

Endorsement of the Draft Norfolk Coast National Landscape Management Plan (2025-2030)	
Executive Summary	Endorsement of the Draft Norfolk Coast National Landscape Management Plan (2025-2030) during the Public Consultation Stage. The Council, along with other relevant authorities, has a statutory duty to publish a Management Plan for the conservation and enhancement of the designated landscape and to update the Plan every 5 years. The current Plan (2019-2024) is due for review.
Options considered	There are no alternatives in place to allow the Council to fulfil this statutory duty.
Consultation(s)	At a Business Planning Meeting on 27 th August 2025 Cabinet reviewed an earlier Draft that was issued to Stakeholders. Feedback from Officers and Cabinet has been incorporated into this latest Draft which is open to full public consultation.
Recommendations	That Cabinet: 1) Endorses the Draft Norfolk Coast Landscape Management Plan (2025-2030)
Reasons for recommendations	1. The publication of a Management Plan for the Norfolk Coast National Landscape every 5 years forms part of the statutory duty of the relevant authorities (of which NNDC is one) in managing the area. 2. This Plan will complement and support the Council's Local Plan Planning policies
Background papers	Appendix 1 Norfolk Coast National Landscape Management Plan - Norfolk Coast Appendix 2 State of the Norfolk Coast National Landscape Report, Sep 2025, LUC

Wards affected	Bacton, Beeston Regis and the Runtons, Binham, Coastal, Cromer Town, Gresham, Hickling, Holt, Poppyland, Roughton, Sheringham North, Sheringham South, Suffield Park , Trunch, Wells with Holkham
Cabinet member(s)	Cllr Harry Blathwayt (Coastal) Cllr Andrew Brown (Planning)
Contact Officer	Cathy Batchelar, Senior Landscape Officer cathy.batchelar@north-norfolk.gov.uk

Links to key documents:

Corporate Plan:	Our Greener Future (Protecting and enhancing the special landscape and ecological value of North Norfolk whilst improving the biodiversity of the district)
Medium Term Financial Strategy (MTFS)	N/A
Council Policies & Strategies	Local Plan Environmental and Climate Change Policies

Corporate Governance:	
Is this a key decision	No
Has the public interest test been applied	No
Details of any previous decision(s) on this matter	Officer recommendations for Amendments to the First Draft of the Plan to Stakeholders were endorsed by Cabinet at the Business Planning Meeting on 27 th August 2025

1. Purpose of the report

1.1 The purpose of this Report is to explain the background to the development of the Draft Norfolk Coast Landscape Management Plan 2025-2030 and to recommend endorsement by Cabinet

2. Introduction & Background

2.1 Statutory Background

Section 89 of the Countryside & Rights of Way Act 2000 places a duty on 'relevant authorities' to prepare and publish a Plan which formulates their policy for management of the National Landscape and for carrying out their functions in relation to it.

It also requires the Plan to be reviewed at intervals of not more than 5 years. The current Management Plan (2019-2024) revised in 2022 is now due for review.

The 'relevant authorities' and public bodies responsible for the Norfolk Coast National Landscape (key stakeholders) are:

- Norfolk County Council
- North Norfolk District Council
- Borough Council of Kings Lynn & West Norfolk
- Great Yarmouth Borough Council
- Broads Authority
- Natural England

The Norfolk Coast Partnership (NCP) has been appointed by the relevant authorities to work on their behalf with stakeholders, non-governmental organisations, partners and local communities to undertake the duty to conserve and enhance the area. The Partnership Team of approximately 8 staff is based in the Environment Team within Norfolk County Council.

2.2 Plan Development

This year the Norfolk Coast Partnership team have brought together partners and stakeholders in a series of Strategy Group forums to discuss priorities for future management of the National Landscape (NL). These groups included the Local Authorities, Natural England, Norfolk Wildlife Trust, landowners, RSPB, tourism bodies.

2.3 First Draft of the Plan

In August 2025, key stakeholders were consulted on a first Draft. This Draft reflected changes in current legislation and government policy initiatives including Environment Improvement Plan 2023, Levelling Up and Regeneration Act 2023, Protected Landscapes Targets and Outcomes Framework, Jan 2024 (PLTOF) and Landscapes (Glover) Review, 2019.

Goals and Targets were developed from the identified four priority areas which are:

- Nature Recovery
- Climate Adaptation and Mitigation,
- Sustainable Development (including Planning, Tourism, Dark Skies and Heritage)
- Local Communities.

Officers prepared a report to the Business Planning Meeting in August 2025 making a series of recommendations which were endorsed by Cabinet and submitted as the Council's formal response at this Stakeholder stage.

Following feedback from key stakeholders and subsequent revisions, this latest Draft of the Management Plan has been sent out to full Public Consultation for comment. The 6-week deadline for response is Friday 5th December 2025.

Following further review and amendment, formal adoption of the final Plan by the relevant LPA's is planned for April 2026.

3. Proposals and Options

3.1 Revisions Following Stakeholder Feedback Officers are pleased that the majority of the Council's recommendations have been incorporated into this latest Draft of the Management Plan. These include:

- a. Publication of the State of the Norfolk Coast National Landscape Report (Sep 2025) (**APPENDIX 2**) which provides an evidence base to justify the proposed Goals & Targets and to provide a base line for future monitoring.
- b. Provision of Supporting Information: Guidance Documents on Nature Recovery, Climate Adaptation and Mitigation, Dark Skies
- c. Increase in weight attributed to the role of heritage assets, local vernacular and archaeology in shaping the National Landscape.
- d. Streamlining of Goals & Targets: now reduced from 97 Targets & 37 Goals to 62 Targets & 17 Goals.
- e. Change in language to promote a more collaborative and supportive working approach.
- f. Removal of legislative text from the main body of the Plan and incorporation into Appendices.
- g. Improved alignment with current LPA Local Plans and Supplementary Planning Documents, although there are still some errors referring to old policies which can be rectified.

- h. The delivery mechanisms for the Management Plan will be set out in supporting Action Plans which will be developed in collaboration with partners and updated annually to reflect emerging data, funding opportunities and evolving local and national priorities.

3.2 Outstanding Issues

Some minor amendment is required to the text within the Plan and the accompanying Reports to ensure that correct references are made to the emerging Local Plan and all relevant policies. NNDC's Local Plan will be fully adopted by the time the Norfolk Coast National Landscape Management Plan is fully published in April 2026 and it is important that the two documents are in full alignment.

Officers have been assured by the team at NCP that they fully agree with this approach and that there will be ample time to make these changes up to publication date in April 2026.

3.3 Officer Recommendation

Officers recommend formal Cabinet endorsement of this draft Management Plan during the Public Consultation period.

Minor text changes to ensure alignment with the new Local Plan and relevant policies can be submitted in due course prior to publication.

The final version of the Management Plan will be brought to Cabinet early in 2026 for ratification at Full Council.

4. Corporate Priorities

- 4.1. Our Greener Future (Protecting and enhancing the special landscape and ecological value of North Norfolk whilst improving the biodiversity of the district).
- 4.2. The Goals and Targets set out in the Draft Norfolk Coast Landscape Management Plan underpin and complement many of the measures contained within the Our Greener Future priority.

5. Financial and Resource Implications

- 5.1. Funding for the Norfolk Coast Partnership comprises an annual core grant from DEFRA with Local Authority funding contributions making up 25% of the eligible costs for core functions allocated as follows:

- Norfolk County Council 48%
- North Norfolk District Council 25% (2024-25 contribution was £15,180)
- Kings Lynn & West Norfolk 25%
- Great Yarmouth BC 2%

The Council's £15,000 annual contribution to the Norfolk Coast Partnership is already provided for within existing budgets. Endorsing this Management Plan has no additional financial implications.

Comments from the S151 Officer:

The financial implications are limited to £15,000 consistent with previous years and is a cost effective way to discharge our duties with respect to the Norfolk Coastal Management plan.

6. Legal Implications

- 6.1. The Council, being a member of the Norfolk Coast Partnership and one of the five 'relevant authorities' responsible for the Norfolk Coast National Landscape, has a statutory duty (Section 89 of the Countryside & Rights of Way Act 2000) to produce and publish a Management Plan which formulates their policy for management, and to review the Plan every 5 years.

Comments from the Monitoring Officer

The Monitoring Officer (or member of the Legal team on behalf of the MO) will complete this section. They will outline any legal advice provided.

The Council has a statutory duty to review and publish the Norfolk Coast National Landscape Management Plan every five years. The current plan is due for renewal, and subject to some minor changes to align with the new Local Plan, Members are asked to consider and endorse this draft, to ensure compliance with our statutory obligations.

7. Risks

- 7.1. Endorsement of this Plan is consistent with the Council's statutory duty (Section 89 of the Countryside & Rights of Way Act 2000) as a 'relevant authority' to prepare and publish a Plan which formulates their policy for management of the National Landscape and for carrying out their functions in relation to it.
- 7.2. It also requires the Plan to be reviewed at intervals of not more than 5 years. The current Management Plan (2019-2024) revised in 2022 is now due for review.
- 7.3. Failure to endorse the Plan could place the Council's statutory duty at risk.

8. Net Zero Target

The draft Plan includes a set of Goals and Targets relating to Climate Adaptation and Mitigation. These have been informed by the Council's Net Zero 2030 Strategy and Climate Action Plan, 2023

9. Equality, Diversity & Inclusion

- 9.1. There are no direct implications on equality, diversity and inclusion within this report. Embedded in the Goals and Targets within the Plan is the intention to promote accessibility and engagement to wider audiences. This is consistent with the nationally set Protected Landscapes Targets and Outcomes Framework.

10. Community Safety issues

N/A

Conclusion and Recommendations

This draft Norfolk Coast National Landscape Management Plan (2025-2030) formulates the policy and guidance for management of the designated landscape for the next 5 years and enables this Council, as a relevant authority, to fulfil its statutory duty.

Recommendation

1. That Cabinet endorses the Draft Norfolk Coast Landscape Management Plan (2025-2030)

**Appendix 1 – Draft Norfolk Coast national landscape Management Plan
(2025-2030)**

Appendix 2 – State of the Norfolk Coast Landscape report, Sep 2025, LUC