

## Annual Review of Beach Huts and Chalets 2022

**Summary:** This report provides an annual review of Beach Hut and Chalets service, for a 12 month period following the previous 2020/21 review.

**Options considered:** Not applicable.

**Conclusions:** It has been a challenging period since the 2018 Beach Hut and Chalet review was completed due to the pandemic and various lock downs that initially preventing bookings and then resulted in an increase of staycations and tourism to the area.

The income during this period of review has seen an increase on the previous year, however with the expected economic challenges facing the tourism sector with the cost of living crisis that is likely to see this challenging period continue and could result in less weekly let income over the next review period.

**Recommendations:** To receive and note the update and consider any necessary recommendations or actions.

**Reasons for Recommendations:** To maintain effective service provision.

### LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

*(Papers relied on to write the report, which do not contain exempt information and which are not published elsewhere)*

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Cabinet Member(s) Cllr Eric Seward	Ward(s) affected Cromer, Mundesley, Overstrand and Sheringham
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## 1. Introduction

- 1.1 In 2018 an Overview and Scrutiny Task and Finish Group was set up in order to review the Council's beach hut and chalet service. The review included the weekly and annual lets, with a full review of all processes, fees and charges in order to identify operational improvements and highlight options for future efficiencies and service enhancements.
- 1.2 Cabinet agreed the proposal and requested an annual review. Whilst a review report was provided in 2019, due to the pandemic a further review report was not completed until 2021. This report covers the period from September 21 – October 22 to enable any recommendations to be implemented for the forthcoming season.
- 1.3 An update of the actions from the 2018 Beach Hut and Chalet review can be found in Appendix A.

## 2. Booking Performance – Weekly lets

- 2.1 The Council has a total of 14 beach huts and 16 chalets as weekly lets based in Cromer, Mundesley and Sheringham. In 2022 a further 3 weekly beach hut lets were added to the portfolio in Cromer.
- 2.2 Summary of bookings for 2021 were taken as at 06.09.21. 2022 bookings from 07.09.21 – 06.09.22 are below

Month	2021 Number of bookings	2021 Number of bookings available (stock)	2021 % booked	2022 Number of bookings	2022 Number of bookings available (stock)	2022 % booked	2022 Comments
January	1	7	14%	0	0	0%	Improvement works being undertaken
February	3	6	50%	0	0	0%	
March	2	8	25%	0	0	0%	
April	3	65	5%	6	74	8%	
May	45	150	30%	9	64	14%	
June	64	119	54%	23	106	22%	
July	149	150	93%	77	165	47%	
August	101	120	84%	97	131	74%	
September	38	121	31%	12	78	15%	
October	7	79	9%				
November	None offered to book			26	26	100%	Winter/Spring Block Booking
December	None offered to book						
Total	413	825	39%	250	644	40%	

- 2.3 In 2017 occupancy rate of 28.2% (prior to the Beach Hut and Chalet review in 2018). 2020 occupancy was 29% which would have been somewhat negatively impacted by lockdown in the first half of the year. In 2021 there was an increase to 39% occupancy rate which was due to increased staycations. In 2022 the occupancy rate has marginally increased to 40%, although in 2022 there had

been less availability due to the chalet buildings being closed to enable the works to proceed and the winter/spring block booking also effects how the data is reported through the booking system.

- 2.4 It is disappointing that following the refurbishment and marketing campaign the number of bookings are down from 2021 in months May – September. This may be due to people being able to and wishing to travel and holiday overseas following the pandemic.
- 2.5 The new block booking over the winter/spring months has proved popular with 100% take up.

### **3. Tourism Information**

- 3.1 Visit East of England's recent tourism survey is a helpful insight as to the possible impact on the number of bookings during the period of this annual review. It states the following:
  - 37% said trading for 2022 was worse than pre-pandemic and 27% said far better.
  - 45% said pre-bookings were as expected and 38% said current pre booking levels said levels were worse than expected.
  - Respondents agreed that "Demand was very unpredictable this year"
  - Respondents felt consumer spend overall was lower than in previous years.
- 3.2 There is limited published information currently available as to how the cost of living crisis might impact the North Norfolk tourism sector for the 2023 season.

### **4. Waiting Lists for 5 year leases**

- 4.1 During the review period we have found strong demand for 5 year leases of beach hut plots and chalets remains as demonstrated by the current waiting lists.
- 4.2 Beach huts at Sheringham East has the largest number of people on the waiting list and the longest waiting period is from 2013.
- 4.3 The waiting list has grown since the review was undertaken in 2018 with a total of 525 at that time which has increased to 861.
- 4.4 There is no waiting list for weekly lets, which are available on a first come first served basis, with bookings made online.
- 4.5 The waiting list fee was £25 and increased in 2022 to £45.
- 4.6 The waiting list summary is as follows:

Location	Type	Existing entries on list	2021 entries	2022 (to 17.10.22)	Total on list	Oldest entry
Cromer East	Chalet	89	13	17	119	16/08/13
Cromer West	Chalet	36	11	13	60	30/05/17
Sheringham	Chalet	93	9	12	114	15/08/13
Overstrand	Beach Hut plot	37	18	7	62	16/11/17
Cromer East	Beach Hut Plot	78	20	10	108	24/07/15
Cromer West	Beach Hut Plot	24	12	7	43	31/08/17
Sheringham East	Beach Hut Plot	120	29	12	161	25/03/14
Sheringham West	Beach Hut Plot	83	27	10	120	20/06/16
Mundesley	Beach Hut Plot	48	18	8	74	10/09/14
Total		608	157	96	861	N/A

## 5. Turnover of 5 year leases

- 5.1 At the time of writing the report there had been 8 tenants (2 chalet and 6 beach hut plot tenants) who have given notice that they wish to relinquish their lease. This figure may rise before the January deadline. It is unusual to have as many give notice this far in advance of the deadline and this may be as a result of the cost of living crisis.
- 5.2 Currently the turnover of leases is not of concern due to the high number of people on the waiting list.
- 5.3 Where leases are relinquished Officers consider if there is any merit in adding to the weekly let portfolio, repositioning weekly lets (switching with the leased site) to improve their location and desirability for bookings.

## 6. Lease and Booking Restrictions

- 6.1 There have been queries raised, asking if it is possible to restrict bookings or leases to only those who live in the locality as there is a perception that the local community would make more use of these facilities and/or to give notice to tenants who use the huts irregularly.
- 6.2 Whilst some customer's initial preference may be for a long lease, there is a 60% void period in weekly lettings meaning there is availability for the local community to make use of these facilities. The Council could consider offering an exclusive period of time for the local community to make bookings in advance of opening bookings to everyone. The current bookings system is quite simplistic and is not expected to have the capability to recognise a customer's address and it is not viable to have staff resources manually checking the validity of bookings. A restricted system could result in less income being obtained due to missed booking opportunities for those out of area customers that may be restricted from making a booking when they wish.

Due to the challenges raised above, it would not be recommended to implement such a regime.

- 6.3 The chalet and beach hut plots leases do not include any clauses regarding a required minimum period of use by tenants. It would be difficult to prove with any accuracy if there was a breach of this clause and if the tenant objected the Council would need to obtain a court order to evict. This would prove to be a costly and possible unsuccessful eviction process. Due to these factors it would not be a recommended course of action.
- 6.4 The majority of applicants on the waiting lists are from the District and wider Norfolk area and due to this any locality restrictions on leases, is not expected to significantly reduce waiting times.

## **7. Additional Beach Hut Plots**

- 7.1 The 2018 review gave a summary of resorts for possible additional hut sites and plots. (Appendix B)
- 7.2 New plots have been established within this review period, with 1 additional at Cromer and 5 at Mundesley which are being let on 5 year annual leases for the following 2022/23 season.
- 7.3 3 additional beach huts at Cromer West have joined the weekly lets portfolio during 2022/23 season.
- 7.4 The potential site at the Clink Road Car Park, Sea Palling was investigated and whilst some discussions with the landlord was held, it was not taken forward due to high demand for parking over peak months.
- 7.5 Cart Gap car park was investigated for additional huts however the preference was to retain the whole area for car parking as it is limited in that location.
- 7.6 Whilst there is an area of land in Overstrand that the Council has assumed responsibility for, it does not have legal title for it and therefore is not able to take forward any sub-letting or hiring of this land for additional beach huts. The existing beach huts and promenade in Overstrand was damaged by adverse weather and costal conditions over the winter period and there is an increased risk of future damage again in this location. With any new plots it would be recommended that huts are removed over the winter period.
- 7.7 The site at Beach Road, Weybourne was also investigated, however this site was used for tree planting.
- 7.8 The site at East Runton is currently being considered, but this would also result in the loss of car parking and therefore is not likely to proceed.
- 7.9 Increase of huts plots and weekly lets during 2022/23 - Total of 9.

## **8. Condition Survey and Maintenance**

- 8.1 Condition surveys were completed in 2019 with a three year work programme proposed for Council owned beach huts and chalets. A tender was undertaken to secure a contractor to undertake a range of maintenance works including internal and external decoration which completed this year at a cost of £112,310.
- 8.2 Roof replacement at Sheringham was not completed nor the chalets at the Donkey Shelter Cromer. Further testing of paint is being undertaken at Cromer and the building has also been included as part of the levelling up project seeking funding to enhance the building and provide additional accessible beach huts on the ground floor. An application for a capital bid has been submitted as an alternative funding source, if the Council's levelling up bid is not successful.
- 8.3 Replacement furniture and curtains was provided at a cost of £10,357 as part of the refurbishment programme to the weekly lets.
- 8.4 A 3 year programme of redecoration has been established alongside the day to day maintenance.
- 8.5 During January – March 2022 there were several incidents of adverse weather conditions that caused damage to some tenanted beach huts and the Promenade at Overstrand. The Council undertook the repairs to the Promenade at a cost of £9,000. It is envisaged that further storm damage will be likely in future years due to the changing coastline and due to the current Promenade construction it and the beach huts will be susceptible to damage. Upgrades to the Promenade/beach hut plots by constructing concrete bays would reduce the damage however the likely cost could mean it's not financially viable.
- 8.6 A consultation with tenants at Overstrand regarding the removal of beach huts over the winter period (as undertaken at Mundesley) to minimise damage to beach huts and debris entering the sea was not supported by the majority of tenants. Officers will monitor weather conditions and give notice to tenants to enable them to take measures to mitigate damage. Officers will also monitor and review removal of beach huts again in the future.

## **9. Marketing**

- 9.1 The marketing of beach huts and chalets for weekly lets has previously been limited mainly to local posters and leaflets. This year officers undertook a broader marketing programme advertising monthly in free magazine Just Regional and Just Summer, also utilising facebook and twitter. Officers ran a public competition through social media for a free week beach hut hire to generate wider interest. This achieved over 1000 "likes" and alongside this competition, information on how to hire them was also provided.
- 9.2 A specific filming request was also received and explored, unfortunately this did not progress.
- 9.3 Consideration regarding the use of a specialist agent for marketing and booking system management was also undertaken for 2022, but not taken forward due to the cost of 12.5% commission per booking and impact on the budget. This will be kept under review for future years.

## 10. Medium Term Financial Strategy

10.1 In terms of the current position of income the table below represent the gross income from weekly lets and leased beach hut and chalet income over a 12 month period.

Location	Weekly Lets 07.09.22 – 06.09.23 Beach Huts and Chalets		Leased (22/23) Beach Huts and Chalets	
	No. available	Income (gross)	No. available	Income (gross)
Cromer Chalets (East and West)	12	£14,485 (E) £4,340 (W)	52	£27,218 (E) £19,367 (W)
Cromer Huts (East and West)	3	Included in above	120	£47,386 (E) £19,686 (W)
Mundesley Beach Huts	7	£12,175	53	£32,118
Sheringham Chalets	4	£7,915	25	£27,700
Sheringham Huts (East and West)	7	£15,830	88	£43,529 (E) £5,211 (W)
Overstrand Huts	0	£0	51	£30,906
<b>Total</b>	<b>33</b>	<b>£54,745</b>	<b>389</b>	<b>£253,121</b>
Average income per unit per annum		£1658		£650

10.2 Whilst weekly lets per unit average is higher than a leased unit it is important to note that this is a gross figure and doesn't take into account resources required to manage the weekly lets which are generally more management intensive and require repairs and maintenance.

10.3 Out of all the types, the beach hut plots are the least management intensive as generally only require repairs and maintenance expenditure when adverse weather conditions damage the site (promenade) and the majority are expected to continue until lease expiry.

10.4 Income growth can be achieved from additional sites, however having reviewed the potential sites and being able to establish only a small number of extra beach hut plots, it is more likely that growth will come from rent reviews, increasing the number of bookings and/or fees.

10.5 The 2023/24 rents for leased beach huts and chalets will see no increase as per the lease provisions that was established as part of the original Beach Hut and Chalet Review as shown:

### Beach Huts (Leased)

Rent Summary						
	CROMER		SHERINGHAM		MUNDESLEY	OVERSTRAND
	WEST PROMENADE	EAST PROMENADE	WEST PROMENADE	EAST PROMENADE	PROMENADE	PROMENADE
BEACH HUTS	BEACH HUT SITES	BEACH HUT SITES	BEACH HUT SITES	BEACH HUT SITES	BEACH HUT SITES	BEACH HUT SITES
2020/21	£525.00	£500.00	£525.00	£500.00	£550.00	£550.00
2021/22	£551.25	£525.00	£551.25	£525.00	£577.50	£577.50
2022/23 Rent Review	£579.00	£551.00	£579.00	£551.00	£606.00	£606.00
2023/24 - Nil increase as lease provision	£579.00	£551.00	£579.00	£551.00	£606.00	£606.00
Total	£19,686.00	£47,386.00	£5,211.00	£43,529.00	£32,118.00	£30,906.00

### Chalets (Leased)

Rent Summary							
	CROMER				SHERINGHAM		
Site	WEST PROMENADE		EAST PROMENADE		WEST PROMENADE		
2021/22 inc 5% increase	£727.05	£925.50	£807.50	£955.50	£1,054.63	£1,125.50	£1,020.60
2022/23 Rent review Propose 5% increase	£763.00	£972.00	£848.00	£1,003.00	£1,107.00	£1,182.00	£1,072.00
2023/24 - Nil increase as lease provision	£763.00	£972.00	£848.00	£1,003.00	£1,107.00	£1,182.00	£1,072.00
	£3,815.00	£15,552.00	£21,200.00	£6,018.00	£11,070.00	£5,910.00	£10,720.00

Summary Leased Rental Income Expected 2023/24	
Beach Huts	£178,836
Chalets	£74,285
Additional plots Mundesley	£3,030
Additional plot Cromer	£525
<b>TOTAL RENT DUE</b>	<b>£256,677</b>



- 9.5 With the current economic climate it is difficult to predict the impact on weekly lets for the next season. There is a possibility that tourism overseas has a greater impact due to the higher cost to travel overseas and consumers seek a UK based holiday as an alternative. Even if tourism remains strong in the district, hiring a beach hut or chalet, may not be deemed an essential part of the holiday experience and if consumer expenditure reduces it could have a negative impact on the number of bookings.
- 10.6 The income for 2023/24 has been estimated below with a marginal increase for weekly lets, based on the assumption there is some growth in fees for the block bookings that saw a 100% occupancy rate and small increase to peak weeks and waiting list fee increases to £50.

Estimated Income for 2023/24	2023/24
Weekly Lets	£57,000
Waiting List	£1,500
TOTAL	£58,500

- 10.7 The weekly beach hut and chalet hire fees increased in 2022/23 which was the first time since the charges has been set in 2018 and is shown below, along with the fees proposed for 23/24.

Type/Period	Fee per week 2018 - 2022	Fees 2022/23	Fees proposed 23/24
Chalets - Peak unserviced Per Week	£210	£230	£235
Chalets - Peak serviced Per Week	£260	£285	£290
Chalets - Mid unserviced Per Week	-	£135	£135
Chalets - Mid serviced Per Week	N/A	£150	£150
Chalets - Low unserviced Per Week	£85	£95	£95
Chalets - Low serviced Per Week	£95	£105	£105
Chalets - Winter season unserviced Per Season	£21 (per week)	£350	£380
Chalets - Winter season serviced Per season	£21 (per week)	£385	£420
Beach Huts - Peak per Week	£195	£210	£215
Beach Huts - Mid per Week	N/A	£115	£115
Beach Huts - Low per week	£70	£80	£80
Beach Huts - Winter per season	N/A	N/A	N/A

- 9.7 In 2022/23 Along with an increase to the price, officers made changes to the previous format of Peak, Off Peak, winter charges by:
- Extending the traditional peak weeks beyond the 6 school week holidays
  - Introduced a mid-rate price between the low (former off peak) and peak rate that is to be used for early summer bookings, creating a more blended pricing strategy.
  - Removed the £21 winter fee that is not viable due to the cost of servicing the booking and replaced it with a block period that extends from the autumn to the following spring, which has proved popular.
  - Offer Long Weekend (Friday to Monday) rate during the Low period to encourage visitors in the area for short breaks to make a booking. This price would be an enhanced pro-rata.
- 9.8 Officers are considering if a “green levy” could be introduced, whereby a small sum is paid in addition to the weekly booking which is used to fund green initiatives either on the huts/chalets or in the nearby area.
- 9.9 Total combined income predicted for 2023/24 £315,177

## 10 Financial and Resource Implications

- 10.1 The expenditure for 2021/22 is shown below as a comparison with previous years. The data for 2022/23 is not complete at the time of writing the report.

	2019/20	2020/21	2020/22
Staff salaries and other expenses	£37,863.69	£43,187.44	£20,355.22
Repairs and maintenance	£12,192.23	£3,287.92	£13,045.78
Business rates	£4,761.74	£4,756.65	£5,205.95
Electric	£287.43	£817.69	£439.36
Insurance	£2,692.37	£2,749.72	£2,895.77
Other Services Recharge	£140,380.00	£104,015.00	£97,284.00
Beach hut removal	£14,495.00	£15,003.00	£15,184.00
Total	£212,672.46	£173,817.42	£154,410.08

- 10.2 Please note:

- The repairs and maintenance budget excludes the capital expenditure on improvement works.
  - Some staff salaries have been reallocated following the restructure and the expenditure in this budget is predominantly one part time administrator and salary on costs.
  - Seafront inspectors and tourist information staff who have some involvement in the management in the beach hut and chalet service are not included.
  - The majority of these costs relate to the management of weekly lets.
  - Expenditure for 2021/22 has seen a reduction but this is due to the reallocation of salaries and Other Services Recharge’s rather than a true reduction in expenditure.
- 10.3 It is not expected for 2022/23 and the forthcoming season that there will be any reduction in expenditure.

## **11 Future Strategy**

- 11.1 Levelling up initiative. The Council has submitted a bid for Levelling up funding for both Cromer and Fakenham. At Cromer the area of focus stretches from Runton Rd carpark towards Happy Valley and seeks to improve these area with visitor orientation hub, cycle routes, marrams pavilion/sports hub, new public toilets, accessible footpaths, North Lodge Park regenerations, play/education areas and 2 new accessible beach huts. If successful it is expected that this will not only provide 2 accessible beach huts to the portfolio but also that the improvements will encourage more visitors to the area and in turn bookings of nearby beach huts and chalets.
- 11.2 Additional weekly lets and beach hut plots. Officers will continue to review locations for additional sites, but is limited on the availability of new opportunities with existing sea front landholdings. Availability of seafront land is rare and the cost of acquiring land would impact on viability. With the original 5 year leases coming to an end (April 24) there would be opportunity for some of these to become weekly lets that would generate a high rate of income. This would need to be considered alongside the increased cost of managing the service.
- 11.3 Customer Service. Further consider how the Council could manage the service more efficiently and improve customer service.
- 11.4 Marketing. Further explore marketing opportunities and consider another competition.
- 11.5 Management Consider separation of the service (leases and weekly lets) to establish feasibility of different services taking a role in managing the service (to share knowledge and enhance customer service) and/or viability of appointing external managers for weekly lets.
- 11.6 Repairs Donkey Shelter refurbishment, Sheringham West chalet roofs, subject to capital bid approval and redecoration of areas of flaking paint.
- 11.7 Climate Change. Monitor storms surges and adverse weather conditions which may damage the current portfolio and tenants huts. If they continue to grow the viability and feasibility of this service may become too challenging.
- 11.8 Green levy. Consider feasibility of such a levy.
- 11.9 Income/Rent Reviews. Changes made to the rent review provision in the new leases this year, now enables the rent to be reviewed on an annual basis. With this provision it gives the Council greater scope to review the rent in line with market conditions at that time and increase the rent if appropriate. The first of the lease renewals will be due April 2024 and it is intended to update these leases at the same time with the annual rent review provision. This will be the be the next real opportunity to complete a rent reviews.

## **12 Legal Implications**

- 12.1 The beach hut/chalet 5 year leases documents have been reviewed and updated again in 2022. This includes adding an annual rent review provision and improved termination clauses. These will be used for new leases and brought in when the remaining leases come up for renewal.

## **13 Risks**

- 13.1 The current economic situation may have a negative impact on bookings for the

forthcoming season and income generation and arrears.

- 13.2 Adverse weather conditions and storm surges causing damage the portfolio and tenants huts.
- 13.3 Levelling up and capital funding may not be awarded, resulting in no improvements being undertaken.

#### **14 Sustainability**

- 14.1 Investigation into a Green Levey is being undertaken, which could see a small amount added to each lease and/or booking that could be spent on green initiatives in the locality. This might be used to fund sustainable timber and paints when redecorating, green roof installation, additional recycling bins, wildflower planting, water/energy saving measures in nearby public toilets, solar or PV.
- 14.2 Without regular maintenance the chalets and beach huts will fall into disrepair and the repairs could amount to a level where it is not financially viable to undertake and facilities then close for weekly bookings. To mitigate this they could be let on a 5 year lease so not to have a negative impact on the financial sustainability of the Council.

#### **15 Corporate Plan Objectives**

- 15.1 The key corporate priorities as contained within the current Corporate Plan that relate to this project are:
  - Boosting Business Sustainability and Growth
  - Customer Focus
  - Financial Sustainability and Growth
  - Quality of life

#### **16 Climate / Carbon impact**

- 16.1 The beach huts and chalets are being impacted by adverse weather conditions causing damage to them and the promenade. The cost of the Council rectifying the damage is expected to be not financially sustainable if adverse weather conditions increase in frequency. In high risk locations ne leases may be changed requiring beach hut tenants to remove their huts over the winter period when storm damage is more likely. In extreme/very frequent cases, officers may recommend that no beach huts leases are made available.

#### **17 Equality and Diversity**

- 17.1 Officers are considering installation to 2 accessible beach huts which would be available for weekly lets in Cromer. This is subject to feasibility and viability.

#### **18 Section 17 Crime and Disorder considerations**

- 18.1 There are no direct implications from this report.

## **19 Conclusion and Recommendations**

- 19.1 It has been a challenging period since the 2018 Beach Hut and Chalet review was completed due to the pandemic and various lock downs that initially restricted bookings and subsequently resulted in an increase of staycations and tourism to the area.
  
- 19.2 Income during this period of review has seen an increase on the previous year in both income from leases and weekly lets. Whilst the annual leases will continue to produce similar income during the next financial year, however, with the cost of living crisis, the forthcoming season may be negatively impacted by that and as a result less weekly let income is generated.
  
- 19.3 Whilst there is a proposed future strategy as outlined in Section 11, this is building on the actions already completed as part of the Beach Hut and Chalet Review in 2018 and therefore it is not expected that there will be any significant cost saving or income growth potential during the next review period.

## Appendix A

### Review of resorts for hut sites

Resort	Current provision	Issues	Conclusion
Sea Palling	None	No beach side land under NNDC ownership. Car Park under lease from Sea Palling and Waxham Trust	Huts on car parks could be considered although primarily for storage. This would be subject to Trust agreement and careful consideration should be given to increased security. The car park only reaches full capacity a few days of the year.
Cart Gap	None	Approx. 8 potential sites on dunes but this is not under NNDC ownership.	Potential for car park sites as above or may be worth discussing with EA.
Eccles	None	No NNDC land	No identified opportunities at this stage
Happisburgh	None	No NNDC land	No identified opportunities at this stage
Walcott	None	Limited land availability. No obvious sites. Walcott does suffer from tidal flooding.	No identified opportunities at this stage
Bacton /Keswick	None	No NNDC land	No identified opportunities at this stage
Mundesley	60 hut sites	Potential for couple more sites but area subject to recent cliff slip. Land to the east of the café is subject to various ownership.	No identified opportunities at this stage
Trimingham	None	No suitable NNDC land. Coast suffers particularly from cliff slip.	No identified opportunities at this stage
Sidestrand	None	No NNDC land and few facilities.	No identified opportunities at this stage
Overstrand	51 hut sites	Increased from 37 to 51 in 2017. Capacity for more sites but poor facilities.	Consideration needs to be given to improving facilities on the promenade.
Cromer	65 chalets 122 hut sites	Recently increased numbers of hut sites (from 89 to 122)	Given the recent review and expansion of sites , without tiered or other works involving cliff piling Cromer is at full capacity.
East Runton	None	No beach-side land but potential for some sites on grassed area of car park.	Pursue the siting of 6 – 8 beach huts overlooking the sea on the northern aspect of the car park.
West Runton	None		No identified opportunities at this stage
Sheringham	29 chalets 89 hut sites		Some additional sites available
Weybourne	None	No beach-side land but potential for some sites on grassed area of car park.	Potential use as leisure huts to be considered if improvements are made to the car park and surrounds to increase viability
Blakeney to Wells	None	Little suitable NNDC land west of Weybourne. Wells beach huts are under the management of Holkham Estates.	No identified opportunities at this stage