

Norfolk Coast National Landscape Management Plan 2025-30 Strategic Environmental Assessment Non-Technical Summary

Final report

Prepared by LUC

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Chapter 1

Introduction

1.1 This Strategic Environmental Assessment: Non-Technical Summary relates to the Norfolk Coast National Landscape Management Plan 2025-30. The Management Plan sets out a vision and associated objectives and policies for the management of NCNL. The Norfolk Coast Partnership is required by Part IV of the Countryside & Rights of Way (CROW) Act 2000 to prepare and review AONB Management Plans at intervals of not more than five years.

1.2 This Non-Technical Summary accompanies the full SEA Report for the Management Plan (April 2026) and should be read alongside that document and the Management Plan 2025-30.

Strategic Environmental Assessment

1.3 Article 4 of the SEA Directive (2001/42 EC) sets out the requirement for that SEA to be undertaken for all land use plans and programmes where such plans and programmes are likely to have significant environmental effects. The Directive is transposed into law by the Environmental Assessment of Plans and Programmes (England) Regulations (2004) (commonly referred to as the 'SEA Regulations').

1.4 Following the United Kingdom's departure from the European Union in January 2020, it entered a transition period which ended in December 2020. Directly applicable EU law now no longer applies to the UK, and the UK is free to repeal EU law that has been transposed into national law. However, at present the SEA Regulations remain in force in England.

1.5 Management Plans have a clear focus on the environment and the delivery of the National Landscape purposes and are required to be subject to SEA. The relevant appraisals should clearly focus on environmental effects. However, the SEA will also need to reflect on the social and economic effects for communities within the National Landscape covered by the Management Plan due to some of the SEA topics that relate to population, human health and material assets.

1.6 Norfolk Coast Partnership (NCP) has voluntarily determined that an SEA is required for the NCNL Management Plan and has commissioned LUC to carry out the work on its behalf. The following sections describe the

approach that has been taken to the SEA of the NCNL Management Plan to date.

Stage A Scoping:

1.7 The SEA process began in November 2025 with the production of a Scoping Report for the NCNL Management Plan 2025-30. The scoping stage of the SEA involves collating information about the environmental baseline for the Management Plan area and the key environmental issues facing it, as well as information about the policy context for the preparation of the Management Plan.

1.8 The SEA Scoping Report for the NCNL Management Plan was published in December 2025 for a six-week consultation period with the statutory consultees (Natural England, the Environment Agency and Historic England). The comments received during the consultation – these are set out in Appendix A in of the full SEA report.

Stage B: Developing and refining options and assessing effects

1.9 Developing options for a plan is an iterative process, usually involving a number of consultations with the public and stakeholders. Consultation responses and the SEA process can help to identify where there may be other 'reasonable alternatives' to the options being considered for a plan.

1.10 NCP considered whether 'without the Management Plan 2025-30' would be a reasonable alternative option but it has been concluded that it is not. The adopted AONB Management Plan (2019–24) expired in 2025 and although NCP could seek approval to extend the end date of Management Plan 2019-24, there have been significant changes to the policy context since it was written in 2019. Specifically, there have been changes to NCP's objectives, national policy and sub-national policy. Without an up-to-date Management Plan, there is a risk that decisions would not be guided by the latest policy and guidance, which could lead to projects that are not policy compliant and investment that is not prioritised against up-to-date objectives. Future changes would also not be incorporated.

1.11 NCP also reviewed nine National Landscape Management Plans to identify common structure and recurring themes. This exercise highlighted several shared challenges and focus areas, including climate adaptation and mitigation, nature recovery and sustainable tourism. Further to this, stakeholder engagement through workshops, targeted discussions and formal meetings provided detailed insight into local priorities, delivery capacity and shared challenges. Three themed workshops – focused on nature recovery, climate adaptation and mitigation and sustainable tourism – provided an opportunity to review the proposed Priority Areas and identify where NCP could most effectively contribute through

its facilitative and collaborative role. The outputs from these workshops informed the formulation of the draft Goals and Targets and led to the evolution of Sustainable Tourism into Sustainable Development and the addition of a fourth Priority Area, Local Communities. The NCNL team subsequently refined the Vision, Mission, Goals and Targets to ensure they clearly aligned with the statutory purposes of National Landscapes, reflected local environmental and community priorities, and were realistic in terms of NCP's role in supporting delivery through partnership working.

Stage C: Preparing the Strategic Environmental Assessment Report

1.12 The full SEA report describes in detail the process that has been undertaken to date in carrying out the SEA of the NCNL Management Plan. It sets out the findings of the appraisal of options and measures set out in the Management Plan highlighting any likely significant effects (both positive and negative, and taking into account the likely secondary, cumulative, synergistic, short, medium and long-term and permanent and temporary effects as relevant). The report also makes recommendations for improvements and clarifications that may help to mitigate negative effects and maximise the benefits of the Management Plan.

Stage D: Consultation on the NCNL Management Plan

1.13 All consultation comments and responses are summarised in Appendix A of the full SEA report.

Stage E: Monitoring and implementation of the NCNL Management Plan

1.14 Proposals for monitoring the sustainability effects of the Management Plan are set out in Chapter 5 of the full SEA report and are described further ahead in this Non-Technical Summary.

Policy Context

1.15 The NCNL Management Plan is not prepared in isolation, being influenced by other plans, policies and programmes and by broader environmental objectives. It needs to be consistent with international and national guidance and planning policies and should contribute to the goals of a wide range of other programmes and strategies. The Management Plan must also conform to environmental protection legislation and contribute to achieving the environmental objectives established at the international and national levels.

1.16 National Landscapes are designated as Areas of Outstanding Natural Beauty under the National Parks and Access to the Countryside Act 1949. The Norfolk Coast was designated as an Area of Outstanding Natural Beauty (AONB)

in April 1968. In November 2023, all designated AONBs in England and Wales became known as National Landscapes¹, but they are still legally designated as AONBs.

1.17 Section 82 (1) of the CROW Act 2000 states the purpose of AONBs as: '... conserving and enhancing the natural beauty of the area ...'.

1.18 Chapter 15 of the National Planning Policy Framework (NPPF) 2024 sets out the importance of protecting and enhancing valued landscapes. The NPPF states that great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes (para 189). Furthermore, Section 245 of the Levelling Up and Regeneration Act 2023 ('the LURA') sets out a strengthened statutory duty on Relevant Authorities, in exercising or performing any functions in relation to, or so as to affect, land in protected landscapes in England, to seek to further the purpose(s) of designation of the protected landscape (the 'seek to further' duty). The duty is intended to facilitate better outcomes for England's Protected Landscapes, which are in line with their statutory purposes. Relevant authorities need to apply the duty when drafting Protected Landscape Management Plans.

1.19 The LURA also includes a raft of changes seeking to streamline the planning process, including through a reform of SA/SEA, HRA and Environmental Impact Assessment (EIA), which are proposed to be replaced by a simpler process known as 'Environmental Outcomes Reports'. However, secondary legislation is required to introduce the new regime and at present the requirement to undertake SEA remains in force.

1.20 Furthermore, legislation set out in the Environment Act 2021 provides important context for the new Management Plan. The Act operates as the UK's new framework of environmental protection, establishing long-term, legally binding targets for environmental improvement. It also introduces new duties and mechanisms that directly influence plan-making, including mandatory Biodiversity Net Gain, the preparation of Local Nature Recovery Strategies, and strengthened provisions for environmental monitoring and reporting.

Baseline Information and Key Sustainability Issues

1.21 In line with the requirements of the SEA Regulations, consideration has been given to the current stage of the environment within the NCNL. Detailed baseline information for the area is presented in Appendix C of the full SEA Report,

and it has been updated throughout the SEA process. As well as environmental issues, the baseline information includes a description of social and economic issues.

1.22 The baseline information contribution to the identification of a set of key sustainability issues for the area. **Table 1.1** below sets out the key sustainability issues for the area and, in line with the requirements of the SEA Regulations, consideration is also given to the likely evolution of the environment if the Management Plan was not to be implemented.

¹ National Landscape Association [online] Available at: [National Landscapes - Welcome to National Landscapes](#)

Table 1.1 Key sustainability issues for the NCNL and the likely evolution without the NCNL Management Plan 2025-30

Key issues	Likely evolution of the issue without the new Management Plan
Climate and coastline change: The UK Government and North Norfolk District Council declared a climate emergency in 2019. West Norfolk Borough Council declared a climate emergency in 2021, while Great Yarmouth Borough Council is committed to combating climate change and becoming carbon-neutral by 2035, and the policies relating to the NCNL should reflect this policy position. As is the case at the national level, the NCNL will experience changes in climate over the coming plan period. Climate change will have a pronounced impact on coastal environments, for example in relation to coastal erosion. Additionally, while the NCNL already contains an operational 11MW solar farm and a 6MW battery storage facility, future renewable energy proposals would continue to be assessed under existing policies, which may not fully reflect evolving landscape sensitivities or technological shifts. The landscape remains highly sensitive to medium and large-scale wind energy development.	Future development will be required to comply with the NPPF, the relevant Local Plans, the adopted AONB Management Plan (2019–24), and relevant legislation relating to climate change. The NPPF specifically seeks to ensure that land use planning approaches in coastal areas recognise the threat posed by the climate emergency. The current Management Plan does not include policy which specifically seeks to address this issue. However, the new Management Plan provides the opportunity to include up to date and area specific policies to support climate resilience in the NCNL. The adopted Management Plan also supports renewable energy in a way that maintains the natural beauty of the NCNL, specifically in Policy PC5. However, the new Management Plan can help to guide renewable energy development in a way in which supports the protection of the NCNL further while supporting national climate objectives.
Sensitive biodiversity: The NCNL contains a number of designated and non-designated natural habitats and biodiversity, some of which are in unfavourable condition and are in need of protection and enhancement. This comprises several SSSIs. Development and tourism put pressure on sensitive habitats and species in the NCNL. The protection and enhancement of designated sites and undesignated features, such as woodland should be ensured. This should include the protection of sites and features that are important for habitat connectivity. Habitats and species should be protected to promote the resilient ecological networks with multiple connections across the landscape.	Future development would have to comply with the NPPF, the relevant Local Plans, the adopted AONB Management Plan (2019-24), and relevant legislation relating to biodiversity and statutory protected sites. The NPPF and Environment Act 2021 requires that development proposals deliver a net benefit for biodiversity, and the new Management Plan can play an important role in supporting the delivery of mandatory Biodiversity Net Gain across the NCNL. The adopted Management Plan contains several biodiversity-related policies, including OL2, OL3 and OL7. However, the new Management Plan offers an opportunity to update and strengthen these policies, ensuring that they are area-specific, reflective of current legislation, and more responsive to local environmental pressures.

Key issues	Likely evolution of the issue without the new Management Plan
Protected landscape and tourism: The NCNL is an attractive destination for tourists. This reflects its value as a national landscape, with its farmland, heathland, wetlands and woodlands, which attract many tourists. Visitors make an important contribution to the local economy. However, there is a need to ensure tourism is managed appropriately to ensure the long-term conservation of the landscape and prevent adverse impacts on biodiversity as well as the sense of remoteness and tranquillity. Tourism also needs to be managed to ensure impacts on local communities are appropriately mitigated, including the potential for increased pressures relating to accessing local infrastructure, services and facilities and housing.	The landscape value of the NCNL would continue to be protected via statutory legislation. Furthermore, policy in the adopted NCNL Management Plan (2019-24), particularly Policy PR5, seeks to ensure that visitors contribute to conserving and enhancing the features and qualities that bring them to the area, and to maximise benefits and minimise impacts from visitors to communities. However, the new Management Plan provides the opportunity to include up to date and area specific policies relating to preserving landscape character, beaches and maintaining sustainable levels of tourism. Without the new Management Plan, potential landscape impacts relating to tourism and increased pressures on sensitive habitats and species through recreational damage and disturbance are less likely to be addressed.
Valuable soils and peatland: Higher value agricultural soils in the NCNL, particularly Grades 1 and 2 are located in the eastern part of the National Landscape, while Grade 3 agricultural land is located largely across the central and western parts of the National Landscape. There are also areas of deep peaty soil across the NCNL, particularly to the west of the landscape. Higher value agricultural soils are a finite resource required for farming/food production which need to be protected from development for other uses. Peatlands play a crucial role in mitigating climate change through carbon capture and storage.	Future development would have to comply with the NPPF, relevant Local Plans, the adopted AONB Management Plan (2019-24), and relevant legislation relating to soils. The NPPF and policies within the Local Plans encourage the use of brownfield land over greenfield land which helps to guide development to areas where lower value soils are present. The adopted Management Plan includes existing provisions, particularly through Policies OF1 and OF3. However, the new Management Plan provides an opportunity to introduce updated, area-specific policies for protecting higher-value soils within the NCNL.
Clean water and air: Water quality is a significant issue in the NCNL, with the majority of rivers and waterbodies classified as Moderate or Poor ecological status and historically failing chemical standards. This poses risks to the area's internationally important chalk streams, coastal waters, and wetland habitats, all of which are highly sensitive to pollution, abstraction, and	Future development would have to comply with the NPPF, relevant Local Plans, the adopted AONB Management Plan (2019-24), and relevant legislation relating to clean water and air quality. Legislation relating to water quality is primarily set out in the Water Environment (Water Framework Directive) (England and Wales) Regulations 2017 and legislation relating to air quality is primarily set out in the Air Quality Standards Regulations 2010. However, the new Management Plan provides the opportunity to include up to date and area specific policies relating to preserving natural resources (including air quality and water quality) in NCNL. The approach of the new Management Plan could build upon Policies OF2 and PF5 in the adopted Management Plan.

Key issues	Likely evolution of the issue without the new Management Plan
physical modification. Although restoration projects are underway, pressures remain substantial. Air quality across the NCNL is generally good, although regional data indicates that pollutants such as NO₂, PM10, PM2.5 and SO₂ can affect parts of the coastline and nearby urban areas, highlighting the need to safeguard local air quality as development and visitor pressures grow.	
Flood risk and coastal change: While the majority of the NCNL faces a low risk of river and surface water flooding, there are areas of higher risk scattered across the landscape, particularly in relation to the coast, where cliffs are susceptible to coastal erosion. This threatens some settlements and places additional pressure on coastal defences. Climate change is increasing the frequency and intensity of flooding events and the impacts of coastal erosion.	Future development would have to comply with the NPPF, relevant Local Plans, the adopted AONB Management Plan (2019-24), and relevant legislation relating to flooding and coastal change. The NPPF requires that development is directed away from areas at highest risk of flooding, integrates sustainable drainage, and takes account of coastal change, while Local Plan policies and Shoreline Management Plans provide further guidance for managing erosion and tidal flood risk along the coast. The adopted Management Plan contains Objective OL1 which seeks to ensure that the integrity and diversity of the area's landscapes and seascapes will have been maintained and preferably enhanced. However, there are limited policies within the adopted Management Plan that address flooding and coastal change. Without the new Management Plan, the ability to respond to increasing pressures from climate change, intensifying coastal erosion, and intensified risk of flooding would be limited, reducing opportunities to strengthen long-term resilience and to coordinate mitigation. The new Management Plan provides an opportunity to support and promote the incorporation of measures that will help reduce the likelihood of flooding such as sustainable drainage solutions and green infrastructure.
Tranquillity and dark skies: The NCNL exhibits moderate levels of tranquillity and has four dark skies sites. Tranquillity and dark skies both contribute to the landscape value and identity of the area. They also have wider benefits for the health and wellbeing of the local population and for local wildlife. These elements are vulnerable to development pressures including those relating to light and noise pollution as well as increased levels of tourism and activities associated with large scale events.	Regardless of the progress of the Management Plan, development in NCNL will have to comply with relevant legislation regarding soundscapes, noise and light pollution. The NPPF sets out the national policy approach to conservation and enhancement in relation to light and noise pollution. However, as development occurs in NCNL there is potential for tranquillity to be disrupted and for increased light pollution to reduce the quality of dark skies. The new Management Plan provides the opportunity to include up to date and area specific policies relating to protecting tranquillity, and dark skies in NCNL. The approach of the new Management Plan could build upon Policy of the adopted Management Plan.
Historic environment: The Norfolk coast has a distinct natural and cultural heritage and the NCNL contains numerous designated heritage assets. These assets contribute to the distinctive character of places and to quality of life within the NCNL. They provide a	Many heritage assets are protected via legislation other than the land use planning system. Furthermore, at the Local Plan level, policy is set out to prevent the degradation of the historic environment. Policy at this level can also ensure the protection of local heritage assets. Development in the NCNL could place pressures on settings of heritage assets but it may also present opportunities to bring some heritage assets back into uses that are considered acceptable in planning terms. The adopted AONB Management Plan contains policies relating to the built and historic environment, including Policies PE1, PE2, and PE3, which seek to protect and enhance historic and archaeological assets, improve public understanding and access where appropriate,

Key issues	Likely evolution of the issue without the new Management Plan
connection to the past, have a visual quality and can provide economic as well as social value with the capacity to provide a valuable source of income or employment. The historic environment is a finite, non-renewable resource that should be sustained for the benefit of current and future generations. Furthermore, impacts from climate change such as increased coastal erosion and flooding can lead to the damage or loss of heritage assets and their settings. Some of the assets in the NCNL have fallen into disrepair. The high-quality landscape in the NCNL provides the settings for heritage assets and is vulnerable to pressures from development. Development in the NCNL will need to consider the value of these heritage assets and their respective settings.	and ensure that new development respects the special qualities and conservation objectives of the area. However, the new Management Plan provides the opportunity to include up to date and area specific policies relating to preserving the historic landscapes and other elements of the historic environment in the NCNL. The plan can also encourage enjoyment of heritage assets as well as improving the accessibility and interpretation of these features. There is also potential to help bring heritage assets into appropriate and sensitive use. Without the new Management Plan, the historic environment is less likely to be protected and enhanced and the condition of assets currently identified as being at risk, may worsen.
Housing need and holiday homes: Housing affordability is a significant issue within the NCNL, where high demand, limited housing supply, and the area's attractiveness contribute to higher housing prices compared to regional and national averages. Median house prices are over nine times average household incomes, indicating substantial affordability pressures. Although precise housing and second-home figures for the NCNL are not available, district-level data show notably high levels of second home ownership, particularly in North Norfolk. Anticipated housing growth in surrounding urban areas, including Norwich, Great Yarmouth, King's Lynn, Thetford, Peterborough and Cambridge, is likely to increase day-visitor pressure on the NCNL. This may intensify impacts on sensitive habitats and species, particularly along the coast, including disturbance to ground-nesting birds, and damage to dunes.	Housing need in the NCNL (including different housing types and affordable homes) is planned for and managed at the Local Authority Level by King's Lynn and West Norfolk Borough Council, North Norfolk District Council, and Great Yarmouth Borough Council. Each Local Authority's Local Plan contains policies relating to housing requirements, which include policies to address housing as well as touring and permanent holiday sites, which could help to manage housing and visitor pressure in the NCNL. The adopted AONB Management Plan also contains relevant policies, including PB3, which ensures that new development is consistent with the special qualities of the area and conservation objectives, and PC3, which aims to increase understanding among second-home owners to enable them to contribute to sustaining local communities and the natural beauty of the landscape. However, the new Management Plan provides the opportunity to include up to date and area specific policies relating to local housing needs and second homes in the NCNL.
Ageing population: In line with Norfolk, the NCNL displays an ageing population, with 38.4% of the population aged over 65. This has the potential to result in pressure on the capacity of local services	The new Management Plan provides an opportunity to include up-to-date and area specific policies to promote improving access to services and facilities that meet the needs of older people. Without the new Management Plan, there is likely to be an increasing strain on services and facilities which do not meet local demand. It is also less likely that a housing stock that meets needs of the areas' demographics and protects the area's natural beauty.

Key issues	Likely evolution of the issue without the new Management Plan
and facilities as well as the health and wellbeing and economic activity of the local population.	
Deprivation and health: There are multiple Lower layer Super Output Areas (LSOAs) spanning the NCNL that fall within the 30% most deprived neighbourhoods in the country. Although precise figures on health and wellbeing within the NCNL are not available, it is reported for Norfolk County Council that the majority of the population is in relatively good health. However, there is a need to ensure residents continue to have access to appropriate housing, services and facilities and jobs to maintain these positive outcomes.	Housing need in the NCNL (including different housing types and affordable homes) is planned for and managed at the Local Authority Level by King's Lynn and West Norfolk Borough Council, North Norfolk District Council, and Great Yarmouth Borough Council. Each Local Authority contain policies relating to housing requirements. The respective Local Authority's Local Plans also set out the approach to protection of existing and provision of new services and facilities as well as employment growth. As such, it is expected that the current positive trends may continue given the provisions in local planning policies. The approach of the new Management Plan could build upon policies within the adopted Management Plan, particularly Policy PC9 which seeks to support the provision of necessary facilities and new development to meet proven needs of local communities and businesses, in ways that protect the area's natural beauty.
Employment: The NCNL economy is heavily reliant on tourism and agriculture, both of which are closely tied to the area's natural beauty and environmental quality. Tourism remains the most significant sector, attracting visitors for wildlife, tranquillity and recreation, and supporting a large proportion of local businesses. This reliance on an economic base with limited sectors may create challenges particularly where environmental changes relating to climate change and visitor pressures may affect businesses and employment opportunities.	Economic growth in NCNL is planned for and managed at the Local Authority Level by King's Lynn and West Norfolk Borough Council, North Norfolk District Council, and Great Yarmouth Borough Council. Existing policies in the Local Plans provide some guidance relating to economic growth, including Policies PC1, PC2, and PC3 of the adopted Management Plan. However, without updated, area-specific guidance there would be fewer mechanisms to address emerging challenges such as climate impacts on agriculture, increased visitor pressure on sensitive environments, and the need to support sustainable rural enterprises. The new Management Plan therefore provides the opportunity to include policies relating to ensuring local people can access high quality jobs, including those that are traditional to NCNL, and protect the national landscape.

Method and SEA Framework

1.23 The review of relevant plans, policies and programmes and the collation of baseline data helped to identify key sustainability issues for NCNL, as described above. These key

sustainability issues fed into the identification of a set of SEA objectives (referred to as the SEA framework) which are the main tool used at each stage of the SEA for assessing the likely effects of the Management Plan. The SEA Framework for the Management Plan is presented in **Table 1.2** below.

Table 1.2 SEA Framework for the NCNL Management Plan

SEA objective	Assessment criteria – will the NCNL Management Plan...	SEA Topic(s)
SEA Objective 1: Conserve and enhance the quality, character and distinctiveness of the Norfolk Coast National Landscape.	■ Maintain and enhance the quality, character and distinctiveness of the NCNL? ■ Safeguard the character of National Character Areas? ■ Protect key characteristics of the landscape such as openness, rural character, dark skies, tranquillity, and the sense of remoteness? ■ Support sustainable land management that enhances landscape character? ■ Respect, maintain and strengthen local character, identity and distinctiveness?	■ Landscape
SEA Objective 2: Maintain and enhance biodiversity and geodiversity resources, including protected habitats and species; enhance ecosystem resilience, green infrastructure provision and habitat connectivity.	■ Help to maintain or enhance the condition of SSSIs, including geological SSSIs? ■ Provide opportunities to enhance new and existing wildlife and geological sites? ■ Reduce fragmentation of protected sites by promoting green links and natural corridors? ■ Restore and enhance nature, including appropriate mitigation against impacts on the natural environment? ■ Avoid damage to or destruction of designated wildlife sites, areas of woodland, habitats, species and protected geological features? ■ Help to maintain or enhance the condition and function of coastal habitats, including coastal sand dunes and saltmarsh?	■ Biodiversity, flora, fauna.
SEA Objective 3: Protect and enhance the historic and cultural environment and assets (architectural, archaeological, social).	■ Conserve and enhance the historic environment, including heritage assets (designated assets and locally listed assets) and their setting? ■ Safeguard the North Norfolk Heritage Coast? ■ Promote appropriate management of heritage assets, based on local circumstances and individual characteristics, to ensure they remain in appropriate use? ■ Support opportunities to bring heritage assets back into active and appropriate use?	■ Cultural heritage, including architectural and archaeological heritage
SEA Objective 4: Ensure land is used sustainably by protecting Best and Most Versatile (BMV) agricultural land and carbon rich soil.	■ Protect important soil resources, including BMV agricultural land? ■ Protect peatland across the NCNL from degradation and loss? ■ Support the conservation and restoration of peatland?	■ Material assets ■ Soils

SEA objective	Assessment criteria – will the NCNL Management Plan...	SEA Topic(s)
SEA Objective 5: Protect and enhance the quality of inland and coastal water environments, and the quantity and quality of water resources.	■ Protect groundwater quality and water quality within the plan area's watercourses and waterbodies? ■ Ensure compliance with the Water Framework Directive?	■ Water ■ Climatic factors ■ Material assets ■ Human Health
SEA Objective 6: Reduce emissions and concentrations of harmful atmospheric pollutants and reduce exposure to poor air quality.	■ Improve air quality within the NCNL area?	■ Air ■ Climatic factors ■ Human health
SEA Objective 7: Conserve and where possible enhance tranquillity.	■ Protect and enhance areas of high tranquillity, particularly areas of dark skies? ■ Avoid increases in noise and light pollution relating to new development and increased land-use? ■ Limit disturbance from visitor pressure particularly in relation to sensitive areas? ■ Avoid noise and light pollution impacts on wildlife, and local communities? ■ Reduce traffic-related disturbances on tranquillity?	■ Landscape ■ Climatic factors
SEA Objective 8: Reduce vulnerability of the environment and build resilience to the effects of climate change.	■ Ensure that communities, existing and new developments and infrastructure systems are resilient to the effects of climate change across the NCNL area? ■ Support initiatives that manage existing flood risk to ensure that communities in those areas are resilient to flood risk? ■ Strengthen the natural environment, including protecting and enhancing existing green infrastructure and introducing new natural spaces and green features?	■ Climatic factors ■ Water
SEA Objective 9: Create, maintain and enhance social and physical environments that encourage and support health, well-being and community safety.	■ Support healthier lifestyles and support improvements in determinants of health? ■ Increase access to services including healthcare, open space and suitable recreation opportunities? ■ Promote access to natural environment and green space, including Public Rights of Way?	■ Population ■ Human health
SEA Objective 10: Diversify and strengthen Norfolk Coast National Landscape's economy and increase the number of employment opportunities.	■ Support the diversification of the local economy?	■ Human health ■ Material assets

SEA objective	Assessment criteria – will the NCNL Management Plan...	SEA Topic(s)
SEA Objective 11: Encourage an inclusive society by tackling social exclusion, promote equality of opportunity, reduce socio-economic disadvantage and promote cohesive and resilient communities.	■ Provide equal access to the National Landscape through the delivery of a variety of routes i.e. wider paths, bumper strips to help people living with dementia or those with visual impairments? ■ Provide resting spots and viewing platforms? ■ Maintain and enhance the number of community events delivered?	■ Population ■ Human Health
SEA Objective 12: Reduce the need to travel through the inclusion of active travel infrastructure and its location close to active travel and public transport networks.	■ Improve the active travel network throughout the National Landscape? ■ Improve access to public transport options?	■ Population ■ Material assets ■ Climatic factors ■ Air ■ Human health

Use of the SEA Framework

1.24 Within the assessment matrices showing the potential sustainability effects of the Management Plan, symbols and colour-coding have been used against each SEA objective. This shows whether an effect is likely to be positive or negative, minor or significant, or uncertain as follows:

Table 1.3 Key to symbols and colour coding to be used in the SEA of the Norfolk Coast National Landscape Management Plan 2025-30

++	Significant positive effect likely
++/-	Significant positive and minor negative effect likely
+	Minor positive effect likely
0	Negligible effect likely
-	Minor negative effect likely
--/+	Significant negative and minor positive effect likely
--	Significant negative effect likely
?	Likely effect uncertain
+/-	Mixed effect likely

Priority Areas are presented in **Table 1.4** below and the cumulative effects of the Plan are described underneath the table.

Likely effects of the Management Plan

1.25 This section summarises the SEA findings for the final Management Plan. The likely effects of the Management Plan's Vision, Mission and the Goals that fall under the four

Table 1.4 Summary of SEA effects for Vision and Mission

SEA Objectives / Management Plan Components	SEA1: Landscape	SEA2: Biodiversity and geodiversity	SEA3: Historic environment	SEA4: Land and soils	SEA5: Water	SEA6: Air quality	SEA7: Tranquillity	SEA8: Climate change	SEA9: Health and wellbeing	SEA10: Economy	SEA11: Equality and social inclusion	SEA12: Sustainable transport
Vision	+	+	0?	0?	0?	0?	+	0?	+	+	+	0?
Mission	+	++	0	0	0	+	0	+	+	0	++	0
Nature Recovery												
Goal 1: Thriving plants and wildlife (PLTOF)	+	++	0	+	0	+	0	+	+	0	0	0
Goal 2: Assess & enhance management of designated sites, priority habitats and species	+	++	0	+	++	+	0	+	+	0	0	0
Goal 3: Strengthen partnership working to deliver better outcomes for nature	0	+	0	0	0	0	0	0	0	++	0	0
Goal 4: Increase nature recovery engagement opportunities	0	+	0	0	0	0	0	0	0	0	++	0
Climate adaptation and mitigation												

SEA Objectives / Management Plan Components	SEA1: Landscape	SEA2: Biodiversity and geodiversity	SEA3: Historic environment	SEA4: Land and soils	SEA5: Water	SEA6: Air quality	SEA7: Tranquillity	SEA8: Climate change	SEA9: Health and wellbeing	SEA10: Economy	SEA11: Equality and social inclusion	SEA12: Sustainable transport
Goal 5: Mitigating and adapting to climate change (PLTOF)	+	++	0	++	0	+	0	++	0	0	0	0
Goal 6: Reduce emissions from transport, agricultural practices and the built environment	0	0	0	+	0	+	+	++	+	0	0	++
Goal 7: Support people and places to adapt to climate change and build sustainable, resilient communities	0	0	0	+	0	0	0	++	0	0	++	0
Sustainable development												
Goal 8: Reduce the impacts of development on habitats and species	+	+	0	0	0	0	+	+	0	0	0	0
Goal 9: Reduce the impacts of development on landscape character and heritage assets, including their settings	+	0	+	0	0	0	0	0	0	0	0	0

SEA Objectives / Management Plan Components	SEA1: Landscape	SEA2: Biodiversity and geodiversity	SEA3: Historic environment	SEA4: Land and soils	SEA5: Water	SEA6: Air quality	SEA7: Tranquillity	SEA8: Climate change	SEA9: Health and wellbeing	SEA10: Economy	SEA11: Equality and social inclusion	SEA12: Sustainable transport
Goal 10: Increase the sustainability of the visitor economy for the benefit of the environment and host communities	0	+	0	+	0	+	0	+	+	+	0	+
Goal 11: Improve visitor engagement with protected landscapes	+	+	0	0	0	0	0	0	0	0	++	0
Goal 12: Increase knowledge, appreciation and engagement with dark skies	+	+	0	0	0	0	++	0	+	0	+	0
Goal 13: Enhancing heritage & engagement with the natural environment (PLTOF)	0	0	++	0	0	0	0	0	0	0	+	0
Goal 14: Increase appreciation and stewardship of local heritage	0	0	+	0	0	0	0	0	0	0	+	0
Local communities												

SEA Objectives / Management Plan Components	SEA1: Landscape	SEA2: Biodiversity and geodiversity	SEA3: Historic environment	SEA4: Land and soils	SEA5: Water	SEA6: Air quality	SEA7: Tranquillity	SEA8: Climate change	SEA9: Health and wellbeing	SEA10: Economy	SEA11: Equality and social inclusion	SEA12: Sustainable transport
Goal 15: Empower communities to actively care for the NCNL	0	0	+	0	0	0	0	0	0	+	+	0
Goal 16: Support the health & wellbeing of local communities through connection with nature	0	0	0	0	0	0	0	0	++	0	+	0

Cumulative effects

Cumulative effects of the Management Plan as a whole

1.26 The greatest opportunity for cumulative significant positive effects in the NCNL is likely to be in relation to **SEA Objectives 2: Biodiversity and geodiversity, 3: Historic Environment, 4: Land and soils, 5: Water, 7: Tranquillity, 8: Climate change, 9: Health and wellbeing, 10: Economy, 11: Equality and social inclusion and 12: Sustainable transport**. This is because the Management Plan Vision, Mission, Goals and Targets are focussed on protecting and enhancing the NCNL, strengthening partnerships throughout the area, promoting nature recovery, mitigating and adapting to climate change, improving visitor engagement and improving accessibility for all people. No adverse effects have been identified as no development is being proposed through the Management Plan, instead it seeks to support and guide low impact development that will be delivered through Local Plans.

Cumulative effects of the Management Plan with other plans and programmes

1.27 Responsibility for the NCNL is shared by the following Local Planning Authorities: Borough Council of King's Lynn and West Norfolk, North Norfolk District Council, Great Yarmouth Borough Council and Norfolk County Council. As such, the development proposed within the Local Plans could adversely impact the NCNL. Specifically, Policy LP01 of the King's Lynn and West Norfolk Local Plan sets out that a minimum of 12,438 dwellings and around 85ha of employment land will be delivered between 2021 to 2040. Similarly, Policy HOU1 of the North Norfolk Local Plan sets out a minimum housing requirement of 8,900 new homes over the plan period and Policy UCS3 of the Great Yarmouth Local Plan Part 2 states that at least 5,303 new homes over the plan period are needed. Although each Local Plan contains a policy that seeks to ensure that the NCNL, the Broads, and their settings are protected and enhanced, that amount of development will increase recreational pressure on the NCNL and could result in an intensification in congestion, noise, air and light pollution which could adversely affect the NCNL. However, as discussed above, the Management Plan is not considered to generate any additional adverse effects that would significantly influence or exacerbate the potential significant adverse effects of the Local Plans. Instead, it seeks to work with the Local Planning Authorities to support and guide low impact development within the NCNL and take other actions to reduce impacts of recreation and tourism within the NCNL.

Recommendations

1.28 The following recommendations were made in relation to Goal 7 and 9 in the draft Management Plan:

- An additional Target could be included under Goal 7: Support people and places to adapt to climate change and build sustainable, resilient communities, which specifically relates to the risk of coastal erosion. Coastal erosion was highlighted as a key environmental issue in Chapter 3, due to the erodible nature of the North Norfolk Coast.
- An additional Target could be included under Goal 9: Reduce the impacts of developments on landscape character and heritage features within the 'Planning' section, to encourage Local Planning Authorities to promote a retrofit first approach. This approach prioritises adapting existing buildings to improve energy efficiency, sustainability, and functionality over demolition and rebuilding. This aims to reduce embodied carbon and greenhouse gas emissions and can protect local landscape character by reducing the number of new builds.
- A further Target could be included under Goal 9 to encourage Local Planning Authorities and developers to achieve nutrient neutrality in all new developments. Water quality was also highlighted as a key environmental issue in the NCNL, with the majority of rivers and waterbodies classified as Moderate or Poor ecological status and historically failing chemical standards.

1.29 After considering these recommendations, NCP's reasons for not incorporating them are as follows:

- *The Norfolk Coast Partnership does not hold a statutory responsibility for managing coastal erosion. This responsibility lies with the relevant Coastal Authorities, who are equipped with the appropriate powers, funding and mechanisms to deliver shoreline management, risk mitigation and community support. Introducing a specific target on coastal erosion within the Partnership's framework could risk duplicating existing responsibilities, creating confusion among communities and potentially undermining established roles. Feedback from partners also indicates that such overlap would not be well received. Instead, the Partnership will play a complementary role by supporting coordination and communication. This will include signposting communities to existing support, resources and guidance provided by Coastal Authorities and other relevant organisations, as well as helping to raise awareness of adaptation options and resilience planning.*

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- *The Norfolk Coast Partnership is not a statutory planning consultee, and decision-making in relation to planning policy and development management sits within the remit of Local Planning Authorities through their Local Plans and associated planning frameworks. While the Partnership is often consulted on emerging plans and significant applications, and provides responses where appropriate, it does not have direct control or influence over the adoption or implementation of specific planning policies such as a 'retrofit first' approach. Including a specific target of this nature within the Partnership's framework could therefore risk setting expectations beyond its remit. Instead, the Partnership will continue to engage constructively in Local Plan consultations and planning processes, advocating for high-quality, sustainable development that respects landscape character and heritage, and supporting principles such as reuse and adaptation where opportunities arise.*
- *The Norfolk Coast Partnership is not a statutory planning consultee, and matters relating to nutrient neutrality fall primarily within the remit of Local Planning Authorities, statutory bodies and national regulatory frameworks. These organisations are responsible for setting and implementing planning policy, as well as ensuring compliance with environmental regulations and legal requirements. While the Partnership is consulted on relevant plans and applications and can provide comments where appropriate, it does not have direct control over planning policy or the delivery of nutrient neutrality measures. Introducing a specific target in this area could therefore risk duplicating existing responsibilities and creating expectations beyond the Partnership's remit. Instead, the Partnership will continue to engage constructively through Local Plan consultations and partnership working, supporting improvements in water quality and advocating for sustainable development practices where opportunities arise. This includes signposting to relevant guidance, initiatives, and best practice relating to nutrient neutrality and water management. In addition, Goal 2 Target 8 (support the restoration and enhancement of chalk-fed rivers, streams and their floodplains) and Target 10 (which includes the restoration of freshwater wetland habitats) address the issue more generally (from a nature recovery perspective) and the flexibility of these targets better reflect the partnerships remit.*

Management Plan, it is not necessary to establish a monitoring framework within this SEA specifically for monitoring environmental effects of the Management Plan. The potential for any adverse effects that might arise from development proposed within the Local Plans within the Norfolk Coast National Landscape will be adequately monitored through the Norfolk Coast National Landscape State of Reports, which is reviewed every five years, the latest being in September 2025, in addition to the monitoring of the Local Plans and any specific monitoring of the Management Plan that is proposed. Furthermore, NCP are developing a monitoring framework to support the delivery of the Management Plan, which will monitor progress against the Plan's Goals and Targets through a series of indicators embedded within the Action Plans.

Conclusions

1.31 The SEA of the Norfolk Coast National Landscape Management Plan 2025-30 has sought to identify significant effects emerging from the Management Plan and maximise significant positive effects where they have been identified.

1.32 The Management Plan has the potential to generate significant positive effects across the full range of SEA objectives in the SEA framework. The Management Plan is not considered to generate any adverse effects as it does not propose any development and its main aim is to protect and enhance the NCNL.

Next steps

1.33 The full SEA Report and this Non-Technical Summary will be published alongside the final Management Plan once it has been adopted by NCP.

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Monitoring

1.30 The SEA Regulations require that monitoring is undertaken in relation to the significant adverse effects of implementing the Plan in question. Given that no adverse effects (minor or significant) have been identified for the