structure and the evolving patterns of land use and landscape character. This inherent diversity has been ‘captured’ and recorded through the landscape character assessment process.
- Within each landscape type, the Key Environmental Assets are considered to be particularly ‘significant’ in terms of their contribution to the distinctive character of the landscape, its ecological value and its historic value. These are the most sensitive landscape elements and features, which should be a priority for conservation and enhancement.
- The Guidance has been developed using the existing more detailed landscape character assessments for each of the 4 planning authorities within the AONB (see Section 2.1 for more detail about these). It is not intended to replace these studies and they may provide more detailed information on landscape condition and sensitivity to change, particularly for the detailed landscape character areas.
- This is working document, which will continue to be updated as more data and information becomes available.

In summary, the Guidance for the Integrated Landscape Character of the Norfolk Coast AONB is intended to lay the foundation for common policies and action on landscape issues. It is a tool for creative conservation and landscape enhancement and, where appropriate, it can help to identify opportunities for robust and attractive new development.

The landscape of the Norfolk Coast AONB is a unique and valuable national asset, but one that is very vulnerable to ill-considered change. By recognising and taking account of landscape character in planning for development and change, we can direct that change so that it is positive, creative and effective.

section 02

OVERVIEW OF RELEVANT DATA

2.1

Relationship of the Guidance to previous studies

There have been a large number of studies carried out in the Norfolk Coast AONB, including the broad landscape character assessment which was included within the AONB Management Plan (2004-2009). This Guidance takes account of this earlier work, and provides a more detailed review of character and sensitivity.

Section 2.2 (Landscape character) sets out the hierarchy of landscape character assessment mapping for this part of the country. Information from these national and regional datasets has informed the AONB Guidance and has also provided the foundation for the relevant district landscape character assessments. It is these four landscape character assessments which are the key references for the current AONB Guidance. All provide a baseline inventory of variations in landscape character across the local planning authority areas and outline guidance for conserving, enhancing and/or restoring locally distinctive landscape character. They are:

- King's Lynn & West Norfolk Borough Landscape Character Assessment, March 2007 (Chris Blandford Associates)
- Landscape Character of North Norfolk – Draft Version IV, February 2008, North Norfolk District Council
- Great Yarmouth Borough Council Landscape Character Assessment – Draft, January 2008, Land Use Consultants (for Great Yarmouth Borough Council)
- Landscape Guidance for selected locations within the Broads, May 2008, (Land Use Consultants for the Broads Executive Authority)

This Guidance for the Integrated Landscape Character of the Norfolk Coast AONB does not seek to override the detailed information contained in each of the district-based landscape character assessment reports; instead it summarises and presents information from the detailed reports in a consistent, user-friendly format which relates to the landscapes of the AONB. Detailed information on the methodologies used for developing the landscape character assessments, and the way they have informed policies in Local Development Frameworks, may be found in the district based landscape character assessments.

Also of relevance is a study commissioned by the Norfolk Coast Partnership which recommends a consistent approach to the development and use of landscape character assessment in the AONB⁶. This study demonstrates how historic landscape characterisation and biodiversity information can be integrated with landscape character data (an integrated landscape character assessment process) and explores the use of landscape character assessment to inform policy in the emerging Local Development Frameworks for the planning authorities within the AONB.

⁶ *Chris Blandford Associates in association with Alison Farmer Associates, December 2006, Towards a Co-ordinated Approach to Integrated Landscape Planning in Norfolk*

2.2

Geology & coastal geomorphology

2.2.1 Geology overview

The Norfolk Coast AONB is underlain by a concealed platform of ancient rocks, with layers of Mesozoic and Cenozoic sediments. One of the Mesozoic layers, the soft Kimmeridge Clay formation which covered the Fen basin, was excavated by Ice Age glaciers, mixed and transported southwards and eastwards to cover much of central Norfolk. Overlying the Kimmeridge Clays, a series of sands and clays form the Lower Cretaceous strata of West Norfolk and these are in turn overlain with chalk.

The chalk strata dip gently from west to east and form rolling hills just inland from the coast, rising to approximately 70m AOD. The low chalk escarpment is masked by glacial till, but the west facing dip slope forms a rolling plateau with a few shallow river valleys running westwards into the Wash. The Lower Cretaceous bedrock outcrops on the lower slopes of the chalk in the form of the Sandringham Sands and Carstone, a type of sandstone which has been cemented by iron oxides to form an orangey-brown sandstone which is a characteristic building stone throughout the Sandringham area. The stratigraphy is exposed within the coastal cliffs at Hunstanton, where near-vertical cliffs about 25m in height are cut in Carstone, red Chalk and Lower Chalk. The Carstone forms a shore platform with rectangular jointing patterns. The Lower Chalk collapses as the cliff is undermined and topples as large tabular blocks.

Chalk bedrock is made from the remains of microscopic marine organisms that lived in a warm shallow sea that covered this area during the Cretaceous period. Chalk is a soft rock, but is relatively more resistant to erosion than the other deposits found on the North Norfolk Coast. The chalk is visible in the base of the cliffs at Weybourne, while between Sheringham and West Runton it is exposed as a wave-cut platform at low water. Associated with the chalk

The section is based on the following sources:

British Regional Geology, 1961, East Anglia & adjoining areas (4th Edition) by C. P. Chatwin, HMSO

North Norfolk District Council, 1996, The North Norfolk Coastal Environment

Geological Conservation Review, 2003, Volume 28, Chapter 11 Coastal Geomorphology of Great Britain, V.J. May & J.D. Hansom, Geological Conservation Review Volume: 28,

are bands of flints made of silica, which also originates from marine organisms that lived during the Cretaceous period. Immense pressures in the earth forced the silica to be concentrated in pores in the chalk and formed the bands of flint that can be seen in the chalk exposures. As the chalk is eroded the flints are released and, because of their hardness, they remain and accumulate on the beaches.

But the underlying geology is everywhere masked by glacial deposits, laid down during the Quaternary - the most recent of the periods on the geological time scale, which has been characterised by a number of glacial and inter-glacial stages. The Anglian glaciation was the 3rd from last glacial stage and occurred between 400,000 and 500,000 years ago. This stage was the last time that the ice sheets reached East Anglia and the glaciers left a complex mix of glacial, proglacial and periglacial deposits layered over the underlying chalk bedrock. In some places the deposits (known as 'till') are jumbled into an undifferentiated layer, but in others the action of glacial meltwaters sorted the material into recognisable layers of sand, gravel and till. The 'Cromer Ridge' between Holt and Overstrand, is a distinctive terminal moraine which marks the final extent of a major Scandinavian ice sheet. It was formed when the deposits of two glacial lobes were superimposed on one another and piled up to form a contorted ridge. The resulting Cromer Ridge is the highest land in Norfolk and the lumpy, undulating surface and diverse mix of soils results from the mix of till, sands, gravels and erratic lumps of rock.

Large fans of glacial outwash gravels formed the Salhouse and Kelling Heaths, eskers (formed by subglacial meltwater streams) in Old Hunstanton Park and near Blakeney and other outwash features in the Glaven Valley. The resulting soils are variable in quality, with outcrops of poor quality brown sands and sandy gley soils contrasting with the rich alluvial soils of the river valleys. This variation in soil quality creates conditions for different types of vegetation cover from plantation and more natural woodland to intensive arable land.

Erosion and deposition are extensive features of this coast as the coastal cliffs are eroded and the material transported along the shores as soft or loosely-aggregated glacial sands, gravel and clays. There are tracts of saltmarsh and mud flats defined by an intricate network of creeks, drains and lagoons behind the shingle bars that characterise the coast.

Detailed information on sites of geodiversity value is available via the Norfolk Coast Partnership website, with notes on their significance.

2.2.2 Coastal geomorphology

The assemblage of coastal forms along the North Norfolk Coast is an outstanding example which is internationally famous and extensively researched. Much of the area is a low upland fronted by gently sloping abandoned cliffs (from a former period of higher sea level) separated from sand and shingle beaches by extensive saltmarshes and intertidal flats. The marshes exhibit a progression of age and development from east to west, manifested through changes in marsh height and an assemblage of geomorphological features. They have been a prime research site for investigating rates of saltmarsh accretion and tidal processes.

The key geomorphological features are:

- Hunstanton to Holme-next-the-Sea – eroding Chalk and Carstone cliffs that are fronted by a wide sand and shingle beach which extends northwards beyond the cliffs to Holme-next-the-Sea
- Holme-next-the-Sea to Brancaster – an area of dunes and beach ridges behind which lie both reclaimed marsh and natural saltmarsh
- Scolt Head Island – the best example of a barrier island on the British coast

- Gun Hill to Wells-next-the-Sea – dominated by a line of dunes known as ‘Holkham Meals’
- Wells Channel to Blakeney Spit – a large number of small bars of sand, shingle and shells, and an unusual, recurved cusped beach
- Blakeney Point to Sheringham – an excellent example of a recurved spit formed mainly of a single shingle ridge (over 9km in length) extending from shingle ridge at the foot of retreating till cliffs between Weybourne and Sheringham.

2.3

Landscape character

2.3.1 Key principles

The standard practical guide to landscape character assessment is *Landscape Character Assessment – Guidance for England and Scotland*⁷. This core reference sets out the rationale for landscape character assessment and describes the key principles underpinning the process. In particular it explains the important distinction between the objective process of landscape characterisation and the subsequent (often more subjective) process of making judgements based on knowledge of landscape character.

This Guidance, together with the detailed landscape character assessments on which it is based, provides an objective characterisation (a description, classification and map which shows variations in landscape character) and separate guidance for managing landscape change.

Landscape character assessment aims to explain what makes one area different or distinctive from another. It is typically described by reference to landscape types and landscape character areas:

- Landscape character types are generic landscape units which may be found in several different parts of the country; but wherever they occur, they share broadly the same combinations of geology, topography, soil, drainage patterns, vegetation type, historical land use and settlement pattern eg chalk river valleys or open coastal marshes are recognisable and distinctive landscape types.
- Landscape character areas are single unique geographically discrete areas of a particular landscape type eg the Itchen Valley, the Test Valley and the Avon Valley are all separate landscape character areas within the chalk river valleys landscape type.

This distinction is reflected in the naming of types and areas: landscape character types have generic names such as moorland plateau and river valley, but landscape character areas take on the names of specific places.

⁷ *Scottish Natural Heritage & The Countryside Agency, 2002, Landscape Character Assessment – Guidance for England & Scotland Towards a Co-ordinated Approach to Integrated Landscape Planning in Norfolk*

2.3.2 Landscape character context

Landscape character can be described and mapped at any scale and it is always helpful to consider a site or a landscape character unit within its wider context. There is a hierarchy of landscape character units – from assessments at the national scale, down to detailed local landscape character areas within a parish or on an estate. The assessments ‘nest’ together like a series of Russian Dolls and each assessment at each level adds more detail to the one above. The key landscape classifications which are of particular relevance in the context of the Norfolk Coast AONB are:

- **Countryside Character Areas – Norfolk (Map 2).** Countryside Character Areas from the Character Map of England⁸. Descriptions of these broad character areas are provided in Countryside Character Volume 6, published by the former Countryside Agency (now Natural England)⁹.
- **County Landscape Typology (Map 3).** The current landscape character framework for Norfolk County is provided by the Landscape Description Units (Level 2) prepared by the Living Landscapes Project for the County Council.

2.3.3 Landscape characterisation for the Norfolk Coast AONB

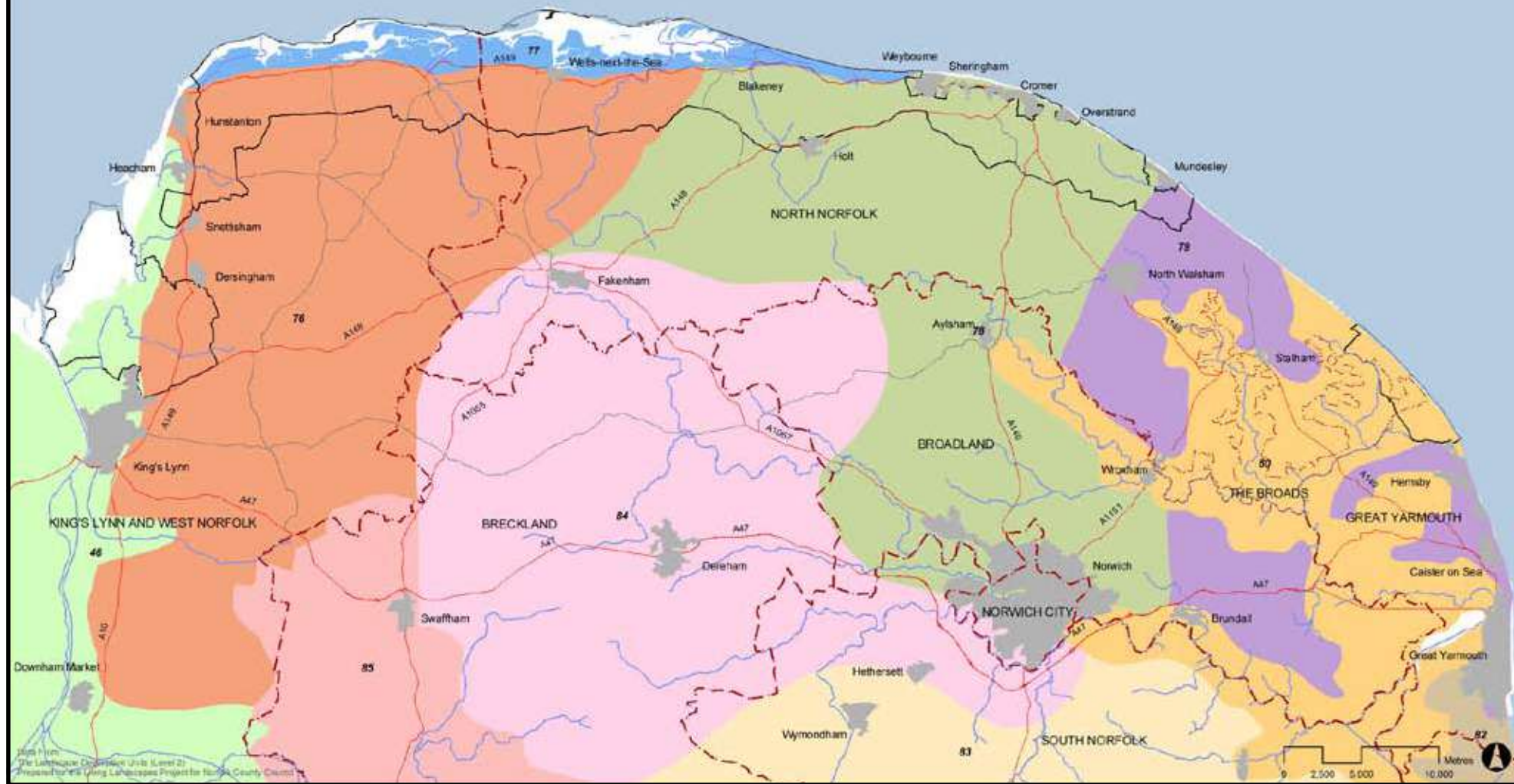
Each of the detailed landscape character assessments for the (four) planning authorities within the AONB has used the National Countryside Character areas and the County Landscape Types (Maps 2 & 3) as a basis for their landscape characterisation but they have often modified the county landscape types slightly so the final landscape type maps presented in the detailed landscape character assessment reports may differ slightly from the Level 2 landscape type mapping at County Level.

This Guidance for the Integrated Landscape Character Assessment of the Norfolk Coast AONB uses the landscape characterisation provided in the four detailed reports, but some further modification has been required to avoid repetition (in areas where landscape types reoccur in different local planning authority areas within the AONB eg Open Coastal Marshes and to provide coverage at a consistent scale. The latter point is relevant only in relation to the detailed landscape character assessment for the Broads Executive Area, where the very detailed description and mapping of local landscape types has been amalgamated to form broader landscape types which are comparable in scale to those elsewhere in the AONB.

⁸ Countryside Agency, English Nature Rural Development Service, English Heritage, updated 2006, *Character of England Map*

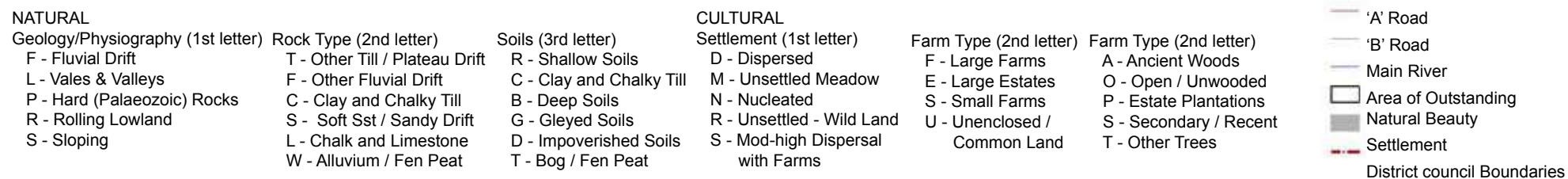
⁹ Countryside Agency, 1999, *Countryside Character Volume 6 – East of England (CA 14)*

MAP 2 - COUNTRYSIDE CHARACTER AREAS - NORFOLK



- | | |
|---------------------------------|---|
| 46 The Fens | 80 The Broads |
| 76 North West Norfolk | 82 South Norfolk and High Suffolk Claylands |
| 77 North Norfolk Coast | 83 Suffolk Coast and Heaths |
| 78 Central North Norfolk | 84 Mid Norfolk |
| 79 North East Norfolk and Flegg | 85 Breckland |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- - - District Council Boundaries



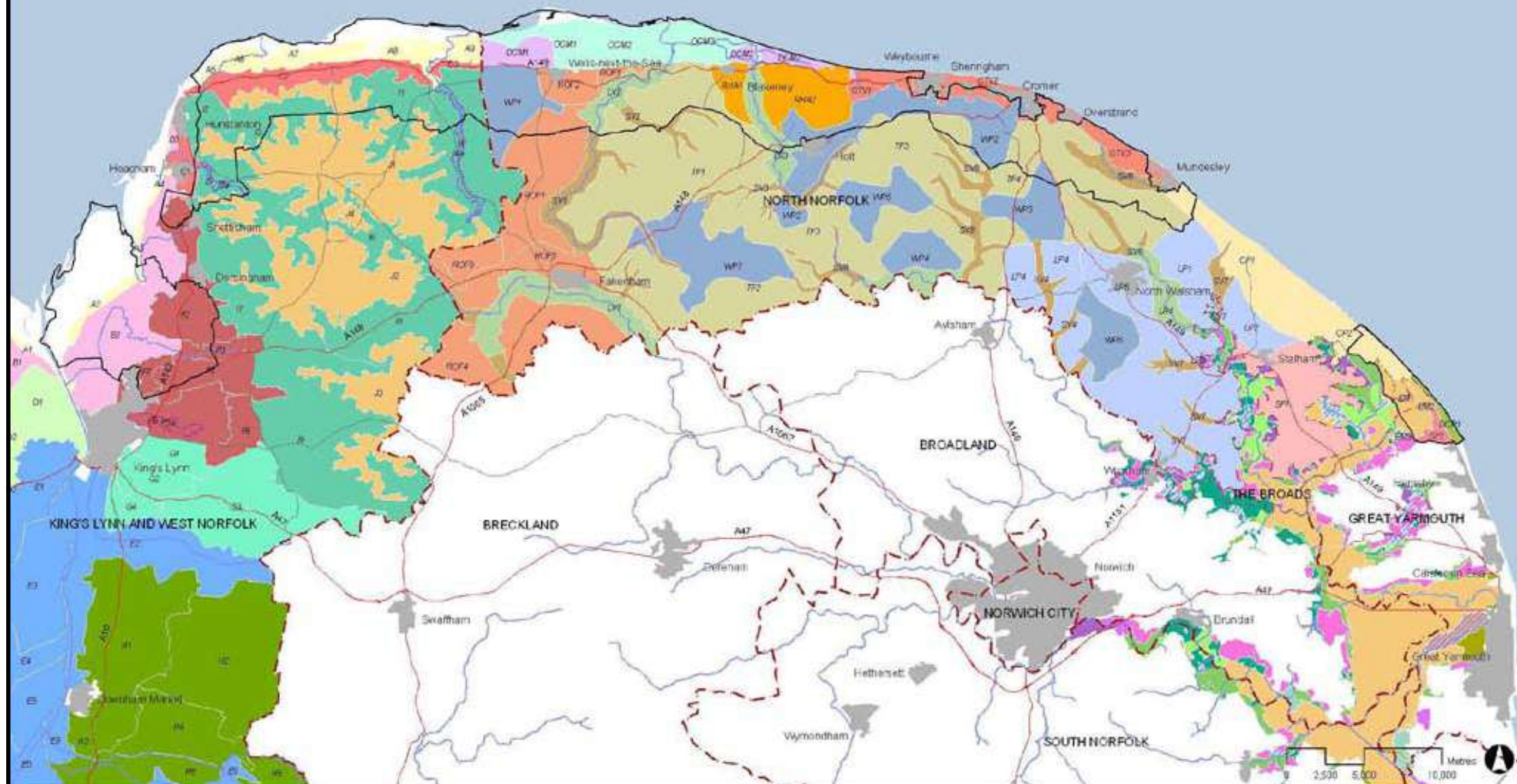
- **AONB Landscape Character Types (Map 4)** - as presented in the four detailed District Landscape Character Assessments (for King's Lynn & West Norfolk Borough, North Norfolk District, Great Yarmouth Borough and the Broads Executive Authority)
- **AONB Landscape Character Types - Modified (Map 5)** - This is the definitive map showing the landscape characterisation which has been used as the basis for this Guidance. The names and boundaries of the landscape character types and areas presented in Map 4 have been retained as far as possible, with minor modifications to the coastal landscape types (where the same type recurs in different local authority areas) and in the Broads Executive Authority area (where some of the detailed types have been amalgamated, as explained above).

Map 5 presents the 16 Landscape Character Types within the Norfolk Coast AONB. Each is subdivided into more detailed Landscape Character Areas. The detailed subdivision into landscape character areas is shown on the larger scale maps which accompany the descriptions and guidance for each of the landscape character types.

	AONB Landscape Character Type	AONB Local Landscape Character Areas	
OCM	Open Coastal Marshes	OCM1 OCM2 OCM3 OCM4 OCM5 OCM6 OCM7 OCM8 OCM9	North Wootton Shepherd's Port Holme-Next-The-Sea Thornham & Titchwell Scolt Head Island Wells/Holkham Overy Creek Stiffkey Morston to Blakeney
DCM	Drained Coastal Marshes	DCM1 DCM2 DCM3 DCM4 DCM5 DCM6 DCM7	North Wootton Old Hunstanton to Holme Holme to Thornham Thornham and Titchwell Overy Creek Holkham Cley/Salthouse
CS	Coastal Slopes	CS1 CS2 CS3	Heacham Holme to Brancaster Burnham Overy
WSE	Wooded Slopes with Estate Land	WSE1 WSE2 WSE3 WSE4	Snettisham & Dersingham Sandringham Hillington & Congham North & South Wootton & Castle Rising

ROF	Rolling Open Farmland	ROF1 ROF2 ROF3 ROF4 ROF5 ROF6 ROF7	Burnham Market Ringstead Downs Ringstead Burnham Thorpe & The Creakes Sedgeford Egmere & East Wells Wells
PF	Plateau Farmland	PF1 PF2	Docking Bircham
RHA	Rolling Heath & Arable	RHA1 RHA2	Blakeney Salthouse & Kelling
SV	Small Valleys	SV1 SV2 SV3 SV4 SV5	Babingley Valley Heacham Valley Burn Valley Binham & Langham Mun Valley
TF	Tributary Farmland	TF1 TF2 TF3	Morston & Hindringham Hempstead, Bodham, Aylmerton & Wickmere Roughton, Southrepps, Trunch & Knapton
WP	Wooded with Parkland	WP1 WP2 WP3	Holkham Park Holt to Cromer Gunthorpe & Hanworth
CP	Coastal Plain	CP1 CP2	Bacton to Sea Palling Sea Palling to Waxham
CTV	Coastal Towns & Villages	CVT1 CVT2 CVT3	Weybourne to Sheringham Sheringham to Overstrand Sidestrand to Mundesley
LV	Large Valleys	LV1 LV2	Stiffkey to Warham Wiveton to Letheringsett
EM	Estuarine Marshland	EM1 EM2 EM3	Horsey & Somerton Coastal Fen West Somerton Farmland
SF	Settled Farmland	SF1	East Somerton Woodlands
DCR	Dunes, Coastal Levels & Resorts	DCR1	Winterton Dunes

MAP 4 - AONB LANDSCAPE CHARACTER TYPES



King's Lynn and West Norfolk Landscape Character Type

- | | |
|------------------------------------|--------------------------------------|
| A Open Coastal Marshes | E Farmland with Woodland and Wetland |
| B Drained Coastal Marshes | F Settled Farmland with Plantation |
| C Coastal Slopes | G Rolling Open Farmland |
| D The fen – Settled Inland Marshes | H Plateau Farmland |
| E The Fen – Open Inland Marshes | I The Brecks –Plantations |
| F Wooded Slopes with Estate Land | |

North Norfolk Landscape Character type

- | | |
|-----------------------------|--------------------------------|
| LP Low Plains | IF Tributary Farmland |
| OCM Open Coastal Marshes | WP Wooded with Parkland |
| HA Rolling Heath and Arable | CP Coastal Plain |
| ROF Rolling Open Farmland | CTV Coastal Towns and Villages |
| SF Settled Fen | DCM Drained Coastal Marshes |
| SV Small Valleys | LV Large Valley |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

The Broads Landscape Character Type

 Upland	 Estuary	 Rivers & Broads
 Industrial / Early Post Industrial	 Drained Peat or Clay / Peat Mix	 Settled Farmland
 Carr Woodland	 Fen	 Dunes, Coastal Levels & Resorts
 Estuarine Marshland	 Broads & Other Permanent Water Bodies	
 Unknown	 Settlement Fringe	
 Heathland	 Coastal Strip	



2.4

Biodiversity

2.4.1 Norfolk County – Ecological Network Mapping project

This section is based on the report of the Norfolk Ecological Network Mapping Project¹⁰, which sets out the rationale and methodology for the development of an ecological network in Norfolk.

The majority of Norfolk is dominated by intensive agriculture, leaving only remnant isolated pockets of semi-natural habitat, such as heathland, grassland and woodland. This ongoing process of habitat fragmentation has significant consequences for the long-term survival of biodiversity:

- small & isolated sites may become too small to support viable populations of a particular species or may be adversely impacted by surrounding land uses;
- many ecological processes are now largely human controlled, with the result that small, fragmented habitats are often unable to function naturally; and
- there is increasing concern as to how our wildlife and habitats will respond to climate change.

The Norfolk Biodiversity Partnership has developed an Ecological Network Map for Norfolk. Its overarching aim is to increase and re-connect the area of wildlife habitat so that it can be conserved in a human-dominated landscape and can adapt to climate change.

The Ecological Network Map identifies core areas for a wide range of habitats (including BAP Habitats) which need to be protected, as well as areas where new habitats can be created and where these can be connected. There are two levels of ecological network mapping in Norfolk:

- an indicative County Ecological Network Map (Map 6); and
- more detailed District Ecological Network Maps (Maps 7a-7b) containing more specific habitat information.

The county map is useful at a broad level and in providing the context for the more detailed district maps¹¹. Maps 6 & 7a-7b show the county and district level ecological mapping project for the areas within the AONB.

2.4.2 Components of the Indicative County Ecological Network Map

The Norfolk Ecological Network Map shows:

- Core areas, which are priorities for habitat creation & linking sites. These core areas are significant concentrations of high quality remnant BAP habitat. They include SSSIs and European protected sites. The core areas encompass groups of dispersed sites and so also include areas of land of relatively lower conservation value. Within the Norfolk Coast AONB, the core areas are:
 - *The Greensand (sandy soils with extensive heathland habitat)*
 - *North Norfolk Coast*
 - *Cromer Ridge*
 - *The Broads*
- Enhancement (habitat creation) areas – three levels of opportunity for habitat creation and enhancement are identified, from small, through medium to large scale. Enhancement areas were identified on the basis of soil suitability, water supply or the presence of a relatively high concentration of similar habitats. For some habitats (eg heathland) there is data available on potential areas for habitat creation; for many others (eg chalk grassland) there is not and only broad areas of search can be identified.

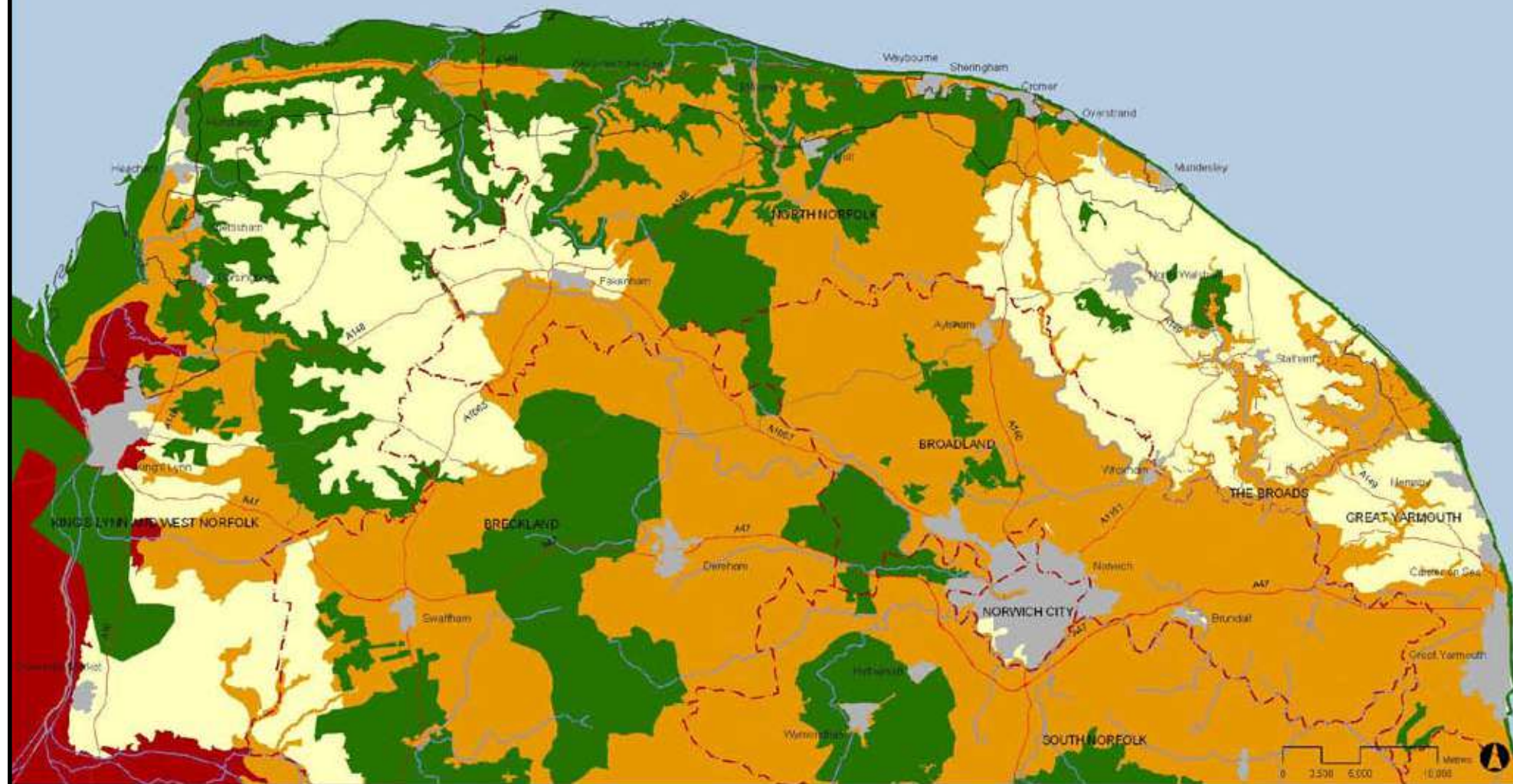
All land is capable of being enhanced for biodiversity, but the overall sustainability of the ecological network will be dependent on the management of land. Three broad types of habitat enhancement areas are identified. Each extends the core areas:

- Zone for creation & enhancement (for wet grassland, reedbed, fen, aquifer-fed waterbodies, mesotrophic lakes, chalk rivers & calcareous grassland)
- Zone of woodland, heathland & grassland creation
- Zone of large-scale wetland enhancement & creation – the Fens
- Zone of general habitat enhancement - other areas not identified as 'core or enhancement'
- Corridors – the main rivers were identified as important strategic corridors for species movement through intensively farmed areas.

2.4.3 Components of the District Ecological Network Maps

The District Ecological Network Maps refine and expand on the information on the county maps. There are (so far) no maps to show the spatial distribution of BAP habitats (priorities for conservation, creation and enhancement at national level), but the District Ecological Network Maps group areas with of potential for the creation and enhancement of a range of BAP habitats. The District Ecological Network Maps typically show:

- Core areas for biodiversity (from the county level Ecological Network Map)
- Zone of grassland-heathland-woodland enhancement (from the county level Ecological Network Map)
- Zone of general habitat enhancement (from the county level Ecological Network Map)
- Sites of Special Scientific Interest (SSSIs) & County Wildlife Sites (CWS)
- Rivers and Chalk Rivers
- Ancient Woodland (from the Ancient Woodland Register)
- Historic Parks (from the Norfolk County Register) – includes Wood-Pasture & Parkland BAP habitat
- A wetland habitat zone – based on county landscape types which are classified as ‘wetland’ and the 1:100 year flood risk area from the Environment Agency – which includes areas suitable for creation and enhancement of the following BAP habitats:
 - Wet Woodland, Reedbeds, Lowland Fen, Chalk Rivers, Coastal & Floodplain Grazing Marsh, Mesotrophic Lakes and Eutrophic Standing Waters
- A coastal habitat zone – based on county landscape types which have a coastal frontage – which includes areas suitable for the creation and enhancement of the following BAP habitats:
 - Intertidal Boulder Communities, Intertidal Mudflats, Coastal Saltmarsh, Coastal Sand Dunes, Coastal Vegetated Shingle, Reedbeds, Saline Lagoons and Coastal & Floodplain Grazing Marsh
- Woodland core zone showing concentrations of primarily deciduous woodland
- Heathland core zone – priority areas for heathland and heathland creation – Lowland Heathland (BAP habitat)
- Grassland core area
- Calcareous grassland core area – based on areas with calcareous soils which are suitable for the creation and enhancement of Lowland Calcareous Grassland (BAP Habitat)
- Wood Pasture – includes Wood-Pasture & Parkland BAP habitat
- Buffer zones (1km) – around the Broads and the North Coast to highlight the extreme importance of these areas and the need to consider the way land is managed in adjacent areas.



- Core Area
- Zone of General Habitat Creation and Enhancement
- Zone of Heath, Grassland and Wood Enhancement
- Zone of Large Scale Wetland Habitat Creation and Enhancement

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

2.4.4 Using the Ecological Network Maps

The Norfolk Coast AONB has a wide range of core priority BAP habitats. This is an exceptional concentration of core habitat within Norfolk and is therefore of critical importance in establishing the overall ecological network.

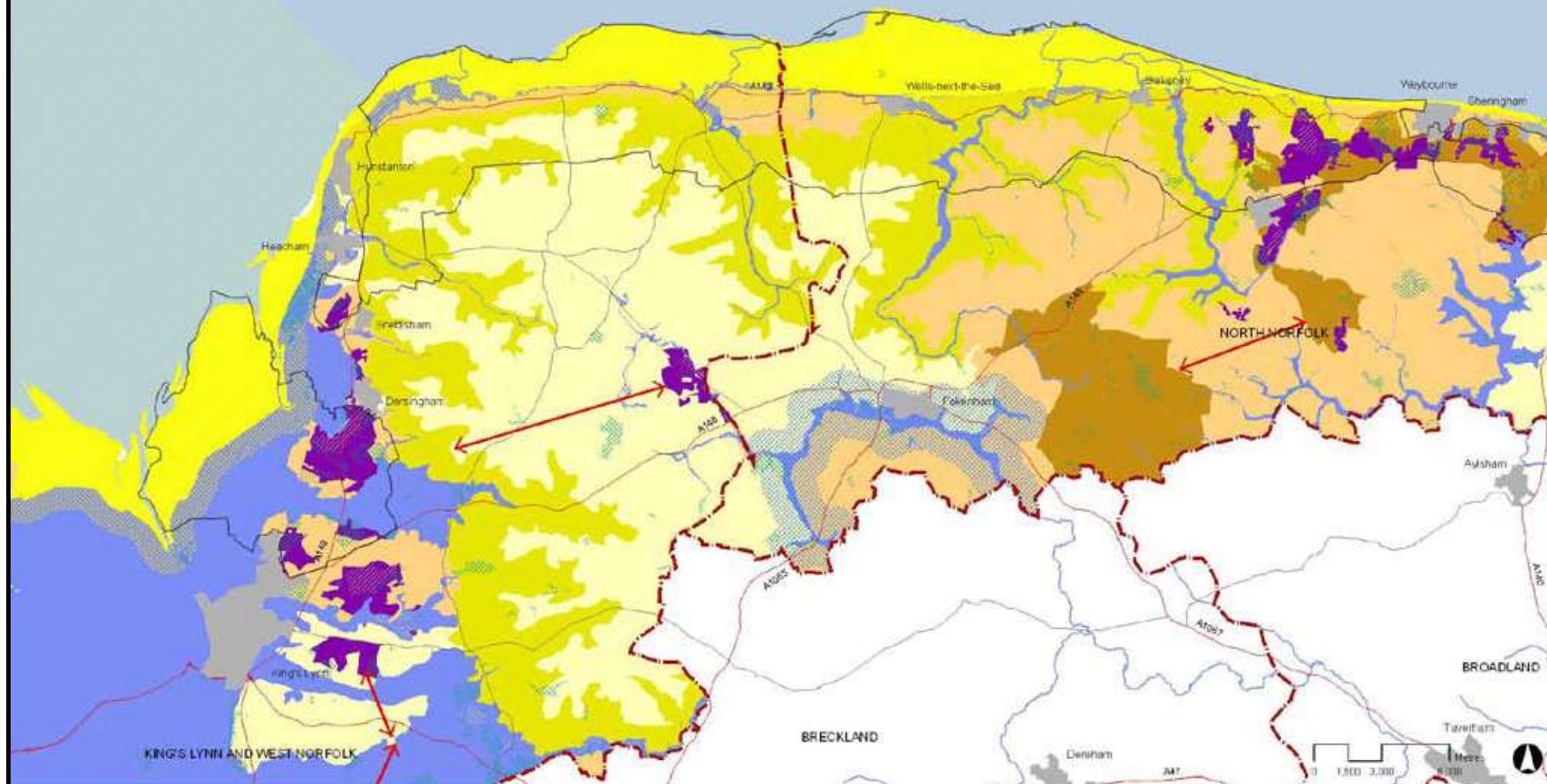
The Ecological Network Maps provide the most up date information available on the spatial distribution of priority habitats in Norfolk. They provide local authorities, developers and landowners with a clear vision of conservation priorities. The aim is to establish the network 'on the ground' by safeguarding areas of core and potential habitat and actively seeking links to adjacent semi-natural habitats. There is a need to increase connectivity (by creating corridors and linkages of new or enhanced habitat) between the habitats identified, along with opportunities for large scale habitat creation.

The maps are being updated and detailed mapping to show the distribution of BAP habitats will be available in due course

2.4.5 UK BAP Priority Habitats and Species

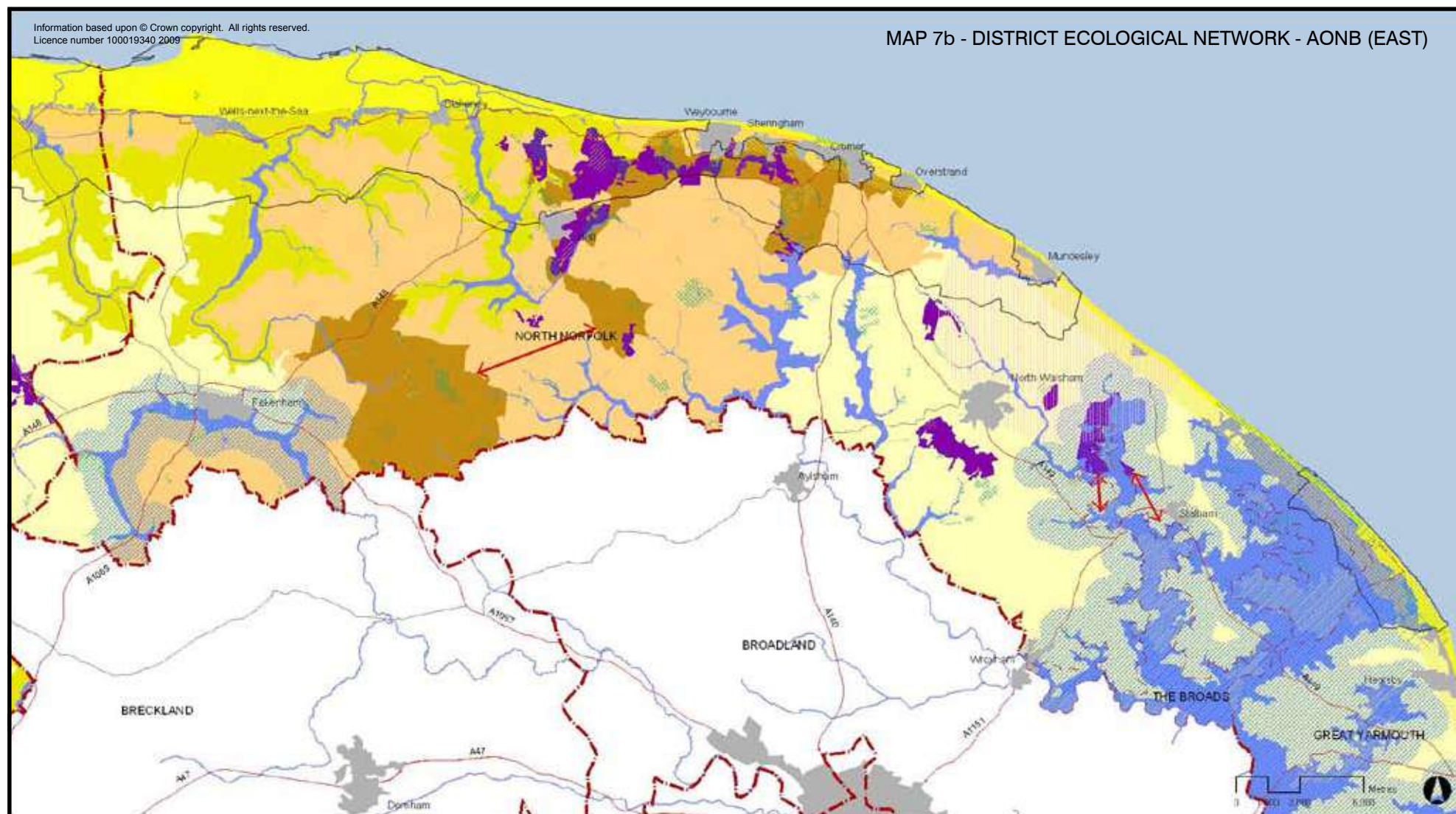
The UK Biodiversity Action Plan (UK BAP) establishes a legal framework and criteria for identifying species and habitats of conservation concern. It is a response to the 1992 Convention of Biological Diversity signed by 159 governments at the Rio Earth Summit which called for the creation and enforcement of national strategies and action plans to conserve, protect and enhance biological diversity.

MAP 7a - DISTRICT ECOLOGICAL NETWORK - AONB (WEST)



- | | | | |
|--|--------------------------------------|-------------------------------------|------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Broads & River Buffer Zone | 'A' Road |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Ancient Woodland | 'B' Road |
| Zone of Grassland - Heathland - Woodland Enhancement | Core Habitat Corridors | Site of Special Scientific Interest | Main River |
| Wetland Habitat Enhancement Zone | Paston Barn Bat Site Management Area | County Wildlife Sites | Area of Outstanding Natural Beauty |
| Heathland Core Area | Coastal Buffer Zone | | Settlement |
| | | | District Council Boundaries |

MAP 7b - DISTRICT ECOLOGICAL NETWORK - AONB (EAST)



- | | | | |
|--|--------------------------------------|-------------------------------------|------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Broads & River Buffer Zone | 'A' Road |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Ancient Woodland | 'B' Road |
| Zone of Grassland - Heathland - Woodland Enhancement | Core Habitat Corridors | Site of Special Scientific Interest | Main River |
| Wetland Habitat Enhancement Zone | Paston Barn Bat Site Management Area | County Wildlife Sites | Area of Outstanding Natural Beauty |
| Heathland Core Area | Coastal Buffer Zone | | Settlement |
| | | | District Council Boundaries |

2.4.6 Heathland studies

Lowland heathland habitats are of national importance (BAP habitat) and their management, creation and connectivity is a priority for strategic biodiversity policy throughout the AONB. Map 8 is an extract from a report by ELP,¹² which sets out a strategy for the re-creation of heaths across North Norfolk. It shows areas of land which are likely to be strong candidates for heathland re-creation on the basis of soil type and historic use - the maps shows the boundary of soil types that should (theoretically) support heathland, along with all the heaths that are thought to have existed in 1797 (based on Faden's Map of the Distribution of Common Land in Norfolk). The report focuses on five selected 'core areas' where there are considered to be the best opportunities for delivering a vision for the re-establishment of extensive tracts of heathland. These five core areas are shown on Map 9; two are within the Norfolk Coast AONB, where they are associated with the West Norfolk Greensand (the strip of acidic Greensand soils along the western fringes of the chalk plateau near Snettisham) and the sandy glacial moraine deposits of the Holt-Cromer Ridge. More detailed maps in Section 4 (for each of the landscape types) include a basic scoring system which shows a fine-grain breakdown of areas which are most suitable for heathland creation (within each of the core areas).

A further report¹³ examines the historical evidence for the past management and appearance of heathland in Norfolk, focusing on areas of managed wood pasture. The report provides a fascinating history of heathland in Norfolk, with detailed explanation of the various types of heathland use and management. Heathlands, especially those that were common land, were complex multi-use environments, grazed by a variety of stock, cut and dug over for a variety of produce. Many heaths were bare, open environments in historic times, but others had tree cover and were managed as wood-pastures, in medieval times and sometimes through into the 17th and 18th centuries. There is more evidence for the existence (and survival) of wood pasture on areas with Greensand soils or on the glacial moraines of North Norfolk (as opposed to the thin soils of the Brecks or the chalkland plateaux). Here there is scope for including a wood-pasture component within heathland restoration or re-creation schemes.

2.4.7 Vision for Nature Conservation in the Norfolk Coast AONB

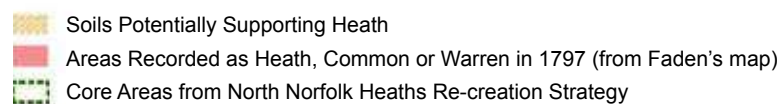
The Vision for Nature Conservation in the Norfolk Coast AONB¹⁴ was prepared by English Nature on behalf of the Norfolk Coast Partnership in 1998 to provide the nature conservation input to the then AONB Management Strategy. It represents the joint view of (the former) English Nature, Norfolk Wildlife Trust, the National Trust and the Royal Society for the Protection of Birds and sets out the broad actions required to ensure that the wildlife of the area is thriving in the year 2022. The document remains highly relevant today as it provides recommendations for the long term planning of the AONB's habitats and landscapes. It is structured in terms of the key habitat types within the AONB and for each of these it presents:

¹² ELP (Ecology, Land & People), May 2002, *Norfolk Heaths Re-Creation Strategy (on behalf of the English Nature Norfolk team)*

¹³ Tom Williamson (Landscape Group, School of History, University of East Anglia), February 2006, *Heaths and Wood Pastures: aspects of the landscape history of Norfolk Heathland*

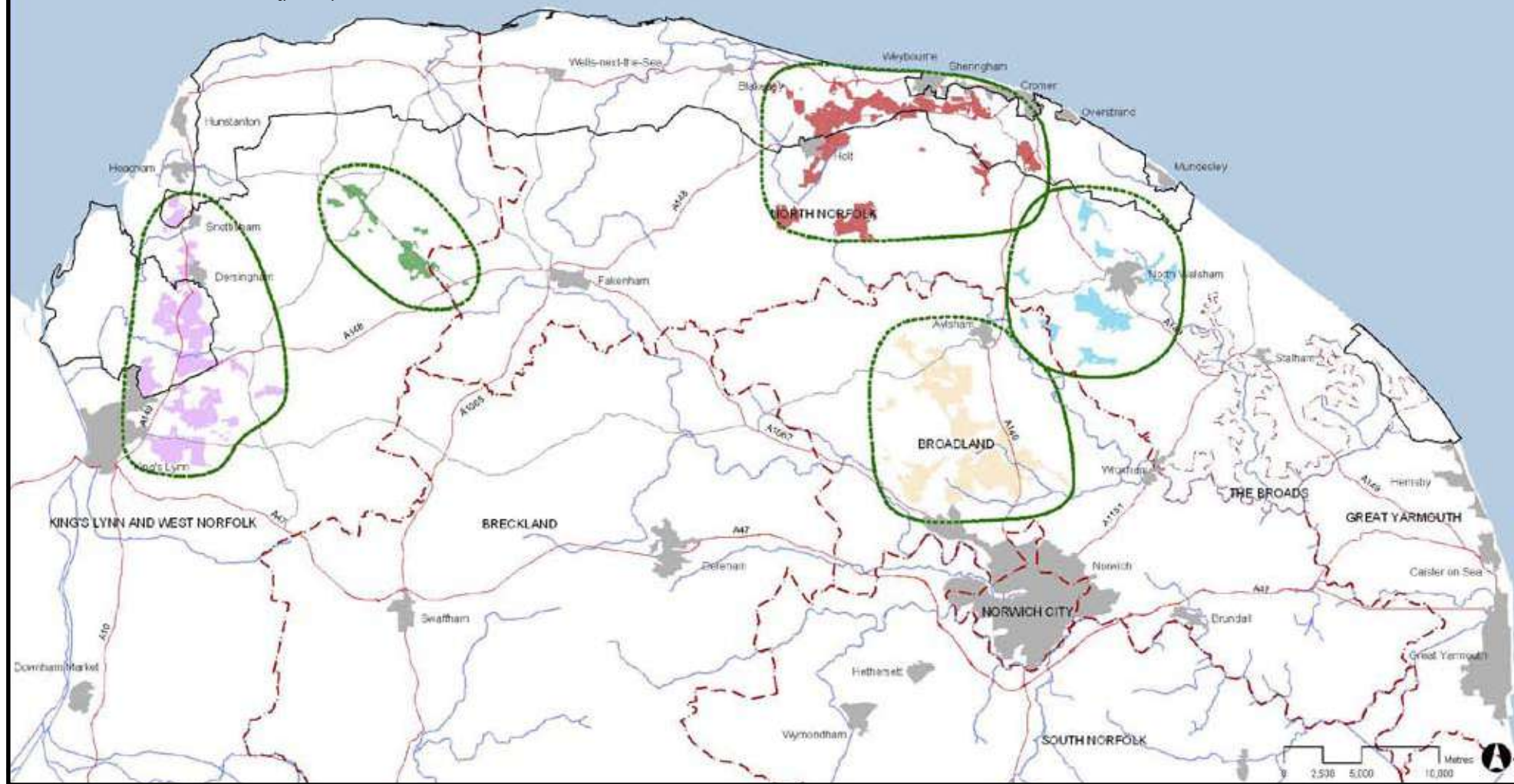
¹⁴ Norfolk Coast Partnership, February 1998, *A Vision for Nature Conservation in the Norfolk Coast AONB*

- an unconstrained vision of the agreed ideal state for each habitat
- the threats and issues that need to be addressed to achieve the vision by 2022
- 25 year nature conservation objectives, linked to the issues and threats identified above
- maps identifying present habitat distributions and where appropriate, areas which have the potential for future habitat creation.



-  'A' Road
 'B' Road
 Main River
 Area of Outstanding Natural Beauty
 Settlement
 District Council Boundaries

MAP 9 - NORTH NORFOLK HEATHS RE-CREATION STRATEGY - CORE AREA



- West Norfolk Greensand
- Tat Valley
- Marsham and Horsford
- Holt-Cromer Ridge
- Bryant's Heath
- Core Areas from Norfolk Heaths Re-Creation Strategy

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

2.5

Historic Landscape Characterisation

2.5.1 Principles & use of historic landscape characterisation

Historic landscape characterisation (HLC) is the process of describing, classifying and mapping 'historic landscape types' in order to highlight the landscape features which make an important contribution to landscape character. HLC provides an overview of the historic character of a landscape and an insight into how the present day landscape character and pattern has evolved. It assumes that the entire current landscape is 'historic' although it also recognises that it is variable in its age of origin and degree of survival.

The definition and aims of HLC is provided in one of the Topic Papers associated with Natural England's Landscape Character Assessment Guidance¹⁵ and is also set out in the recent report promoting integrated landscape planning in Norfolk¹⁶. HLC is used to determine the 'time-depth' of the landscape – ie the visible evidence in the landscape for change and continuity over periods of time. The classification into different historic landscape types takes account of age, origin and land use eg patterns of field enclosure or designed parkland. It also classifies previous 'relic landscapes' ie land uses or habitats which have been masked by more recent land uses – this information not only helps to show how a landscape has evolved, but can be used to help determine the scope for re-creation. The HLC data can be supplemented by data from the Historic Environment Record - www.heritage.norfolk.gov.uk, which provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, defensive structures and historic buildings in the county. Alongside this are further, more detailed, paper records for many of the sites which are open to all by appointment.

¹⁵ *The Countryside Agency, Scottish Natural Heritage, Historic Scotland and English Heritage, Landscape Character Assessment Guidance Topic Paper 5 – Understanding Historic Landscape Character*

¹⁶ *Chris Blandford Associates & Alison Farmer Associates, Dec 2006, Towards a Co-ordinated Approach to Integrated Landscape Planning in Norfolk*

2.5.2 Historic Landscape Characterisation in Norfolk

The Norfolk Historic Landscape Characterisation Project¹⁷ was completed in 2008 and the overall mapped classification of broad historic landscape types is shown on Map 10. The project formed part of a national initiative and was a direct continuation of similar work in Suffolk, Hertfordshire, Essex, Bedfordshire and Cambridgeshire.

Map 9 provides an overview. The HLC data was compiled as a series of layers, with many detailed HLC types grouped together into broad groups. This means that there is a wealth of 'hidden data' which cannot be depicted on a single map. The data-sets can be used to create themed maps which interpret specific historic periods of change or which give an in-depth understanding of a specific landscape type, such as woodlands or industry.

HLC in Norfolk has resulted in 22 major Broad Groups and over 60 detailed HLC Types. The most important of these in terms of area and impact on the landscape are:

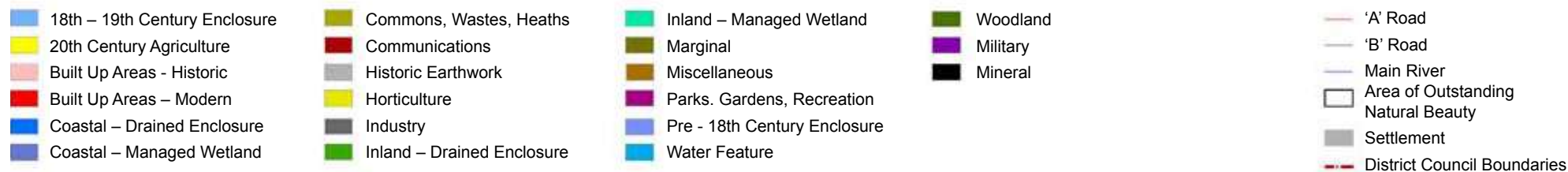
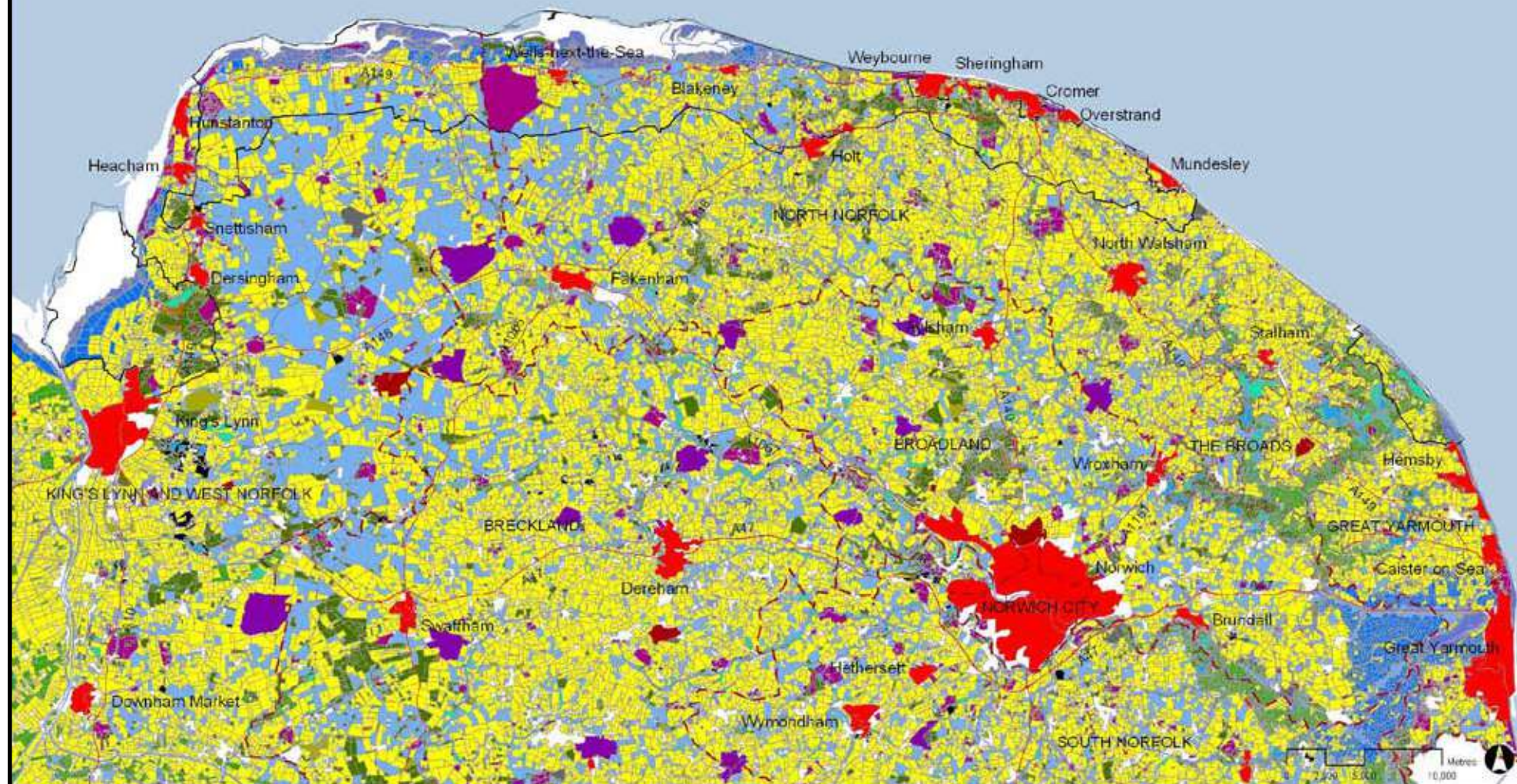
- Field enclosure (generically referred to as 'Ancient', 'Parliamentary' or 'Modern')
- Wetlands (Fens, Water Meadows etc)
- Forestry (Modern and Ancient)
- Commons, Wastes and Heaths

This reflects the rural nature of the county. There are many other HLC Broad Groups and Types which cover small areas and which are important in their own right, but have had minimal impact in landscape terms within the county. The HLC report presents two types of maps:

- Maps which reflect time slices - the three major periods of change in Norfolk:
 - modern change, reflecting 20th century impacts on the landscape
 - the Georgian landscape, reflecting the impacts of enclosure as a result of the 18th and 19th centuries 'improvement' landscapes
 - the medieval landscape composed of the surviving pre-18th century landscapes of complex fields and woodlands
- Maps illustrating the HLC Broad Groups with their HLC types, indicating their distribution. Examples are:
 - field enclosure (20th to 21st century fields, 18th - 19th century enclosure and pre 18th century enclosure)
 - wetlands - inland drained enclosure, coastal drained enclosure, inland managed wetlands, coastal managed wetlands
 - commons, wastes and heaths
 - parks and gardens
 - industry

¹⁷ *Norfolk Landscape Archaeology, January 2009, Norfolk Historic Landscape Character - a Report on the Norfolk Historic Landscape Characterisation Project*

MAP 10 - NORFOLK HISTORIC LANDSCAPE CHARACTER



2.5

Statutory Designations

The statutory designations are sites or (in the case of some ecological designations – large areas) which are protected (within the planning system) to varying degrees because of their importance for nature conservation and or heritage. These areas are a constraint on development and provide a range of background data which assists the development of appropriate management guidance.

2.5.1 Ecological designations

Map 11 shows the ecological designations across the AONB. These include international designations (Ramsar sites, Special Protection Areas and Special Areas of Conservation) and national designations (SSSIs, National Nature Reserves) and county level designations (County Wildlife Sites and Local Nature Reserves).

Details of the criteria used to determine these designations and the protection afforded to these sites is available on the Nature on the Map part of Natural England's website, www.natureonthemap.org.uk.

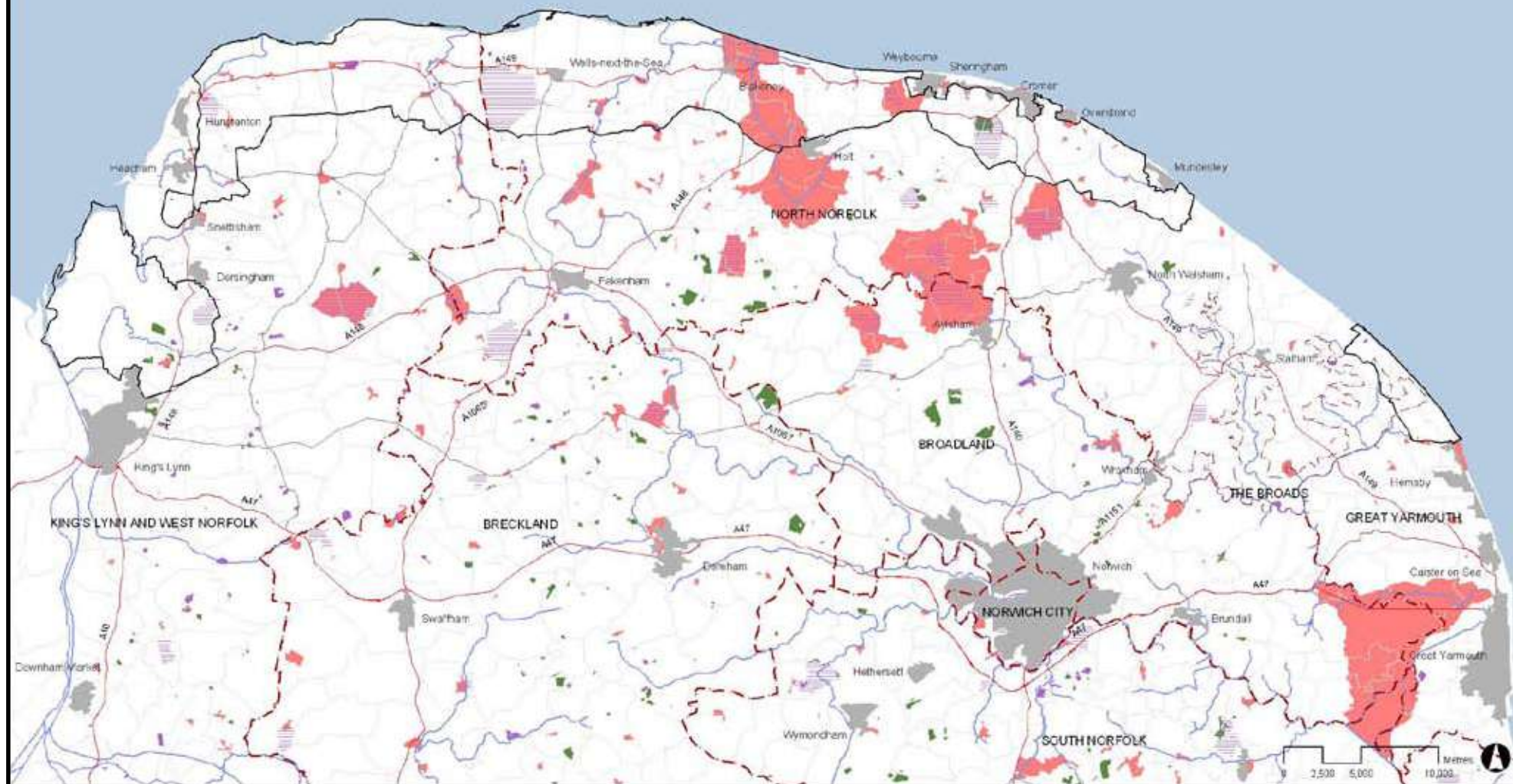
The North Norfolk Coast UK Biosphere Reserve includes the coast and marshes between Scolt Head Island and Cley next the Sea. It is part of an international network of sites designated by UNESCO for their international nature conservation importance.



2.5.2 Heritage designations

Map 12 shows heritage designations across the AONB. These are Scheduled Ancient Monuments and Conservation Areas.

The Conservation Area appraisals which have been carried out for many of the Conservation Areas and schedules of Listed Buildings and Scheduled Ancient Monument are available on the websites for each of the local planning authorities in the AONB.



- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens
- Parish Boundaries
- Ancient Woodland

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

2.6

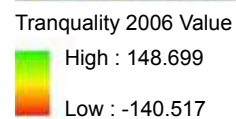
Tranquillity mapping

Map 13 shows *Tranquillity Mapping for North Norfolk* as provided by the Council for the Protection of Rural England (CPRE).

A two step process was used to develop the map:

- Firstly, the researchers used a nationwide survey to test what tranquillity means to people and their perceptions of what factors were most likely to add to and to detract from their sense of experiencing tranquillity when they visited the countryside.
- Secondly, using a Geographical Information Systems (GIS) model, they associated the survey information with a range of national datasets and took account of topography to create a map showing how likely each locality was to make people feel tranquil.

The resulting map gives an overall impression of changes in perceptions of tranquillity across North Norfolk and indicates the relative remoteness of the coastal landscapes, versus those inland and along the roads. However, it does highlight the settlements and roads just inland from the coast and it is clear that only a relatively thin band of coastline is truly tranquil along the North Norfolk Coast. The map shows that the western outlier of the AONB, which includes the vast mudflats bordering The Wash, is exceptionally tranquil because the roads and settlements in this area are further inland.



- 'A' Road
 — 'B' Road
 — Main River
 □ Area of Outstanding Natural Beauty
 ■ Settlement
 --- District Council Boundaries

section 03

LANDSCAPE CHARACTER AND PRESSURES FOR CHANGE

3.1

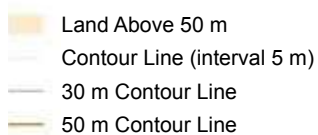
Landscape Character

3.1.1 Underlying structure of the land

Landscapes are formed over millions of years and the actions of ice sheets and water have been fundamental influences on the Norfolk Coast; these processes continue, at an increasing pace, with the impacts of climate change at the top of the agenda for local communities and those responsible for managing landscape change.

The basic structure of the landscape – its shape, contours, drainage and soils are influenced by its underlying rocks and relief, and the natural processes of weathering, erosion and deposition. In turn, these influence patterns of vegetation and land use.

Map 14a – Topography and Hydrology, shows the basic form and underlying structure of the AONB landscape.



-  'A' Road
 'B' Road
 Principal river
 Area of Outstanding Natural Beauty
 Settlement
 District Council Boundary

3.1.2 Landscape character of the AONB

The essential character of the AONB landscapes is summarised in *The Norfolk Coast Landscape: An assessment of the Area of Outstanding Natural Beauty*¹⁸. The following description is adapted from this publication:

“The coastal landscapes are perhaps the most typical of the area and conjure up the most vivid images associated with the Norfolk Coast. This is an open, remote and untamed coastal landscape, with long views to the sea and big skies and dynamic, natural patterns of sea and mud where the marshes merge into vast exposed mudflats. Characteristic features include the coastal marshes, sand dunes and shingle ridges, backed by coastal maritime settlements, red brick and flint buildings, prominent churches and windmills. Just inland, the drained marshes are open farmland, with pollarded willows along the roadsides and long views.

Inland, an undulating well-wooded landscape offers views across the marshes. The self-contained estate villages are characterised by attractive carstone buildings. Many of these areas have a heathy character and the highest part of the AONB, the Cromer Ridge, has an irregular landform; densely wooded in some areas, but with extensive heathlands to the west. This area has an intimate landscape pattern, with small, enclosed arable fields, hedgebanks, sunken lanes and scattered settlement.

In contrast, the open chalkland plateau to the west of the AONB is a remote, open farmed landscape with only sparse settlement, including large imposing homesteads built of brick or carstone and flint. The landform becomes more rolling towards the east, where there is a settled agricultural landscape of narrow lanes, prominent churches, hedgebanks and windblown hedgerow trees. The farmland is subdivided by tranquil, rural river valleys, with small meandering rivers, well defined arable slopes and grazing meadows on the valley floor.”

¹⁸ Countryside Commission, 1995, *The Norfolk Coast Landscape: An assessment of the area of Outstanding Natural Beauty* (CCP 486)

3.2 Pressures for change

The landscape, ecological and historical resources of the Norfolk Coast AONB are constantly changing in response to human activity. In the past the pace of change was largely controlled by the activities of major landowners, who amalgamated land holdings and established patterns of local economic activity, but the Norfolk Coast has long been a popular holiday destination and tourism, with its accompanying infrastructure – built development, roads, car parks etc has been a significant force for change.

This is a low-lying coastline, which is particularly susceptible to the impact of climate change – even very minor changes in sea level can have a significant impact and the sandy low coastal cliffs are easily eroded.

The pace of change is now more rapid than ever and its implications are always difficult to assess. Changes regarded as negative by some may be seen as improvements by others; perceptions change with time; and new features will become established as valued elements of the landscape. However, the Norfolk Coast is increasingly valued as a resource for tourism, as well as for its intrinsic landscape, nature conservation and historic interest.

The principal objective of the Norfolk Coast Partnership is to manage the AONB in a sustainable way and, in the context of the AONB, environmental sustainability means ensuring that its natural resources and special qualities are maintained for future generations to enjoy. It is essential that change is carefully managed to retain or enhance the qualities which make this landscape special and to conserve or enhance the variety of landscape, ecological and historic resources. The local economy is heavily dependent on the tourism industry, which, in turn is dependent on the environment because it is the ‘wild’ remote, coastal scenery which visitors flock to enjoy. If the environment is threatened, so in turn is the local economy.

This section examines the driving forces behind change in the Norfolk Coast, setting changes in context and analysing trends for the future. It provides:

- an overview for each of the principal forces for change, within the context of the Norfolk Coast AONB;
- a summary of key pressures for change and their potential impacts on landscape, ecological and historical resources;
- key references for more detailed evidence and guidance; and
- generic guidance to demonstrate how change can be managed to ensure that it has a positive influence. Where relevant, this generic guidance also suggests the key considerations which are likely to be relevant to planning applications (both for those making planning applications and those commenting on them).

More specific guidance for managing change in each of the AONB's 16 landscape types, is provided in Section 4.

3.2.1 Built development

The AONB is essentially a rural area, but it contains a large number of small towns and villages. The larger towns of Sheringham and Cromer and other settlements, which are adjacent to but excluded from the AONB area, remain a major influence on local landscape character. Rates of growth are low compared to other parts of Norfolk as the relevant Local Development Frameworks are encouraging sustainable development in and around the principal towns, which are outside the AONB



New social housing at Langham under construction

Key issues

New buildings and residential expansion are strictly controlled within the AONB, but pressures for new built development focus on:

- expansion on the fringes of settlements, which may influence the 'gateways' to towns and villages along principal approach roads
- subdivision of larger gardens and/or 'selling off' fields within villages to create small plots for individual houses or extensions, both of which can result in a loss of mature trees and the historic patterns of buildings and open spaces which are an integral part of the distinctive local character of towns and villages
- conversion of farm buildings to residential development, which can result in the 'gentrification' of the countryside, with driveways, parking areas, power lines, ornamental fences and gardens – all of which may be totally out of character in an agricultural landscape setting

There is a direct relationship between landscape character and traditional built form. For instance building materials such as brick, flint or stone depended on proximity to local clay and rock outcrops, while the siting and grouping of buildings often depended on patterns of land ownership, roads, rivers or the coast. The descriptions of integrated landscape character (in Section 4) include commentary on the distinctive pattern of settlement within each of the landscape types within the AONB. But local character and distinctiveness of built form has been gradually eroded as traditional features have been replaced by standard, suburban-style conversions, extensions and built development, along with ornamental fencing, planting and security lights. The cumulative effect of many small-scale changes tends to be a homogenisation of distinctive character.

The purchase of properties for second homes is also a significant force for change within the Norfolk Coast AONB, which has resulted in rising property prices and changes in the socio-economic character of traditional settlements.

References

North Norfolk Design Guide, North Norfolk District Council – Part D of the North Norfolk Local Plan, Adopted 1998 – provides detailed guidance and good practice principles for built development through the district

Manual for Streets, Department of transport & Communities & Local Government, March 2007. Provides guidance for practitioners involved in the planning, design, provision and approval of new residential streets but is also applicable to the design of modifications to existing streets.

Code for Sustainable Homes, Communities & Local Government, Dec 2006. Sets the standard for key elements of design and construction which affect the sustainability of a new home. This document is intended to become the single national standard for sustainable homes for designers, builders and home-buyers and will form the basis for future developments of the Building Regulations in relation to carbon emissions from, and energy use in, homes, therefore offering greater regulatory certainty to developers. This booklet explains what the code is and how it works. It also includes tables showing the criteria that assessors will use to measure achievement of sustainability performance under the code.

Sustainability in Housebuilding, 2005, House Builders' Federation. Promotes constructive debate and innovative thinking, to encourage the exchange of workable ideas and ultimately to produce more effective action on the ground.

The Countryside in and around towns – a vision for connecting town and country in the pursuit of sustainable development, Natural England & Groundwork Trust, Jan 2005. Sets out the challenge for positive sustainable development and land management in urban and rural 'fringe' landscapes

Towards a 'New Vernacular' – promoting high quality, sustainable new development in the countryside, Natural England, 2004. Promotes innovative approaches to rural architectural design, including links to sustainable methods of construction.

Concept Statements & Local Development Documents – Practical Guidance for Local Planning Authorities, Natural England, Oct 2003. Promotes the use of Concept Statements as a tool for high quality sustainable design (pre-planning application stage) which involves input from local communities.

Better Places to Live by Design: A companion guide to PPG3, September 2001, DTLR and CABE. Draws together principles of urban design as they relate to the residential environment.

Places, Streets & Movement: A Companion Guide to Design Bulletin 32 – Residential Roads & Footpaths, ODPM, 1998. Reasserts the need to create places which serve the needs of all, not just car drivers. Encourages a greater emphasis on place, community & context in the design of housing layouts and specific advice on the design of roads, footways and cycle tracks and their integration in different forms of development

Generic guidance & key considerations for planning applications

Siting

- The traditional relationship between buildings and local roads should be used to inform the siting of new built development; the characteristic settlement pattern differs from one landscape type to the next eg in nucleated settlements, linear suburban-style development which faces directly onto principal roads should be avoided.
- Consider the potential impact of new buildings from a range of viewpoints, both in the immediate surroundings and the wider countryside, placing particular emphasis on views from public rights of way, open access land and coastal waters
- Consider the impact of new buildings on the setting and views to and from listed buildings and historic designed landscapes – historic research, survey and assessment at an early stage will increase understanding of the historic environment and identify historic features which merit conservation.
- Give special consideration to development in sensitive coastal areas, which have a wild, undeveloped character. Any development which is visible from these areas has the potential to destroy this rare and special sense of exposure and remoteness.
- Avoid siting buildings in the strategic open land between settlements, where they may lead to coalescence (or the impression of coalescence) of adjacent settlements.
- Avoid siting buildings close to the crest of ridges, where they may appear on the local skyline.

Design

- Use the scale, spacing, orientation and siting of existing settlement as a model for considering how new development can be fitted into the traditional pattern and grain.
- Respect existing field boundary patterns and ensure that fencing, hedgerows and lighting along property boundaries are subtly delineated, particularly in rural locations, where they should merge naturally with adjoining fields and woodlands.
- Minimise disturbance to the local landform and design earthworks associated with new development to integrate buildings with the local landform and minimise tree loss.
- Consider the location and scale of outbuildings, driveways and areas of hard-standing as part of the overall design, ensuring that they are not dominant in views from the road.
- Minimise the scale of new development, particularly modern agricultural or commercial buildings, designing exterior finishes and details to reduce their apparent size
- Retain as many existing trees as possible and plant trees and shrubs indigenous to the relevant landscape type to help screen and accommodate built development.

Use of materials

- Give careful consideration to the materials and colours of buildings in the countryside, taking inspiration from existing vernacular buildings and using local materials and building techniques wherever possible.
- Select cladding materials and colours from modern agricultural or industrial buildings to minimise their impact in the surrounding countryside; avoid the use of very light colours, which can reflect the light, and intensive greens or blues, which often clash with the surrounding natural tones of fields and woodland.

3.2.2 Roads

Roads and car parks have the potential to have significant impact on landscape character. They may fragment the countryside, destroying valued landscape, historic or habitat features and can also generate new developments by making areas of land more accessible. They may also have an 'urbanising' effect, bringing road signs, lighting, noise and an element of suburbanisation into rural areas.

Pressures from increasing volumes of traffic, in particular from large farm vehicles and lorries, have been the catalyst for straightening sections of roads, introducing kerbing, signage, white lines and lighting and the removal of hedgerows and trees at junctions to provide visibility splays and sightlines. The focus of recent road proposals is on traffic management, including traffic calming measures on the approaches to settlements and village/town centres and improvements to junctions and signage.

In the Norfolk Coast AONB, the road and parking infrastructure relating to the coastal settlements of Cley, Wells & Blakeney and the tourist honeypots at Holkham, Felbrigg Hall, Sheringham Park and Sandringham are particularly relevant. Traffic congestion is associated with the seasonal influx of visitors to the area. For instance, traffic flows on the A149 at Morston in August are 4 times the winter flow¹⁹. Seasonal congestion causes particular problems for motorists and pedestrians in the narrow streets of coastal villages.

Overall traffic management problems seem set to increase – traffic counts on the coast road show that the annual average daily flows in 2005 had grown by nearly 5% since 1999²⁰.

¹⁹ *Norfolk County Council, Norfolk Coast Transport Strategy*

²⁰ *Norfolk County Council, Norfolk Coast Transport Strategy*

Key issues

The most significant pressures for infrastructure which have implications for the landscape are:

- Ongoing, piecemeal road improvements, such as widening and straightening, insensitive design and over-use of road signs, surfacing and roadside furniture, which together have a cumulative impact.
- Growth in rural traffic levels, leading to traffic congestion, pollution and parking problems, with subsequent impact on tranquillity and remoteness.
- The fragmentation of habitats and historic landscape patterns as a result of linear infrastructure developments.
- The homogenising influence of road landscapes on local landscape character.

References

Norfolk Coast Transport Strategy 2006-2011, Norfolk County Council – sets out a transportation strategy which is specific to the Norfolk Coast AONB, with policies for gateways to the AONB, quiet lanes, pedestrian and cycle networks, parking in villages, parking north of the coast road and traffic management in sensitive locations.

Second Local Transport Plan for Norfolk, Norfolk County Council, 2006 – overall transportation policy for Norfolk; covers topics such as road safety and community transport, for which the strategy for the AONB is no different from that for the rest of the county

Visitor Management Strategy for the Norfolk Coast AONB, January 1995, Norfolk Coast Partnership – aims to provide a framework for future recreation and tourism to occur in harmony with the natural beauty of the AONB and its local communities.

Generic guidance & key considerations for planning applications

- Avoid new roads, access driveways and car parks in areas of landscape, ecological and historic importance and avoid the fragmentation of important habitats and historic sites.
- As far as possible, keep routes to lower elevations, following contours and natural breaks of slope; avoid straight alignments at angles to the natural grain of the land.
- Resist changes to smaller rural roads as a result of commuter traffic and engineering works.
- Special consideration should be given to the design of local landscapes associated with roads at the entrance to settlements, using traditional boundary features, hedgerows and tree planting to enhance the 'gateway' effect and reflect vernacular styles.
- New planting should reflect the character and biodiversity of adjacent areas; avoid creating a linear 'corridor' of planting which would draw attention to infrastructure developments and fragment existing habitats.
- Use local materials characteristic of the area ie timber and local stone for retaining walls and boardwalks and native species for new planting.

3.2.3 Telecommunications and overhead transmission lines

Overhead transmission lines are particularly prominent in the more open and upland areas of the AONB. On a smaller scale they may also be visually intrusive where they appear on the skyline as they cross ridges



Overhead transmission lines are visually intrusive in local views to Salthouse Church

Single high communications masts or towers are associated with civil aviation, defence industries or various telecommunications companies. They may be particularly intrusive in coastal landscapes, where the undeveloped skylines and wild sense of remoteness are intrinsic to local landscape character. High points are particularly under pressure, particularly on the Cromer Ridge and the chalkland plateau inland from the AONB (where telecommunication masts are prominent in views inland from the AONB).

It is difficult to predict whether the development of new masts will continue to be a significant force for change in the future as technology in this field is constantly being updated; it is possible that developments in the telecommunications industry could see removal of major overhead power lines and mobile phone towers in the future. Further landscape improvements can be made by the removal of redundant masts and placing transmission lines underground.

Key issues

- Prominent telecommunication masts and overhead power lines which dominate the skyline and are intrusive views in open countryside
- Overhead power lines and telecommunications masts which are visible in the wild, coastal views and river valleys, where the undeveloped character is fundamental to the natural, wild qualities of the landscape

Generic guidance & key considerations for planning applications

- Avoid all overhead power lines and telecommunication masts in remote areas with a wild character and close to prominent landmarks which appear on local skylines, such as historic church towers
- Avoid creating straight geometric cuts for transmission lines through commercial forests; soften woodland edges along such corridors and design woodlands to form a backdrop to power lines where they appear on the local skyline.
- Consider undergrounding overhead power lines for short distances to avoid breaking the skyline in sensitive locations.
- Encourage the use of existing structures to support mobile phone aerials and the practice of amalgamating several transmitters onto one mast to minimise the need for visually intrusive structures.

3.2.4 Mineral extraction and waste disposal

There are relatively few actively worked quarries within the AONB, although former disused sand and gravel workings are found on parts of the Cromer Ridge and on some valley side slopes.

The *Norfolk Minerals & Waste Disposal Development Framework* sets out the county's policy framework for the development of mineral extraction. Two of the documents within this framework are particularly relevant – the Norfolk Minerals Site Allocations Development Plan and the Norfolk Waste Site Allocations Development Plan. Both indicate that development of mineral extraction and waste sites are not expected to be major forces for change within the AONB. Sites put forward for consideration for mineral extraction (and in one case for subsequent landfill) within the AONB are at Snettisham and Aylmerton

Nevertheless, the continued expansion of built development in the AONB and its surroundings is inevitably associated with an increase in waste. Landfill has traditionally been the principal substrate for the restoration of mineral workings, but this practice is decreasing as the supply of inert material for landfill is reduced and government policy shifts to encourage other forms of waste treatment such as incineration and recycling.

There are currently no landfill sites within the AONB, although the *Joint Municipal Waste Management Strategy for Norfolk, 2006-2020 (2nd Revision, Dec 2006)* indicates that the policy priorities are to promote waste reduction, recycling, reuse and composting, rather than landfill. There is pressure now for other forms of waste operations such as waste processing and waste transfer and there are two recycling sites in or close to the AONB, at Wells and Sheringham. In addition to potential visual intrusion and emissions, the traffic associated with such waste disposal facilities may have a negative effect on the local landscape, particularly in sensitive coastal locations.

3.2.5 Agriculture and land management

Approximately 61% of the AONB area is farmland²¹ and approximately 56% of the farmland is classified as arable cereals or arable horticulture. Agriculture and the management of the major private estates has a crucial role in maintaining the AONB's valuable range of semi-natural habitats, but agricultural specialisation and intensification may lead to losses, degradation and fragmentation of key habitats, historic features and archaeological sites.

The past decade has seen significant shifts in the agricultural economy. Agri-environmental schemes are a fundamental influence on landscape character and the introduction of Environmental Stewardship has the potential for more widespread environmentally friendly farming practices, although in practice the success of the scheme is closely related to the economy. Under the 'broad and shallow' Entry Level Stewardship (ELS) scheme, farmers are free to choose from a national menu of options according to circumstance. The Organic Entry Level Scheme (OELS) is designed to encourage the expansion of organic farming and the Higher Level Scheme (HLS) is actively targeted towards land of particular environmental value and is a competitive scheme.

53.2% of farmland within the AONB is within the ELS (2008 figures) and a further 11.1% of land is targeted within HLS. 4.7% of land is within OELS.

Key issues

The most significant trends in the agricultural economy which have implications for the landscape are:

- *The influence of national policies - agri-environmental and rural development subsidies at European Level.*
Environmental Stewardship is designed to encourage a resurgence of traditional land management practices, with an increase in hedgerow planting, woodland management and management of arable fields to include headlands and field margins. This scheme may reduce the impact of trends towards more intensive agriculture; in the recent past, intensive farming has led to the replacement of diverse, ecologically rich habitats by those which are species poor and relatively widespread. Conversely a lack of grazing has led to the neglect of the existing habitat and scrub encroachment overall.
- *Diversification of farm businesses* due to livery stables, farm tourism developments or pig farming.

²¹ Chris Blandford Associates (for Norfolk Coast Partnership), 2007
Norfolk Coast AONB Energy Crop Landscape & Biodiversity Assessment.

- *Changes in land ownership* and an increase in part-time farming – which may have a positive impact on land management as new part-time owners have a strong interest in land management for landscape and biodiversity value. Conversely these changes could have knock-on impacts on farm fragmentation and changes to traditional boundaries.
- *Ongoing specialisation away from mixed farming systems* which may lead to a decline in semi-natural habitats.
- *Increase in energy crops for biofuels* which could lead to large blocks of monoculture within the landscape (short rotation coppice) or the introduction of ‘giant grasses’ (miscanthus) which have an ‘exotic’ appearance. Conversely energy crops may be grown with limited use of agri-chemicals and could be developed carefully in association with the positive management of existing semi-natural habitats so the impacts can vary depending on the way this form of agriculture is managed²².
- *Water abstraction for agricultural businesses* leading to lowered ground water levels and loss of water meadows in river valleys.
- *Rural diversification* and subsequent increase in pressure for new development, caravan parks, golf courses etc.

References

Environmental Stewardship Scheme, 2005, Rural Development Service (DEFRA) and further more detailed advice on the various types of scheme under the overall umbrella of Environmental Stewardship at www.defra.gov.uk/erdp/schemes/es/default.htm

Working with the grain of Nature – A Biodiversity Strategy for England, DEFRA, 2002 – sets out the national policy context for encouraging environmentally friendly farming and land management practice.

Norfolk Biodiversity Action Plan – general advice, <http://www.norfolkbiodiversity.org/>

Making Space for Wildlife – Creating an ecological network for Norfolk, Summary Document, 2005, Norfolk Biodiversity Partnership – this report sets out the underlying principles for the Norfolk Ecological network mapping project. More details of the methodology are provided in Report of Ecological Network Mapping Project for Norfolk – presentation of methodology. 2006, Norfolk Wildlife Trust (for Norfolk Biodiversity Partnership). Summary reports of key objectives for each district within the AONB are in the EcoNet reports for North Norfolk, District Council, Great Yarmouth Borough Council, the Broads Executive Authority and King's Lynn & West Norfolk Borough Council. See *Section 2 of this Integrated Guidance* for more information and maps.

²² Chris Blandford Associates (for Norfolk Coast Partnership), 2007, *Norfolk Coast AONB Energy Crop Landscape & Biodiversity Assessment*

A Vision for Nature Conservation in the Norfolk Coast AONB, Norfolk Coast Partnership, 1998 – this shared vision (established through agreement with a range of partner organisations, establishes a framework to ensure that nature conservation is fully taken into account in planning the long term management of the AONB. *It forms part of the 1998 AONB Management Plan.*

Norfolk Coast AONB Energy Crop Landscape & Biodiversity Assessment, Chris Blandford Associates (for the Norfolk Coast Partnership), 2007 – a capacity and sensitivity study which sets out the potential impacts that current and increased cultivation of energy crops may have on the landscape and biodiversity of the AONB

Generic guidance

- *Recognition and encouragement of traditional land management practices* such as the re-introduction of extensive grazing in areas of wood pasture and lowland heathland, will help to maintain landscape character and conserve semi-natural habitats.
- *Target investment in habitat creation and management so as to implement the priorities set out in the Ecological Network (and the BAP priority habitats).* The overarching maps in Section 2 of this Guidance and the detailed landscape types maps in Section 4 show the current status of ecological network mapping in the county and will be updated as more information becomes available.
- *Encourage the restoration of historic parkland landscapes* with priority given to the conversion of arable fields to pasture. Avoid ploughing up historic parkland.
- *Monitor and control stocking rates to avoid overgrazing and/or the wrong type of grazing* and the resultant loss of landscape character and habitat.
- *Enclosing pockets of woodland within some farmland areas* will encourage woodland regeneration and add diversity to the farmed landscape
- *Retain unimproved pastures*, encourage conversion of semi-improved or improved land to wildlife-rich grasslands and encourage management of herb-rich meadows and wetlands in order to add diversity to the lowland agricultural landscape and retain the valuable ‘chain’ of wetland habitats along the valley floor of the AONB’s river valleys.
- *Provide buffer strips of low input agriculture (limited use or avoidance of pesticides or fertilisers) alongside watercourses* to help intercept diffuse pollution and enhance the ecological and landscape value of water courses. Manage land within these buffer strips to prevent the formation of conduits for water-borne sediment. Overall a reduction in the use of pesticides and herbicides and encouragement of organic farming practices will reduce pollution of water courses due to agricultural run-off
- *Route farm and forestry tracks along screened alignments or along natural contours* to avoid visually intrusive tracks on prominent, open slopes.
- *Conserve or re-establish a strong field pattern of hedgerows* (where appropriate) to enhance the overall structure of the landscape and reduce its vulnerability to change.

3.2.6 Forestry and woodland

Woodland forms only 2.7% of the total land cover within the AONB ²³, but it makes an important contribution to landscape character and biodiversity value. In landscape terms, woodland provides a significant backdrop to views along the coast and inland from the coast, as well as an enhanced sense of enclosure on the fringes of settlements. It is a key aspect of landscape character in the AONB's historic estate and parkland landscapes.

From a biodiversity perspective, woodland contributes to habitat diversity and, where it is connected to hedgerows and adjacent woodlands and wetlands, provides key potential connections in the network of ecological habitats across areas of intensively farmed land.

Recent trends towards new planting, woodland conservation and improved woodland management (through the Woodland Grant Scheme and other schemes) are increasing the overall proportion of trees in the landscape and the presence of major historic estates in the AONB means that the existing woodlands are well managed. Objectives for woodland management on private land are a mixture of habitat conservation, game shooting, timber production and amenity/recreation (on the larger estates).

Key issues

Significant forces for change in relation to forestry and woodlands are:

- Government policy emphasis on nature conservation and sustainable forestry, with an overall increase in open space and a move towards a more extensive broadleaved component.
- Emphasis (in policy) on the recognition of veteran trees as features of key nature conservation importance.
- Impact of woodland grants on improving biodiversity and public access to woodlands.
- Encouragement of woodland management through the development of markets for woodland products.

²³ Chris Blandford Associates (for Norfolk Coast Partnership), 2007 Norfolk Coast AONB Energy Crop Landscape & Biodiversity Assessment

References

Forest Design planning – a guide to good practice, The Forestry authority, 1998 – the standard reference on the subject

Forest Landscape Design Guidelines, Forestry Commission, 1994. Intended to provide applicants for the Woodland Grant Scheme and felling licences with an outline of the principles and practical applications of forest design

Lowland Landscape Design Guidelines, Forestry Commission, 1992. Encourages planting of more woodland on farmland and gives landowners, land managers and their advisers guidance on how proposals for planting and other forest work can be designed in sympathy with the best features of the landscape.

Generic Guidance

- *Conserve, restore and manage the AONB's woodlands*, which make an important contribution to the landscape and historic character of the AONB and to its valued ecological habitats.
- *Give priority to the conservation, restoration and management of semi-natural ancient woodlands* which are of critical importance to maintain species diversity within ecological networks.
- *Aim to connect isolated woodlands to adjacent networks of hedgerows, woodland and other habitats* in order to enhance the ecological connectivity and implement the ecological network 'on the ground'.
- *Give priority to the conservation and extension of lowland heathlands*, which are often associated with woodlands. Specific guidance on this subject is provided in the relevant Guidance for different landscape types in Section 4. In general terms, any loss of woodland due to heathland creation, should be balanced out by new woodland planting on adjacent land so that the overall proportion of woodland in the landscape mosaic is conserved.
- *New woodland planting should be dominated by broadleaved species* and designed to soften and improve the visual relationship between woodlands and surrounding open farmland.
- *Irregularly shaped felling coupes appear more natural in the landscape*, but woodland shapes should reflect those of the natural landform and adjacent landscape patterns
- *Encourage traditional woodland management practices* such as coppicing, lopping and pollarding to maintain the living tradition of the woodlands and enhance landscape and biodiversity value. Encourage management of woodlands for woodfuel.

3.2.7 Tourism & recreation

The following notes are based on the recent AONB Tourism benefits and Impacts Study²⁴.

The Norfolk Coast Area of Outstanding Natural Beauty has long had a strong association with tourism. Visitors contribute some £163 million annually to the local economy. The principal aspects of the tourism market are:

- Countryside escapism and traditional coastal trips, - the Norfolk Coast AONB offers a more relaxing, secluded experience than many other coastal resorts and visitors place a high premium on the quality of the surrounding landscapes.
- Wildlife watching – potential growth market due to greater public awareness of the environment and conservation issues.
- Activities – walking and cycling (as part of other trips) and water & wind sports, golf, fishing and game shooting.
- Cultural & sightseeing – eg Sandringham, Holkham Hall, Felbrigg Hall and the North Norfolk Railway.
- Food & Drink – villages, towns and gastropubs are gaining a reputation for high quality local produce, often at premium prices.

Maintaining the strength of the tourism sector is pivotal to the welfare of the economy and the community of the area, as tourism remains one of the few industrial and employment sectors that has the potential to be compatible with the conservation aims and objectives of specially protected areas.

Tourism relies heavily on the retention of the qualities, character and charm of its landscape, its settlements, its scenery and its wildlife. In return, tourism has the capacity to underpin the strength of the economy; its well-being of the community through the provision of business and employment; and also to act as a crucial axis in the local supply chain by supporting a wide array of other economic sectors.

However, as with any economic sector, 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 future visitor management plans and policies.

²⁴ Scott Wilson Ltd (for the Norfolk Coast Partnership), 2006, Norfolk Coast AONB Tourism Benefit & Impacts Study

Key issues

- *Damage to sensitive coastal habitats* due to dogs, trampling, noise and general disturbance – particularly nesting, breeding and feeding sites of birds
- *Erosion of sensitive dune systems and saltmarshes*, by trampling and mountain bikes
- *Increase in traffic levels* – (the A149 has 4 times its ‘normal’ level of traffic during the peak season).
- *Pressure for amenity and recreational facilities*, such as golf courses.
- *Increase in second home ownership* – 15% of houses in the AONB are classified as being ‘with no residents’. This increase in second home ownership leads to the erosion of community life and civic ownership, as well as high property prices which local people cannot afford.
- *Erosion of distinctive character, sense of remoteness and tranquillity* – some of those consulted as part of the tourism benefits and impacts study suggested that tourist related developments tended to have a ‘suburbanising’ effect on landscape character. Car parks, boardwalks, noise and sheer numbers of people have a cumulative impact on the tranquil, ‘wild’ character of the AONB.

References

Visitor Management Strategy, Norfolk Coast Partnership, 1995 – the findings from this key report are now incorporated into a number of policy documents, including the 2004-09 AONB Management Plan.

Norfolk Coast AONB Tourism Benefits & Impacts Analysis, Scot Wilson Ltd (for the Norfolk Coast partnership, 2006. – this report is not the agreed policy of the Norfolk Coast Partnership, but it sets out a vision for tourism in the AONB, places the issues in context and provides a basis for the development of future actions and policy.

Generic guidance & key considerations for planning applications

- Careful siting of car parks, information points and tourism facilities will reduce pressures on sensitive coastal habitats – provision of toilets and picnic facilities within or adjacent to car parks will encourage use by the majority.
- ‘Zoning’ of visitor facilities (in line with the 1995 Visitor Management Strategy) will help to control and if necessary redirect visitor pressures.
- Allocation and enforcement of specific mountain bike routes and provision of dedicated sites for this purpose will help to reduce erosion on other tracks and footpaths.
- Careful planting (with appropriate native planting) around caravan parks and other tourist facilities will help to limit their visual impact, but planting may not be appropriate in landscapes with an open character

3.2.8 Renewable energy

Wind turbine development is a potential major force for change in the AONB – due to wind farms within, near to or off the shore of the AONB. However this topic requires a separate detailed specialist assessment of landscape capacity and sensitivity to wind turbine installation in accordance with agreed criteria and this is outside the scope of this guidance.

References

Sustainable energy by design – Town & Country Planning Association, English Partnerships, CABI, Natural England, 2006. This guide promotes opportunities for sustainable energy and demonstrates how it can be integrated into the planning, design and development of new and existing communities.

Renewable energies for the Norfolk Coast AONB, Mott MacDonald (for Norfolk County Council), 2006. – This report predicts and assesses the implications of renewable energy technologies which are deemed suited to the sensitive rural landscapes of the AONB. These include small-medium scale biomass, biofuels, biogas, solar photovoltaics, solar hot water, micro-scale wind power, ground source heat pumps, fuel cells and combined heat and power. The impacts of biofuels are particularly complex and are covered in a separate more detailed study (see below)

Norfolk Coast AONB Energy Crop Landscape & Biodiversity Assessment, Chris Blandford Associates (for the Norfolk Coast Partnership), 2007 – a capacity and sensitivity study which sets out the potential impacts that current and increased cultivation of energy crops may have on the landscape and biodiversity of the AONB.

3.2.9 Climate change

Increased emissions of greenhouse gases are contributing to global warming and relatively minor changes to the earth's temperature may have significant effects on biodiversity and landscape character. The most significant impact on the AONB is likely to be rising sea level, along with tidal surges and high waves, which could lead to changes in the AONB's coastline and the loss of coastal settlements.

Modelling studies to assess the impacts of climate change have been carried out by the Environment Agency²⁵ and by the University of East Anglia's Tyndall Centre, which has undertaken some complex computer simulations of the impacts of sea level rise on coastal geomorphology and biodiversity.

Map 12b shows flood risk areas for a 1 in 100 and 1 in 1,000 year flood event, assuming there are no defences in place. It does not incorporate an allowance for increased sea levels over the given period, but does give an indication of what is at risk, if and when there is a move towards a more naturally functioning coastline

Map 12b – Flood risk areas - flood risk areas for a 1 in 100 and 1 in 1000 year flood event assuming there are no defences in place.

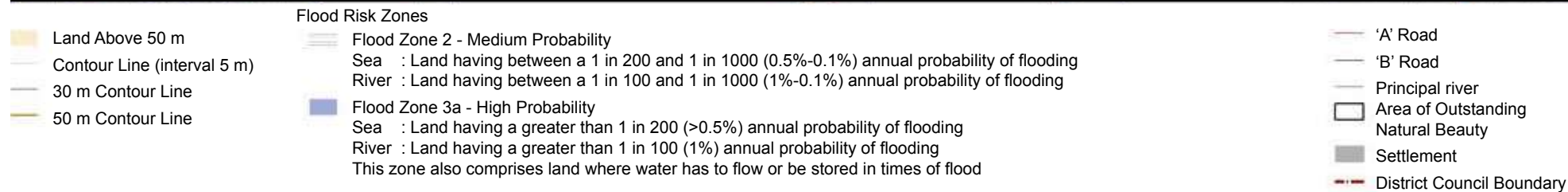
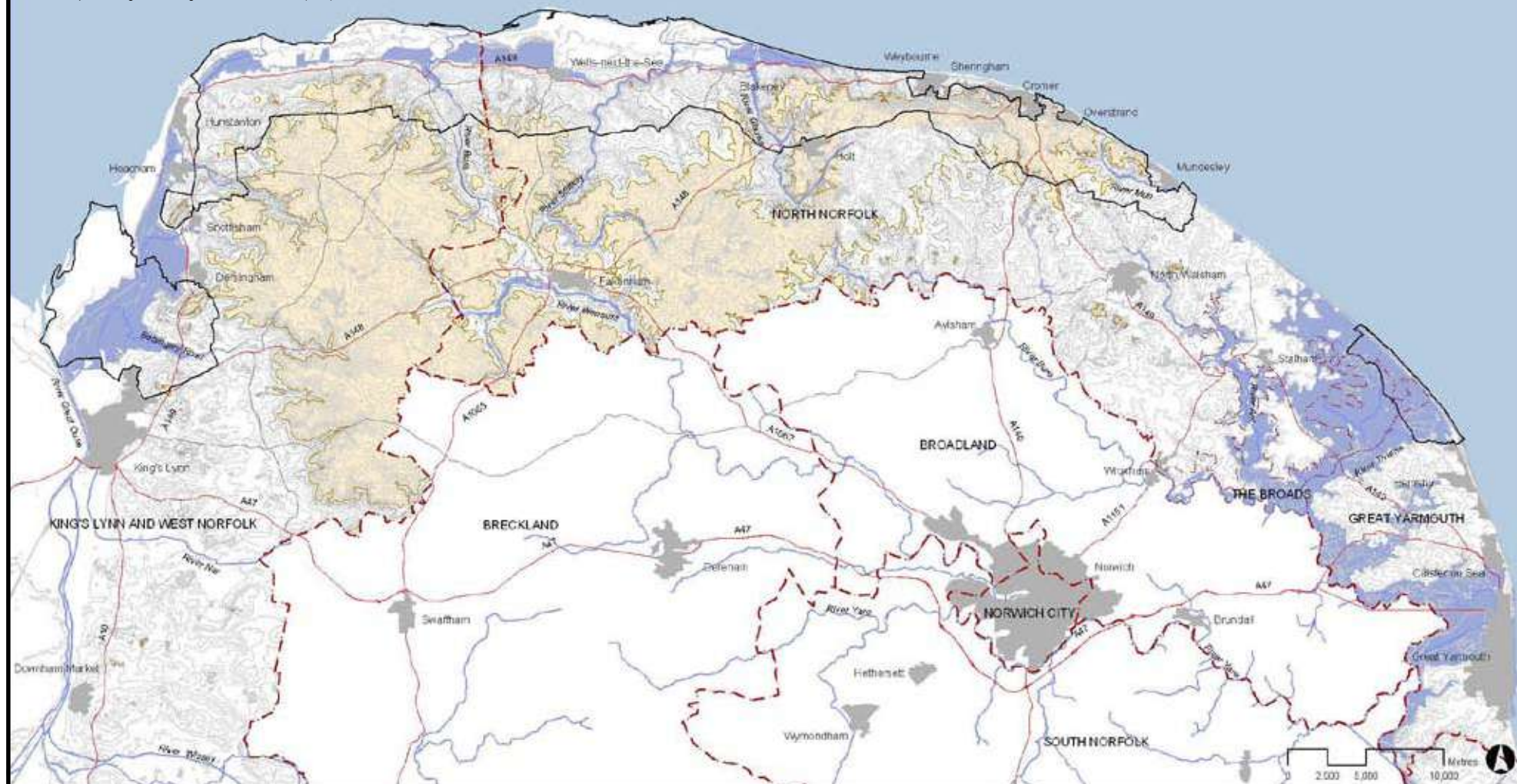
Key issues

Forces for change relating to climate change are:

- *Temperature rises and changes in the distribution of rainfall*, which may affect the survival of species at the edge of their range and result in a gradual change in the species composition of local habitats.
- *Rising sea levels* which will threaten coastal habitats through increased and extensive risk of flooding.
- *Increased water abstraction*, which may have impacts on the viability of water courses and habitats along the wider river corridor
- *Increases in tidal surges and high waves* which will have implications for coastal defences and which may lead to the erosion of the sandy coastal cliffs and shingle banks which are characteristic features along parts of the North Norfolk coast
- *Summer drought* which may result in drying out of valuable wetland habitats, increase risk of fire on heaths and lead to restriction of use of water on golf courses, estates and agricultural land.

²⁵ LIDAR – a Light Detection & Ranging air-bourne mapping technique which results in a terrain map suitable for assessing flood risk

MAP 14b - FLOOD RISK AREAS



References

Towards an integrated coastal simulator of the impact of sea level rise in East Anglia, 2006, University of East Anglia, Tyndall Centre – The Tyndall Centre has produced a coastal simulator which can model coastal erosion due to wave action and sea level rise. The work incorporates modeling biodiversity responses to climate change. The Tyndall Centre has also undertaken projects which focus on Visualising Coastal Futures, which are designed to assist raising public awareness of the potential impacts of climate change and to encourage meaningful participation in decision making in relation to this topic.

Generic guidance

- *Responses to sea level rise could take the form of increasing coastal defences or managed realignment* – consideration of abandonment of sea defences could be a more natural approach to habitat change, but it might be combined with the targeted creation of habitats inland to reduce the effect of ‘coastal squeeze’
- *Rigorous monitoring and predicting of changes* will allow development of appropriate adaptation strategies and appropriate responses to inevitable impacts.
- *Raising public awareness of the issues associated with climate change and drying out of habitats* could help to promote conservation of water resources during the summer months.

open coastal marshes



Integrated landscape character



MAP 13a - Open Coastal Marshes Key Plan

An expansive coastal landscape of inter-tidal sand and mudflats, salt marshes, shingle banks, sand dunes, brackish lagoons and reed beds. The flat marshes are underlain by chalk (to the north) and Lower Greensand (to the west), but the area is dominated by soft or loosely aggregated glacial sands, gravel and clays, which have accumulated behind shingle banks or low clay ridges. The Open Coastal Marshes are a dynamic mosaic of inter-tidal habitats and features, shaped by the tides.

The North Norfolk coastline has long been subject to change as sea levels have risen and fallen in response to climatic cycles over the past 1.8 million years. For instance, around 10,500 years ago, at the time of an intensely cold phase, global sea levels were relatively low and much of the North Sea basin was an extensive lowland. There is some evidence of occupation of the North Sea basin from sites to the east of the AONB and a Late Palaeolithic site at Titchwell (exposed at extreme low tides) was probably occupied by hunters whose territory extended across a lowland plain to the north. By the end of the Mesolithic period, the coastline was similar to that of today. There is evidence of Mesolithic settlements along the coast near Titchwell and the pollen in sediment records associated with the Bronze Age 'Seahenge' site at Holme next the Sea suggests that the saltmarsh and reedswamp along the marshes were bordered by alder and lime-dominated woodland. The Open Coastal Marshes have generally been marginal to human settlement - in medieval times they are known to have been common land, supporting a range of hunting pursuits and flocks of sheep on the open salt marshes and extensive areas of common remain today between Burnham Overy and Holme. Today the landscape seems 'timeless' with limited built heritage.

These exposed marshlands are a rare wilderness, where natural forces predominate. They are dissected by meandering tidal creeks, which form intricate dendritic patterns in the mud. The shifting mosaic of coastal wetland habitats is of international ecological importance, as reflected in a range of overlapping biodiversity designations.

This is an exposed, uninterrupted landscape with a strong, simple break between land and sky. There is a sense of remoteness and wildness. The marshes are devoid of trees or settlement but the views inland are defined by woodland and agricultural land. Boats moored within the creeks are the focus in local views and the Open Coastal Marshes are popular for some fine beaches, as well as for walkers and naturalists.

Landscape sensitivity and change

The character of the Open Coastal Marshes reflects a rare combination of natural processes of deposition and ecological succession - in constant flux. The whole landscape type is internationally important for its geomorphology and its delicate coastal habitats, which are highly sensitive to change. The entire area is classified as core area of coastal habitat in the Norfolk ecological network¹. Key environmental assets that are particularly vulnerable to change are:

- Open, expansive views northwards across a dynamic seascape - there is a strong sense of openness throughout the landscape type.
- The patchwork of dunes, shingle, mudflats, brackish lagoons and reed beds, which provide a cohesive visual unit and contribute to a generally undisturbed and natural character.
- The lack of buildings and structures, which ensures there are very few detracting elements and which enhances the overall sense of tranquillity and remoteness.

¹ *Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, 2006, Report of the Ecological Network Mapping Project. The coastal habitat zone incorporates the following BAP habitats – all intertidal habitats, sand dune, shingle beach, saline lagoon, grazing marsh and reedbed.*



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Open Coastal Marshes (AONB area):

Landscape character area	Distinctive character	Inherent sensitivity
North Wootton Coastal Marshes - OCM1	Strikingly flat & low lying. Intertidal mudflats & reed-beds interspersed with sinuous tidal creeks, small brackish pools & lagoons. Valuable ecological habitat for range of vertebrates, wading birds & wildfowl.	• Very strong sense of remoteness & tranquillity • Predominantly isolated & rural character • Intricate network of intertidal creeks • Undisturbed bird feeding and resting area
Shepherd's Port Coastal Marshes - OCM2	A series of five saline lagoons dominate the character of this area. They are separated from the Wash by a narrow strip of shingle beach. Most of the area is within Snettisham Nature Reserve and is important for grey plover, knot, bar-tailed godwit, sanderling, pink-footed goose & shellduck. The shingle beach is also important as a nesting site for ringed plovers & oystercatchers. Lagoons are fringed by patches of scrub and scattered trees. Open views & wild character.	• Relatively strong sense of remoteness & tranquillity • Patchwork of key habitats for migratory birds & invertebrates • Lack of built elements & undisturbed, undeveloped character • Beach-nesting ringed plovers vulnerable to disturbance

Landscape character area	Distinctive character	Inherent sensitivity
Holme-next-the-Sea Coastal Marshes - OCM3	A relatively narrow intertidal area of sand, mud and peat beds in front of sand dunes, with an area of saltmarsh to the north of Broadwater Road.	• Internationally important inter-tidal habitats, including salt-mashes, mudflats and peat beds – bird feeding and resting areas • Archaeological interest of peat beds • Beach-nesting terns and ringed plovers vulnerable to disturbance
Thornham & Titchwell Coastal Marshes - OCM4	Extensive patchwork of saltmarsh & mudflats dissected by a complex network of ditches, creeks & lagoons along the coastal fringe. A dynamic landscape with panoramic open views, dominated by tidal influences and prominent in views from the Coastal Slopes to the south.	• Wide open panoramic views • Intricate network of intertidal habitats • Very distinctive, natural sense of place • Peat beds are an important and sensitive habitat and archaeological resource • Beach-nesting terns and ringed plovers at Titchwell vulnerable to disturbance
Scolt Head Island - OCM5	The sheltering 'barrier island' of Scolt is a classic coastal geomorphological feature. Behind it, the Burn Estuary and an extensive network of creeks & ditches wind through large expanses of saltmarsh & mudflats to create an ever changing, delicate environment. Very flat, with vertical elements. Golf course to north of Brancaster is surrounded by dunes and saltmarsh. Harbour with fishing and recreational craft at Brancaster Staithe.	• Dominated by open, expansive views of sea & sky and by the calls of sea birds • Overlooked by linear settlements of Brancaster & Brancaster Staithe along the A149 corridor to the south • Beach-nesting terns and ringed plovers, especially on Scolt Island, vulnerable to disturbance
Wells/Holkham Coastal Marshes - OCM6	Sand flats to the west with an area of marsh and harbour to the east, all of which is well used for recreation. Wells has a relatively busy working harbour with prominent moorings for commercial and recreational craft. Views to the town of Wells are dominant throughout from the eastern part of the area and the proximity of Wells beach gives a strong recreational character. The prominent dunes at East Hills are planted with some maritime & black pines which are prominent in long coastal views.	• Wide remote areas of marsh contrast with boating and recreational activities in the immediate vicinity of Wells • Area is highly sensitive to change and is unlikely to absorb further change without corresponding alterations to its character • Beach-nesting terns and ringed plovers vulnerable to disturbance

Landscape character area	Distinctive character	Inherent sensitivity
Stiffkey - OCM7	An ancient area of saltmarsh, this landscape feels exceptionally remote, although the local boat park at Morston Quay is a key feature in local views. Low density of settlement on adjacent rising land adds to this feeling. Stiffkey & Morston 'Greens' are thin strips of rising land between the marshes and the hedges of the enclosed agricultural land beyond. There are limited pedestrian trackways across the marshes.	• Very remote and highly sensitive wilderness character – probably the most 'remote' area remaining along the entire Norfolk coastline • Large open expanses of saltmarsh, with few (if any) interrupting features on the skyline • The Stiffkey & Morston 'Greens' are distinctive and vulnerable local features which are ecologically important – particularly the heathland (gorse) areas and hedgerows adjoining the Greens (many of which are in poor condition) • Pressures for car parks and from walkers • Beach-nesting terns and ringed plovers vulnerable to disturbance
Morston to Blakeney - OCM8	Popular and well used by visitors, with large car parks and many boats. Blakeney Point, with its shingle bank is an internationally famous coastal feature. Behind it, the large sandy lagoon (with boats and yachts) at Blakeney is a distinctive local landscape feature and the extensive dunes and shingle beach at Blakeney Point are in a highly dynamic state. A few buildings close to or on the saltmarsh at Morston, the Old Lifeboat House at Blakeney Point and the Watchhouse further east are the only form of settlement in the entire landscape type. Large car parks at the villages of Blakeney and Morston are very prominent. Important common seal and nesting tern colonies at Blakeney Point.	• Distinctive, strong local landscape character • Dunes, shingle beach and extensive saltmarshes surrounding the harbour are particularly vulnerable to change • Pressures from visitors – boat noise/ erosion, cars, disturbance to nesting birds etc – are a threat to this highly sensitive landscape • Scheduled monument of Blakeney Chapel and its setting • Beach-nesting terns and ringed plovers vulnerable to disturbance

SMALL BUILT STRUCTURES AND CAR PARKS
CAN HAVE A DISPROPORTIONATE IMPACT



Key forces for change

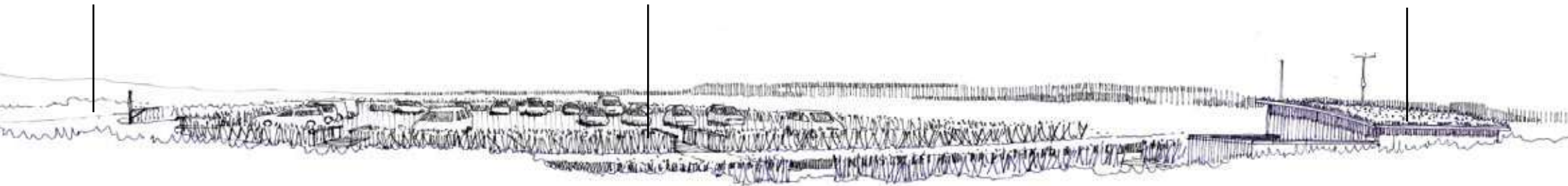
EXISTING

- Disturbance and erosion of sensitive coastal habitats and species as a result of both land and water-based recreation activities.
- Potential future sea-level rises, leading to changes in coastal habitats (loss of saltmarsh and mudflats) and land use.
- Car parks, golf courses and other visitor-related developments, as well as small scale improvements to the coastal footpaths.
- Potential new small-scale built developments or tall vertical elements within adjacent (Coastal Slopes and Drained Coastal Marshes) Landscape Character Types, which may block or dominate panoramic, open views northwards to the sea.
- Disturbance of sense of remoteness and tranquillity as a result of increased tourist and visitor pressure and increased traffic on rural lanes leading to the seashore.
- Flood protection or managed realignment; any changes could disrupt natural coastal processes and sediment supply.
- Potential visual impacts associated with offshore wind turbines.

*remove clutter and integrate all facilities
within one sensitively designed building*

*create natural boundaries (ditches with tall
reeds) - avoid fencing and built structures*

*design small buildings to avoid impact on
the skyline*



GUIDANCE

20 year vision

conserve and enhance

A shifting mosaic of salt-marsh, mud and sandflats, shingle and dunes, which is shaped by the tides but conserved as a rare wilderness, teeming with birds, where natural forces predominate.



Integrated landscape guidance

1 Conserve the wild open nature of the intricate mosaic of saltmarsh, mudflats, lagoons, creeks and other inter-tidal habitats

- Conserve open views across the sea, marshes and adjacent coastal slopes.
- Avoid built structures generally, but where small structures (such as hides and lighting) are considered essential, ensure that they are designed to exceptionally high standards using natural materials so that they do not detract from the inherent 'wild' character of the landscape.
- Avoid vertical elements which would interrupt the skyline and distract from open views.
- Consider the character of built settlement along roads and on the fringes of settlements on adjacent inland landscape types, which could strongly affect the open views and natural character of the Open Coastal Marshes.

2 Allow natural coastal processes to predominate

- Enable the natural coastal processes to continually develop coastal habitats as long as this does not conflict with shoreline management plans.

3 Conserve and enhance the delicately balanced dynamic mosaic of coastal wetland habitats:

- Restore degraded areas of coastal vegetated shingle beaches along the North Norfolk Coast and lining The Wash (both core habitat areas)²
- Conserve the intricate network of intertidal mudflats and saltmarshes as important winter-feeding areas for waders and wildfowl.
- Protect and conserve dune systems along the coast as habitats for a rich diversity of flora and salt-tolerant species.
- Protect and conserve areas of natural brackish lagoons (for example at Holme), and artificial lagoons (for example, at Titchwell) as valuable habitats for invertebrate fauna and feeding sites for wintering and passage waders and waterfowl.
- Develop coordinated management of recreation throughout the Open Coastal Marshes to protect sensitive habitats and species
- Maximise the nature conservation value of saltmarsh vegetation on The Wash through re-introduction of grazing where appropriate and where there is an historical tradition of grazing.

² *Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, Ecological Network Mapping Project for Norfolk*

Integrated landscape guidance (continued)

4 Conserve the generally undisturbed, undeveloped character and related strong sense of remoteness and tranquillity

- Manage visitor numbers, taking account of the 'red or orange zones' identified in the Norfolk Coast AONB Visitor Management Strategy ³ where there are conflicts of interest, there must always be a presumption in favour of nature conservation interest so that people are steered away from the most sensitive wildlife sites towards more robust areas where there is less potential for damage
- Ensure development avoids prominent skyline locations and consider the visual impact of new development (particularly tall vertical developments) both within the Open Coastal Marshes and on adjacent coastal slopes.
- Conserve the generally rural nature of minor roads and lanes within the area.
- Encourage minimal and sensitive use of signage throughout the Open Coastal Marshes.
- Soften the visual impact of golf courses and car parking, taking account of the typical expansive views.
- Avoid further increases in the density of moorings at boat parks, which can become dominant and a significant distraction from the wild character of the landscape.

³ *Norfolk Coast Partnership, 1995, Visitor Management Strategy for the Norfolk Coast Area of Outstanding Natural Beauty*

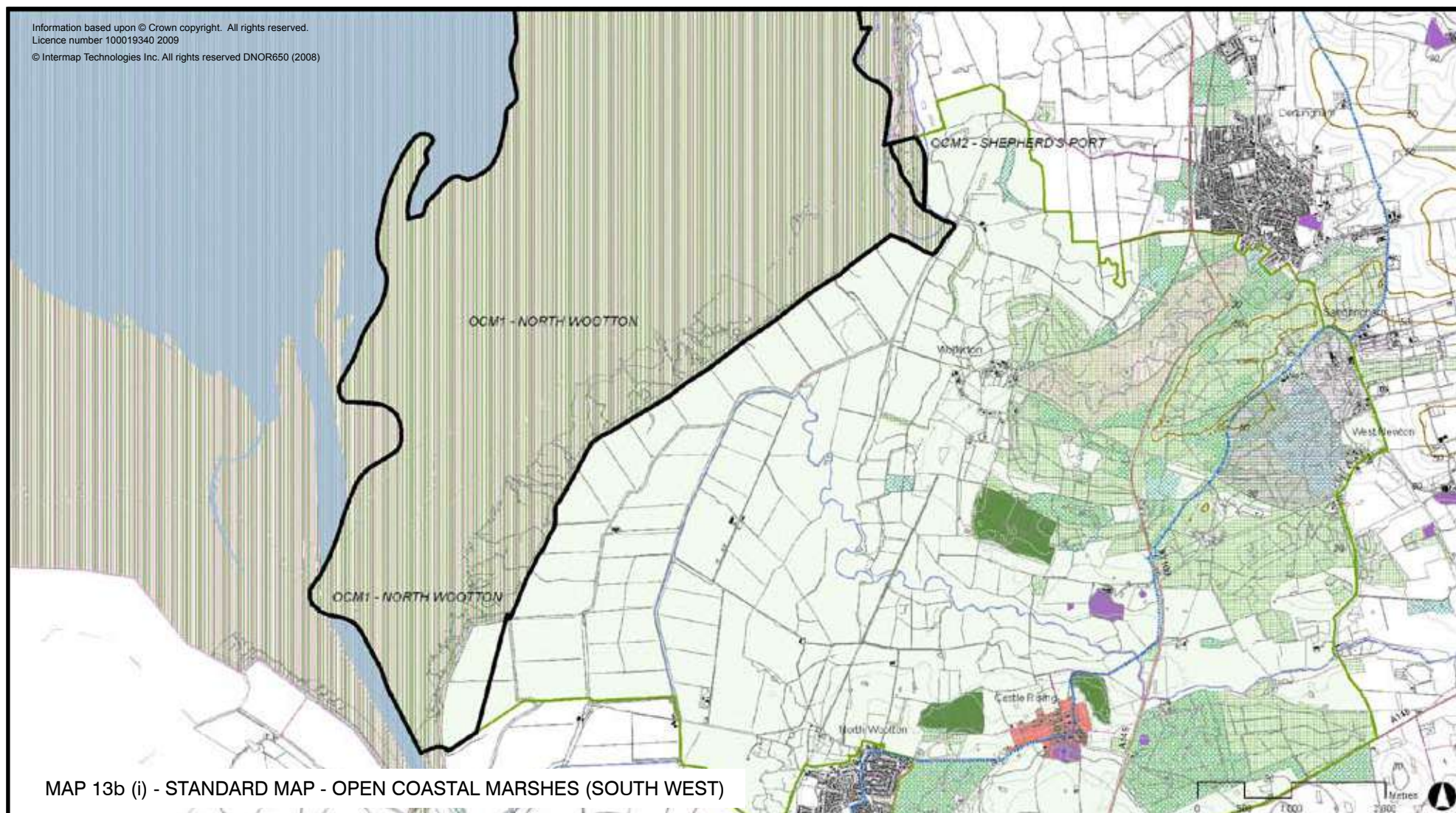
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ⁴
- **Historic landscapes** - broad historic landscape character types ⁵ and data from the Historic Environment Record ⁶

⁴ Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

⁵ Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

⁶ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county



MAP 13b (i) - STANDARD MAP - OPEN COASTAL MARSHES (SOUTH WEST)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

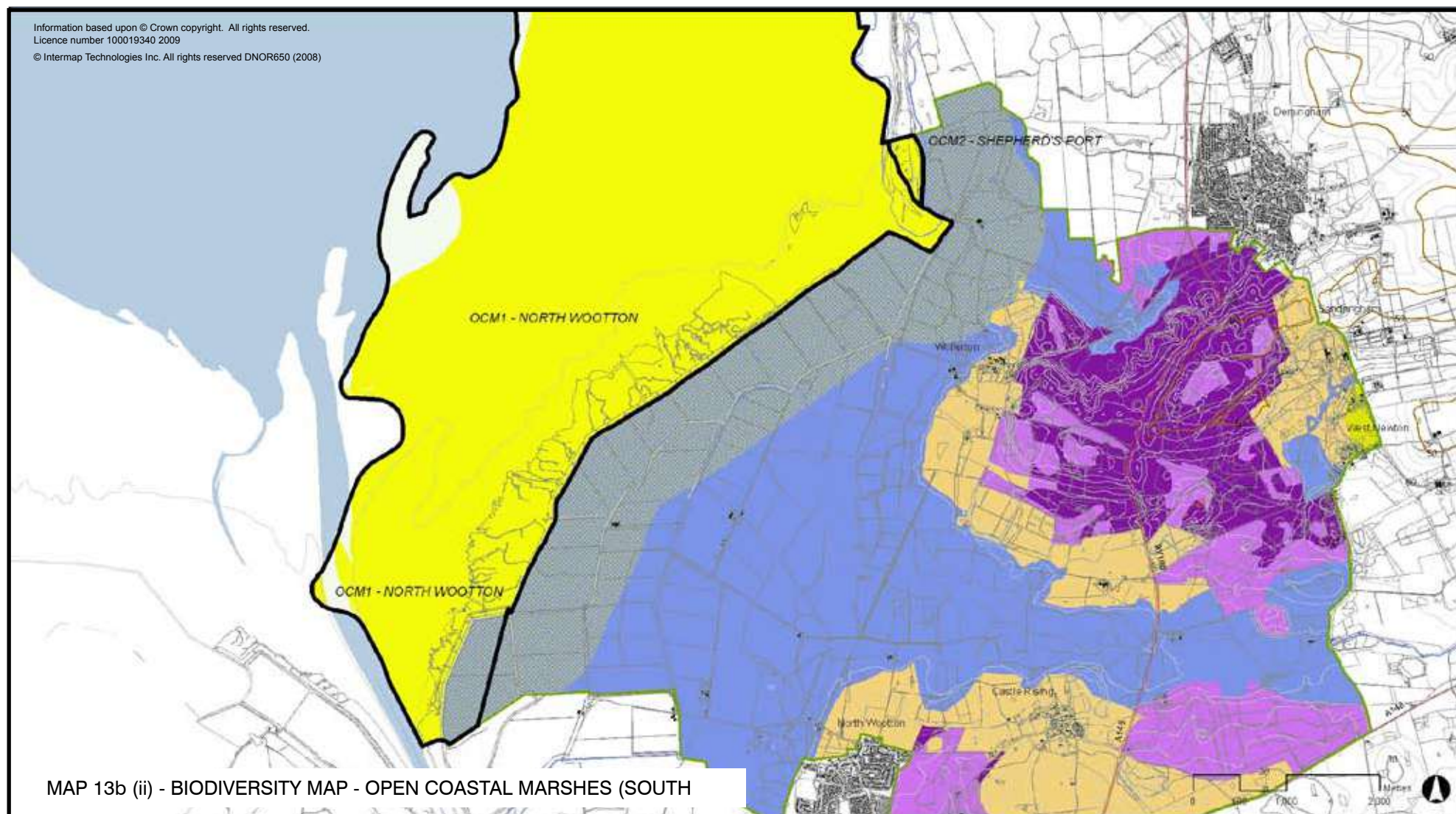
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

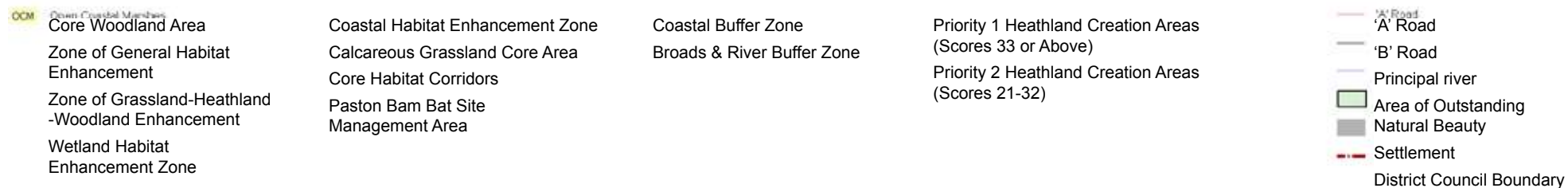
Topography

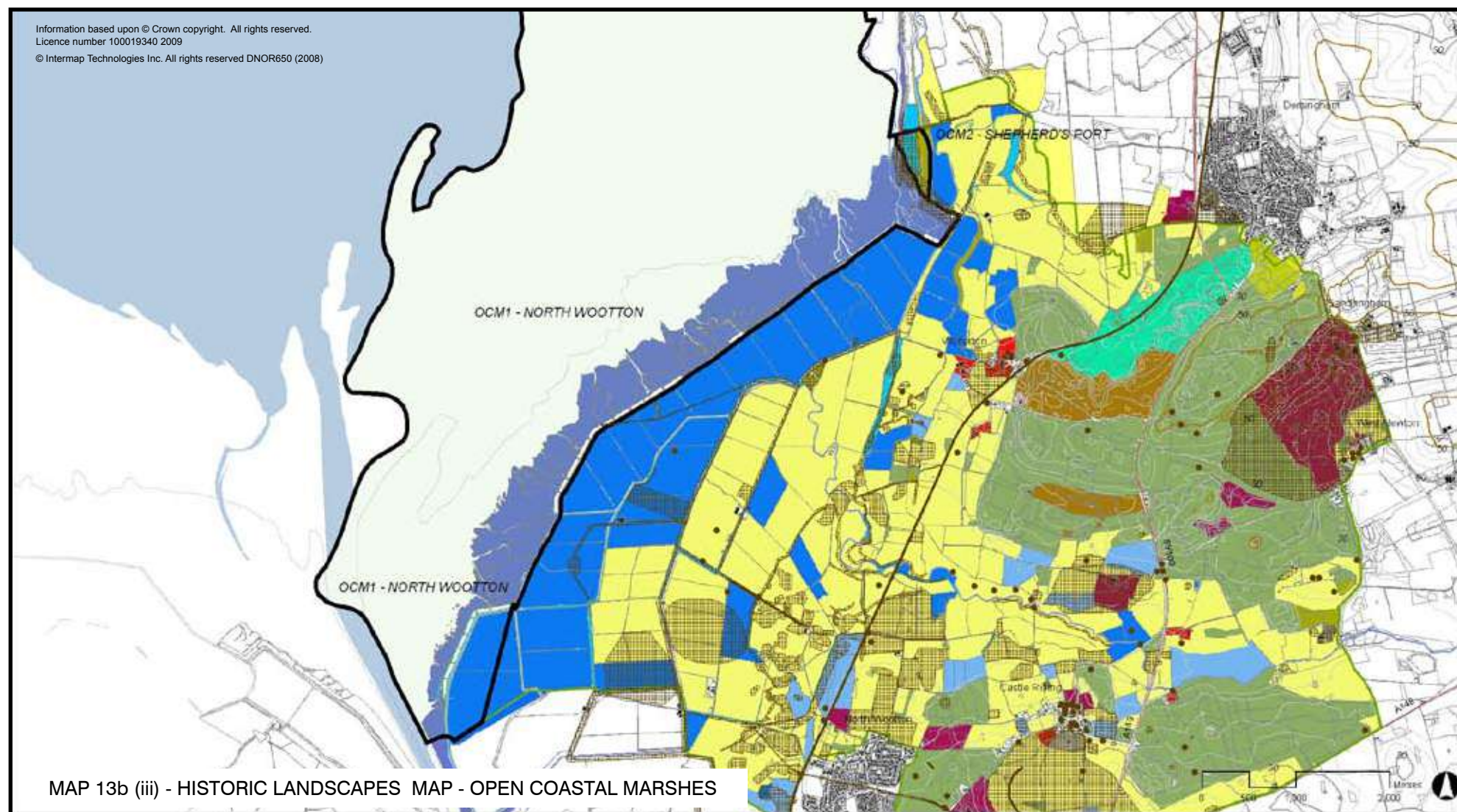
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- 30 m Contour Line
- 50 m Contour Line

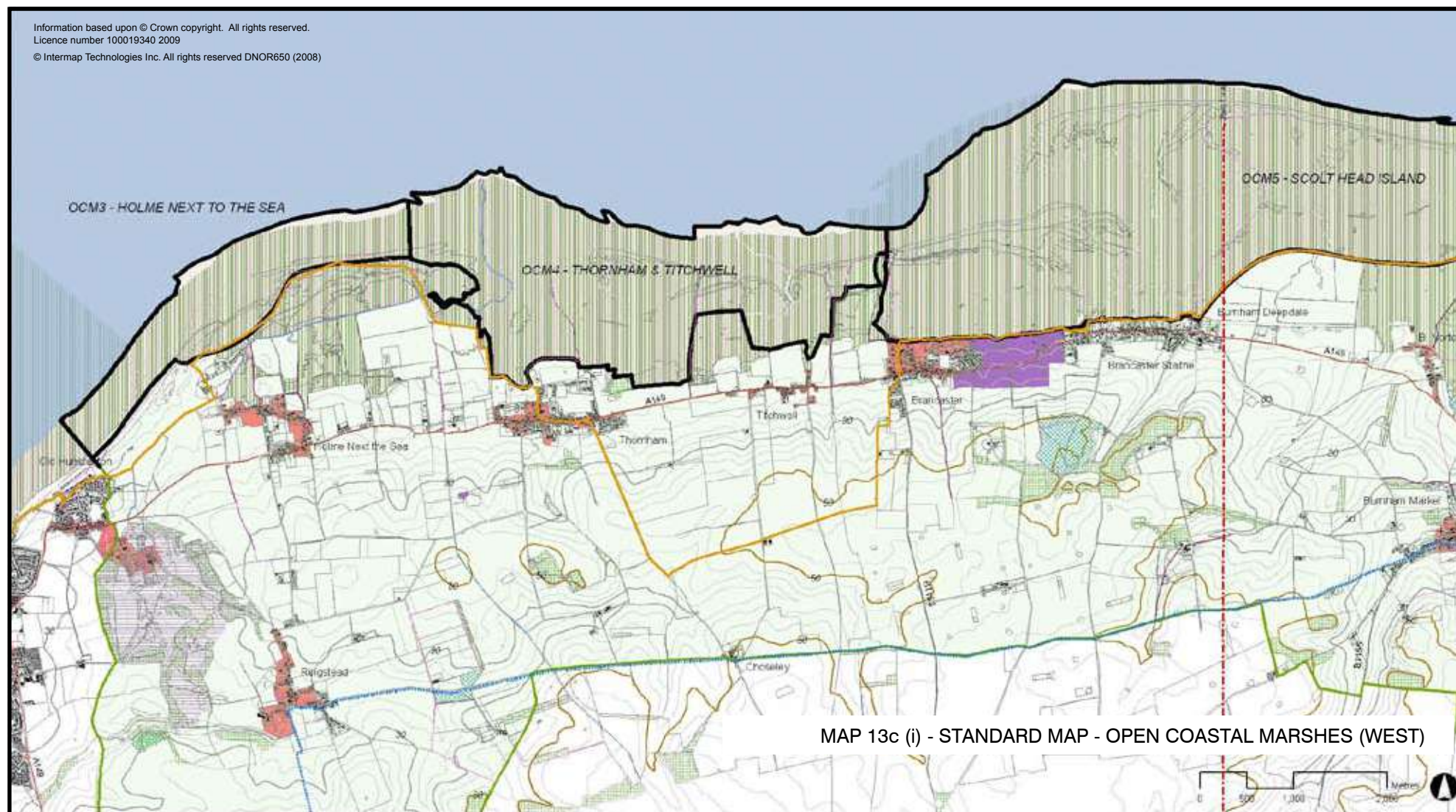
- 'A' Road
- 'B' Road
- principal river
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundary



MAP 13b (ii) - BIODIVERSITY MAP - OPEN COASTAL MARSHES (SOUTH)







MAP 13c (i) - STANDARD MAP - OPEN COASTAL MARSHES (WEST)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

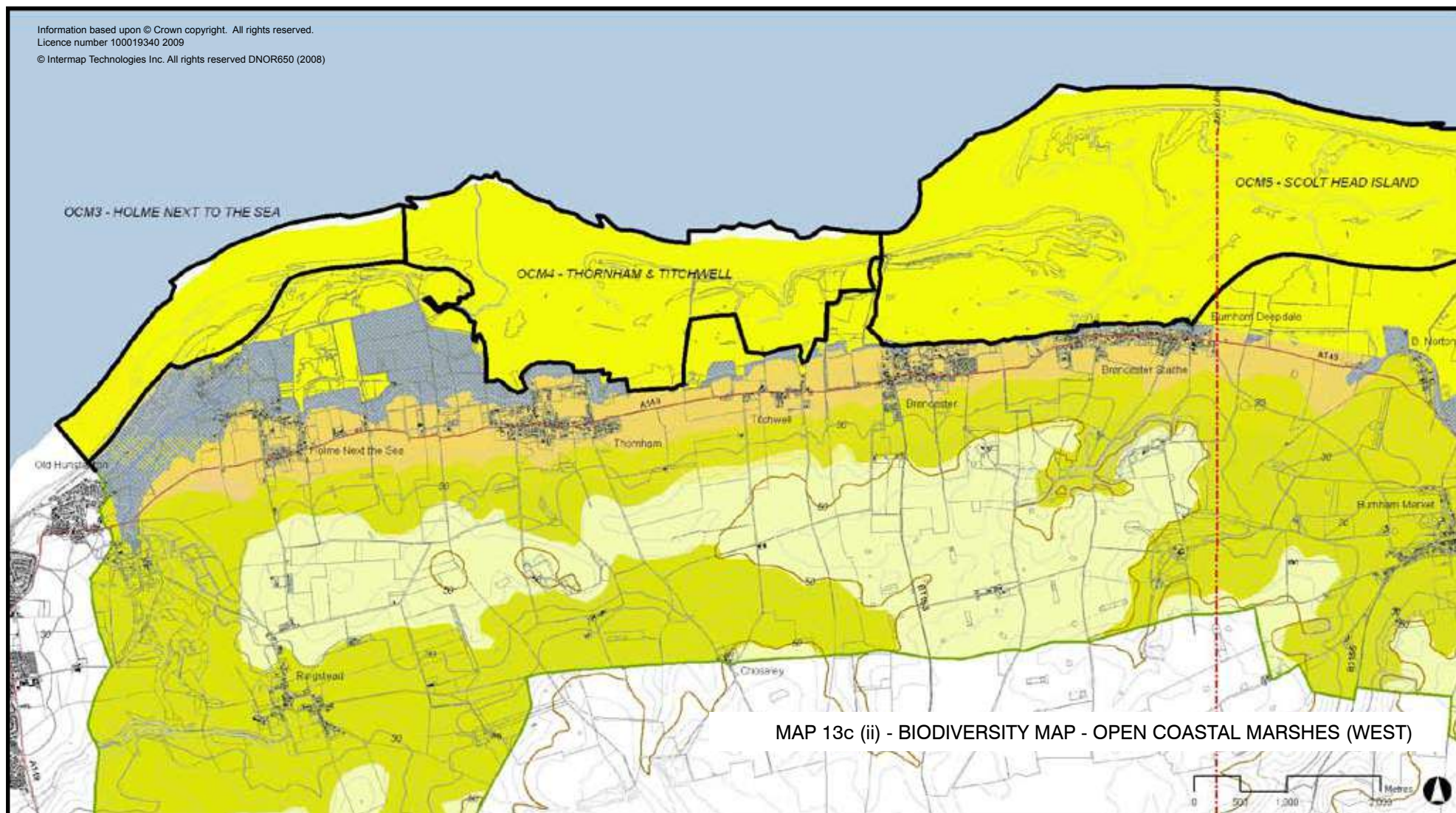
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

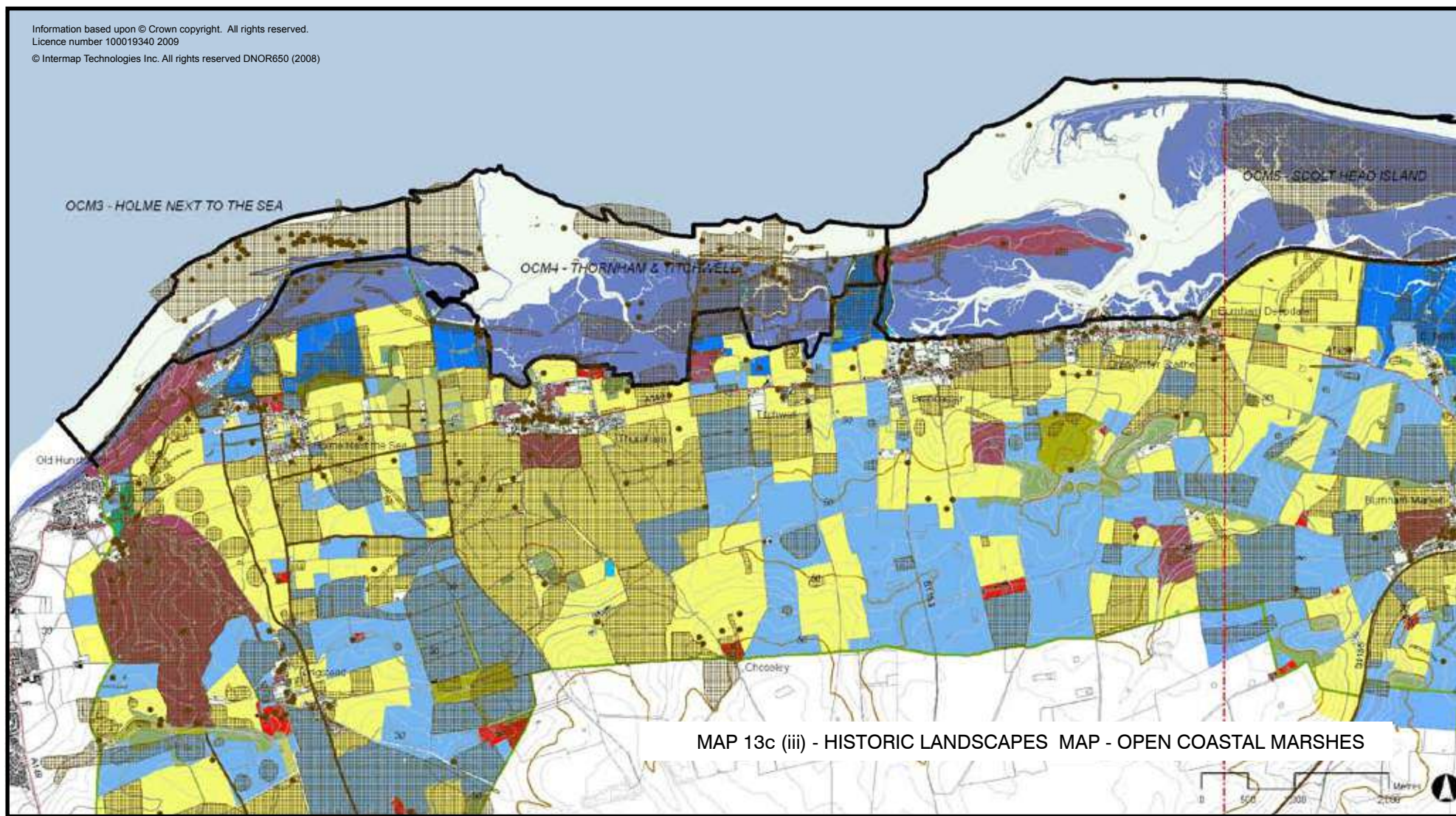
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Principal river
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundary



- | | | |
|--|----------------------------------|-------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

- 'A' Road
- 'B' Road
- Principal river
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundary

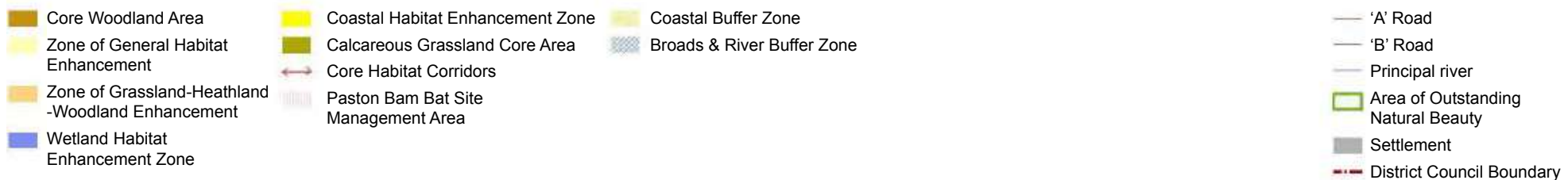


MAP 13c (iii) - HISTORIC LANDSCAPES MAP - OPEN COASTAL MARSHES

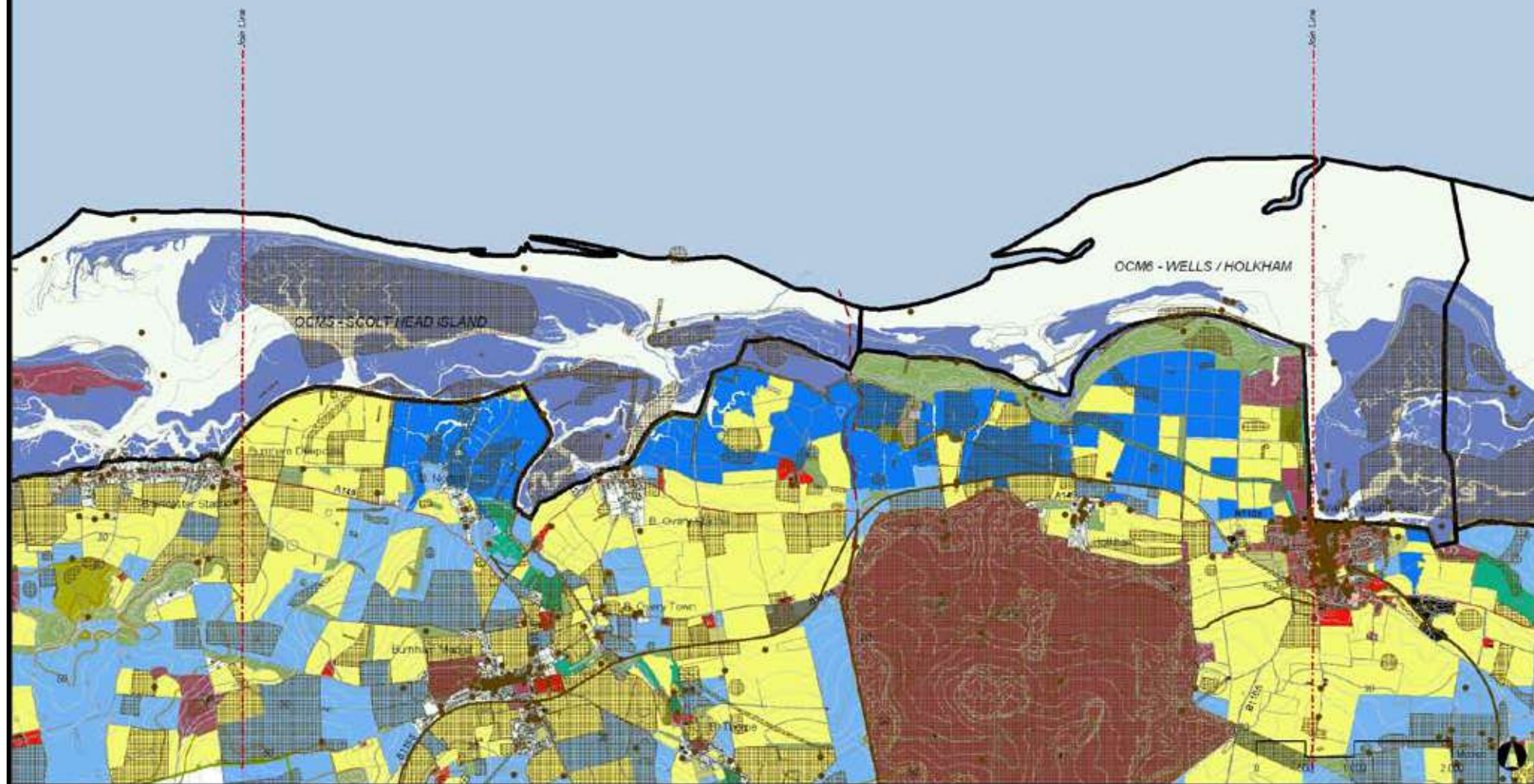
- | | | | | | |
|------------------------------|--------------------------|-----------------------------|----------------|-------------|------------------------------------|
| 18th-19th Century Enclosure | Commons, Wastes, Heaths | Marginal | Water Features | HER 'point' | 'A' Road |
| 20th Century Agriculture | Communications | Military | Woodland | HER 'line' | 'B' Road |
| Built up Areas - Historic | Historic Earthwork | Mineral | | HER 'area' | Principal river |
| Built up Areas - Modern | Horticulture | Miscellaneous | | | Area of Outstanding Natural Beauty |
| Coastal - Drainage Enclosure | Industry | Parks, Gardens, Recreation | | | Settlement |
| Coastal - Managed Wetland | Inland - Managed Wetland | Pre- 18th Century Enclosure | | | District Council Boundary |

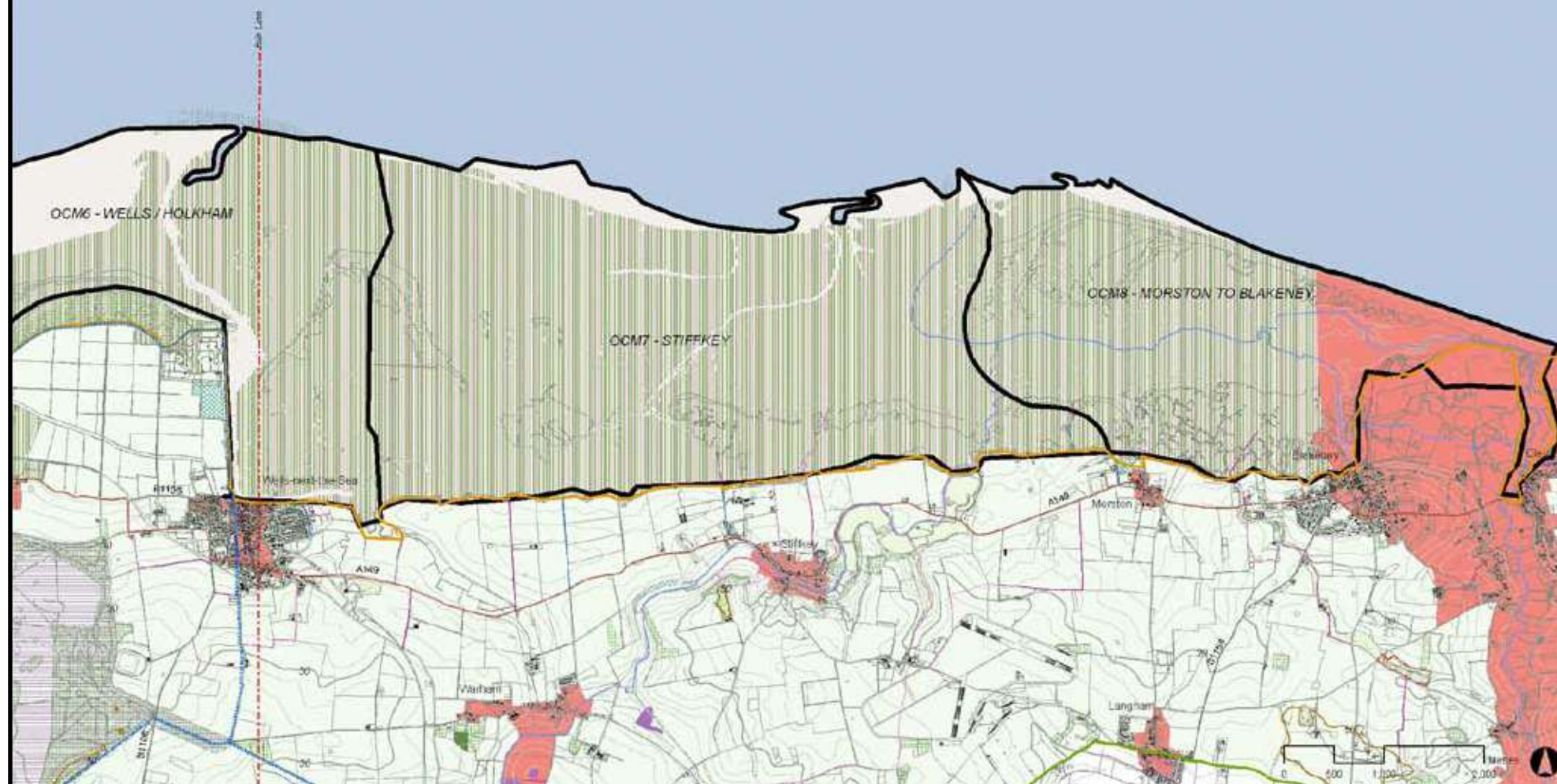
MAP 13d (i) - STANDARD MAP - OPEN COASTAL MARSHES (CENTRE)





MAP 13d (iii) - HISTORIC LANDSCAPES MAP - OPEN COASTAL MARSHES (CENTRE)





Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

Connections

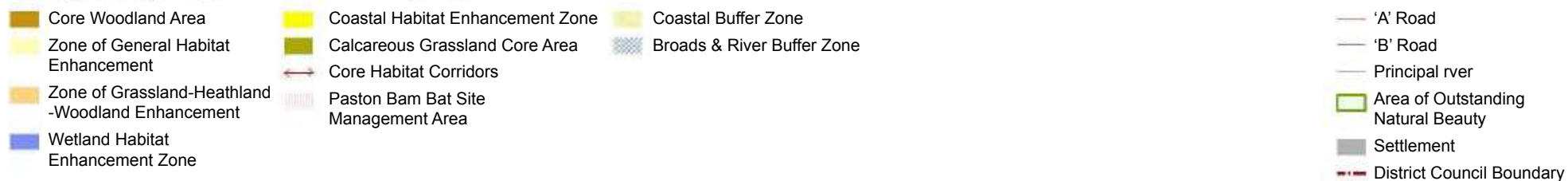
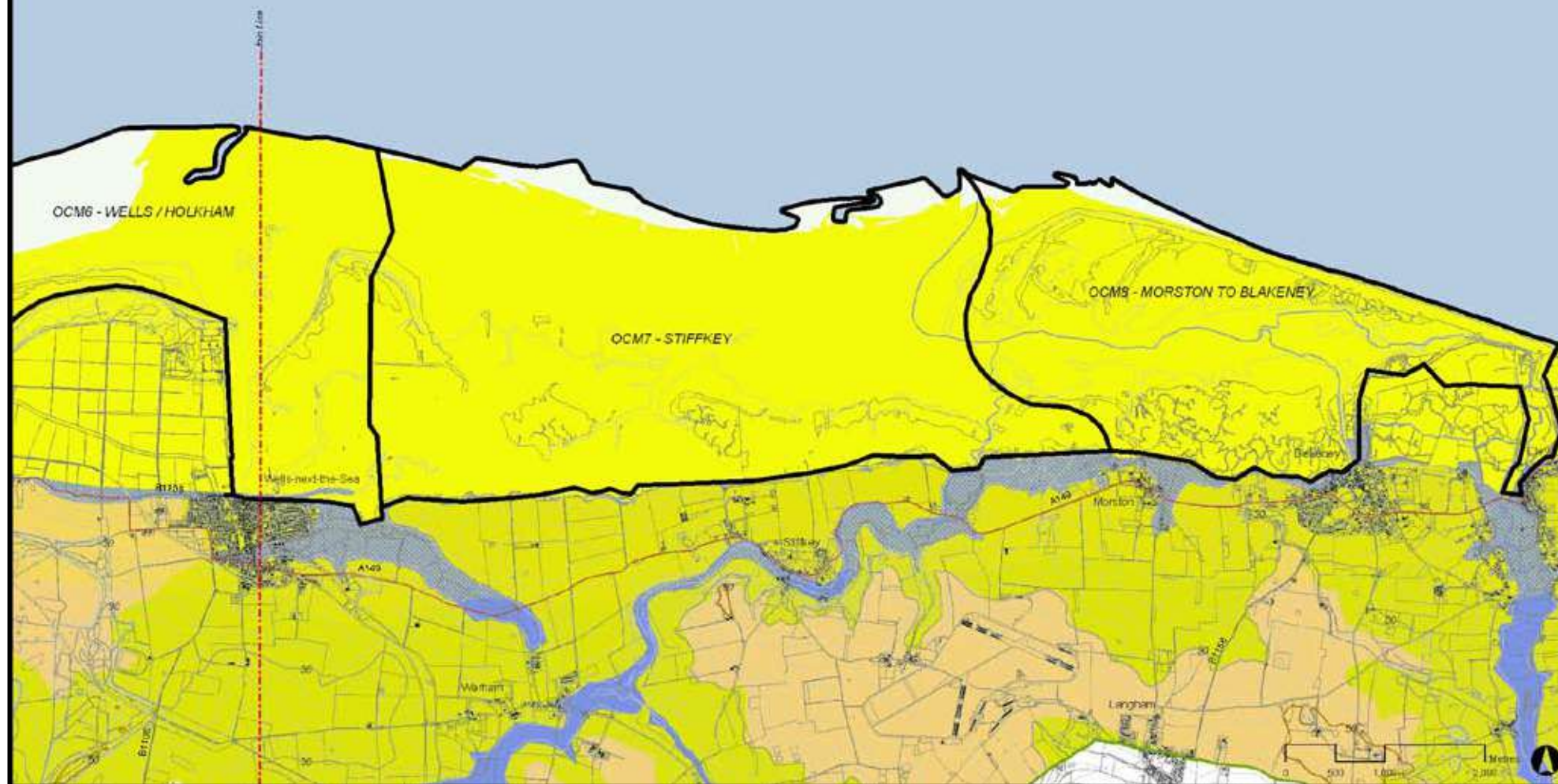
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

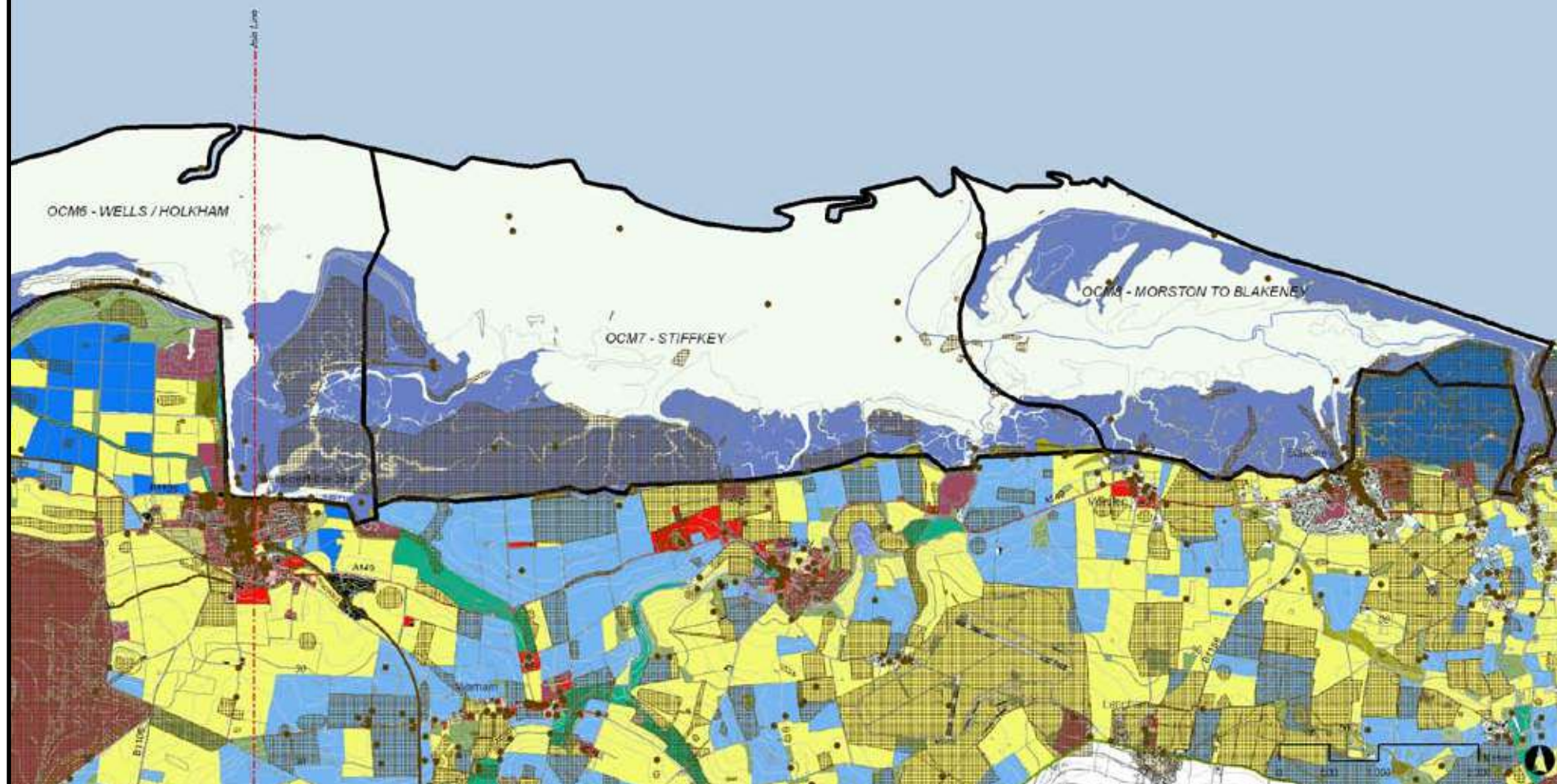
Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- principal river
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundary

MAP 13e (ii) - BIODIVERSITY MAP - OPEN COASTAL MARSHES (EAST)





- | | | | | | |
|------------------------------|--------------------------|-----------------------------|----------------|-------------|------------------------------------|
| 18th-19th Century Enclosure | Commons, Wastes, Heaths | Marginal | Water Features | HER 'point' | 'A' Road |
| 20th Century Agriculture | Communications | Military | Woodland | HER 'line' | 'B' Road |
| Built up Areas - Historic | Historic Earthwork | Mineral | | HER 'area' | Principal river |
| Built up Areas - Modern | Horticulture | Miscellaneous | | | Area of Outstanding Natural Beauty |
| Coastal - Drainage Enclosure | Industry | Parks, Gardens, Recreation | | | Settlement |
| Coastal - Managed Wetland | Inland - Managed Wetland | Pre- 18th Century Enclosure | | | District Council Boundary |

drained coastal marshes



© Annie Cowper Johnson

Integrated landscape character



MAP 14a - Drained Coastal Marshes Key Plan

A flat, open landscape underlain by chalk but dominated by coastal drift deposits. The Drained Coastal Marshes have been reclaimed from the coastal saltmarshes to form calcareous silts and clay soils. The area is protected from inundation by extensive sea walls (facing the Wash), a shingle bank (at Cley), clay banks and a 16m high extensive dune system at Holkham - the 'Holkham Meals'. Beyond these natural and man-made defences, the Open Coastal Marshes and tidal mudflats stretch out to the sea.

The Drained Coastal Marshes is an evocative landscape, highly valued for its distinctive character and for its ecology. Existing areas of freshwater marsh are important for breeding birds such as redshank and lapwing, and the combination of wetland, grazing marshes and saline lagoons are valuable for wintering wildfowl such as pink footed geese. But it is a transitional landscape - its character and the balance between freshwater and saline habitats is shifting in response to rising sea levels. The proportions of arable farmland: wet pasture: wetland will depend on levels of coastal defence, the threat of coastal flooding and policy decisions for their management. The result is likely to be an evolving landscape mosaic, where the balance gradually shifts (over a long timescale) towards inter-tidal and wetland habitats.

The Drained Coastal Marshes are flat, with only minor variations, and drained by a combination of straight drainage ditches and meandering rivers and creeks, many of which have been diverted during the drainage process. While most early settlers lived on the higher land on the fringes of the inter-tidal marsh, there are the remains of a simple Iron Age Fort on a defensible 'dry' enclave at Holkham. Change has long been a characteristic feature of the Drained Coastal Marshes and the area has been subject to repeated reclamation since Roman times. Mapped evidence suggests an unstable process, with periods of intensive agriculture followed by temporary reversion to marshland and periods when grazing was dominant. Linear 'ladder-type' field patterns and the sites of isolated farmsteads reflect the stages of enclosure; the farmsteads are often located at the intersection of reclamation periods and are on higher, more stable land. Faden's Map (1797) shows that the majority of the marsh was common land, used as grazing for cattle, sheep and horses and to supply sedge and reed for building and for animal bedding, as well as habitat for fish, eels and wild birds. The Domesday Book records salt pans on the marshes within this area - saltwater flowing in tidal creeks was diverted into special basins where it evaporated. There is also evidence of medieval fisheries and water mills.

Integrated landscape character (continued)

Strong contrasts in land use pattern reflect this long history of intervention. In areas protected by a sea wall, the Drained Coastal Marshes has a simple repetitive pattern with large geometric arable fields bordered by grassed banks, drainage ditches and low gappy hedges. But a smaller scale pattern of more textured and irregularly-shaped pastures predominates on the inland fringes of the drained farmland, alongside watercourses and in the vicinity of the wetland nature reserve near Cley. The rush-lined drainage ditches which criss-cross the larger arable fields form an inter-connected network of valuable wetland habitats. There are also strong contrasts in tree cover. The vast areas of open arable land in the North Wootton area are interrupted only by occasional shelterbelts, but woodlands are more a feature of the Drained Coastal Marshes near Holkham and Wells, with some conifer and mixed plantations on the dunes near Holkham. These woodlands are ecologically valuable and contain fragments of heathland.

Overall, this is an open landscape. Woodlands are concentrated towards the inland boundary of the landscape type and there are typically long views from the more elevated landscapes inland. Beyond the woodland fringe, the skyline is uninterrupted by vertical elements. The panoramic views are defined by wide skies with a simple horizon and the apparent lack of subdivision in the landscape exaggerates the overriding sense of expanse. The vast majority of the area is a remote, peaceful landscape, but there are pockets of intense activity – at the beach areas near Holkham, Wells and Cley.

Landscape sensitivity and change

The open, expansive character of this landscape and the potential for long views from the adjacent, more elevated inland landscape types ensures that any interventions are likely to be prominent, particularly if the change involves interruption to the skyline and the dominant horizontal plane. However, the strong contrasts in landscape character mean that there are also strong contrasts in landscape sensitivity:

- The 'engineered' open arable land near North Wootton is a man-made landscape, with a long history of change, so ongoing interventions could be seen as part of the continued evolution of its character.
- The beaches, farmland and marshes of the Drained Coastal Marshes in the Holkham and Cley areas are highly sensitive to change which could disrupt the high ecological value of local habitats and views across the vast expanse of open coastline that so many visitors come to enjoy.



Landscape sensitivity and change (continued)

Key environmental assets which are particularly sensitive to change are listed below.

- The simple, open, expansive character of the landscape and its remote, peaceful nature.
- the network of boundary drainage ditches which are of ecological value and which also record historic sequences of reclamation, the **mosaic of wetland habitats** (many of which are priority BAP habitats). For instance coastal sand dune, coastal and floodplain grazing marsh, saline lagoons and reedbeds are exceptionally sensitive and vulnerable to change. They encourage breeding waders, overwintering wildfowl and aquatic plants.
- The balance of freshwater to saline marshland habitats, which is in flux and is sensitive to changes in water level (eg due to groundwater abstraction and or coastal realignment).
- The naturally evolving sand dune systems, which contain a great diversity of plant species and important transitions from pioneer to mature, established dune environments.
- The Cley - Weybourne shingle ridge, which supports a range of rare plant species and is of great physiographic interest. The ridge (part of the Blakeney Point spit) is valued as a site of extensive scientific research on the formation of coastal shingle spits and saltmarsh.

Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Drained Coastal Marshes (AONB area):

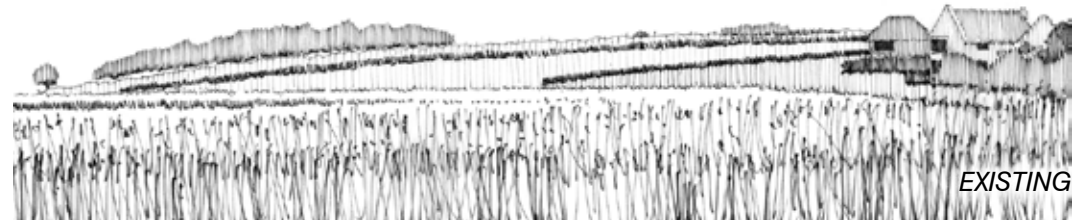
Landscape character area	Distinctive character	Inherent sensitivity
North Wootton - DCM1	A flat, open engineered landscape delineated by extensive sea walls, which date from the 17th century. The Babingley River meanders across DCM1 to the north of Castle Rising, but is diverted along the sea wall to the Lynn channel within an engineered channel. Simple, repetitive landscape pattern dominated by large arable fields bordered by straight drainage ditches. There are few trees and only gappy hedgerows, but some dispersed shelterbelts which offer little overall sense of enclosure. The wooded slopes of the adjacent Wooded Slopes with Estate Land provide a wooded skyline and backdrop to the east. Small areas of roughly grazed pastures with fragmented hedgerows are locally distinctive and are of ecological value in an otherwise man-made landscape. The sea defence walls along the entire (seaward) western border are a distinctive feature in the landscape. They often form a prominent line on parts of the skyline and prevent local views to the sea. This is a flat, open landscape with vast skies and complete lack of built structures & vertical elements.	• Open views across simple, expansive arable landscape • Few vertical elements • Predominantly isolated & rural character • Local areas of smaller-scale wetland and rough pasture (valuable in ecological and landscape terms) eg along the Babingley River • Areas with a distinctive 'ladder-pattern' of field boundaries are of value as a record of local landscape history • The rush-lined drainage ditches which criss-cross the arable fields form an interconnected network of valuable wetland habitats • Scheduled monuments and settings at Castle Rising and medieval settlement of Babingley

Landscape character area	Distinctive character	Inherent sensitivity
	There are no settlements, with only occasional isolated farmsteads accessed by long unmade roads. Some urban fringe influences (paddocks, garden boundaries and views to a residential skyline) to the south – towards North Wootton & North Lynn.	
Old Hunstanton to Holme (DCM 2)	Flat area of rough grassland and dune vegetation bordered to the north by a series of gently undulating sand dunes. To the north A golf course behind the dunes and 'ribbon' development and a caravan park along Beach Road and Broadwater Road dominates the character of the area and introduces a manicured more developed character than other areas of Drained Coastal Marshes	• Patchwork of saltmarsh, scrub & grassland along landward side of the beach provides key ecological habitat
Holme to Thornham (DCM 3)	A former area of intertidal creeks that has Series of fields inland have been reclaimed to form wetland habitats with some drained arable fields & pastures on the fringes. Enclosed by dunes to the north, with some planted pines, and a sea bank to the east. Remnant sinuous features e.g Broadwater are supplemented subdivided by a network of straight ditches & creeks. The only building is Broadwater House, now the NWT visitor centre. The fields are fringed by sand dunes, saltmarsh and mudflats, from which there are long views across Brancaster Bay. The Peddar's Way & The Norfolk Coastal Paths follows the coast.	• Strong sense of openness, with open panoramic views in all directions from the Norfolk Coast Path • Isolated, rural character • Important wetland habitats for breeding and wintering birds

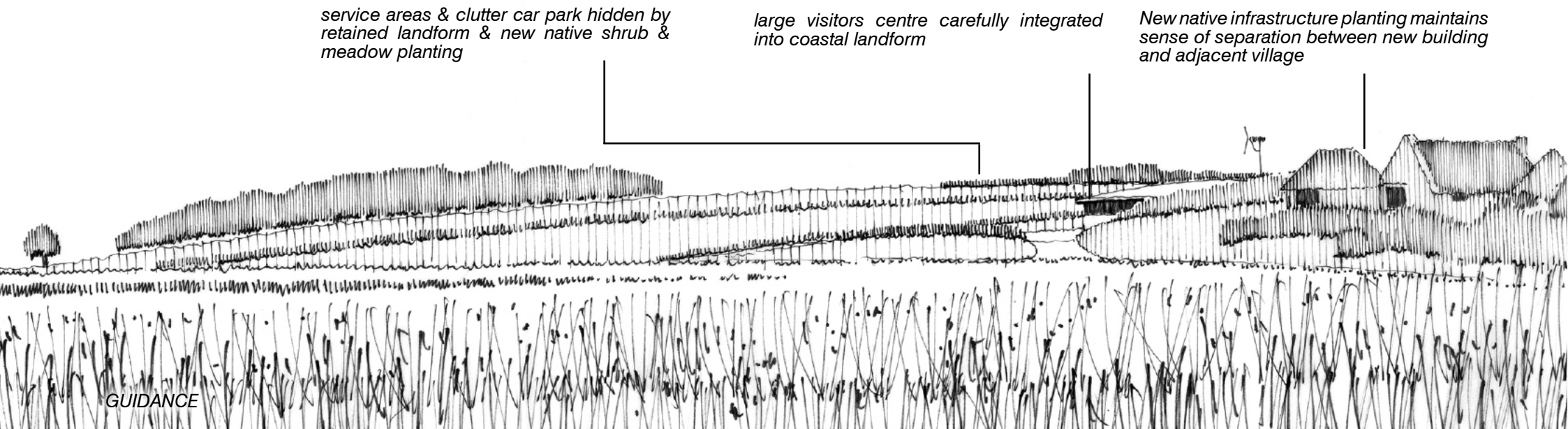
Landscape character area	Distinctive character	Inherent sensitivity
Thornham and Titchwell (DCM 4)	Two relatively small areas reclaimed from the intertidal marshes, protected by sea banks, which provide extensive views of the surrounding marshes and inland ridge from the banks. The western section is part of the RSPB Titchwell Marshes reserve, organised as lagoons and wetland habitats including extensive reed beds, with a number of hides. The eastern section has a more natural appearance in general with a lagoon, seasonal wet areas and grazing marsh. The Golf Club House and practice ground in the northern part of this area, the former is a prominent landmark.	• Long, uncluttered views along the coast from sea banks • Important wetland habitats for breeding and wintering birds
Overy Creek (DCM5)	Mainly wet pasture with remnant creek features to the east, arable farmland to the west. Sense of enclosure from the long, curving sea bank on three sides and the backdrop of the rising Coastal Slopes to the south. Open panoramic views from the sea bank. Includes the wetland habitats of the valley of the River Burn to Burnham Overy. Tracts of Overy and Norton Marshes have been reclaimed to form drained land used for grazing cattle and Overy Marshes are protected from the sea by vegetated sand dunes. The coastal marshes are sparsely populated with only occasional farm buildings.	• Long-distance, panoramic views over the undeveloped salt marshes towards the sea, and inland over the reclaimed marshes, from the sea bank • Relatively remote and tranquil & wild

Landscape character area	Distinctive character	Inherent sensitivity
Holkham (DCM6)	The Holkham Drained Coastal Marshes lie behind a line of dunes known as the 'Holkham Meals'. The dune crests reach a height of 16m and, with prevailing winds from the north, sand is blown off the beach surfaces very soon after they are exposed. The dunes may have originated as an offshore bar of shingle that became stabilised by dune building. The extensive belt of pine woodland (planted during the mid 19th century) on the western part of the inner dune system is a distinctive and unusual local landscape feature. Documentary evidence suggests that a channel flowed through Holkham Gap before the salt marshes were drained and reclaimed. The marshes are protected by the dunes to the north and sea banks to the west and east. There are partly arable and partly flooded areas of grazing marshes, with an old railway embankment and sea defence banks in the eastern part of the area. The Pinewoods caravan park and car park are relatively well screened. The beach huts at Wells beach and the avenue of poplars and car parking at Lady Anne's Drive are local but highly influential landscape elements. Development along the A149 Coast Road in the adjacent landscape type is prominent.	• Long open views and a simple landscape structure which is sensitive to the visual impact of parked cars, litter and equipment associated with the large numbers of visitors who frequent the area year round • Distinctive dune system, which is a fragile habitat sensitive to erosion by people trampling and recreational pressures • Distinctive pine woodland, which is locally an important landscape feature and which screens the caravan park and its associated buildings • Important wetland habitats for breeding and wintering birds • Iron Age fort and setting on Holkham marshes
Cley/Salthouse (DCM7)	The drained coastal marshes at Cley and Salthouse have been claimed from salt marshes behind part of the shingle ridge which extends from Blakeney point to Kelling Hard. The size of the shingle increases from Blakeney to Kelling Hard. This is a relatively simple landscape structure, strongly influenced by adjacent landscape types. Freshwater wetlands, small pastures, reed fringed ditches and open water scrapes in the nature reserve. Area is overlooked but has fairly limited public access	• Long-distance, panoramic views inland to the settlements of Cley and Salthouse against the backdrop of the Walsey Hills • Shingle ridge forms backdrop and shelter to north, blocking views to the sea • Wetlands - pools, ditches and wet pasture provide a valuable complex of wetland habitats • Remote, tranquil & wild • Nesting ringed plovers on shingle bank vulnerable to disturbance

Key forces for change



- New small-scale development, which may impact upon the characteristic sense of remoteness, openness and exposure.
- Potential flood risk from the dynamic and ever-changing nature of the adjacent coastline – changes to the sea walls, sea banks and the shingle bank at Cley as a result of flood protection or natural forces, will alter the length and nature of sea views.
- Changes in cropping and or water management regimes, which would alter the ‘texture’ and habitat value of the landscape – scope for positive and negative change.
- Potential eutrophication of rivers and dykes as a result of run-off from adjacent agricultural farmland.



Key forces for change (continued)

- Loss of hedgerow field boundaries and drainage ditches as a result of agricultural intensification.
- Potential loss of grazing marsh, but increase in inter-tidal habitats as a result of changing levels of coastal defence, in combination with managed realignment schemes.
- Extension of urban/ urban fringe character around the fringes of the area and on immediately adjacent landscape types which could have a visual impact on landscape character, particularly in areas where the settlement is on elevated land overlooking the Drained Coastal Marshes.
- Extension of 'urban fringe' character (such as lighting, pony paddocks and domestic garden fences and hedges) into this landscape at settlement edges.
- Off-shore wind farms, which could have a negative impact on the remote, wild qualities of the Drained Coastal Marshes.

20 year vision

managed change

An expansive, transitional coastal landscape, which is undergoing a gradual long-term transition from farmland to inter-tidal environment. Key features of geomorphological and habitat value are conserved within an increasingly natural, shifting mosaic of marsh and wetland habitats fringed by pasture. Flocks of redshank and curlew, swirling from one wetland to the next, will be part of a dynamic panorama enjoyed by visitors who come to experience views across a natural wilderness.



Integrated landscape guidance

- 1 Work in partnership to develop a strong vision for the future coastline management which accepts managed transitions in character and habitat.** Within the mosaic of habitats, key features of geomorphological and habitat value are:
 - coastal vegetated shingle beaches along the North Norfolk Coast and lining The Wash (both core habitat areas ¹);
 - dune systems along the coast as habitats for a rich diversity of flora and salt-tolerant species; and
 - areas of natural brackish lagoons (for example at Holme), and artificial lagoons (for example, at Titchwell), as valuable habitats for invertebrate fauna and feeding sites for wintering and passage waders and waterfowl.The location and scale of these components may change, but they should be key features within the Drained Coastal Marshes landscapes.
- 2 Encourage and support an increase in the proportion of wetland habitat with conversion from arable farmland to pasture, grazing marsh and wetland so that the Drained Coastal Marshes gradually becomes a more natural, shifting mosaic of habitats**
- 3 Create and enhance the range of habitats associated with farmland areas,** linking habitats and making connections between coastal habitats and habitats on the inland fringes of the Drained Coastal Marshes so that habitats connect to woodlands and semi-natural habitats on the adjacent slopes.
 - Protect, enhance and where possible expand, habitats of purple moor grass, rush pastures and lowland meadow habitats.
 - Retain small transitional areas of heathland and grassland where these emerge from the marsh and buffer agricultural land.
 - Conserve and enhance scattered, mixed shelterbelts, which delineate fields, as corridors of ecological value.
 - Conserve the courses of drainage ditches, and minor watercourses (which are lined in places with grassy banks, reeds and reedmace) as key landscape features and wildlife corridors.
 - Seek strategies to minimise the risk of eutrophication of rivers and dykes as a result of run-off from adjacent agricultural farmland.
 - Conserve the distinctive small-scale field pastures, bounded by water-filled ditches.
- 4 Conserve the relatively strong sense of remoteness and tranquillity**
 - Any further development associated with 'pockets' of concentrated visitor activity requires exceptionally careful design to ensure that it is unobtrusive and does not detract from the expansive, remote coastal character that people have come to enjoy.

¹ Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, Ecological Network Mapping Project for Norfolk

Integrated landscape guidance (continued)

- Avoid lighting associated with roads, security and buildings as this has a severe negative effect on the sense of remoteness; lights can be seen from many miles along the coast.
- Conserve the open, rural character of local roads, which are often bordered by ditches with reed fringes; avoid clutter of signs and reinstate small-scale roadside hedgerows, ditches and verges following minor changes to road alignment.
- Avoid small scale, bitty interventions, which would be totally out of place in this simple, large-scale landscape.

5 Conserve panoramic and open views across the area and beyond to adjacent landscape character types

- Identify and enhance the setting for key views across the Drained Coastal Marshes from roads and rights of way on elevated adjacent landscape types.

6 Conserve the generally scattered and isolated settlement pattern throughout the area

Avoid new built development generally. In particular:

- avoid new vertical structures which affect or impinge on open skyline views; and
- consider carefully designed planting as part of settlement edge schemes in locations which border and form a visual backdrop to the Drained Coastal Marshes.

Detailed maps

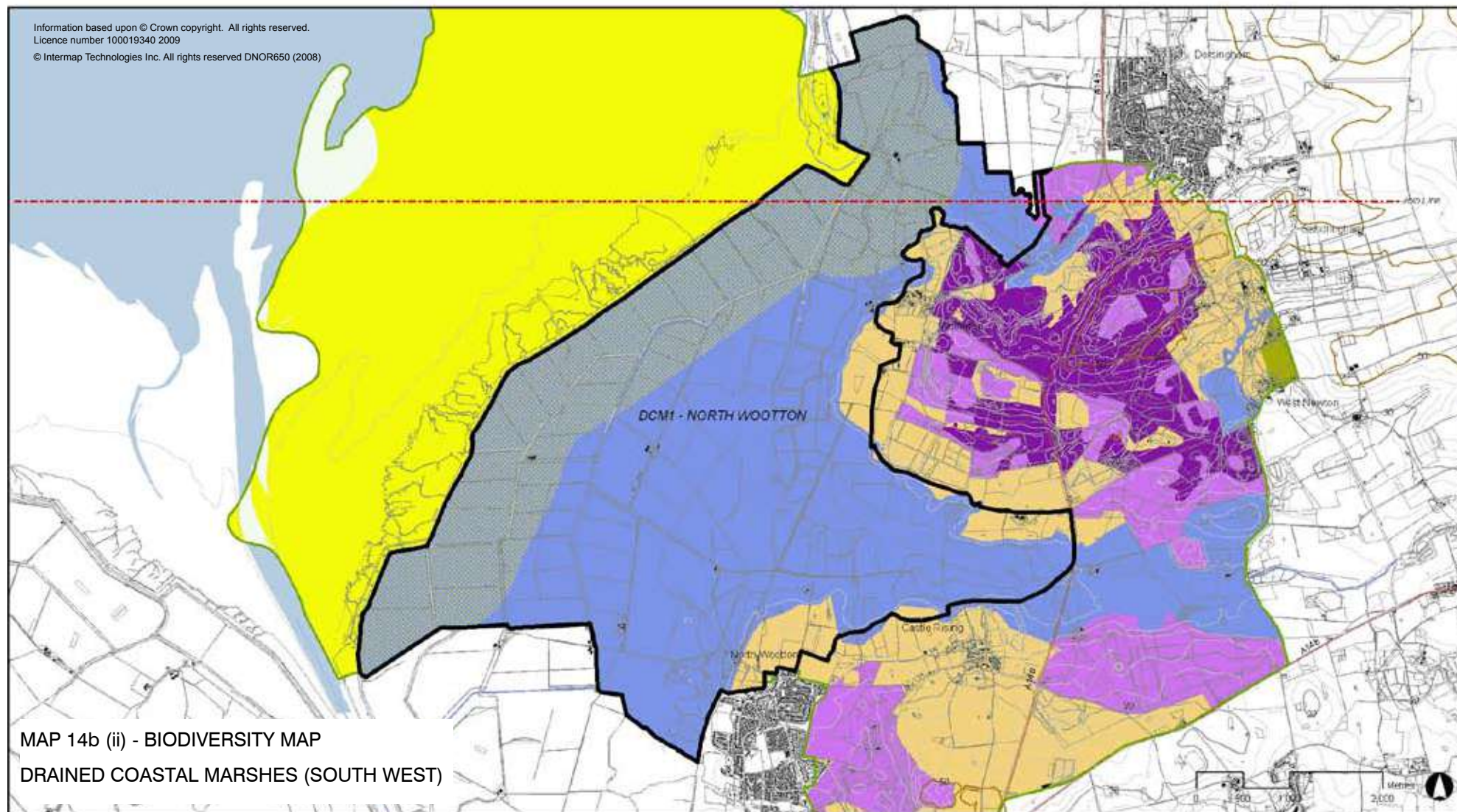
- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ²
- **Historic landscapes** - broad historic landscape character types ³ and data from the Historic Environment Record ⁴

² Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

³ Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

⁴ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county

Statutory Designations		Heritage	Connections	Topography	
	Ramsar Site				
	Special Protection Area				
	Ancient Woodland				
	Site of Special Scientific Interest				
	County Wildlife Sites				
					
	Local Nature Reserve				
	Forestry Commission Woodland				
	Special Area of Conservation				



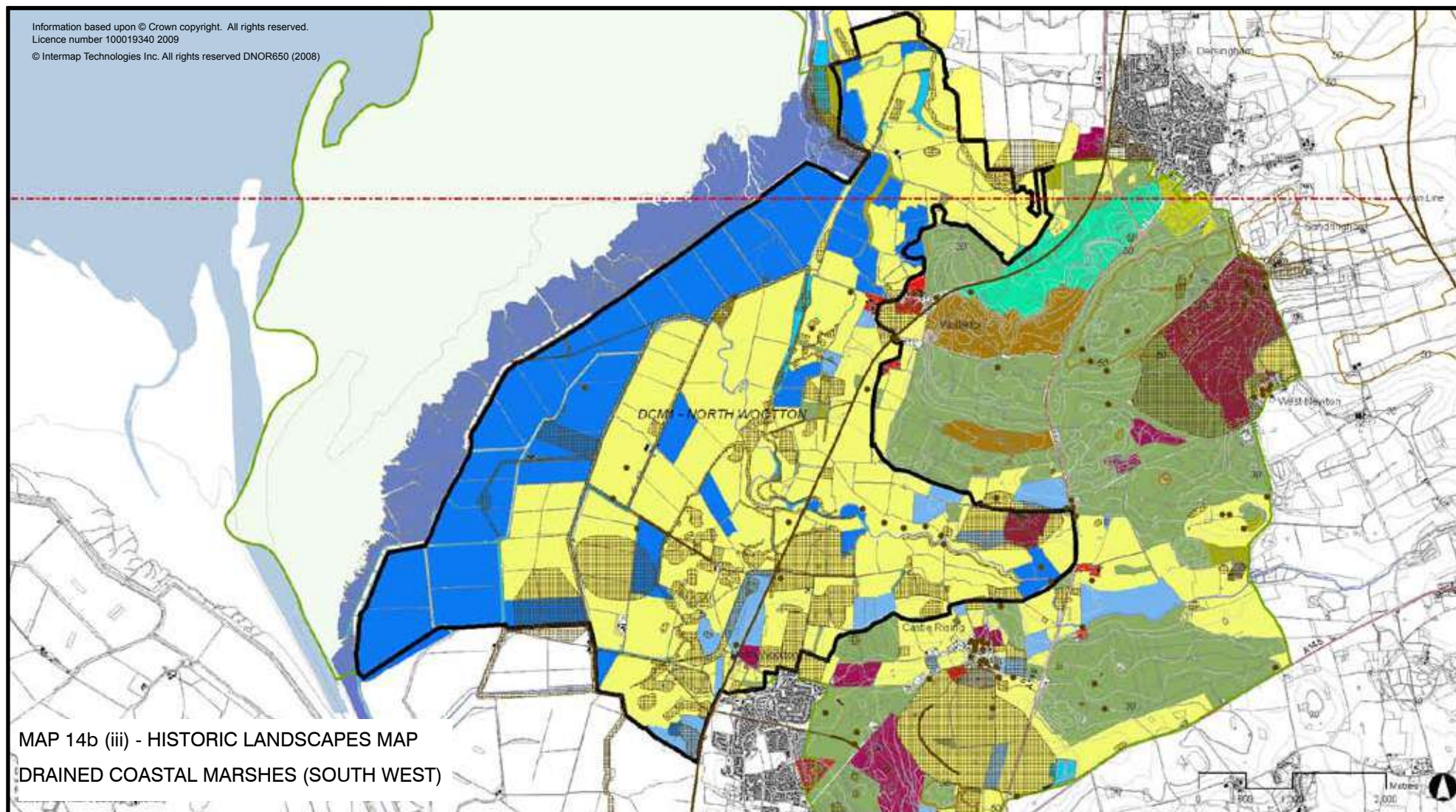
MAP 14b (ii) - BIODIVERSITY MAP
 DRAINED COASTAL MARSHES (SOUTH WEST)

Ecological Network

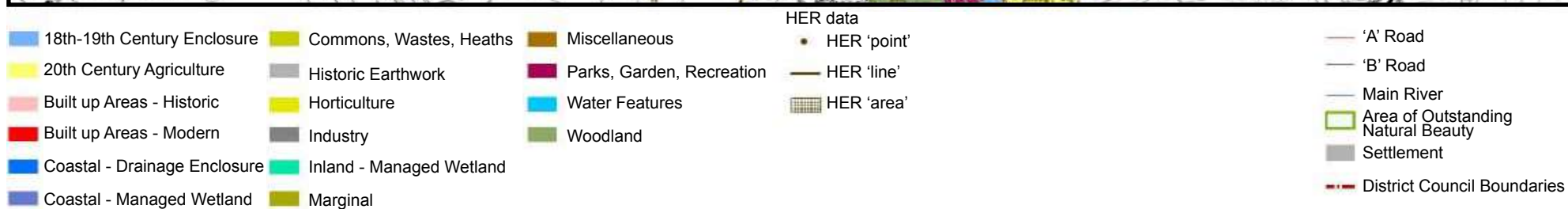
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|--|----------------------------------|-------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

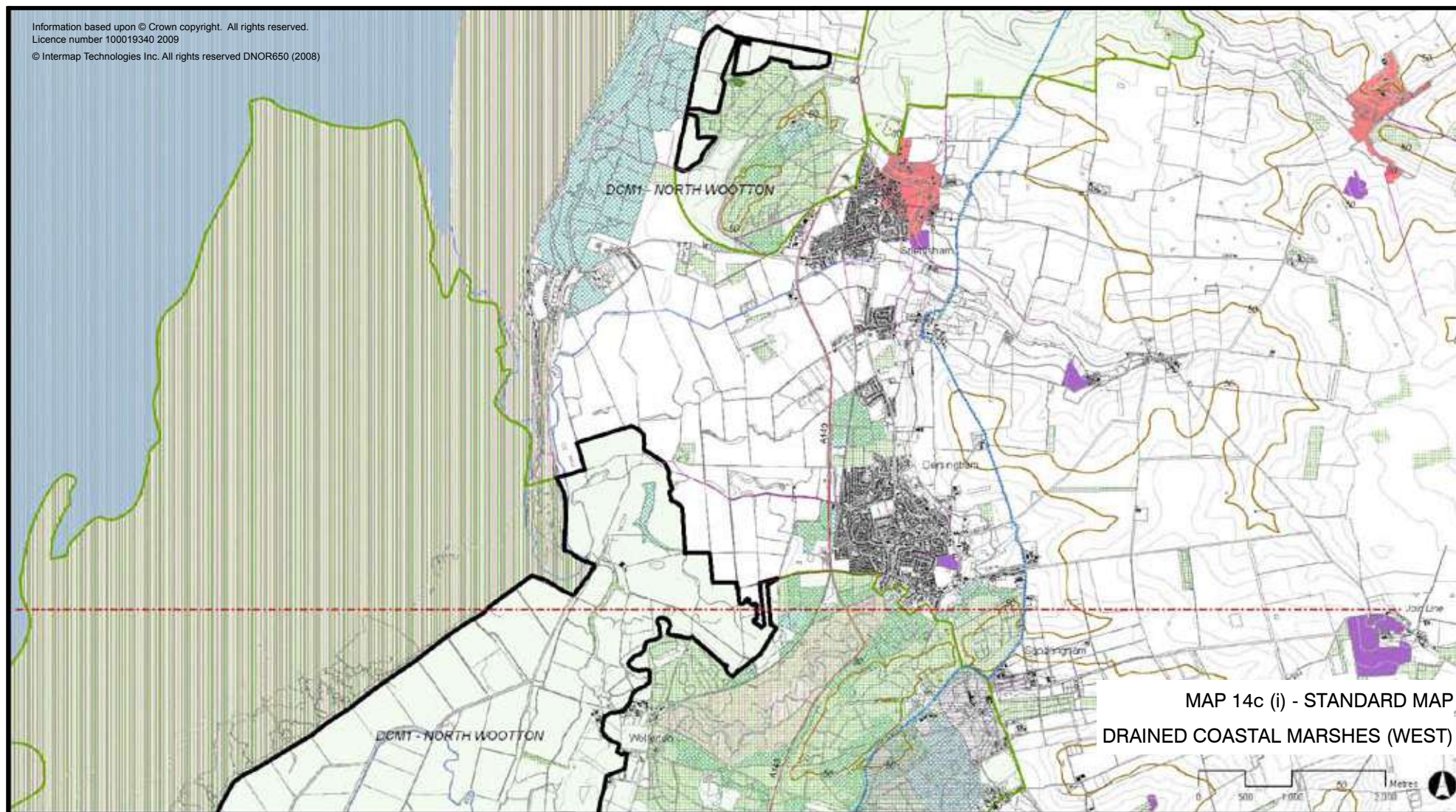
Priority Heathland Creation Areas Data (All in core area)

- | | |
|--|------------------------------------|
| Priority 1 Heathland Creation Areas (Scores 33 or Above) | 'A' Road |
| Priority 2 Heathland Creation Areas (Scores 21-32) | 'B' Road |
| | Main River |
| | Area of Outstanding Natural Beauty |
| | Settlement |
| | District Council Boundaries |

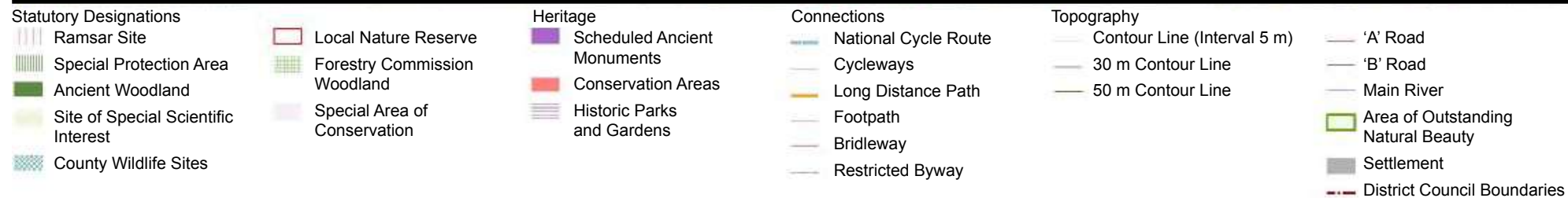


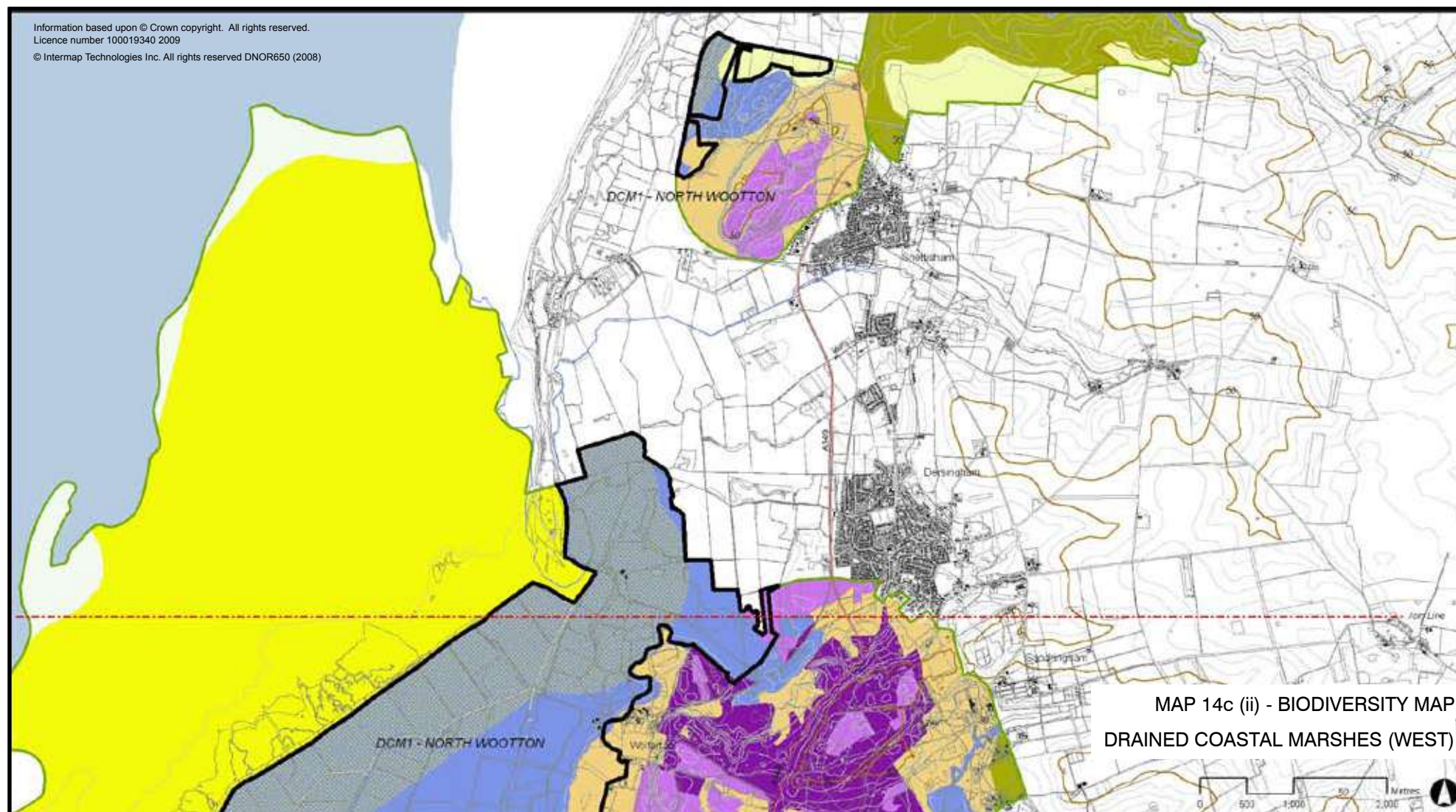
MAP 14b (iii) - HISTORIC LANDSCAPES MAP
 DRAINED COASTAL MARSHES (SOUTH WEST)





MAP 14c (i) - STANDARD MAP
DRAINED COASTAL MARSHES (WEST)





MAP 14c (ii) - BIODIVERSITY MAP
 DRAINED COASTAL MARSHES (WEST)

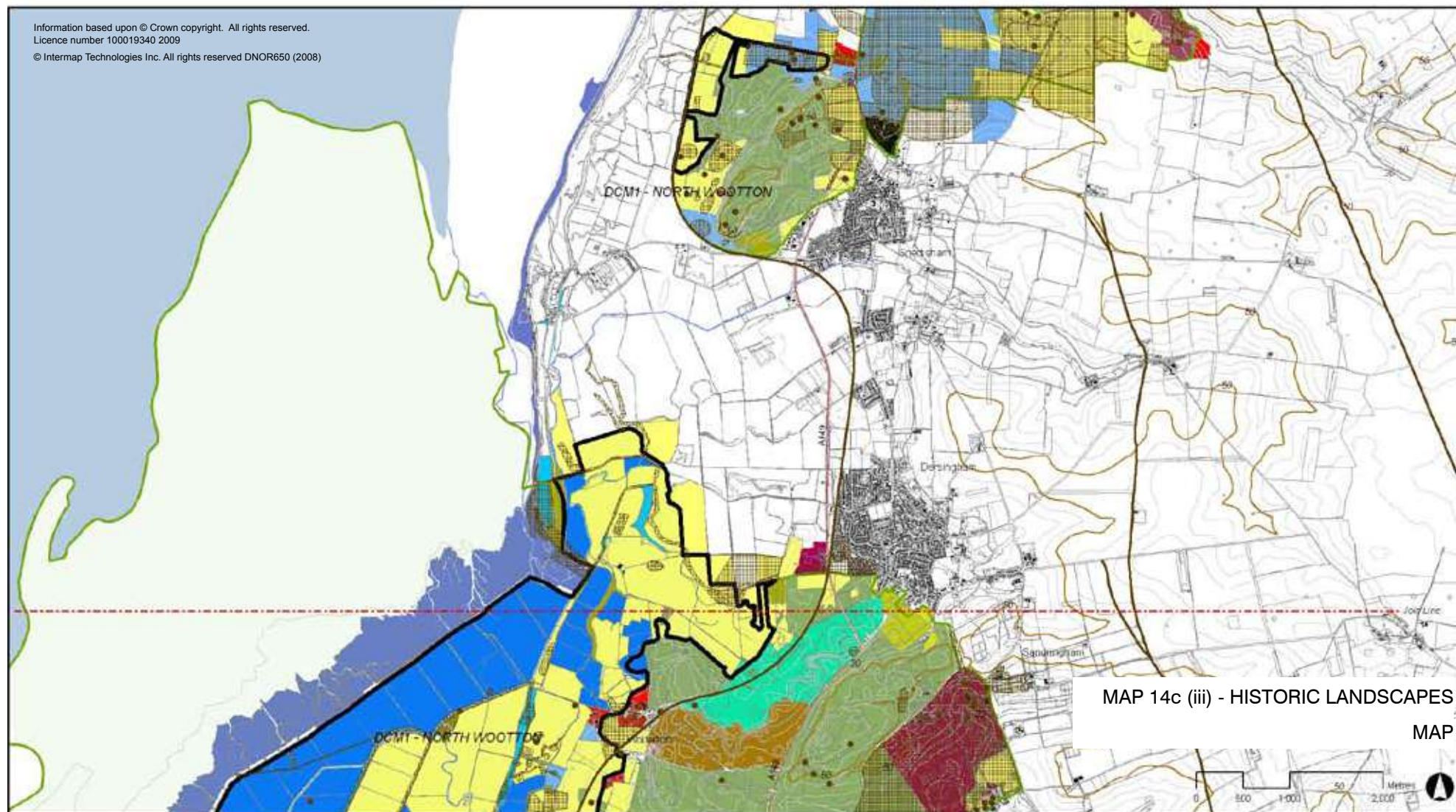
Ecological Network

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| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

Priority Heathland Creation Areas Data (All in core area)

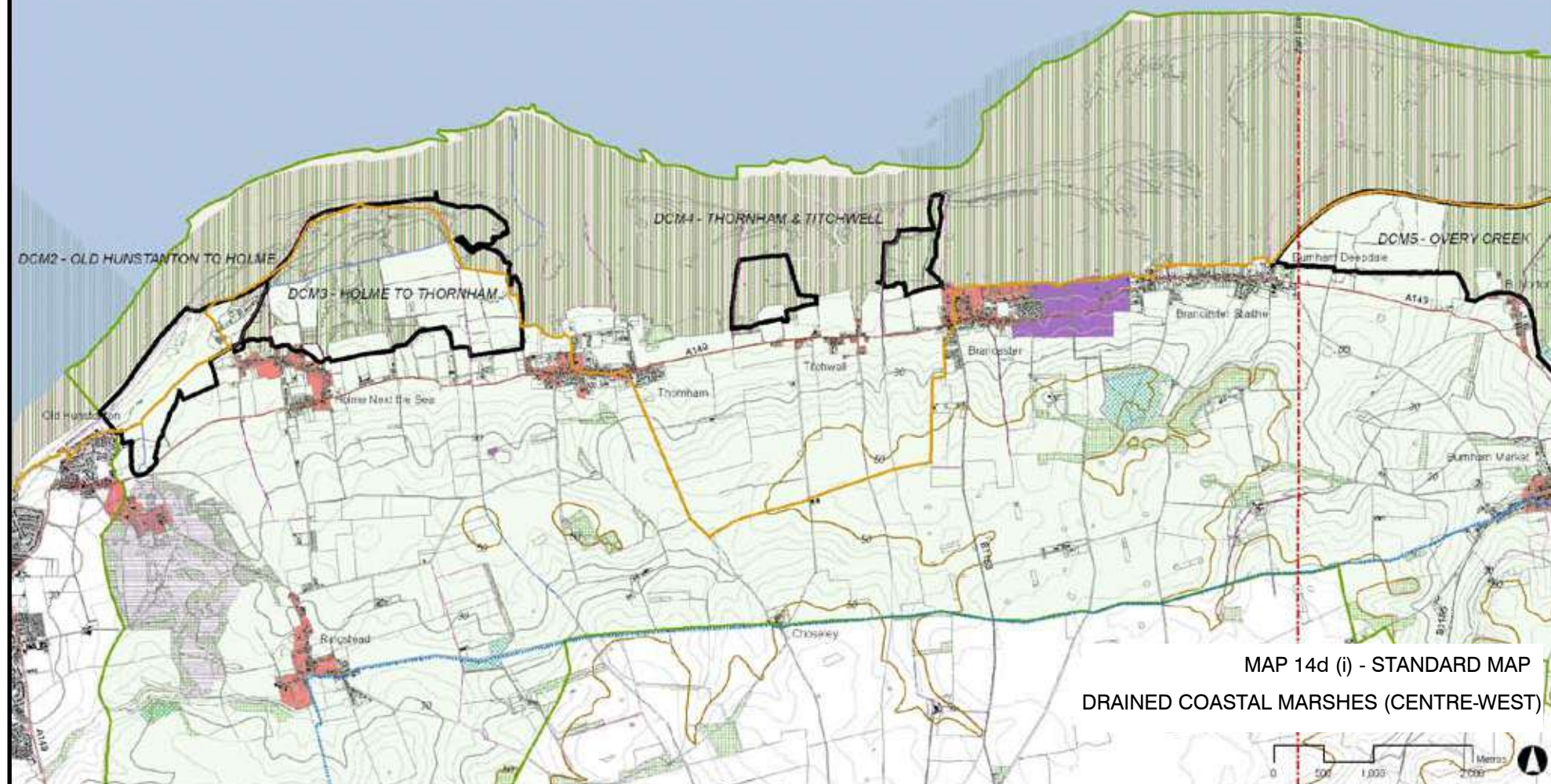
- Priority 1 Heathland Creation Areas (Scores 33 or Above)
- Priority 2 Heathland Creation Areas (Scores 21-32)

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



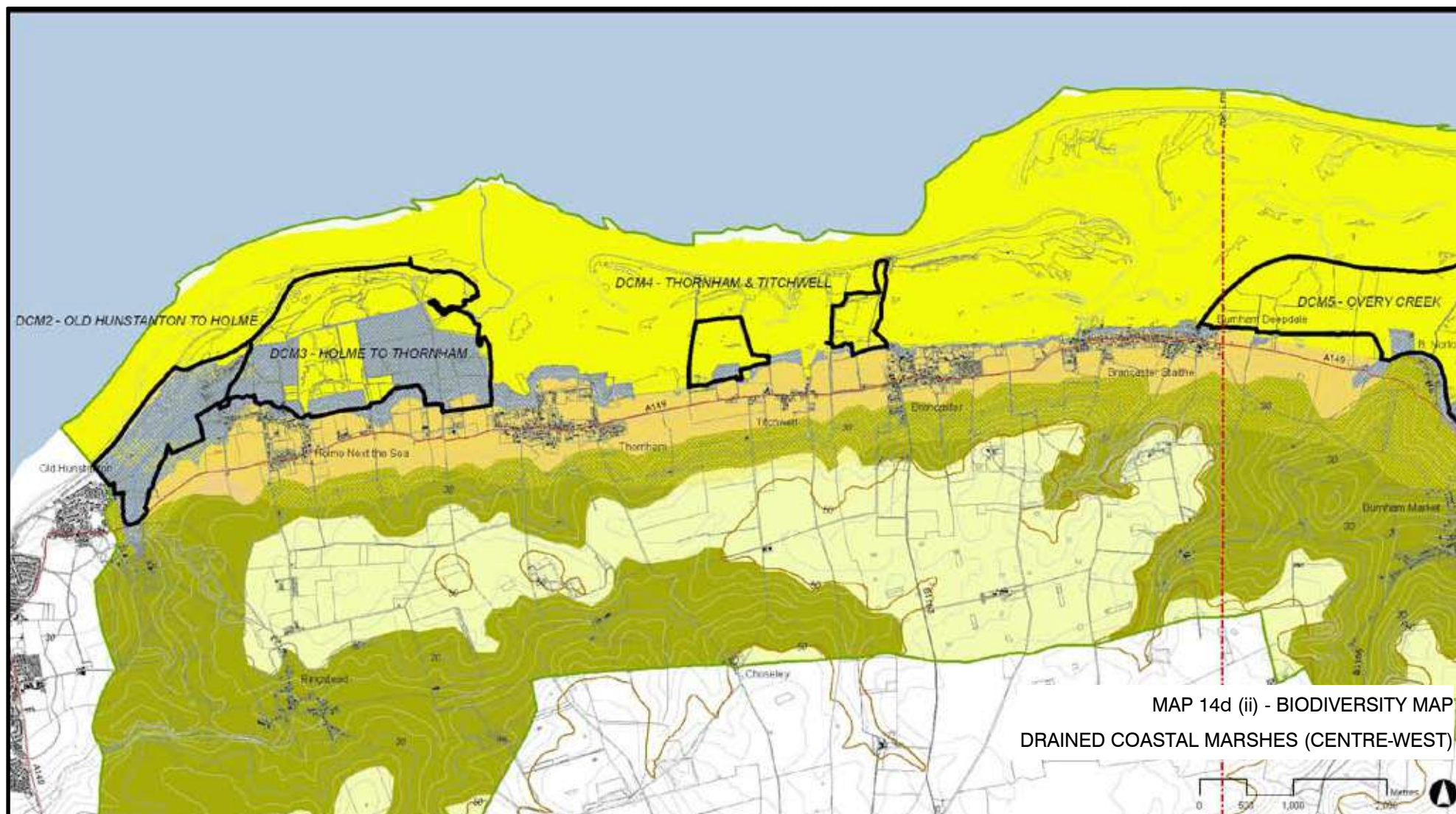
MAP 14c (iii) - HISTORIC LANDSCAPES
 MAP





MAP 14d (i) - STANDARD MAP
 DRAINED COASTAL MARSHES (CENTRE-WEST)





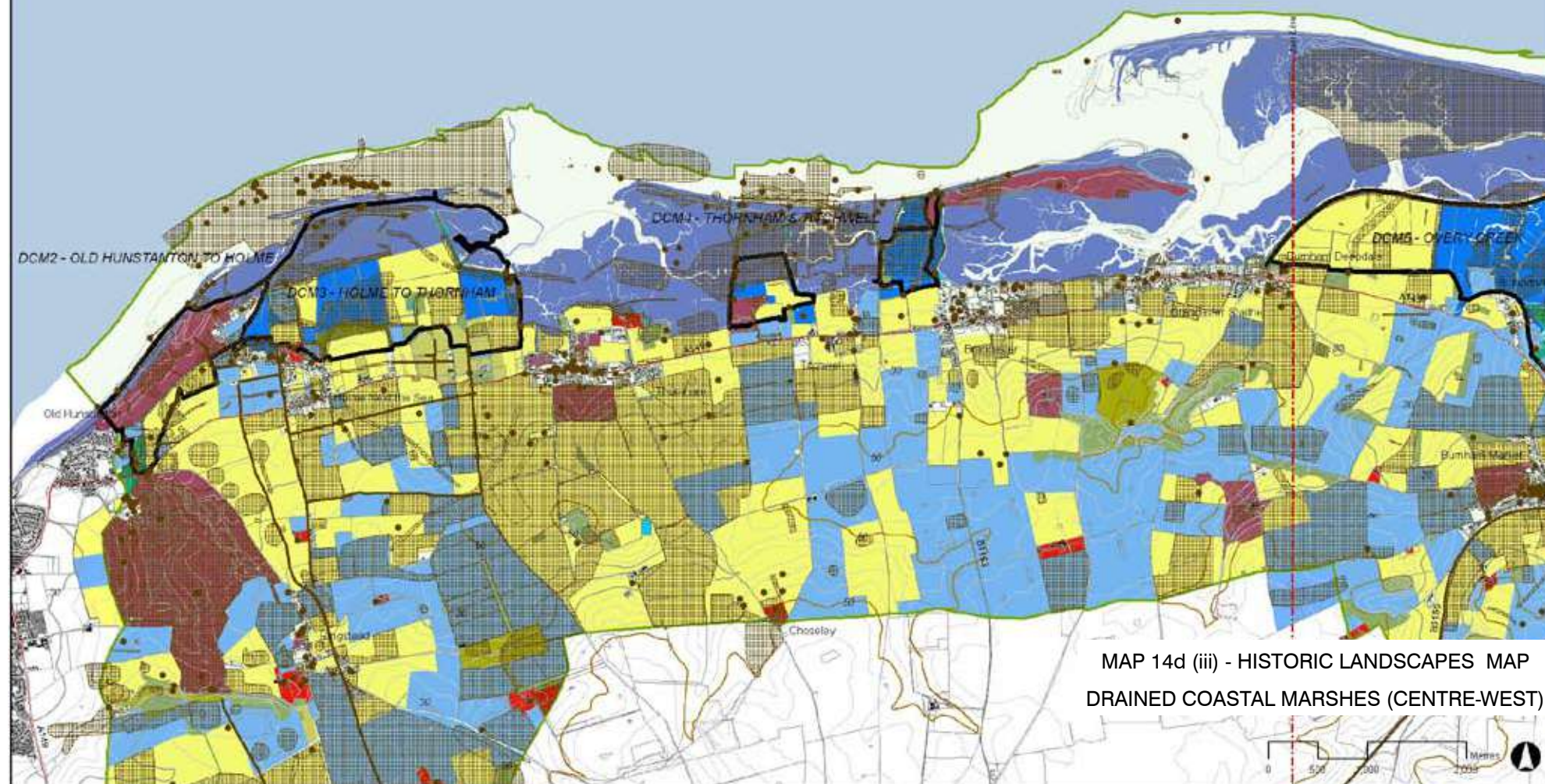
Ecological Network

- Core Woodland Area
- Zone of General Habitat Enhancement
- Zone of Grassland-Heathland-Woodland Enhancement
- Wetland Habitat Enhancement Zone
- Coastal Habitat Enhancement Zone
- Calcareous Grassland Core Area
- Core Habitat Corridors
- Paston Bam Bat Site Management Area
- Coastal Buffer Zone
- Broads & River Buffer Zone

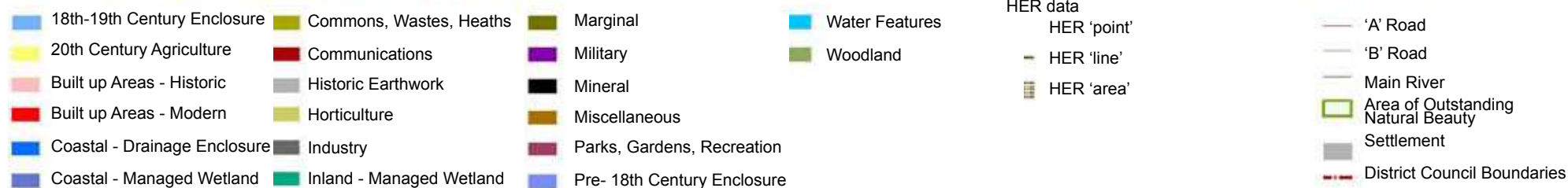
Priority Heathland Creation Areas Data (All in core area)

- Priority 1 Heathland Creation Areas (Scores 33 or Above)
- Priority 2 Heathland Creation Areas (Scores 21-32)

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

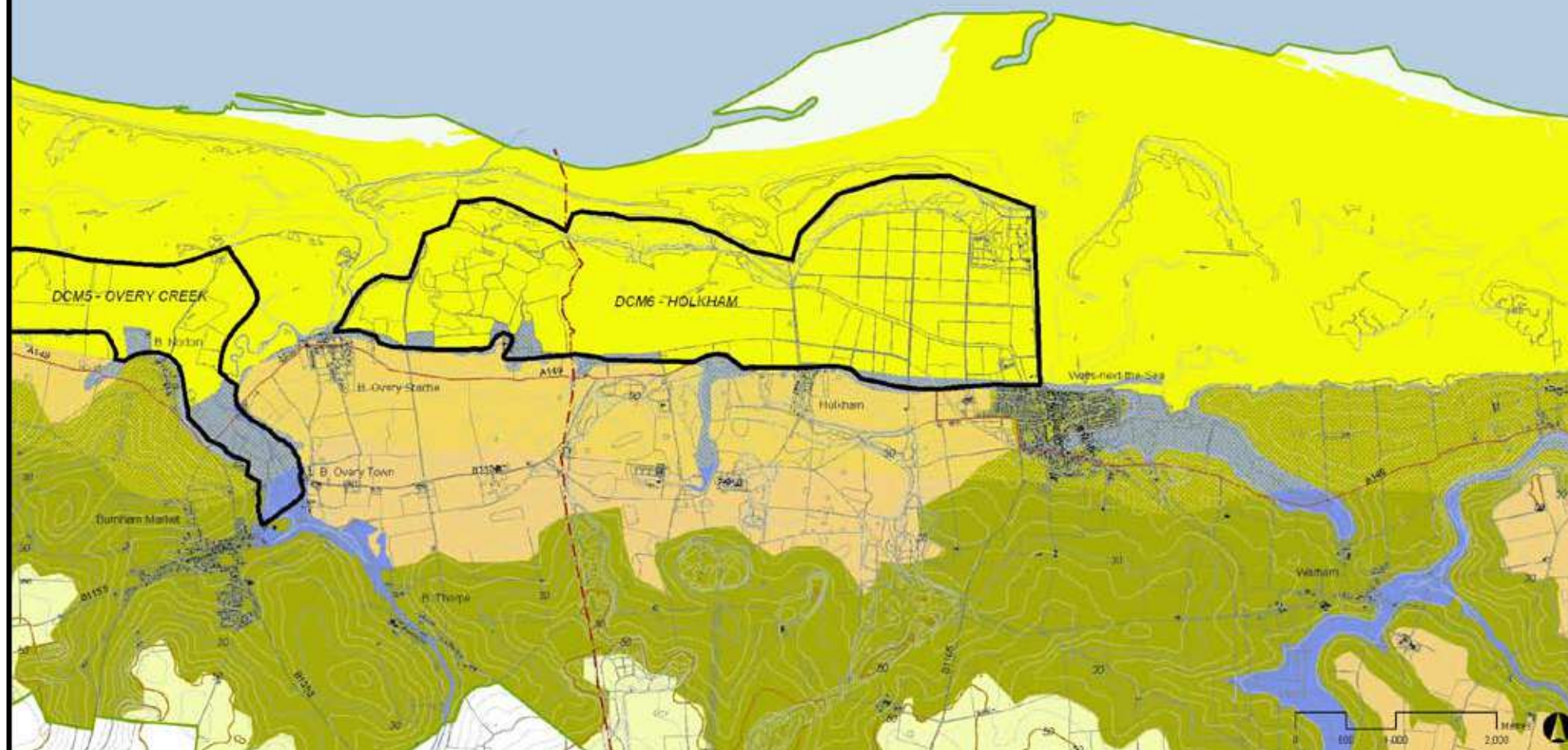


MAP 14d (iii) - HISTORIC LANDSCAPES MAP
 DRAINED COASTAL MARSHES (CENTRE-WEST)





MAP 14e (ii) - BIODIVERSITY MAP - DRAINED COASTAL MARSHES (CENTRE)

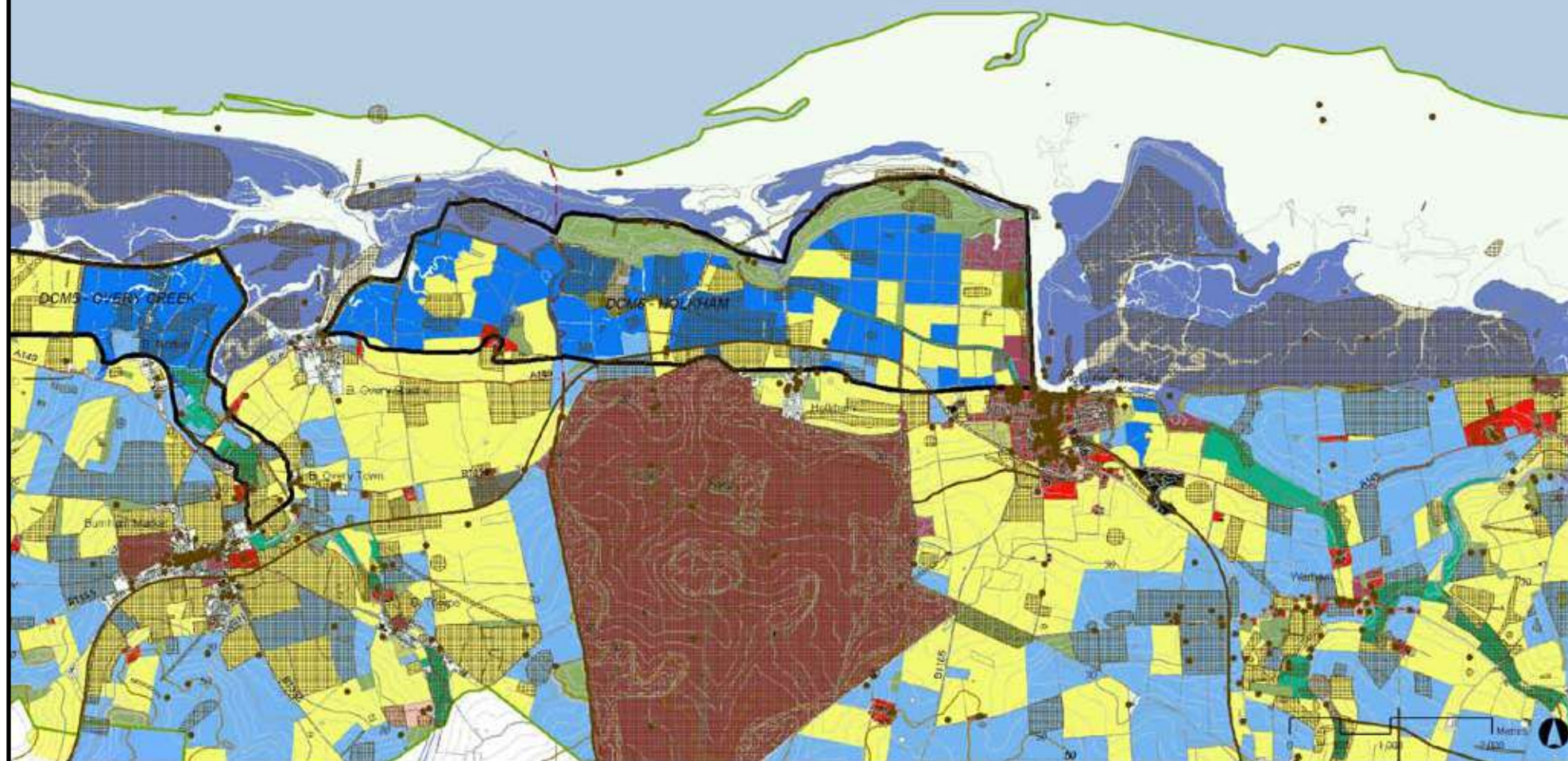


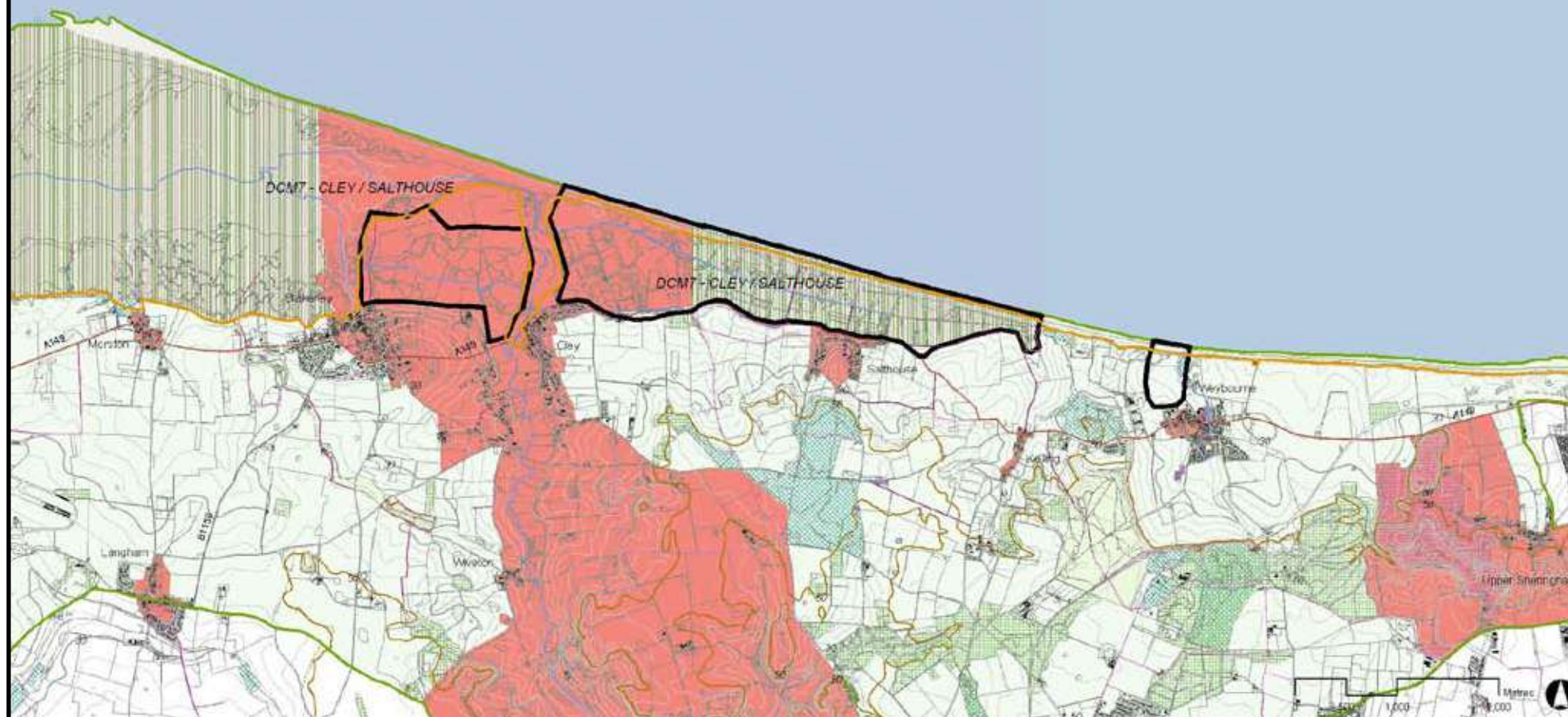
Ecological Network

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|--|----------------------------------|-------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

MAP 14e (iii) - HISTORIC LANDSCAPES MAP - DRAINED COASTAL MARSHES (CENTRE)





Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

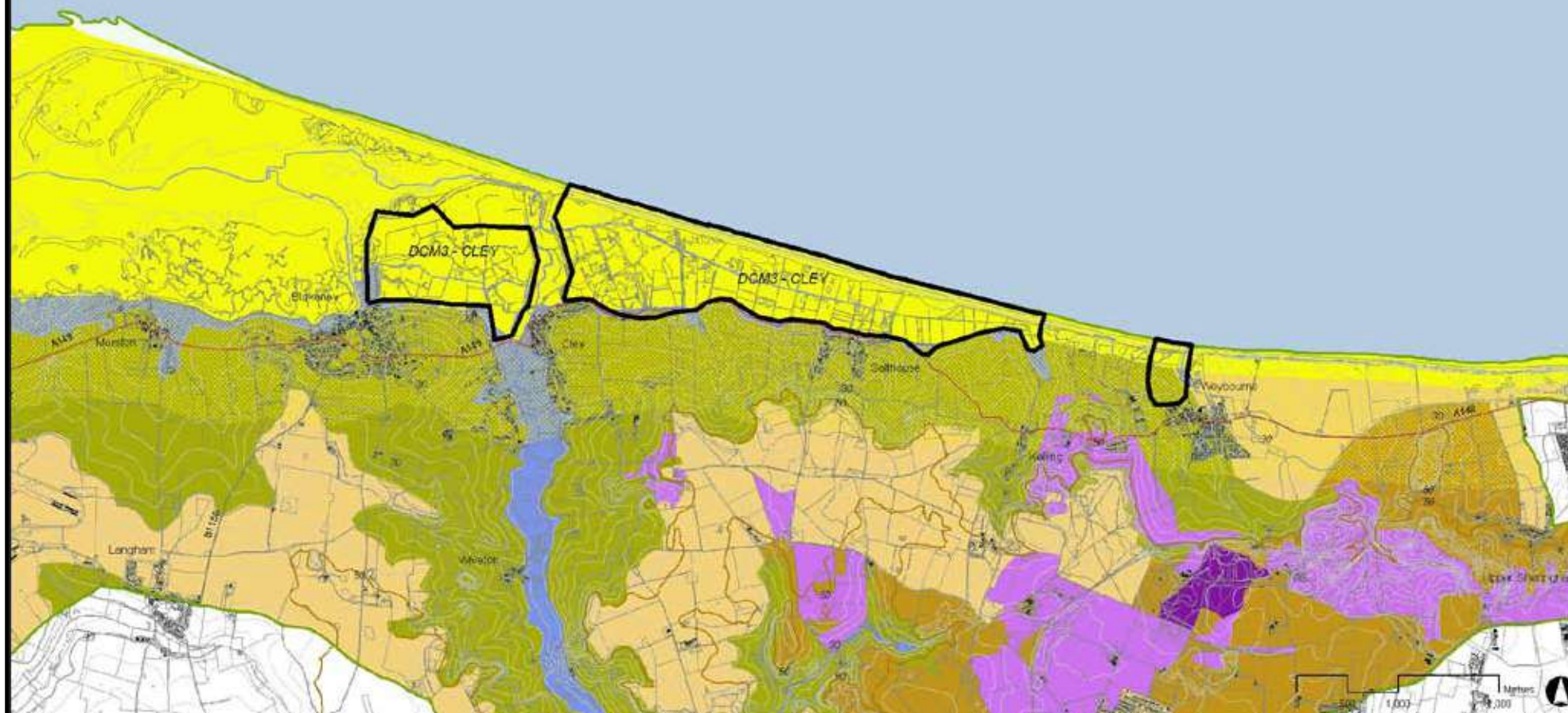
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

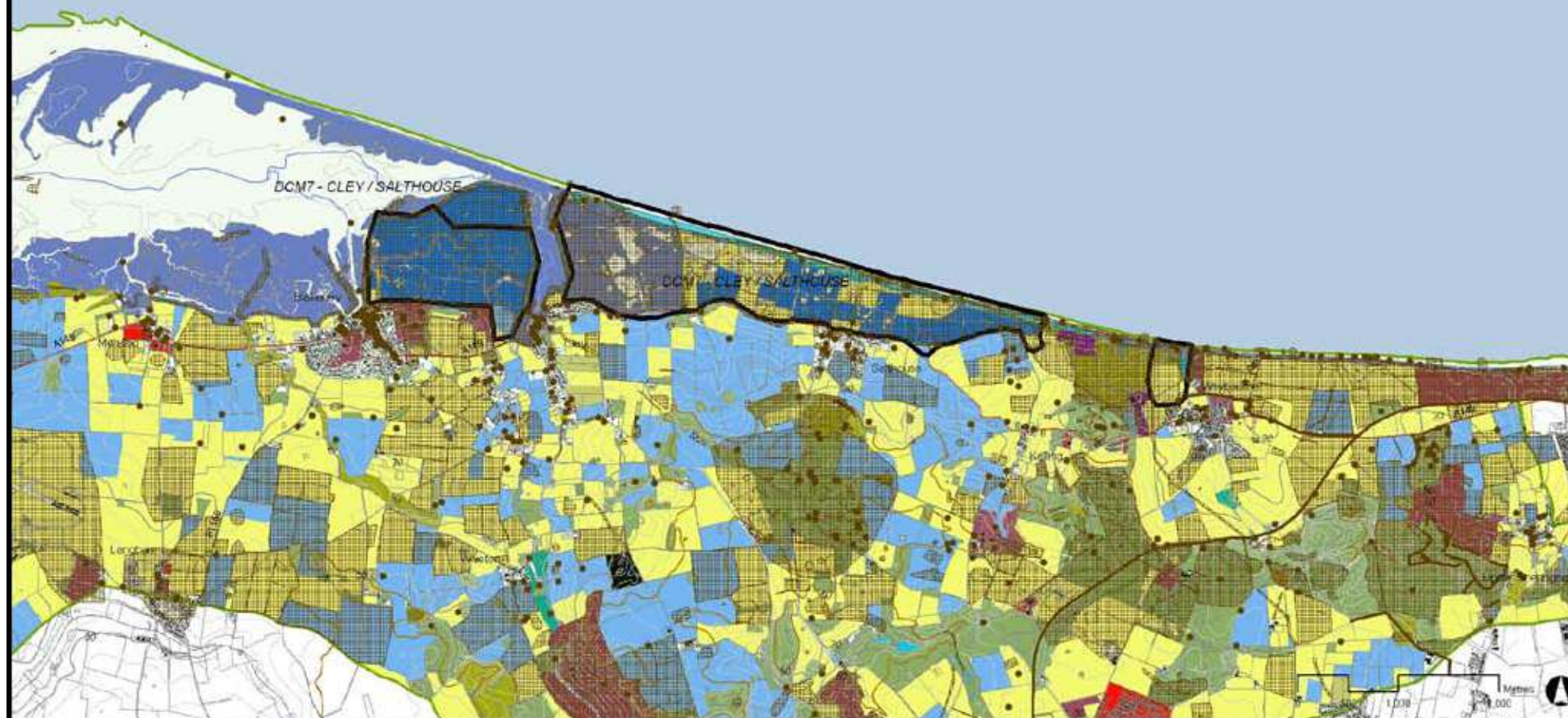


Ecological Network

- | | | |
|--|-------------------------------------|----------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

MAP 14f (iii) - HISTORIC LANDSCAPES MAP - DRAINED COASTAL MARSHES



- | | | | | | |
|------------------------------|--------------------------|-----------------------------|----------------|-----------------------------|------------------------------------|
| 18th-19th Century Enclosure | Commons, Wastes, Heaths | Marginal | Water Features | Topography | 'A' Road |
| 20th Century Agriculture | Communications | Military | Woodland | Contour Line (Interval 5 m) | 'B' Road |
| Built up Areas - Historic | Historic Earthwork | Mineral | | 30 m Contour Line | Main River |
| Built up Areas - Modern | Horticulture | Miscellaneous | | 50 m Contour Line | Area of Outstanding Natural Beauty |
| Coastal - Drainage Enclosure | Industry | Parks, Gardens, Recreation | | | Settlement |
| Coastal - Managed Wetland | Inland - Managed Wetland | Pre- 18th Century Enclosure | | | District Council Boundaries |



coastal slopes



Integrated landscape character



MAP 15a - Coastal Slopes Key Plan

The north and west-facing Coastal Slopes form a gentle and prominent backdrop to the low-lying coastal edge landscapes – the Open Coastal Marshes and Drained Coastal Marshes. The slopes form part of Norfolk’s west-facing chalk escarpment and broadly mark the northern and western limits of the underlying Chalk bedrock. The west-facing slopes near Heacham are underlain by Lower Greensand, which outcrops to the west of the Chalk. The gently rising slopes have a rounded landform, shaped by layers of glacial Boulder Clays and River Terrace deposits. The even, uniform slope is only broken by the valleys of the Heacham River (to the south west) and the River Burn at Burnham Overy. Land use and land cover patterns are fairly consistent throughout the Coastal Slopes and the adjacent Plateau Farmland landscapes to the south and east. There are long uninterrupted views over the coastal landscapes to the north and west, but inland the plateau edge is defined by a strong ridgeline that restricts views. Here the horizon line is characterised by silhouettes of deciduous and coniferous trees and hedgerows marking the edge of the plateau.

The Coastal Slopes were well settled from Mesolithic times, but most evidence dates from the Bronze Age and Iron Age periods, when round barrows and ring-ditches would have dominated the Iron Age landscape. Settlement of the area increased with the building of Branodunum Roman Fort, Brancaster, in c. 230 AD. The Roman fort would have attracted a considerable population to provide services to the garrison. When the Romans left, settlement within the area continued and a number of coastal villages have their origins within the Saxon period. Throughout the Norman period, many homesteads in Coastal Slopes villages would have had land in open fields on the slopes and common rights on the marshes. There was relatively little woodland and open fields are likely to have been devoted to barley and sheep. They were enclosed to form the landscape pattern that persists today as a result of the Parliamentary Enclosure Acts between 1793 and 1815.

The Coastal Slopes have a simple, relatively uniform landscape pattern of medium-sized geometric arable fields. There are some small areas of permanent pasture, but these are limited and do not have a strong influence on overall character. Fields are typically bounded by a network of flailed hawthorn hedges which often follow the lines of contours and run parallel to the east-west A149. The consistent hedgerow lines, parallel to the road, exaggerate the linear, narrow extent of this landscape type. Minor roads follow the same historic pattern, running upslope at right angles to the A149. Most are flanked by hedgerows which channel views, restricting visibility across the Coastal Slopes.

Integrated landscape character (continued)

The rivers (Heacham and Burn) and streams are vitally important wetland corridors, linking the farmland habitats inland with the marshes on the coasts. At a broader scale, hedgerows, together with small pockets of deciduous woodland, are also important ecological corridors through the agricultural landscape.

The linear settlements follow the routes of long established roads and lanes. There is a sequence of villages along the A149, as well as dispersed clusters of farm buildings. These include many substantial barns, some of which date from the 18th century. Characteristic features include long pantiled roofs and windowless walls that mix brick, flint pebble and chalk. Villages are characterised not only by buildings, but also by a variety of spaces. Common land is an important feature of the Coastal Slopes and open spaces formed part of the village's traditional structure; many were formerly used as village greens or for agriculture. Towards the edges of settlements, horse paddocks and associated fences and boundary tapes are visible within views from the surrounding landscape.

Landscape sensitivity and change

Key environmental assets which are particularly sensitive to change are:

- The open panoramic views northwards towards the coast from the higher slopes to the south - for instance, changes to the character, scale and tree cover in the string of settlements along the A149 would be particularly prominent in these characteristic views.
- The popular open views northwards from the villages across the coastal landscapes are also vulnerable to changes (in landscape and/or built form) on the northern fringes of the villages.
- All the mature trees and open spaces between and within the villages are critically important in defining their landscape setting and maintaining a positive sequence of views along the A149.
- The specific combinations of traditional building materials which are characteristic of each village are also distinctive and vulnerable to the cumulative influence of standardised design.



Landscape sensitivity and change (continued)

- The river corridors of the Heacham River and the River Burn are ecologically important and have a range of floodplain wetland habitats, including wet grassland, lowland meadows, wet woodland and reedbed.
- The network of hedgerows which defines the boundaries of fields and roads is a key structuring feature within the landscape. It is relatively intact, but is vulnerable to change, particularly in areas of relatively open countryside, where tree cover is limited.
- The remnant small pockets of woodland, which are valuable and prominent landscape features.

Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Coastal Slopes (AONB area):

Landscape character area	Distinctive character	Inherent sensitivity
Heacham - CS1	Predominantly farmland landscape, but the parkland associated with Heacham Hall is locally significant and forms a backdrop to views from the AONB. Open large arable fields are bounded by hedgerows with relatively few trees. Small pockets of woodland surrounding Heacham Park provide some sense of enclosure. Urban fringe influences are strong towards the edge of Heacham.	• Pockets of mature woodland in the wider farmland • The network of hedgerows which defines the field pattern and overall structure of the landscape is sensitive to change • Existing vegetation fringing the settlement edges of Heacham is important in defining the landscape setting of the village • The floodplain and wetland habitats associated with the Heacham River include priority BAP habitats and the entire river corridor is sensitive to change

Landscape character area	Distinctive character	Inherent sensitivity
Holme to Brancaster - CS2	Settlement pattern is dominated by the linear villages of Holme-next-the-Sea, Thornham, Titchwell, Brancaster and Brancaster Staithe, which line the busy A149 (main east-west coastal road). A series of rural roads lead southwards at right angles to the main road – one follows the Peddars Way. A mixture of traditional buildings (occasionally interspersed with more modern development) dominates built character. Buildings within Brancaster, Brancaster Staithe and Burnham Deepdale, are faced with a mixture of chalk clunch, and flint, whilst within Holme-next-the-Sea, a mixture of carstone, chalk clunch, flint and mixed rubble is visible. In most settlements, distinctive red pantiles dominate roofscape character, contrasting with the generally white or grey clunch. Churches are prominent landmarks within most of the villages.	• The generally intact, coherent network of hedgerows which defines the landscape pattern • The conservation of landscape character (with mature trees, hedgerows and high quality built environment) within the existing 'strategic gaps' of open countryside between the linear villages is crucially important to the character of the Coastal Slopes • The distinctive combinations of traditional building materials within the villages are sensitive characteristics • Village churches are subtle landmark features • Open views (particularly from the higher slopes) towards the church towers within the villages • Sense of tranquillity varies within the area; it is stronger within the more elevated landscapes to the south and reduces towards the villages and the A149

Landscape character area	Distinctive character	Inherent sensitivity
Burnham Overy - CS3	Landscape is contained to the east by the mature parkland landscape of Holkham Hall and to the west by the relatively narrow course of the River Burn (which meets the coast to the west of Burnham Overy Staithe). Mature trees within the parkland are strikingly visible along the skyline. Medium to large-scale pattern of arable fields, delineated by a relatively intact network of hedges. The small-nucleated village of Burnham Overy Staithe nestles at the edge of Overy Creek, overlooking the marshes. The village has a distinctive, diverse mixture of orange brick and pantile traditional buildings, with contrasting chalk clunch, flint and pebble facings.	• Dramatic views north and westwards from Burnham Overy Staithe, across the expanse of intricate saltmarshes against a backdrop of huge skies contribute to a strong recognisable sense of place • Strong sense of openness within views northwards towards the coast from the higher slopes • Distinctive settlement of Burnham Overy with a mix of traditional building materials • Intact hedgerow network and mature trees on the fringes and within Burnham Overy contribute to the mature structure of the landscape and integrate the settlement within the landscape in views from elevated slopes to the south • The floodplain and wetland habitats associated with the River Burn include priority BAP habitats and the entire river corridor is sensitive to change

Key forces for change

NEW FARM BUILDINGS CAN HAVE A SIGNIFICANT IMPACT



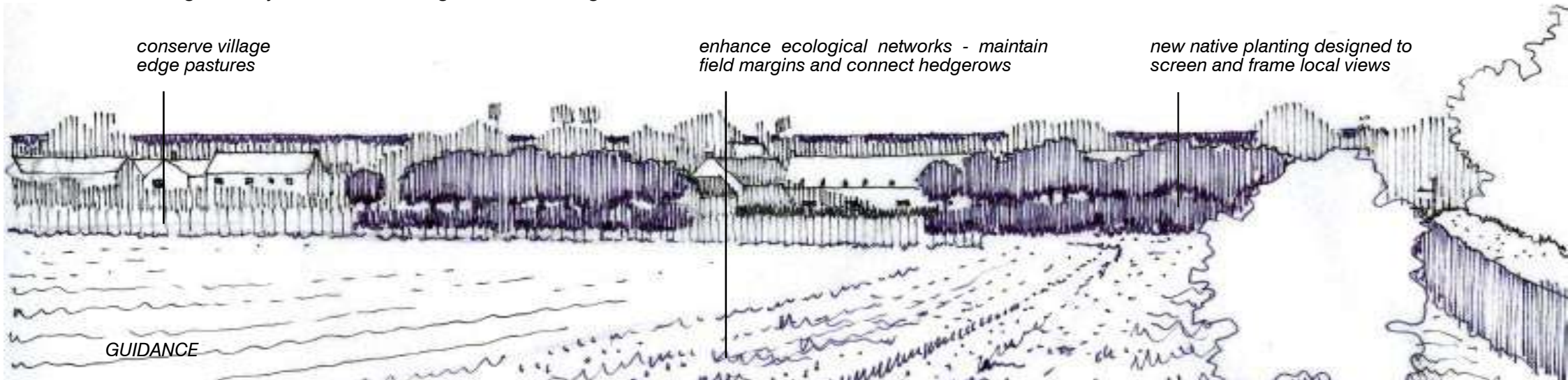
- Potential new large or small scale or tall vertical developments, which may block or influence recognisable views to and from the coast.
- Pressure on both the coast road and minor rural roads from increasing recreation and tourism associated with the North Norfolk Coast.
- Pressure for parking facilities associated with the coast and coastal villages (with associated visual intrusion).
- Conversion of agricultural buildings to houses and recreational facilities.
- Intensification of arable farming practices, resulting in decline and potential loss of hedgerows at field boundaries.
- Small-scale or incremental development within villages which may be inconsistent with local built character and materials (such as flint).
- Potential new visually intrusive recreational facilities along the coast, which may detract from existing landscape character and pattern.
- Pressure for development of second or holiday homes, leading to gradual change in settlement character.
- Redevelopment of existing small-scale development with larger-scale buildings.
- Changes in key views from managed coastal realignment and the associated formation of saltmarsh.

*conserve village
edge pastures*

*enhance ecological networks - maintain
field margins and connect hedgerows*

*new native planting designed to
screen and frame local views*

GUIDANCE



coastal slopes

20 year vision

conserve and enhance

Sweeping coastal views and a sequence of small, rural villages separated by fields, commons and groups of trees. Field patterns are well defined by an inter-connected network of hedgerows which extends right up to the edge of houses and farmsteads. Gateway approaches to the villages along the A149 are marked by strategically sited groups of trees and small woodlands, which structure and frame local views.



Integrated landscape guidance

- 1 Conserve the characteristic open views northwards towards the coast from the higher slopes to the south.**
 - Maintain the overall balance between settlement and open countryside along the A149, conserving the critical 'strategic gaps' between villages.
 - Identify and conserve views to distinctive features within these views, for instance to village churches, earthworks, distinctive clumps of trees or particularly important views towards the coast. Views from the Peddars Way (which runs straight up the slope are particularly important and sensitive to change.
 - Ensure any necessary new development (including conversion of farm buildings) avoids prominent skyline locations upon the slopes.
- 2 Conserve and enhance the existing landscape pattern as defined by the network of hedgerows which borders fields and road corridors throughout the area.**
 - Ongoing hedgerow management, including replanting gaps (with a hawthorn-dominant mix) will reinforce the characteristic landscape pattern.
 - Conserve and enhance the structure and condition of small woodland patches and copses.
 - Where possible extend existing woodlands with new planting designed to link woodlands to the overall hedgerow/tree/woodland network, enhancing the connectivity and value of the habitat network.
- 3 Conserve and enhance the river corridor habitats which are important ecological corridors connecting habitats on the farmland slopes with the coastal marshes.**
 - Conserve and enhance the priority BAP habitats associated with the floodplains of the Heacham River and the River Burn, including wet grassland, lowland meadows, wet woodland and reedbed.
 - Buffer the river floodplain by encouraging low input agricultural systems and creation or enhancement of semi-natural habitats in areas alongside the river corridor.
 - Encourage the creation of coastal grazing marsh along the coast on the coastal marshland fringes of the Coastal Slopes.

Integrated landscape guidance (continued)

4 Conserve and enhance the ecological value of farmland habitats

- Conserve existing trees, hedgerows and woodlands by creating wide strips of semi-natural habitats alongside to enhance their biodiversity value as corridors within the wider farmland landscape.
- Establish arable field margins as potential nest sites for ground nesting birds and habitats for small mammals.¹
- Seek opportunities for creation and sensitive management of chalk flora to form part of calcareous grassland habitats.

5 Conserve the distinctive character of the string of linear villages along the break of slope at the north edge of the Coastal Slopes

- Avoid small-scale built development which would impinge on the 'strategic gaps' of open countryside which define the landscape setting of villages along the A149.
- Ensure new small-scale development within villages is consistent with existing settlement pattern, density and traditional built form.
- Promote the use of local materials, including flint, chalk clunch, pebbles and pantiles; and architecture, respecting traditional built form, layout and character.
- Conserve existing mature trees and hedgerows within and on the fringes of villages as they are important in creating a positive landscape setting (and are also important in conserving characteristic views to the rooftops in views from the upper slopes of the Coastal Slopes).
- Encourage carefully designed new tree planting on the fringes of settlements which is designed to replace existing trees, screen locally intrusive structures and frame views to the surrounding countryside.
- Integrate new small-scale developments within villages with new planting, using species appropriate to local landscape character.
- Conserve the characteristic open views across the coastal marshes from villages on the northern fringes of the Coastal Slopes.

6 Conserve and enhance the character and quality of the A149 road corridor

- Enhance the corridor of the A149 with a co-ordinated strategy for tree planting, hedgerow management and signage which should be designed to take account of key views and the gateways to settlements.
- Conserve and enhance the gateway to each village so that there is a subtle sequence of 'entrances' along the road. Design new planting, structures and signage in line with this co-ordinated approach.

¹

See: <http://www.rspb.org.uk/countryside/farming/advice/farmhabitats/margins/index.asp>

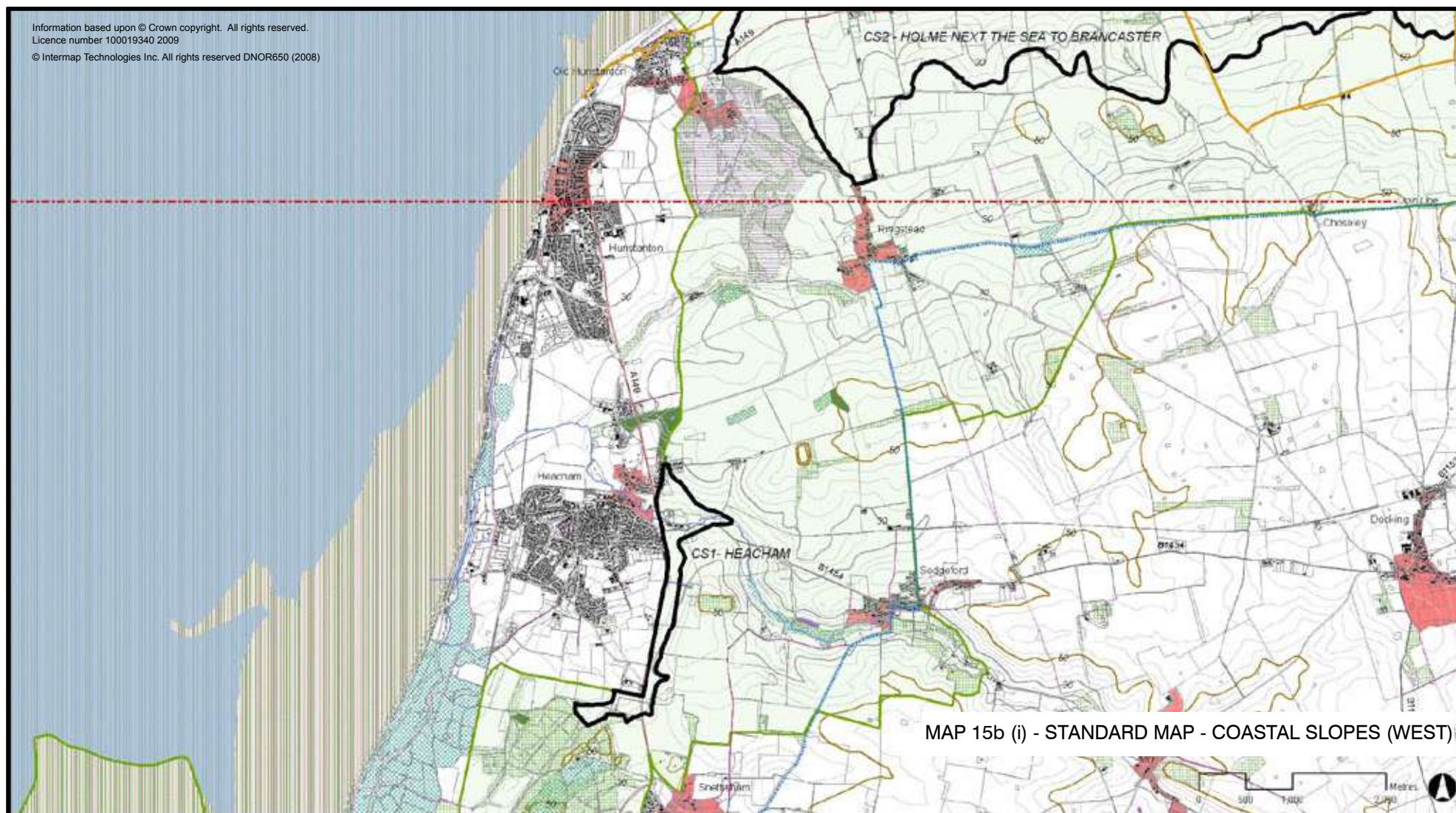
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ²
- **Historic landscapes** - broad historic landscape character types ³ and data from the Historic Environment Record ⁴

² Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

³ Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

⁴ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county



MAP 15b (i) - STANDARD MAP - COASTAL SLOPES (WEST)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

Local Nature Reserve

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

Connections

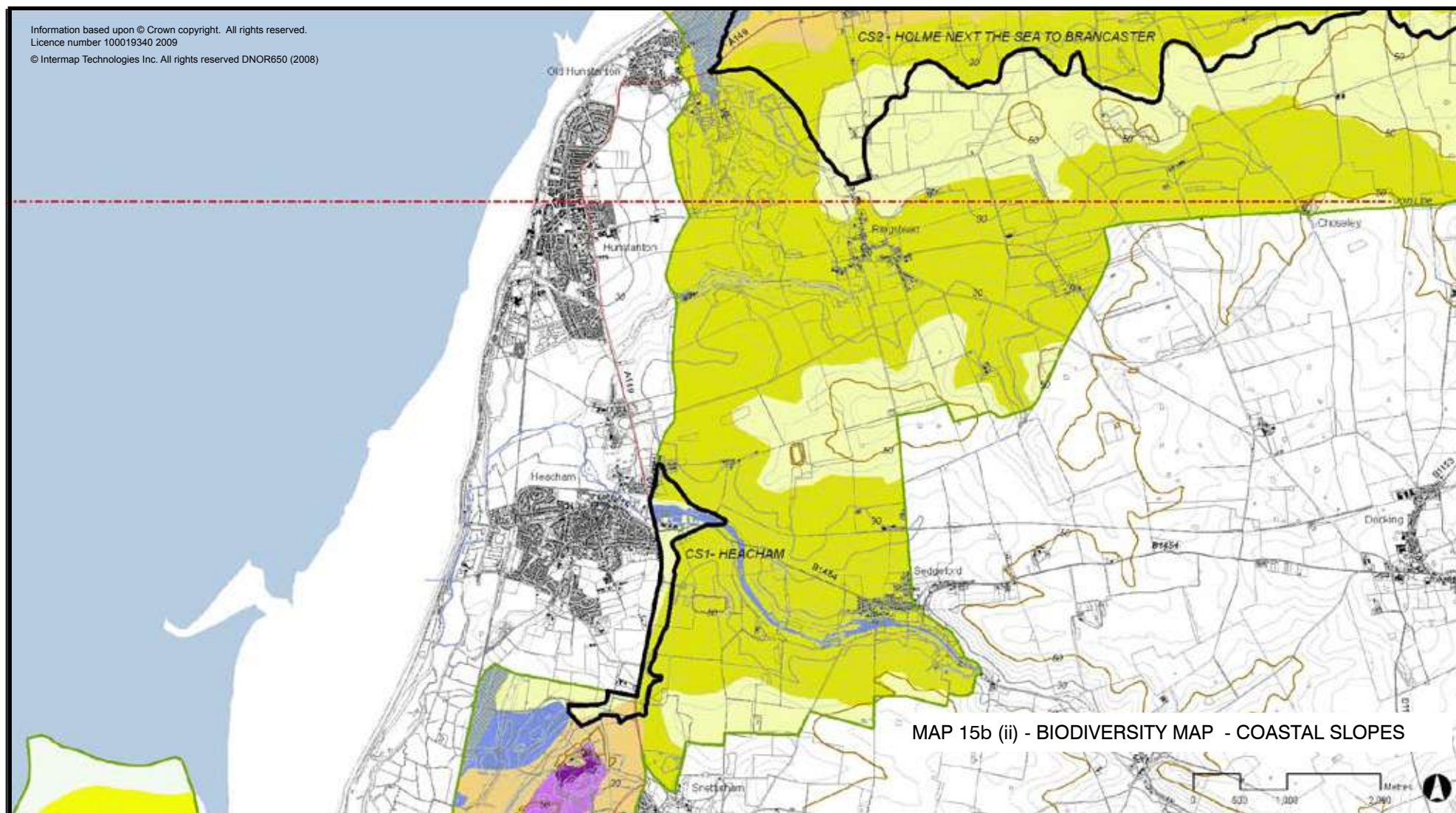
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

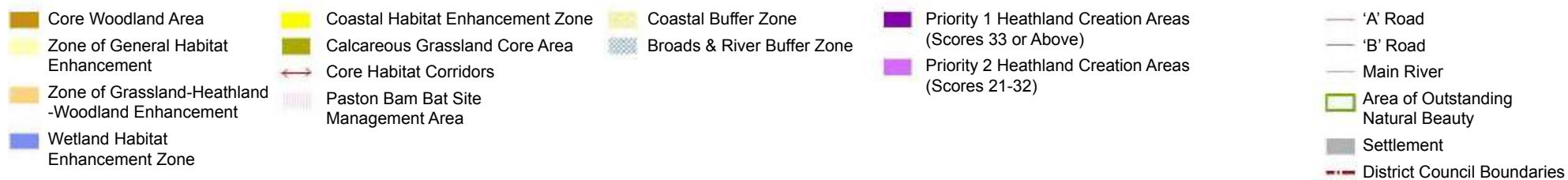
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

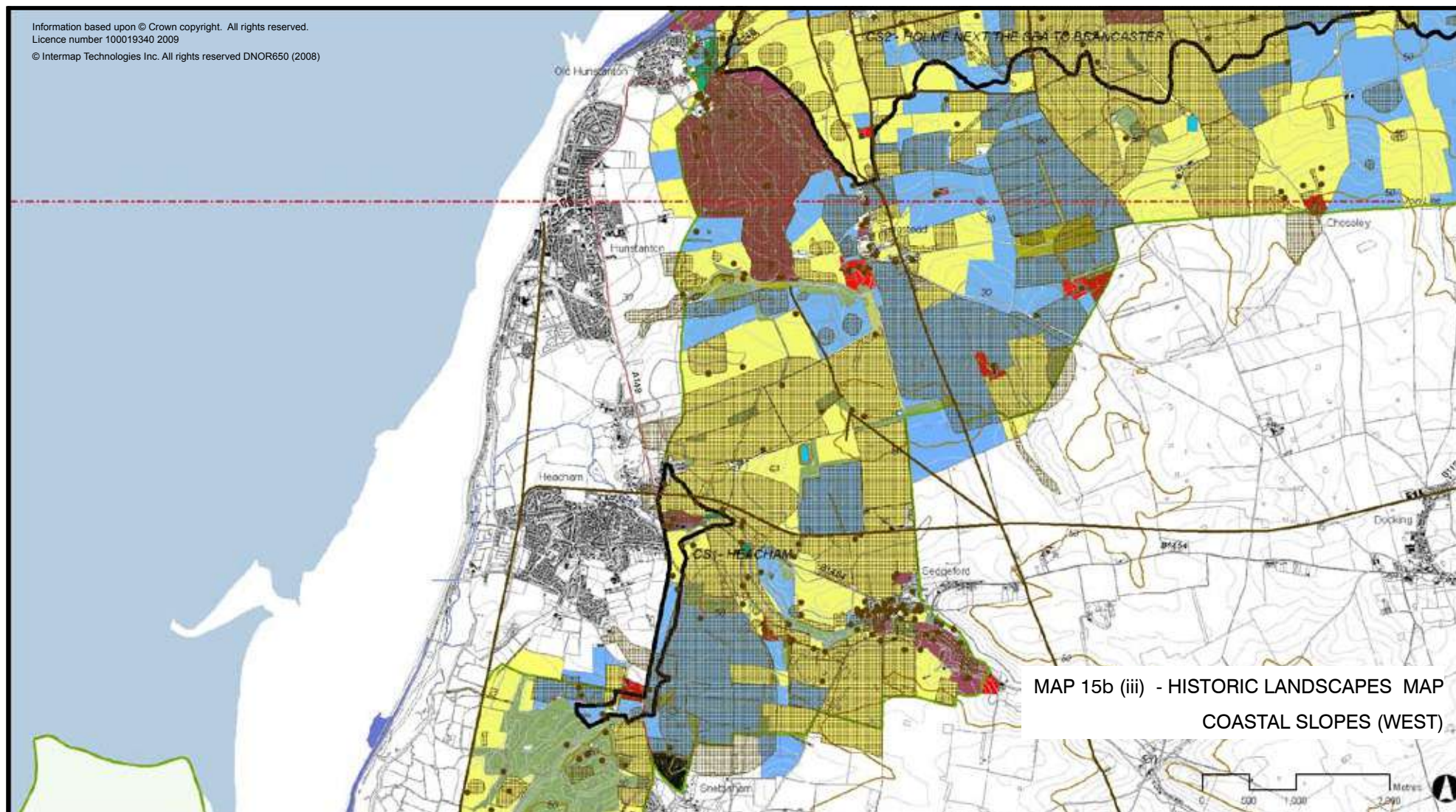
'A' Road

- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



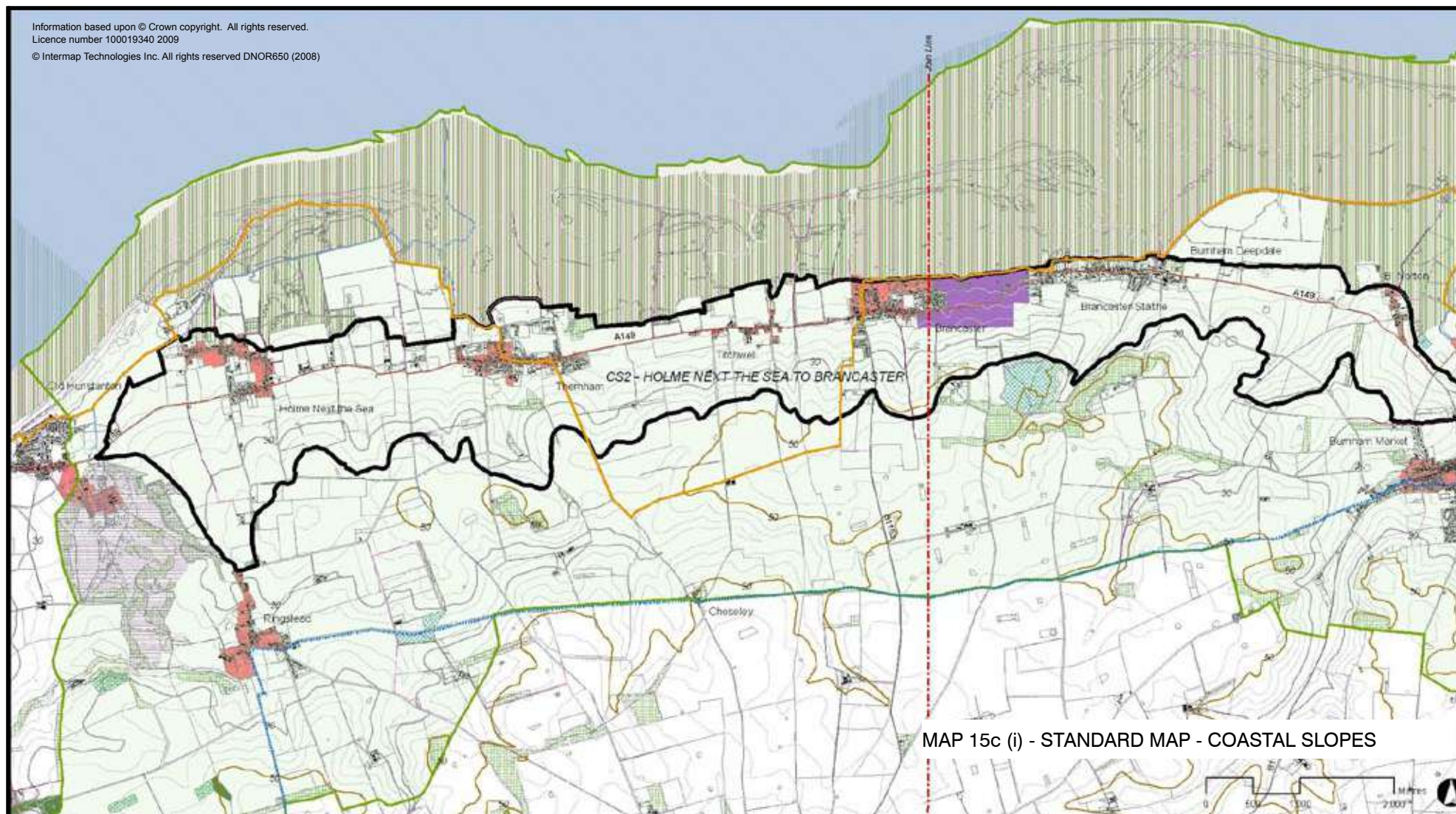
MAP 15b (ii) - BIODIVERSITY MAP - COASTAL SLOPES



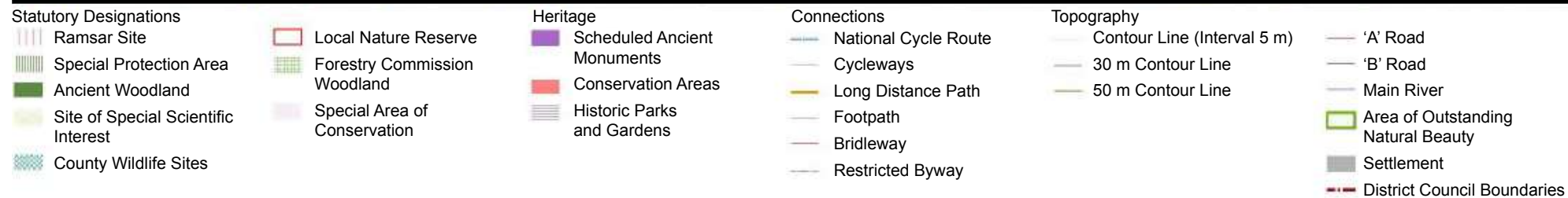


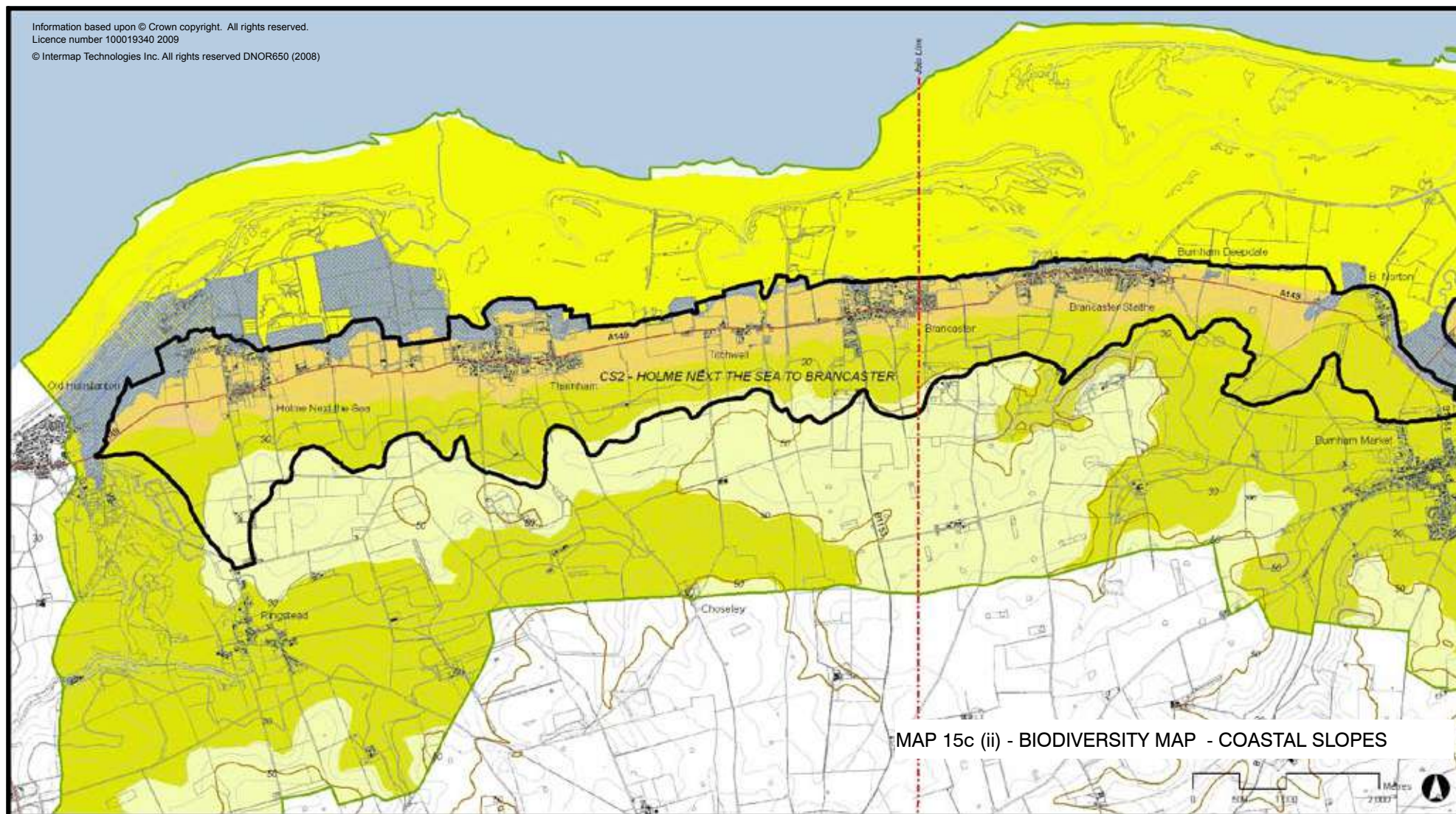
MAP 15b (iii) - HISTORIC LANDSCAPES MAP
 COASTAL SLOPES (WEST)



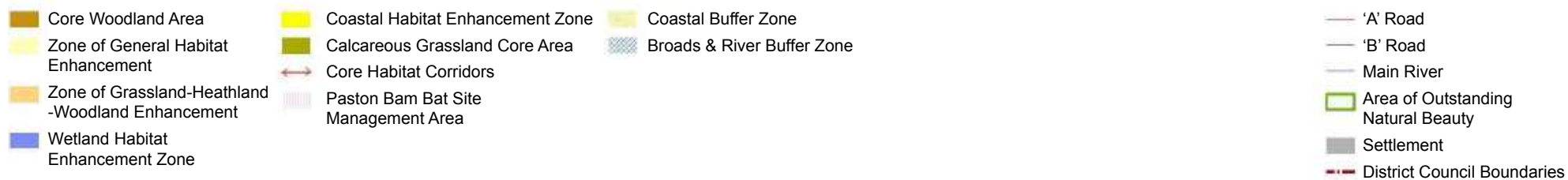


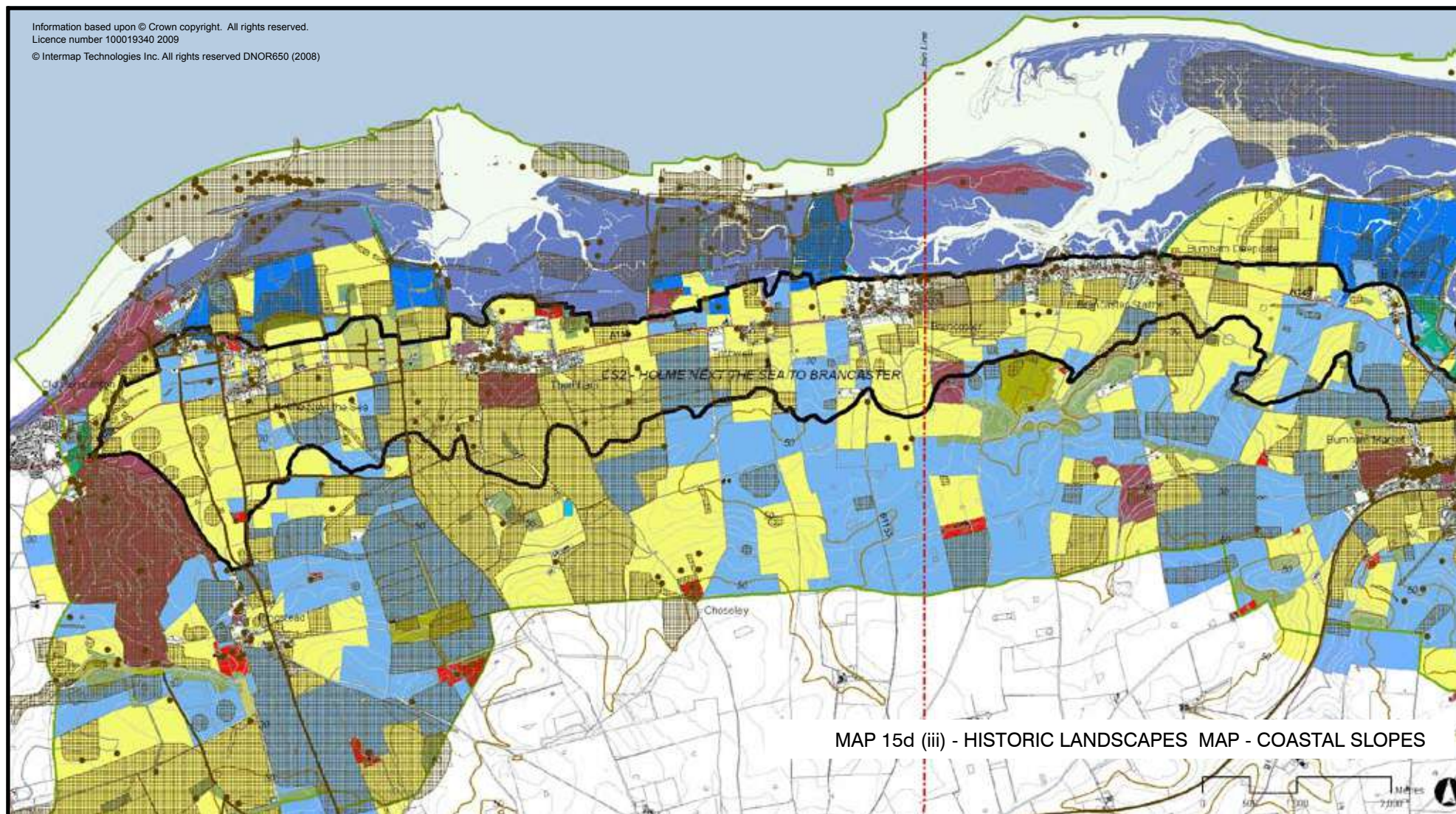
MAP 15c (i) - STANDARD MAP - COASTAL SLOPES





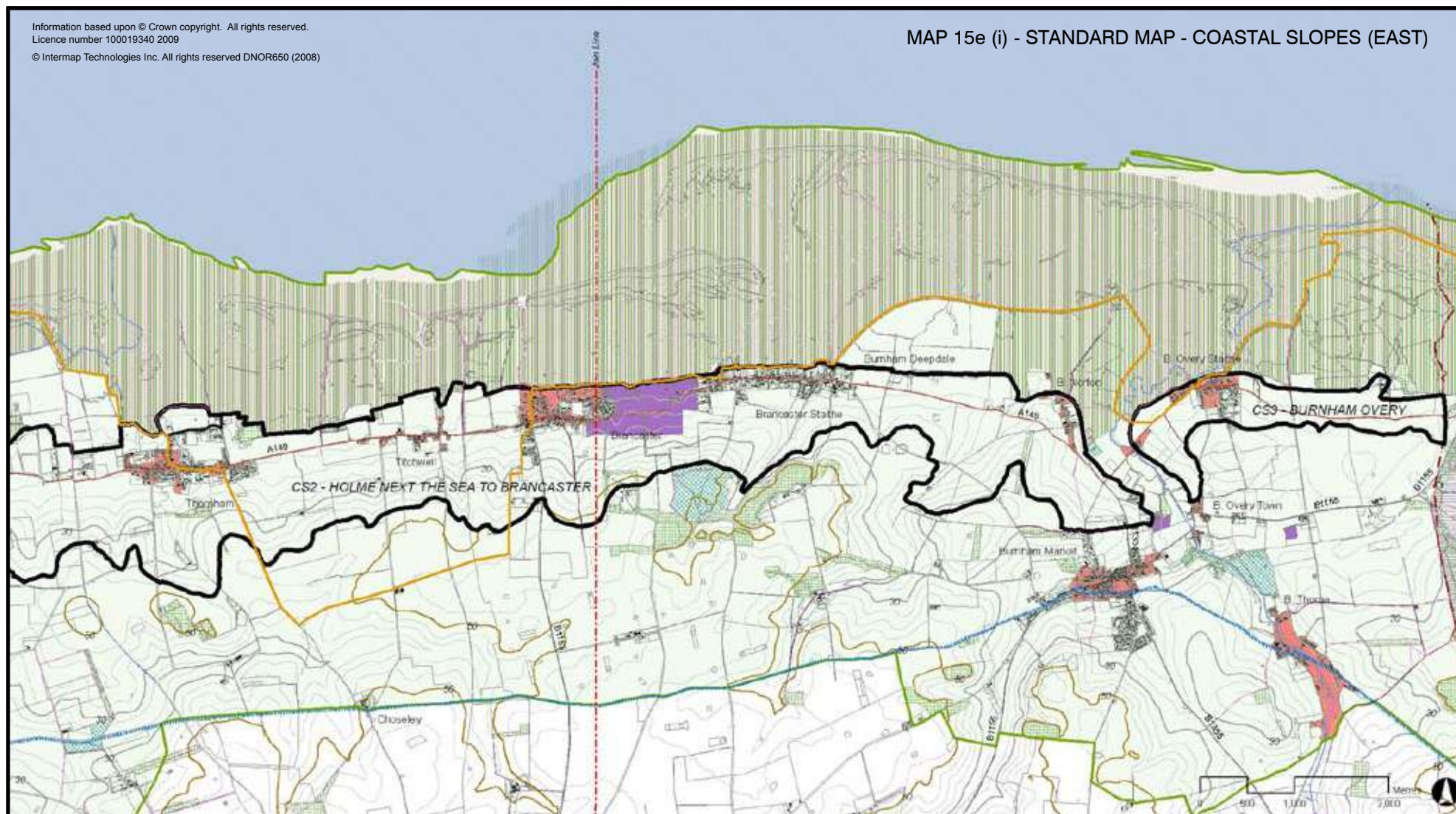
MAP 15c (ii) - BIODIVERSITY MAP - COASTAL SLOPES





MAP 15d (iii) - HISTORIC LANDSCAPES MAP - COASTAL SLOPES





Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

Connections

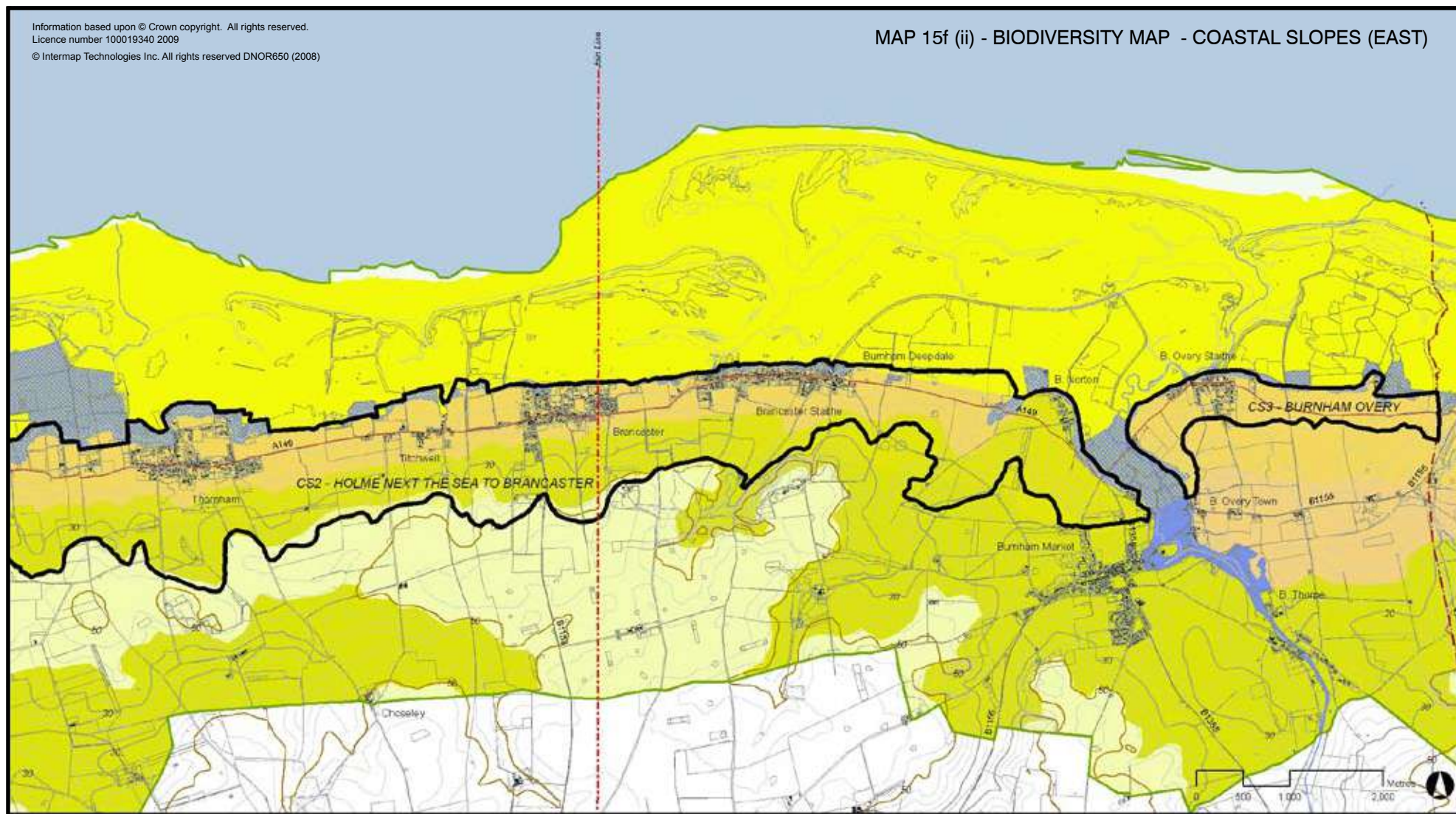
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

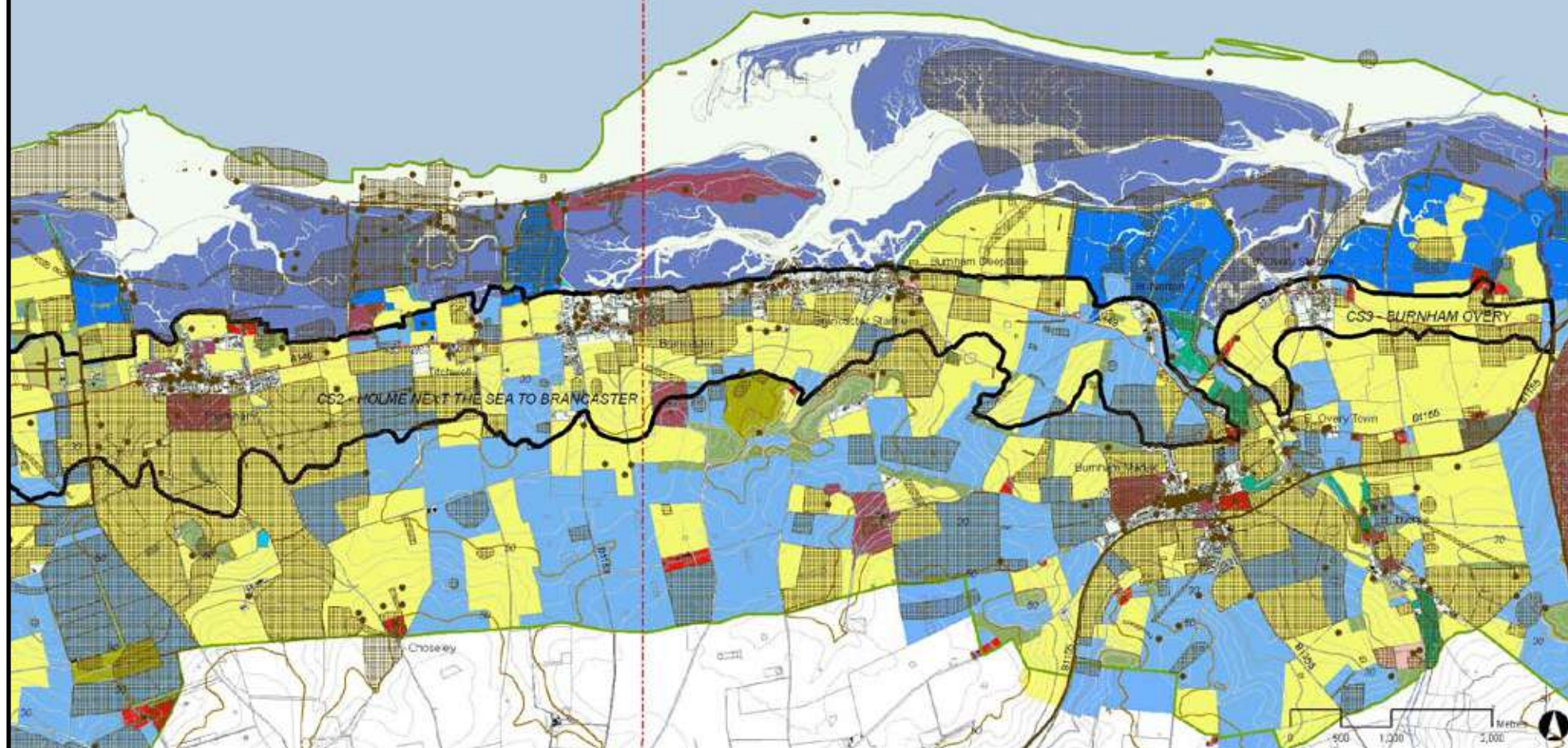
- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

MAP 15f (ii) - BIODIVERSITY MAP - COASTAL SLOPES (EAST)



- | | | |
|--|----------------------------------|-------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries





wooded slopes with estate land



Integrated landscape character



MAP 16a - Wooded Slopes with Estate Land Key Plan

The Wooded Slopes with Estate Land is an undulating landscape on the lower slopes of the west-facing dipslope of the gentle chalk escarpment to the east. Heathy acid soils have developed on outcrops of Sandringham Sands and Carstone, sandy sediments from the Lower Cretaceous Period, which are exposed on the lower chalk dipslope and a number of mires and bogs have developed where there are springlines at the base of the chalk. The characteristic lowland heath and bog habitats are ecologically valuable and some (such as Dersingham Bog) are protected by nationally important designations. The slopes are drained by creeks meandering westwards towards the Wash.

The gently undulating slopes of the Wooded Slopes with Estate Land are planted with conifer and mixed plantation woodlands, which often disguise local changes in topography. Due to the former proximity of the sea and the combination of fertile soils and spring lines, this area has long been attractive to settlers. There is much evidence of early settlers from the Palaeolithic period onwards, with evidence of a Mesolithic flint industry near Dersingham. Late Neolithic and early Bronze age settlement was concentrated along river valleys and the great Iron Age hoards uncovered near Snettisham form the richest Iron Age treasure ever discovered in this country. Settlement continued to be concentrated in this area throughout Roman times (many 'villa' sites and farmsteads are recorded in the Snettisham area) and thereafter in the Saxon period.

The Norman fortress at Castle Rising was built around 1140, covering an area of 4.9 hectares: parts of the great tower, gatehouse, fine Norman arches and vaulting still remain. In medieval times there was a partly wooded private forest in the area, as well as a medieval chase or deer park. The Nomina Villarum, which records the Norfolk Manorial tenancies in 1316, shows that this part of North West Norfolk was owned and managed by relatively few lordships.

The 16th century saw the commencement of two centuries of estate enlargement and concentration, founded on post-Restoration political stability and agricultural improvement. By the second half of the 19th century, continued economic growth encouraged non-landed entrepreneurs into the area. One of the new houses built at this time was Sandringham House, by the Prince of Wales.

Continuing political and socio-economic change in the 20th century undermined the landed estate – the largest proved most resilient and the Sandringham Estate became the dominant influence. Much of the area was drained and planted, transforming it from open heathland and grassland to a mix of dense woodland and open arable fields. The heathlands were a source of wood and peat for fuel, bedding for animals and grazing for stock. The great diversity of heathland habitats in this area is a by-product of years of management by local communities. Remnant pockets of heathland, acid grassland and

Integrated landscape character (continued)

wood pasture provide a clue to the original landcover and are valuable ecological habitats. The landscape remains centred on Sandringham House, a Grade II* listed property, and its surrounding estate, which imparts a well managed character over the wider area - estate villages, such as West Newton, have an organised picturesque layout and the long straight roads are neatly edged on either side by wide close-cut grass verges.

There are strong contrasts in character and enclosure between the dark, enclosed woodlands and open views across undivided arable fields, but all views are ultimately contained by a dark wooded horizon. Within arable areas, hedgerows are limited and most fields are bordered by ditches, dykes and wire fencing. The lack of vertical or divisionary elements in the arable areas tends to exaggerate the scale of the open farmland.

The main A149 road runs north-south through the area and is the main channel of movement. Away from this busy corridor, the landscape is quiet. Although the landscape has a large scale overall, the settings of small villages on the edge of the wooded areas have a more intimate character. Throughout the area, local vernacular buildings are constructed of carstone (an orange-brown ferruginous sandstone) and flint and the villages have a distinctive and unified character.

Landscape sensitivity and change

This is a landscape of strong contrasts in character and landscape sensitivity, reflecting the contrasting degrees of enclosure between the blocks of arable land and woodland. Key environmental assets which are sensitive to change are:

- Remnant lowland heathland, lowland dry acid grassland, purple moor grass & rush pastures and lowland raised bog (BAP Habitats);
- Veteran trees and areas of semi-natural ancient woodland.
- Important ecological corridors - the creeks, hedgerows and the mature shelterbelts which subdivide some fields and connect mixed woodlands.
- The characteristic small-scale landscapes within and on the fringes of settlements are more sensitive to change, although this is a relatively mature landscape structure and built development may be integrated into the landscape by carefully designed tree planting which links into the surrounding woodland framework.
- Specific components of designed historic estate landscapes are also sensitive to change and conservation of the historic landscape pattern requires proactive ongoing management.
- Framed views to landmark churches, historic buildings or landscape patterns, which merit careful identification and conservation within the overall landscape pattern.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Wooded Slopes with Estate Land (AONB area):

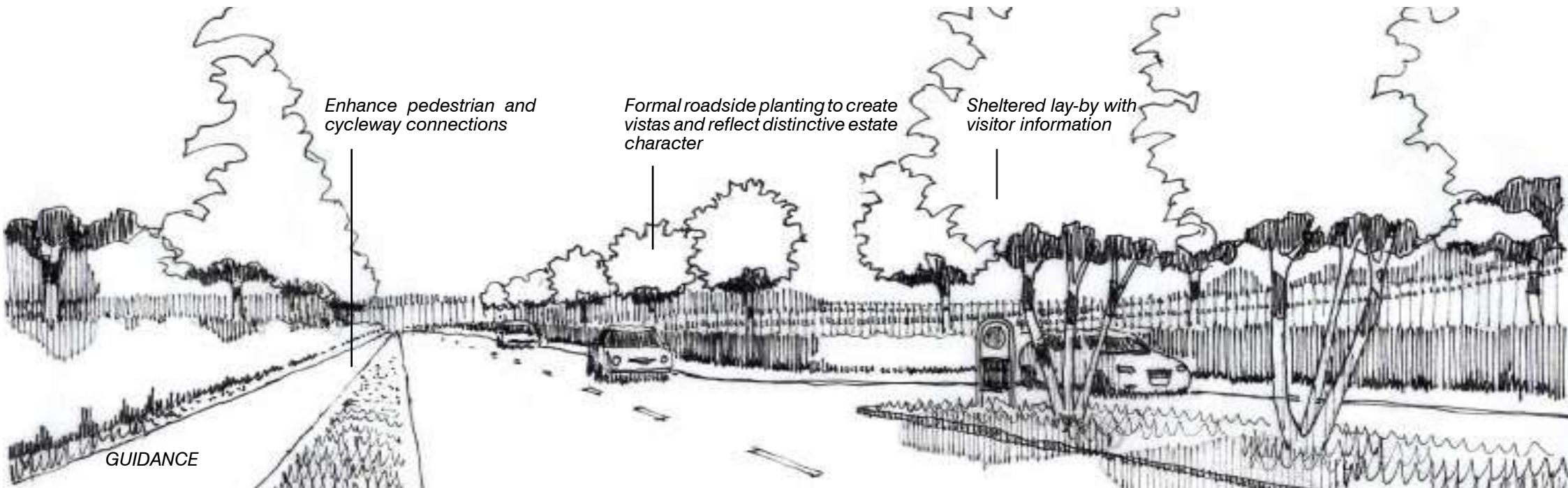
Landscape character area	Distinctive character	Inherent sensitivity
Snettisham & Dersingham - WSE1	Generally flat to slightly sloping (east to west. River Ingol is a landscape feature towards the east, where the valley has relatively steep sides. Woodlands of the Sandringham Estate provide wooded backdrop to the south. There are pockets of development along the Lynn road corridor. Typical land use is small enclosed horse pasture and medium-sized arable fields with copses and dispersed blocks of deciduous woodland. Carstone is a key influence on the built character of local villages.	• Scattered landscape pattern is generally less sensitive than the larger scale estate woodlands to the south • Copses eg Life Wood and larger areas of woodland eg Ken Hill Wood & Lodge Hill Plantations are key landscape features • Mature hedgerows are valuable and sensitive to change as they determine the structure of the landscape • Traditional vernacular buildings within the villages contribute to the distinctive sense of place • Open views to landmark churches are particularly sensitive to change • Inherent sense of tranquillity disturbed by proximity to the main road corridors and settlement edges

Landscape character area	Distinctive character	Inherent sensitivity
Sandringham - WSE2	Gently rolling landform. Landscape is speckled with small ponds and pools. Land use dominated by the predominantly coniferous woodland surrounding Sandringham Royal Estate and the Sandringham Country Park. Mature trees create canopies over the minor roads, creating a strong sense of enclosure. Low brick walls and characteristic black metal railings mark the boundaries of the Sandringham Estate. Sandringham House is surrounded by extensive mature parkland, with specimen parkland trees, long drives and framed views. The Norwich gates (wrought ironwork) are a distinctive local feature. Roads are lined with wide grass verges, tall mature Scots Pines, mature hedgerows or other coniferous trees. The area attracts many visitors, but this relatively wooded landscape has the capacity to absorb large numbers of people.	• Mature historic parkland features and estate villages are distinctive and valuable components of the landscape which are inherently sensitive to change • Distinctive combinations of building materials and building layout in West Newton and Wolferton • Small ponds and areas of heathland are locally important • Acid bogs and mires eg Dersingham Bog NNR • Mature trees, hedgerows and shelterbelts along road corridors • Strong sense of place and tranquillity
Hillington & Congham - WSE3	Sparsely populated mature landscape of gently undulating woodland, plantation and arable farmland. Scattered mature deciduous trees throughout hedgerows and within fields. Rectangular artificial ponds and lakes punctuate parts of the landscape, contributing to a strong landscape pattern	• Predominantly isolated and rural character • Long open countryside views across fields towards a wooded backdrop are distinctive within the area • Coherent and distinctive small-scale settlement pattern – villages have traditional building materials and layouts • The local landscape setting of villages is important within the wider landscape, particularly views to historic buildings and landmark churches

Landscape character area	Distinctive character	Inherent sensitivity
North & South Wootton & Castle Rising - WSE4	Mixed woodland on common land with a patchwork of arable and pastoral fields around Castle Rising, North Wootton & South Wootton. The castle of Castle Rising is prominent on the side of a hill and the village church is also a prominent local landmark. To the west of North Wootton there is a more open mosaic of small regular pasture and arable fields delineated by an intricate ditch network.	• The mature structuring landscape elements – trees, hedgerows, shelterbelts and individual mature trees are important local landscape features which are vulnerable to change • The landscape setting of Castle Rising (castle village and church) is exceptionally sensitive and the pattern of the landscape in this area should be a priority for conservation and enhancement • Open views across fields are inherently sensitive to change • Overall the area has a strong sense of tranquillity

Key forces for change

- Loss of hedgerow field boundaries as a result of agricultural intensification.
- Small-scale or incremental development within villages, which may be inconsistent with local built character and materials (such as carstone, clunch and flint).
- Changes in woodland cover and loss of lowland heathland habitat as a result of changes in management.
- Increased parking associated with the potential expansion of villages and tourist attractions.
- Potential further built development around the eastern and northern fringes of North and South Wootton.



20 year vision

restore and enhance

An extended mosaic of inter-connected heathland, acid grassland, wetland, bog and wood pasture habitats within a matrix of historic parkland, woodland and farmland. Composed framed views to distinctive historic features and landmarks provide elements of contrast and surprise



Integrated landscape guidance

- 1 The heathy soils of the Sandringham Sands and Carstone are identified as an area of high biodiversity importance with a wide range of BAP priority habitats¹. Future management should aim to extend and connect lowland heathland, wood pasture and associated wetland habitats**
 - Give priority to the conservation and enhancement of existing lowland heathland habitats – where possible expand lowland heathland to a minimum of 50ha per site.
 - Buffer existing heathlands by restoring or creating new semi-natural habitats on adjacent sites or by encouraging low input agricultural systems².
 - Encourage connectivity by creating new links between semi-natural habitats – heathland, acid grassland, wet grassland and wood pasture. The district Econet Report and the AONB's Nature Conservation Vision³ highlight the need to make connections between existing lowland heathland habitat on the Plateau Farmland and the cluster of heathland habitats within the Wooded Slopes with Estate Land and on to the Brecks to the south. Heathland species are relatively mobile and can travel some distance if they have 'stepping stone' habitats to cross.
 - Encourage traditional woodland management practices such as coppicing and the management of wood pasture by encouraging the co-existence of trees and grazing animals.
 - Create & enhance the wetland habitats associated with the corridor of the Babingley River and its tributaries; buffer the river floodplain by encouraging low input agricultural systems and creation or enhancement of semi-natural habitats in areas alongside the river corridor
- 2 Conserve and enhance the character, quality and connectivity of the mature structuring elements within the landscape type as a whole ie the pattern of large woodlands, shelterbelts and field hedgerows**
 - Maintain the overall balance between open fields and enclosed woodlands and plantations, but aim to increase the diversity of landscape elements and habitats within each component
 - Conserve and manage the age-structure and species composition of large areas of plantation and estate woodlands as striking landscape features and wildlife areas

¹ Norfolk Wildlife Trust on behalf of the Ecological Network Topic Group, April 2007, West Norfolk District Ecological Network Mapping

² English Nature, 2002, North Norfolk Heathland Re-Creation Strategy

³ Norfolk Coast Partnership, 1998, A Vision for Nature Conservation in the Norfolk Coast AONB

Integrated landscape guidance (continued)

- Conserve and (where necessary) replant the distinctive Scots Pine shelterbelts, ensuring the structure of the belt remains intact and designing new planting to create or enhance connections with the existing matrix of existing woodlands and hedgerows
- Manage and where possible replant hedgerows to maintain the scale and pattern of the landscape and enhance ecological connectivity
- Replace mature specimen hedgerow trees so that they are conserved as positive local landscape features
- Planting deciduous native trees on the fringes of woodlands and plantations will enhance the ecological value and visual character of the woodland fringe
- The creation of buffer zones on the fringes of native woodland blocks will help to protect the existing woodland edges from damage by agricultural machinery

3 Conserve and enhance the unique historic features of the landscape, which include historic parklands, specimen trees, vistas, drives, walls, gateways, railings and estate buildings

- Research the history and design of historic parkland landscapes and develop appropriate management strategies to facilitate the renewal of distinctive features such as individual specimen trees, the composition of views, distinctive groups of trees and grazed parkland areas
- Research, identify and conserve the setting of important historic features such as Castle Rising, historic houses
- Enhance the management, presentation, interpretation and accessibility of the area for its historic value

4 Identify and conserve the characteristic features and landscape settings of villages

- Ensure that any new development in or on the edges of settlements is of small scale and responds to the existing settlement pattern, incorporating tree and woodland planting designed to integrate built development within the overall pattern of woodlands and fields
- The siting and design of new development should take account of the setting of historic parkland landscapes and the many individual landmarks that are characteristic of the area
- New buildings and the conversion or restoration of existing buildings should reflect the distinctive character, style and building materials of the existing local settlements, including flint, chalk clunch and pantiles
- Identify and conserve views to landmark buildings, particularly village churches

Integrated landscape guidance (continued)

5 Conserve and enhance the character and quality of local roads

- Enhance the corridor of the A149 and the former main north-south (Lynn Road) corridor with a co-ordinated strategy for tree planting, hedgerow management and signage which should be designed to take account of key views and the gateways to settlements
- Conserve the characteristic straight alignment and wide open verges associated with the estate roads. New tree planting should be in hedgerows rather than on verges

6 Conserve the generally undeveloped, rural character of the area and related strong sense of remoteness and tranquillity

7 Identify and conserve open views across the adjacent Drained Coastal Marshes

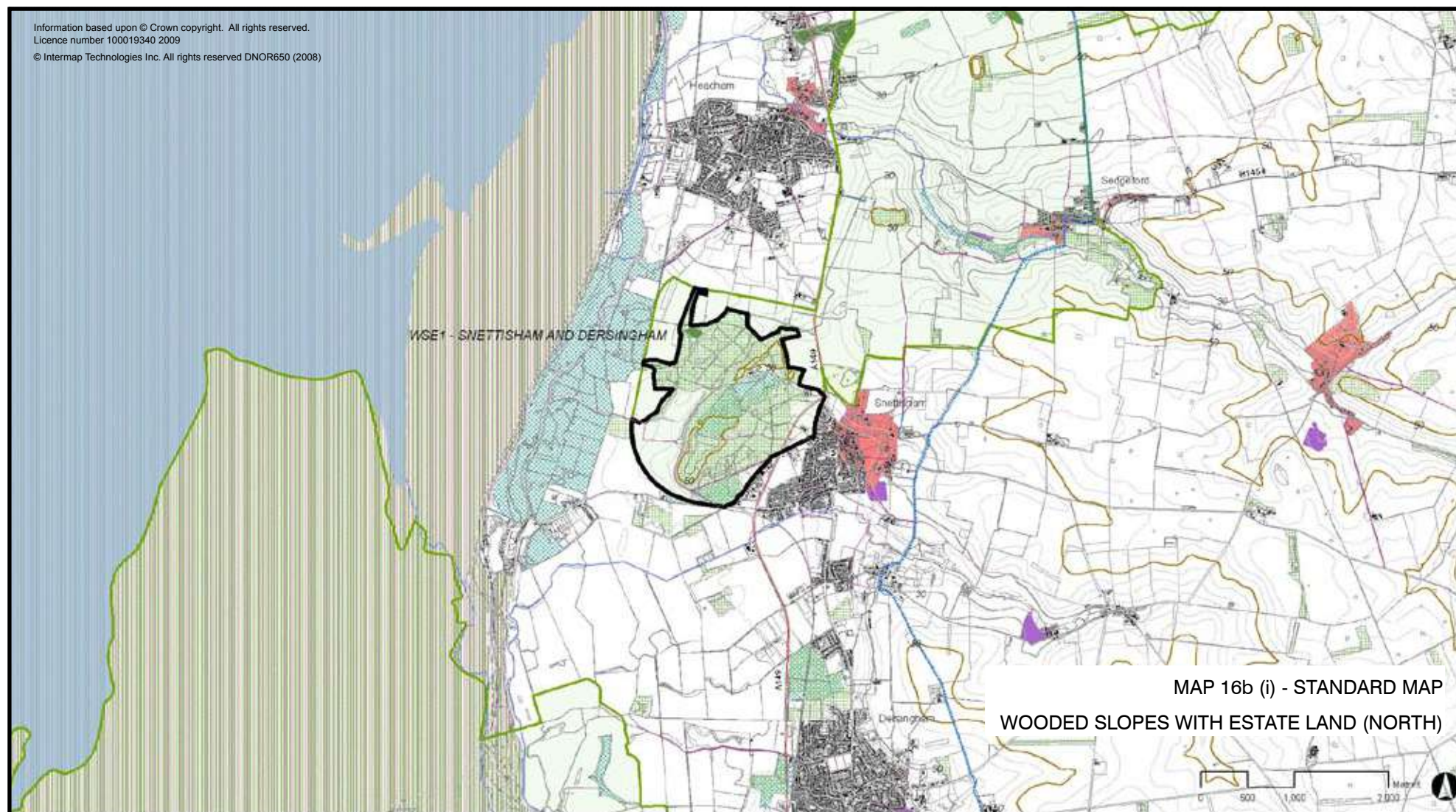
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ⁴
- **Historic landscapes** - broad historic landscape character types ⁵ and data from the Historic Environment Record ⁶

⁴ Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

⁵ Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

⁶ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county



MAP 16b (i) - STANDARD MAP
 WOODED SLOPES WITH ESTATE LAND (NORTH)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

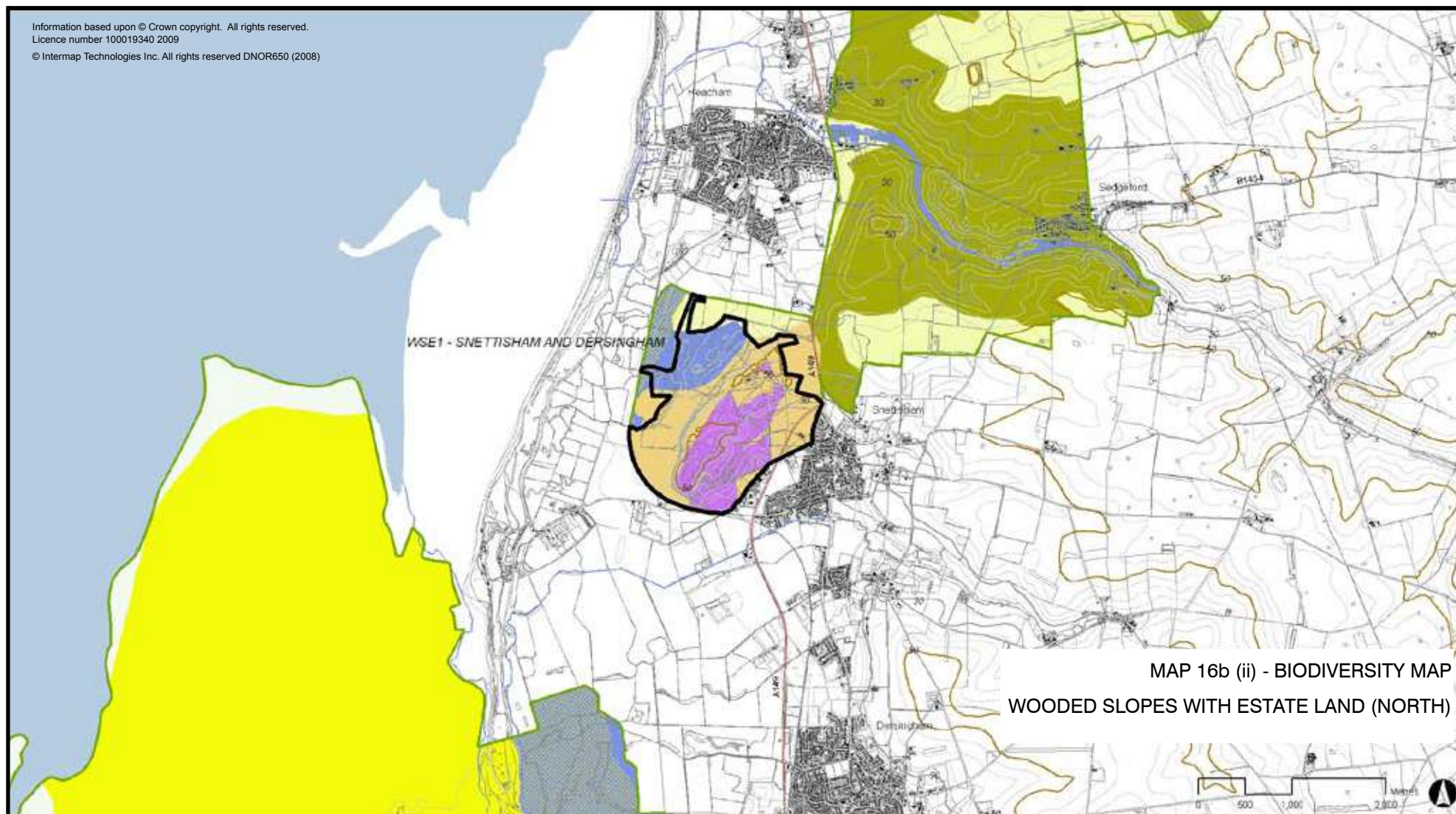
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

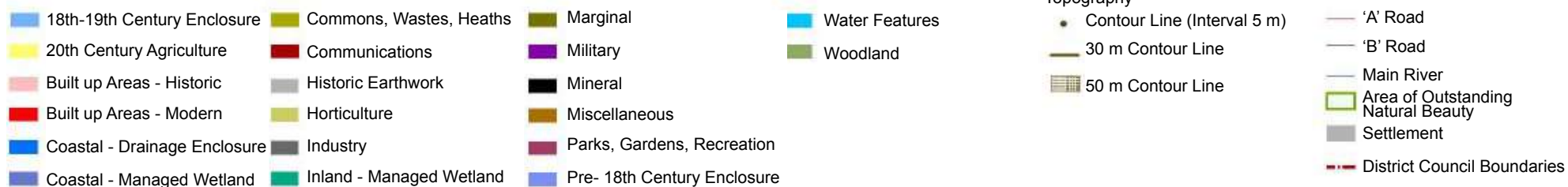
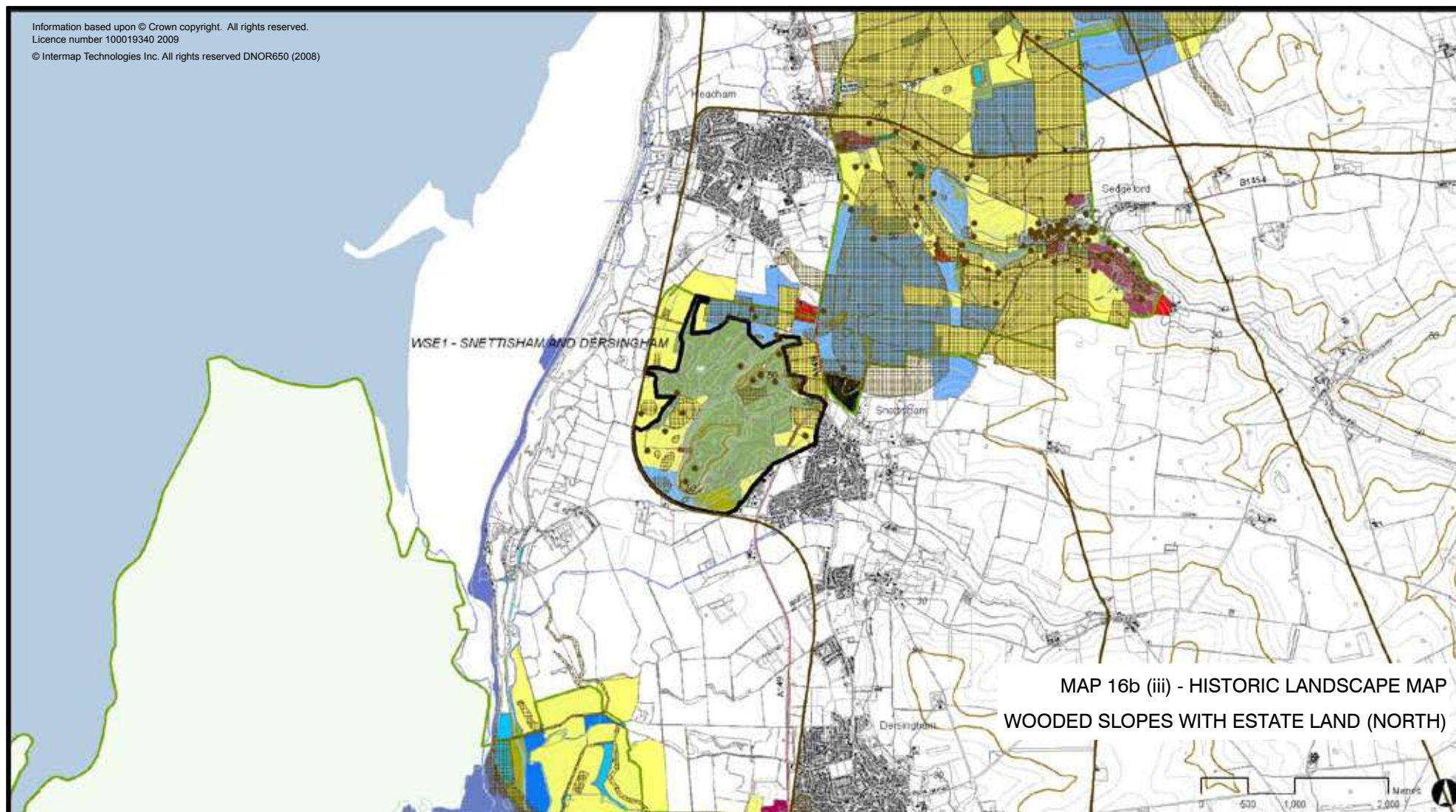
- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

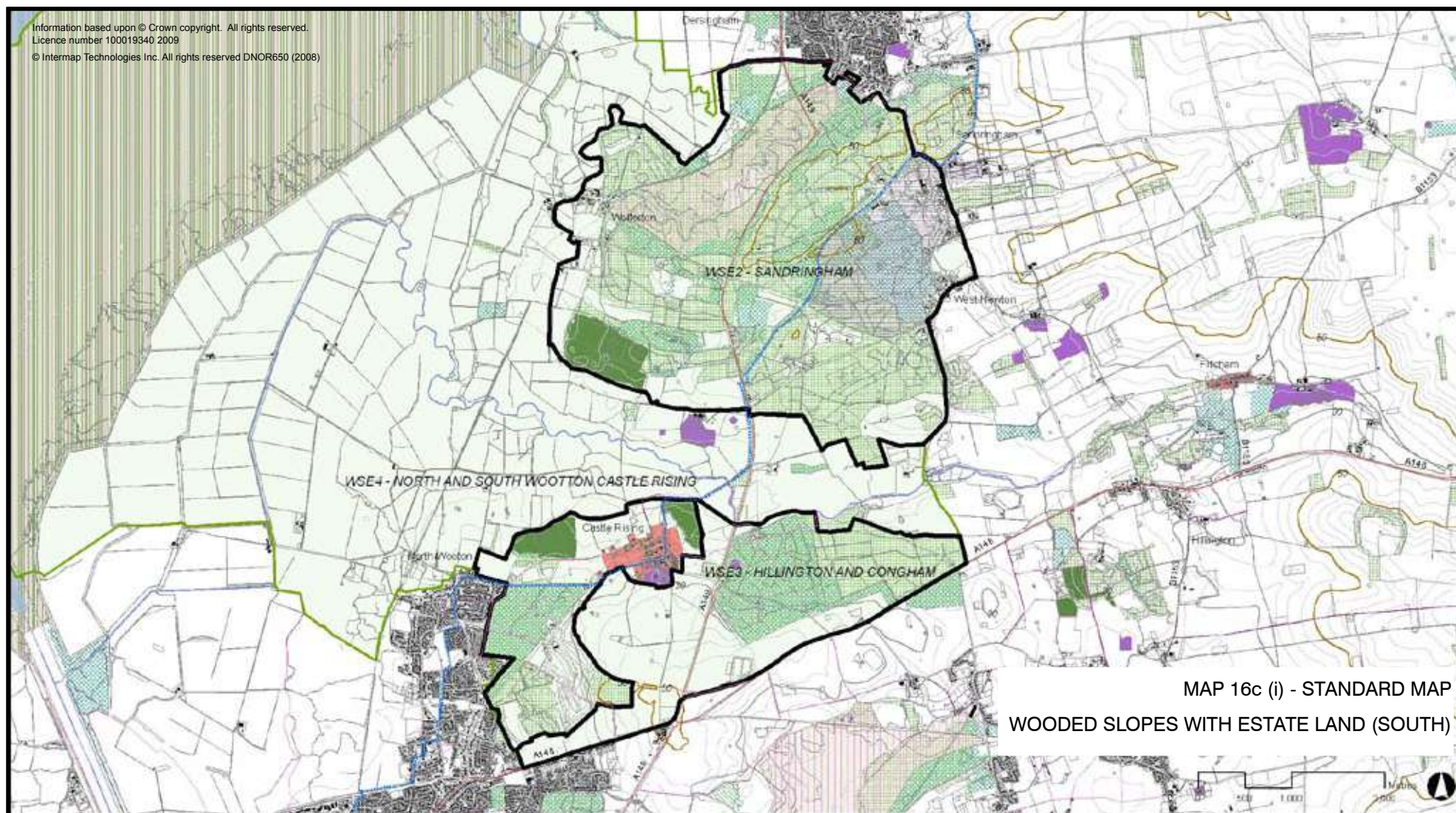


MAP 16b (ii) - BIODIVERSITY MAP
 WOODED SLOPES WITH ESTATE LAND (NORTH)

Ecological Network - (in WES area only)

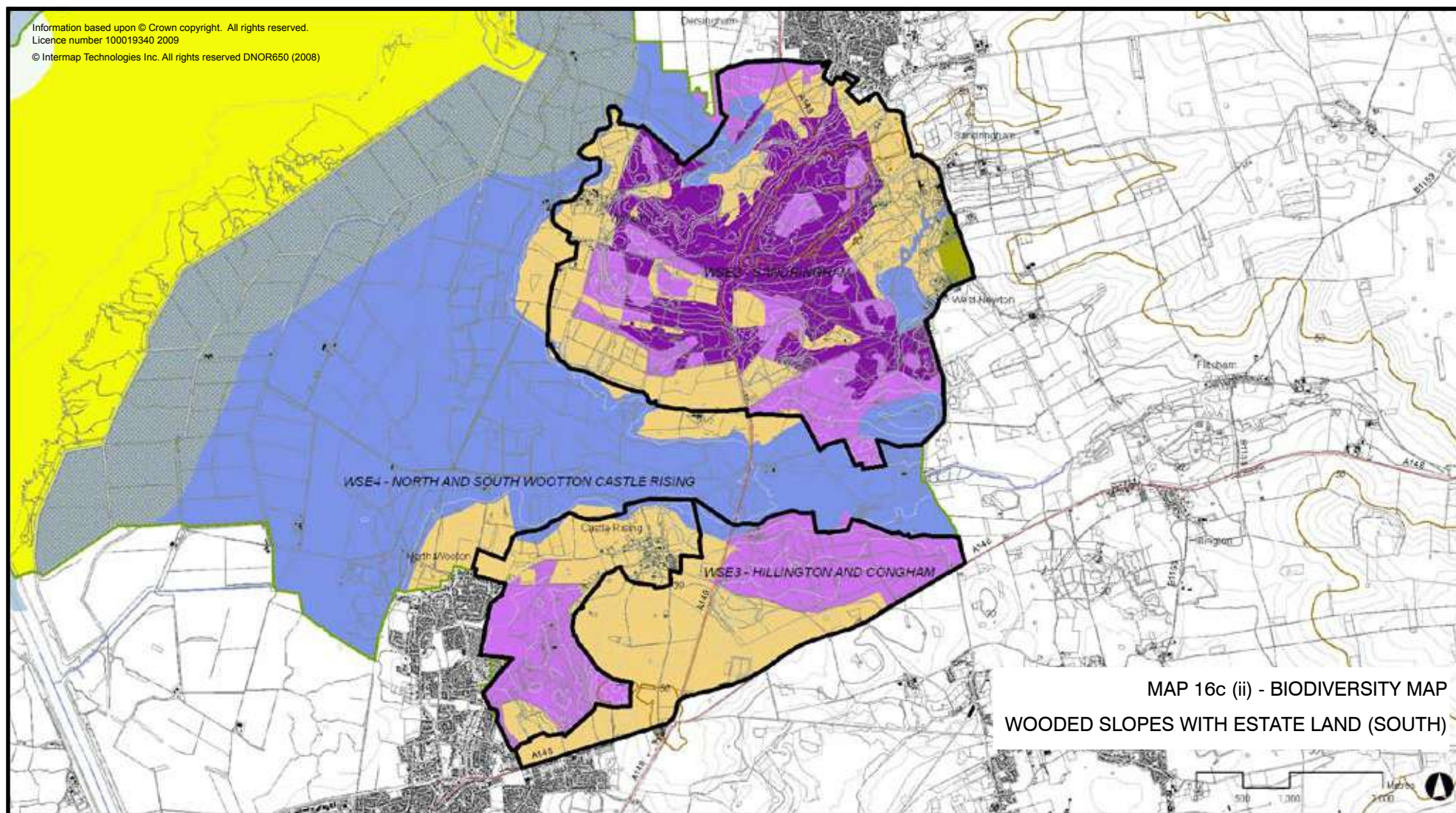
- | | | | | |
|--|----------------------------------|-------------------------------------|--|------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone | Priority 1 Heathland Creation Areas (Scores 33 or Above) | 'A' Road |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone | Priority 2 Heathland Creation Areas (Scores 21-32) | 'B' Road |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area | | Main River |
| Wetland Habitat Enhancement Zone | | | | Area of Outstanding Natural Beauty |
| | | | | Settlement |
| | | | | District Council Boundaries |





MAP 16c (i) - STANDARD MAP
 WOODED SLOPES WITH ESTATE LAND (SOUTH)

Statutory Designations		Heritage	Connections	Topography	
	Ramsar Site				
	Special Protection Area				
	Ancient Woodland				
	Site of Special Scientific Interest				
	County Wildlife Sites				
	Local Nature Reserve				
	Forestry Commission Woodland				
	Special Area of Conservation				



MAP 16c (ii) - BIODIVERSITY MAP
 WOODED SLOPES WITH ESTATE LAND (SOUTH)

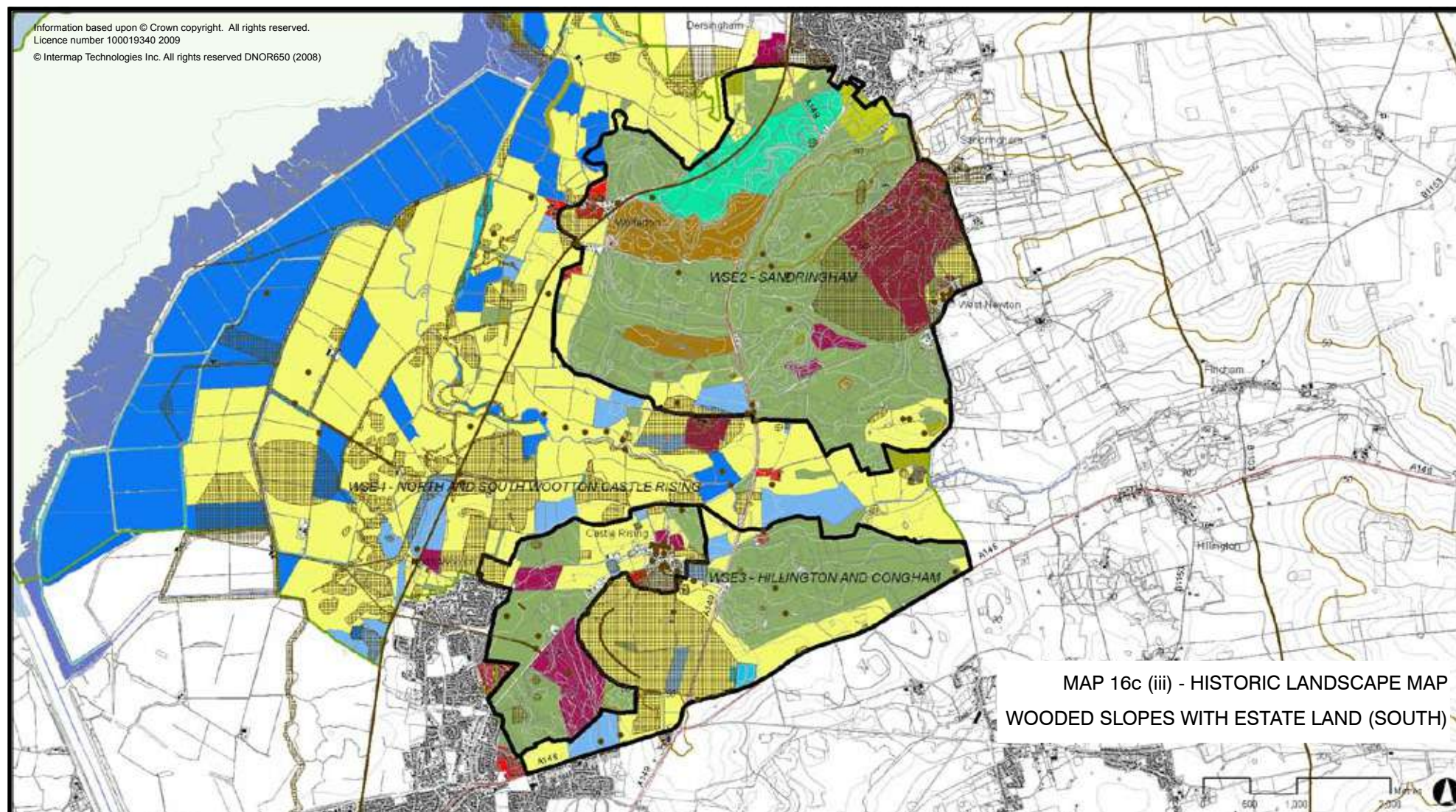
Ecological Network - (in WSE area only)

- | | | |
|--|----------------------------------|-------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

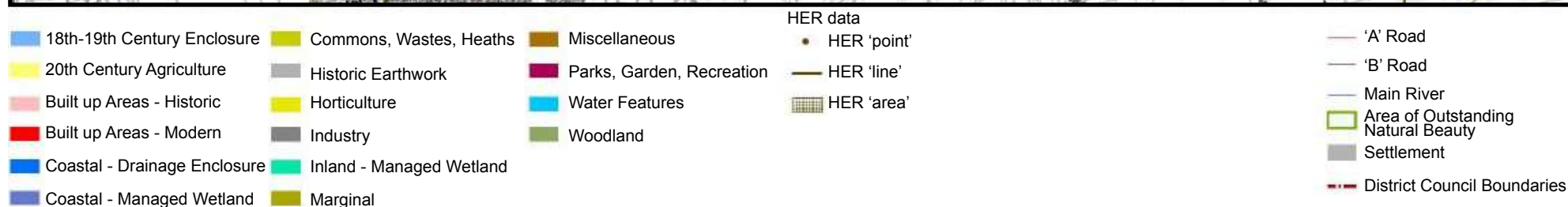
Priority Heathland Creation Areas Data (All in core area)

- Priority 1 Heathland Creation Areas (Scores 33 or Above)
- Priority 2 Heathland Creation Areas (Scores 21-32)

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



MAP 16c (iii) - HISTORIC LANDSCAPE MAP
 WOODED SLOPES WITH ESTATE LAND (SOUTH)





rolling open farmland



Integrated landscape character



MAP 17a - Rolling Open Farmland Key Plan

The gently rolling landform of the Rolling Open Farmland stems from the underlying solid geology of Middle and Upper Chalk. The solid Chalk defines the surface geology of much of the western half of the landscape but further east, drift deposits dominate. This is apparent where fields have been cultivated and the soil is peppered with gravels. Drift deposits are also associated with the River Valleys – the Rivers Burn and Heacham for example are defined by linear strips of sand and gravel, silty clays and shell marl. The most valuable semi-natural habitats are patches of remnant calcareous grassland on the chalk slopes and the lowland meadows and the network of drainage ditches within the narrow river floodplains.

This area has a long history of human occupation, but the earliest tangible evidence of early occupation of this area are the round barrows and associated monuments of the Bronze Age, such as the scheduled round barrow and associated ring ditches beside Whiteway Road in Burnham Westgate Park. Occupation continued through the Iron Age and the Romano-British period, when various roads are recorded, for example the one that runs from Holkham to Toftrees.

The majority of agricultural land was cultivated under open field and fold course systems until the mid 18th century, when through a process of piecemeal and Parliamentary enclosure, land parcels were reorganised. Some areas were scarcely affected by Parliamentary enclosure, but landholdings were typically large and tended to become even larger as a result of the enclosure movement. These larger field sizes have generally been large enough to accommodate modern agricultural machinery, with relatively few hedgerow removals, so today's field patterns date back to the 18th century. The area is now dominated by intensive arable production and the large open arable fields are bordered by hawthorn hedgerows which exaggerate the strong geometric field pattern. The hedges also impart a distinct sense of enclosure, particularly along the often straight rural roads where views become channeled. This is particularly evident where lanes become partially sunken as they cut down into the shallow river valleys.

Where hedges are broken or gappy views become both intermittent and distant. The hedges are often flanked or interspersed by hedgerow trees – typically oak or beech clothed in ivy. These trees are often prominent, but the extensive linear shelterbelts of Scots Pine (sometimes mixed with beech)

Integrated landscape character (continued)

are the most dramatic landscape features, which contrast with the low hedgerows and subtle rolling landform. The interconnected network of hedgerows, hedgerow trees, copses and shelterbelts provides an ecologically valuable series of linked habitats across areas of intensively farmed arable land.

There are also some areas of pasture, particularly close to the river valleys and on the edges of settlements but is not an overt characteristic of the landscape. Pig farming is more common with sizeable fields units given over to free range rearing. This is conspicuous within the landscape as a result of the kennels. This is a semi-enclosed landscape, with ever changing views - sometimes long and open and focused on local landmark vertical features, but often directed by landform and hedgerows. There is an overriding sense of unity due to the simplicity of the land use and the regular and consistent occurrence of key elements such as the hawthorn hedgerows and Scots pine shelterbelts.

The area has a relatively undeveloped character. Small villages, rural hamlets and isolated farmsteads are widely dispersed; villages are typically sited at road crossings and have a linear or bilinear form. They generally appear contained rather than sprawling due to their small size and scale. Windmills, church towers and spires are important focal points in views across the farmland. Vernacular village buildings are typically constructed from a broad and eclectic mix of local traditional materials including clunch (squared blocks and random); flint nodules; cobbles (coursed and random); pebbles; red brick; yellow or gault brick; colourwashes; orange clay pantiles; black glazed pantiles; smut pantiles; and slate.

Landscape sensitivity and change

The Rolling Open Farmland is an expansive rural landscape, with long, open views set against a smooth rolling horizon. Individual elements may be highly prominent, particularly where they appear on the skyline in local views. Key environmental assets which are sensitive to change are:

- The network of hedgerows and shelterbelts which encloses the large arable fields and provides an ecologically valuable network of habitats is the principal structural framework for the Rolling Open Farmland.
- Mature hedgerow trees and the hedgerows along roads and tracks, which are often much older than field hedgerow boundaries.
- The well dispersed blocks of woodland and particularly areas where blocks of woodland are more concentrated (for instance on the slopes of the river valleys and near Hunstanton Hall).



Landscape sensitivity and change (continued)

- Existing areas of unimproved chalk grassland, including some road verges, and any rough, uncultivated land, which may provide opportunities to create additional chalk grassland habitat.
- The landscape setting of rural villages, particularly views to landmark churches and windmills.
- Distinctive vernacular farm buildings and historic buildings (built from an eclectic mix of traditional materials).

Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Rolling Open Farmland (AONB area):

Landscape character area	Distinctive character	Inherent sensitivity
Burnham Market - ROF1	Distinctive, neatly organised settlement of Burnham Market is a visitor honeypot with a colourful mix of colour-washed & brick buildings. Straight ditches or hedgerows predominantly demarcate field boundaries. Blocks of deciduous and mixed woodlands occasionally mark field boundaries, breaking up the openness of the landscape. The B1155 runs north-south through the middle of the area and narrow relatively straight country lanes criss-cross the landscape, providing access to the isolated farmsteads and villages. The sense of tranquillity is strong in the area away from the B1155 and Burnham Market.	• The exceptionally diverse mature landscape structure, including belts and copses, woodland, mature trees and intact hedgerows is vulnerable to change • The landscape setting of Burnham Market and other smaller settlements, which is a gateway for visitors to the area • Striking built character and layout of Burnham Market • Distinctive combinations of traditional building materials within small village settlements • Barrow Common - an elevated area of acid grassland heath (with open access) from which there are spectacular views to the coast

Landscape character area	Distinctive character	Inherent sensitivity
Ringstead Downs - ROF2	The northern boundary of the area encloses the woodland plantations around Hunstanton Hall. This designed parkland is crossed by strips of linear mixed woodlands and plantations with irregular edges. Elsewhere there are few dwellings or farmsteads outside Ringstead, Hunstanton or associated with Hunstanton Hall. The large area of unimproved chalk grassland at Ringstead Downs Nature Reserve provides diversity and an area of ecological value within the landscape. Other than the main A149 coastal road which runs along the eastern edge of the area, roads and communications are infrequent, with a few minor roads and tracks providing access, particularly to Hunstanton Hall and Park. Linear woodlands, plantations and hedgerows contribute a sense of enclosure and intimacy and limit long distance views. Throughout the area there is a strong sense of tranquillity away from the urban edges and the A149 road corridor.	• Woodlands, linear shelterbelts and hedgerows which contribute an unusual sense of enclosure and intimacy within an otherwise open farmland landscape • The historic designed parkland landscapes and woodlands associated with Hunstanton Hall • Extensive areas of unimproved chalk grassland at Ringstead Downs Nature Reserve • The landscape setting of Ringstead
Ringstead - ROF3	Open rolling arable farmland that slopes gently down to the north. There are few strips or areas of woodland to break up the long expansive views across the patchwork of irregular (predominantly arable) fields. Straight, well-maintained hedgerows delineate the field boundaries. Outside Ringstead scattered isolated dwellings and farmsteads dominate settlement character. These are accessed by the straight narrow country lanes that criss-cross the fields. A few footpaths and tracks including the Norfolk Coast Path also dissect the fields in straight lines, often following field boundaries. There is a strong sense of isolation and tranquillity throughout the character area	• Long views across open farmland – this is a relatively undeveloped rural landscape with little scope for mitigating impacts of built development or tall structures • Views from the Norfolk Coast Path are particularly important • The remnant blocks of woodland and shelterbelts are critically important landscape elements within an otherwise open arable landscape • The network of hedgerows which defines the structure of the landscape – demarcating field and road boundaries – is important both visually and as an ecological network • Remnant areas of chalk grassland are of high ecological value

Landscape character area	Distinctive character	Inherent sensitivity
Burnham Thorpe and the Creakes - ROF4	The area is divided by the shallow clear chalk stream of the River Burn (Small Valley 3), which runs south to north between the surrounding low lying hills. Within the main valley, the linear ribbon settlement of Burnham Thorpe has vernacular buildings faced with flint and chalk. Outside the settlements, farmsteads with walls faced with flint and chalk are also found near to the river. Hedges with hedgerow trees delineate these fields. To the north of Burnham Thorpe, deciduous plantations break up the patchwork of arable fields. There are often open views from the sloping valley sides overlooking the winding River Burn and to the landmark church tower in Burnham Thorpe. The area away from the valley floor around the villages and the B1355 has a strong sense of tranquillity.	• Patches of plantation woodland and the mosaic of regular small-scale fields provide a wooded backdrop for local views • The landscape setting for Burnham Thorpe, which is prominent in views from the valley side slopes • The distinctive vernacular farm buildings and historic village buildings within Burnham Thorpe • Rural character and strong sense of tranquillity
Sedgeford - ROF5	Characterised by steep valley sides surrounding the valley of Heacham River leading up to flat plateaux with large arable fields. Sedgeford lies at the centre of the area forming a linear ribbon development centred along the B1454. The village has a church with a tower in the oldest part of the village surrounded by vernacular style buildings. Scattered farmsteads and cottages in the vernacular style line the rural roads. The majority of the landscape outside the villages is characterised by large arable fields with low flailed or trimmed gappy hedgerows. Due to the low and fragmented hedgerows and openness of the landscape the views within the area are open and panoramic framed by the topography of the land. A key view point in the area is the Water Tower east of Sedgeford. Away from the B1454 the area has a relatively strong sense of isolation and tranquillity	• The small-scale fields, woodlands and hedgerows which form a relatively small-scale, interconnected network on the upper slopes of the Heacham Valley (Small valley 2) establish the overall structure of the valley landscape • The landscape setting of Sedgeford, particularly the gateways to the village along the rural roads and views to the church tower

Landscape character area	Distinctive character	Inherent sensitivity
Egmere & East Wells - ROF6	Low settlement density – only rural hamlets, farmstead and some isolated groups of farm cottages. Rectilinear road network. More undulating landform than elsewhere in the type and the network of hedgerow field boundaries is particularly intact	• Relatively open farmland, with long rural views • The network of intact hedgerows is a key environmental asset
Wells-next-the-Sea - ROF7	Area is centred on the town and coastal port of Wells, which has a distinctive ‘older non-industrial’ feel to its layout, with layers of settlement radiating in a compact manner from the central hub of the town. The town and harbour has a distinctive, dramatic and undeveloped coastal landscape setting.	• The highly distinctive landscape setting of Wells, which is sited within a very undeveloped and rural coastal location, including views to the village from approach roads and the surrounding countryside • Distinctive built character and layout of Wells, including the many characteristic mature trees and open spaces within the compact urban area

THE HISTORIC LANDSCAPE PATTERN IS EASILY LOST



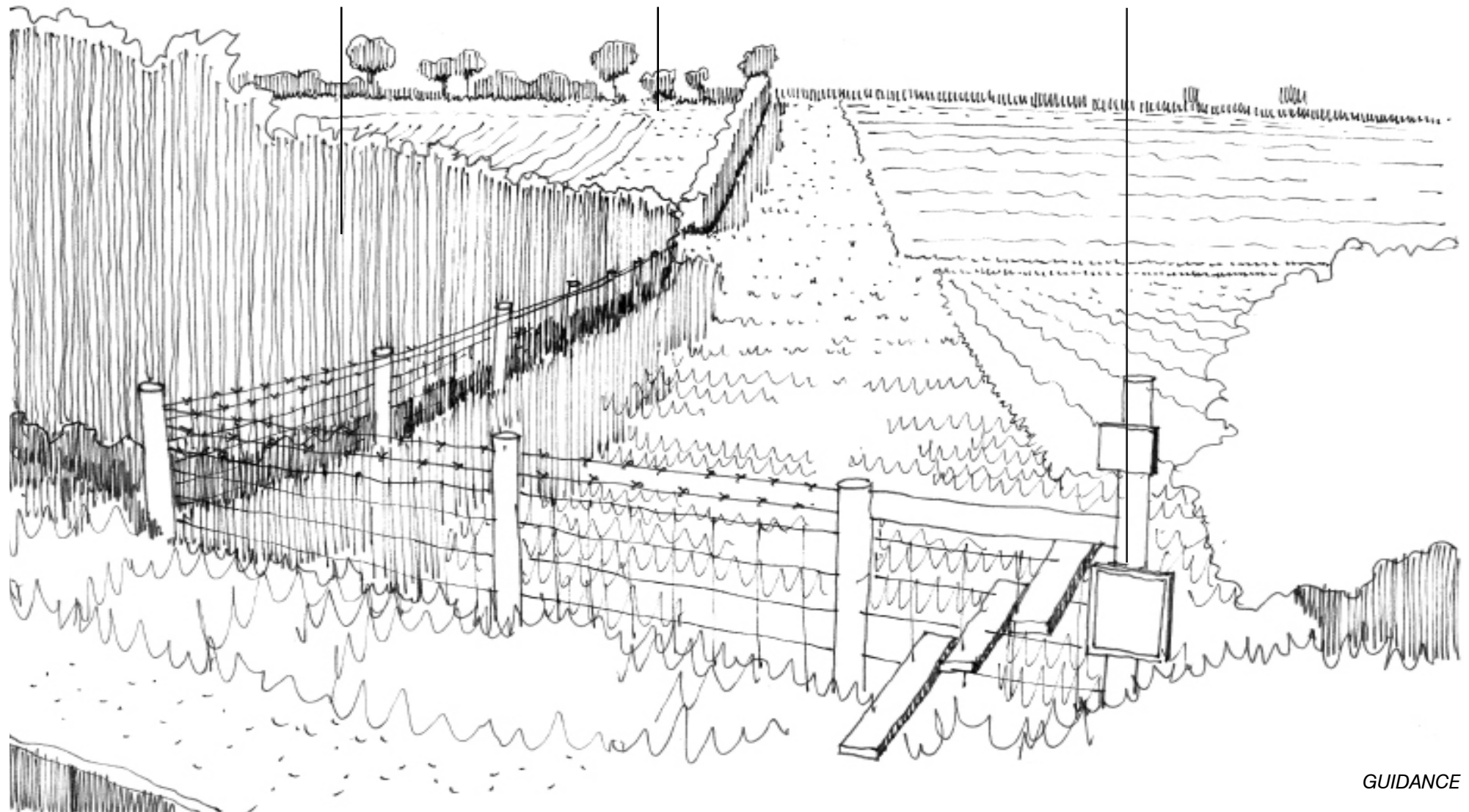
Key forces for change

- Potential farm diversification, resulting in conversion of agricultural buildings to houses and recreational facilities
- Potential loss of mature hedgerow field boundaries as a result of agricultural intensification
- Pressure for development of second or holiday homes
- Small-scale development within villages, which may be out of character with existing settlement pattern
- Increased pressure on rural roads as a result of increased second home ownership, and increased tourist activity along the North Norfolk Coast
- Car parking in Burnham Market and associated pressures
- Exception sites for low cost housing
- Minor changes to rural roads on the approaches to villages and towns – widening, sight-lines etc

*Reintroduce native
hedgerows*

*Create and maintain native
meadow margins*

*Encourage public access
and interpretation*



GUIDANCE

20 year vision

enhance and create

Long open views across rolling farmland are structured by Scot's pine shelterbelts and extensive woodlands linked by a restored network of hedgerows. Groups of buildings are sheltered by copses and often 'balanced' by small pastures. The core chalk grassland sites at Ringstead Downs are extended with new areas of reversion from arable land to chalk grassland. The verges of roads and tracks include distinctive patches of chalk grassland wherever they cross areas underlain by Chalk.



Integrated landscape guidance

1 Conserve the typical long open views – this is a relatively undeveloped rural landscape with little scope for mitigating impacts of built development or tall structures

- Give priority to the identification and conservation of views from the Peddar's Way and Norfolk Coast Path National Trail and the network of rural roads, which provide the majority of public viewing points.
- Conserve the characteristic smooth skylines and ensure any necessary development is well integrated with appropriate large scale planting.
- Ensure the sensitive location of necessary development involving tall structures (such as telecommunications masts and wind turbines for example) both within the Rolling Open Farmland and adjacent areas.

2 Conserve and enhance the character, quality and connectivity of the mature structuring elements within the landscape type as a whole – the pattern of hedgerows, Scots Pine shelterbelts and dispersed blocks of woodland

- Conserve all existing shelterbelts and woodlands, aiming to extend and improve their visual/ecological structure by new planting (to maintain the typical age structure) and by the creating of buffer zones of semi-natural habitat along the margins of the woodland/shelterbelt edge.
- Design new woodland or shelterbelt planting to create or enhance connections with the existing matrix of woodlands and hedgerows.
- Aim to increase the diversity of landscape elements and habitats within the landscape – take opportunities to create new woodlands, hedgerows and shelterbelts.
- Manage and where possible replant hedgerows to maintain the scale and pattern of the landscape and enhance ecological connectivity.
- Replace mature specimen hedgerow trees (with locally appropriate species) so that they are conserved as positive local landscape features.

3 Conserve, enhance and extend areas of existing semi-natural habitat

- Create and enhance chalk grassland in and around Ringstead Downs SSSI (core area) - extend the habitats, with reversion from arable land.
- Create and enhance acid grassland and heath at Barrow Common, encouraging reversion to heathland from farmland in surrounding areas.

¹ See: <http://www.rspb.org.uk/countryside/farming/advice/farmhabitats/margins/index.asp>

Integrated landscape guidance (continued)

4 Manage arable farmland to enhance its biodiversity value

- Establish arable field margins as potential nest sites for ground nesting birds and habitats for small mammals. ¹
- Manage arable farmland as habitat for game birds.

5 Ensure that any new appropriate village development responds to historic settlement pattern and is well integrated into the surrounding landscape.

- Conserve the landscape setting of all rural villages, giving particular priority to gateway views on the approaches to villages and to views from rights of way.
- Conserve the characteristic layout of village settlements – each one is different, but infilling open spaces should be avoided and the specific balance of built form and open space merits conservation.
- Promote the use of local traditional building materials appropriate to local landscape and settlement character, taking account of the distinctive mix of buildings materials and styles typically used in each village.
- Retain mature trees within and on fringes of villages.

6 Conserve the rural character of farm buildings, which are often exceptionally prominent in the wider farmland landscape.

- Avoid the introduction of suburban features, including gardens, fencing, lighting and entrance driveways, which can cumulatively alter the rural character of the landscape.
- New farm buildings or conversions require exceptionally high standards of siting and design – large scale woodland, shelterbelt and hedgerow planting may be required to integrate structures within the surrounding landscape.

7 Conserve and enhance the character and quality of the network of rural roads

- Give priority to the conservation of the hedgerows and hedgerow trees which line many rural roads, ensuring that these are replaced if there are minor changes to road alignments, for instance as a result of improvements to sightlines or the introduction of passing places.

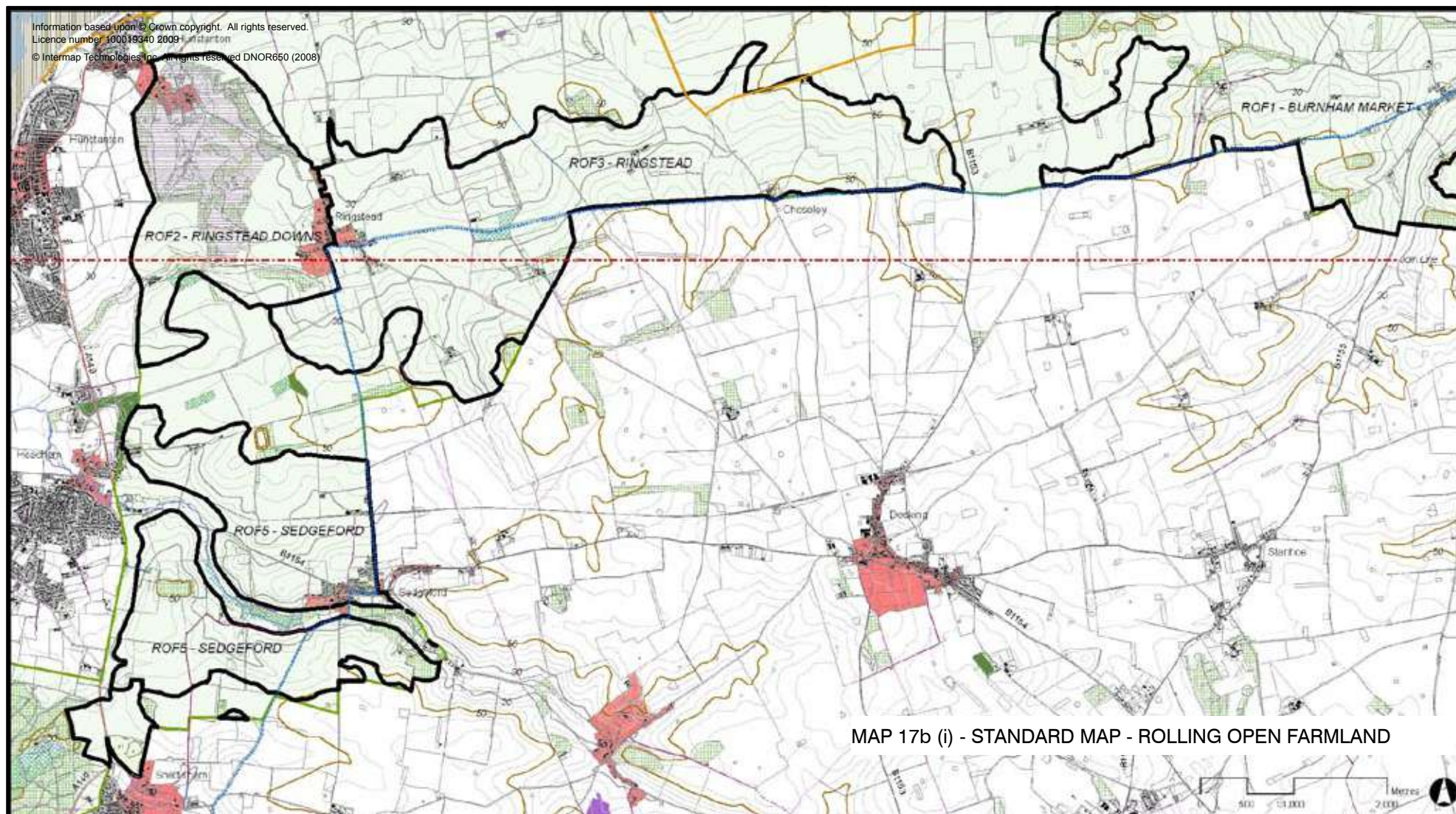
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ²
- **Historic landscapes** - broad historic landscape character types ³ and data from the Historic Environment Record ⁴

² Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

³ Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

⁴ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county



Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

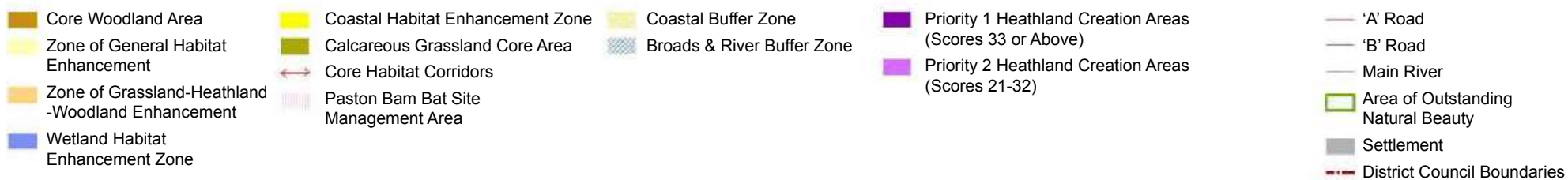
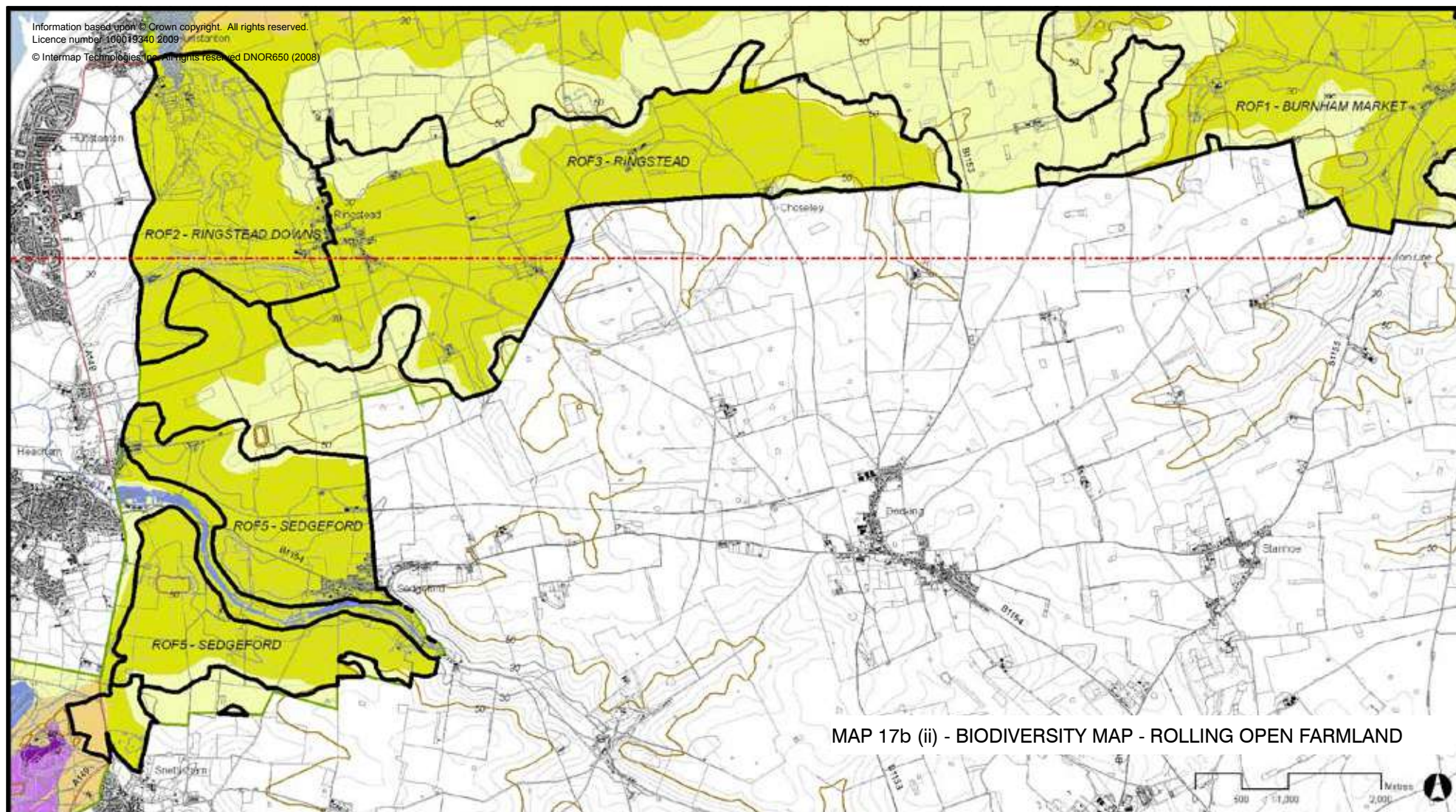
Connections

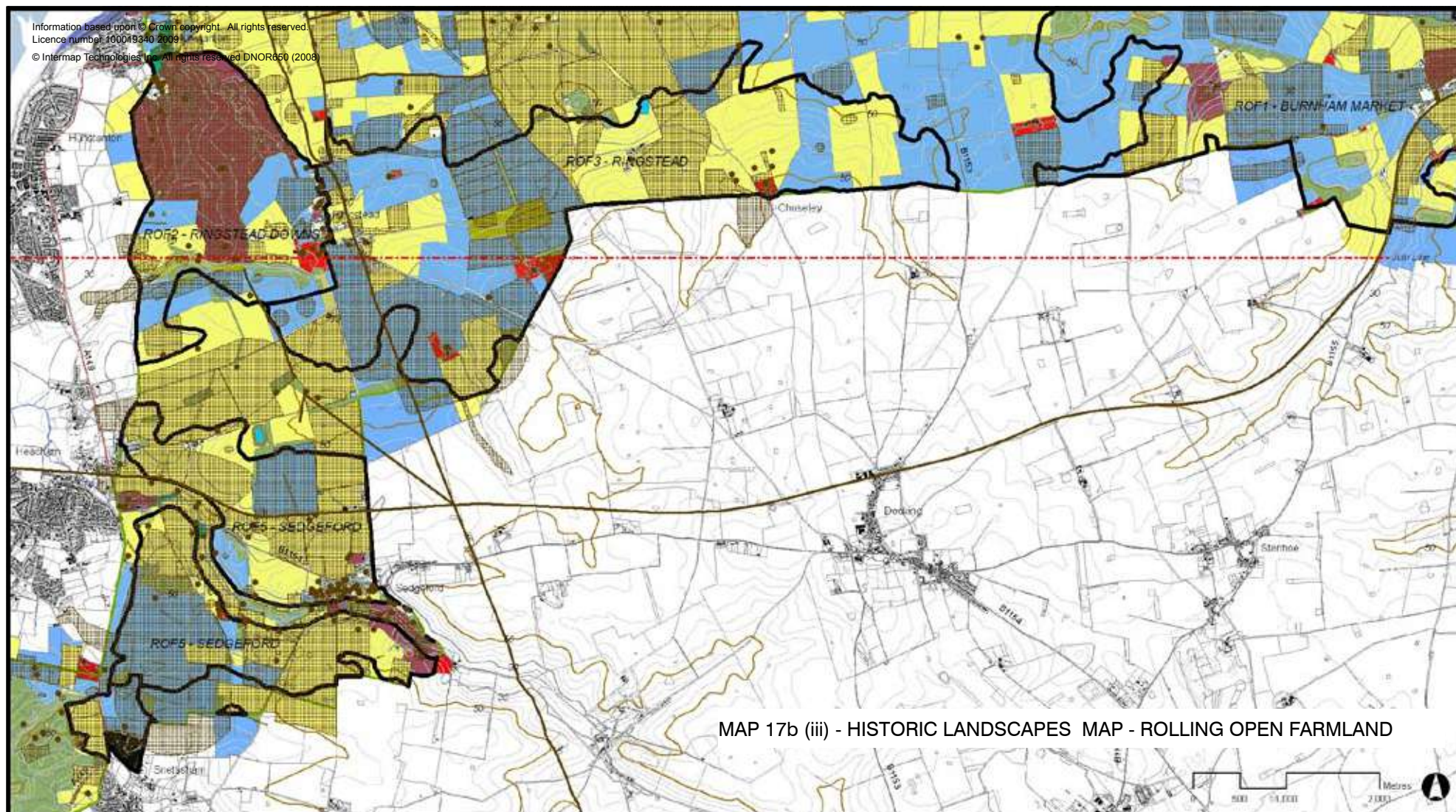
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

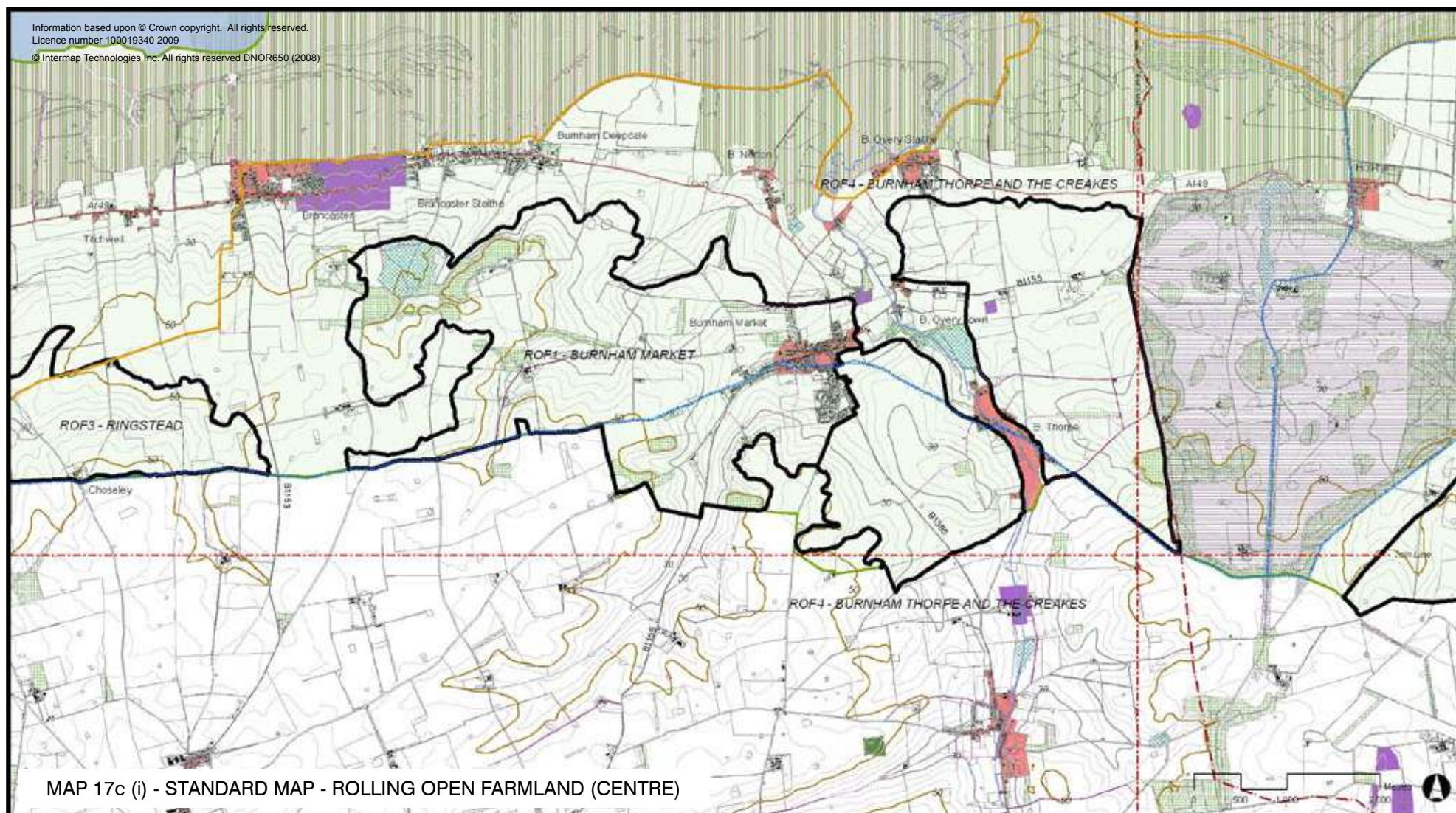
Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries







MAP 17c (i) - STANDARD MAP - ROLLING OPEN FARMLAND (CENTRE)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

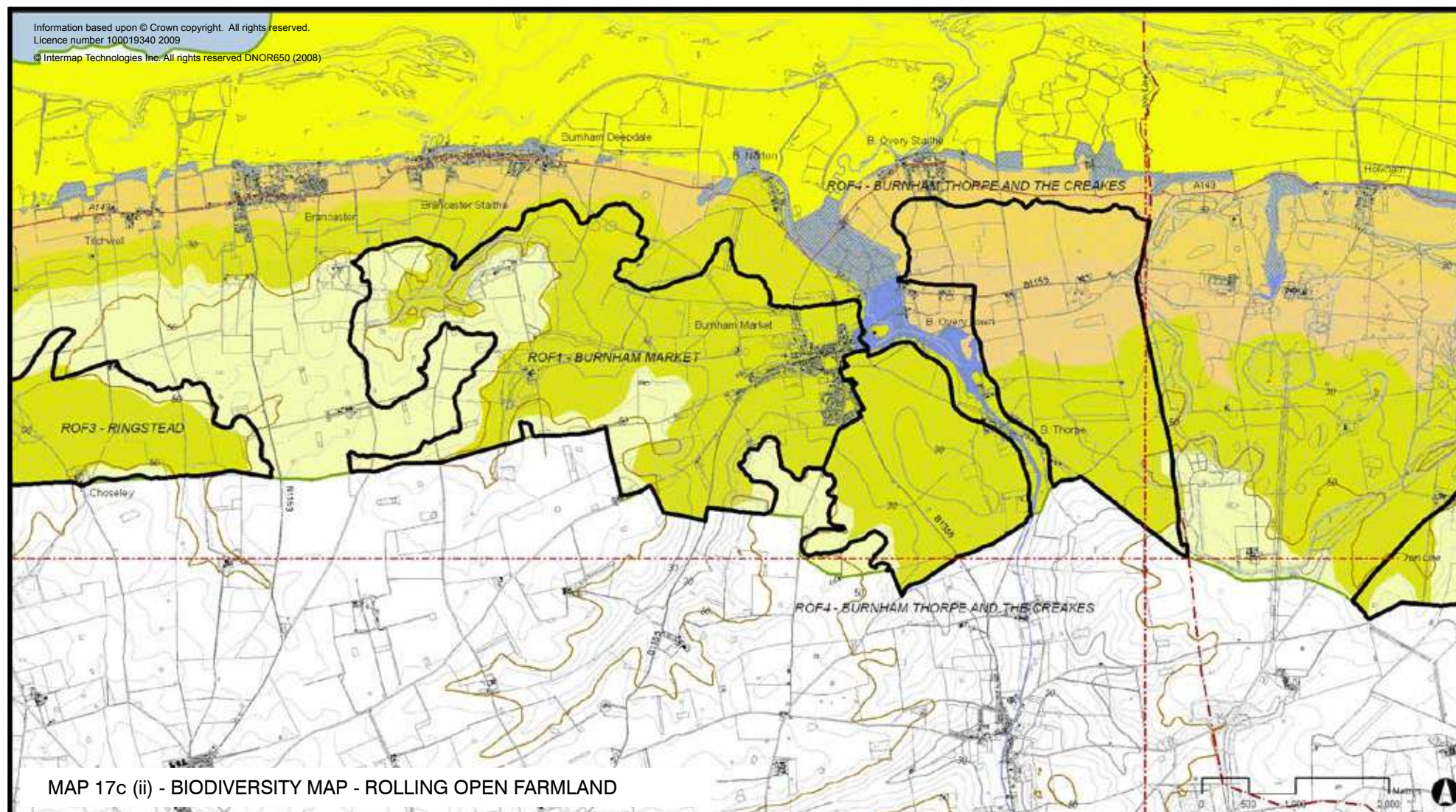
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

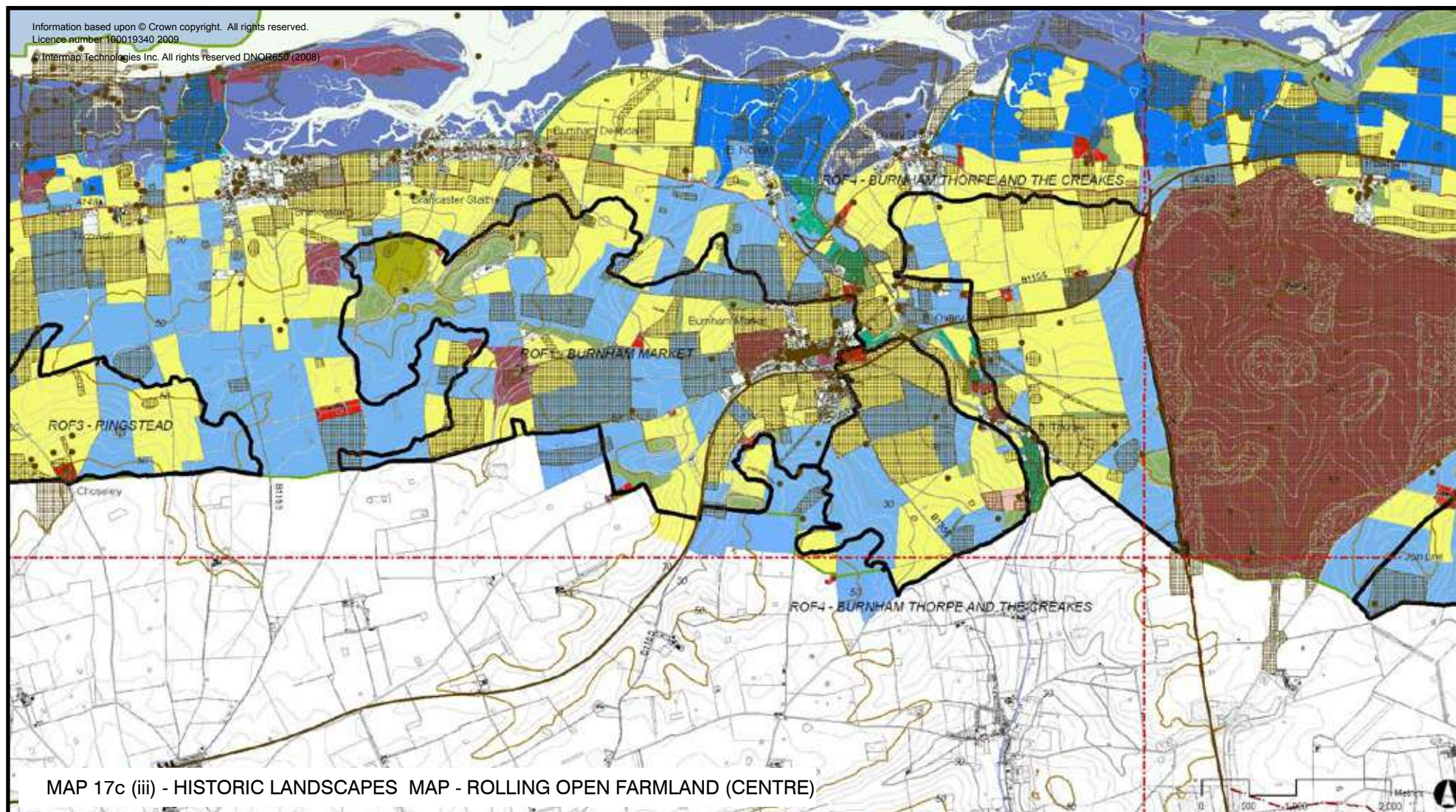
- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

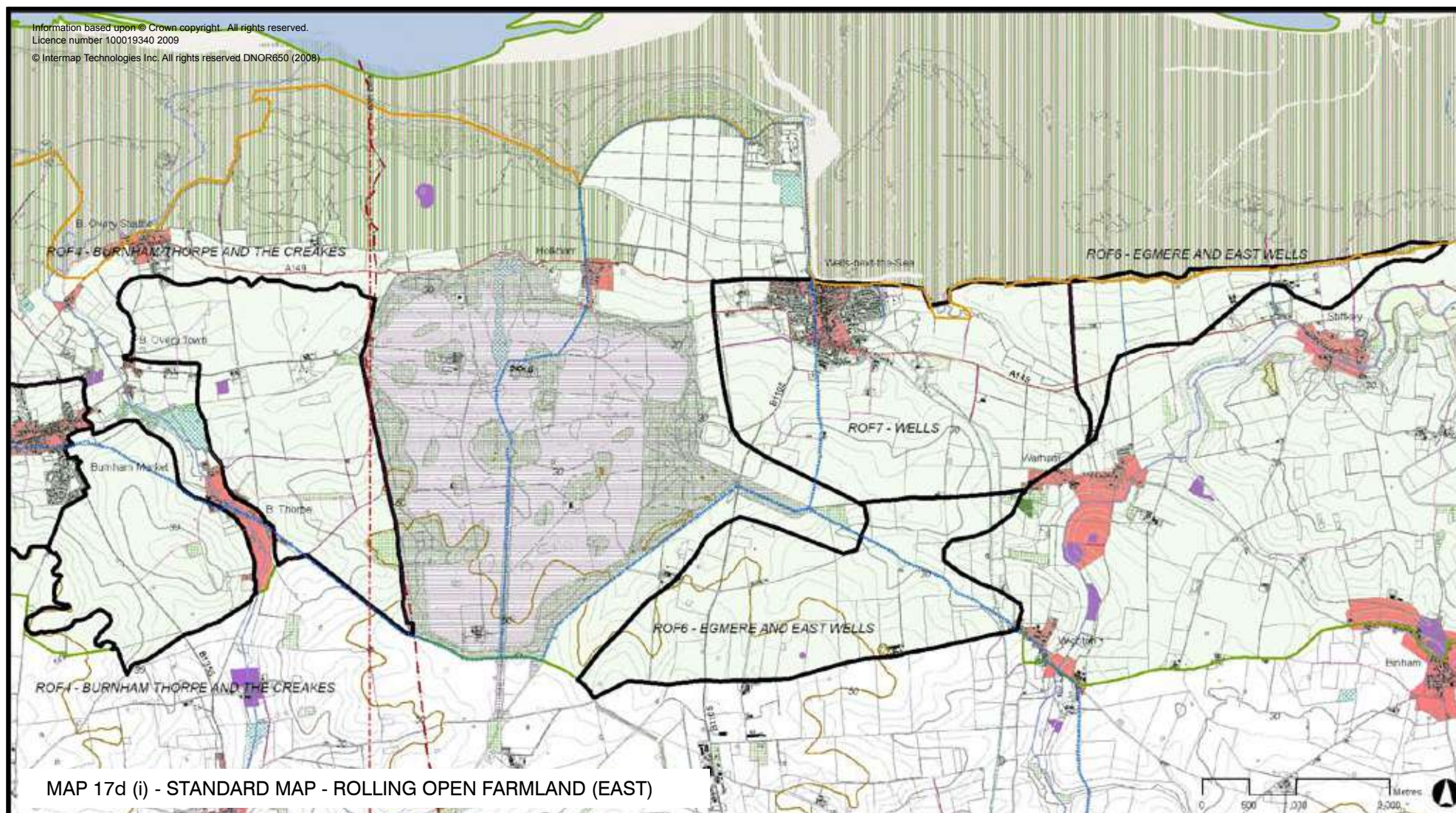


MAP 17c (ii) - BIODIVERSITY MAP - ROLLING OPEN FARMLAND

- | | | |
|--|-------------------------------------|----------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries





MAP 17d (i) - STANDARD MAP - ROLLING OPEN FARMLAND (EAST)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

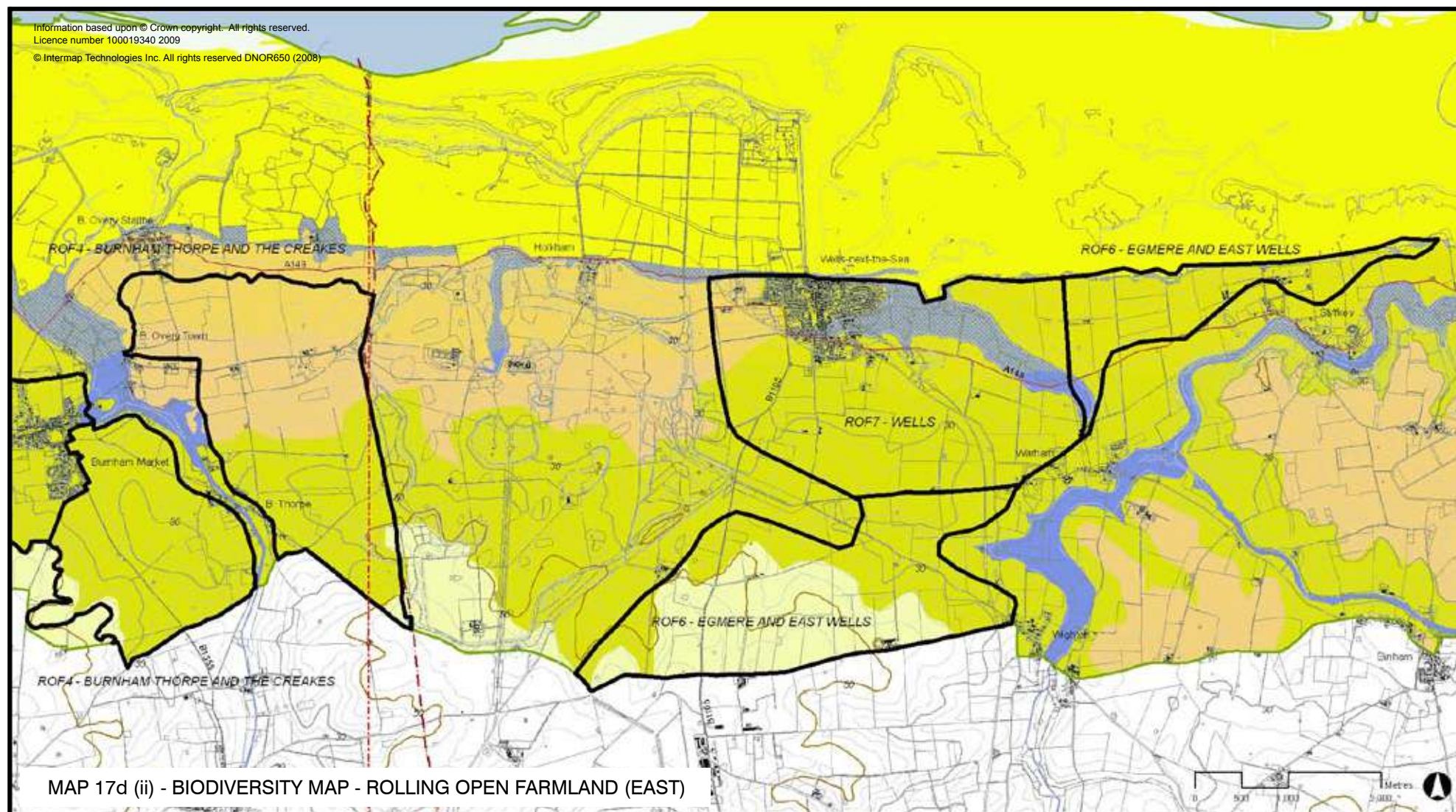
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

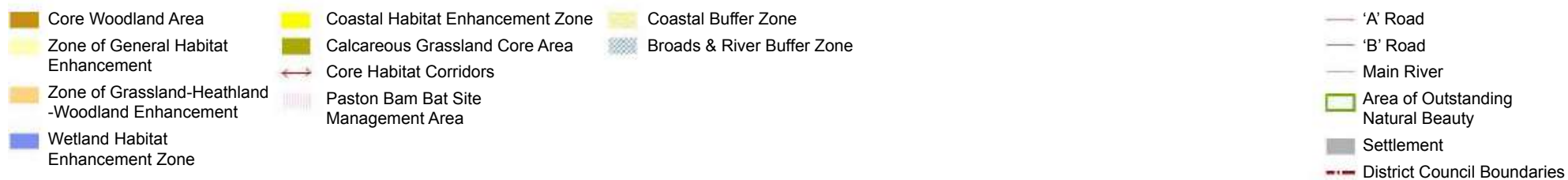
Topography

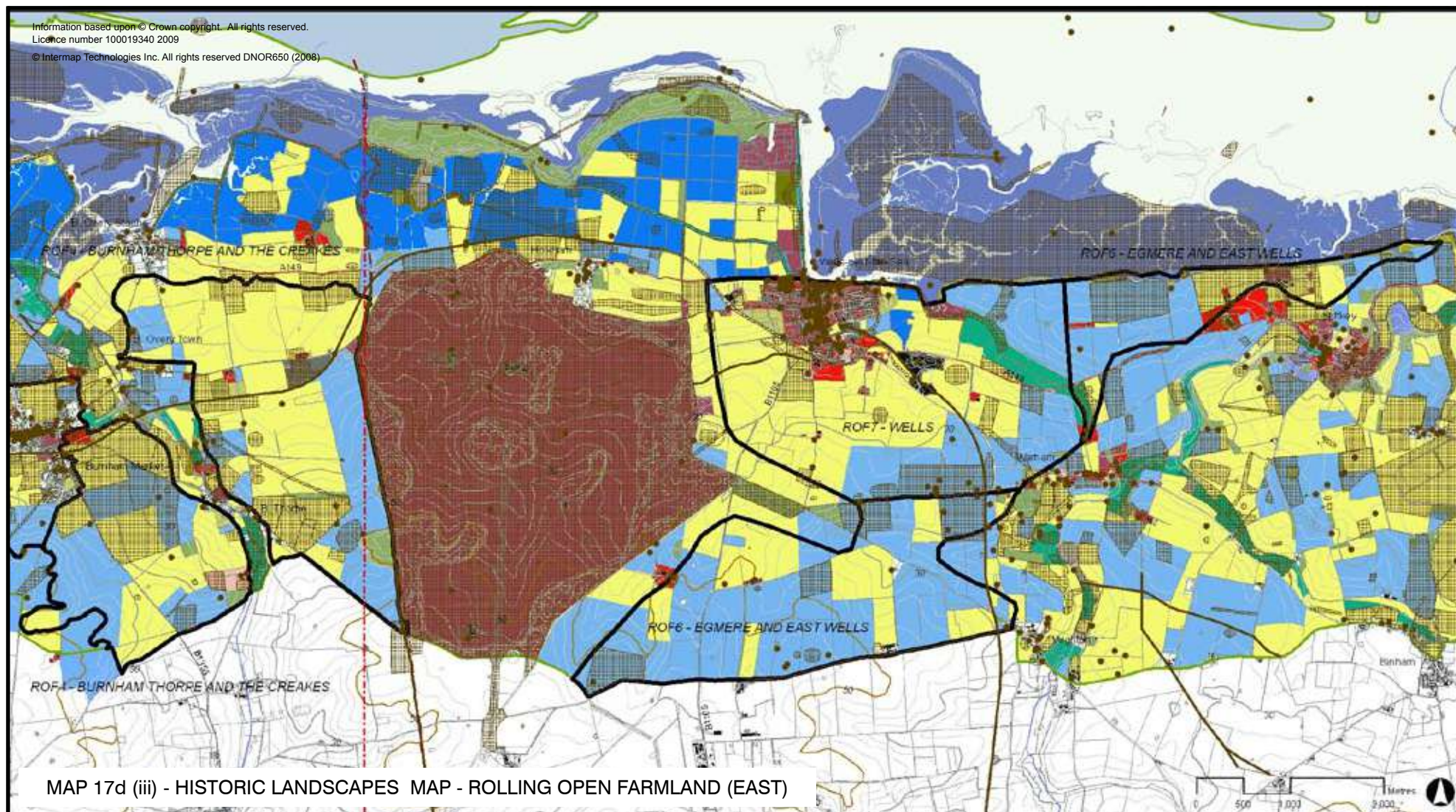
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



MAP 17d (ii) - BIODIVERSITY MAP - ROLLING OPEN FARMLAND (EAST)





MAP 17d (iii) - HISTORIC LANDSCAPES MAP - ROLLING OPEN FARMLAND (EAST)





plateau farmland



Integrated landscape character



MAP 20a - Plateau Farmland Key Plan

The Plateau Farmland is an upland landscape within this area of Norfolk and the transition from the surrounding landscapes is clearly defined by the combination of a change in elevation and a switch to strikingly flat terrain. Views from farmland on the high plateau are often limited by landform, but there are long panoramic views from the plateau edges across the Coastal Slopes to the north and west. The Plateau is underlain by Chalk, but the typical smooth Chalk landform is complicated by layers of glacial Boulder Clay, which overlie parts of the Chalk and form a series of rounded summits on the eastward sloping Chalk dip-slope.

Little evidence of ancient settlement remains today, although the Peddars Way long distance footpath follows the route of a Roman Road. This has long been an agricultural landscape and the open fields and fold course systems (dominated by sheep and cereals, especially barley) persisted until Parliamentary Enclosure in the late 18th century, when the straight hedgerows that characterise the landscape today were first planted.

This is an open, exposed agricultural landscape. Intensively farmed arable fields are sometimes unenclosed, but often bordered by low hedgerows. The older hedgerows aligning roads often contain mature hedgerow trees. These hedgerows tend to be relatively tall and dense and may channel views along the roads, restricting wider views across the plateau. Drainage ditches are also a key characteristic and frequently form the only boundary between rural roads and open fields. Scott's pine shelterbelts are prominent linear features in some areas. Points of focus across the plateau are limited but landmarks including village churches and windmills are eye catching elements. Pylons and masts also occur but do not dominate the entire skyline which is predominantly undeveloped and open, with a flat, simple horizon and wide open skies.

There are small villages and hamlets throughout the Plateau Farmland, but none of these occur within the AONB area. However, isolated individual farmsteads and agricultural buildings may be prominent on ridgetop sites. The network of narrow rural lanes cuts across the plateau, but movement is fairly limited and the landscape feels relatively empty and peaceful.

Landscape sensitivity and change

Only a small part of the open, elevated Plateau Farmland occurs within the Norfolk Coast AONB. It has no settlements, but is characterised by long, open views across the adjacent Coastal Slopes. Key environmental assets which are sensitive to change are:

- The network of hedgerows and shelterbelts which encloses the large arable fields and provides an ecologically valuable network of habitats.
- Mature hedgerow trees and the hedgerows along roads and tracks, which are often much older than field hedgerow boundaries.
- Drainage ditches, where these border fields on the plateau.
- Scattered blocks of woodland which are exceptionally prominent (often skyline) features.
- Distinctive vernacular farm buildings.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas found within the Plateau Farmland (AONB area):

Landscape character area	Distinctive character	Inherent sensitivity
Docking - PF1	Gently undulating plateau farmland radiates from the large village of Docking at its centre (which is well to the south of the AONB). Settlement pattern is sparse, consisting of isolated farmsteads and small hamlets forming ribbon development along the roads that cross the area. Farmland comprises generally large, regular shaped fields (separated by low to medium mature hedgerows), interspersed by occasional blocks of woodland and tree belts, which punctuate the skyline. Few tracks and footpaths cross the area other than the Norfolk Coast Path National Trail. A strong sense of tranquillity, isolation and exposure is apparent throughout the open, sparsely populated area. Long distance, panoramic and open views across farmland are characteristic and contribute to the generally large-scale nature of this landscape character area.	• Long distance, panoramic and open views across farmland are characteristic and vulnerable to changes which might have an impact on the local skyline or in the adjacent Coastal Slopes. • The network of hedgerows which border the arable fields and particularly the mature hedgerows and hedgerow trees along rural roads • Individual blocks of woodland (eg on Beacon Hill) and shelterbelts, which are exceptionally prominent features in this open landscape

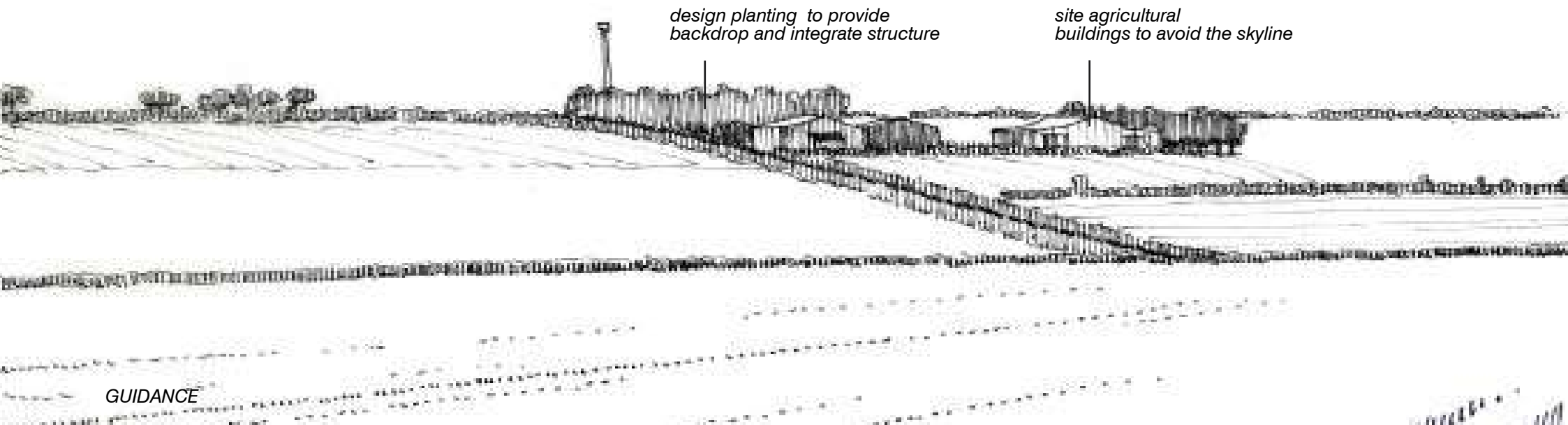
Landscape character area	Distinctive character	Inherent sensitivity
Bircham - PF2	A mixture of gently undulating arable farmland and parkland. Landscape pattern is dominated by a series of relatively large (predominantly arable) fields, with field boundaries demarcated by hedgerows with mature hedgerow trees. The hedgerows are gappy and denuded in places or have been replaced by post and wire fences. There is a relatively strong sense of tranquillity throughout the area and open views across the arable farmland, which contribute to a sense of openness.	• Generally mature landscape structure including belts and copses of (plantation) woodland, mature trees and patches of intact hedgerows. • Wide panoramic views across the farmland and towards landmark churches.

AGRICULTURAL BUILDINGS CAN BE PREDOMINANT AGAINST OPEN SKY



Key forces for change

- Potential farm diversification, resulting in conversion of agricultural buildings to houses and recreational facilities.
- Potential loss of mature hedgerow field boundaries as a result of agricultural intensification or damage by large agricultural machinery.
- Changes to agricultural management – possibly to less intensive agriculture.
- Potential wind turbine developments.
- Increased pressure on rural roads as a result of increased second home ownership, and increased tourist activity along the North Norfolk Coast.



20 year vision

enhance and create

Large scale open farmland with a flat, undeveloped horizon and wide open skies. The skyline is punctuated by new blocks of woodland or shelterbelts and glimpsed farm buildings, which are partially enclosed by groups of trees. The large fields are structured by restored straight hedgerows or reed-fringed ditches bordered by wide arable field margins, providing and linking wildlife habitats. Hedgerow trees alongside rural lanes and trackways provide a more intimate experience



Integrated landscape guidance

- 1 Conserve the typical long open views – this is a relatively undeveloped rural landscape with little scope for mitigating impacts of built development or tall structures**
 - Conserve open views across the sea, marshes and adjacent Coastal Slopes.
 - Give priority to the identification and conservation of views from the Naional Trail and the network of rural roads, which provide the majority of public viewing points.
 - Conserve the characteristic smooth skylines, by ensuring any new development is well integrated with appropriate large scale planting.
 - Ensure the sensitive location of necessary development involving tall structures (such as telecommunications masts and wind turbines) in relation to prominent skyline locations both within the character area and within adjacent character areas.
- 2 Conserve and enhance the character, quality and connectivity of the mature structuring elements within the landscape type as a whole – the pattern of hedgerows, drainage ditches, Scots pine shelterbelts and dispersed blocks of woodland**
 - Conserve all existing shelterbelts and woodlands, aiming to extend and improve their visual/ecological structure by new planting (to maintain the typical age structure) and by the creating of buffer zones of semi-natural habitat along the margins of the woodland/shelterbelt edge.
 - Design new woodland or shelterbelt planting to create or enhance connections with the existing matrix of existing woodlands and hedgerows.
 - Conserve drainage ditches (which are often reed-lined with grassy banks), as landscape features and wildlife corridors.
 - Aim to increase the diversity of landscape elements and habitats within the landscape – take opportunities to create new woodlands, hedgerows and shelterbelts when integrating necessary new development.
 - Manage and where possible replant hedgerows to maintain the scale and pattern of the landscape and enhance ecological connectivity.
 - Replace mature specimen hedgerow trees (with native local species) so that they are conserved as positive local landscape features.

Integrated landscape guidance (continued)

- 3 Manage arable farmland to enhance its biodiversity value.**
 - Establish arable field margins as potential nest sites for ground nesting birds and habitats for small mammals and invertebrates.¹
 - Manage arable farmland as habitat for game birds.
- 4 Conserve the rural character of farm buildings, which are often exceptionally prominent in the wider farmland landscape.**
 - Avoid the introduction of suburban features, including gardens, fencing, lighting and entrance driveways, which can cumulatively alter the rural character of the landscape.
 - New farm buildings or conversions require exceptionally high standards of siting and design – large scale woodland, shelterbelt and hedgerow planting may be required to integrate these structures into the surrounding landscape.
- 5 Conserve and enhance the character and quality of the network of rural roads**
 - Give priority to the conservation of the hedgerows and hedgerow trees which line many rural roads, ensuring that these are replaced if there are minor changes to road alignments, for instance as a result of improvements to sightlines or the introduction of passing places.

¹ See: <http://www.rspb.org.uk/countryside/farming/advice/farmhabitats/margins/index.asp>

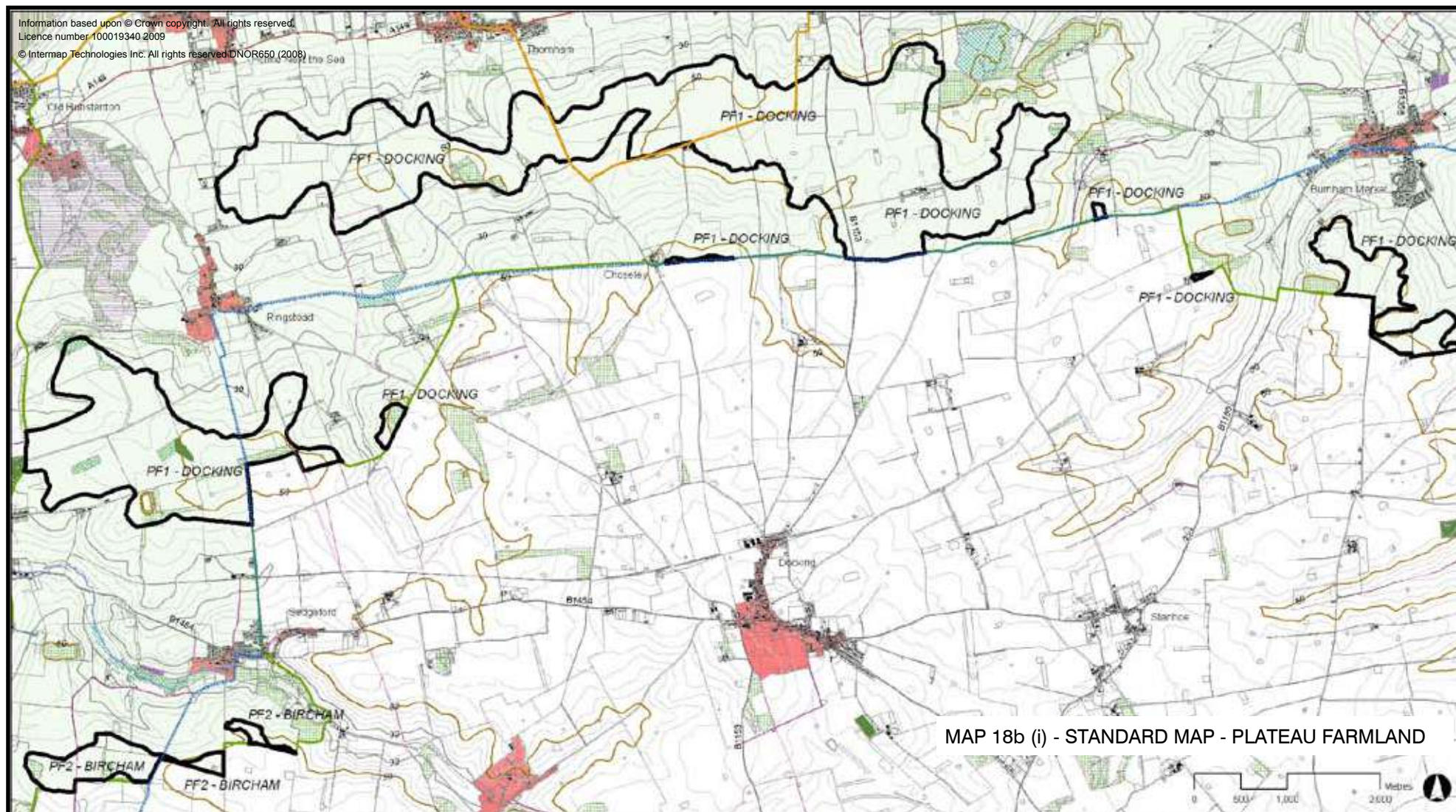
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ²
- **Historic landscapes** - broad historic landscape character types ³ and data from the Historic Environment Record ⁴

² Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

³ Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

⁴ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county



MAP 18b (i) - STANDARD MAP - PLATEAU FARMLAND

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

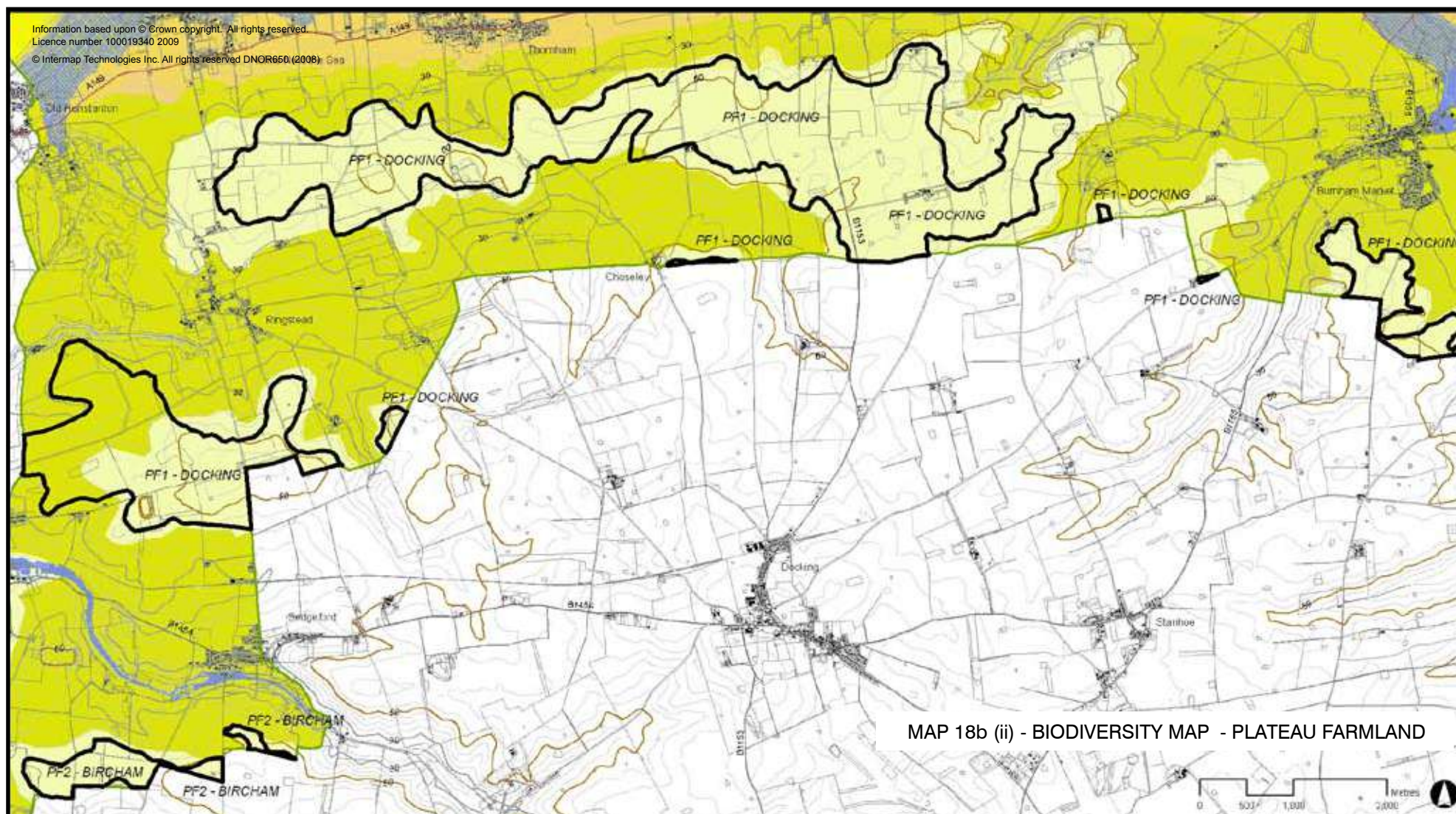
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

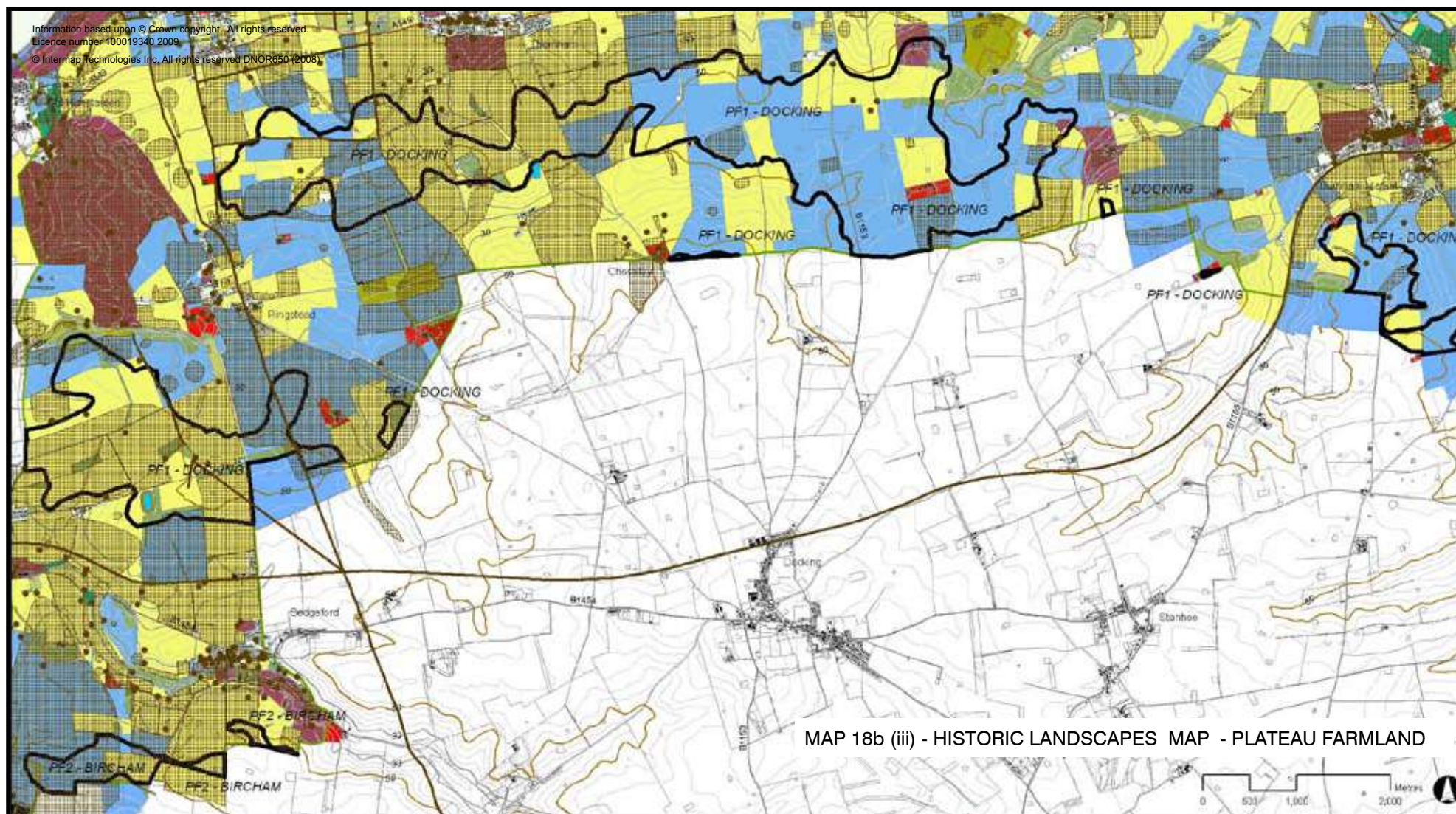
- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



MAP 18b (ii) - BIODIVERSITY MAP - PLATEAU FARMLAND

- | | | |
|--|-------------------------------------|----------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



MAP 18b (iii) - HISTORIC LANDSCAPES MAP - PLATEAU FARMLAND





rolling heath & arable



Integrated landscape character



MAP 19a - Landscape Character Type - Rolling Heath and Arable

The Rolling Heath and Arable landscape type has developed on a ridge of terminal moraine which extends from the Cromer Ridge to the Blakeney Esker. The underlying Chalk bedrock is completely smothered by this dramatic ridge of glacial deposits, which results from the meeting of two glacial lobes during the Anglian Glaciation. The ridge is made up of contorted layers of sands, gravels, clays and chalk, but the heathlands of the Rolling Heath and Arable landscape type have developed where the upper layers are dominated by sandy deposits.

The combination of elevated land, long seaward views and a mosaic of heathland landscapes makes this one of the 'feature' landscapes of the AONB. The heathy ridge abuts the coast, ending in sandy cliffs so there is a strong, immediate juxtaposition between heathland slopes and sea. This contrasts with the coastline to the west, where the hills and sea are typically separated by a vast extent of open marsh. The light sandy soils and long views across adjacent lowlands would have been attractive to early settlers and Kelling Heath is one of the richest known early Mesolithic sites, with scattered flintwork found over an extensive area. Settlement on the heaths continued through the Neolithic and Bronze Age. A group of over 30 early Bronze Age barrows has survived on the uncultivated heathlands of Salthouse and Kelling and there is evidence that some may have Neolithic origins.

Heathland has developed on light sandy soils, which dry out rapidly. On higher land the soils become pure sandy gravels which have long been marginal for agriculture. The majority of the heaths were common land, used for a wide variety of purposes. Wood, furze and turf were cut for fuel; clay, sand, gravel and local stone were used as building materials and the foldcourse system of managing sheep required common grazing, especially on the heaths. During the 18th and 19th centuries, extensive heathlands were enclosed, reclaimed and converted to arable land. This practice would have been most successful in areas where the glacial sand and gravel deposits were relatively shallow so that marl pits could be dug and the chalky material spread on the fields. The soils of the core heathlands (such as Kelling Heath) would have been too acidic to reclaim for agriculture and it is likely that the heathlands have persisted here for generations¹. They are remnants of an ancient landscape, probably little altered since the Bronze Age?

Here a varied mosaic of heath, scrub, light woodland and acid grassland has developed. The heathland and areas of acid grassland are of exceptionally high biodiversity value - the Rolling Heath and Arable Landscape Type has the most extensive stretches of heathland found outside the Brecks and all of the heathland areas are nationally or locally designated sites. Woodland is found in the wetter hollows and on the crests of hills. It is generally the result of

¹ Tom Williamson, *Heaths and Wood Pastures: aspects of the landscape history of Norfolk Heathland*. UEA, 2006

Integrated landscape character (continued)

natural regeneration from heathland and the diverse, subtle range of variation in habitat type and scale is of high ecological value. The areas of woodland tend to break up the heathland into smaller discrete blocks and make the area feel much larger than it actually is. On flatter land, small arable fields are bounded by banks and low spare, gappy hedges. Some of the hedges are sculpted by the wind and are significant features in the wider landscape. There are occasional older tree assemblages, older field boundaries (with multi-species hedges), coppiced woodland, veteran trees and ponds. The intimacy of the rolling small hillocks and slopes of Muckleborough Hill and the Kelling and Salthouse Heaths is strangely contrasted with the long views out from within these areas over the sea and along the coast in either direction. Settlement is compact and densely clustered at Salthouse, Blakeney and Cley. The settlements have a strong core of vernacular buildings, each with a prominent church. Beyond the historic core, post-war development bears no resemblance to the character and layout of the original settlement. There are few farmsteads or other buildings outside the settlements.

Landscape sensitivity and change

The whole of the Rolling Arable & Heathland landscape type is within the Norfolk Coast AONB. It is a highly distinctive and sensitive landscape, of exceptional visual and ecological value. Key environmental assets which are sensitive to change are:

- The diverse mosaic of heathland landscapes, which include open heathland, acid grassland, light woodland and heathland scrub, which are ecologically valuable.
- Long views to the coast – the juxtaposition of heathland and sea – with sandy cliffs abutting the coastal marshes – is in contrast to the extensive flat farmland and marshland landscapes which characterise the shoreline to the west.
- Individual distinctive mature landscape features – including wind-sculpted hedges, mature clumps of trees (particularly on hill tops), older field boundaries (with multi-species hedges), coppiced woodland, veteran trees and ponds.
- Wild, undeveloped character – virtually no development outside the clustered settlements of Salthouse, Cley & Blakeney.
- The vernacular historic buildings and layout of the clustered settlements.
- Sites which are of national importance for geology and geomorphology, including Kelling Heath, a nationally important example of relict glacial outwash plain, including ice-contact slopes and dry valleys.



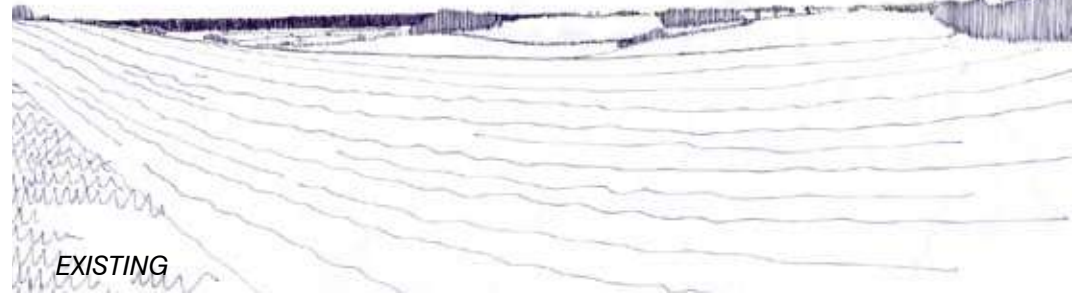
Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the two distinctive landscape character areas found within the Rolling Heathland & Arable landscape type:

Landscape character area	Distinctive character	Inherent sensitivity
Blakeney - RHA1	Gradually sloping landform, rather than the scarp slopes of terminal moraine in other parts of the type. Blakeney Esker is a ribbon of gravely soil ridge, forming an interrupted heathy line diagonally across the area (designated as SSSI for geology, part of which is also a Local Nature Reserve). Lower presence of heathland & woodland than in other parts of the type. A larger area of woodland associated with Bayfield Hall, but this is distinct from the more 'heathy' woods over the majority of the type because it is more mature. Area around Wiveton Downs has strong traditional character Significant erosion has taken place where the esker has been quarried in the past Blakeney village is a relatively large settlement with a clustered, nucleated structure.	• Heathland ridge associated with the esker – landform, geology and heathland ecology • Wild character of the heathland mosaic. Sense of semi-remoteness • Undeveloped character (outside clustered settlements) • Long coastal views • Mature woodland and trees of Bayfield Hall • Distinctive vernacular character & mature tree cover of central core of Blakeney

Landscape character area	Distinctive character	Inherent sensitivity
Salthouse & Kelling - RHA2	Relatively recent forestry on former heaths in southern part of the area. Presence of ad hoc horsiculture, a very prominent garden centre, together with some gentrified barn conversions, new railway sheds, telecom masts etc – erodes the otherwise wild character of the area	• Parts of the area are very remote and have a wild character – Salthouse & Kelling Heaths • Ecological and visually important heathland landscapes – natural pattern of the heathland mosaic with natural transitions between acid grassland, regenerating woodland and open heath • Long views over heaths and out to sea • Intimate rolling hillocks and hills in Kelling area • Undeveloped character – contributes to wild, remote feel

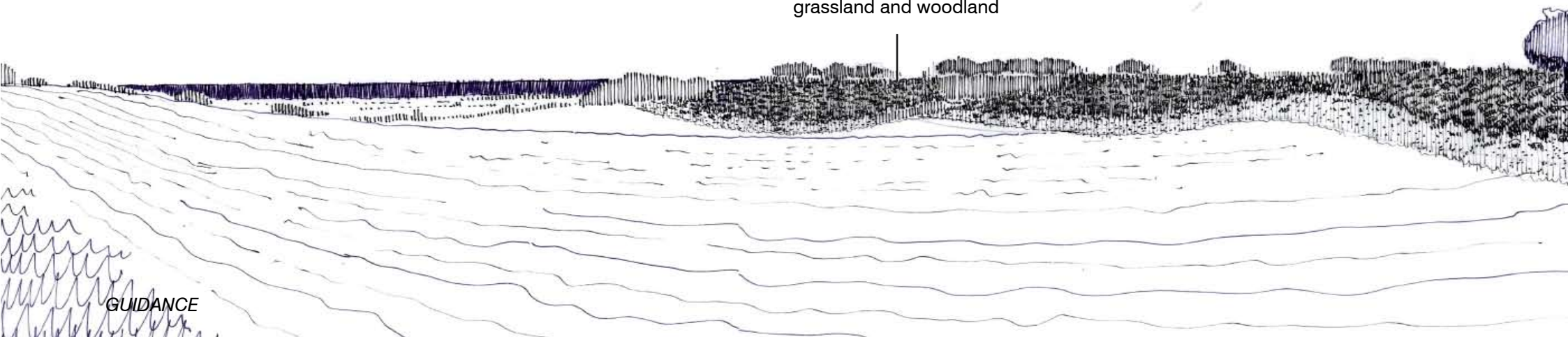
THE VALUABLE MOSAIC OF HEATH/SCRUB/WOODLAND
AND ACID GRASSLAND IS OFTEN LOST TO A LARGER ARABLE FIELDS



Key forces for change

- Changes to the agricultural economy and particularly the introduction of agri-environmental grants, have led to positive changes in landscape character – reinstatement or conservation of hedgerows and woodlands, arable reversion to heath/acid grassland habitats and wide grassed field margins.
- Pressure for extensions to properties, conversion of vernacular buildings and farm buildings, loss of gardens with mature trees, and introduction of new agricultural buildings, all of which tend to erode the undeveloped, wild character of the landscape.
- Homogeneous estate-type development on the fringes of the principal clustered settlements, which undermine the traditional form of settlement and the gateways and views towards them.

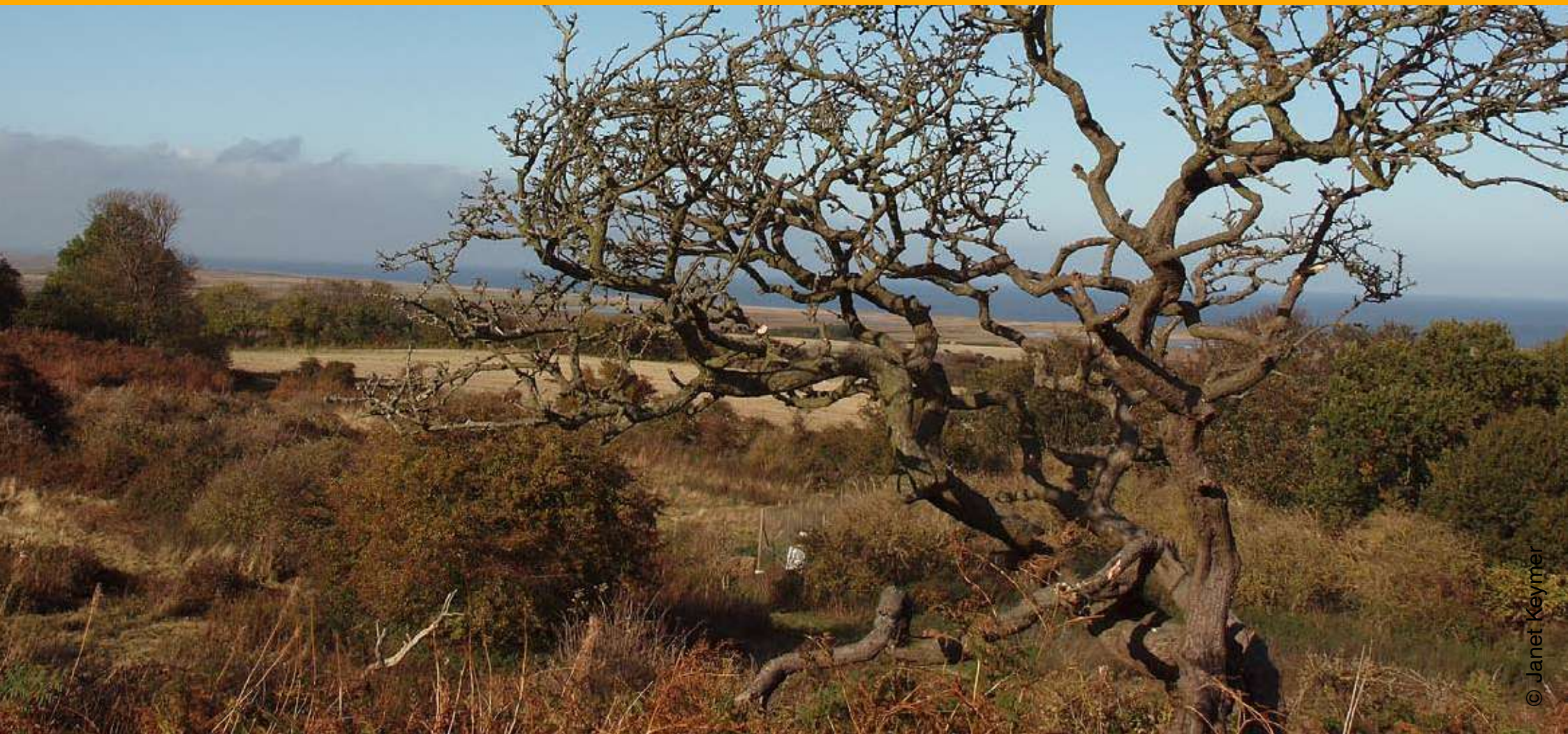
Reintroduce the characteristic mosaic of lowland heath,
grassland and woodland



20 year vision

enhance + create

A natural mosaic of acid grassland, mire and open heath grazed by stock and bordered by areas of regenerating woodland, copses and veteran trees. The heathlands are expanding and existing heaths are surrounded by an inter-connected network of former arable land in various stages of reversion to heathland. The undulating heathy ridge has a wild, remote character with exhilarating seaward views.



© Janet Keymer

Integrated landscape guidance

1 **Conserve the diverse mosaic of heathland landscapes and the balanced natural transitions between them, which are in a constant state of flux**

- Aim to extend the core existing areas of lowland heathland habitat, which is a nationally rare and ecologically important landscape (and a priority BAP habitat).
- The imposition of new cropping regimes or woodland cover could alter the balance between the elements in the heathland mosaic. The aim should be to retain an ecologically rich balance of open heathland, scrub, acid grassland and woodland in an interconnected matrix.
- Aim to achieve a net gain in heathland area through changes in the balance of the landscape mosaic – ie create new heath on arable land, or new woodland on arable land and heath on woodland.
- Woodland is a defining and highly valuable landscape feature within the overall mosaic – because it is valuable in habitat terms and because (from a visual perspective) the woodlands serve to compartmentalise the landscape, making a relatively small heathland area seem bigger than it actually is.
- Proposals for heathland restoration within existing woodland areas should be accompanied by proposals for woodland creation of the same area on other land within the same visual envelope of land (in order to retain the existing but secure the future landscape/ ecological character of the area).
- Minimise conifer plantations – where commercial plantations occur, they should generally be small in scale and on areas adjoining heathland landscapes, so that they do not impinge on the ecologically rich heathland areas, but provide cover for wildlife on heathland margins.
- Establish arable field margins as potential nest sites for ground nesting birds and habitats for small mammals and invertebrates ¹.
- Manage and where possible replant hedgerows to maintain the scale and pattern of the landscape and enhance ecological connectivity.
- Changes of use from arable to intensive ‘horsiculture’, stud farms or other semi-agricultural practices would be contrary to the character of the landscape, difficult to integrate and likely to be jarring features.

¹ See: <http://www.rspb.org.uk/countryside/farming/advice/farmhabitats/margins/index.asp>

Integrated landscape guidance (continued)

2 Conserve the remote, wild character of the heathland areas

- Avoid siting wind turbines on elevated ridgetops, offshore or in adjacent landscape types which are visible in views from elevated heathland landscapes.
- New developments – even of small scale structures, farm buildings or changes to road alignments can cumulatively erode the wild remote qualities of this highly sensitive landscape. Every intervention requires careful visual appraisal and design to ensure that it is integrated within the landscape.
- Roads, tracks and driveways should avoid standard ‘suburban’ highway features such as kerbing, signage, ‘entrance’ pillars, widening and mown verges.
- Avoid ‘tidying up’ and removal of heathy vegetation following landscape intervention or change, for instance in relation to the restoration of gravel workings or the quarried areas on the Blakeney Esker. Remediation should aim to recreate the natural contours and reintroduce the ecological character of the area, allowing reversion to managed heathland so that the wild, natural character of the landscape is reinforced.

3 Conserve the characteristic long, uninterrupted views to the sea, inland and along the coast

- Ensure the sensitive location of development involving tall structures (such as telecommunications masts and wind turbines for example) in relation to prominent skyline locations both within the character area and within adjacent character areas.
- Changes to the use of prominent landscape features or settlements can impinge on views over extensive areas eg built development, quarries, roads, commercial buildings, petrol filling stations etc.
- Avoid gentrification of the few isolated buildings in the wider rural landscape as this has a severely detrimental impact on the wild character of the area.

Integrated landscape guidance (continued)

4 **Conserve the distinctive character and layout of local clustered settlements**

- Ensure any new development is well integrated with appropriate large scale planting, if necessary, taking every opportunity to extend the mosaic of heathland landscapes and features which are characteristic of the area.
- The gateways and approaches to settlements are under particular pressure for change – roads, new development and boundary treatments in these areas should be designed to take account of the view from the road and the 'first impression of the settlement. Avoid suburban-style fencing, ribbon development along the road, dominant signage and wide road carriageways.
- Avoid the introduction of suburban features, including gardens, fencing, lighting, large windows, parking areas and entrance driveways, which can cumulatively alter the rural character of the landscape.
- Retain mature trees within gardens (with Tree Preservation Orders) and conserve the remaining areas of open space within and on the fringes of settlements – avoid cramming necessary development within the existing boundaries of settlements with consequent loss of trees and open spaces which contribute to the character of the settlement (and its integration within the countryside in views from afar).
- Consider further expansion on suitable sites which may be outside settlement boundaries, utilising the best adjacent characteristics of the built and rural landscape to inform the character of the new development. Such development could also enhance or reinforce those areas of villages which have degraded character.
- Consider the impact of new development in views from the surrounding (particularly elevated) rural views.
- New farm buildings or conversions require exceptionally high standards of siting and design – large scale native woodland and hedgerow planting, with organic, natural edges, may be required to integrated into the surrounding landscape.

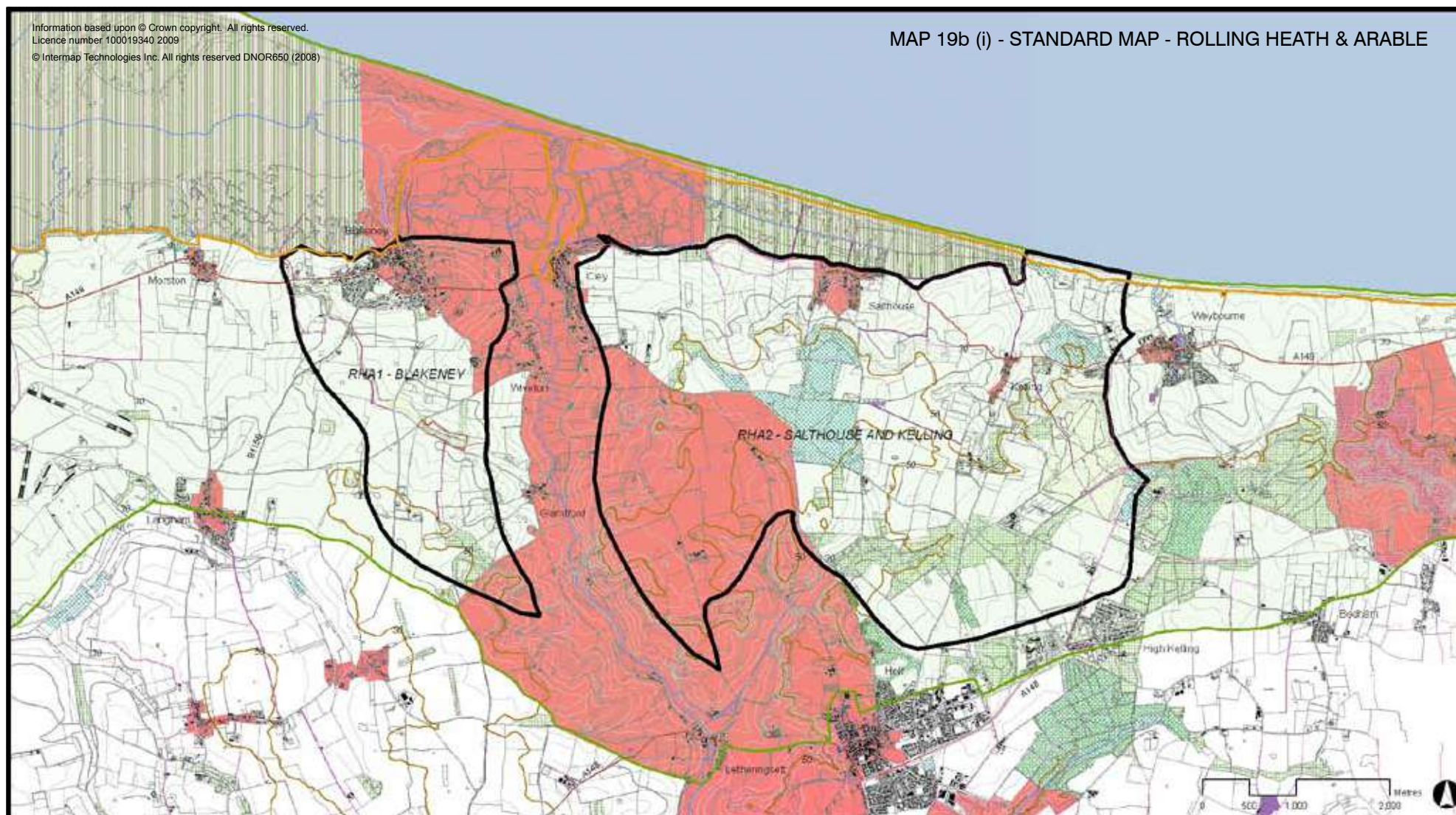
Detailed maps

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Statutory Designations

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- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

Connections

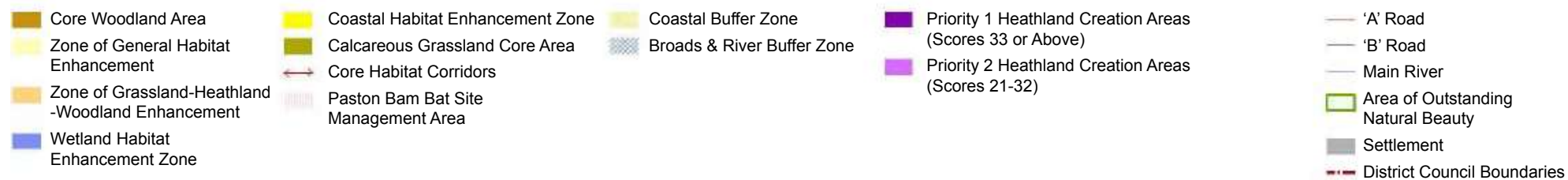
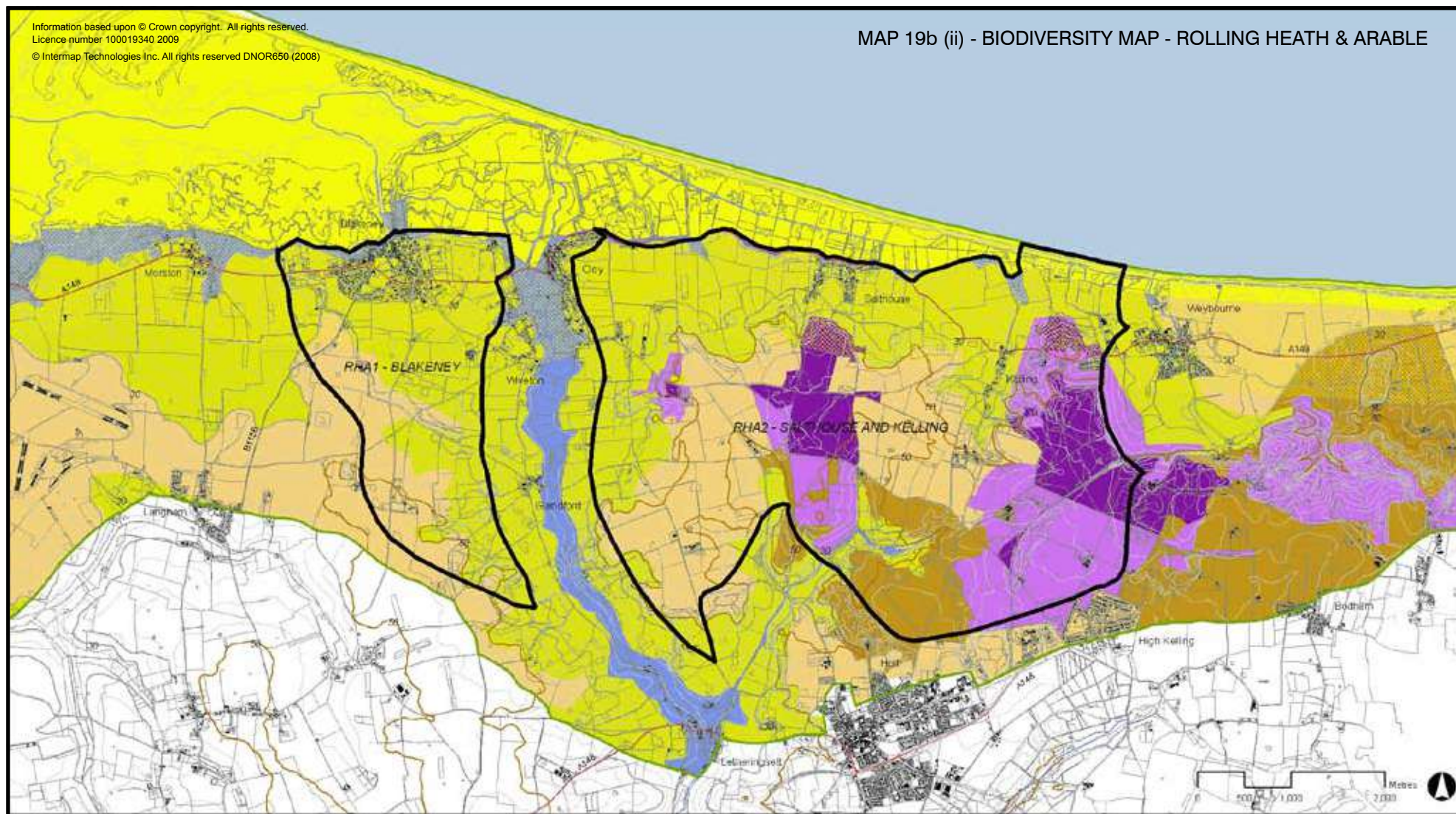
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

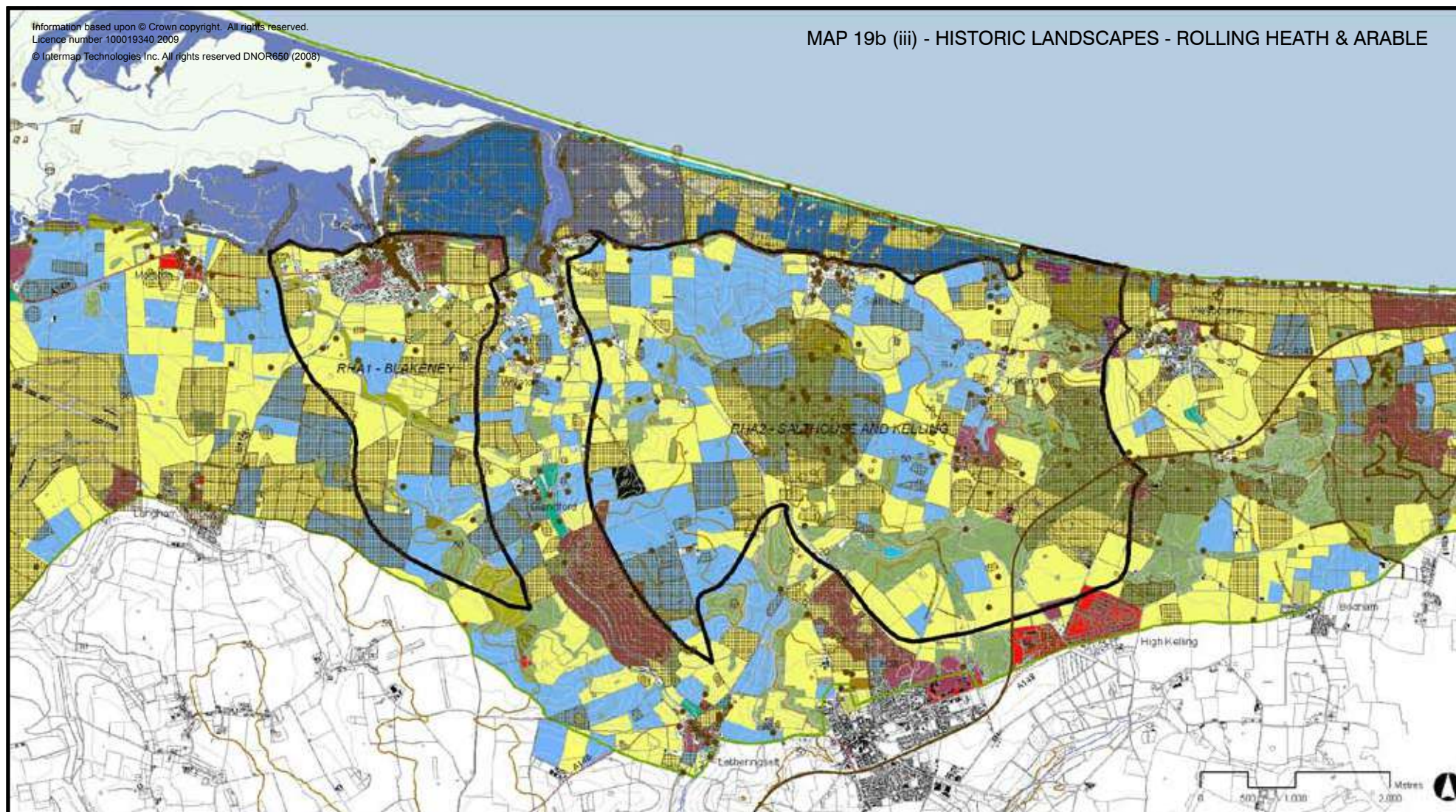
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

MAP 19b (ii) - BIODIVERSITY MAP - ROLLING HEATH & ARABLE



MAP 19b (iii) - HISTORIC LANDSCAPES - ROLLING HEATH & ARABLE



- | | | | | | |
|------------------------------|--------------------------|-----------------------------|----------------|-------------|------------------------------------|
| 18th-19th Century Enclosure | Commons, Wastes, Heaths | Marginal | Water Features | HER 'point' | 'A' Road |
| 20th Century Agriculture | Communications | Military | Woodland | HER 'line' | 'B' Road |
| Built up Areas - Historic | Historic Earthwork | Mineral | | HER 'area' | Main River |
| Built up Areas - Modern | Horticulture | Miscellaneous | | | Area of Outstanding Natural Beauty |
| Coastal - Drainage Enclosure | Industry | Parks, Gardens, Recreation | | | Settlement |
| Coastal - Managed Wetland | Inland - Managed Wetland | Pre- 18th Century Enclosure | | | District Council Boundaries |

small valleys



Integrated landscape character



MAP 22a - Landscape Character Types - Small Valley Key Plan

Each of the Small River Valleys has a distinctive character, but all are undulating and relatively enclosed, in contrast to the more open landscapes they traverse. The underlying geology of the Small Valleys is dominated by drift deposits of alluvium-fen peat and bog-fen peat. They generally have gentle valley side slopes so there is a gradual transition, with the characteristic sense of enclosure increasing towards the valley floor and views becoming more open towards the upper valley slopes. Where they occur, small woodlands, belts of trees, tall species-rich hedgerows and hedgerow trees are dominant landscape features which tend to restrict views and enhance the sense of enclosure. The valley landform also serves to enclose views within the valleys.

The valleys were the focus for early Saxon settlement, particularly at fording points and on patches of light, gravelly soils. The '-ham' place names at Binham, Langham and Gimingham suggest their Saxon origin. Both Binham and Langham were the focus for medieval markets, most likely instigated by the local manorial lords, but in both cases the markets were out of use by the 17th century. There is ample archaeological evidence of medieval earthwork banks and ditches marking the edges of the floodplain along the valleys, as well as sites of moated medieval buildings, watermills and mill ponds. St Mary's Priory, Binham, a Benedictine Priory founded in the late 11th century, is one of the best preserved monastic ruins in Norfolk. Its dissolution in 1539 led to the decline of the small market centre of Binham.

Pasture and rough grazing predominate on the valley floor, with a gradual transition to arable fields on the valley side slopes. However the smaller valleys may have no valley floor and no pasture. Most fields are bounded by high, species-rich hedgerows, particularly alongside roads and some of the valley floor pastures are separated by wet ditches as well as hedgerows. Where present, the inter-connected chain of valley floor pastures and wet woodland is an important part of Norfolk's ecological network, providing a conduit for species movement across relatively intensively farmed areas and often linking woodland and grassland habitats to the coast. Where wet woodland and or pasture has become degraded or absent, the value of the ecological corridor is diminished.

Roads tend to be narrow, winding and with a rural character. There are localised areas with straight stretches of road. Settlement either spreads in a linear pattern along the roads or is concentrated in a more nucleated pattern close to the valley floor. In some areas the road follows the course of the river and buildings may be very close to the carriageway.

Landscape sensitivity and change

The enclosed, pastoral characteristics of the Small Valleys contrast with the more open surrounding landscapes. Key environmental assets which are sensitive to change are:

- The remaining valley pastures and associated wetland and wet woodland habitats along the valley floor.
- Mature hedgerows and hedgerow trees, which define the landscape structure of the valleys and enhance biodiversity of the wider river corridor.
- Woodlands, belts and lines of trees, which provide shelter, a sense of enclosure and valuable ecological habitats, particularly when they connect to hedgerows.
- Remnant heathy areas associated with woodlands, which are highly valuable habitats.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Small Valleys (AONB area):

Landscape character area	Distinctive character	Inherent sensitivity
Babingley Valley - SV1	Relatively flat valley floor surrounded by wooded hills, which are separated into large irregular fields bound by wire fences and crossed by ditches. The Babingley River is lined by trees. Views are channelled east-west along the valley bottom between areas of large dense woodlands on the valley slopes.	• Mature landscape structure including belts and copses, woodland, mature trees and intact hedgerows • River floodplain - wetland habitats (wet grassland, lowland meadows, wet woodland and reedbeds) • Distinctive lines of trees alongside the Babingley River • Views to plantation woodland surrounding the valley • Predominantly rural character
Heacham Valley - SV2	Narrow, relatively steep-sided valley incised into the western chalk escarpment before reaching the coastal plain at Heacham. Sharp contrast in general with surrounding large scale arable landscape. Well wooded, especially at the eastern end associated with Sedgeford Hall. The village of Sedgeford sits above the valley on its northern side.	• Parkland landscapes associated with Sedgeford Hall • Valley bottom pasture south of B1454 • Valley bottom wetland habitats (e.g. sedge beds near Sedgeford)

Landscape character area	Distinctive character	Inherent sensitivity
Burn Valley - SV3	Stark contrast with surrounding large scale arable fields in general. The river can occasionally disappear from the surface higher in its course in periods of dry weather but is a permanent feature within the AONB. The valley more or less contains the settlements of Burnham Thorpe and Burnham Overy, with large gardens and small orchards and paddocks a feature as well as valley bottom wetland habitats. Beyond Burnham Overy the valley enters the adjoining Drained Coastal Marshes landscape type.	• Historic associations - Nelson's birthplace is close by at the southern end. • Remaining wetland habitats, including the river (chalk river BAP habitat) • Sense of tranquillity and isolation • Intimacy of valley bottom landscapes in contrast to surroundings
Binham & Langham - SV4	Clearly defined valley which is frequently very open, with lower than average woodland content, especially on the valley floor. Binham Priory is an important historical complex, situated prominently on the valley side. The road and public rights of way tend to follow the course of the river	• Remaining valley floor pastures, hedgerow trees and hedgerows – many of which have been removed • Historic, species-rich hedgerows are particularly important and those which define the edge of the valley floor make a particularly important contribution to the visual character of the valley • Setting, views and buildings associated with Binham Priory

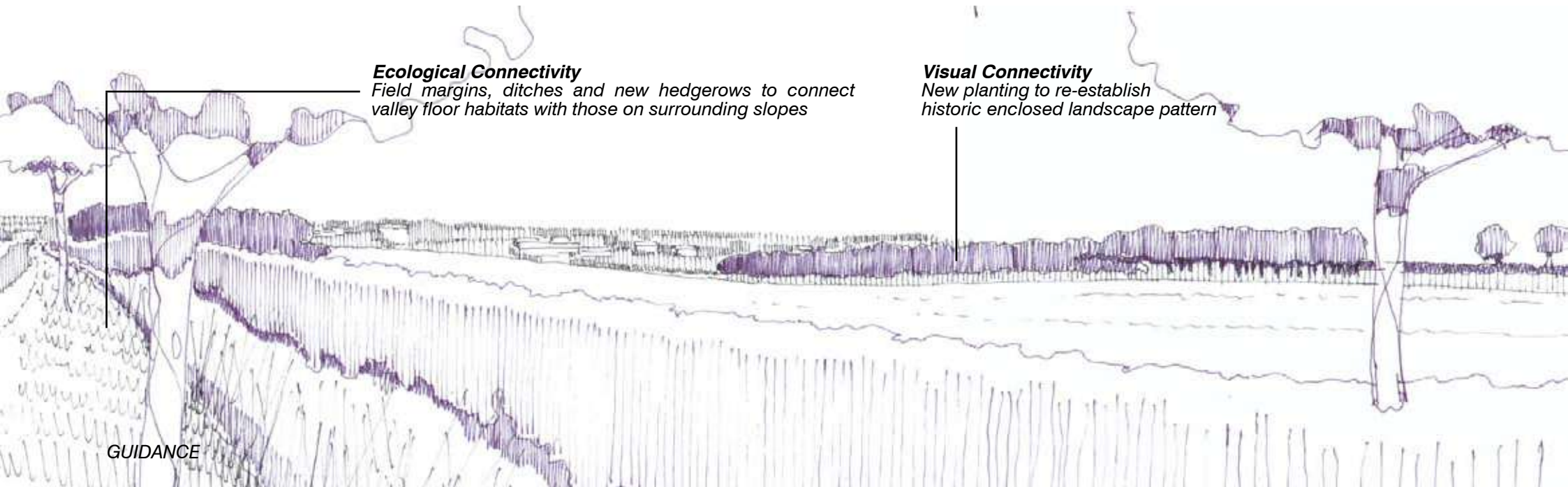
Landscape character area	Distinctive character	Inherent sensitivity
Mun Valley - SV5	Unusual small river valley which accesses the coast but does not enlarge to Large River Valley status – the Mun Valley tends to ‘pinch’ at its mouth, ending as a narrow gully within the town of Mundesley. The river is heavily canalised. The upper reaches are well wooded, but the rest of the valley has very little woodland or trees. There is some valley pasture, but much of this has been lost in the last 50 years. There are remnants of the ‘ring garth’ field boundary between the valley floor and sides. Settlement is sparse and tends to be tranverse across the valley (rather than along the river) – the road follows the same pattern The fishing lakes at Gimingham are prominent, as is the golf course and driving range at Mundesley and the former TB hospital on the valley side at Mundesley.	• Woodlands, remnant woodland-heathy areas, hedgerows and hedgerow trees, all of which provide the overall visual and ecological structure of the Small Valley landscape, but which are in decline • Valley pastures and areas with a natural river course • Remaining areas with a small-scale landscape pattern and a more intimate landscape character

AN ERODED LANDSCAPE PATTERN - LACK OF CONTRAST AND ENCLOSURE



Key forces for change

- Changes to the agricultural economy and particularly the introduction of agri-environmental grants, have led to positive changes in landscape character – reinstatement or conservation of hedgerows and woodlands, arable reversion to pasture and wetland management.
- Development pressures around settlements – new built development can be visually prominent within a relatively small scale valley with contained views. It can also reduce opportunities for pro-active restoration and restoration of habitats.



Key forces for change (continued)

- Extensions to existing properties, subdivision of landholdings within settlements, external lighting and inappropriate boundary fencing which result from increasing affluence and which cumulatively contribute to the suburbanisation of the area and the erosion of its inherent enclosed and rural character of the valley.
- Introduction of new agricultural buildings, which are increasingly replacing older barns.
- Conversion of older barns to residential use, with the associated erosion of rural character this brings, due to driveways, pylons, car parking areas, external lighting, gardens, fencing etc.

20 year vision

conserve and enhance

Enclosed, deeply rural valleys with an intimate scale. Wet woodland and floodplain meadows provide a corridor of wetland habitats along the valley floor linked to woodlands, hedgerows and hedgerow trees on the valley sides. Overall the proportion of woodlands and hedgerows is higher within the valley than in the surrounding farmland. Hedgerows and hedgerow trees line valley roads and are clustered close to farmsteads so that they are well integrated in the valley landscape.



Integrated landscape guidance

1 Conserve and enhance the valley pastures and associated wetland habitats along the valley floor

- Conserve and enhance all existing valley pastures and wet woodlands as a priority within the Small Valleys landscape type.
- Extend areas of valley pastures – with reversion from arable fields – to increase the amount of wet pasture habitat and connectivity of these important habitats along the valley floor.
- Create buffer zones of semi-natural habitat along the margins of valley floor pastures and encourage low input agricultural systems to reduce the possible impacts of eutrophication.
- Conserve, enhance and where possible extend drainage ditches as landscape features and wildlife corridors.

2 Conserve and enhance the characteristic small-scale, enclosure and rural qualities of the Small Valleys

- Conserve and manage all existing hedgerows and hedgerow trees, aiming to extend and improve their visual/ecological structure by new hedgerow and tree planting which is designed to enhance the connectivity of the ecological network and the overall sense of enclosure.
- New hedgerow and tree planting should take account of the historic pattern of the landscape; the 'ring garth' hedgerows, which demarcate the valley floor (from the valley side slopes) are of particular importance in defining the visual structure of the Small Valleys and the number and density of hedgerow trees traditionally increases towards the valley floor.
- Conserve all existing woodlands, copses and tree belts, extending them wherever possible to create or enhance connections with the existing matrix of woodlands and hedgerows.
- Aim to increase the diversity of landscape elements and habitats within the landscape – take opportunities to introduce new woodlands, hedgerows and hedgerow trees as a means to integrate new development.
- Give priority to the conservation of the hedgerows and hedgerow trees which line many rural roads, ensuring that these are replaced if there are minor changes to road alignments, for instance as a result of improvements to sightlines or the introduction of passing places.

Integrated landscape guidance (continued)

3 Conserve the rural character of settlements and outlying farms, which can be prominent within contained valley views

- Wherever possible conserve mature trees within and on the outskirts of settlements; new built development should be designed to incorporate new tree and hedgerow planting so that settlements are integrated into the characteristic enclosed valley character.
- Avoid the introduction of suburban features, including gardens, fencing, lighting and entrance driveways, which can cumulatively alter the rural character of the landscape.
- New farm buildings or conversions require exceptionally high standards of siting and design – woodland, hedgerow and hedgerow tree planting may be required to integrate new structures into the surrounding landscape.
- When planning and designing new built development, take account of views towards settlements from roads and rights of way on the valley side slopes, which can be just as significant as views from the valley floor roads on the approaches to settlements.
- Avoid new built development or farm structures in prominent locations on the more open valley side slopes, and especially towards the crest of the valley landform, where there is a risk that built structure might break the skyline in views from within the valley.

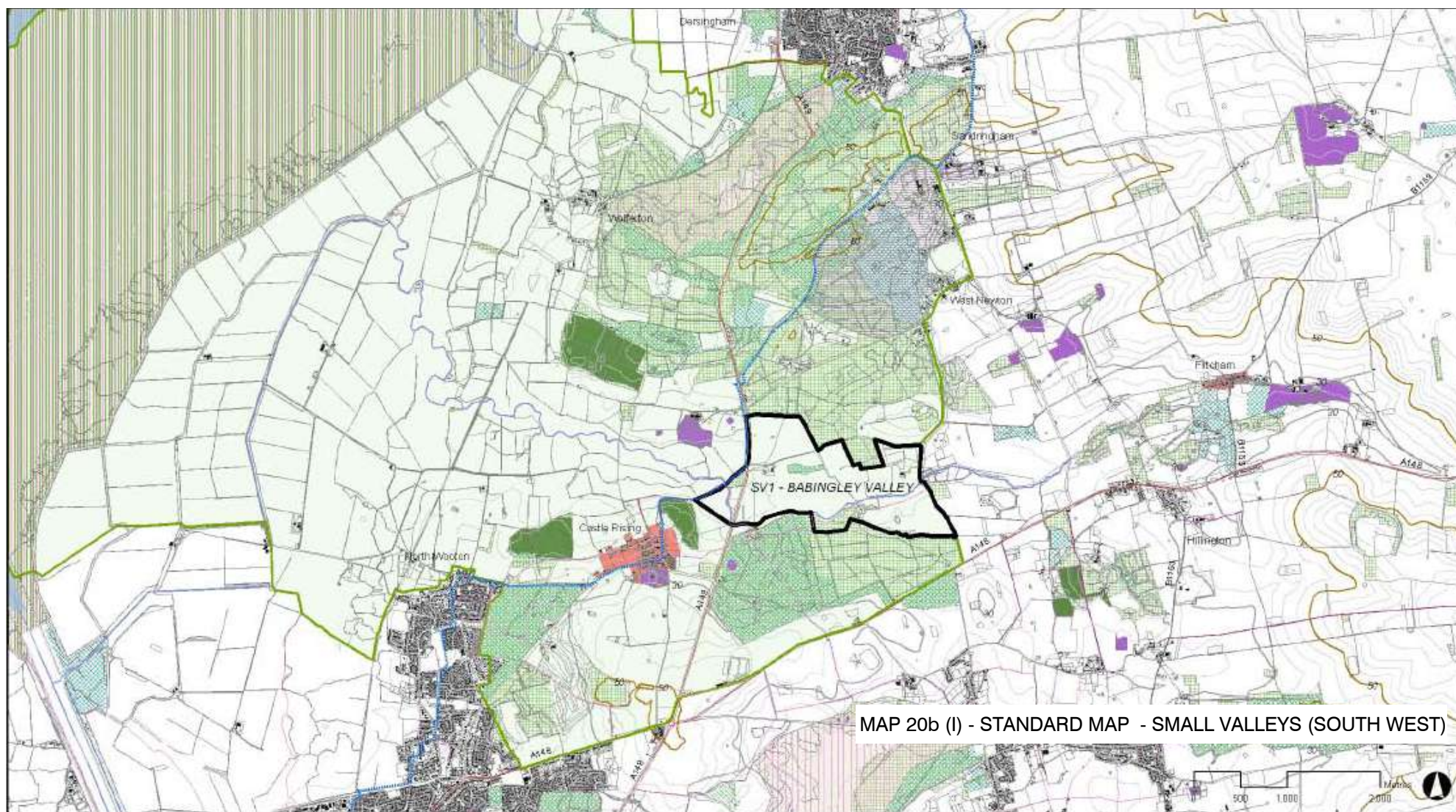
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ¹
- **Historic landscapes** - broad historic landscape character types ² and data from the Historic Environment Record ³

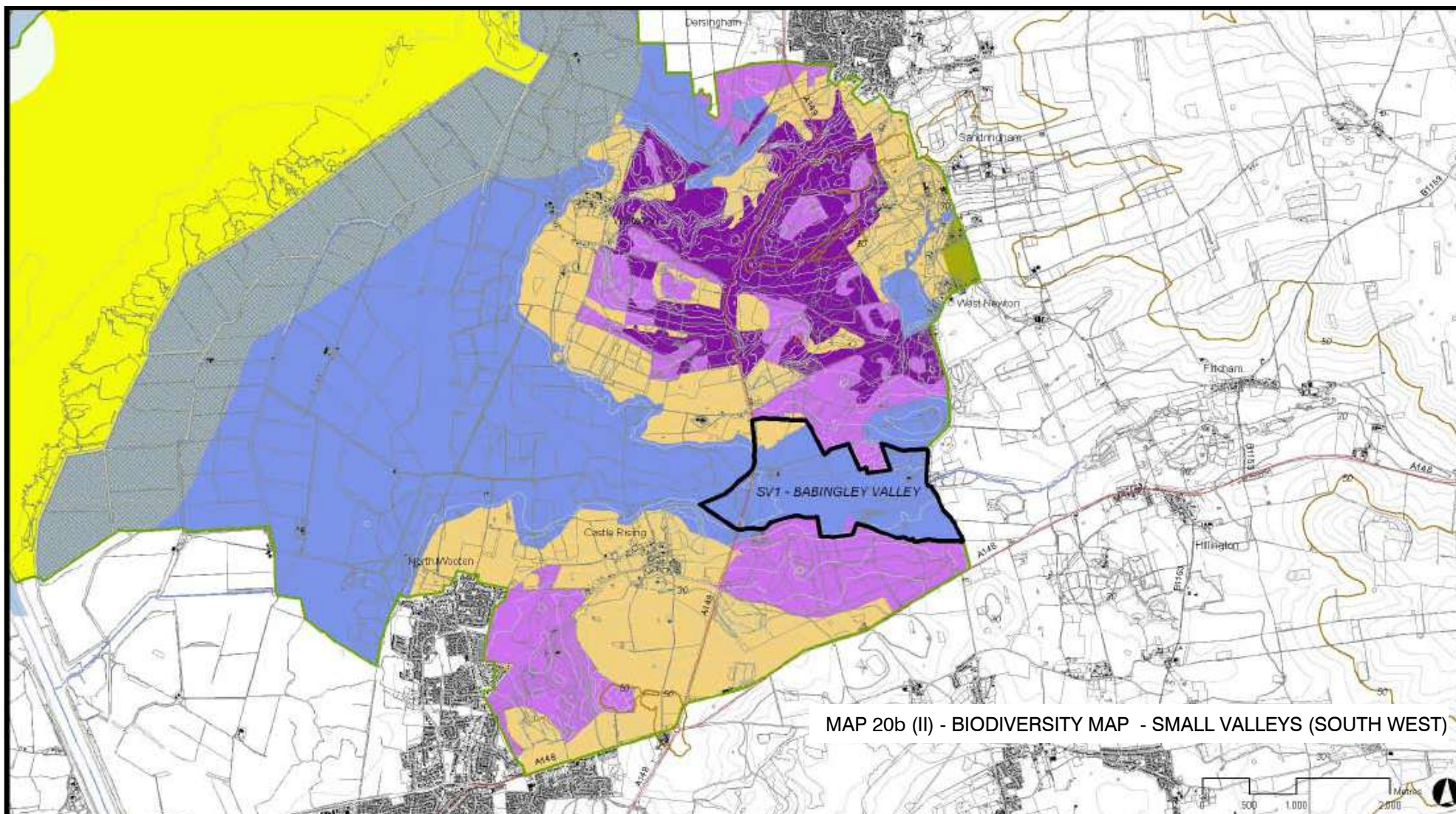
¹ Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

² Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

³ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county

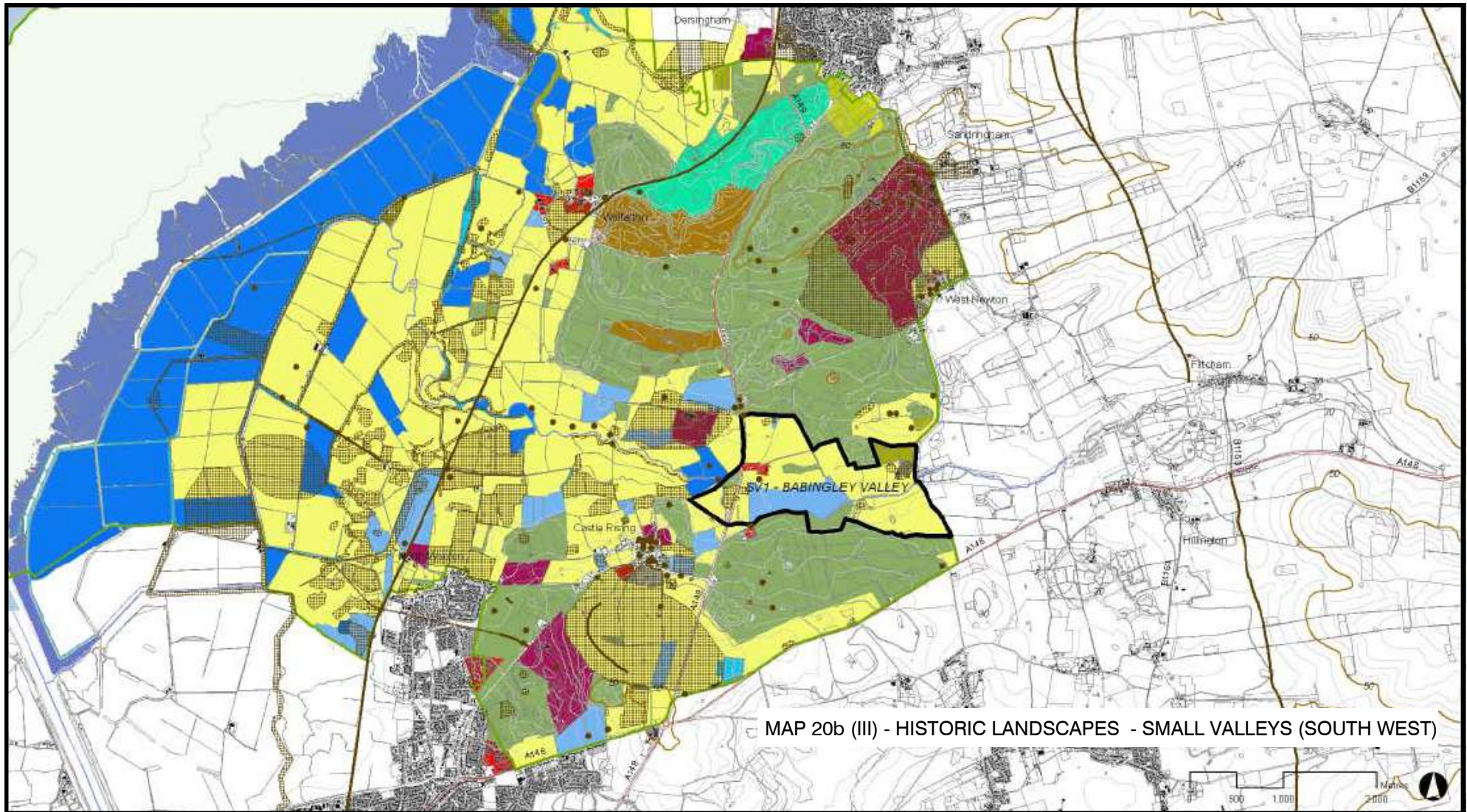


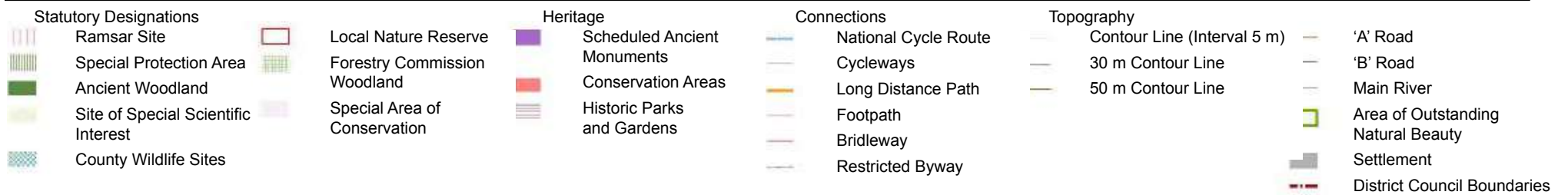
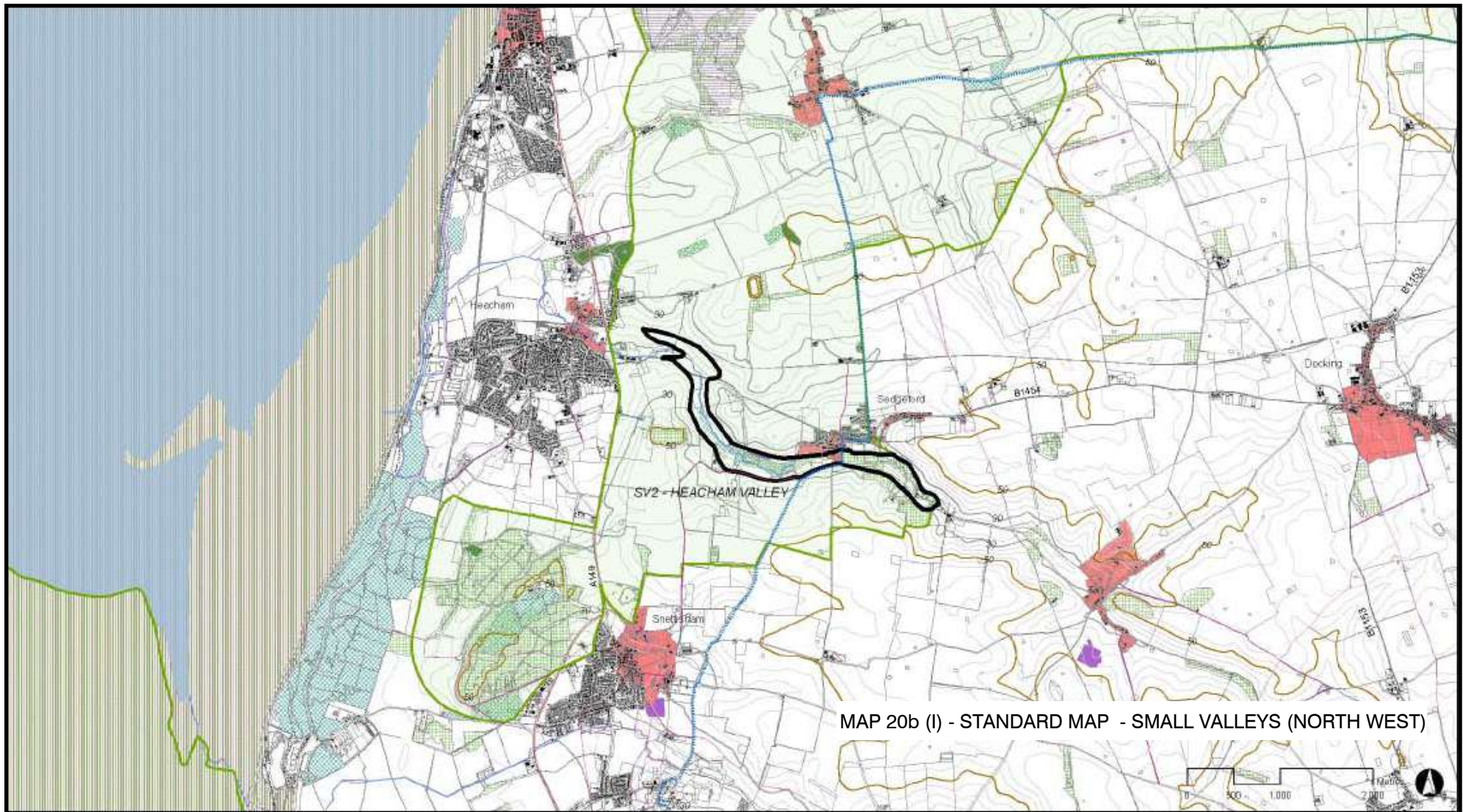
Statutory Designations				Heritage		Connections		Topography			
	Ramsar Site		Local Nature Reserve		Scheduled Ancient Monuments		National Cycle Route		Contour Line (Interval 5 m)		'A' Road
	Special Protection Area		Forestry Commission Woodland		Conservation Areas		Cycleways		30 m Contour Line		'B' Road
	Ancient Woodland		Special Area of Conservation		Historic Parks and Gardens		Long Distance Path		50 m Contour Line		Main River
	Site of Special Scientific Interest						Footpath				Area of Outstanding Natural Beauty
	County Wildlife Sites						Bridleway				Settlement
							Restricted Byway				District Council Boundaries

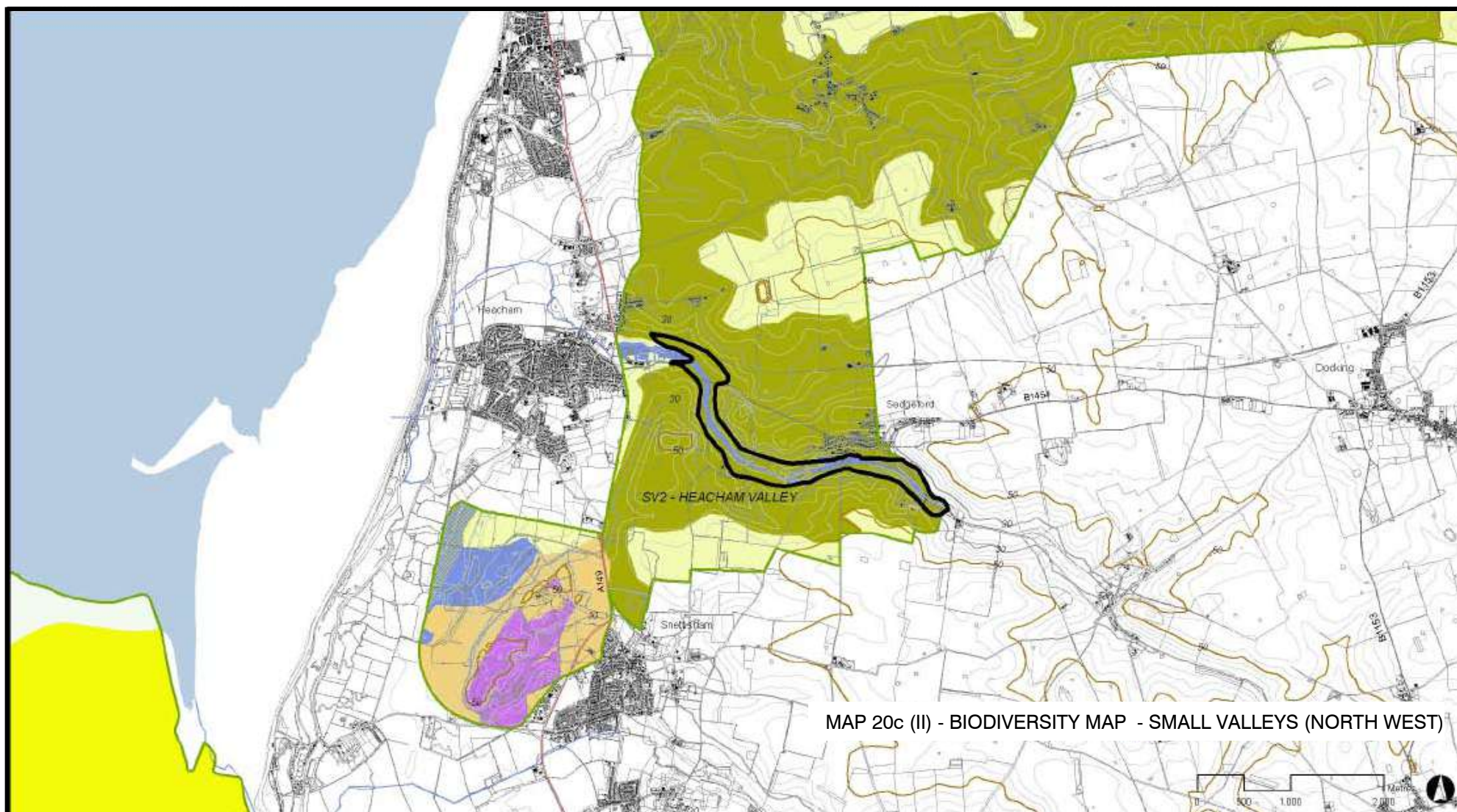


MAP 20b (II) - BIODIVERSITY MAP - SMALL VALLEYS (SOUTH WEST)

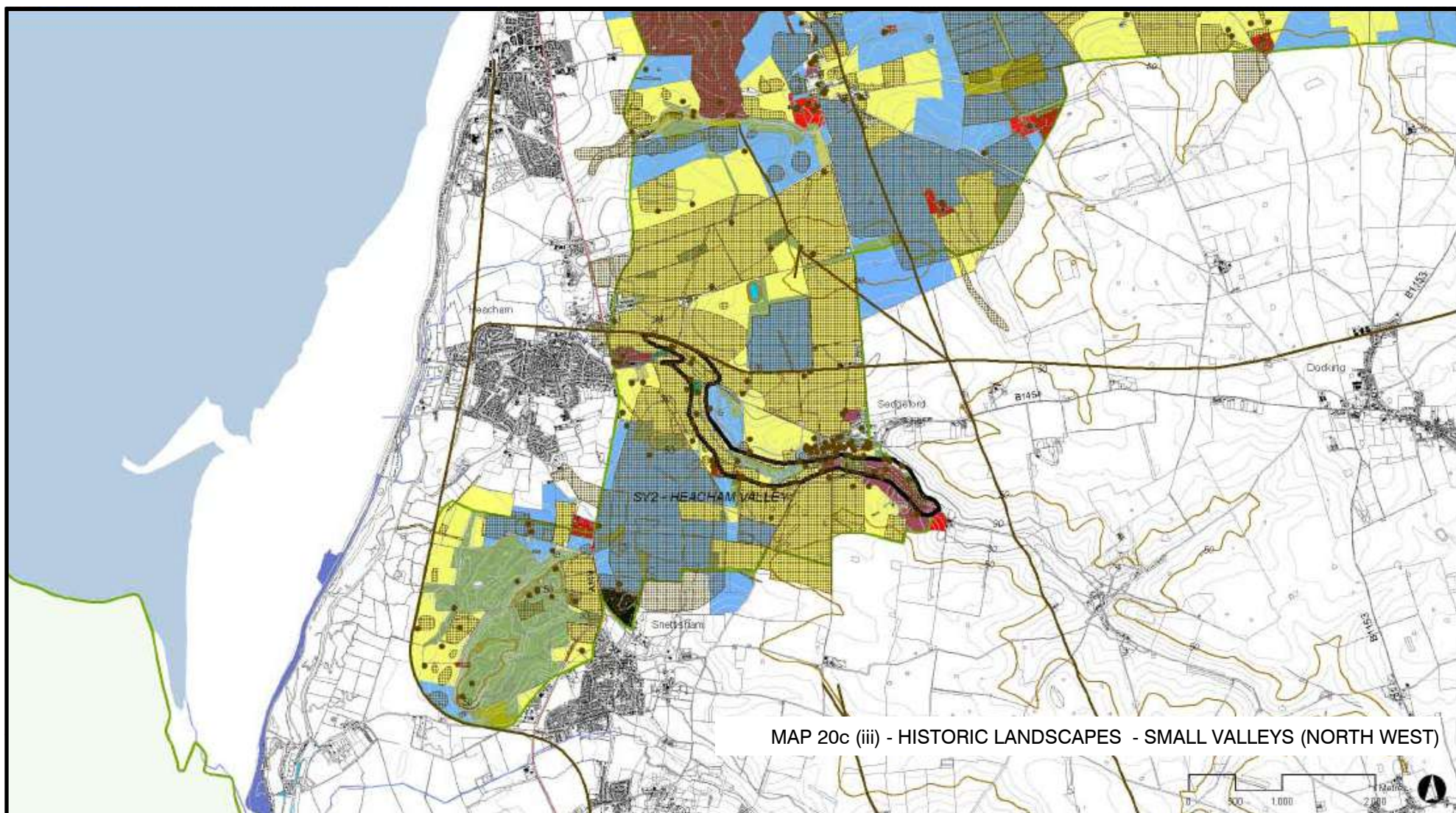
- | | | | | |
|--|----------------------------------|-------------------------------------|--|------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone | Priority 1 Heathland Creation Areas (Scores 33 or Above) | 'A' Road |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone | Priority 2 Heathland Creation Areas (Scores 21-32) | 'B' Road |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area | | Main River |
| Wetland Habitat Enhancement Zone | | | | Area of Outstanding Natural Beauty |
| | | | | Settlement |
| | | | | District Council Boundaries |

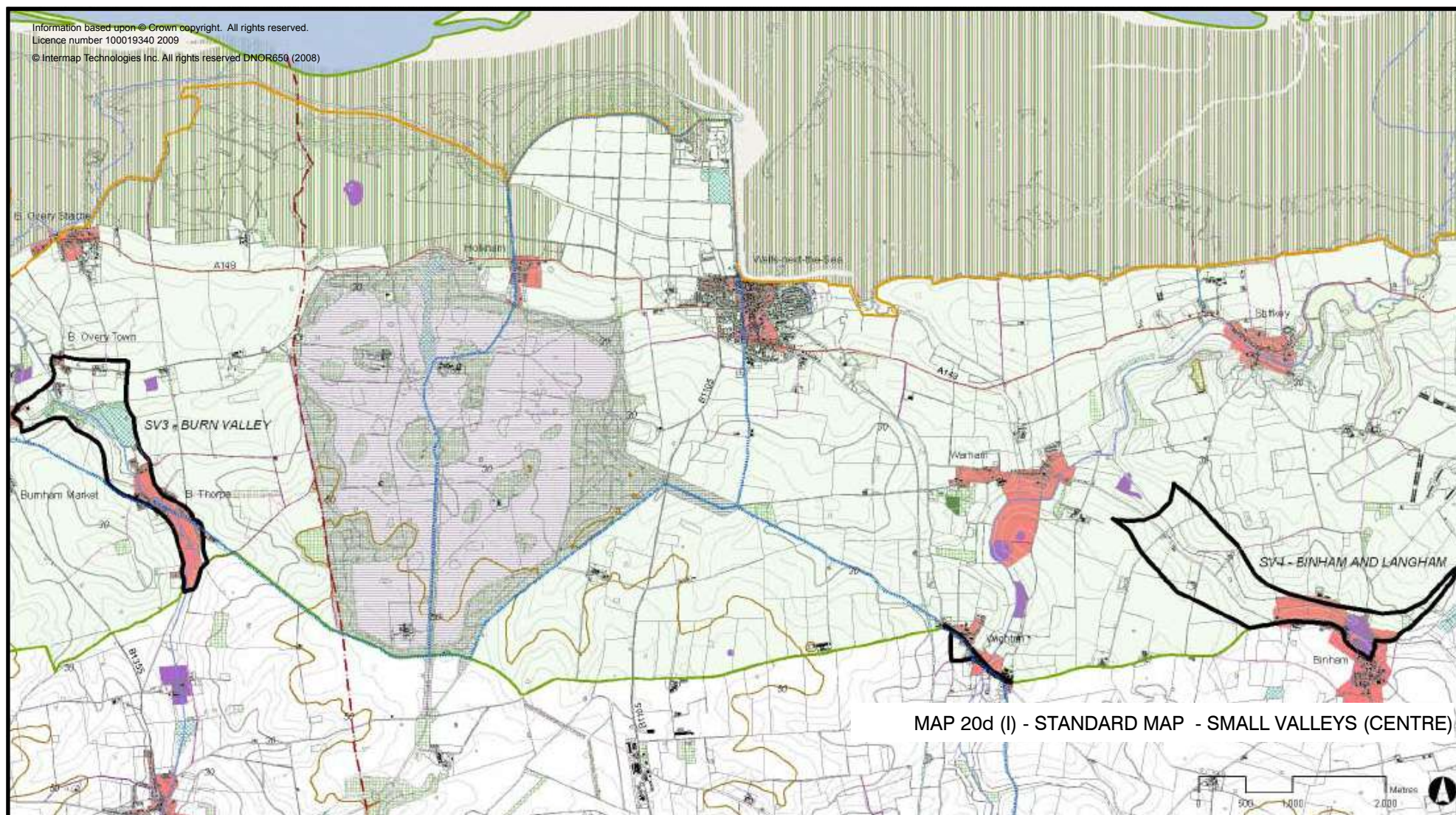






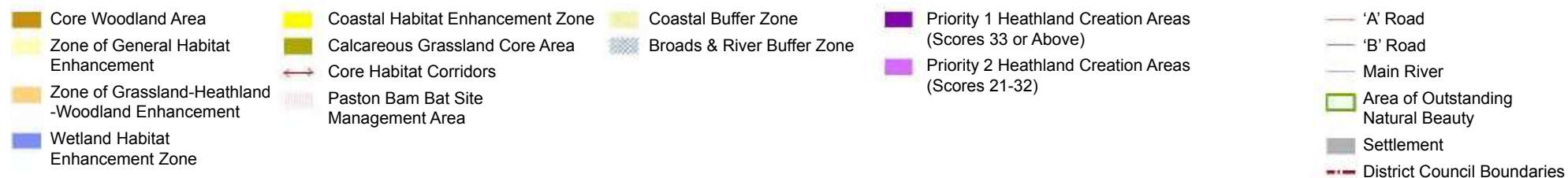
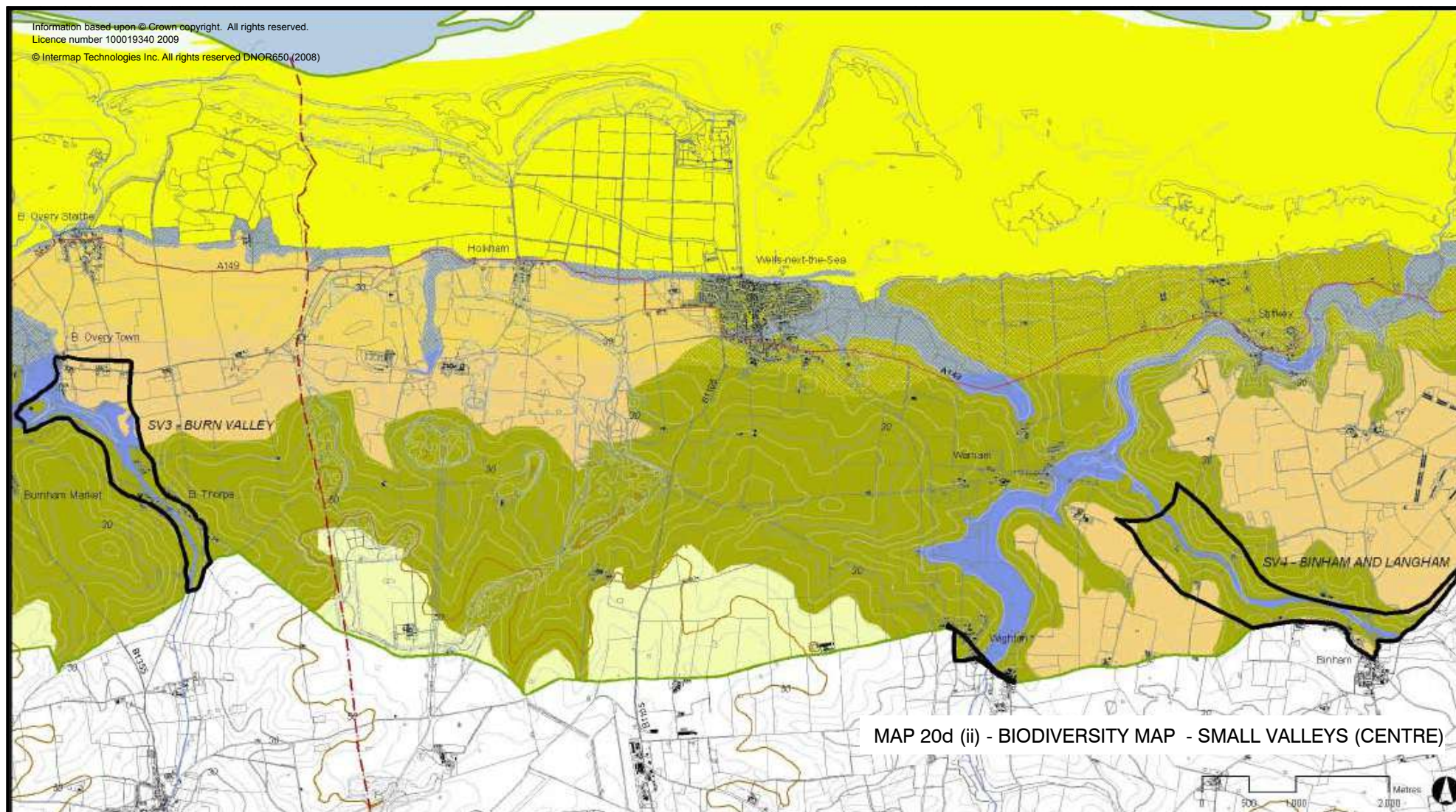
- | | | | | |
|--|-------------------------------------|----------------------------|--|------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone | Priority 1 Heathland Creation Areas (Scores 33 or Above) | 'A' Road |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone | Priority 2 Heathland Creation Areas (Scores 21-32) | 'B' Road |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | | | Main River |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | | | Area of Outstanding Natural Beauty |
| | | | | Settlement |
| | | | | District Council Boundaries |

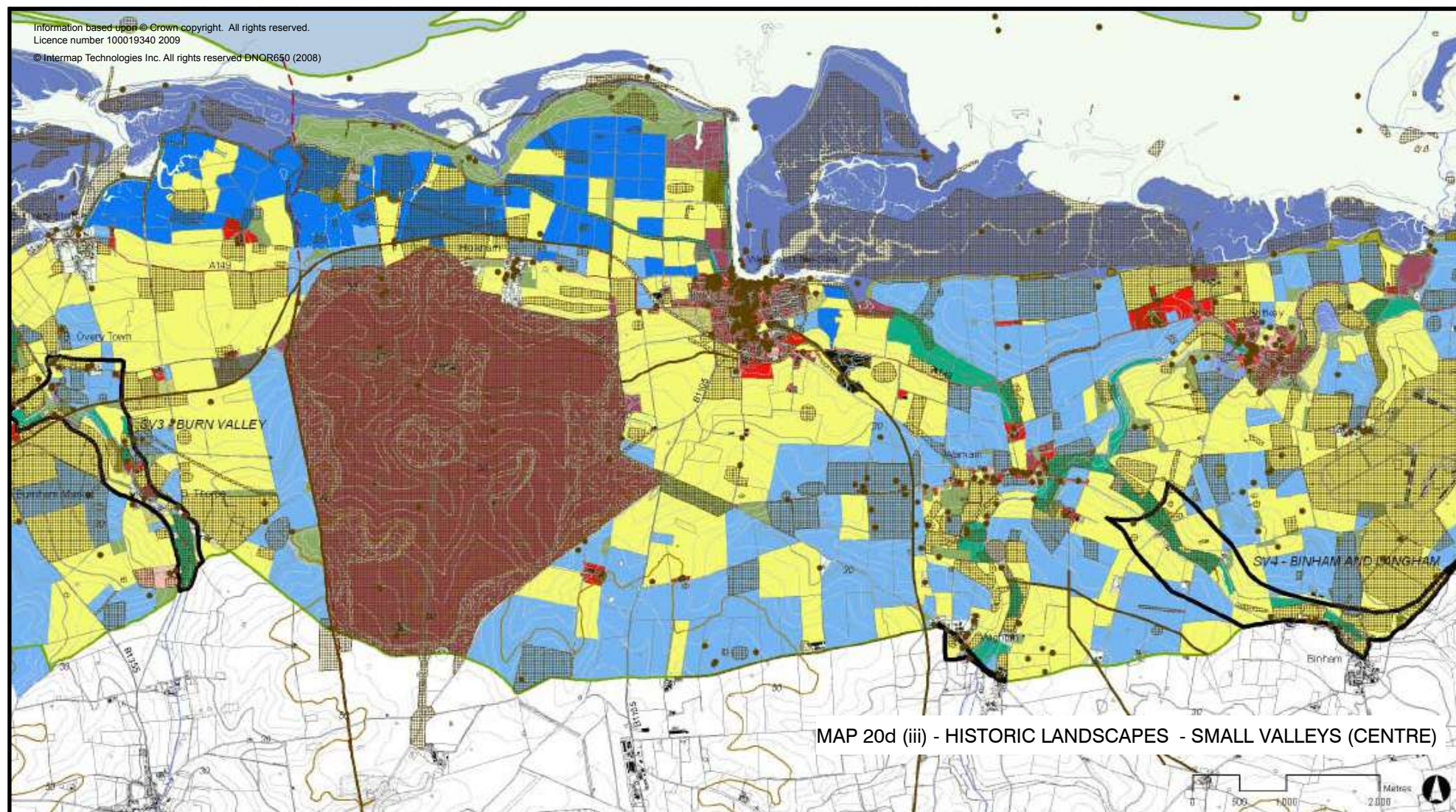




MAP 20d (I) - STANDARD MAP - SMALL VALLEYS (CENTRE)

Statutory Designations		Heritage		Connections		Topography	
	Ramsar Site		Local Nature Reserve		National Cycle Route		Contour Line (Interval 5 m)
	Special Protection Area		Forestry Commission Woodland		Cycleways		30 m Contour Line
	Ancient Woodland		Conservation Areas		Long Distance Path		50 m Contour Line
	Site of Special Scientific Interest		Historic Parks and Gardens		Footpath		'A' Road
	County Wildlife Sites				Bridleway		'B' Road
					Restricted Byway		Main River
							Area of Outstanding Natural Beauty
							Settlement
							District Council Boundaries

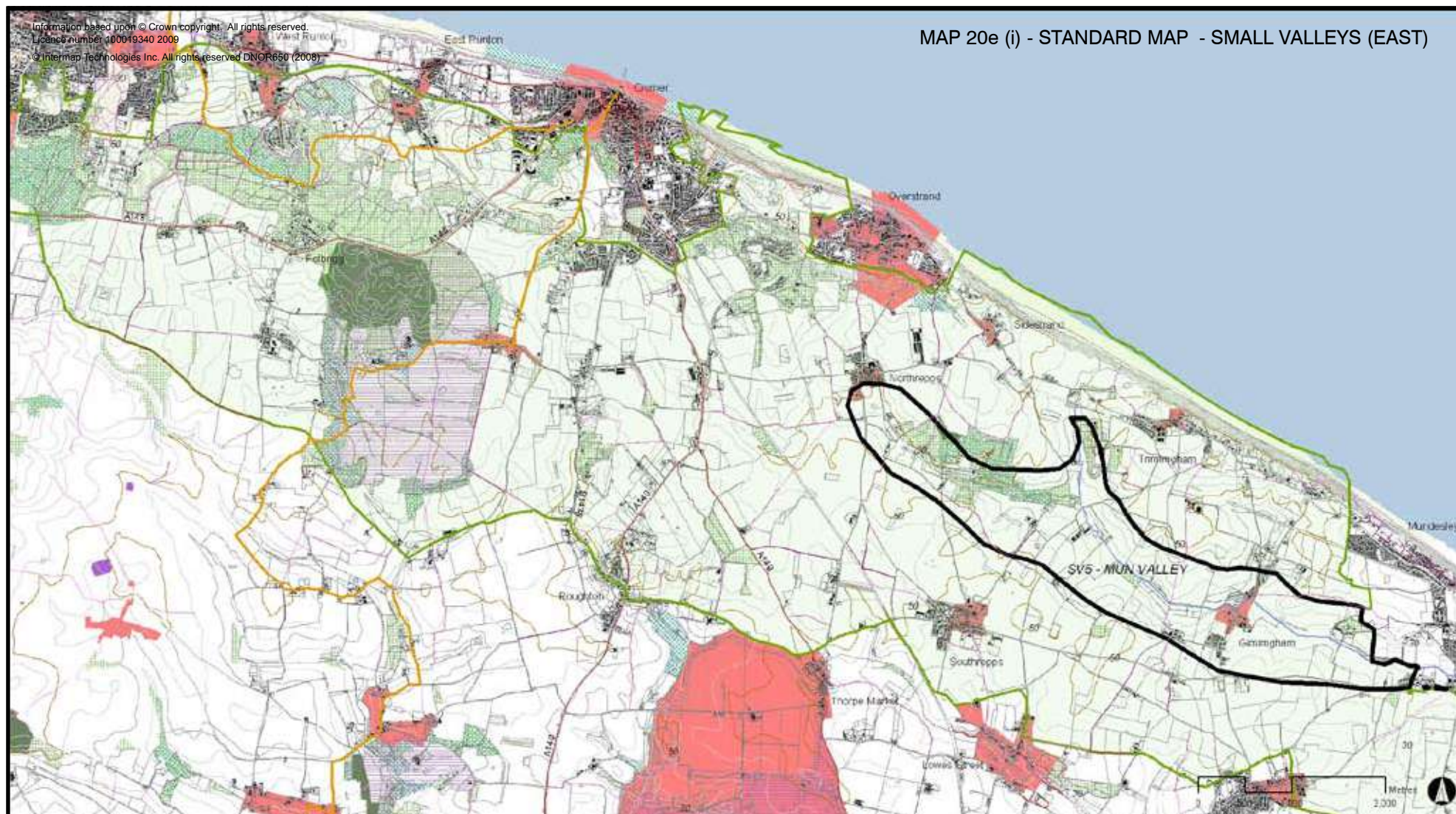




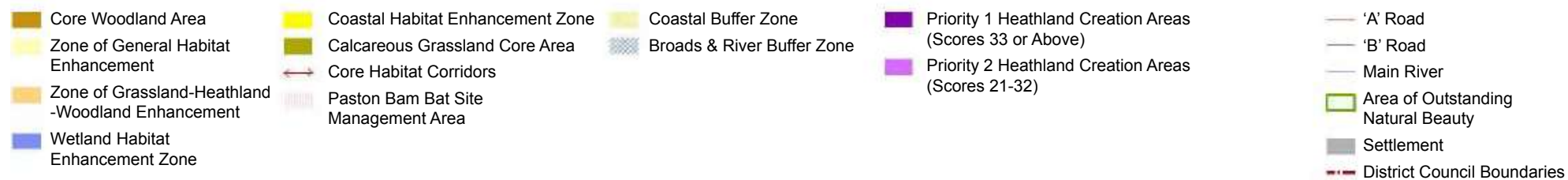
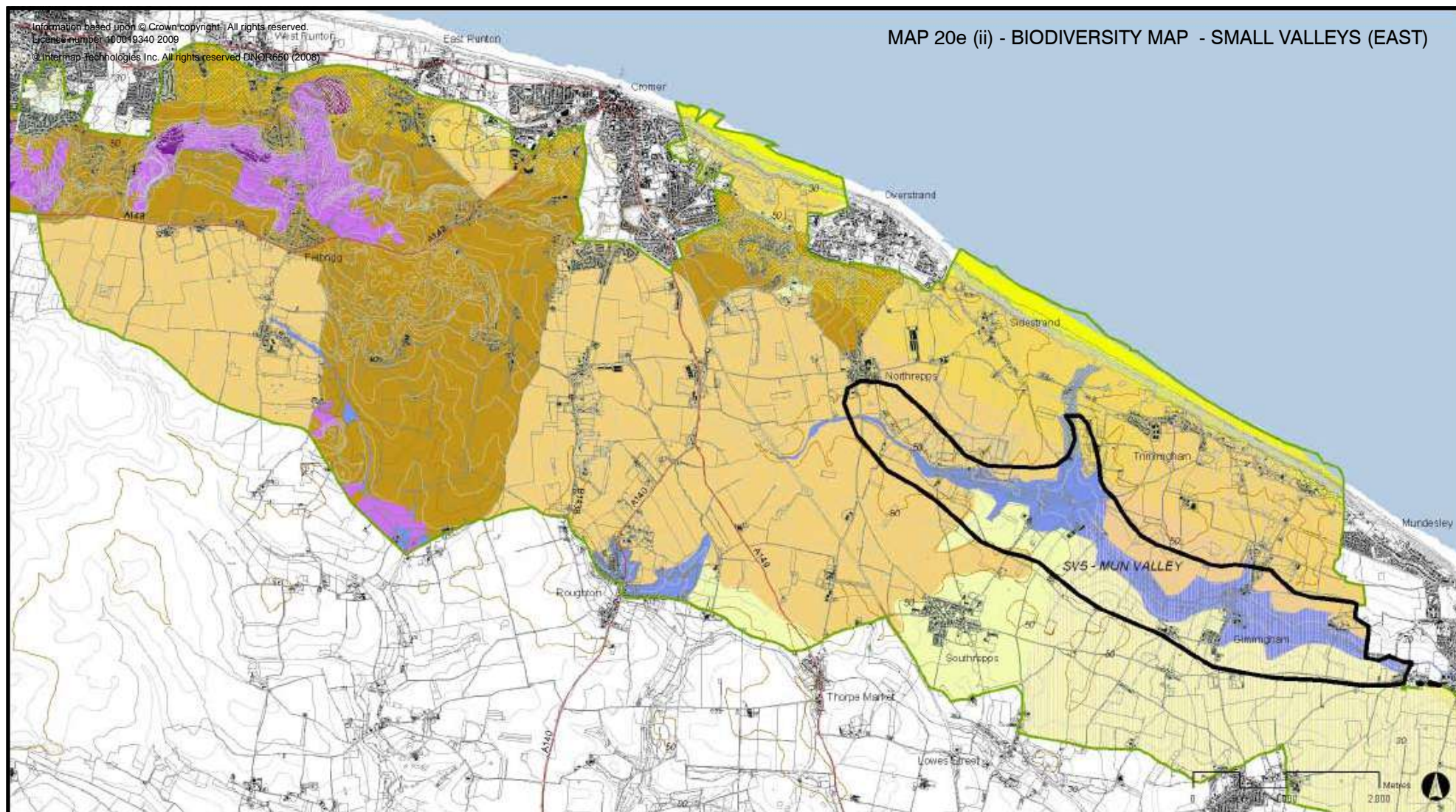
MAP 20d (iii) - HISTORIC LANDSCAPES - SMALL VALLEYS (CENTRE)

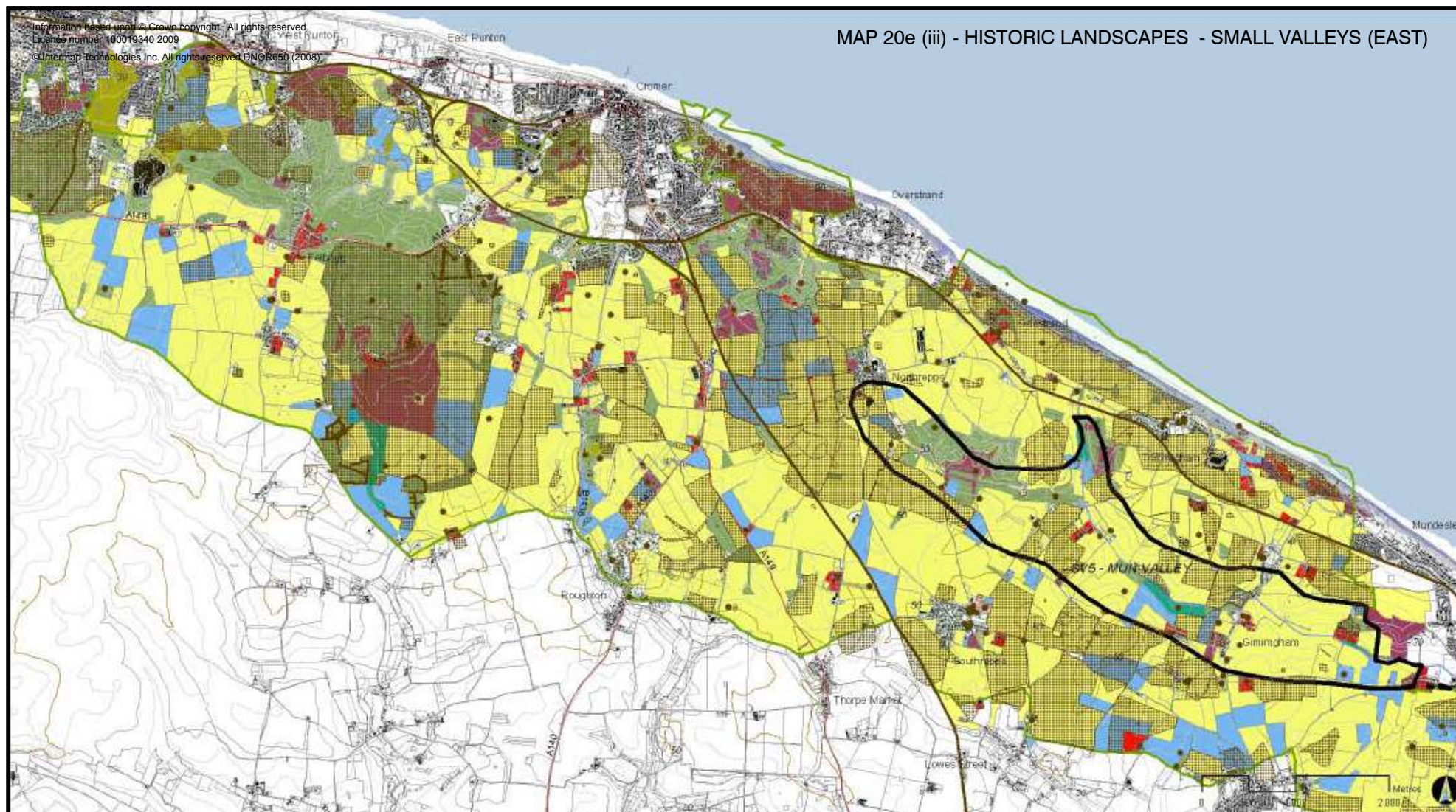


MAP 20e (i) - STANDARD MAP - SMALL VALLEYS (EAST)



Statutory Designations		Heritage	Connections	Topography	
	Ramsar Site				
	Special Protection Area				
	Ancient Woodland				
	Site of Special Scientific Interest				
	County Wildlife Sites				
	Local Nature Reserve				
	Forestry Commission Woodland				
	Special Area of Conservation				



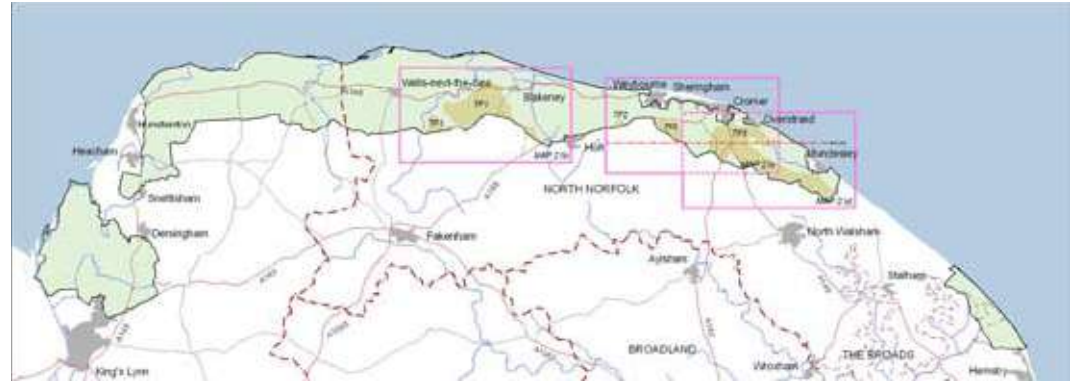




tributary farmland



Integrated landscape character



MAP 23a - Landscape Character Type - Tributary Farmland Key Plan

Tributary Farmland is typically an expansive landscape of open, gently rolling farmland. To the west, the farmland is underlain by deep drifts of Boulder Clay, which smother the underlying Chalk, but to the east of Sheringham, the soils of the Tributary Farmland have developed from sandier deposits, formed on drifts of brown sandy Norwich Brickearth underlain by the shelly sands and gravels of the Norwich Crag formation.

Historically the area has been subdivided into relatively small tenanted and owner-occupied landholdings, based loosely around villages and this historic landownership pattern is reflected in the rather unregimented pattern of relatively small, irregularly shaped fields, loosely structured settlements and many scattered, isolated farmsteads and cottages. The majority of the landscape was not farmed as open fields, but was enclosed in a piecemeal fashion, over centuries. The Tributary Farmland has a less regulated and tightly structured landscape pattern than areas of farmland where Parliamentary Enclosure was more dominant, but over the years, the differences have become less marked as hedgerow removal and infill development within villages has led to larger, more geometric fields and a more nucleated settlement form.

Arable field predominate, with areas of grassland in the smaller fields which are typically found on the fringes of settlements and individual rural properties. These fields often retain a strong sense of enclosure and echo the historic landscape pattern of a small-scale, more organic layout of fields, hedgerows and rural buildings. The pastures are typically improved grassland and are of relatively limited ecological value, but field margins to arable land make a significant contribution to the biodiversity value of the landscape. Woodlands tend to be relatively mature, with a diverse structure and quite a high proportion of semi-natural ancient woodland. Patterns of woodland vary, from geometric shelterbelts and shooting copses to more fluid, organically shaped woodlands and tree belts which conform to older field boundary patterns and local topographic features.

Settlement tends to be rather linear in character, with a relatively high density of isolated farmsteads, hamlets and cottages. More recent estate-type development has led to a change to a more nucleated settlement character but, in the absence of a village 'centre', the church, school, or a group of older buildings creates a series of sub-centre village foci. Outside the villages, older farmsteads, isolated lines of cottages and minor 'entry' properties are often significant landscape features.

Landscape sensitivity and change

Parts of the extensive Tributary Farmland landscape type are found within the Norfolk Coast AONB. Key environmental assets which are sensitive to change are:

- The small pastures on the outskirts of settlements, which are significant in reflecting the historic, small-scale landscape pattern and in forming the characteristic rural landscape setting to villages.
- Mature hedgerows, hedgerow trees and older tree assemblages, particularly the mature species-rich hedgerows (sometimes of pre-enclosure origin) which enclose some pastures alongside roads and on the fringes of settlements and areas of coppiced or species-rich woodland.



Landscape sensitivity and change (continued)

- Curvilinear hedgerows and woodlands, which reflect the distinctive, historic field patterns and landownership in the area and which distinguish the Tributary Farmland from the more regimented large scale Parliamentary Enclosure landscapes elsewhere in northern Norfolk.
- Small areas of wood pasture and heathland, which are present in very limited amounts, but which could be extended throughout the Tributary Farmland.
- Small remnant parkland features associated with smaller 'gentry' houses.
- Older farmsteads and minor 'gentry' properties, which are often prominent features within the wider countryside.
- Open spaces within the loosely structured settlements, which contribute to the characteristic layout of the settlements and their rather organic relationship with the surrounding countryside.

Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas, parts of which fall within the AONB area:

Landscape character area	Distinctive character	Inherent sensitivity
Morston & Hindringham - TF1	Gradually sloping landform which rises from north to south over the area, giving rise to large views and an almost plateau like landscape, intersected by small tributary valleys. Roads (and settlements) orientated north-south and east-west – probably resulting from an earlier planned landscape. Settlement tends to be clustered around a church, but with a strong extension element along roads. Lower density of woodland – tends to be in very small, fragmented parcels (mostly shooting copses). Lower than average (for the type) presence of small fields around settlements, giving a ‘stark edge to settlement as viewed from the surrounding countryside. Also lower than average presence of hedgerow trees	• Remaining small pastures on the fringes of settlements • All existing woodlands and hedgerow trees, many of which have been lost or become degraded • Long, open rural views • Quiet rural roads, particularly those with a narrow, well treed character • The open spaces within the ‘loosely structured’ settlements

Landscape character area	Distinctive character	Inherent sensitivity
Hempstead, Bodham, Aylmerton & Wickmere - TF2	Relatively elevated area – landform slopes southwards, with water courses draining towards the Broads. Settlement is in the form of elongated, fairly dispersed villages and farmsteads. Some farms are located in villages and some in isolated sites. Parts of the landscape are influenced by the houses and parklands of the large estates (in the Wooded with Parkland landscape type) – isolated larger farmsteads, woodland planted for sporting copses, estate-type cottages. Many cottages have above average-sized gardens and there is a high proportion of small fields and enclosed, high-hedges within and on the fringes of settlements, giving them a spacious character	• Small hedged pastures on the fringes of settlements • Mature trees and hedgerows • Wooded copses • The characteristic spacious, elongated settlements, with large gardens and open fields dispersed through the settlements
Roughton, Southrepps, Trunch & Knapton - TF3	Ridged landform with prominent views to north east and south west. Strongly nucleated settlements with few outlying farmsteads and relatively small-scale road network. Exception is the Roughton area, where there is a high proportion of villas in large semi-rural locations – probably associated with the holiday development of ‘Poppyland’ during the late 19th and early 20th century. This is an exceptionally open landscape with fewer than average woodlands and a low presence of hedgerows. There are remnant areas of heathland around Roughton (Roughton Heath) and occasionally heathland species are found in hedgerows	• Long open rural views • Network of narrow, rural lanes • All remnant woodlands, hedgerows and hedgerow trees, which are less common in this area than elsewhere in the type • Remnant heathland areas

OPEN RATHER DENUDED ARABLE FARMLAND



Key forces for change

- Changes to the agricultural economy and particularly the introduction of agri-environmental grants, have led to positive changes in landscape character – reinstatement or conservation of hedgerows and woodlands and arable reversion to pasture.
- Development pressures on the edges of settlements and as infill within them, often eroding the small pastures which are characteristic of the landscape and which help to integrate the villages within the wider countryside.
- Extensions to existing properties, subdivision of landholdings within settlements, external lighting and inappropriate boundary fencing which result from increasing affluence and which cumulatively contribute to the suburbanisation of the area.
- Introduction of new agricultural buildings, which are increasingly replacing older barns.
- Conversion of older barns to residential use, with the associated erosion of rural character this brings due to driveways, pylons, car parking areas, external lighting, gardens, fencing etc.



20 year vision

restore and enhance

The irregular, intimate pattern of hamlets, pastures and larger arable fields retains a small scale and a strong sense of history. There is a higher proportion of pasture on the fringes of villages where small pastures and groups of mature trees often provide the landscape setting for buildings. Patches of woodland thread between the small settlements, providing a backdrop to views and giving definition to the gently rolling landform. Areas of ancient woodland are connected by hedgerows and buffered by new planting.



Integrated landscape guidance

- 1 Conserve and enhance the small-scale pastoral landscape which is characteristic of the fringes of settlements**
 - Encourage reversion of arable fields to pasture, targeting land close to settlements where pastures are characteristic and form a key part of the landscape setting for villages.
 - Conserve and manage all existing hedgerows and hedgerow trees, aiming to extend and improve their visual/ecological structure by new hedgerow and tree planting which is designed to enhance the connectivity of the ecological network and the overall sense of enclosure.
 - Aim to increase the diversity of landscape elements and habitats within the landscape – take opportunities to introduce new woodlands, hedgerows and hedgerow trees as a means to integrate new development.
 - Give priority to the conservation of the hedgerows and hedgerow trees which line many rural roads, ensuring that these are replaced if there are minor changes to road alignments, for instance as a result of improvements to sightlines or the introduction of passing places.
- 2 Conserve and enhance the hedgerows, hedgerow trees and woodlands, which create the overall structure of the landscape**
 - Conserve all existing hedgerows, hedgerow trees, copses and woodlands, which create the principal visual structure of the landscape and contribute the most biodiversity value.
 - Conserve all existing woodlands, copses and tree belts, extending them wherever possible to create or enhance connections with the existing matrix of woodlands and hedgerows.
 - Give priority to the conservation of historic curvilinear hedgerows and semi-natural ancient woodland, which are exceptionally species-rich, with high biodiversity.
 - Give priority to the conservation and extension of remnant patches of heathland habitat, particularly on verges and any uncultivated land.
 - Encourage wide field margins within arable fields to enhance the ecological value of the hedgerows as corridors for the movement of wildlife through intensively farmed areas.

Integrated landscape guidance (continued)

3 Manage arable farmland to enhance its biodiversity value

- Establish arable field margins as potential nest sites for ground nesting birds and habitats for small mammals and invertebrates. ¹
- Manage arable farmland as habitat for game birds.

4 Conserve the loosely-structured, informal character of rural settlements

- Conserve small pastures and farmsteads within villages so that there is an open, informal structure, with fields, hedgerows and groups of mature trees retained within the village layout.
- Wherever possible conserve mature trees within and on the outskirts of settlements; new built development should be designed to incorporate new tree and hedgerow planting so that settlements are integrated within the landscape in an organic way, with trees 'anchoring' and connecting the buildings to existing mature hedgerows and small woodlands.
- Tree cover should increase towards the fringes of settlements, isolated rural properties and larger farmsteads.
- Avoid the introduction of suburban features, including gardens, fencing, lighting and entrance driveways, which can cumulatively alter the rural character of the landscape.
- New farm buildings or conversions require exceptionally high standards of siting and design – woodland, hedgerow and hedgerow tree planting may be required to integrate new structures into the surrounding landscape.

5 Conserve the character and landscape setting of minor 'gentry' properties, which are often prominent within open rural views

- Conserve small pastures, areas of remnant parkland, specimen trees and small woodlands associated with larger historic rural properties.
- Conserve vernacular buildings, walls, gateposts and other structures associated with historic properties, matching traditional vernacular materials as necessary.
- Seek opportunities to recreate areas of wood pasture, perhaps in association with the larger rural properties, which have areas of remnant parkland.

¹ See: <http://www.rspb.org.uk/countryside/farming/advice/farmhabitats/margins/index.asp>

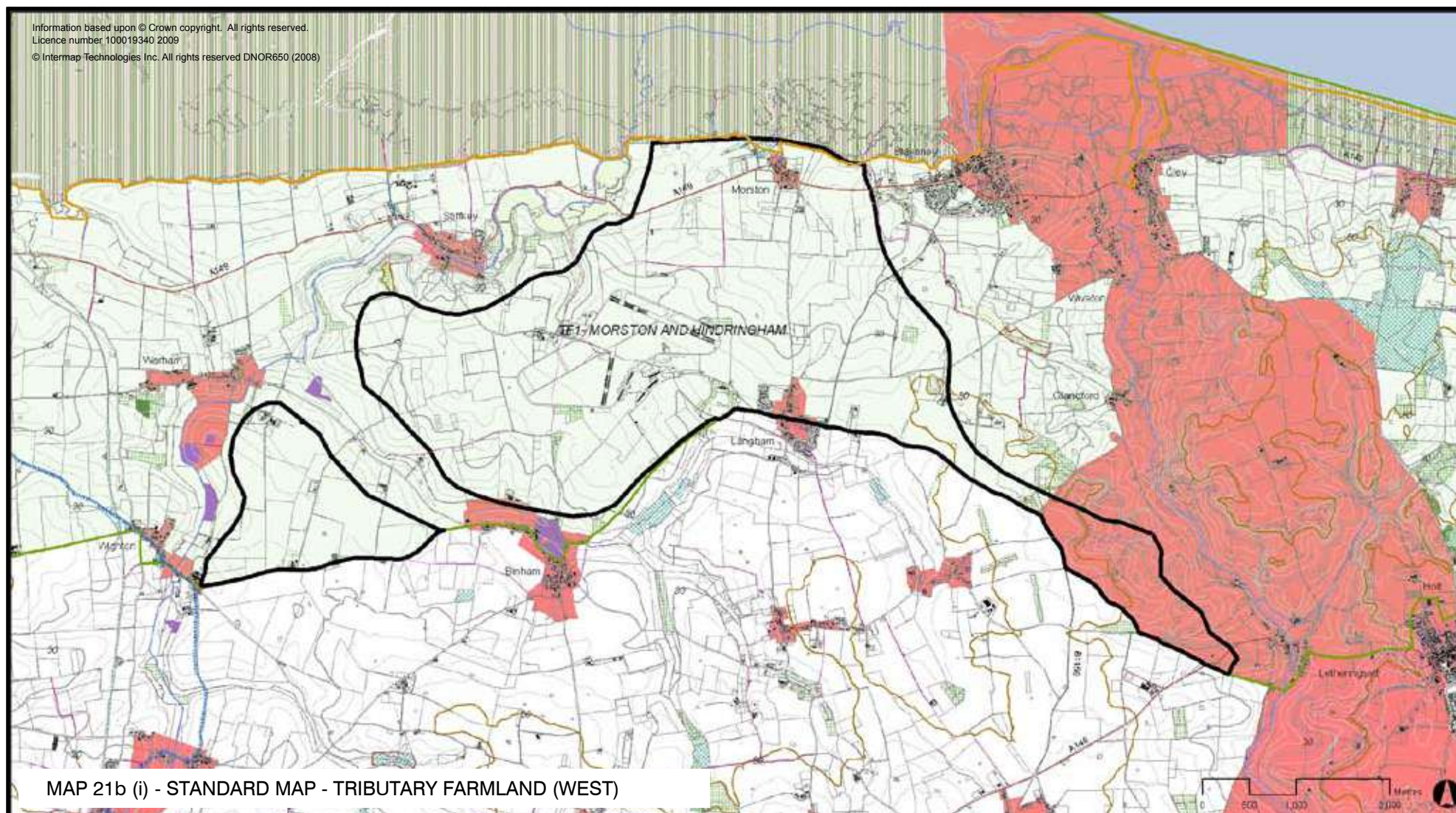
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ²
- **Historic landscapes** - broad historic landscape character types ³ and data from the Historic Environment Record ⁴

² Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

³ Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

⁴ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county



MAP 21b (i) - STANDARD MAP - TRIBUTARY FARMLAND (WEST)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

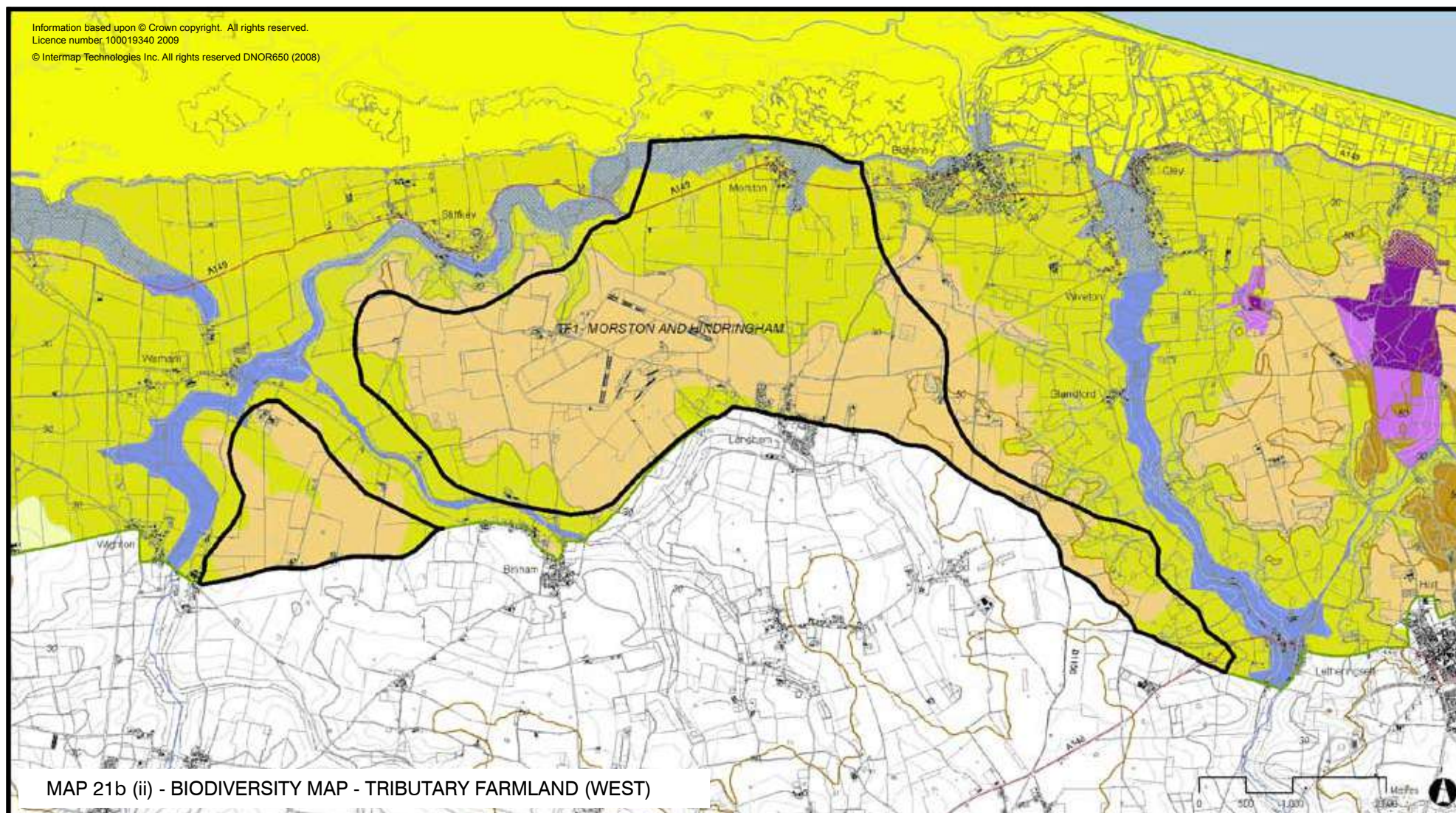
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

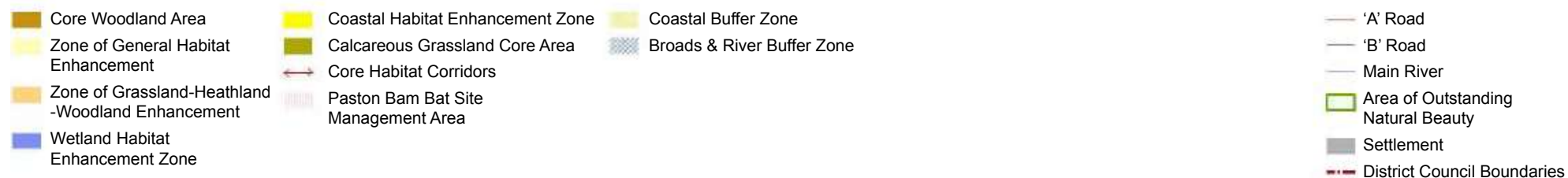
Topography

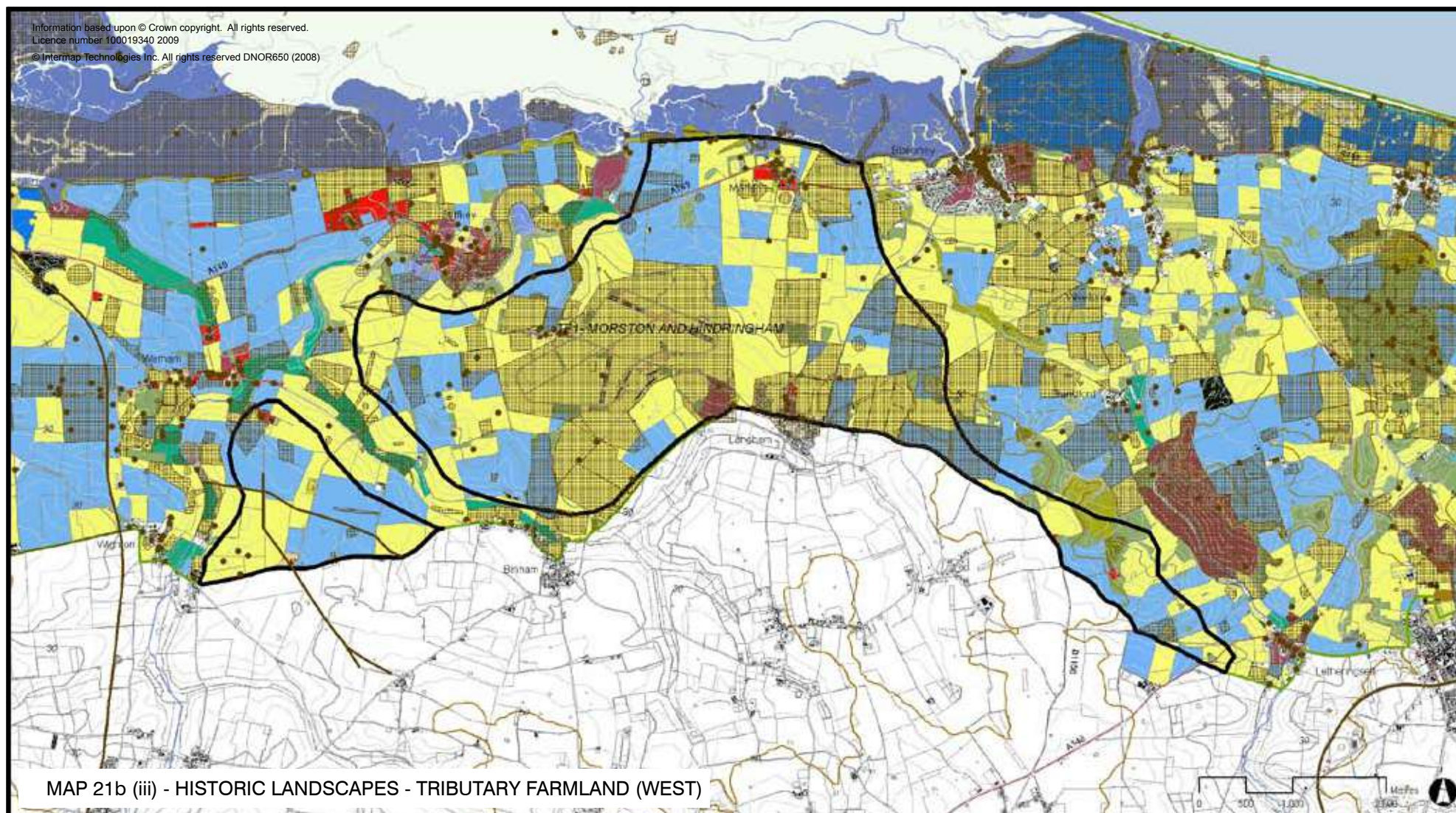
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



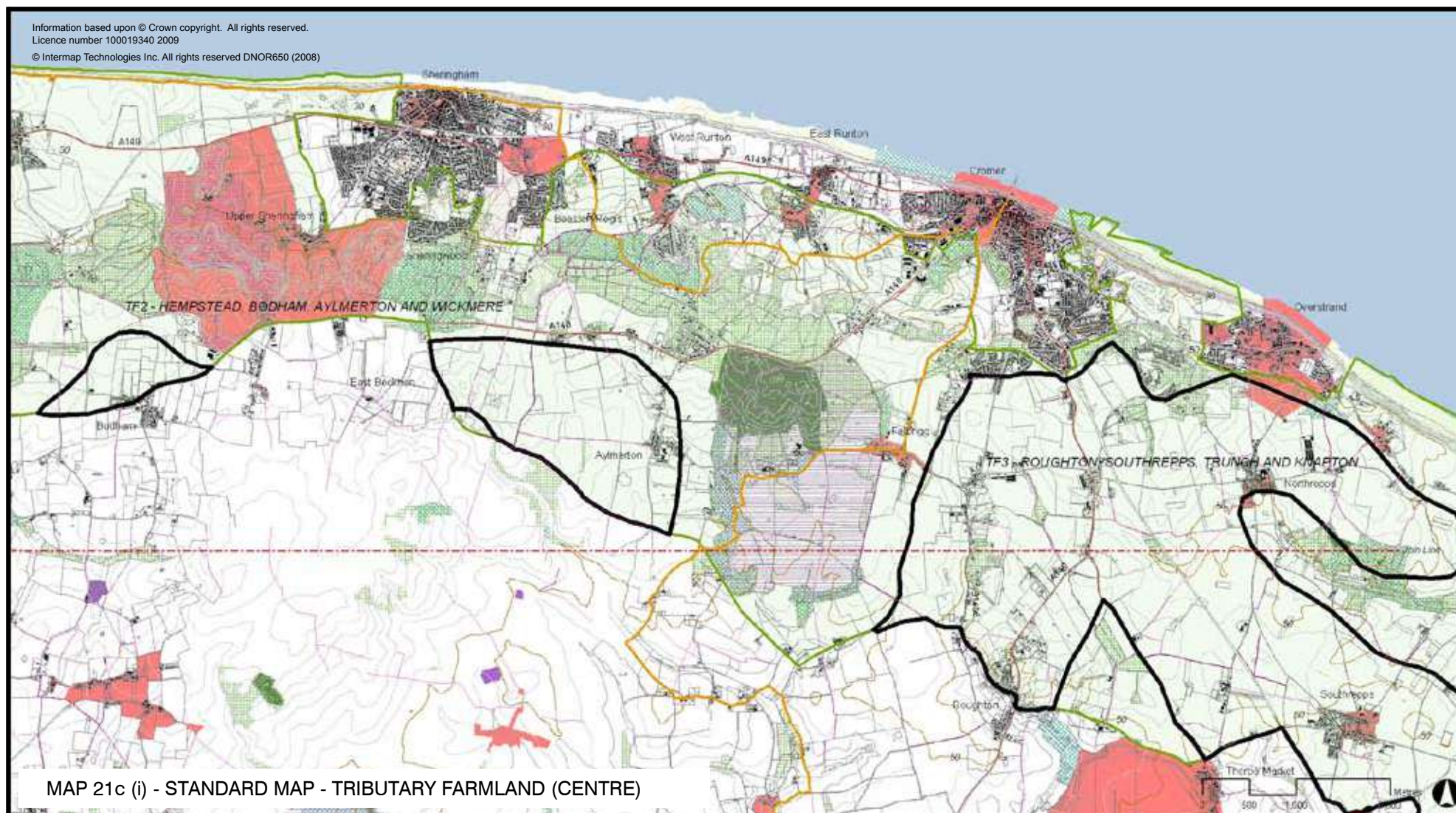
MAP 21b (ii) - BIODIVERSITY MAP - TRIBUTARY FARMLAND (WEST)





MAP 21b (iii) - HISTORIC LANDSCAPES - TRIBUTARY FARMLAND (WEST)





MAP 21c (i) - STANDARD MAP - TRIBUTARY FARMLAND (CENTRE)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

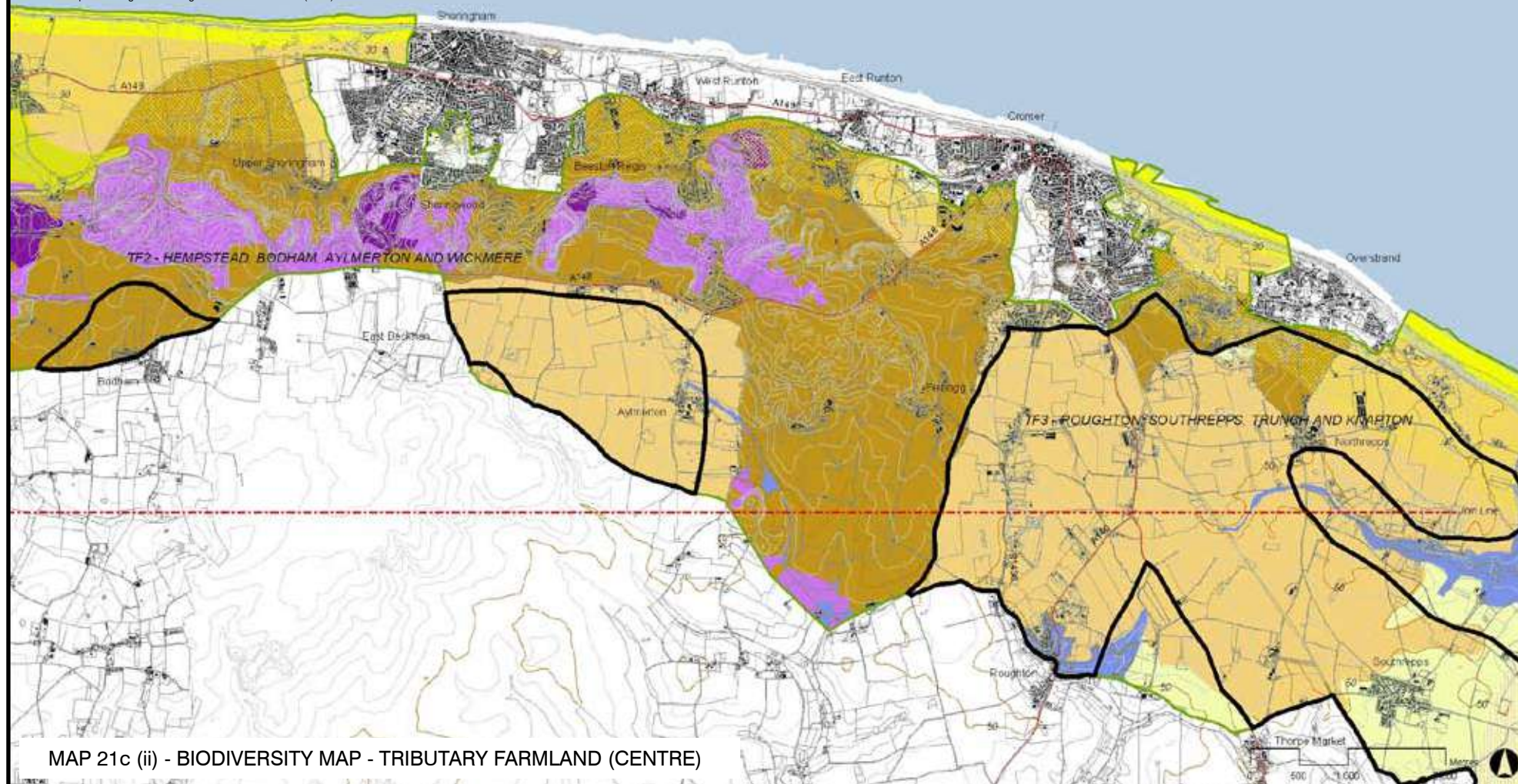
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

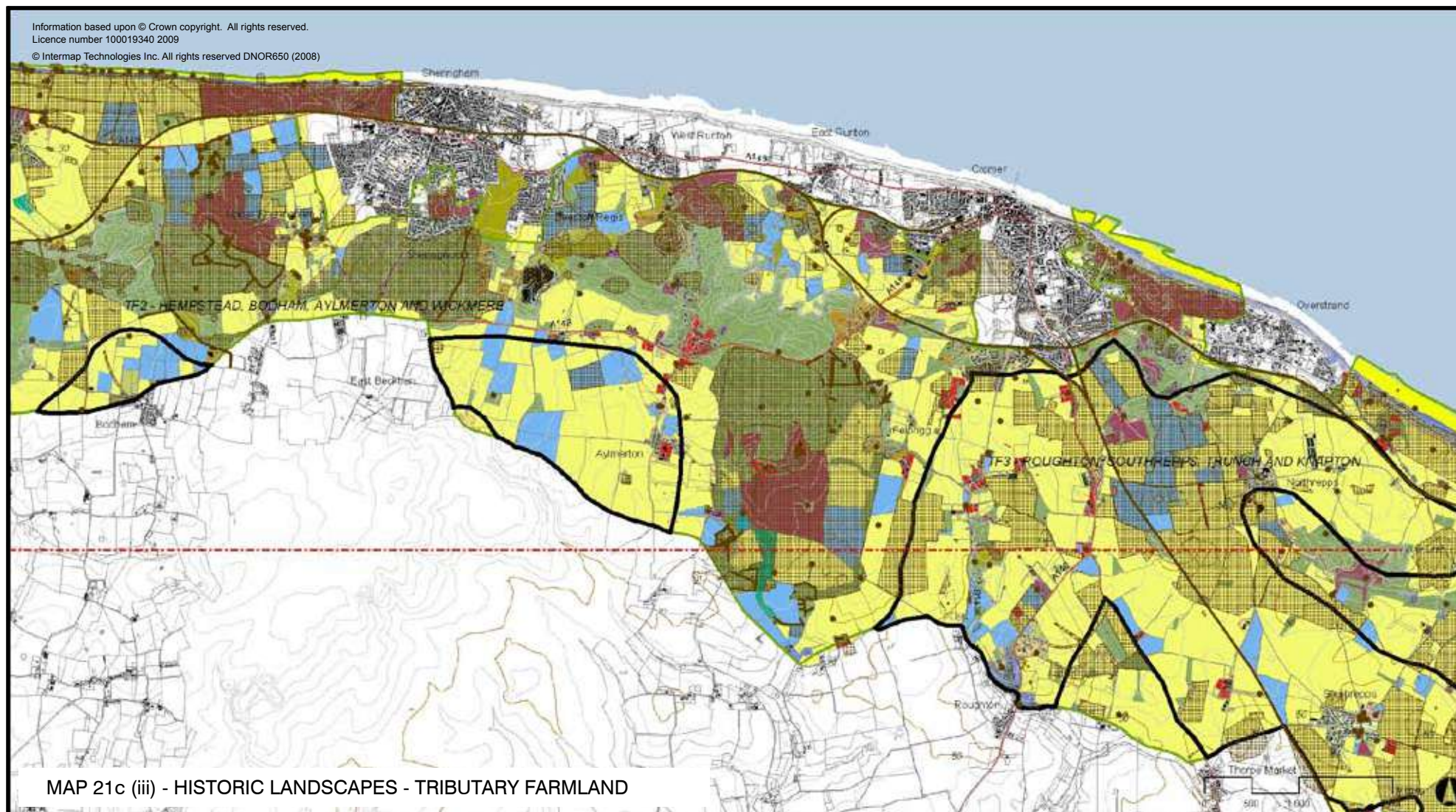
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

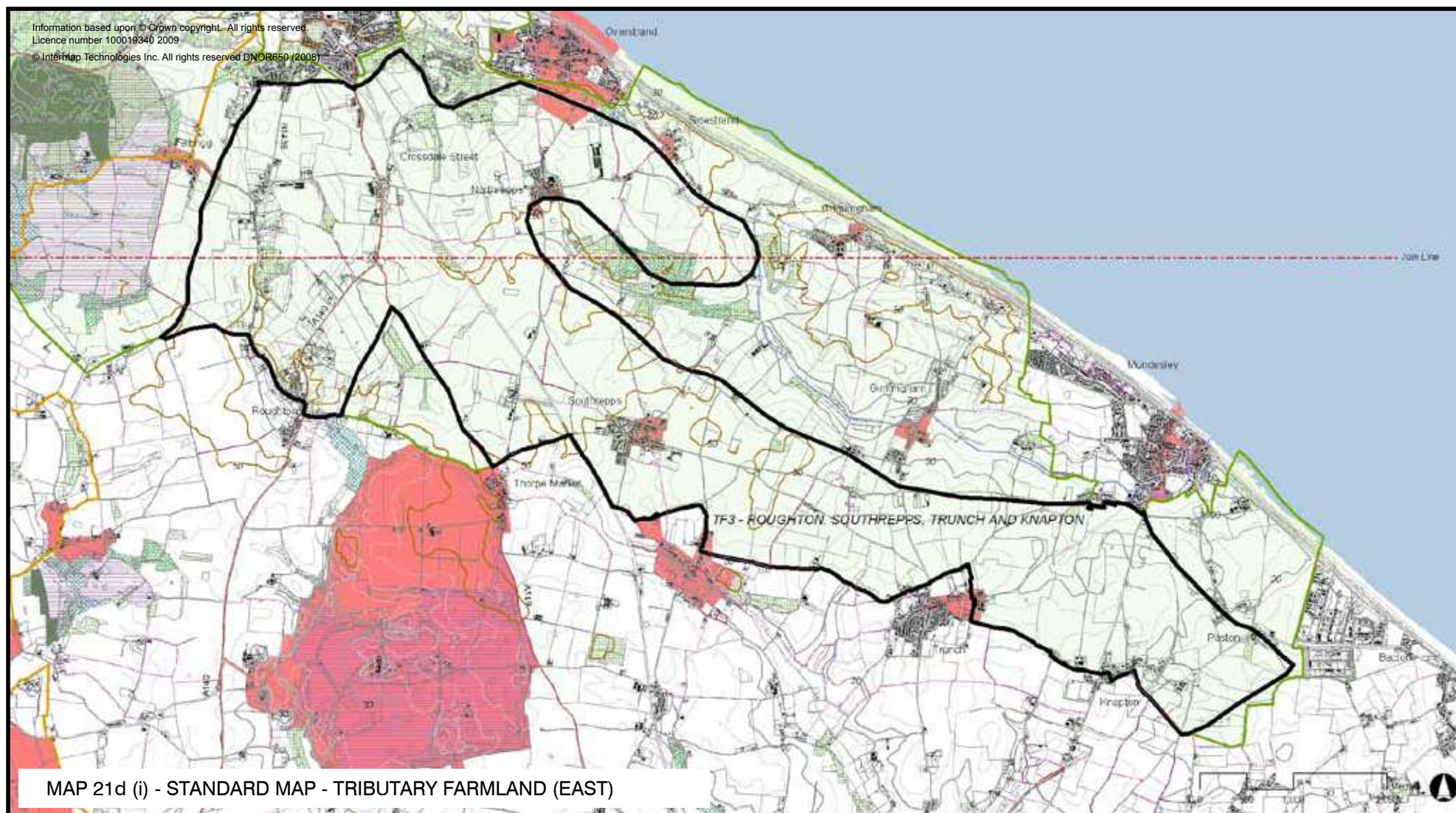


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|--|--------------------------------------|----------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | |
| Wetland Habitat Enhancement Zone | Paston Barn Bat Site Management Area | |

- | |
|------------------------------------|
| 'A' Road |
| 'B' Road |
| Main River |
| Area of Outstanding Natural Beauty |
| Settlement |
| District Council Boundaries |



- | | | | | | |
|------------------------------|--------------------------|-----------------------------|----------------|-------------|------------------------------------|
| 18th-19th Century Enclosure | Commons, Wastes, Heaths | Marginal | Water Features | HER 'point' | 'A' Road |
| 20th Century Agriculture | Communications | Military | Woodland | HER 'line' | 'B' Road |
| Built up Areas - Historic | Historic Earthwork | Mineral | | HER 'area' | Main River |
| Built up Areas - Modern | Horticulture | Miscellaneous | | | Area of Outstanding Natural Beauty |
| Coastal - Drainage Enclosure | Industry | Parks, Gardens, Recreation | | | Settlement |
| Coastal - Managed Wetland | Inland - Managed Wetland | Pre- 18th Century Enclosure | | | District Council Boundaries |



MAP 21d (i) - STANDARD MAP - TRIBUTARY FARMLAND (EAST)

Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

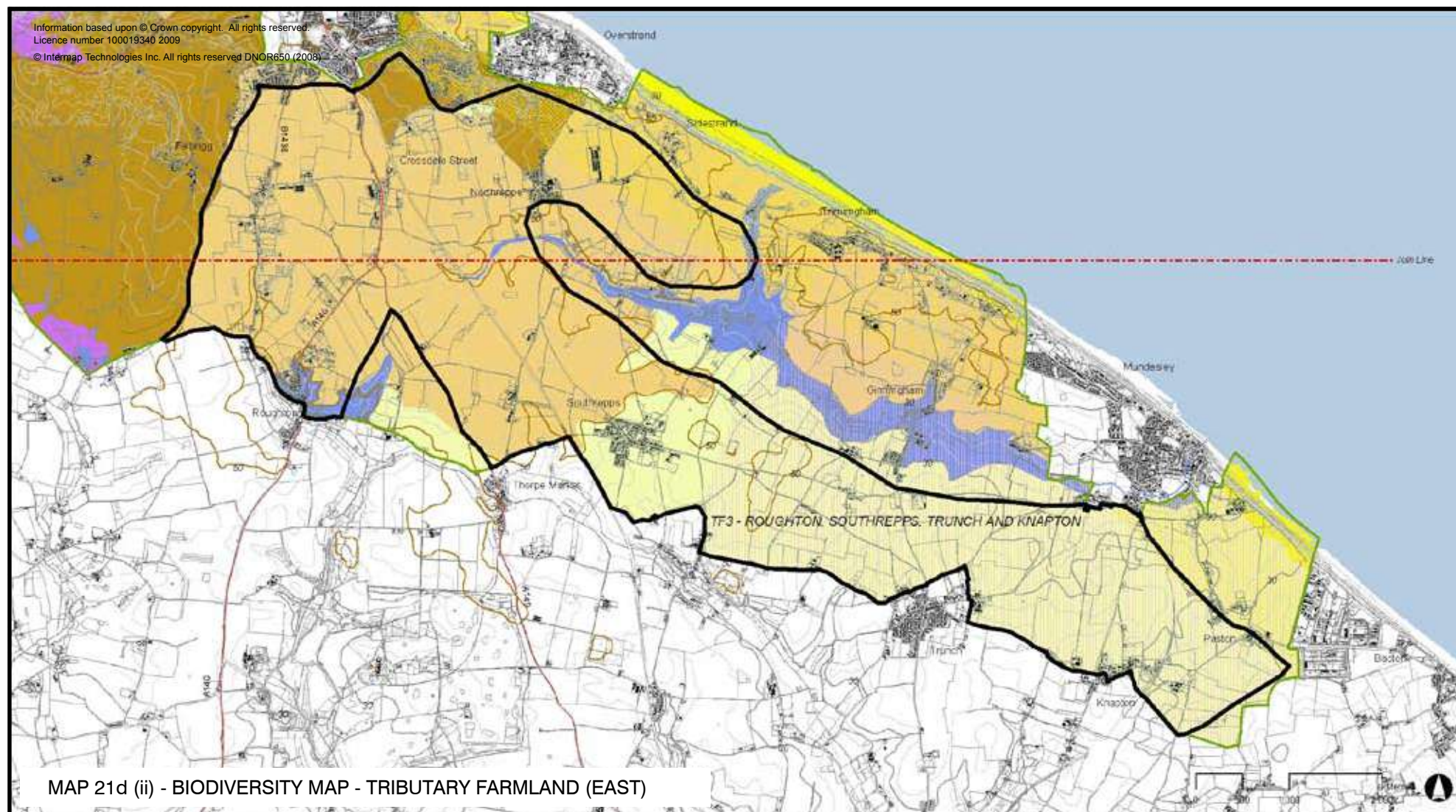
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

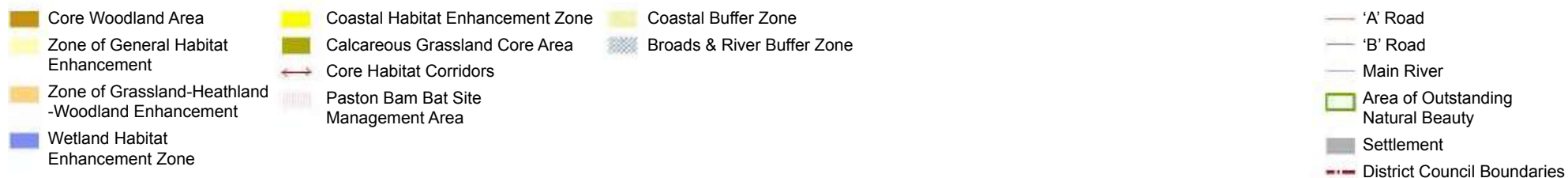
Topography

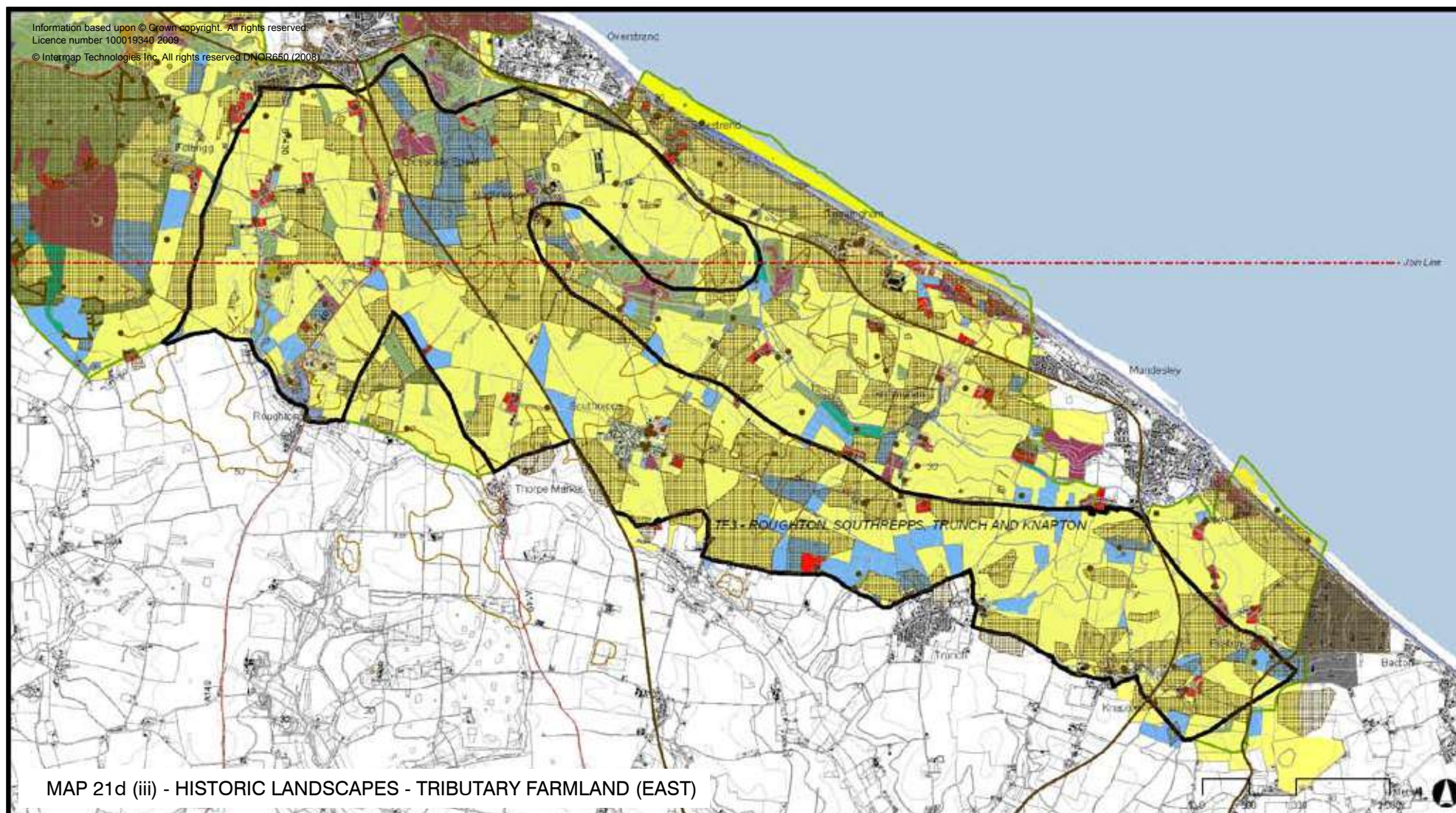
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



MAP 21d (ii) - BIODIVERSITY MAP - TRIBUTARY FARMLAND (EAST)





MAP 21d (iii) - HISTORIC LANDSCAPES - TRIBUTARY FARMLAND (EAST)

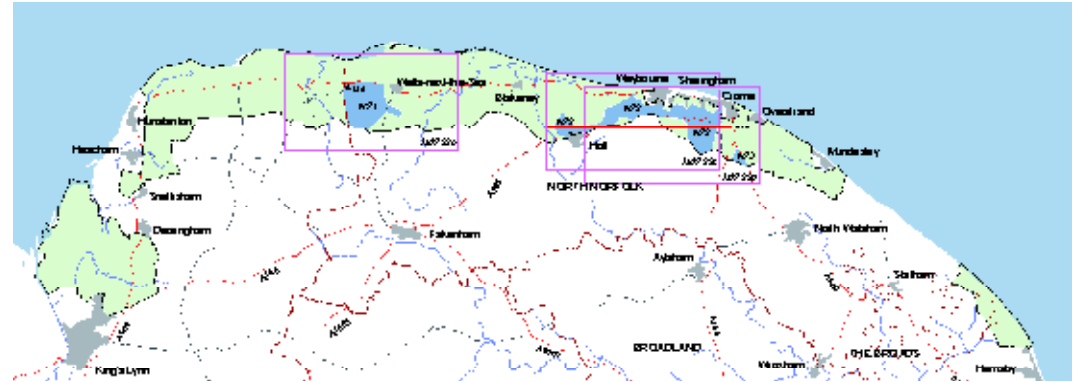




wooded with parkland



Integrated landscape character



MAP 22a - Landscape Character Type - Woodled with Parkland Key Plan

The Wooded with Parkland landscape type is found in two areas - at Holkham and a more extensive area along the Cromer Ridge. The Holkham area is underlain by chalk and glacial boulder clays, which form a rolling landform dipping towards the coast. To the east, the Wooded with Parkland landscape type is centred on the Cromer Ridge, a distinctive glacial terminal moraine which marks the point where two glacial lobes converged at the edge of the ice sheet. The Cromer Ridge resulted from the superimposition and contortion of layers of debris from the ice sheets, which formed undulating, hummocky terrain. The landform is composed of a mix of till, sands, gravels and erratics (lumps of granite, basalt, chalk and sandstone) which has led to an irregular, hummocky surface and a diverse range of soils and landcover.

The Wooded with Parkland landscape type has a distinctive wooded landcover and settlement character. The key characteristics are:

- Parkland belts around and within formal great house parks. The planning of these parklands tends to be associated with the early to late C18th (in the general style of either Capability Brown – Felbrigg and Holkham which are highly formalised enclosed parks using relatively few features or elements - or Repton whose work is a development from this style but with a more naturalistic and less formal, occasionally a 'wooded garden' style). The current management of these parks varies; some are highly managed whilst others have matured to a more naturalistic form. Some have added areas of commercial woodland planting to the basic parkland (Felbrigg).
- Commercial woodlands planted by landowners and the Forestry Commission. These are usually predominantly blocks of conifers with a varied age structure - but most are less than seventy years old.
- Ancient woodlands. These are rarer but may occur anywhere; they are of exceptional biodiversity importance and act as 'species-rich banks' from which species move out to colonise adjacent areas in the ecological network. Many of the smaller areas are not indicated on any register as they are considered too small (i.e. below 2ha) but are of considerable local importance. Portions of parkland belts, reforested commercial woodlands may also be ancient woodlands.
- Wood pasture – in small areas scattered through the parklands. There is a larger assemblage of veteran trees in wood pasture at Sheringham Park.
- Shooting woodlands and breaks. These are farmland woods which have been planted for a variety of reasons including shooting cover for game

Integrated landscape character (continued)

birds, minor forestry production and to prevent wind blow, or simply to use up an area which is too wet or dry or topographically unsuitable for any other purpose. The woodlands created tend to be in small blocks but may in the latter cases be sinuous and follow other features (streams or slopes). They tend to produce a fragmented wooded character

The Wooded with Parkland area was settled from the early Mesolithic period, following the last glaciation. Early settlers may have been attracted by the long views across a relatively open plain, although this would have become wooded as the climate warmed and stabilised following the final glacial period. There is also evidence of Neolithic settlement, with a concentration of barrows on parts of the Cromer Ridge. The glacial deposits of the Cromer Ridge supported heathy vegetation on acid soils. The common heathland was an important part of the local economy as it fulfilled many uses: fuel was cut as furze or wood and the foldcourse system of managing sheep flocks needed common grazing on the heaths. There is Domesday evidence of medieval wood pastures in the Cromer Ridge area. Within the mosaic of woodland landscapes, areas of remnant heathland, veteran trees, ancient multi-species hedgerows, coppiced woodland, glades, semi-natural grassland, ponds and ancient woodlands all contribute to a rich ecological diversity. Between the blocks of woodland, arable farmland predominates, but there are also extensive areas of pasture associated with parklands and some smaller areas of pasture and settlement. The character of the arable fields typically reflects that of the surrounding farmland, with medium to large fields hedged with banks. Hedgerows are generally more mature and species-rich close to areas of ancient woodland.

Settlement is very varied. Holt is the only major town, but the heathy Cromer Ridge landscapes form the inland setting to the towns of Sheringham, Cromer, West Runton and East Runton. Parks and large houses are a dominant feature and most have had a considerable influence over the development of settlement within and outside the parks - destroying and relocating settlements, creating new settlements of workers cottages, model farms, small hamlets etc. The overall density of settlement in these areas tends to be lower than that outside the influence of the large landowner. The character, period and style of each great house and its attendant settlement is unique.

Another distinctive type of settlement was created during the C20th with the selling off 'plotlands' within woods for those seeking a woodland lifestyle (particularly the period 1914 to 1960). This has formed the distinctive settlements of High Kelling, Sheringwood and Aylmerton with numbers of Arts and Crafts, Modern and ad-hoc prefab or timber framed hut / bungalows. Since the 1960s, many of the original plots have become more and more heavily subdivided and infilled, creating areas which are only semi-wooded, increasingly suburban and eroding the original intention of the amenity and design.

Landscape sensitivity and change

Parts of the Wooded with Parkland landscape type are found within the Norfolk Coast AONB. Key environmental assets which are sensitive to change are:

- Areas of lowland heathland and semi-natural ancient woodland, which are priority BAP habitats.
- The diverse mosaic of woodland landscapes (including coppiced woodland and areas of wood pasture), curvilinear mature species-rich hedgerows, hedgerow trees and older tree assemblages, which is of high ecological value and characteristic of the landscape type.
- The historic designed landscapes of the grand parkland properties, including historic parklands, specimen trees, vistas, drives, walls, gateways, railings and estate buildings which are the focus for this distinctive landscape type.



Landscape sensitivity and change (continued)

- Distinctive estate buildings, including planned villages, farmstead and cottages, which are often built in a unified style unique to each estate.
- Views to historic built features – designed vistas, but also incidental views from roads and public rights of way.
- Remaining woodlands which form the setting for the Cromer Ridge plotlands, which are critically important to conserve the distinctive character and historic layout of these unique settlements (High Kelling, Aylmerton and Sheringwood).
- Woodland edges, which form a backdrop to views and enclose parts of the landscape – particularly important in views from or to the more open adjacent landscape types.
- Views from or to adjacent landscapes, notably the Drained Coastal Marshes which are particularly vulnerable to change (and have less capacity to absorb or mitigate the impacts of development than the Wooded with Parkland landscapes).
- The Cromer Ridge itself - as a uniquely important example of a glacial terminal moraine - and views where the distinctive, hummocky landform can be understood and appreciated.
- Sites which are of national importance for geology and geomorphology, including Beeston Regis Gravel Pit, an exposure of Pleistocene glacial and glaciofluvial sediments of the Cromer Ridge.

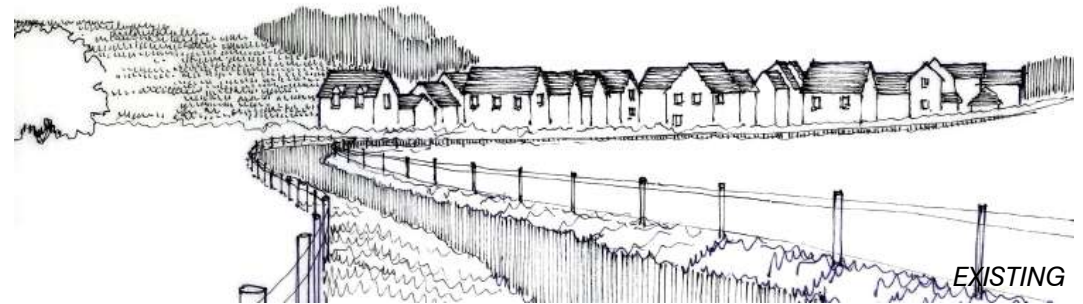
Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Wooded with Parkland landscape type, which fall within the AONB area:

Landscape character area	Distinctive character	Inherent sensitivity
Holkham Park - WP1	Walled area of Holkham Park, enclosing large area of designed woodland, arable, pasture and formal historic park and garden. Numerous listed buildings – many C18th neo-classical buildings, including Holkham Hall, model farms and farm buildings, gatehouses and features such as obelisks and columns. Isolated large church. Relocated model village and hamlets with other estate houses (mostly dating from mid C19th to early C20th. Mature woodlands beyond the walled area form a triumphal entrance avenue several miles long. The village of Holkham is a bustling major tourist attraction.	• Well known and historically important designed landscape with numerous features of interest • Area to the south of the park is particularly sensitive to change due to relatively low settlement density and remote character • Park is able to absorb change, but surrounding landscape types eg Drained Coastal Marshes are more vulnerable and may be affected by changes relating to visitor facilities

Landscape character area	Distinctive character	Inherent sensitivity
Holt to Cromer - WP2	Wide mix of woodland types, jumbled together to form a cohesive area stretching along the Cromer Ridge (terminal glacial moraine). Long views from and to the ridge are characteristic and contrast with enclosure within wooded areas. Woodland types include parkland (Holt Hall C19th naturalistic planting, Voewood (early C20th screening planting), Sheringham Park 1770s Repton landscape, Cromer Hall C19th parkland and Felbrigg C18th walled park with later plantings through to C20th (Victory V in post war era); older mixed woodland (around Holt and on some of the areas around Felbrigg); C20th conifer plantations – often Forestry Commission lead and natural woodland colonisation of former heath and scrub lands. Large settlement of Holt and settlements such as High Kelling and Sheringwood, which have been ‘planted’ within the woodland and former common land during the early C20th and have subsequently grown. Caravan parks and chalet parks are a feature of Kelling Heath and Bodham. Good visitor access – public access land, National Trust properties, Woodland Trust and land owned by North Norfolk District Council	• Long views from parts of the ridge out to the north (seaward) and inland – up to 20 miles in places • Woodland which forms a setting to the wide mix of villages in the area, many of which have a dispersed character • The vernacular character of the original plotland developments, which has been eroded by infill and the introduction of suburban elements • The specific combinations of woodland, open farmland and heathland which forms the distinctive landscape settings of Holt and Sheringham • Mature trees and woodlands which form the distinctive wooded landscape setting to the unique C20th ‘plotland’ settlements of High Kelling, Aylmerton and Sheringwood • Remnant areas of heathland and semi-natural ancient woodland
Gunthorpe & Hanworth - WP3	Woodland is associated with designed parkland landscapes. Small areas of copses and woodland which are outside the parklands, but closely associated with them, extend the wooded area. Settlement pattern is mostly nucleated, with few outlying farmsteads.	• Setting of the parklands is critically important in assessing the capacity of the landscape to absorb change

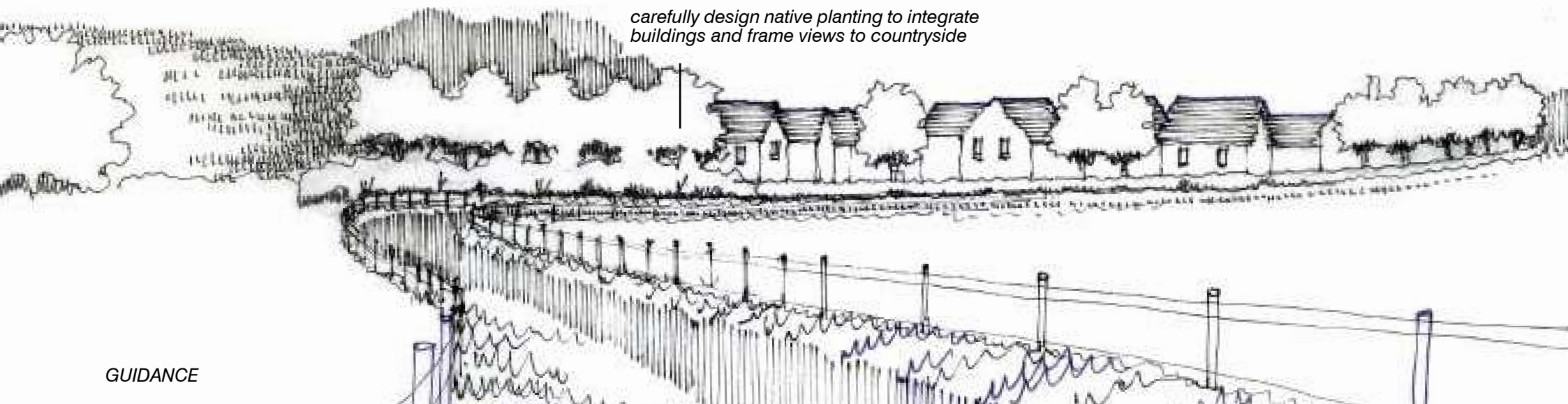
abrupt settlement edges can have a suburbanising influence



Key forces for change

- Changes to the agricultural economy and particularly the introduction of agri-environmental grants, have led to positive changes in landscape character – reinstatement or conservation of hedgerows and woodlands, arable reversion to pasture and recreation of heathland (from woodland).
- Loss of woodlands and hedgerow field boundaries as a result of agricultural intensification.
- Changes in woodland cover as a result of changes in management.
- Small scale changes to parkland landscapes, including realignment of driveways and access tracks, erection of ancillary buildings, introduction of signage, lighting, increased parking and facilities to accommodate visitors.

carefully design native planting to integrate buildings and frame views to countryside



GUIDANCE

Key forces for change (continued)

- Small-scale, incremental and infill development within settlements (particularly outside the protected estate villages) - external lighting and inappropriate boundary fencing - which may be inconsistent with local built character and materials and which may erode their distinctive landscape setting.
- Larger extensions to settlements (eg Holt and High Kelling) which may undermine the traditional form of road and settlement patterns and the characteristic vernacular appearance of the plotlands.
- Introduction of new agricultural buildings, which are increasingly replacing older barns and the conversion of older barns to residential use, with the associated erosion of rural character this brings due to driveways, pylons, car parking areas, external lighting, gardens, fencing etc.

20 year vision

conserve and restore

A diverse, inter-connected mosaic of heathland, ancient woodland, wood pasture, hedgrows and pasture. Overall the proportion of heathland is increased, with open areas sited to reveal the irregular form of the Cromer Ridge, as well as buffering, extending and linking existing habitats. Open heathland and pastures are enclosed by a matrix of woodland, which provides a backdrop and landscape setting for historic designed parklands and the small-scale 'pioneer' plotlands.



Integrated landscape guidance

1 Increase the overall proportion and connectivity of heathland habitats

- Give priority to the conservation and enhancement of existing areas of remnant lowland heath.
- Seek opportunities create new lowland heathland habitats, particularly on areas which are currently planted as conifer plantations; these habitats are a BAP priority and a local heathland study¹ has indicated that the Wooded with Parklands landscape type is a prime candidate for heathland re-creation on the basis of soil type and historic use.
- Aim to increase the connectivity of heathland habitats to maximise their ecological value.

2 Conserve and enhance a balanced, diverse mosaic of woodland landscapes, linked to mature hedgerows, tree belts and hedgerow trees

- Give priority to the conservation and enhancement of semi-natural ancient woodlands, areas of remnant heathland, curvilinear mature species-rich hedgerows, coppiced woodlands, areas of wood pasture and assemblages of veteran trees, which are of particularly high ecological value.
- Seek opportunities create new lowland heathland habitats, particularly on areas which are currently planted as conifer plantations; these habitats are a BAP priority and there are suitable soil conditions for their creation in many parts of the Wooded with Parkland landscape type.
- Aim to increase the connectivity of woodland habitats, both within the parklands and beyond, linking hedgerows and woodlands with those in the more open farmlands which typically surround the Wooded with Parkland landscape type.
- Give priority to the conservation and enhancement of woodland edges, increasing the deciduous content of the woodland mix on the edge of conifer plantations and creating links to buildings and hedgerows. Recognise that woodlands within the Wooded with Parkland landscapes often form a backdrop to views from the more open adjacent landscape types.
- Encourage wide field margins within arable fields to enhance the ecological value of the hedgerows as corridors for the movement of wildlife through intensively farmed areas.

¹ ELP (Ecology, Land & People), May 2002, Norfolk Heaths Re-Creation Strategy (on behalf of English Nature Norfolk team)

Integrated landscape guidance (continued)

3 Conserve the unique, historic designed landscapes and features, guided by accurate historic research

- Conserve and enhance the built and designed landscape elements of the historic parklands, referring to historic plans and balancing resources with ongoing management.
- Conserve vernacular buildings, walls, gateposts and other structures associated with historic properties, matching traditional vernacular materials as necessary.
- Conserve the wider landscape setting of farmsteads and estate villages associated with the parklands, retaining pastures, avenues of trees and gateway views.

4 Conserve the character and landscape setting of the distinctive ‘plotlands’ settlements (High Kelling, Aylmerton and Sheringham) on the Cromer Ridge, which are unique in Norfolk and of some historic significance

- Conserve the remaining woodlands which form the setting for the Cromer Ridge plotlands, which are becoming eroded due to subdivision of landholdings, infill and lack of management. These settlements developed as an expression of people’s desire for a rural, woodland lifestyle during the Arts and Crafts Movement through to the 1960s so a woodland setting is a fundamental aspect of the distinctive settlement character.
- Encourage an ongoing programme to replant and manage woodland trees throughout the area, through a proactive programme of promotion to local landowners (as many trees are within private gardens. All planting should be of local native species.
- Aim to increase the density and inter-connectivity of woodland cover throughout the plotlands. Heathland creation should not take place at the expense of woodland within the plotlands – ie create heathland as a result of reversion from arable farmland or create new woodland to replace any that is lost as a result of heathland creation.
- Maintain a relatively low density of built development within the wooded plotlands, so that there is space for the retention of woodland within gardens, alongside roads and in stands between buildings.
- Avoid the introduction of suburban features, including gardens, fencing, lighting and entrance driveways, which can cumulatively alter the rural character of the landscape.
- Give priority to gateways to the settlements and the setting for key views from Cromer Ridge.

Integrated landscape guidance (continued)

- 5 Conserve the character and landscape setting of all other settlements within the Wooded with Parkland landscape**
- Wherever possible conserve mature trees within and on the outskirts of settlements; new built development should be designed to incorporate new tree and hedgerow planting so that settlements are integrated within the landscape in an organic way, with trees ‘anchoring’ and connecting the buildings to existing mature hedgerows and small woodlands.
 - Ensure potential new small-scale development within the villages is consistent with existing settlement pattern, density and traditional built form.
 - Encourage carefully designed new tree planting on the fringes of settlements which is designed to replace existing trees, screen locally intrusive structures and frame views to the surrounding countryside.
 - Integrate potential new small-scale developments within the villages with new planting, using species appropriate to local landscape character.

Detailed maps

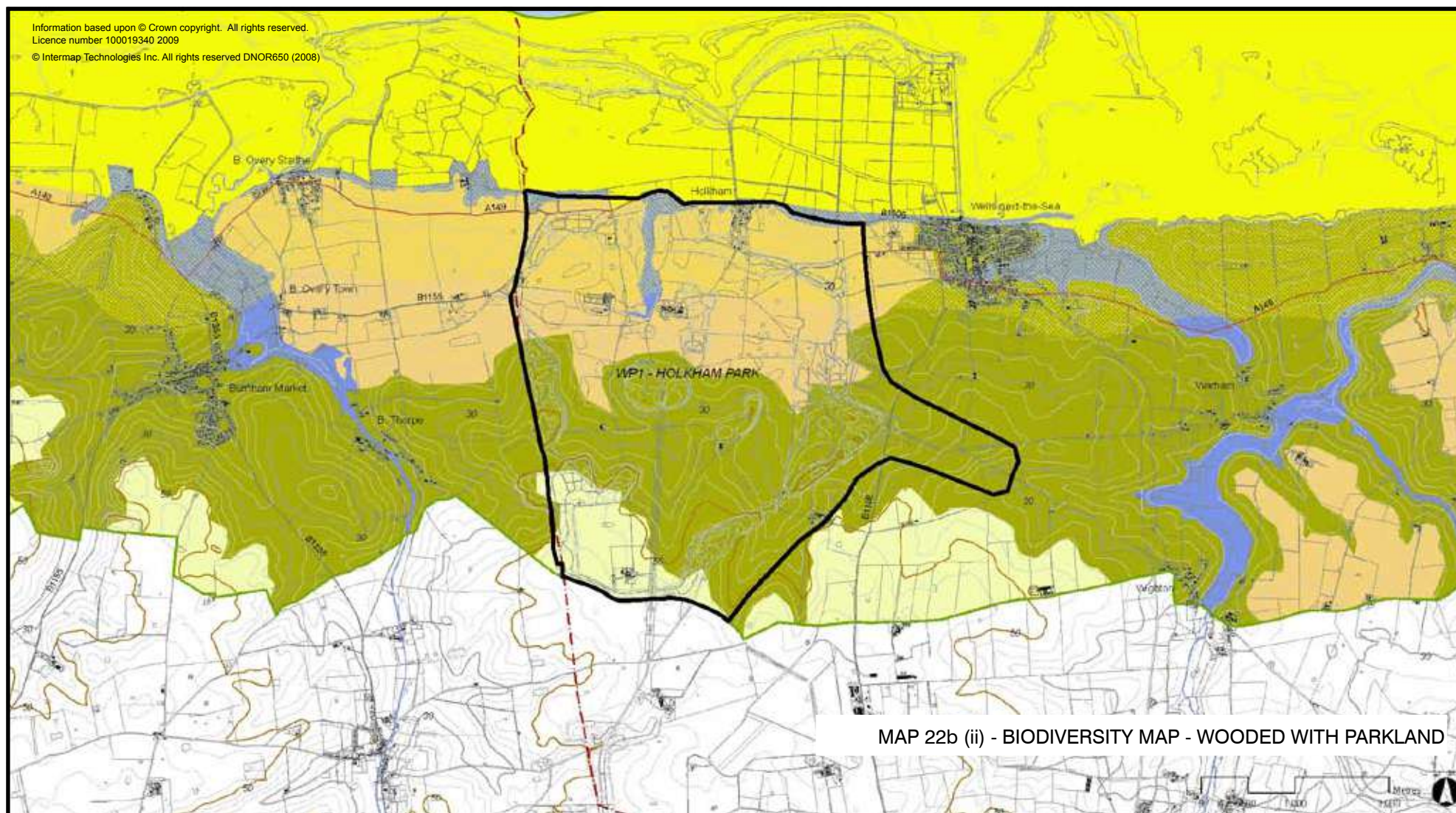
- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ¹
- **Historic landscapes** - broad historic landscape character types ² and data from the Historic Environment Record ³

¹ *Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, Ecological Network Mapping Project for Norfolk*

² *Norfolk Landscape Archaeology, January 2009, Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

³ *www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county*

Statutory Designations		Heritage	Connections	Topography	
	Ramsar Site				
	Special Protection Area				
	Ancient Woodland				
	Site of Special Scientific Interest				
	County Wildlife Sites				
					
	Local Nature Reserve				
	Forestry Commission Woodland				
	Special Area of Conservation				

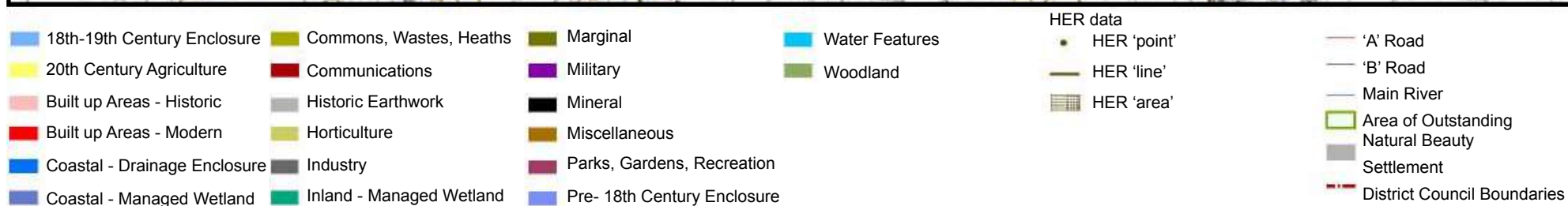
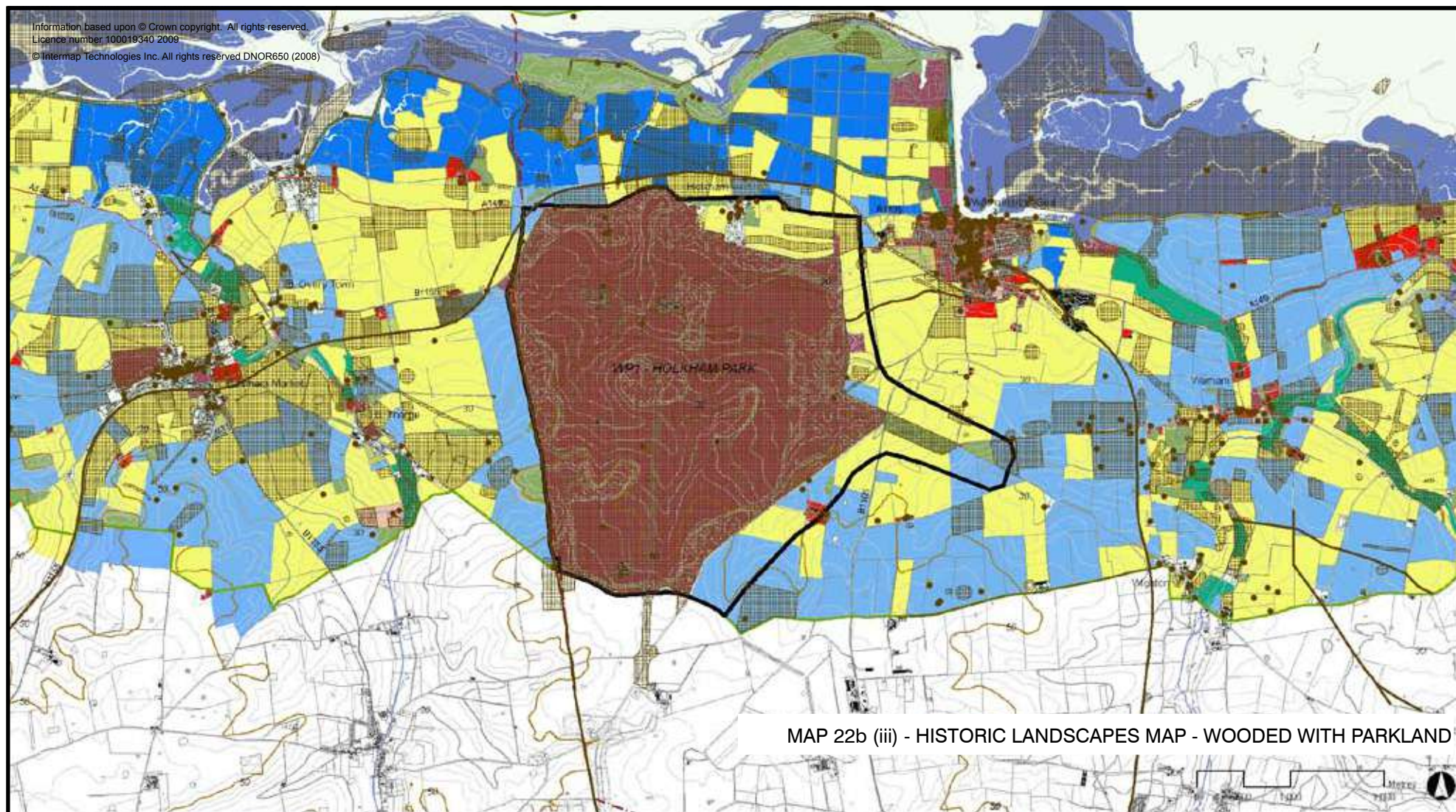


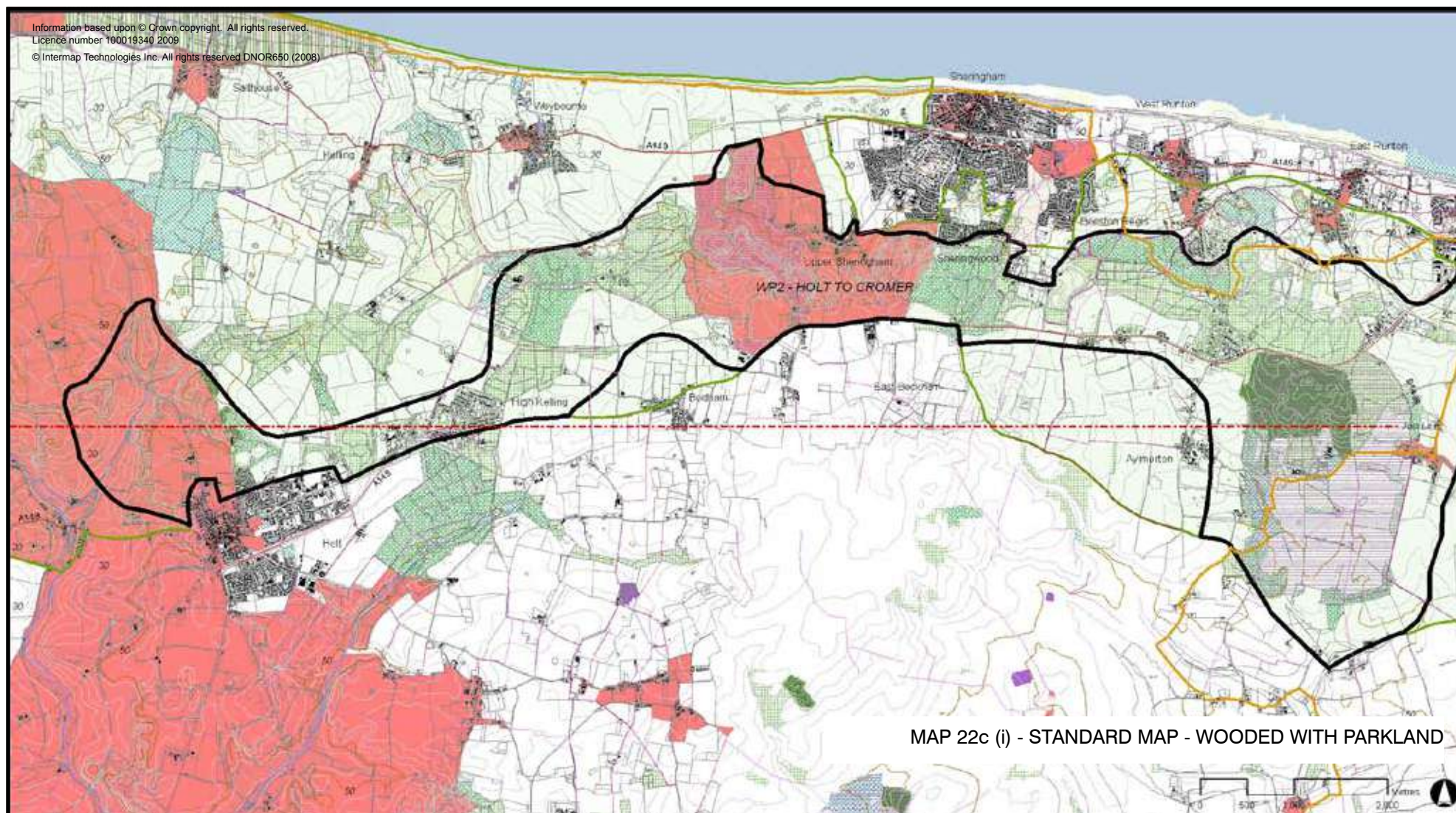
MAP 22b (ii) - BIODIVERSITY MAP - WOODED WITH PARKLAND

Ecological Network - (in WP area only)

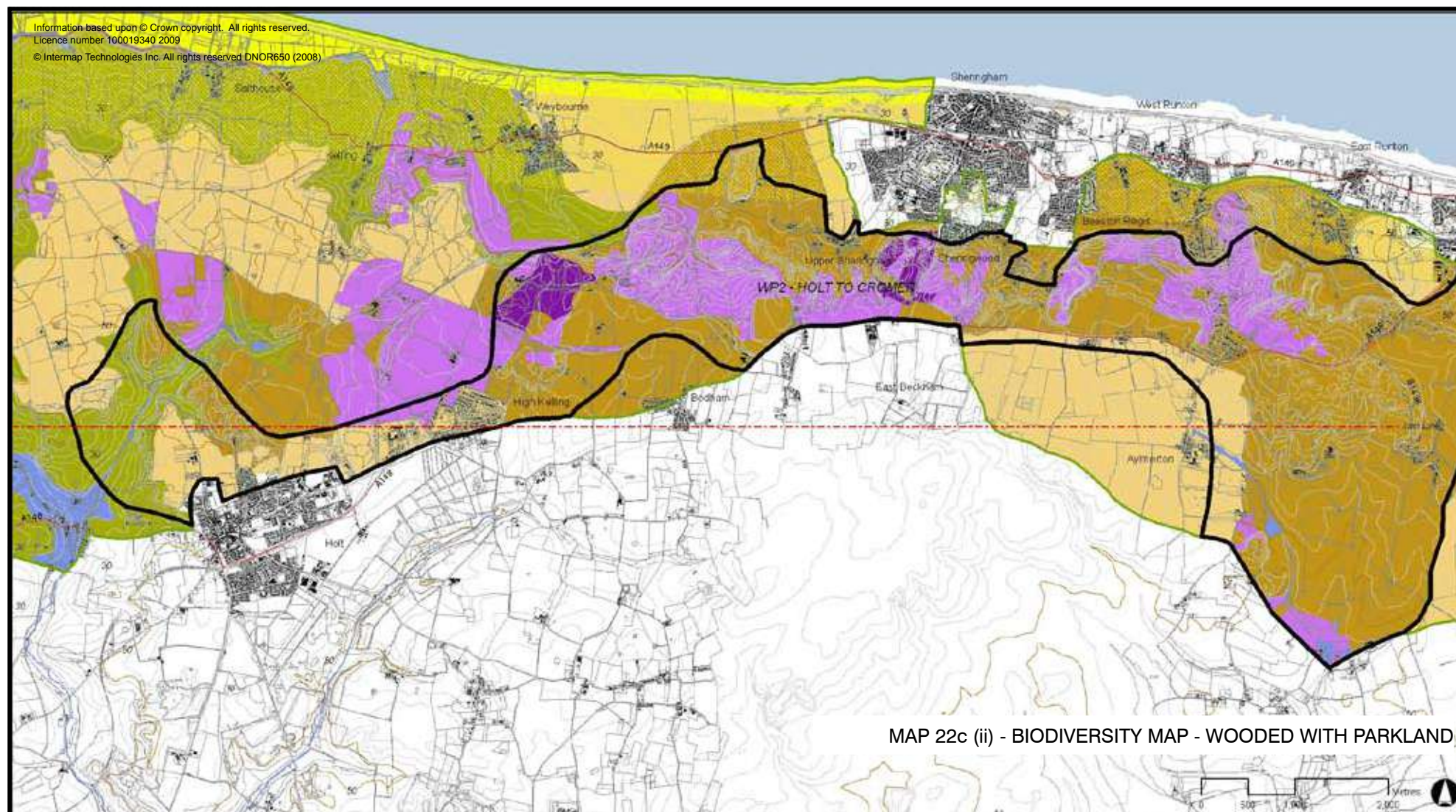
- | | | |
|--|----------------------------------|--------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Barn Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

- | |
|------------------------------------|
| 'A' Road |
| 'B' Road |
| Main River |
| Area of Outstanding Natural Beauty |
| Settlement |
| District Council Boundaries |





Statutory Designations		Heritage	Connections	Topography	
	Ramsar Site				
	Special Protection Area				
	Ancient Woodland				
	Site of Special Scientific Interest				
	County Wildlife Sites				
	Local Nature Reserve				
	Forestry Commission Woodland				
	Special Area of Conservation				



MAP 22c (ii) - BIODIVERSITY MAP - WOODED WITH PARKLAND

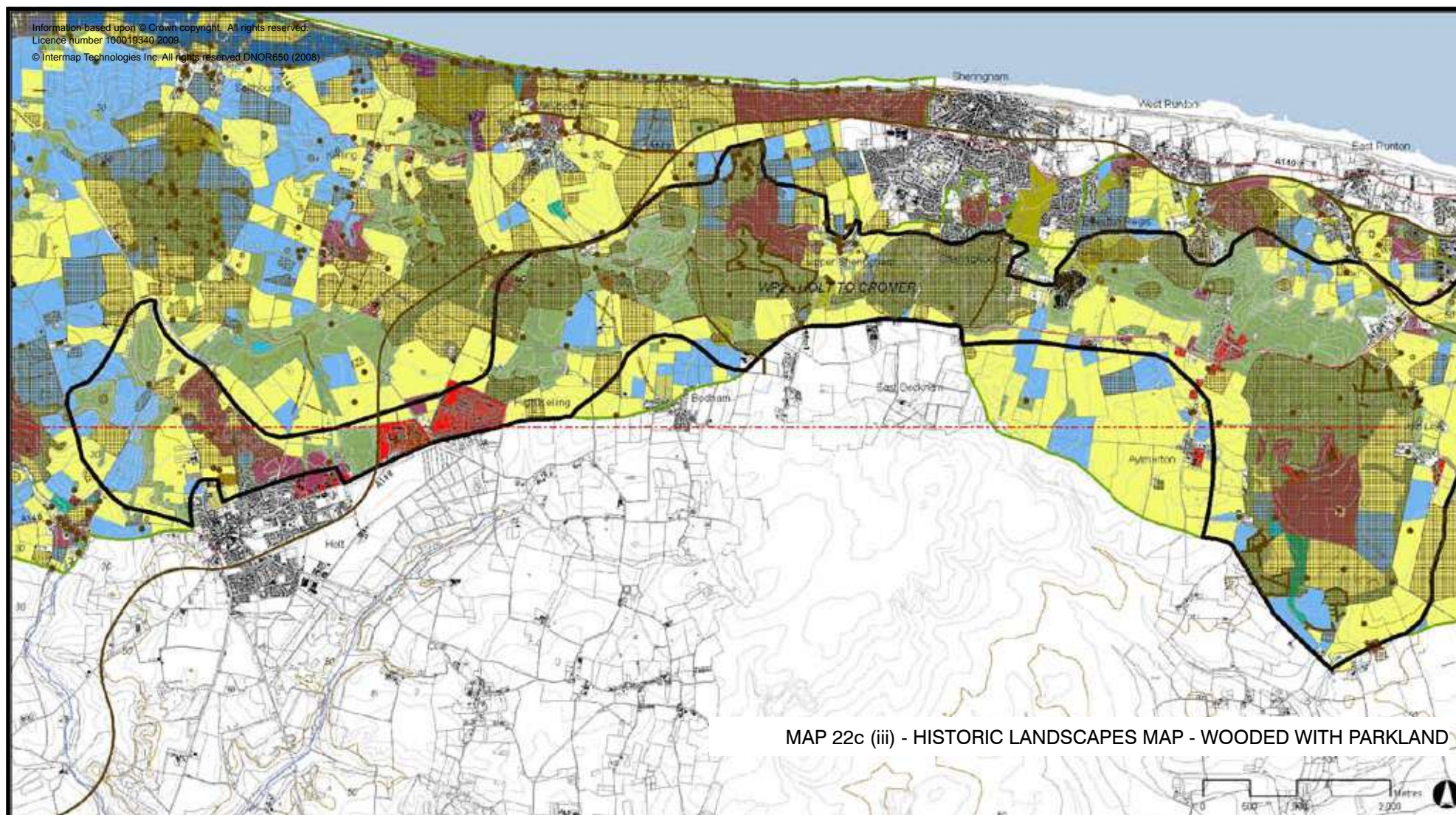
Ecological Network - (in WP area only)

- | | | |
|--|----------------------------------|-------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Bam Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

Priority Heathland Creation Areas Data (All in core area)

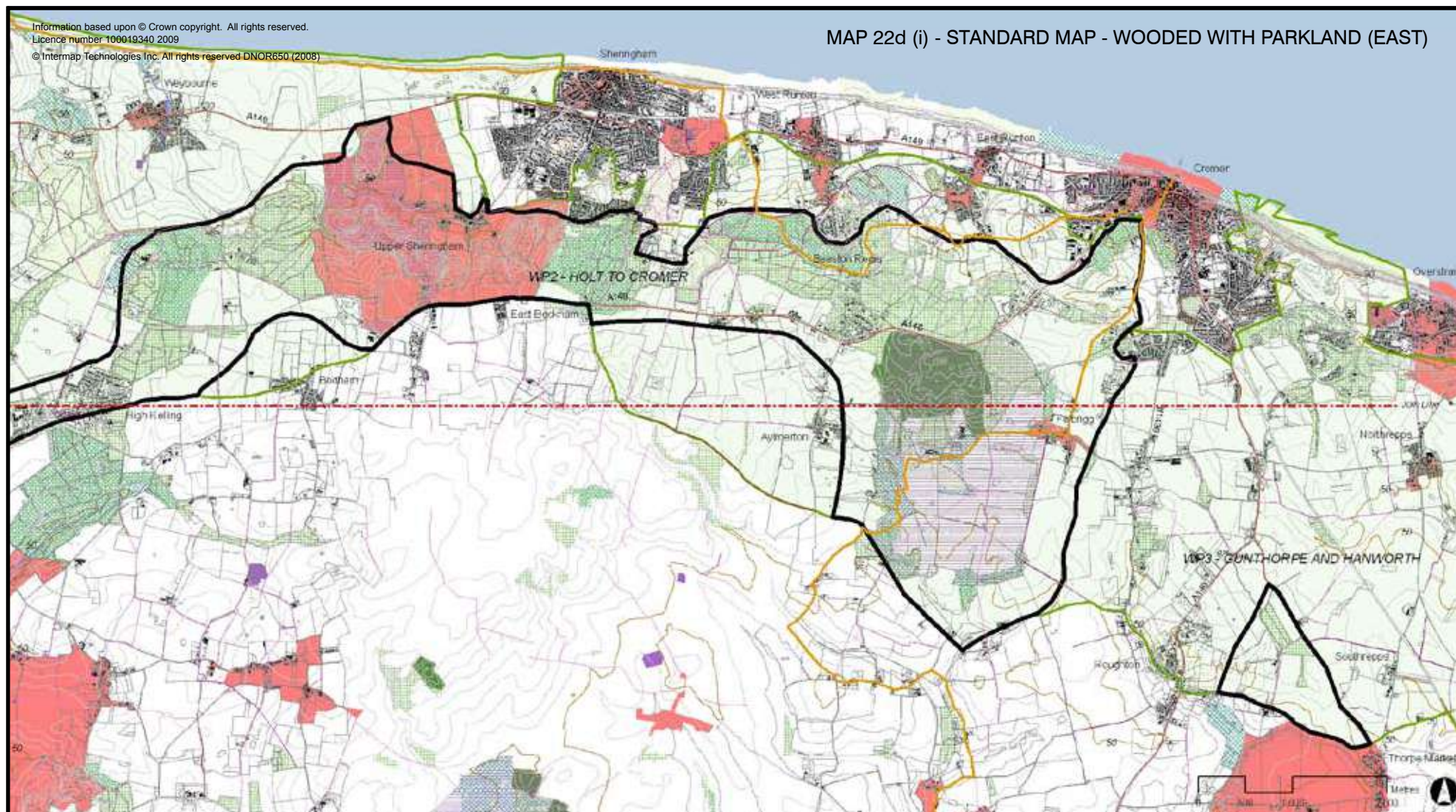
- Priority 1 Heathland Creation Areas (Scores 31 or Above)
- Priority 2 Heathland Creation Areas (Scores 21-30)

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



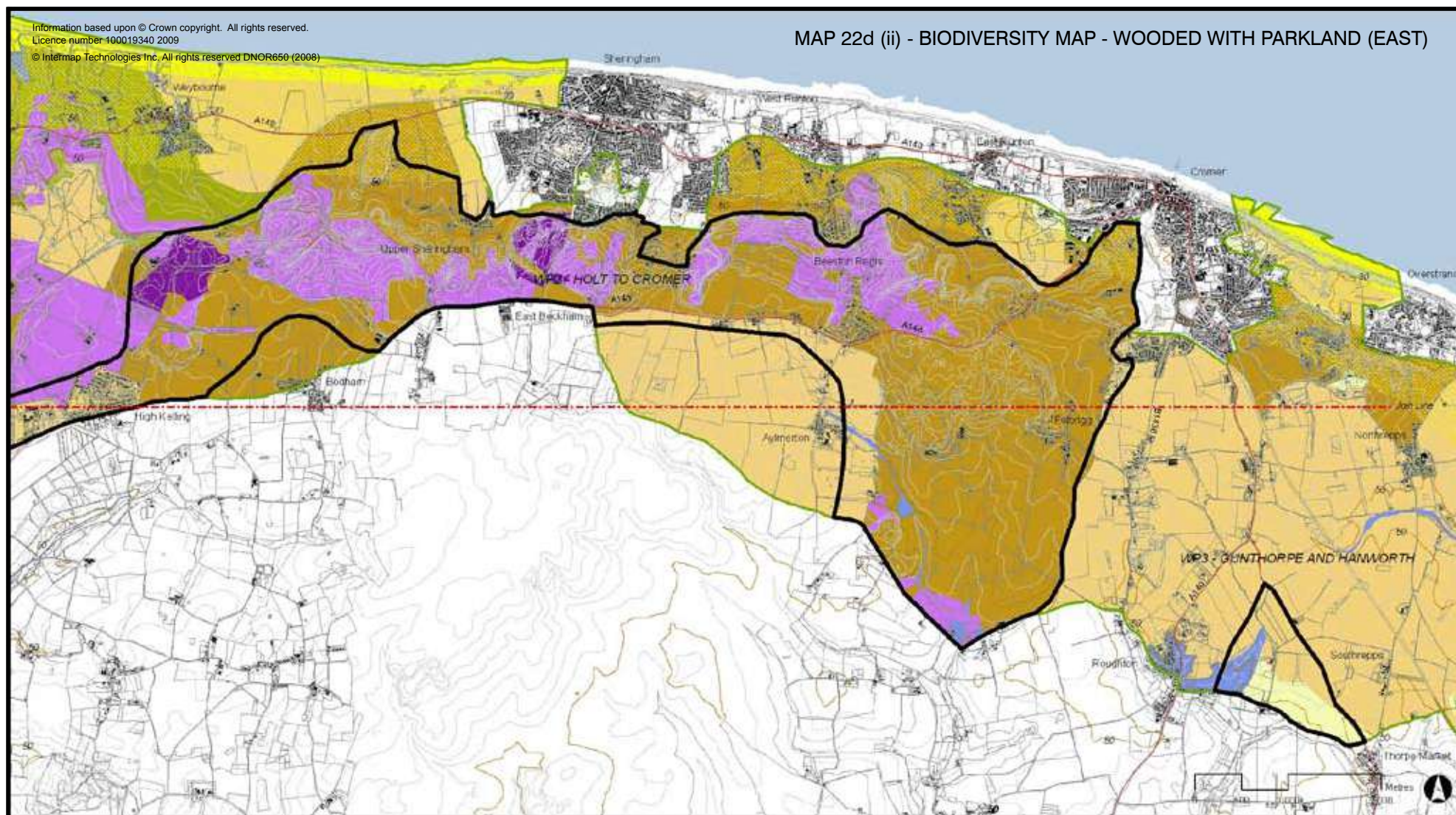
MAP 22c (iii) - HISTORIC LANDSCAPES MAP - WOODED WITH PARKLAND





Statutory Designations		Heritage	Connections	Topography	
Ramsar Site	Local Nature Reserve	Scheduled Ancient Monuments	National Cycle Route	Contour Line (Interval 5 m)	'A' Road
Special Protection Area	Forestry Commission Woodland	Conservation Areas	Cycleways	30 m Contour Line	'B' Road
Ancient Woodland	Special Area of Conservation	Historic Parks and Gardens	Long Distance Path	50 m Contour Line	Main River
Site of Special Scientific Interest			Footpath		Area of Outstanding Natural Beauty
County Wildlife Sites			Bridleway		Settlement
			Restricted Byway		District Council Boundaries

MAP 22d (ii) - BIODIVERSITY MAP - WOODED WITH PARKLAND (EAST)



Ecological Network - (in WP area only)

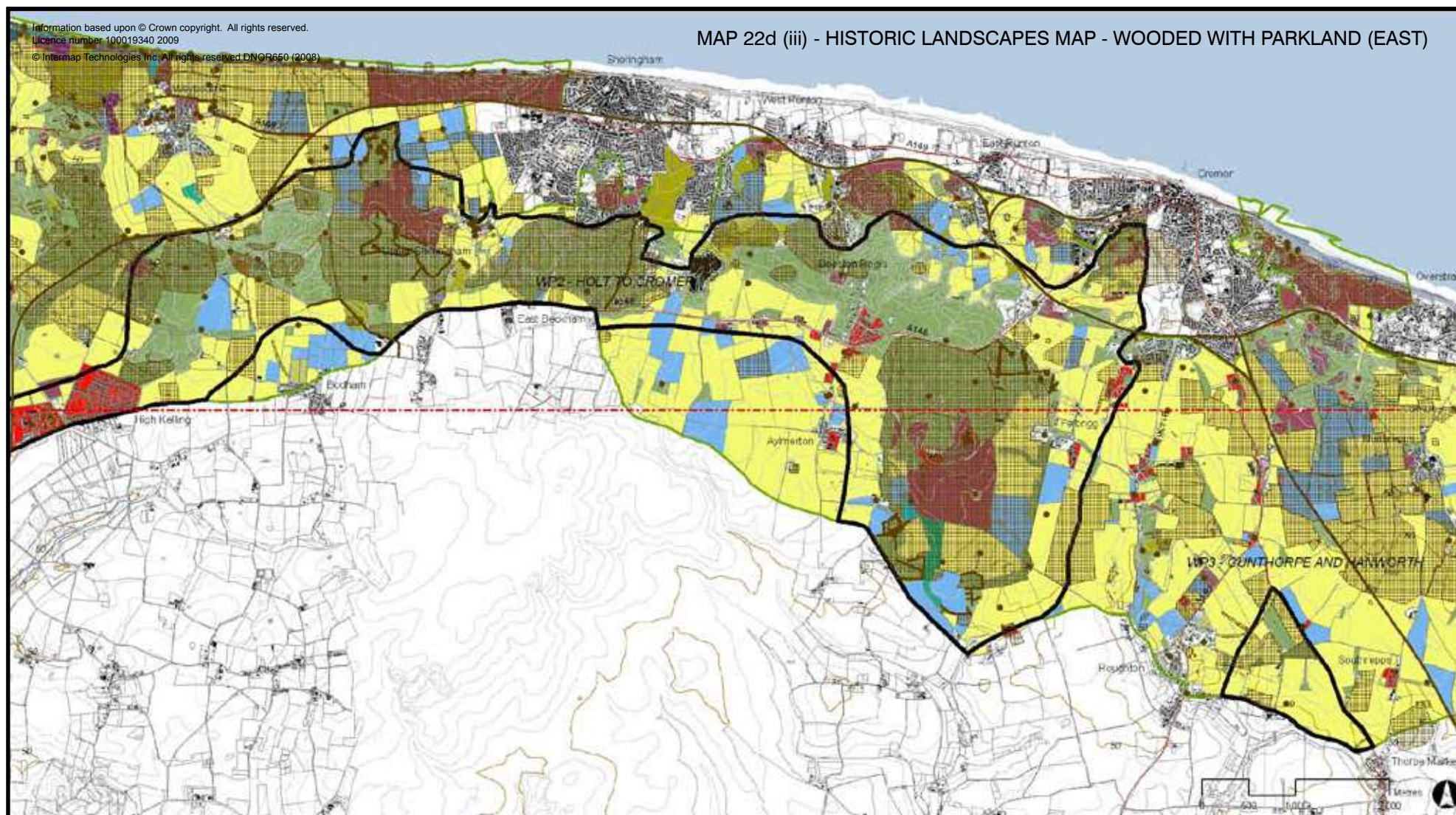
- | | | |
|--|----------------------------------|--------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | Paston Barn Bat Site Management Area |
| Wetland Habitat Enhancement Zone | | |

Priority Heathland Creation Areas Data (All in core area)

- | |
|--|
| Priority 1 Heathland Creation Areas (Scores 31 or Above) |
| Priority 2 Heathland Creation Areas (Scores 21-30) |

- | |
|------------------------------------|
| 'A' Road |
| 'B' Road |
| Main River |
| Area of Outstanding Natural Beauty |
| Settlement |
| District Council Boundaries |

MAP 22d (iii) - HISTORIC LANDSCAPES MAP - WOODED WITH PARKLAND (EAST)





coastal plain



Integrated landscape character



MAP 23a - Coastal Plain Key Plan

This is a very open coastal landscape with long views and a strong relationship to the sea. The area is underlain by the shelly sands and gravels of the Norwich Crag formation, but the dominant influence is the extensive superficial deposits of glacial sands and gravels. The largely sandy low cliffs and shallow sand dune systems are easily eroded by the sea and are protected for much of their length by breakwaters or low concrete walls. Topography is one of the main defining elements of the Coastal Plain landscape - the land is flat to very gently undulating, but a number of farmsteads and churches (Walcott and East Ruston) are sited on minor ridges. These prominent and distinctive historic skyline features, along with the massive buildings, communication towers and lights of the Bacton Gas Terminal, are a definitive characteristic of the Coastal Plain.

The Coastal Plain is predominantly open arable farmland with occasional low hedgerows and no hedgerow trees. Where woodland exists, it is in small copses, mostly associated with settlement but occasionally as isolated units. There are some mature wooded belts around larger 'Rectory' properties and occasional small scrubby woodlands in lower lying areas. On the fringes of the Broads, there are more extensive scrub belts and reed fens/wet grazing meadows, which are of high biodiversity value. Field boundaries are typically banked, with a ditch but often no hedge. Where a hedge is present it is often very low and scrubby. Pasture tends to be temporary or recent arable reversion; it is often for horses and is found in smaller fields on the fringes of older settlements. Almost all the pasture is improved and of relatively limited ecological value. Grassed margins are not particularly common due to the high agricultural land grade over much of the area. There are some pre-C18th enclosures, particularly near Waxham and, given the dispersed settlement pattern and field boundary evidence, it is highly probable that the basic structure of field boundaries is of some antiquity.

Most settlement is within the coastal fringe, with houses abutting the coastline for much of its length. This settlement pattern has developed gradually through the ad-hoc spread of holiday plots for structures ranging from beach-huts through more sophisticated crescents of prefab inter-war and post war bungalow type holiday homes to caravan parks and estates of holiday flats and bungalows. An underlying nucleated 'older' (pre late C19th) settlement pattern is still discernable in the sites of older properties, including historic churches, C19th semi-detached holiday houses, farm workers cottages and even listed C17th farmhouses. Away from the coast this historic settlement pattern is more apparent. Here there is a dispersed pattern of small semi-nucleated villages and small farmsteads and cottages with larger than average gardens – an open, less controlled or estate type landscape based on individual small landholdings. The settlements are connected by a network of minor roads, but this is dominated by the straight coastal road (B1159) which is unrelated to settlement or topographic features and which may be Roman in origin.

Landscape sensitivity and change

Only small areas of the Coastal Plain are found within the Norfolk Coast AONB. Key environmental assets which are sensitive to change are:

- The long seaward views and the immediate foreground to these views – the low sandy cliffs and sand dunes with brackish scrub-enclosed pools to the rear of the dunes - which abut parts of the shoreline.
- The landscape setting of prominent churches and historic farmsteads, which are often sited on minor ridges.
- The remnant woodlands and low hedgerows, which provide a structure to the landscape and help to integrate built development – the remnant low lying scrubby woodlands, fen and grazing meadows are of particularly high ecological value and in some areas connect to the extensive wetland habitats of the Broads.
- Older, multi-species hedgerows, which are of relatively high ecological value.
- Ditches around fields, particularly where these connect to small water courses and scrubby woodland habitats.
- The smaller pastures, hedgerows and woodlands which contribute to the landscape setting of some older settlements.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Coastal Plain landscape type, which fall within the AONB area:

Landscape character area	Distinctive character	Inherent sensitivity
Bacton to Sea Palling - CP1	Level or very gently rolling landform, which gradually declines towards Sea Palling and becomes sea fen around Horsey. Settlement pattern is linear along the coast, with large areas of ad hoc development, but underlying historic dispersed semi-nucleated settlement pattern just about apparent. Large caravan and chalet parks along coastal fringe – some (eg Bacton) have wooden huts of some antiquity – ‘pre-war’. Plotlands holiday developments may be quite isolated and extensive in contrast to some older settlements (eg Happisburgh) have a distinctive vernacular architecture of small cottages with thatched roofs and coursed high quality flintwork. Bacton Gas Terminal is a dominant influence – less so from north (Paston) side from which it is partly hidden by rising ground.	• Remaining trees and smaller enclosures on the outskirts of the older settlements • Hedgerows and hedgerow trees, which are relatively uncommon, but which contribute a sense of enclosure and scale • Early C20th structures which reflect the special history of the area – eg pre-war wooden chalets in the park at Bacton, wooden and board bungalows (distributed along the coast) and former wartime defensive structures eg pill boxes and spigot mortar posts.

Landscape character area	Distinctive character	Inherent sensitivity
Sea Palling to Waxham - CP2	Lower landform, which becomes sub sea level in places. Predominantly arable land use. Simple area with few jarring elements, except for large poultry units and some extensive touring caravan sites. Historic Barn, Hall and Church complex at Waxham. Isolated and remote character, with some areas of scrub, fen and reed on the fringes of the Broad. Few hedged boundaries – mostly ditched and reed-lined and very few field boundary trees (mostly willows). Coastal area is duned and there are brackish ‘slacks’ – scrub enclosed water bodies just to the rear of the dune system	• Isolated and remote character • Setting for the historic barn, church and hall complex at Waxham • Scrub belts and extensive reed fens/wet grazing meadows on the fringes of the Broad • System of coastal dunes and brackish slacks

Key forces for change



- Coastal erosion - there is a need to plan adaptation to coastal change.
- Loss of woodlands and hedgerow field boundaries as a result of agricultural intensification.
- Pressures for further extensive built development – within and outside existing settlement limits.
- Small-scale, incremental and infill development within settlements, including subdivision of larger gardens, improvements to driveways, upgrading of unadopted roads, external lighting and inappropriate boundary fencing - which all add to the standard, suburban character of development.
- New road layouts which introduce standard highway elements (kerbing, signage and widening).
- Introduction of new agricultural buildings, which are increasingly replacing older barns and the conversion of older barns to residential use, with the associated erosion of rural character this brings due to driveways, pylons, car parking areas, external lighting, gardens, fencing etc.
- Wind turbines.
- Telecom masts.



20 year vision

Managed change

Woodlands, shelterbelts and hedgerows form an inter-connected network across the open farmland. Additional woodland planting integrates settlements and the main coastal road within the wider arable landscape, forming a backdrop to views.



Integrated landscape guidance

1 Conserve and enhance the character of the characteristic seaward views

- Give priority to the conservation and enhancement of landscape elements which form the immediate foreground to the seaward views – the low sandy cliffs, beaches and breakwaters and the sand dunes with brackish scrub-enclosed pools which sometimes occur to the rear of the dunes.
- Enhance the character and quality of the coastal footpaths and viewpoints along the coast.

2 Conserve and enhance the remnant habitats of biodiversity value, which also contribute to the overall visual structure of the Coastal Plain

- Conserve and enhance all remnant woodlands, copses and woodland belts and all hedgerows.
- Seek opportunities for new woodland and hedgerow planting, perhaps in connection with new built development, aiming to increase connectivity through intensively farmed and developed areas.
- Give priority to the conservation and enhancement of the scrubby woodland and wetland habitats – fen, grazing marshes and reed-beds in low lying areas and on the fringes of the Broads, aiming to make and enhance connections between habitats along watercourses which drain towards the Broads.

Integrated landscape guidance (continued)

3 Conserve and enhance the character and landscape setting of the Coastal Plain settlements

- Conserve and seek to enhance remnant woodlands, tree belts, individual trees and small pastures which form the landscape setting and gateway to some of the older settlements. These features should not be lost as a result of infill development.
- Initiate a programme of landscape restoration within and on the approaches to the principal settlements, with planting, signage and public realm areas designed to enhance the 'view from the road' and from public rights of way and viewpoints along the coast.
- Ensure new large rural structures (eg agricultural buildings, caravan parks and other commercial developments) are carefully integrated into the surrounding landscape with appropriate planting, colouring of buildings, minimal signage and careful design of lighting and access roads.
- Initiate a detailed design guide for the Coastal Plain settlements which seeks to identify the intrinsic character of the settlements and ensure that key aspects of that character – scale of buildings, types of boundary features, width of sidewalk, tree cover etc) is reflected in future new development, extensions and replacement buildings.
- Initiate a programme of off-site planting which is designed to integrate the Bacton Gas Terminal in long views along the coast. Such planting might include strategic landscaping belts, copses, hedgerows, and replacement coastal habitat at a distance from the site. The aim would be to partially screen and integrate the Terminal complex while not affecting the access to the site or its security. Although the Terminal is not in the AONB, it is within the overall viewshed of AONB landscapes and the implementation of this programme would secure an enhanced landscape character at a point where the AONB is relatively narrow and vulnerable to the erosion of its boundaries.

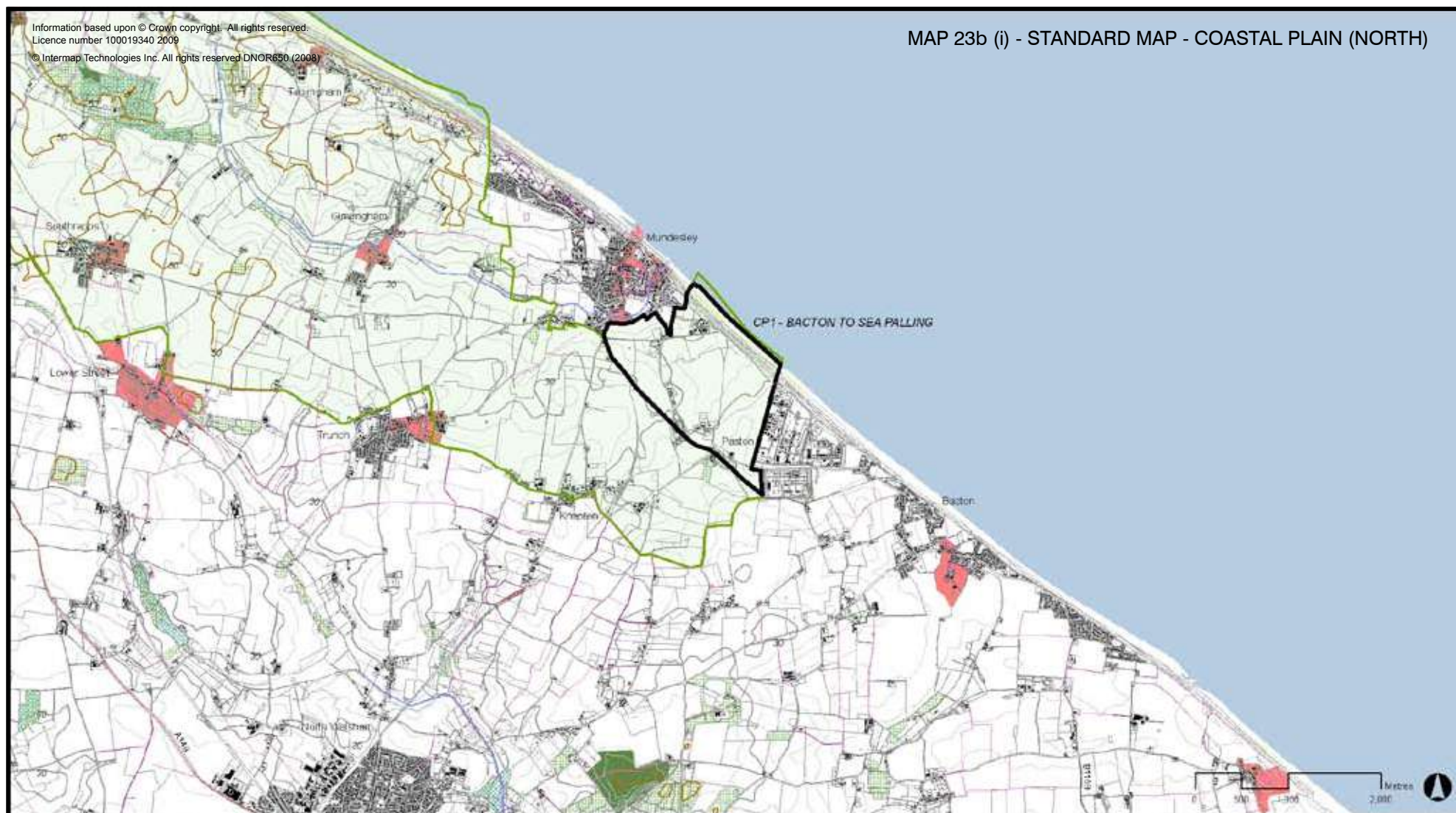
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ¹
- **Historic landscapes** - broad historic landscape character types ² and data from the Historic Environment Record ³

¹ *Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, Ecological Network Mapping Project for Norfolk*

² *Norfolk Landscape Archaeology, January 2009, Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

³ *www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county*



Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

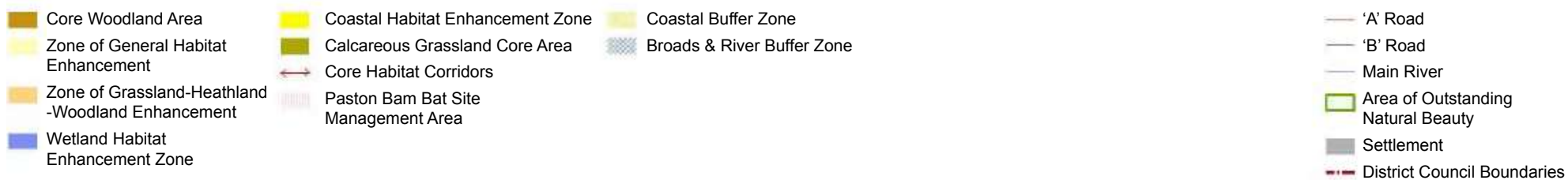
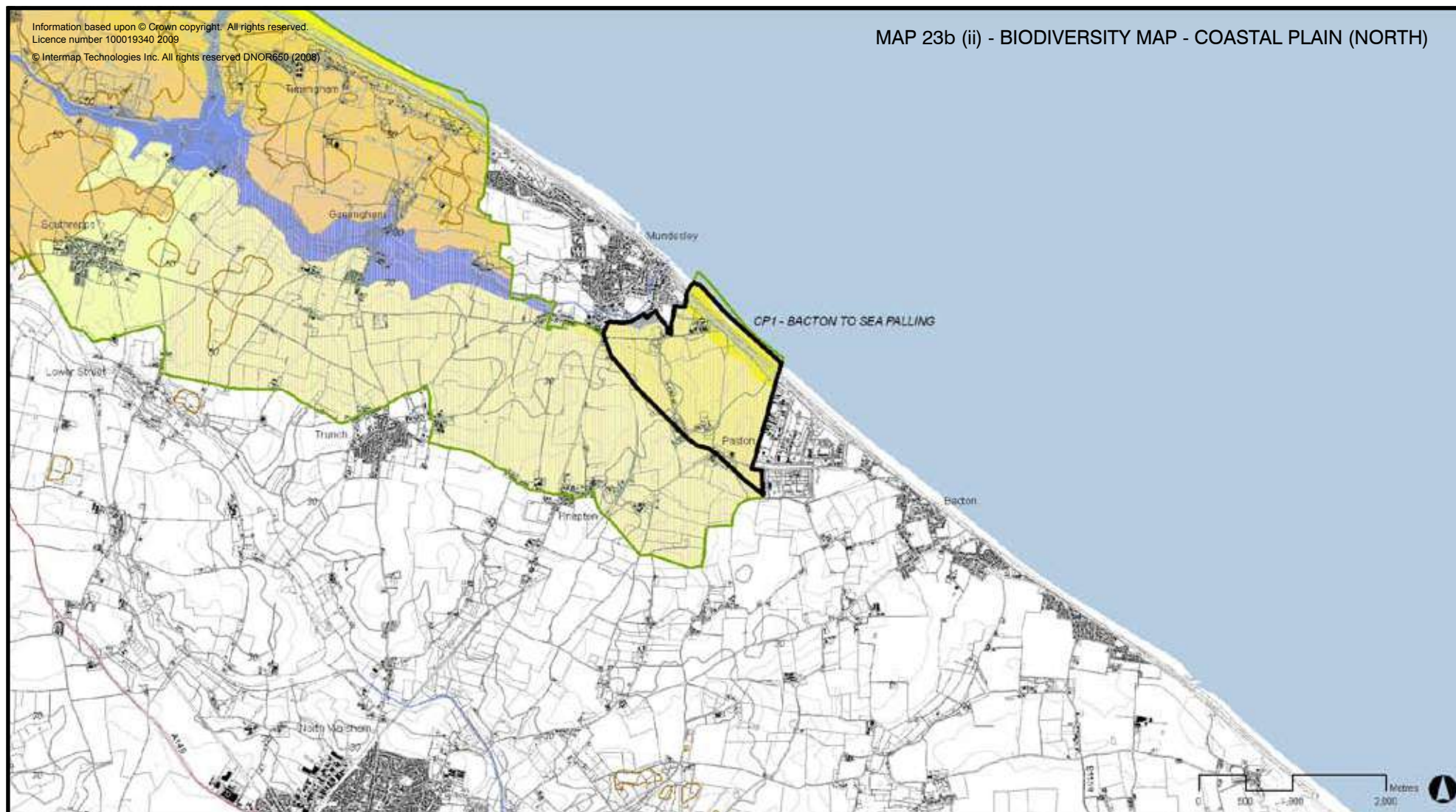
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

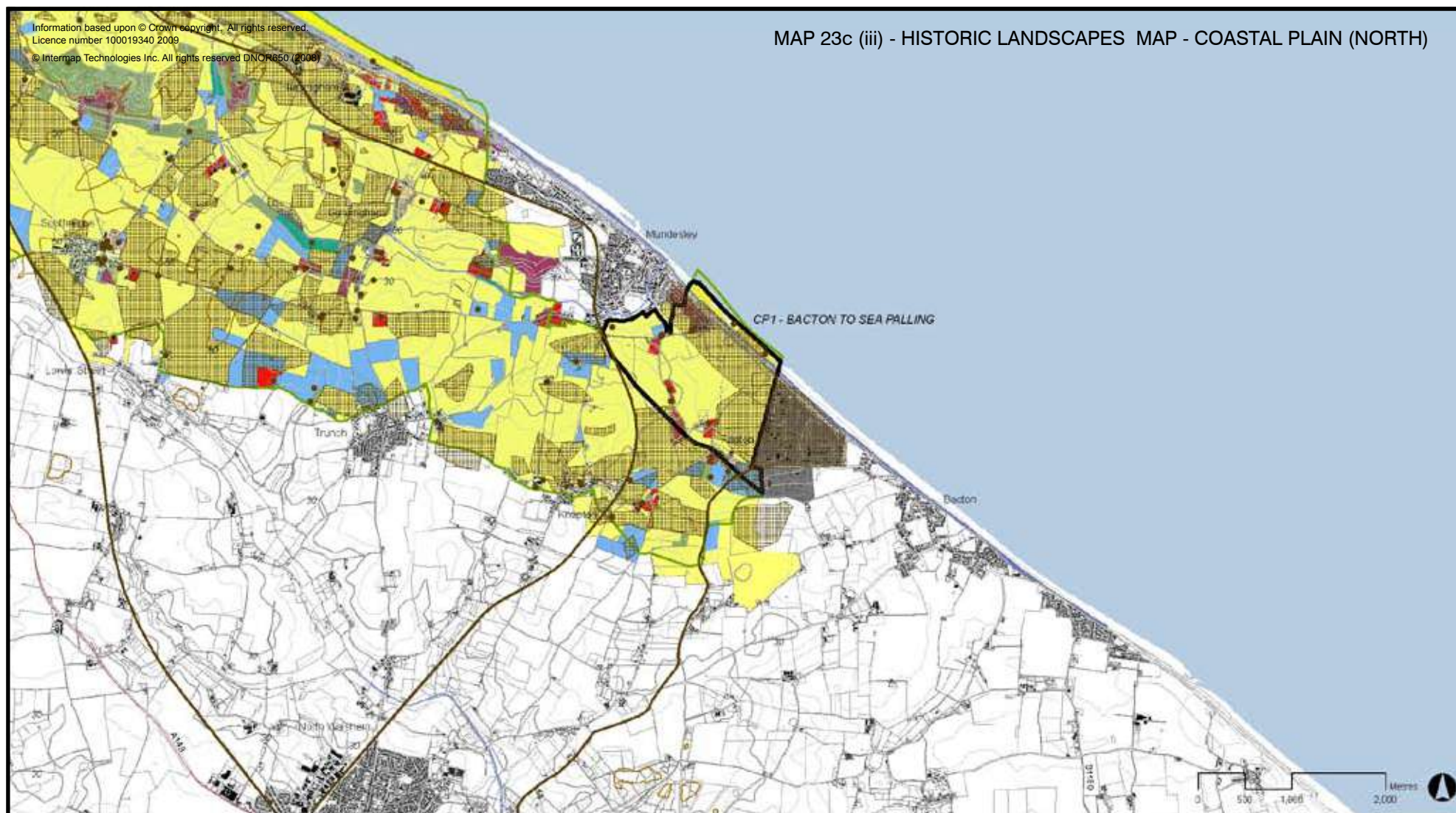
Topography

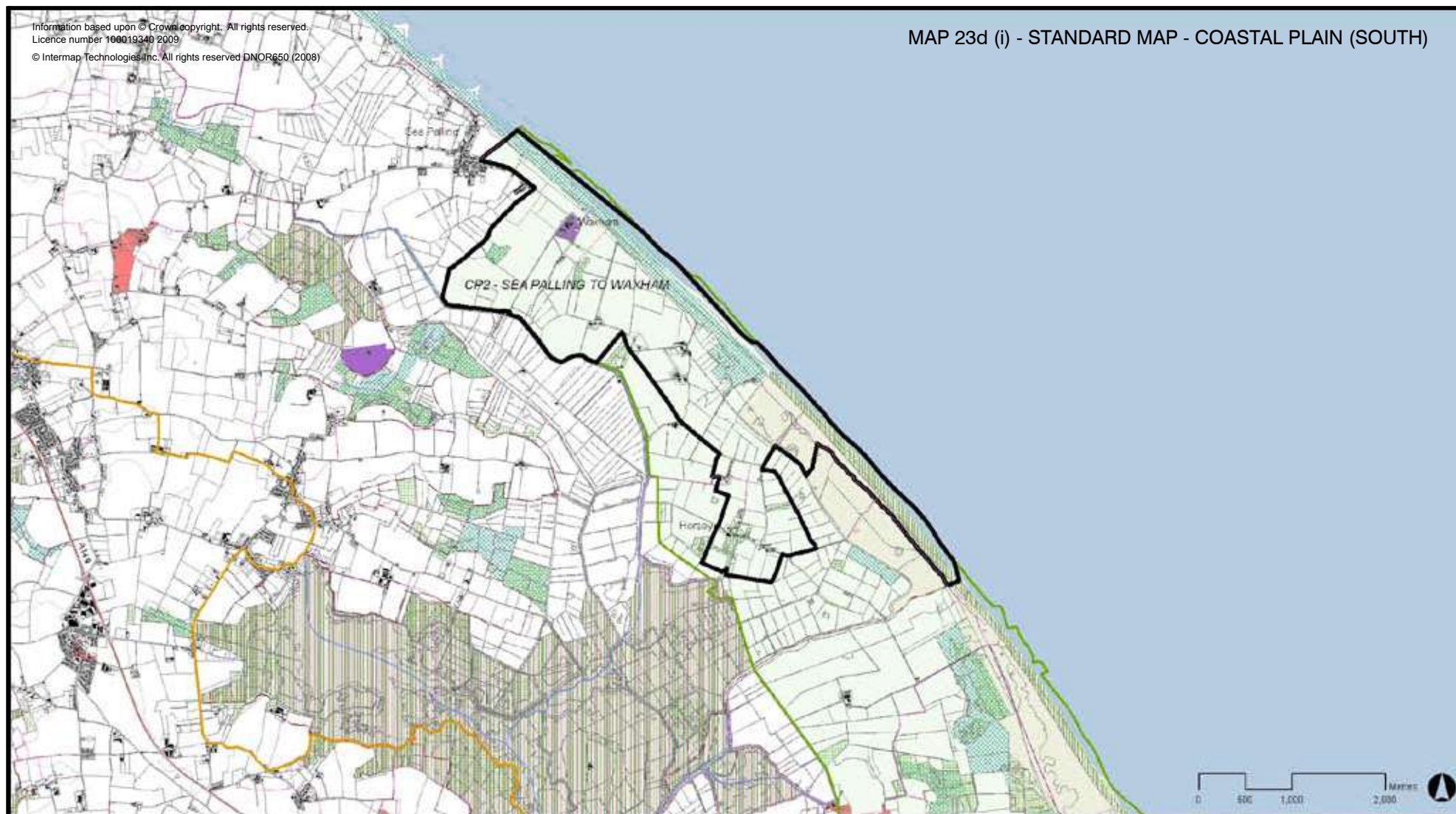
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



MAP 23c (iii) - HISTORIC LANDSCAPES MAP - COASTAL PLAIN (NORTH)





Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

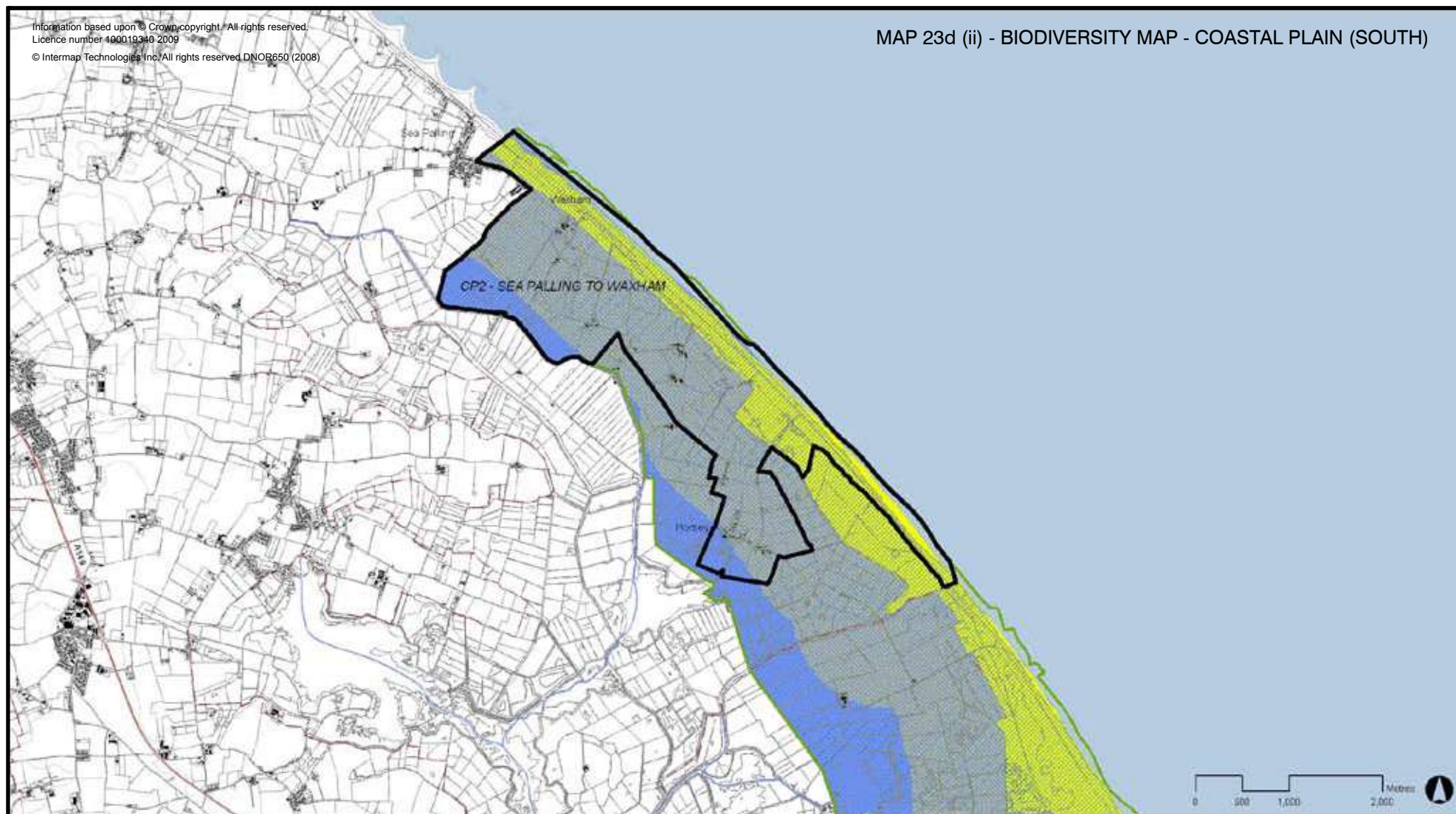
Connections

- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

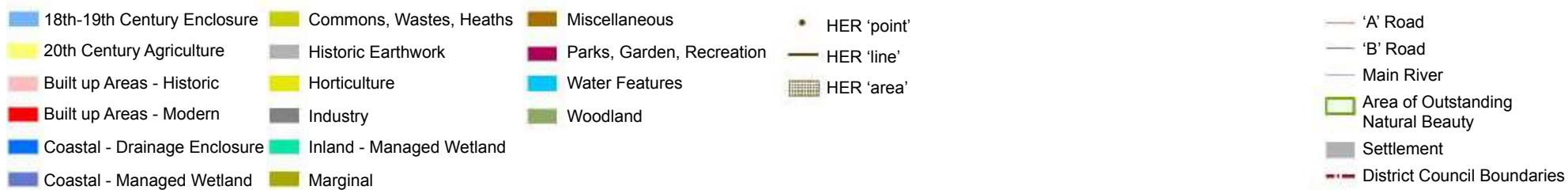
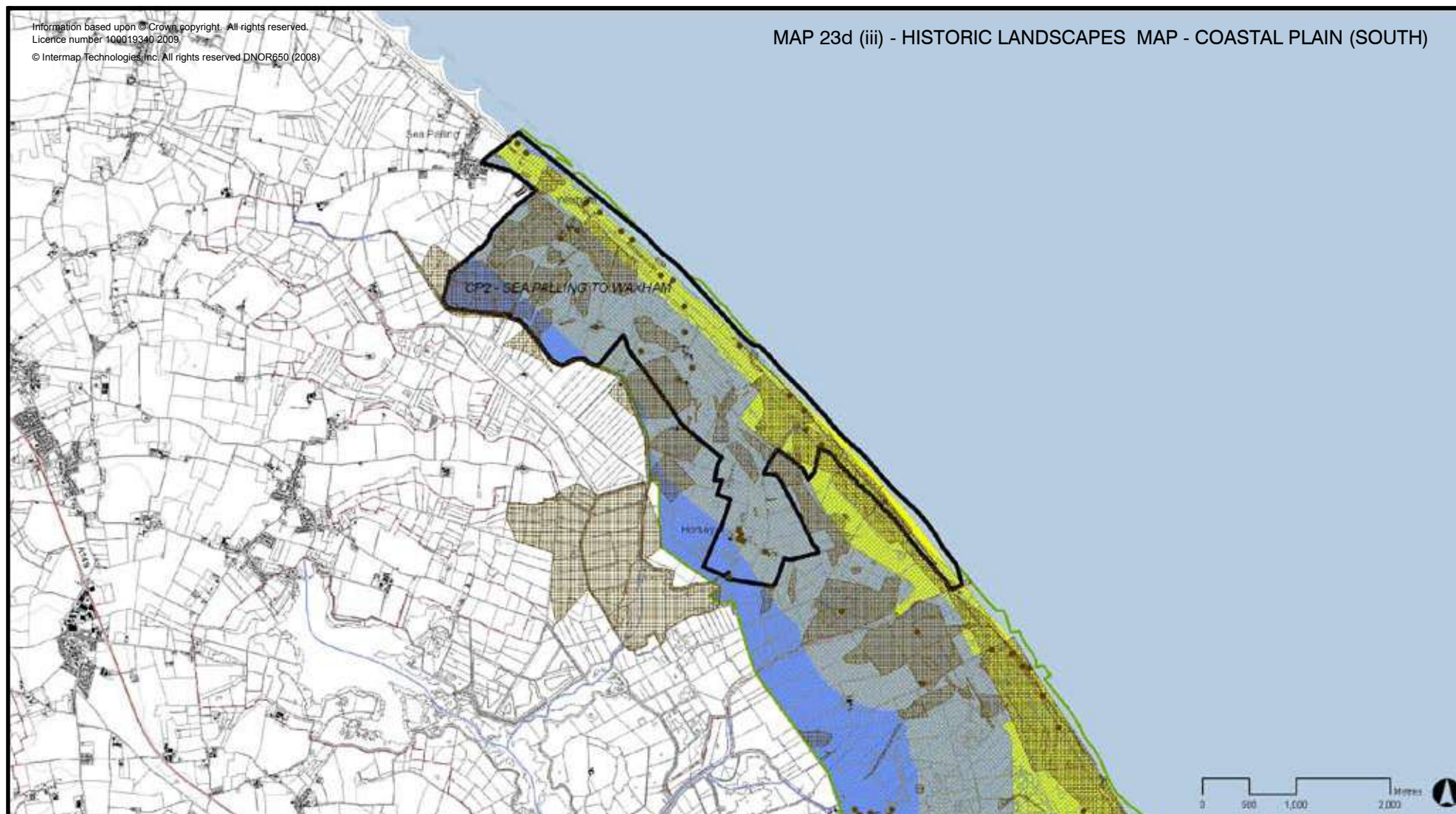
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries



- | | | |
|--|-------------------------------------|----------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | |

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

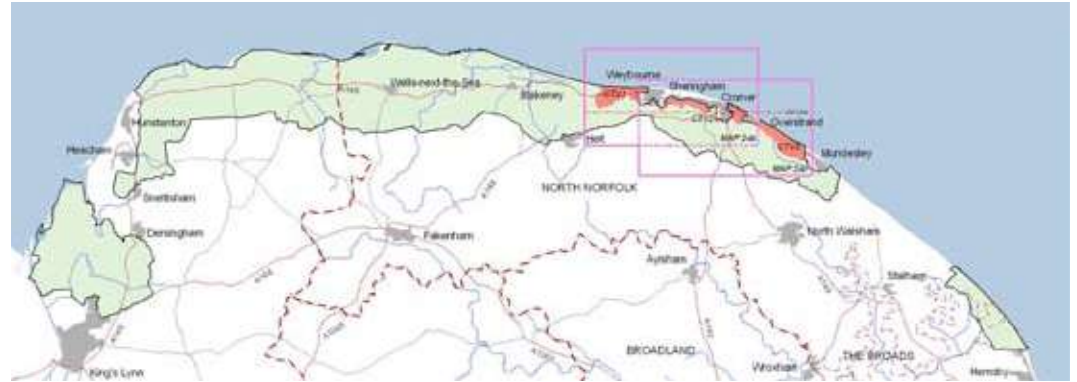




coastal towns & villages



Integrated landscape character



MAP 24a - Coastal Towns & Villages Key Plan

The Coastal Towns and Villages includes a wide diversity of landscapes, ranging from busy towns to more open and quiet arable rolling cliff tops. However, the proximity of the different landscape types, and the way in which they have become integrated over very short distances, means that for practical purposes - and particularly in a 'usage' term - the area is one Type. The use of the area is its critical defining element; it is a leisure / holiday landscape and most of its development, and much of its use, is directed to this end.

Topographically, the Coastal Towns and Villages type is highly defined by its landform. To the west of Cromer, between the Runtons and Sheringham, the landscape type follows a ledge on the seaward side of the Cromer Ridge terminal moraine (consisting of contorted layers of mixed glacial deposits). The soil type is predominantly sand and gravels and this is reflected in the easily eroded cliffs which are a major feature of this coast. To the east of Cromer the landscape type extends upwards onto the tail end of the Cromer Ridge as it meets the coast and then continues along the gradually declining land towards Mundesley. Land use to the west of Overstrand is predominantly developed settlement with smaller areas of arable fields between settlements. To the east of Overstrand there are areas of open fields up to and along the cliff edge, giving some impression of what the area might have looked like when Clement Scott wrote Poppyland in the late 1800s.

Most of the farmland is arable, but there are some smaller pastures and fields especially around and between settlements. Many of these have been turned into camping fields or pony paddocks which give a distinct leisure character to this land. The fields are divided by hedged and frequently banked field boundaries. Hedge size varies but can be tall and thick. The dense networks of tracks and paths in the Sheringham - Cromer area, which are extensively used by walkers, are also often bounded by banks and hedges.

Woodland cover in this type is lower than average (for Norfolk) but the wooded landscapes of the Cromer Ridge in the adjoining Wooded with Parkland landscape type are a strong visual influence. Older tree assemblages, older field boundaries with multi-species hedges/ground flora, coppiced woodland areas, veteran trees, remnant small areas of heathland and ponds are all found in occasional 'pockets'. Much of the leisure use of the area devolves into the wooded ridge (Roman Camp, Felbrigg, Northrepps and Sheringham Park) and for practical purposes people use this as one landscape unit albeit with two very distinctive characters.

Integrated landscape character (continued)

The sea is the major constant defining visual element throughout the Coastal Towns & Villages. The steep, eroding cliff edge is highly distinctive and varied - the ecology of the cliff represents a completely natural transition, without any direct man-made intervention and the majority of it is designated as a Site of Special Scientific Interest (SSSI). Views from the cliffs are a highly distinctive feature, heavily coloured by the use of extensive areas for golf courses (old and well established) and caravan parks.

Settlement is highly varied with the two main towns being very different in character. Cromer developed during the C19th as a resort, while Sheringham developed as a fishing village to become a distinctly different type of resort with a distinct architectural style. Cromer appears to have been more distinctly 'planned' (especially the western grid streets), whereas Sheringham has a consciously 'more vernacular' appearance - reflecting the frequent combination of fishing and guesthouse proprietor businesses under one roof in the late C19th to mid C20th. Most of the villages were involved in the fishing industry and had/have a core of older small cottages and often an 'off centre' church - the cottages would have been dispersed and included smallholdings. These have been augmented, either en block by a consciously grand plan (in the case of Mundesley, Cromer and Sheringham to a lesser extent) where large landowners saw a development opportunity. Or there have been piecemeal developments as a result of smaller landowners gradually disposing of land - over a longer period causing different styles and ages of properties to predominate. All the settlements in the Coastal Towns & Villages share a similar heritage of development and the coastal railway loop (from North Walsham to Mundesley and on to Cromer via Overstrand, which opened in the late 1880s, would have been a catalyst for development of all the coastal resorts.

The area to the south east of Trimmingham has been a site of radar transmitters since the War and quite extensive areas of hilltop contain abandoned block houses and high security fencing. The Trimmingham Radome is visible for many miles to the south and west.

The road network works in two main directions, along the coast and at right angles to it - effectively providing a major link between the major settlements which are along the coast but also providing links into the land behind the settlements - both to connect with villages to the rear of the coast and as a result of the historical land use and parish distribution (tending to incorporate land over and onto the ridge to the south). The roads are busy and there are few places where road noise and visual disturbance are not omnipresent.

Landscape sensitivity and change

Parts of the Coastal Towns & Villages landscape are within the Norfolk Coast AONB but the more densely settled parts were specifically excluded from the designation due to development. Key environmental assets which are sensitive to change are:

- The steep, sandy eroding cliffs, together with the cliff-tops and their wider landscape setting, which forms the foreground to the characteristic seaward views. These are of national and international importance for their geology, palaeontology and wildlife.
- The remaining areas of undeveloped, rural countryside which separate the principal settlements and contribute to the distinctive landscape character for each.
- Networks of hedgerows, hedged tracks and hedgerow trees which are of ecological value but which also serve to accentuate the rural character of parts of the Coastal Towns & Villages landscape.
- The diverse but distinctive assemblages of landscape elements within key views from coastal viewpoints and public rights of way – distinctive buildings, hillocks, woodlands, mature trees and hedgerows, which are characteristic of the landscape type.
- Remnant heathland, woodlands, mature (species-rich) hedgerows, ponds and veteran trees, which are of relatively high ecological value.
- The adjacent Wooded with Parkland landscape, which has a strong influence on the character (and sense of enclosure) of the Coastal Towns & Villages landscape type.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Coastal Towns & Villages landscape type. Although areas within the settlements are excluded from the AONB area, these settlements function as key gateways to the AONB and their character is a significant influence on the AONB landscapes:

Landscape character area	Distinctive character	Inherent sensitivity
Weybourne to Sheringham - CTV1	Small discrete area, dominated by views to the sea and sandwiched between the scarp of Kelling Heath and the town of Sheringham. Relatively undeveloped landscape which is strongly influenced by and has influences on the setting of Sheringham Park. Quintessentially English coastal landscape with small fields, wooded copses, heathy boundaries, a steam railway, nestling village with church and windmill all set within a gently rolling landscape	• Views to Sheringham Park and landscape setting of the parkland • Small fields, hedgerows and woodland, which provide an enclosed structure for this intimately scaled rural landscape • Landscape setting of Weybourne • Coastal views • Remnant heathland

Landscape character area	Distinctive character	Inherent sensitivity
Sheringham to Overstrand - CTV2	Original settlements grew where there was relatively easy access between the cliffs to the sea. Development has grown inland as a series of concentric rings – caravan parks are also a significant influence on cliffs between and around the settlements. Settlement structure is orientated around commons, which run north-south along very small water courses. These commons provide a distinctive open space in the centre of settlements. Settlements focused around holiday resort development – includes larger houses with mature gardens and trees (1890-1940) built away from the town centre for middle class holiday makers. All settlements have generic estates on their fringes which erode the inherent character	• Remaining undeveloped rural areas, which are found within an otherwise developed coastline and which separate and provide a strong landscape setting for the settlements • Cliff area and the small, prominent hills – Beeston Bump and Inceborough Hill - which are a strong visual and separating element between settlements • Beeston Common SSSI and East & West Runton Commons – distinctive open spaces with ecological value
Sidestrand to Mundesley - CTV3	Landform is effectively a cliff ridge sloping north-south and backed by the valley of the River Mun. Settlement pattern is semi-nucleated, with Sidestrand, Trimingham and Mundesley as the three centres – some post C19th individual houses on intervening land (originating as holiday homes) and small static caravan sites on the clifftops near Mundesley. Large holiday complex and the RAG radiodome station are prominent at Trimingham. Field and hedgerow patterns eroded due to hedgerow removal	• Remaining network of hedgerows and small woodlands, which has been eroded due to hedgerow removal • Cliff tops and immediate landscape setting to the cliffs • Connections to networks of hedgerows and woodlands in the neighbouring Mun Valley (Small Valleys landscape type)

INCREMENTAL DEVELOPMENT ON THE EDGES OF SETTLEMENT DEGRADES CHARACTER AND VIEWS



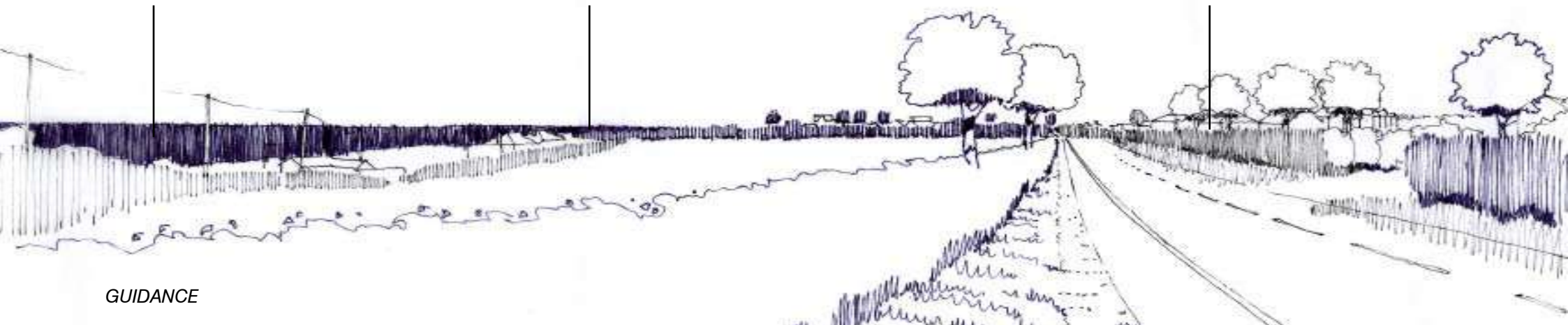
Key forces for change

- Coastal erosion – particularly its influence on settlements and pressures to ‘roll back.’
- Increasing infill development which may remove opportunities for open space and other prominent features within settlements and degrade the quality of views (both externally looking into settlements and internally looking out).
- Increasing sub-urbanisation of settlement fringe areas (especially the large and extensive industrial and retail developments on the edge of Cromer) and the gradual changes of land use between the settlements – to garden centres, car boot sale fields, playing fields etc).
- Further development of cliff-top caravan parks, which are very dominant landscape features.
- Loss of woodlands and hedgerow field boundaries as a result of agricultural intensification, development or urban fringe land uses (as above).

conserve open view to sea

design new native planting to screen and integrate caravan park

re-introduce native hedgerow and trees along coastal road to create distinctive character



GUIDANCE

Key forces for change (continued)

- Changes to and development of the road network.
- Increased street and outdoor lighting, which would erode the remaining rural character of the landscape between settlements.
- Introduction of new agricultural buildings, which are increasingly replacing older barns and the conversion of barns and agricultural shed for a range of urban fringe uses which erode the rural character of the area due to access driveways, vehicle parking, caravans, external lighting, security fencing etc.
- New telecom masts, wind turbines and other upstanding features – which cannot easily be accommodated in the characteristic small-scale rural landscape between densely populated settlements.

20 year vision

conserve and enhance

Villages and towns are separated by areas of high quality undeveloped countryside; landscapes on the fringes of settlements have a relatively high proportion of small pastures. Tracks and paths are bounded by banks and hedges which form a network, interspersed with woodlands, leading out from and connecting to the wooded ridge to the south.



Integrated landscape guidance

- 1 Conserve and enhance the remaining areas of undeveloped countryside between settlements which provide a setting for settlements and separation between them**
- Avoid further development on the fringes of settlements which will erode the critically important areas of countryside separating the settlements.
 - Conserve and enhance all hedgerows, hedged tracks and hedgerow trees, which provide an enclosed structure and rural character to undeveloped areas of countryside between settlements – carefully designed hedgerow and woodland planting or heathland creation may enhance the rural character of critically important narrow strips of countryside which separate settlements.
 - Identify the specific characteristics which contribute to the distinctive character of individual settlements and give priority to the conservation and enhancement of these.
 - Give priority to the conservation and enhancement of trees, hedgerows and rural features on rising land on the fringes of settlements, at the gateways to settlements (along principal roads) and in key views.
 - Conserve the character of rural roads, avoiding improvements (kerbs, signage, access roads with wide sight-lines, standard road widths etc) which will erode the rural character of the landscape and encouraging hedgerow conservation and replanting along roads.
 - Avoid development of agricultural buildings for urban fringe uses or conversion to residential uses in order to retain the rural character of the countryside.
 - Avoid the development of major, prominent elements such as wind turbines or telecom masts which cannot easily be accommodated in this relatively small-scale, intimate rural landscape which remains in narrow strips between towns and villages.
 - Aim to increase connectivity between networks of hedgerows generally and particularly with hedgerows and woodlands in adjacent landscape types.
 - Encourage wide field margins within arable fields to enhance the ecological value of the hedgerows as corridors for the movement of wildlife through intensively farmed areas.

Integrated landscape guidance (continued)

- 2 Conserve the character and quality of cliff-top landscapes and the views from vantage points such as Beeston Bump, Ingleborough Hill and parts of the Cromer Ridge**
- Give priority to the conservation and enhancement of undeveloped rural land on or close to the cliff-tops.
 - Initiate new planting of native species designed to integrate existing caravan parks and other prominent cliff-top development with existing belts of trees and hedgerows. The existing disused railway line, which currently provides a boundary to the coastal development, could provide opportunities for enhanced ecological value, access and amenity.
 - Introduce design guidance for external lighting at caravan parks and major commercial developments to reduce the impact and suburbanising effect of lighting.
 - Retain the diversity of cliff types and characters – which is of visual and ecological value.
 - Give priority to the conservation of key views to the countryside from within settlements – eg areas such as West Runton Common, are critically important in retaining the relationship between town and countryside setting as it is still possible to look out from the centre of a settlement and see countryside beyond.
 - Consider the introduction of small tree belts designed to compartmentalise and limit views over large expanses of development and to reflect and enhance existing woodland fringes extending down from the Cromer Ridge. But such woodlands should be relatively small in scale to reflect the characteristic intimacy of the rural landscapes surrounding the Coastal Towns & Villages.

Integrated landscape guidance (continued)

3 Conserve the character and landscape setting of all settlements within the Coastal Towns & Villages landscape

- Wherever possible conserve larger gardens and mature trees within and on the outskirts of settlements – a particularly important characteristic of parts of Cromer, Sheringham, Overstrand and the Runtons.
- New built development (or replacement development) should be designed to incorporate new tree and hedgerow planting so that settlements are integrated within the landscape in an organic way, with trees ‘anchoring’ and connecting the buildings to existing mature hedgerows and small woodlands. In most cases, hedgerows and tree belts are more appropriate boundaries for development plots than fences or walls.
- Ensure all new built development is consistent with existing settlement pattern, density and traditional built form - the gradual re-development of existing areas of housing (usually former holiday houses often of a pre fabricated or timber / brick skin construction) for larger properties has a detrimental effect on character due to the considerable change in the scale and character of the buildings. A more sensitive approach to re-development would retain character and amenity (restricting building size to ‘like for like’ and not allowing subdivision of gardens for additional plots).
- Encourage carefully designed small-scale new tree planting on the fringes of settlements which is designed to replace existing trees, screen locally intrusive structures and frame views to the surrounding countryside, whilst retaining the characteristic intimate scale of this landscape type.
- Develop positive new planting to integrate existing and extended industrial areas on the fringes of settlements.

Detailed maps

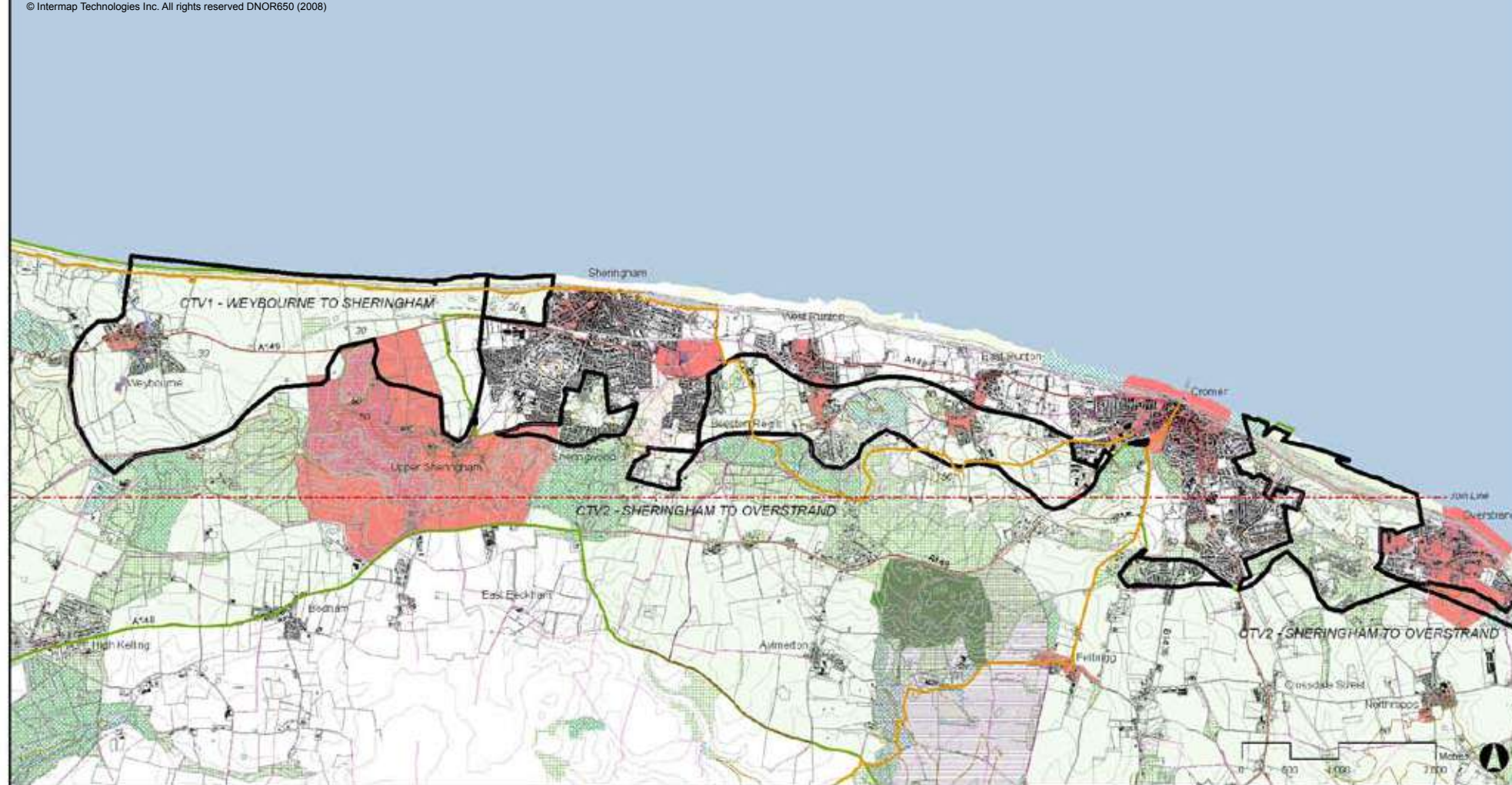
- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ¹
- **Historic landscapes** - broad historic landscape character types ² and data from the Historic Environment Record ³

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² *Norfolk Landscape Archaeology, January 2009, Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

³ *www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county*

MAP 24b (i) - STANDARD MAP - COASTAL TOWNS AND VILLAGES (WEST)



Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

Connections

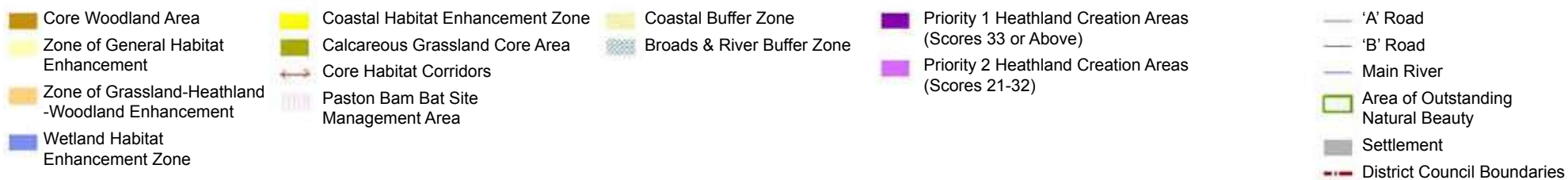
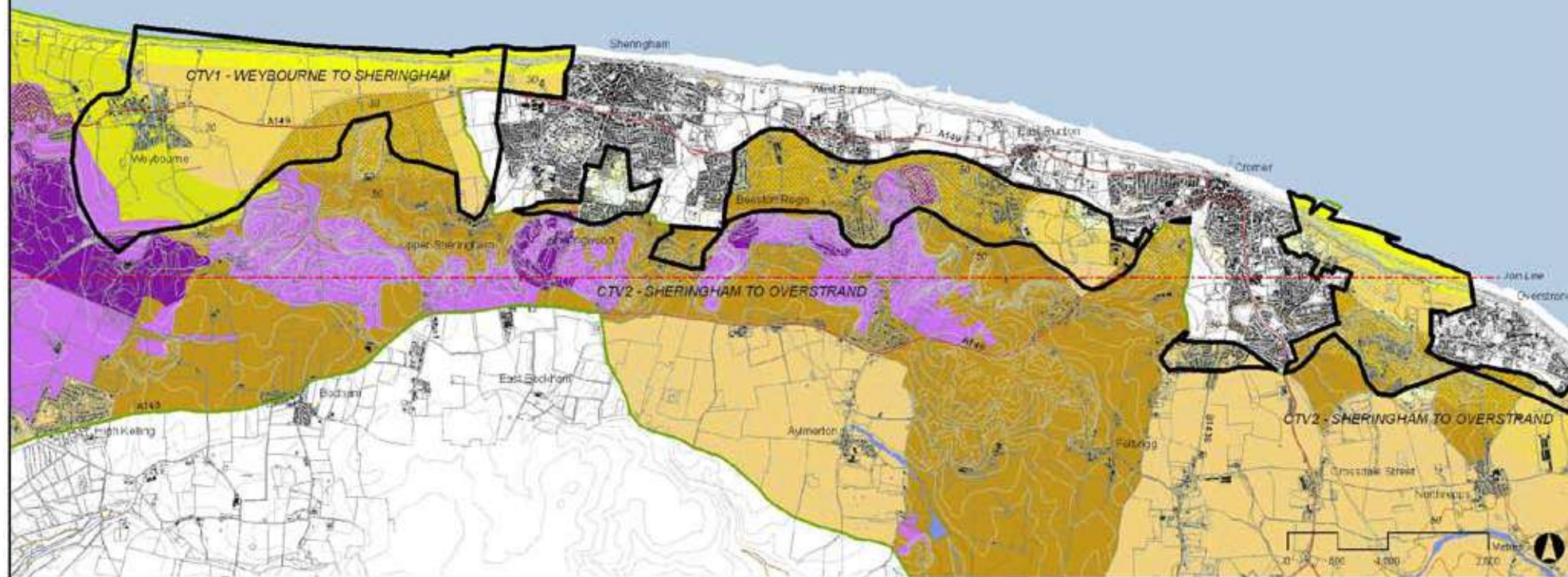
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

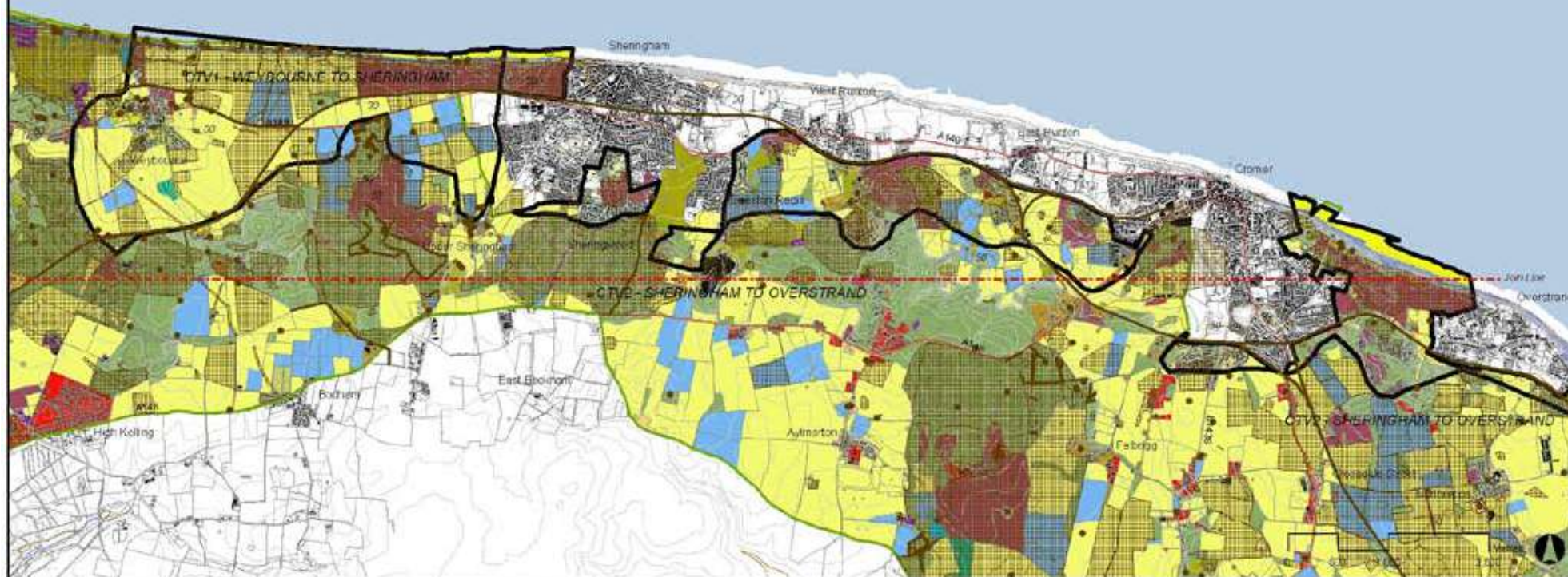
- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

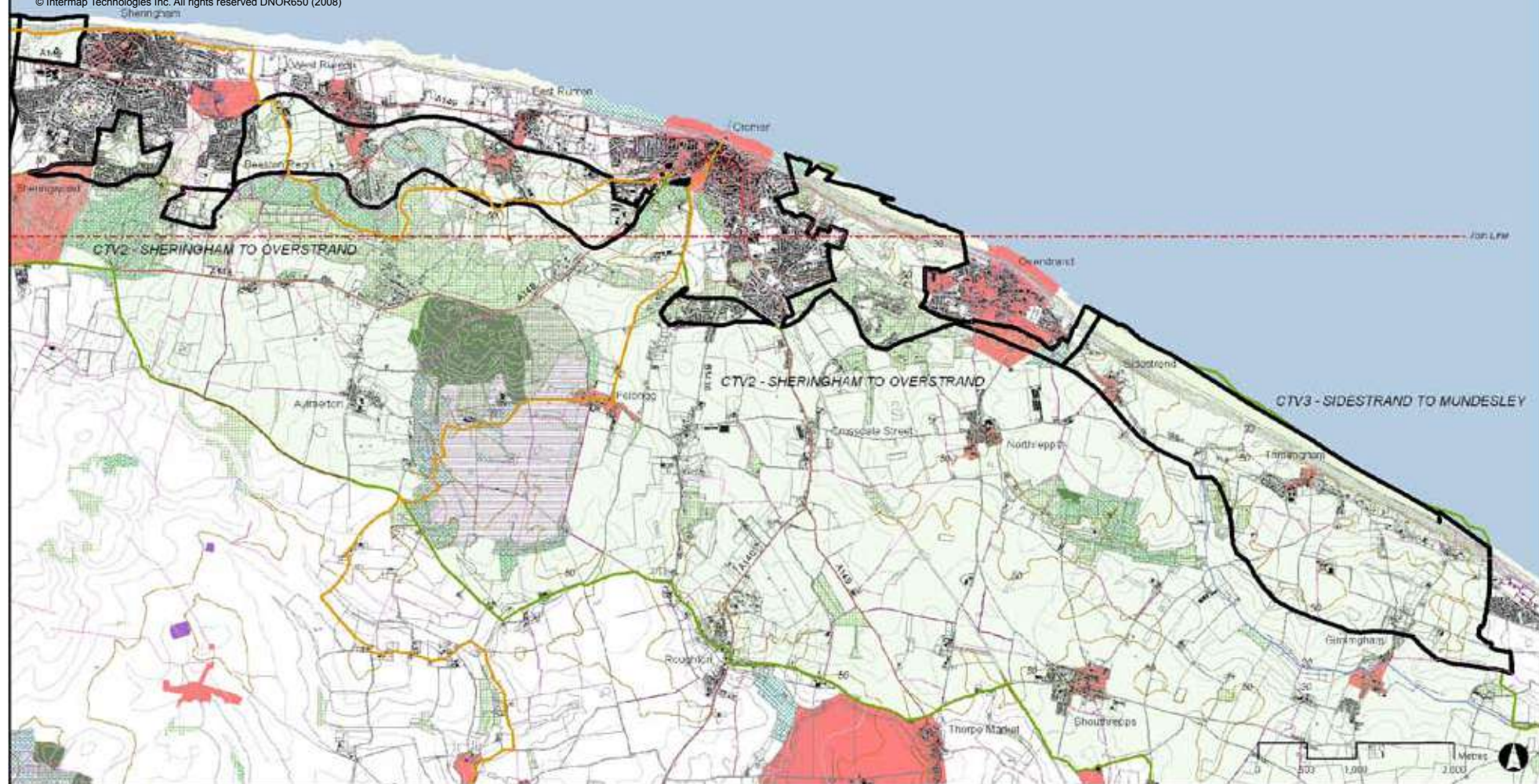
MAP 24b (ii) - BIODIVERSITY MAP - COASTAL TOWNS AND VILLAGES



MAP 24b (iii) - HISTORIC LANDSCAPES MAP - COASTAL TOWNS AND VILLAGES (WEST)



MAP 24c (i) - STANDARD MAP - COASTAL TOWNS AND VILLAGES (EAST)



Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites



- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

Connections

- National Cycle Route
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- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

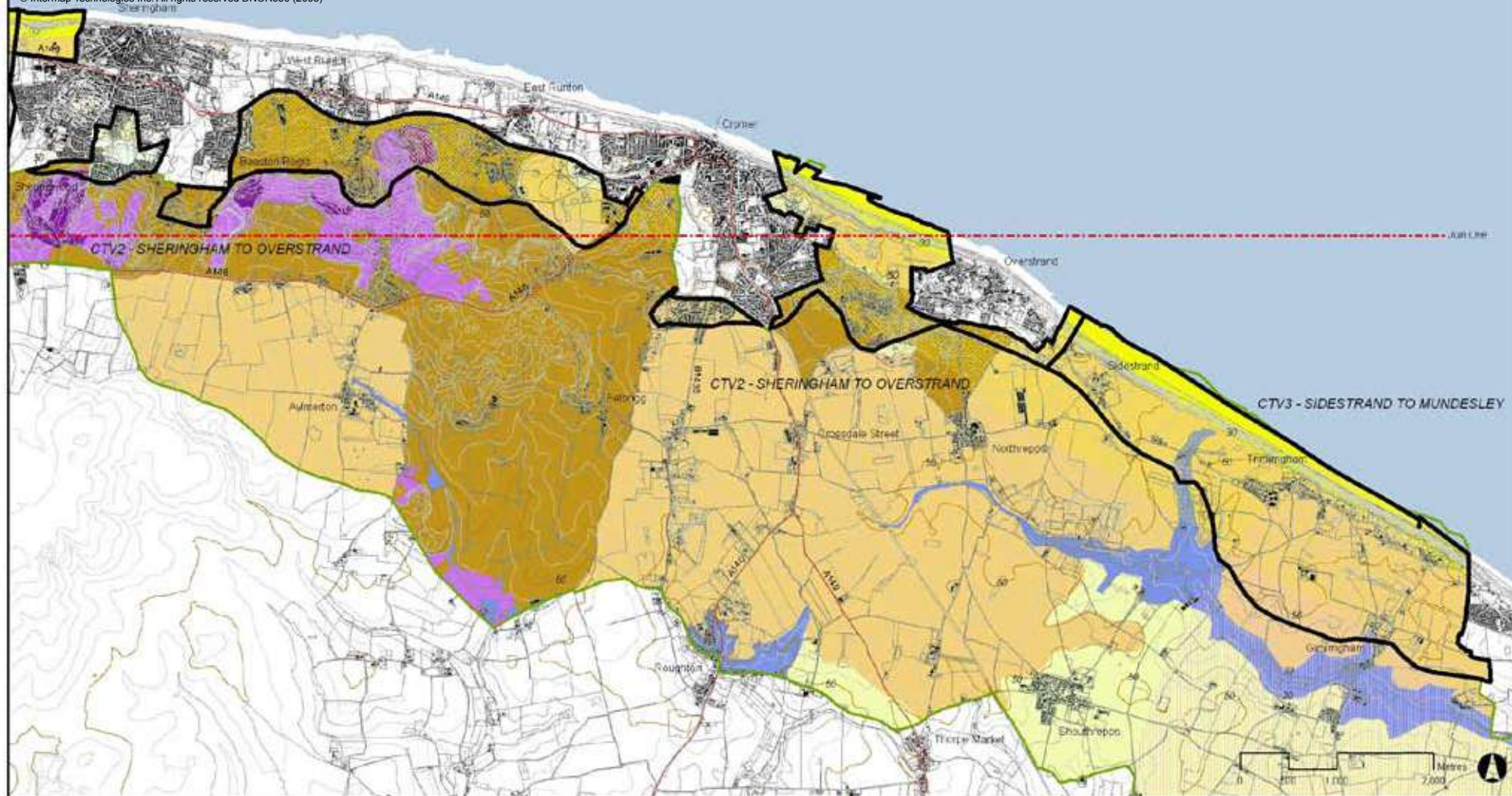
Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
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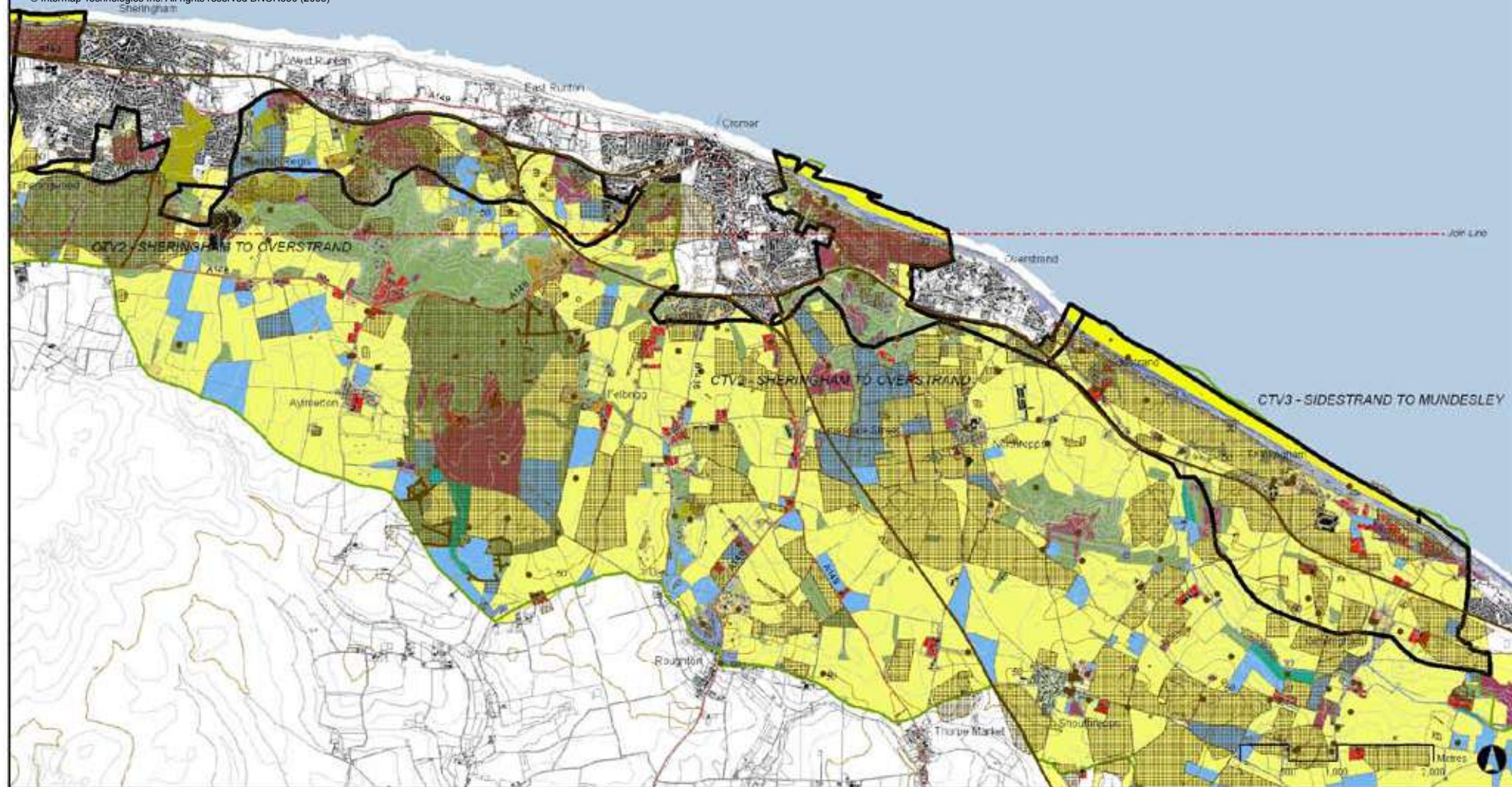
- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

MAP 24c (ii) - BIODIVERSITY MAP - COASTAL TOWNS AND VILLAGES (EAST)



- | | | | | |
|--|-------------------------------------|----------------------------|--|------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone | Priority 1 Heathland Creation Areas (Scores 33 or Above) | 'A' Road |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone | Priority 2 Heathland Creation Areas (Scores 21-32) | 'B' Road |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | | | Main River |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | | | Area of Outstanding Natural Beauty |
| | | | | Settlement |
| | | | | District Council Boundaries |

MAP 24c (iii) - HISTORIC LANDSCAPES MAP - COASTAL TOWNS AND VILLAGES (EAST)



large valleys



Integrated landscape character



MAP 25a - Large Valleys Key Plan

The Large Valleys are shallow chalk valleys with indistinct crests, but strongly defined and distinctive valley floor landscapes. The smooth contours typical of Chalk are complicated by drifts of Boulder Clay and river terraces. Overall the valleys have fairly confined views, particularly along the valley floodplain, but there may also be quite long views out across the valley and to lower landscape types beyond. The valleys have long been strategic settlement sites. The Iron Age Fort at Warham has a defensive, circular form, but is sited within the Stiffkey valley (rather than in the classic hill-top hill fort location) where it would have helped control the river crossing and trade along this key valley route.

There is a diverse mix of landscape elements and land uses within the valley, with some well defined transitions between the arable fields on the valley sides and the smaller scale pattern of pasture, arable, woodland and occasional fen or rough carr on the valley floor. This transition often results from historic patterns of land tenure, which have helped to prevent the land being used for modern or larger scale agriculture. In some valleys pasture predominates and the Large Valleys generally have more pasture than other landscape types within the AONB. Fields are typically enclosed by hedges and banks, but networks of hedgerows become much denser, and the hedgerows taller and thicker with many hedgerow trees along the valley floor. The valley floor pastures are often bordered by open reed-fringed ditches. Many valleys retain the historic hedged 'ring boundaries' separating the valley floor from the sides. The sequence of wetland and small pasture habitats along the valley floodplains is a critically important part of Norfolk's ecological network as these wetland corridors link habitats within the intensively farmed agricultural landscapes to the coast (within the AONB) and to the Broads (to the south). The valley floor pastures are often unimproved and may be designated sites in recognition of their ecological value.

Woodlands are a feature of many of the valleys. They often occur as blocks or sinuous shapes, which conform to and accentuate the valley landform. Deciduous trees predominate, particularly on the valley floor where there are higher concentrations of older trees, wet woodlands and woodlands dominated by alder and willow, with some hazel, oak and birch. Stands of poplar trees may be prominent features in some valleys as the trees are reaching maturity. Woodlands on the valley sides are more widely spaced and may have a mix of deciduous and coniferous trees.

Bayfield Hall, an 18th century country house set in parkland, was developed on the site of an earlier Tudor house and medieval village. The formal designed woodlands, partially walled parkland, lake and meadows contrast with the surrounding mosaic of heath and arable land. Some large pollarded veteran oak trees within the Bayfield estate woodlands on the slopes of the Glaven valley date from 300 to 700 years old and are thought to indicate

Integrated landscape character (continued)

remnant heathland wood pastures dating from the late medieval period.

Settlement is generally in the form of small linear villages which in many cases appear to have developed as a result of the gradual coalescence of cottages, small holdings and farmsteads. None of the larger settlements which are found in the Large Valleys are within the AONB. However, the presence of the river has often had a marked influence on the development of the settlement pattern - isolated and individual cottages, farms and small holdings tend to cluster along the roads which run parallel to the floodplain, indicating the historical nature of the farming practice and the type of land tenure which was commonly found in valleys. Such tenures tended to include areas of wet pasture and areas for arable, dry pasture and woodland within one holding. Similarly, there was a higher tendency for land in these areas to be owner occupied or smaller tenanted farms, creating smaller ad-hoc enclosed fields, smaller houses and a more intimate landscape. The Large Valleys are relatively quiet landscapes; most minor roads conform to the topography of the valleys, either crossing at right angles or running more or less parallel to the valley floor.

Landscape sensitivity and change

Parts of the Large Valleys landscape are within the Norfolk Coast AONB but the more densely settled parts were specifically excluded from the designation due to existing development. Key environmental assets which are sensitive to change are:

- The historic small-scale network of pastures, wet woodland, alder carr, reed-beds, ditches, hedgerows and hedgerow trees on the valley floor, which is of exceptional biodiversity value.
- The irregular bands of wet woodlands on the valley floor, which are often mature woodlands with an unusual mix of species. All are a BAP priority habitat.
- The historic, sinuous 'ring boundary' hedgerows, which demarcate the edge of the floodplain (and often also the boundary of local roads) – they are of historic and visual importance and may often be exceptionally species-rich hedgerows, of superior ecological value.
- Small remnant areas of heathland, which is found on the valley sides of some valleys, where there are outcrops of sandy and gravelly soils.. Where it is present, it is a significant ecological feature and a BAP priority habitat.
- Networks of hedgerows, hedged tracks and hedgerow trees which are of ecological value and may serve to connect species-rich habitats within the Large Valleys to the surrounding (often more intensively farmed) agricultural landscapes.



Variations in character

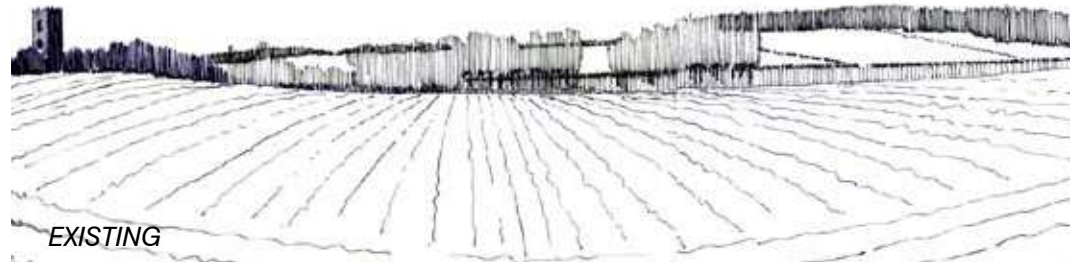
Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Large Valleys landscape type (AONB area).

Landscape character area	Distinctive character	Inherent sensitivity
Stiffkey to Warham - LV1	Steep-sided valley with prominently undulating landform. Wide valley floor which is frequently flooded. Deep canalised river with low raised banks (due to dredging). Villages on valley sides rather than the valley floor – Stiffkey and Warham have a bridge crossing linking sections of the village. Villages have a compact, older building style Well wooded valley side slopes Northern end of the valley has been excavated beyond 'White Bridges' for a waterfowl refuge Significant iron age fort at Warham	• Prominent pattern of woodlands and undulating landform on the valley side slopes • Landscape setting of the historic settlements of Stiffkey and Warham • Landscape setting and views to the Iron Age fort at Warham • Variety of extensive wetland habitats on the wide valley floor – a core area from which to develop connections to adjoining landscape types

Landscape character area	Distinctive character	Inherent sensitivity
Wiveton to Letheringsett - LV2	Wide former estuary landscape, with wide skies and light reflected from the sea (just over the Coast Road). Settlements of Cley and Wiveton concentrated on the valley sides at the northern estuary end, but at Letheringsett, the settlement is on the valley floor. Prominent parkland at Bayfield Hall, which encompasses and divides the valley mid way. The model village of Glandford (C19th) was developed as part of the Bayfield Estate. Relatively steep valley side slopes – remnant heathlands are a significant local feature and there are a few locations where older woodland assemblages occur on the valley sides.	• Sequence of valley floor habitats • Rural, undeveloped character • Heathlands on valley side slopes – potential to link to remnant heathlands in surrounding Rolling Heath & Arable landscape • Views to historic settlements • Landscape setting and intactness of historic parkland of Bayfield Hall • Mature woodlands on valley sides

OPEN SHALLOW VALLEYS SOMETIMES LACK ENCLOSURE AND DEFINITION

Key forces for change



- Changes to the agricultural economy and particularly the introduction of agri-environmental grants, have led to positive changes in landscape character – reinstatement or conservation of hedgerows and woodlands, arable reversion to pasture and recreation of heathland (from woodland).
- Loss of woodlands and hedgerow field boundaries as a result of agricultural intensification.
- Changes in woodland cover as a result of changes in management.

Establish field margins to enhance ecological connectivity

Introduce native planting to enhance visual and ecological connectivity



Key forces for change (continued)

- Small-scale, incremental and infill development within settlements – extensions to properties, subdivision of landholdings, loss of open space within villages, external lighting and inappropriate boundary fencing - which may be inconsistent with local built character and materials and which may erode their prominent and distinctive rural landscape setting.
- Introduction of new agricultural buildings, which are increasingly replacing older barns and the conversion of older barns to residential use, with the associated erosion of rural character this brings due to driveways, pylons, car parking areas, external lighting, gardens, fencing etc.
- Small scale changes to the parkland landscapes associated with the Bayfield Estate, including realignment of driveways and access tracks, erection of ancillary buildings, introduction of signage, lighting, increased parking and facilities to accommodate visitors.
- Changes to and development of the rural road network.

20 year vision

conserve and enhance

Tranquil sweeping valleys with a well-defined transition between arable fields on the upper slopes and floodplain pastures on the valley floor. Woodlands have curving outlines which accentuate the valley landform and historic sinuous 'ring boundary' hedgerows mark the edge of the valley floor. The floodplain is a functional wetland corridor with a diverse sequence of wet pastures, wet woodlands, scrapes and reed-fringed ditches linked to woodlands and hedgerows on the valley slopes.



Integrated landscape guidance

- 1 Conserve and enhance the river corridors, including their historic small-scale network of pastures, wet woodland, alder carr, reed-beds, ditches, hedgerows and hedgerow trees on the valley floor, which are of exceptional biodiversity and landscape value.**
 - Where possible, landcover changes should seek to reflect and enhance the existing distinctive and historic transitions in landform and landcover, particularly the break between the valley floor and valley sides.
 - Conserve and enhance the characteristic dense networks of tall hedgerows, woodlands, ponds, wetlands and pastures on the valley floor
 - Give priority to the conservation and enhancement of wet woodlands, which are a BAP priority habitat.
 - Seek opportunities to extend the valley floor pastures and associated habitats via arable reversion and or new planting.
 - Seek opportunities to create a more natural river profile in places, providing habitat enhancement and allowing controlled flooding and a more natural transition to wetland habitats downstream.
 - Create buffer zones of semi-natural habitat along the margins of valley floor pastures and encourage low input agricultural systems to reduce the possible impacts of eutrophication.
 - Conserve, enhance and where possible extend drainage ditches as landscape features and wildlife corridors.
- 2 Enhance connections to habitats in the farmed landscapes surrounding the Large Valleys**
 - Conserve and enhance all hedgerows, hedged tracks and hedgerow trees, which provide an inter-connected ecological network, with the potential to link habitats within the Large Valleys to the networks of hedgerows, tree belts and woodlands in the surrounding countryside.
 - New hedgerow or tree planting should aim to increase connectivity between networks of hedgerows generally and particularly with hedgerows and woodlands in adjacent landscape types.
 - Encourage wide field margins within arable fields to enhance the ecological value of the hedgerows as corridors for the movement of wildlife through intensively farmed areas.
 - Give priority to the extension and creation of heathland habitats on the valley sides, particularly in places where there are opportunities to create 'stepping stones' to heathland habitats in the adjacent Rolling Heath and Arable landscape type.

Integrated landscape guidance (continued)

- 3 Conserve the character and landscape setting of the distinctive Large Valleys settlements.** This landscape is very sensitive to minor changes in architectural or land use styles and the creeping influence of suburbanisation and gentrification which ultimately create a generic appearance.
- Avoid large-scale development on the fringes of settlements which will erode the rural character of the valley landscape and risk being be out of scale in relation to the intimate small-scale landscape pattern on the edge of the valley floor.
 - Give priority to the conservation and enhancement of trees, hedgerows and rural features on the fringes of settlements, at the gateways to settlements (along principal roads) and in key views.
 - Conserve the character of rural roads, avoiding improvements (kerbs, signage, access roads with wide sight-lines, standard road widths etc) which will erode the rural character of the landscape and encouraging hedgerow conservation and replanting along roads.
 - Avoid development of agricultural buildings for urban fringe uses or conversion to residential uses in order to retain the rural character of the countryside.
 - Avoid the development of major, prominent elements such as telecom masts which cannot easily be accommodated in this relatively small-scale, intimate rural landscape where views are often channelled along the valley.
 - New built development (or replacement development) should be designed to incorporate new tree and hedgerow planting so that settlements are integrated within the landscape in an organic way, with trees 'anchoring' and connecting the buildings to existing mature hedgerows and small woodlands. In most cases, hedgerows and tree belts are more appropriate boundaries for development plots than fences or walls.
 - Encourage carefully designed small-scale new tree planting on the fringes of settlements which is designed to replace existing trees, screen locally intrusive structures and frame views to the surrounding countryside, whilst retaining the characteristic intimate scale of this landscape type.
 - Avoid new built development or farm structures in prominent locations on the more open valley side slopes, and especially towards the crest of the valley landform, where there is a risk that built structure might break the skyline in views from within the valley.

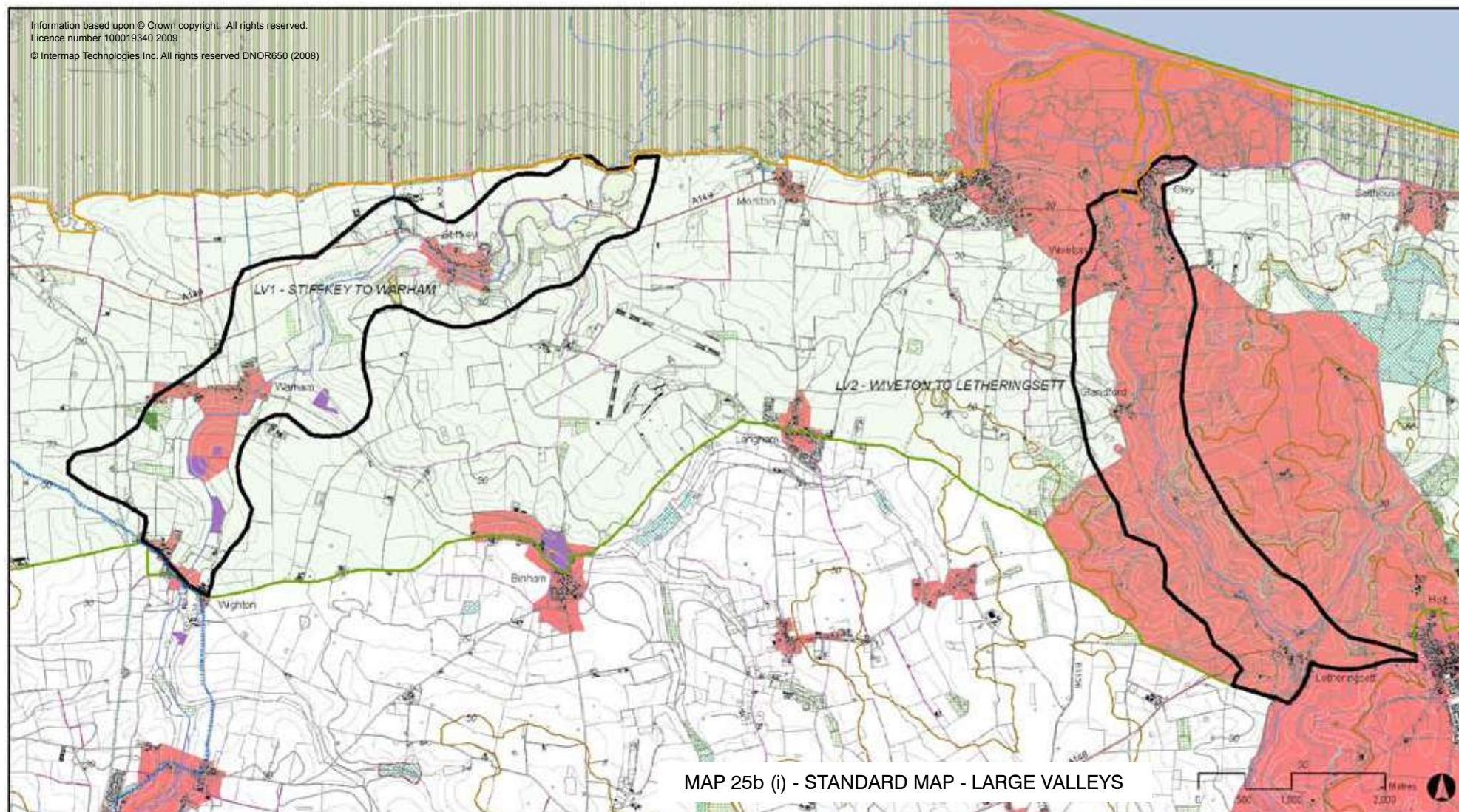
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ¹
- **Historic landscapes** - broad historic landscape character types ² and data from the Historic Environment Record ³

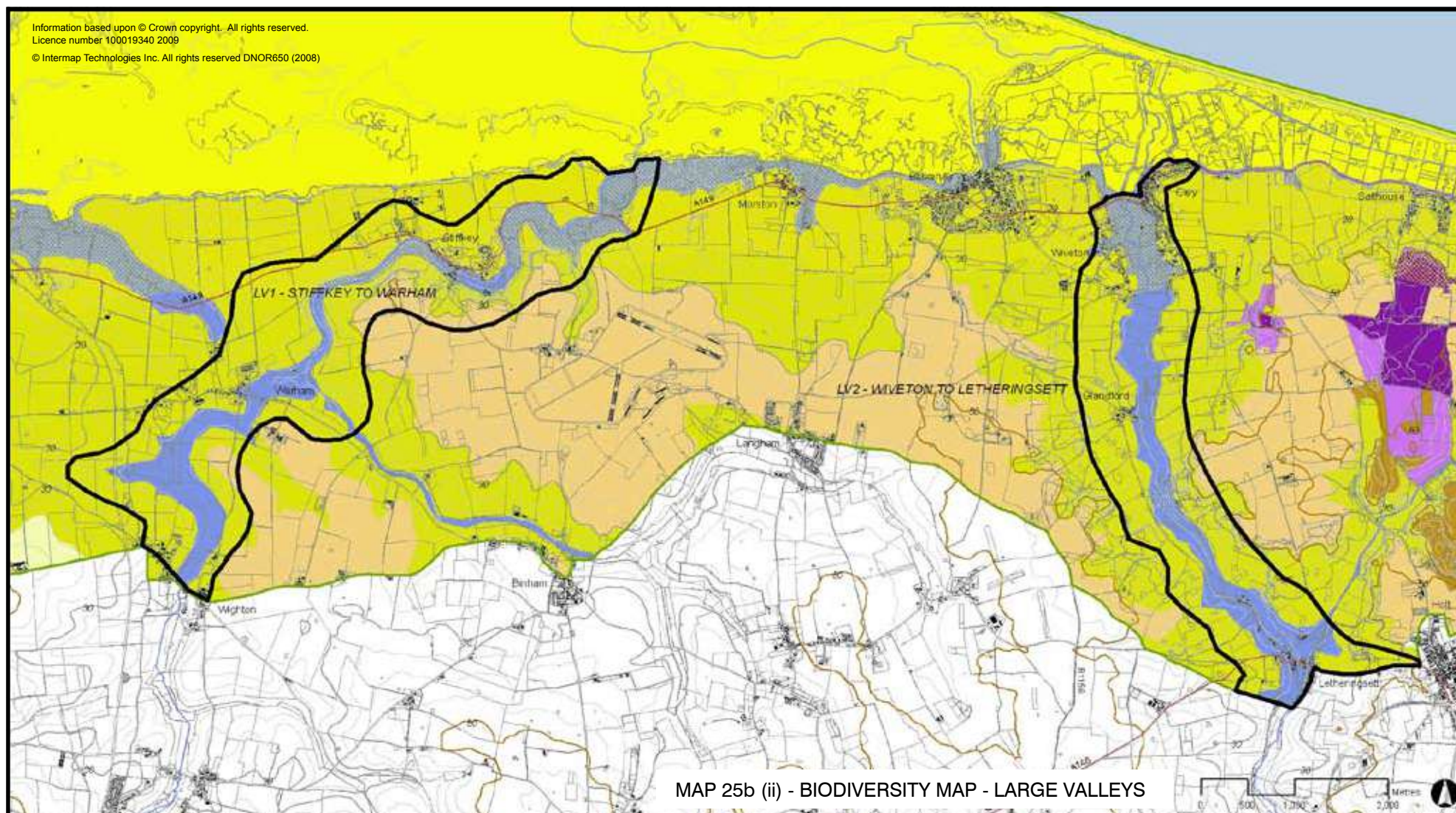
¹ Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

² Norfolk Landscape Archaeology, January 2009, *Norfolk Historic Landscape Character - a report on the Norfolk Landscape Characterisation (HLC) Project*

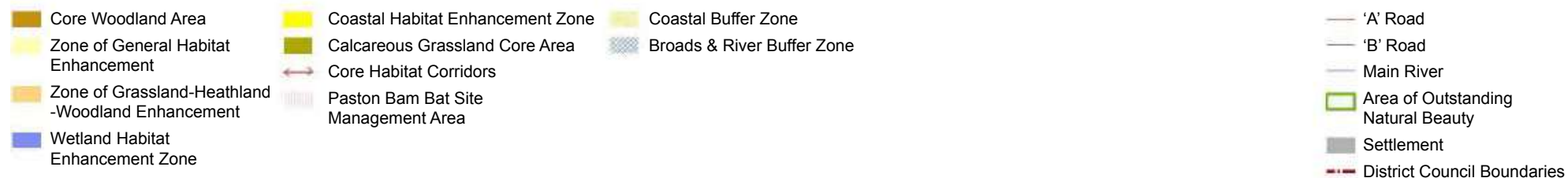
³ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county

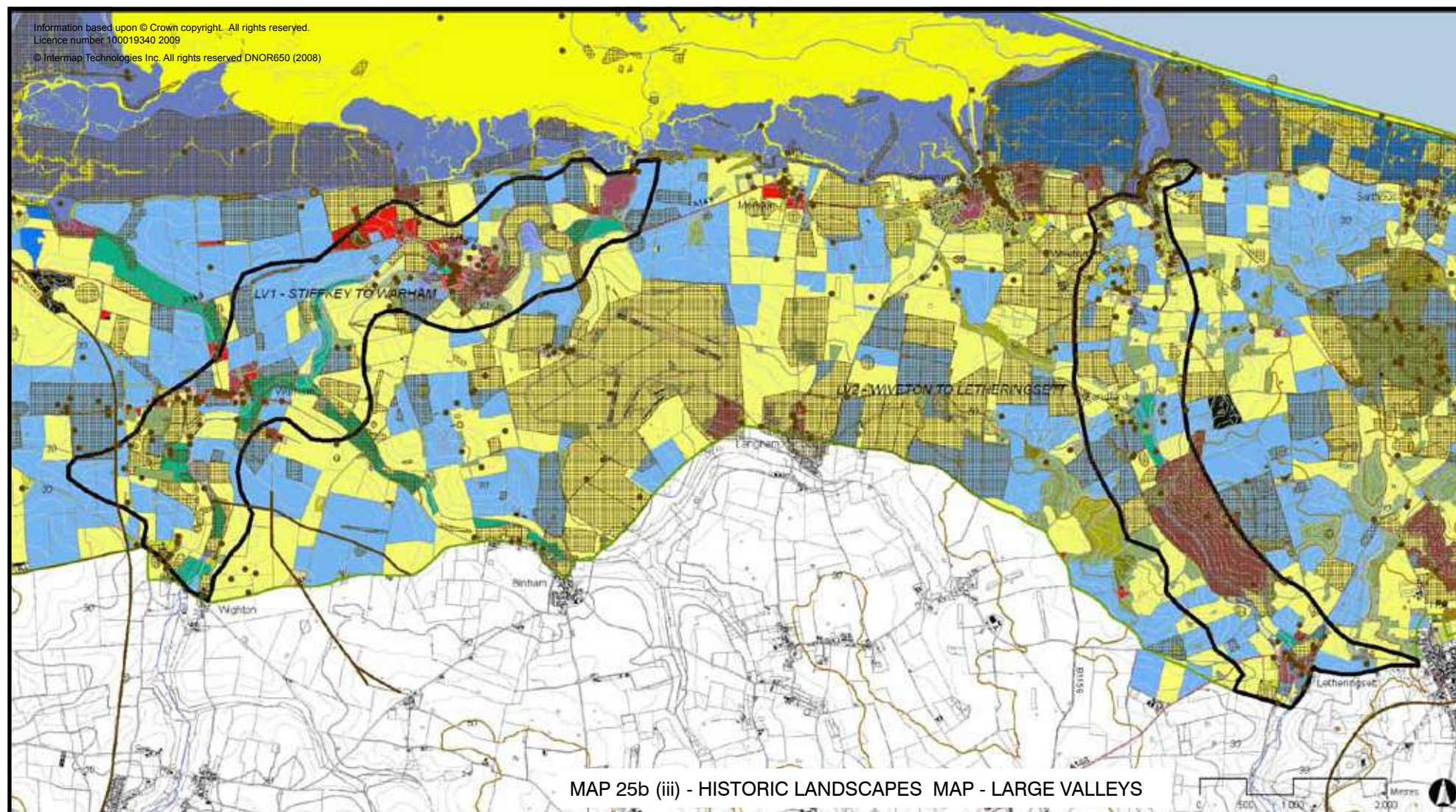


Statutory Designations		Heritage	Connections	Topography	
Ramsar Site	Local Nature Reserve	Scheduled Ancient Monuments	National Cycle Route	Contour Line (Interval 5 m)	'A' Road
Special Protection Area	Forestry Commission Woodland	Conservation Areas	Cycleways	30 m Contour Line	'B' Road
Ancient Woodland	Special Area of Conservation	Historic Parks and Gardens	Long Distance Path	50 m Contour Line	Main River
Site of Special Scientific Interest			Footpath		Area of Outstanding Natural Beauty
County Wildlife Sites			Bridleway		Settlement
			Restricted Byway		District Council Boundaries



MAP 25b (ii) - BIODIVERSITY MAP - LARGE VALLEYS





MAP 25b (iii) - HISTORIC LANDSCAPES MAP - LARGE VALLEYS



estuarine marshland



Integrated landscape character



MAP 26a - Estuarine Marshland Key Plan

The low-lying Estuarine Marshland landscape type indicates the extent of the former Romano-British estuary within The Broads. This, like the majority of the Broads, originated as large-scale (hand dug) peat workings which became flooded in medieval times. There was enormous demand for peat, which was the principal source of fuel for what was then one of the most densely populated parts of England. Once the pits had flooded, the marshmen living in this lowlying area tended cattle on the marshes, cut reed, sedge, marsh hay and litter and maintained dykes and drainage mills. Fishing and wildfowl also provided a source of income.

The area has an open, exposed character. The River Thurne is thought to have previously flowed out to sea along the line of the Hundred Stream between Horsey and Winterton and the old course of the river is still visible as a wide, rush-filled depression. Rather than natural tributaries flowing towards the Thurne, this is an area of New Cuts and Commissioner's Drains, with drainage 'levels' subdivided by a rectilinear grid of drainage dykes. The only sinuous element is the natural edge of the floodplain. Each of the planned, straight dykes has a derelict drainage windmill and/or later pumping equipment positioned in association with embanked water courses. The Brograve family was responsible for drainage here during the 18th century and the Brograve Mill dates from 1771. The Waxham New Cut which borders the area was developed in the 1820s, partly to extend navigation and partly as a main drain. In the second half of the 20th century the adjacent Brograve and Somerton Levels have been reorganised and deep drained to the extent that the land is now notably lower than surrounding areas.

The straight dykes subdivide small pastures and some arable fields into a rectilinear pattern of enclosure. This is relatively wet land, underlain by alluvial deposits and with silty clay soils. The grass is often tussocky, with areas of transitional scrub and reed and sedge beds. Marsh gates mark crossing points between individual marshes. There is a transition to open fen on the fringes of the coastal sand dunes. Saline influences mean the soils in this area are more mixed than in peat fen areas elsewhere on the Broads and this contributes to the open character of the marshy grassland. There is a gradual transition to the scrub – woodland mosaic which buffers the Winterton dunes to the south.

The area includes distinctive 'holmes' or islands of higher land formed by glacial sand and gravel deposits. There is also a transition to higher land on the gently sloping valley sides to the south of the line of the Hundred Stream (from Martham towards Winterton). The land rises quite steeply in places to around 20m OD, allowing views across the area. Small blocks of carr woodland are commonly found along the break of slope which marks the transition

Integrated landscape character (continued)

to higher land. This is a relatively tranquil, remote area. It is very open and proximity to the coastline brings strong winds and an added sense of exposure. There is a complete absence of any significant built development. Land-based access is quite limited and boat traffic is restricted (further downstream) by the low arch of the medieval Potter Heigham Bridge.

Landscape sensitivity and change

Part of the Estuarine Marshland landscape is within the eastern outlier of the Norfolk Coast AONB. This landscape type is an amalgamation of several of the very detailed landscape types classified in the Broads Executive Authority Landscape Character Assessment – a map showing the component detailed landscape types and the way they have been amalgamated is included in Section 2 of this Integrated Landscape Guidance. Key environmental assets which are sensitive to change are:

- The natural sinuous old course of the river, which is a wide rush-filled depression. It is a strong visual feature in an otherwise rectilinear landscape pattern and a valuable part of the wetland ecological network.
- Landmark drainage windmills – eg Horsey drainage mill.
- Rush pastures, fen, reed beds, sedge beds and natural scrub-grassland mosaics, all of which are valuable wetland habitats. Rush pastures, fens, purple moor grass, reed-beds, carr woodlands and grazing marsh are all BAP priority habitats.
- The distinctive landscape setting of Horsey – a ‘holme’ of relatively elevated land, with a small-scale network of hedged pastures surrounding a prominent settlement (a landmark and a viewpoint).
- Views from elevated valley side slopes near West Somerton.
- Tranquil, remote character, which becomes increasingly more exposed towards the coastal sand dunes.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Estuarine Marshland landscape type (AONB area)

Landscape character area	Distinctive character	Inherent sensitivity
Horsey & Somerton - EM1	Horsey village is sited on a 'holme' and the fields surrounding the settlement have a traditional small-scale hedged pattern of enclosure. Horsey drainage mill is a National Trust property and local landmark. The farm of Somerton Holmes is on a relatively elevated area of open farmland, with a more simple large scale drainage pattern. This gently sloping ridge of farmland extends southwards and marks the southern edge of the Thurne Valley. The Waxham New Cut was developed in the 1820s between Horsey and Lound Bridge, partly extending navigation and partly as a main drain. In the second half of the 20th century, the Somerton levels were reorganised and deep drained and topographical data shows this area of land has become notably lower than surrounding areas.	• Landscape setting of Horsey – small-scale hedged pastures on holme • Views to and landscape setting of Horsey Mill • Extensive mosaic of valuable wetland habitats.

Landscape character area	Distinctive character	Inherent sensitivity
Coastal Fen - EM2	Open, windswept marshy grassland and scrub with an exceptionally exposed character on the fringes of the coastal dunes.	• Acidic and neutral marshy grassland • Reedbeds • Exposed, natural open character
West Somerton Farmland - EM3	Distinctive, gently sloping valley sides marking the southern side of the Thurne River Valley. Views over the Broads to the north. Transition to 'settled farmland' in Great Yarmouth Borough to the south. Village of West Somerton with a small-scale pattern of fields, hedges and woodland contrasts wide flat, open 'levels' within Broads area to the north.	• Northward views from valley slopes to the south of the Thurne River • Landscape setting of West Somerton

ARABLE FARMLAND HAS SOMETIMES REPLACED THE NATURAL MOSAIC OF WETLAND HABITAT

Key forces for change



- Loss of historic drainage patterns due to water level management changes – as a result of farming or conservation.
- Land shrinkage due to drought, water abstraction and drainage.
- Sea level rise and coastal defence realignment, leading to inundation of freshwater marshes.
- Lack of freshwater in summer months.
- Changes to water quality – brackish water intrusion.



reintroduce ditch and pastures as part of wider flood attenuation and management strategies

buffer zones of semi natural habitat reduce the impact of eutrophication

GUIDANCE

Key forces for change (continued)

- Changes to the agricultural economy and particularly the introduction of agri-environmental grants, have led to positive changes in landscape character – reinstatement or conservation of drainage ditches, hedgerows, carr woodlands and arable reversion to pasture.
- Decline of historic built features.
- Development pressures eg for fishing lakes and other leisure related uses.
- Decline of traditional land management practices – depends on the future of the reed and sedge industry.
- Potential impact of biofuel production.
- Wetland creation and enhancement projects - for instance managed change from arable farmland to freshwater marshes as compensation for the loss of designated habitats elsewhere.
- Land drainage, infrastructure and management – Broadland Flood Alleviation Project.
- Possible sand and gravel extraction – on holmes and valley side slopes.

20 year vision

managed change

A grid of small damp pastures bordered by drainage ditches with a transition to tussocky grass, scrub, reed-beds and pools of open water. Small blocks of carr woodland mark the break of slope to island 'holmes' of higher land from which there are long views across a remote, tranquil open marshland. If necessary, the extent of freshwater grazing marsh and reedbeds will increase as a managed response to coastal squeeze.



Integrated landscape guidance

- 1 Conserve and enhance the mosaic of wetland habitats – fen, neutral and acidic marshy grassland, carr woodland, reed-beds, sedge beds, ditches and grazing marsh, which is of exceptional biodiversity value.**
 - Where possible, landcover changes should seek to reflect and enhance the existing distinctive and historic transitions in landform and landcover, particularly the break between the valley floor and valley sides.
 - Give priority to the conservation and enhancement of rush pastures, fens, purple moor grass, reed-beds, carr woodlands and grazing marsh, all of which are BAP priority habitats.
 - Seek opportunities to introduce a greater variety of wetland habitats within the grazing marshes eg ponds, wetland scrapes with reed-beds etc. The impact of coastal squeeze may provide opportunities for managed conversion of arable farmland to freshwater grazing marshes and reedbeds in compensation for the loss of designated habitats elsewhere.
 - Seek opportunities to extend the small ditch bordered floodplain pastures and associated habitats via arable reversion and/or new planting
 - Seek opportunities to create a more naturally functioning river profile in places, through set back (partial/complete) of floodwalls, allowing controlled flooding and a more natural transition to wetland habitats.
 - Create buffer zones of semi-natural habitat along the margins of floodplain pastures and encourage low input agricultural systems to reduce the possible impacts of eutrophication.
 - Conserve, enhance and where possible extend wetland habitats, including drainage ditches, broads and wetland scrapes as landscape features and wildlife corridors, aiming to create inter-linked networks of ecological wetland habitats.
- 2 Enhance the distinctive visual and perceptual character of the landscape**
 - Where possible, landcover changes should seek to reflect and enhance the existing distinctive and historic transitions in landform and landcover, particularly the winding historic course of the River Thurne and the break between the floodplain and valley sides, both of which provide a sinuous natural form which contrasts with the otherwise rectilinear landscape pattern.
 - Conserve and enhance all hedgerows, hedged tracks and hedgerow trees on the holmes and valley side slopes, which contrast with the wetlands and drained 'levels' and link the wetland habitats to those of the surrounding farmland (an important part of the inter-connected ecological network).
 - New hedgerow or tree planting should aim to increase connectivity between networks of hedgerows generally and particularly with hedgerows and woodlands in adjacent landscape types.
 - Encourage wide field margins within arable fields to enhance the ecological value of the hedgerows as corridors for the movement of wildlife through intensively farmed areas.

Integrated landscape guidance (continued)

3 Conserve the character and landscape setting of the distinctive Estuarine Marshland settlements and historic built landmarks

- Avoid large-scale development on the fringes of settlements which will erode the intimate small-scale character of the rural landscape and risk being prominent in views across the low-lying, open drainage 'levels'.
- Conserve the landscape setting of historic landmarks (eg drainage mills), with careful consideration of the design of widened access roads, exterior lighting, car parks, signage etc, which can cumulatively erode the rural character of the landscape setting.
- Give priority to the conservation and enhancement of trees, hedgerows and rural features on the fringes of settlements, at the gateways to settlements (along principal roads) and in key views.
- Conserve the character of rural roads, avoiding improvements (kerbs, signage, access roads with wide sight-lines, standard road widths etc) which will erode the rural character of the landscape.
- Avoid development of agricultural buildings for urban fringe uses or conversion to residential uses in order to retain the rural character of the countryside.
- Avoid the development of major, prominent elements such as telecom masts which will detract from the remote, unspoilt character of the landscape.
- Encourage carefully designed small-scale new tree planting on the fringes of settlements which is designed to replace existing trees, screen locally intrusive structures and frame views to the surrounding countryside.
- Avoid new built development or farm structures in prominent locations.

Detailed maps

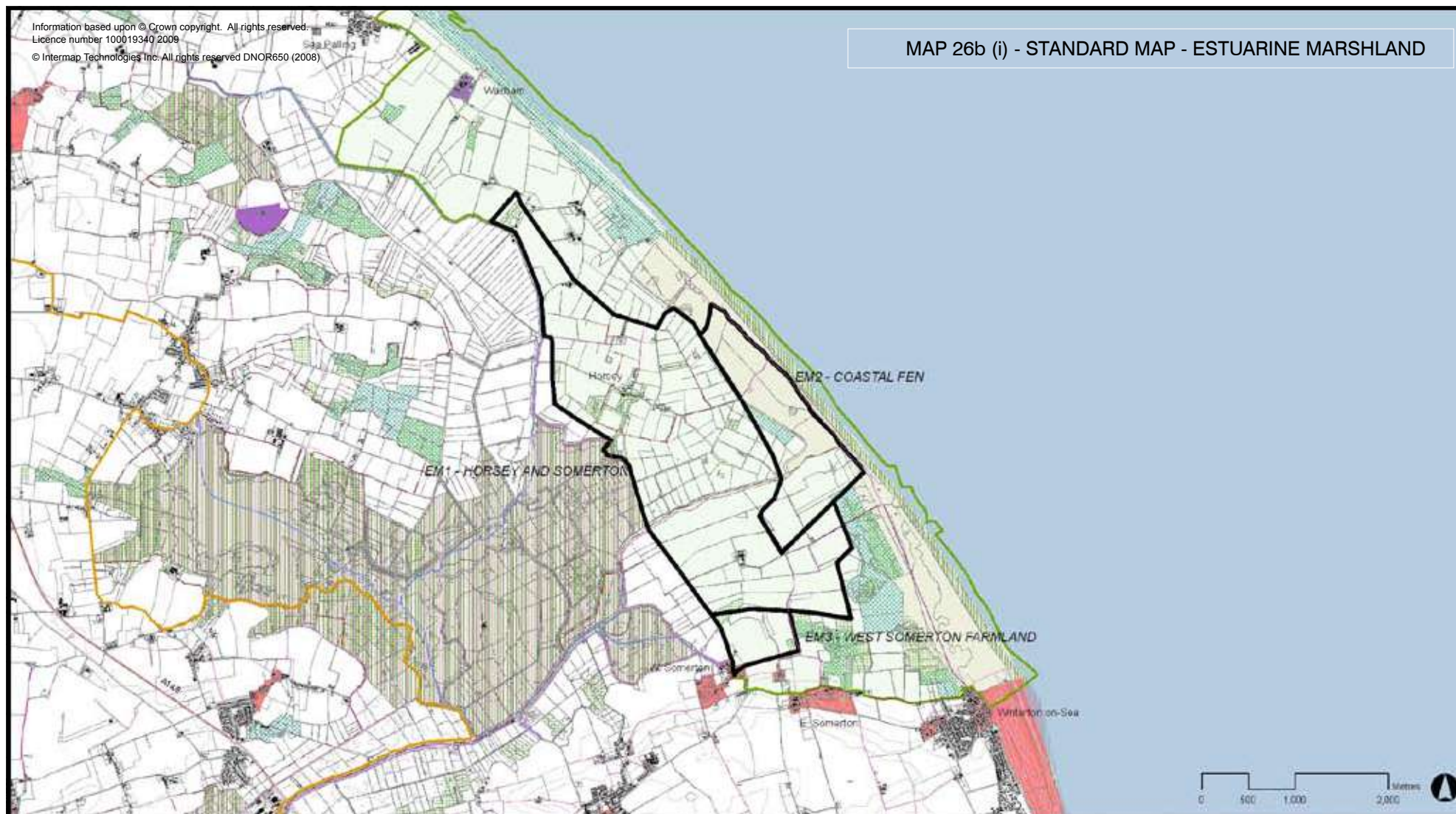
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³ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county

MAP 26b (i) - STANDARD MAP - ESTUARINE MARSHLAND



Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

Connections

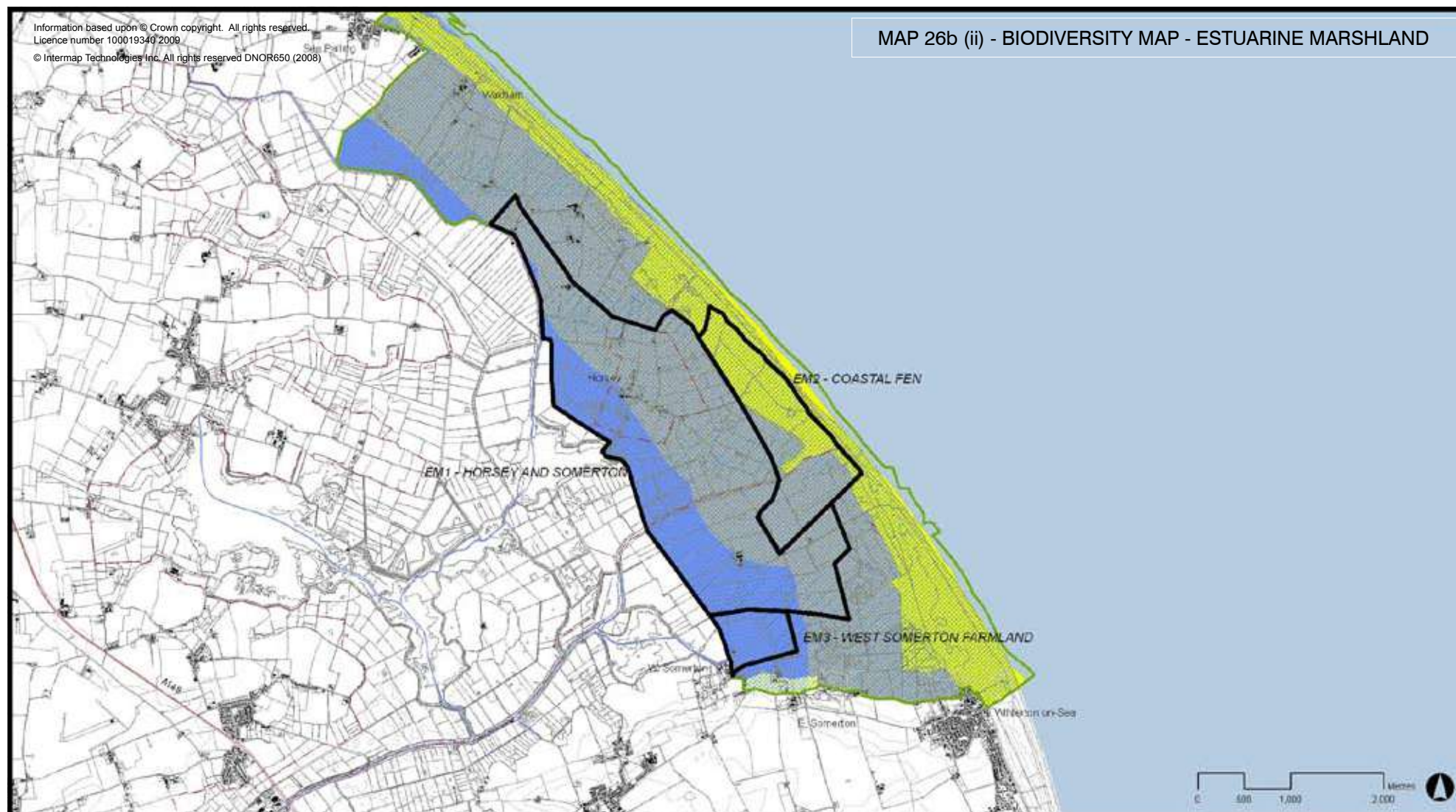
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

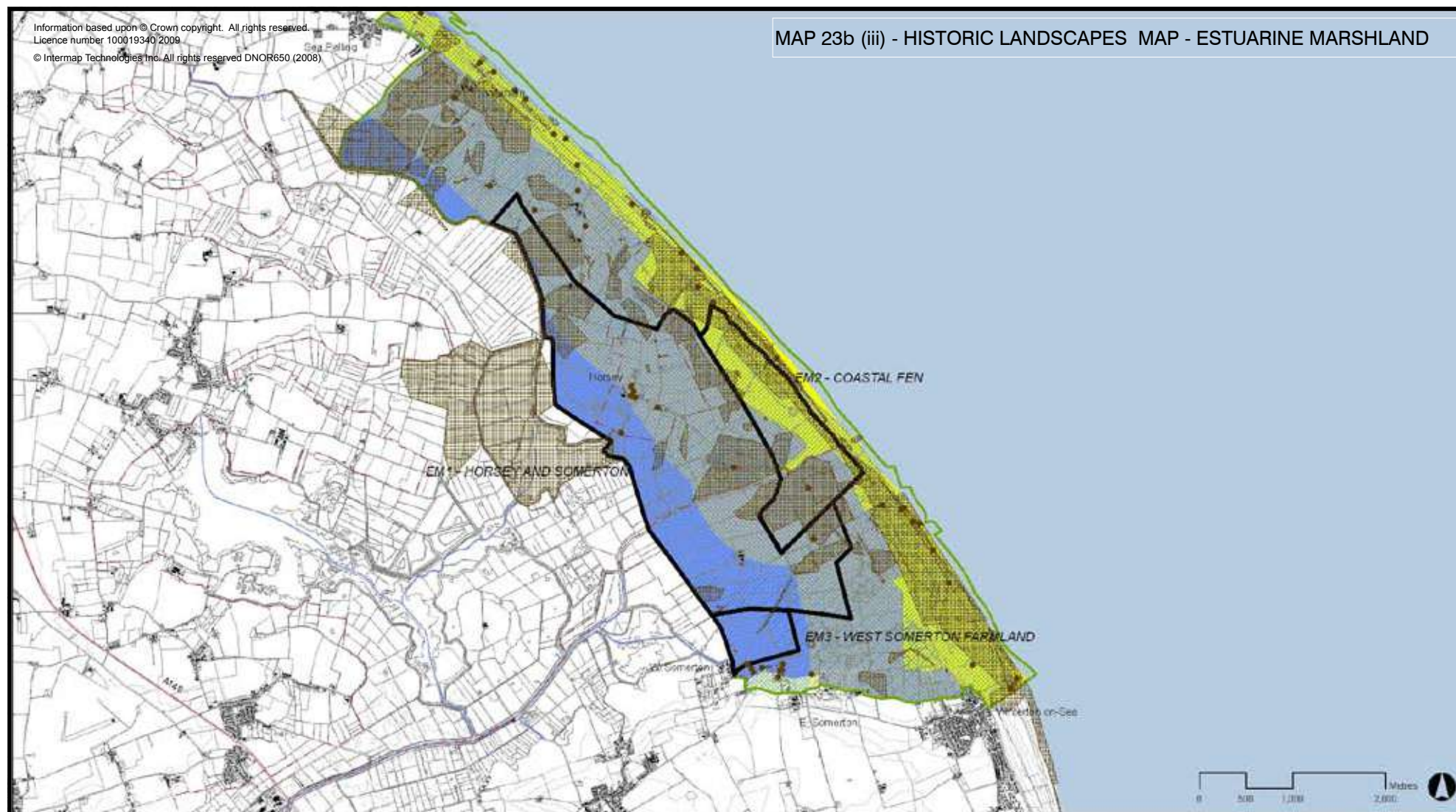
- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries

MAP 26b (ii) - BIODIVERSITY MAP - ESTUARINE MARSHLAND



- | | | |
|--|-------------------------------------|----------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | |

- | |
|------------------------------------|
| 'A' Road |
| 'B' Road |
| Main River |
| Area of Outstanding Natural Beauty |
| Settlement |
| District Council Boundaries |



- | | | | | |
|------------------------------|--------------------------|---------------------------|-------------|------------------------------------|
| 18th-19th Century Enclosure | Commons, Wastes, Heaths | Miscellaneous | HER 'point' | 'A' Road |
| 20th Century Agriculture | Historic Earthwork | Parks, Garden, Recreation | HER 'line' | 'B' Road |
| Built up Areas - Historic | Horticulture | Water Features | HER 'area' | Main River |
| Built up Areas - Modern | Industry | Woodland | | Area of Outstanding Natural Beauty |
| Coastal - Drainage Enclosure | Inland - Managed Wetland | | | Settlement |
| Coastal - Managed Wetland | Marginal | | | District Council Boundaries |



settled farmland



Integrated landscape character



MAP 27a - Settled Farmland Key Plan

The majority of the Settled Farmland landscape type is gently undulating open arable farmland on deep, well-drained soils, underlain by the sandy, shelly rocks of the Norwich Crag, but developed on deep drifts of Norwich Brickearth. The arable fields are juxtaposed with grass ley/fallow fields, rough grass field margins and areas of isolated parkland. Most fields are bound by Enclosure hedgerows, although many are remnants and there is considerable variation in density and quality. There is a smaller scale field pattern on the edges of settlements, indicating vestiges of the historic field pattern. Field trees indicating the former alignment of hedgerows are the most common and distinctive structural landscape markers in what is an open, exposed landscape.

The part of the Settled Farmland that falls within the AONB is atypical because it is dominated by the perimeter belt of estate woodlands surrounding the historic parkland of Burnley Hall. To the north of the parklands, a broad belt of transitional woodland gradually peters out into the open scrub and fen on the coastal fringes of the Broads. The woodlands enclose a small water body at Holme Broad and Decoy Wood surrounds a historic decoy pond. This is a relatively flat area, drained by a network of tiny valleys. On the coastal fringes of the woodlands, there is a transition to the open dunes, with birch and gorse dominated scrub, interspersed with a varied range of grassland communities. These transitional scrub and carr woodland habitats are of exceptional ecological interest and form a key part of the ecological network of habitats which buffer and extend the wetlands of the Broads.

Burnley Hall is identified on Faden's Map of Norfolk in 1797, as is the adjacent church (which was already in ruins by 1797), although the extensive broadland waterbody to the north has subsequently been lost to marsh and regenerating woodland and there are now a series of much smaller decoy ponds. The village of East Somerton is on the fringes of the woodland fringe and the open arable fields to the south. A network of narrow, rural lanes links East Somerton to the village of West Somerton, which is on the slightly elevated ridge defining the edge of the Thurne River valley to the north. Churches with tall prominent towers, such as that at Winterton, are a feature of the landscape, as are the wind turbines at Blood Hills. On the southern fringes of the AONB, the edge of Winterton is characterised by bungalow and seaside resort type development and often has an exposed, abrupt quality.

Landscape sensitivity and change

The north-eastern tip of the Settled Farmland landscape is within the eastern outlier of the Norfolk Coast AONB and forms part of the landscape setting to the Broads. Key environmental assets which are sensitive to change are:

- Mosaic of carr woodland, scrub, rush pastures, fen, reed beds, sedge beds and natural scrub-grassland mosaics, all of which are valuable wetland habitats and form a key part of the setting for the Broads. Rush pastures, fens, purple moor grass, reed-beds, carr woodlands and grazing marsh are all BAP priority habitats.
- The distinctive historic parkland of Burnley Hall, with its wooded landscape setting, which creates a strong sense of place in and a wooded backdrop to views across the open arable farmland to the south.
- Relatively small-scale field pattern on the fringes of settlements.
- Quiet, narrow, rural roads bounded by hedgerows and hedgerow oaks, which form surviving fragments of the Enclosure landscape patterns.
- Local glimpsed views to the coastal sand dunes.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Settled Farmland landscape type (AONB area).

Landscape character area	Distinctive character	Inherent sensitivity
East Somerton Woodlands - SF1	The land around Burnley Hall is a relatively flat plateau and this part of the Settled Farmland is exceptionally well wooded. To the west of Home Broad, West Covert is a semi-natural broadleaf coppice with standard woodland (oak & birch dominated, with ash and areas of willow coppice). Habitats include marshy neutral grassland, reed swamp and areas of tall fen. Towards the fringes of the Broads, Decoy Wood and South Wood form part of a wooded buffer to the Winterton Dunes. These areas comprise a complex local landscape mosaic, with a varied range of habitats including broadleaf semi-natural woodland, acidic and neutral marshy grassland, dry acid grassland and scrub. Small settlements with nucleated form linked by a network of narrow lanes. Open arable farmland to south and long views – often to church towers and the wind turbine at West Farm to the south. Wooded backdrop of transitional woodland on fringes of the Broads to the north. Urban fringe type land uses on the fringes of Winterton.	• Historic parkland of Burnley Hall and the adjoining ruined church of St Mary's Church • Wooded coverts and the historic former decoy ponds • Extensive mosaic of valuable woodland, scrub and wetland habitats, as well as the transitions between them • Landscape setting of the village and parkland of East Somerton, particularly the small fields on the fringes of the settlement and individual mature trees which frame views across the open arable farmland to the south. • Glimpsed views to the coastal sand dunes

Key forces for change

- Sea level rise and changes to water quality – potential for brackish water intrusion.
- Erosion of the Enclosure landscape pattern due to loss of hedgerows and hedgerow trees as a result of agricultural intensification and damage by agricultural machinery.
- Changes to the agricultural economy and particularly the introduction of agri-environmental grants, have led to positive changes in landscape character – reinstatement or conservation of drainage ditches, hedgerows, carr woodlands and arable reversion to pasture.
- Potential impact of biofuel production.
- Extensive new built development on the fringes of larger villages, such as Winterton, to cater for the holiday/tourism industry.
- Wind turbines.
- Conversion of farm buildings for residential use.



WIND TURBINES CAN PREDOMINATE IN LOCAL VIEWS FROM THE AONB

20 year vision

restore and enhance

New hedgerow and native tree planting on the edge of local villages provides shelter and a strong sense of place, screening intrusive development. Woodlands, copses and shelterbelts extend beyond the villages to form a buffer and a transition to the sensitive wetland and coastal habitats on the margins of the Broads. The woodlands are carefully sited to frame key views to St Marys Church and the coastal dunes.



Integrated landscape guidance

- 1 Conserve and enhance the mosaic of woodland and wetland habitats which is of exceptional biodiversity value and which functions as part of the setting and landscape buffer to the Broads**
 - Give priority to the conservation and enhancement of rush pastures, fens, purple moor grass, reed-beds, carr woodlands and grazing marsh, all of which are BAP priority habitats.
 - Seek opportunities to introduce a greater variety of wetland habitats within the grazing marshes eg ponds, wetland scrapes with reed-beds – for biodiversity enhancement and flood storage.
 - Maintain a separation between freshwater habitats around the Broads and coastal/saline habitat, where possible.
 - Actively manage areas of woodland and scrub at the transition with the Broads to avoid disturbance to other small scale mosaic type and vulnerable habitats such as marsh, acid grassland and the dunes at Winterton.
 - Conserve, enhance and where possible extend wetland habitats, including drainage ditches, broads and wetland scrapes as landscape features and wildlife corridors, aiming to create inter-linked networks of ecological wetland habitats.
- 2 Enhance and restore the Enclosure landscape structure to provide a sense of spatial scale and containment, as well as opportunities for habitat connectivity and linkages**
 - Conserve all existing hedgerows, hedgerow trees, copses and woodlands, which create the principal visual structure of the landscape and contribute the most biodiversity value.
 - Give priority to the conservation and restoration of hedgerows and regeneration/replanting of hedgerow trees along rural roads, which contribute to the gateway landscape setting of settlements. These are often historic, relatively species-rich hedgerows.
 - Conserve all existing woodlands, copses and tree belts, extending them wherever possible to create or enhance connections with the existing matrix of woodlands and hedgerows.
 - Encourage wide field margins within arable fields to enhance the ecological value of the hedgerows as corridors for the movement of wildlife through intensively farmed areas.
- 3 Conserve the landscape setting of the Broads**
 - Avoid the introduction of further wind turbines, which would erode the rural character of the landscape on the fringes of the Broads. The existing turbines are already visible from the Thurne River Valley within the sensitive Broads landscape.
 - Conserve the transitional woodlands which form a key part of the visual setting of the Broads and an important ecological buffer/network.

Integrated landscape guidance (continued)

4 Conserve the setting of the historic parkland at Burnley Hall and its associated landscape features

- Research, identify and conserve the setting of the historic parkland and important historic features at Burnley Hall and develop appropriate management strategies to facilitate the renewal of distinctive features such as individual specimen trees, the composition of views, distinctive groups of trees and grazed parkland areas.
- Enhance the management, presentation, interpretation and accessibility of the area for its historic value.
- The siting and design of new development should take account of the setting of historic parkland landscapes and the many individual landmarks that are characteristic of the area.
- Identify and conserve views to landmark buildings, particularly Burnley Hall and St Mary's Church.

5 Conserve the character and landscape setting of settlements

- Identify and conserve the remaining open views to the coastal dunes.
- Conserve and frame views to historic churches, for instance the tall knapped flint and dressed stone tower of the church at Winterton.
- New built development (or replacement development) should be designed to incorporate new tree and hedgerow planting so that settlements are integrated within the landscape in an organic way, with trees 'anchoring' and connecting the buildings to existing mature hedgerows. In most cases, hedgerows and tree belts are more appropriate boundaries for development plots than fences or walls.
- Ensure all new built development is consistent with existing settlement pattern, density and traditional built form - encourage sensitive use of building materials and styles to maintain local distinctiveness and character.
- Encourage carefully designed small-scale new tree planting on the fringes of settlements which is designed to provide a positive gateway, replace existing trees, screen locally intrusive structures and frame views to the surrounding countryside.
- Develop positive new planting to integrate existing and extended industrial areas on the fringes of settlements.
- Conserve the character of rural roads, particularly on the approaches to settlements, avoiding improvements (kerbs, signage, access roads with wide sight-lines, standard road widths etc) which will erode the rural character of the landscape.
- Avoid development of agricultural buildings for urban fringe uses or conversion to residential uses in order to retain the rural character of the countryside.

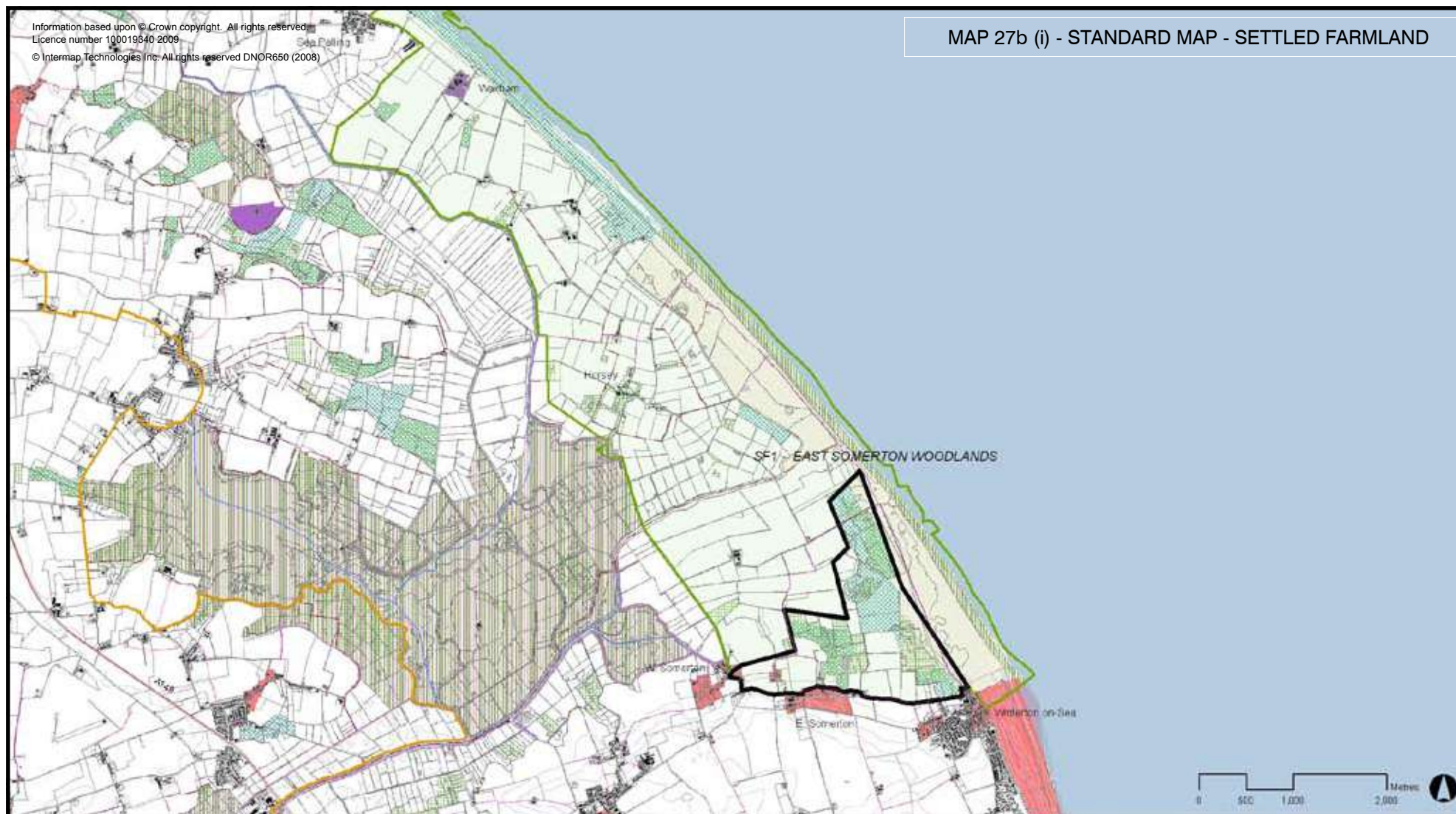
Detailed maps

- **Standard** - landform, drainage, rights of way and statutory designations
- **Biodiversity** - ecological networks ¹
- **Historic landscapes** - broad historic landscape character types ² and data from the Historic Environment Record ³

¹ Norfolk Wildlife Trust on behalf of the Norfolk Biodiversity Partnership, July 2006, *Ecological Network Mapping Project for Norfolk*

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³ www.heritage.norfolk.gov.uk - provides a computerised, searchable database (with integrated digital mapping) of all areas of known archaeological activity, sites, finds, cropmarks, earthworks, industrial remains, structures and historic buildings in the county



Statutory Designations

- Ramsar Site
- Special Protection Area
- Ancient Woodland
- Site of Special Scientific Interest
- County Wildlife Sites

- Local Nature Reserve
- Forestry Commission Woodland
- Special Area of Conservation

Heritage

- Scheduled Ancient Monuments
- Conservation Areas
- Historic Parks and Gardens

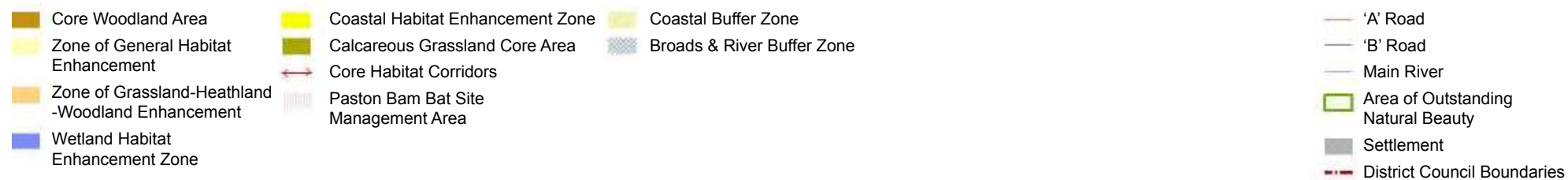
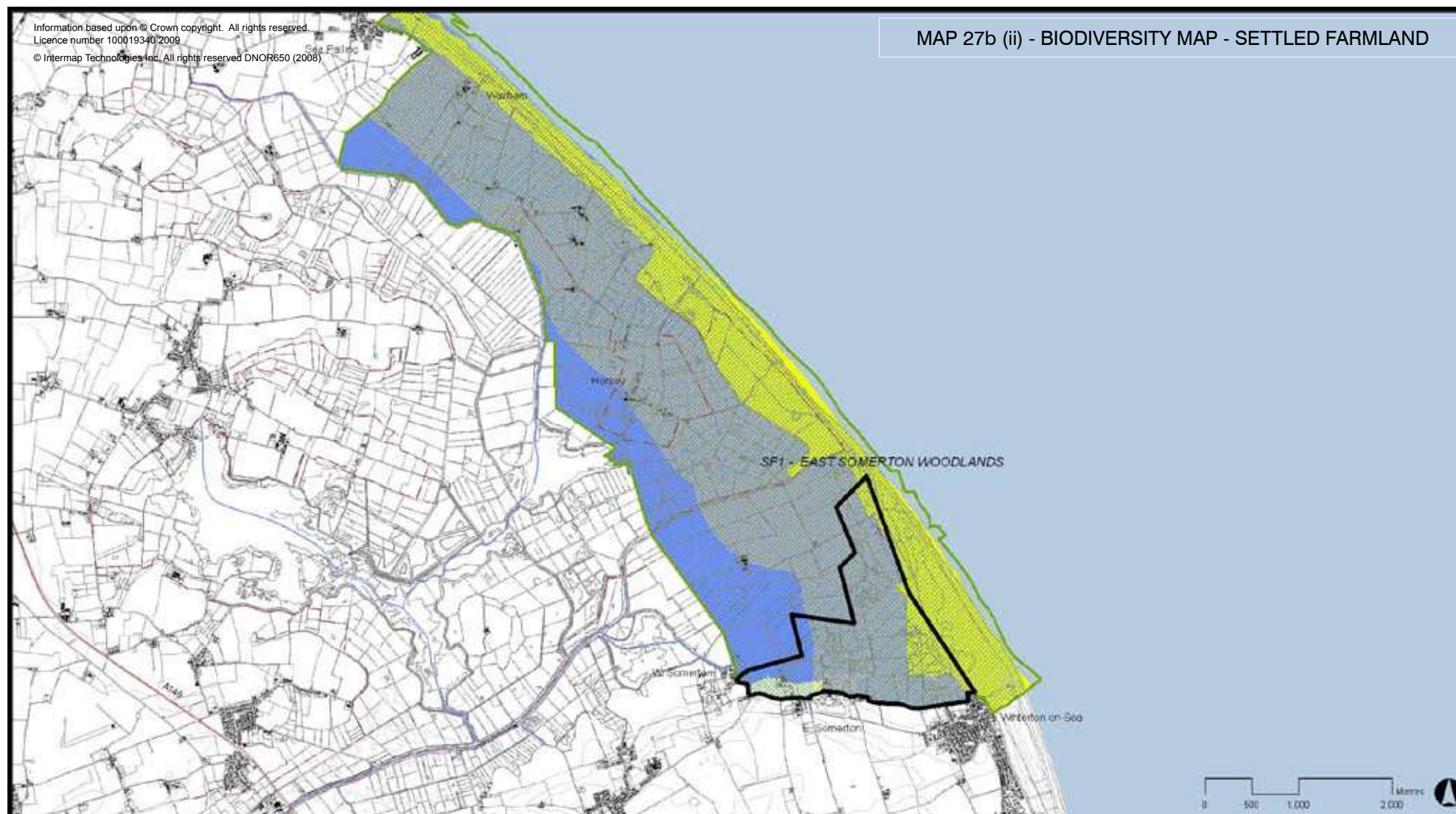
Connections

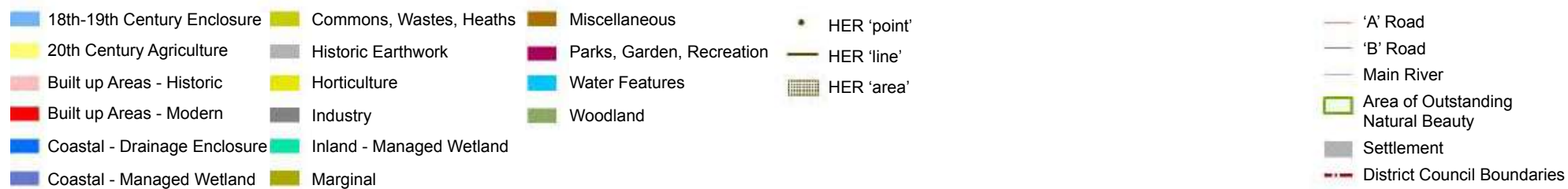
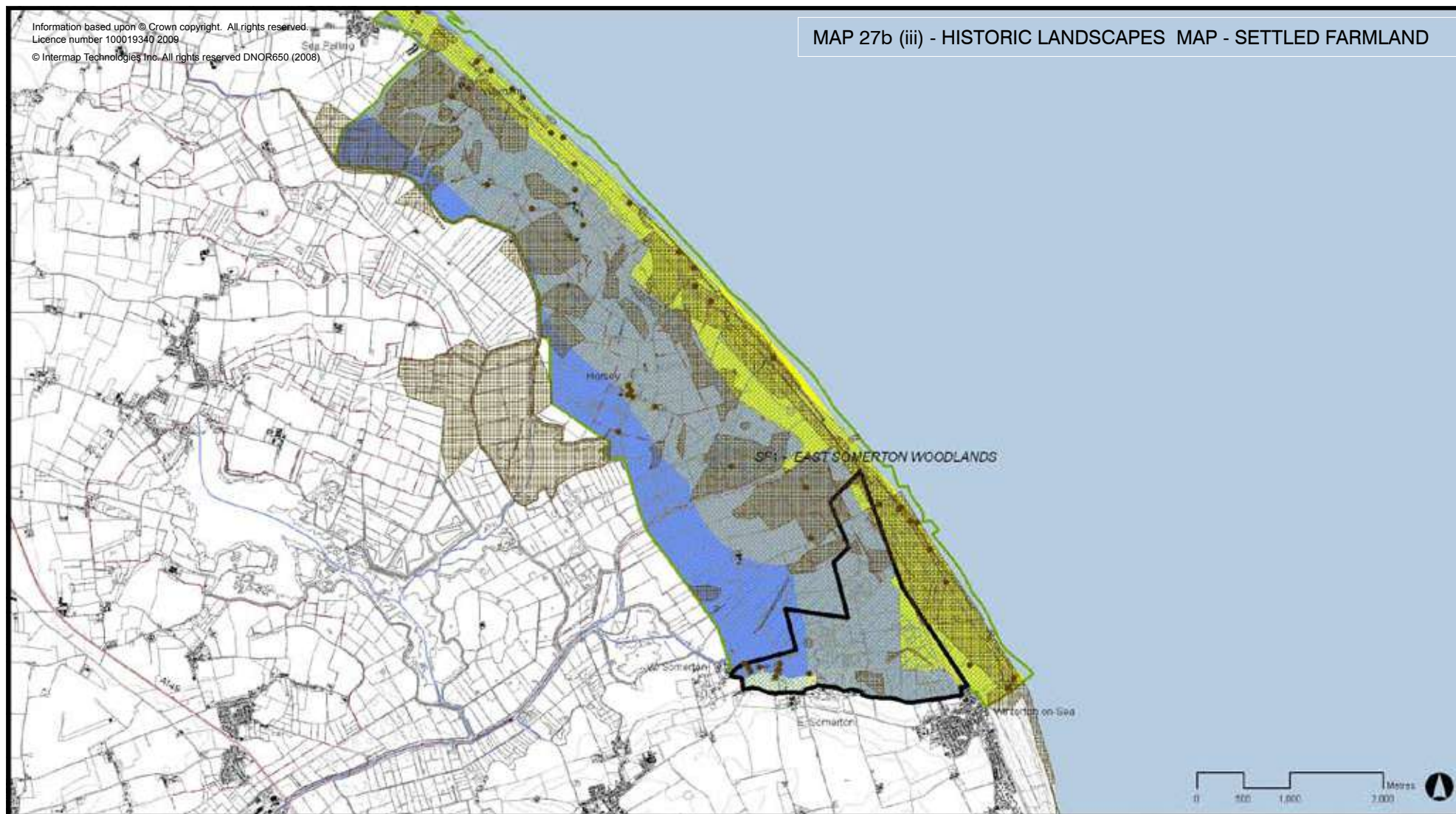
- National Cycle Route
- Cycleways
- Long Distance Path
- Footpath
- Bridleway
- Restricted Byway

Topography

- Contour Line (Interval 5 m)
- 30 m Contour Line
- 50 m Contour Line

- 'A' Road
- 'B' Road
- Main River
- Area of Outstanding Natural Beauty
- Settlement
- District Council Boundaries







dunes, coastal levels and resorts



Integrated landscape character



MAP 28a - Dunes, Coastal Levels and Resorts Key Plan

The northern part of the Dunes, Coastal Levels & Resorts landscape type is within the AONB. This area is defined by acidic sandy soils and rolling coastal dunes, which at this part of the coastline, overlie the Norwich Crag bedrock. The dunes slope down to long, windswept sandy beaches. The mosaic of dunes, dune heath and tussocky acidic grassland habitats merge into the scrub and the grassland communities on the fringes of the fens and transitional carr woodland inland.

Faden's 1797 Map of Norfolk identifies a larger area of common land along the coast that has since been lost because of coastal change – only a small strip now remains and much of it has been absorbed by the beach and sand dunes.

There are panoramic expansive views along the entire coastline. The offshore wind turbines at Scroby Sands dominate views from many points. The Winterton dunes form a key natural defence and are considerably more stable than shifting coastlines elsewhere on the North Sea Coast.

This is a relatively tranquil, remote area. It is very open and proximity to the coastline brings strong winds and an added sense of exposure. There is a complete absence of any significant built development.

Landscape sensitivity and change

A small part of the Dunes, Coastal Levels and Resorts landscape is within the eastern outlier of the Norfolk Coast AONB and forms part of the landscape setting to the Broads. Key environmental assets which are sensitive to change are:

- Dunes, dune heath and associated acidic grasslands, which are valuable habitats and form a key part of the setting for the Broads. The Winterton dunes are designated as SSSI, SAC and SPA for their habitat value in relation to bird nesting and breeding, as well as for their diverse flora. The acidic soils at Winterton are unusual within this predominantly calcareous area and support plants, including a variety of rare grasses, such as Grey Hair Grass and Rush-leaved Fescue, as well as bryophytes and lichens only found in such acidic soils.
- The 'wild', unspoiled character of the coastal landscape, which acts as a valuable 'buffer' between the sea/beach and settlement edge.
- Strong sense of tranquillity especially outside the peak summer tourism season.



Variations in character

Variations in character and inherent landscape sensitivities are highlighted in the following distinctive landscape character areas within the Dunes, Coastal Levels and Resorts landscape type (AONB area).

Landscape character area	Distinctive character	Inherent sensitivity
Winterton Dunes - DCR1	Low topography (compared to further south) – no cliffs and rolling dunes gradually merge with acidic scrub. Highly valuable ecological habitats – tussocky rough grass forms a unique habitat supporting a range of flora, as well as habitats for overwintering birds and butterflies. Raptors such as Hen Harrier, Barn Owls and Sparrowhawks are regularly recorded hunting over the dunes during the winter months. Landform variation is provided by the low ridge and valley to the edge of Winterton, known locally as Winterton Valley. Winterton-on-Sea is a compact nucleated village, around a central village green and demonstrates traditional building materials and styles, such as red brick and pantiles, and thatch and lime plaster rendered with traditional coloured finishes eg ‘oxblood’. Expansion of resort development on the fringes of Winterton has a potentially strong influence on the character of the area	• Change in scale between the open windswept sandy beaches and the intimate mosaic of grasslands and scrub inland • Valuable ecological habitats – acidic grassland, dune heath and dune communities • Wild, exposed character – long panoramic coastal views

Key forces for change

- Sea level rise as a result of climate change – potential for brackish water intrusion.
- Coastal erosion – this stretch of coastline is particularly vulnerable to erosion due to the exposed situation of the crumbly bedrock and drift geology.
- New built development on the fringes of larger villages, such as Winterton, to cater for the holiday/tourism industry.
- Pressures for leisure and tourism related development – due to proximity to the Broads and sandy beaches.
- Wind turbines.



20 year vision

managed change

A distinctive, simple landscape with panoramic coastal views and a structured transition from woodland carr to tussocky heath to rolling dunes to beach and sea.



Integrated landscape guidance

- 1 Conserve, enhance and manage the valuable dune, dune heath and acidic grassland habitats and the transitions between them**
 - Give priority to the conservation and enhancement of the valuable acidic grassland and dune heath communities of the Winterton Dunes.
- 2 Manage any inevitable coastal change in a long term, sustainable way**
 - Understand, monitor and assess the impacts of coastal erosion and leaching in order to plan for future adaptation to coastal change.
 - Seek to accommodate future pressures (such as intensification of sea defences) while safeguarding visual sensitivities and intrinsic coastal character.
 - The Shoreline Management Plan recognizes the importance of managing coastal change as an ongoing natural process and strategies should consider long term sustainable solutions that accommodate the sediment systems that operate along the coast without increased dependence on constructed defences.
 - Use 'soft' engineering solutions for any intervention deemed necessary to manage the processes of coastal change.
- 3 Conserve and enhance the distinctive visual qualities of the dunes and the inherent sense of 'wildness'**
 - Maintain the 'wild' nature of these coastal areas, including the dunes and beaches
 - Avoid encroachment by settlement – in particular consider the scale of existing features and skylines in relation to development
 - Control future wind turbine development in order to avoid further visual disturbance on the North Sea horizon line and detracting from the cohesive sculptural nature of the existing turbine group.

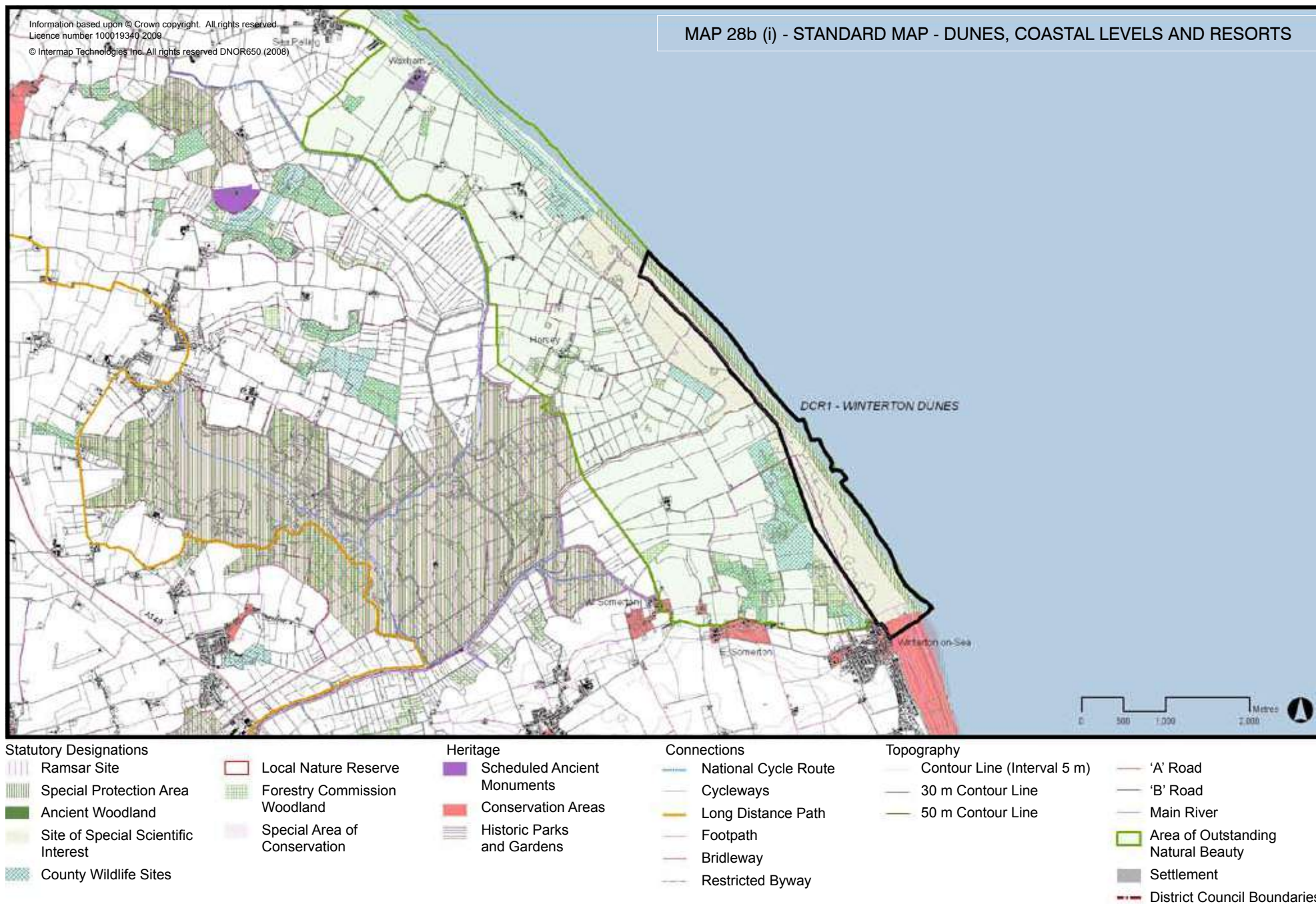
Detailed maps

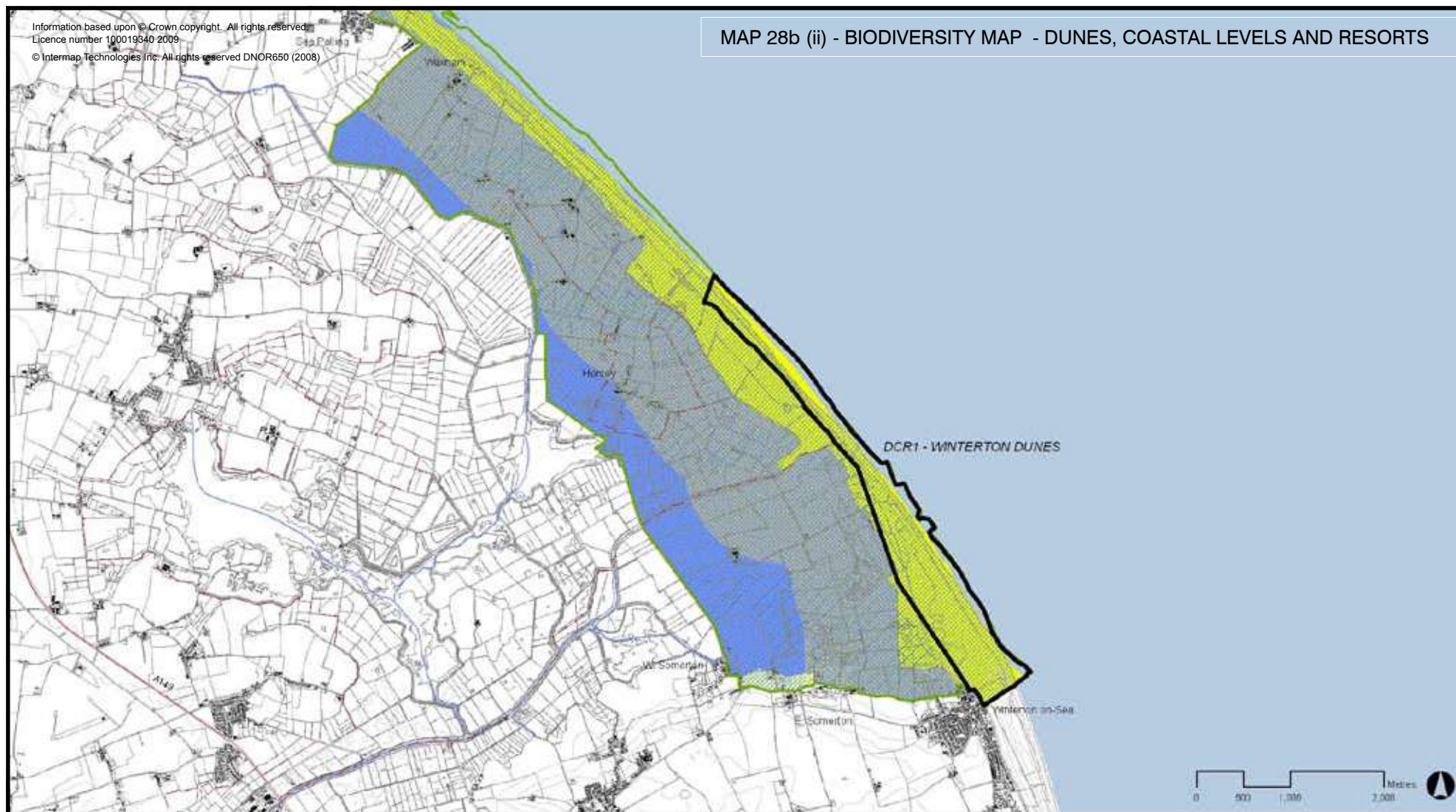
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|--|-------------------------------------|----------------------------|------------------------------------|
| Core Woodland Area | Coastal Habitat Enhancement Zone | Coastal Buffer Zone | 'A' Road |
| Zone of General Habitat Enhancement | Calcareous Grassland Core Area | Broads & River Buffer Zone | 'B' Road |
| Zone of Grassland-Heathland-Woodland Enhancement | Core Habitat Corridors | | Main River |
| Wetland Habitat Enhancement Zone | Paston Bam Bat Site Management Area | | Area of Outstanding Natural Beauty |
| | | | Settlement |
| | | | District Council Boundaries |

MAP 28b (iii) - HISTORIC LANDSCAPES MAP - DUNES, COASTAL LEVELS AND RESORTS

