

Adoption of the Norfolk Coast National Landscape Management Plan (2025-2030)	
Executive Summary	This report seeks the formal adoption of the Norfolk Coast National Landscape Management Plan (2025-2030). 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 The current Plan (2019-2024) is now out of date.
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 27th August 2025 Cabinet reviewed an earlier Draft that was issued to stakeholders. This was then revised and subsequently endorsed at Cabinet on the 1 st Dec 2025 before going out to full public consultation. Further officer and public feedback has now shaped the final plan which has been adopted by the Norfolk Coast Partnership. Ratification is now required from all contributing authorities.
Recommendations	That Cabinet: 1) Agrees to formally adopt the 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: PDF Attached

Wards affected	Bacton, Beeston Regis and the Runtons, Binham, Coastal, Cromer Town, Gresham, Hickling, Holt, Poppyland, Priory Roughton, Sheringham North, Sheringham South, Suffield Park , Trunch, Wells with Holkham
Cabinet member(s)	Cllr Harry Blathwayt (Coastal) Cllr Andrew Brown (Planning)
Contact Officer	Chris Young, Conservation Design & Landscape Team Leader - chris.young@north-norfolk.gov.uk

Links to key documents: [Resources - Norfolk Coast](#)

Corporate Plan:	<u>Our Greener Future</u> - the protection and improvement of our local environment and delivering climate resilient sustainable growth.
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 27th August 2025. The draft was then subsequently endorsed for full public consultation at Cabinet on the 1 st December 2025.

1. Purpose of the report

- 1.1 The purpose of this Report is to explain the background to the development of the Norfolk Coast Landscape Management Plan 2025-2030 and to recommend its adoption 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

Over the last couple of years or so, 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 and tourism bodies.

2.3 Drafts 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, a second Draft of the Management Plan was then sent out for a full 6-week Public Consultation following endorsement by Cabinet on the 1st December 2025.

Following the further feedback received and subsequent amendments, The Norfolk Coast partnership recently adopted the final version of the Plan and now require all relevant Local Planning Authorities to also adopt it.

3. **Proposals and Options**

3.1 Following Cabinet's endorsement of the Draft Management Plan in December of last year, and as part of the public consultation exercise, the Council's Senior Landscape Officer summarized the thoughts of members and offered feedback on the Draft principally as follows: -

- Condensing the number of goals and objectives was welcomed.
- So too was the increased weight now given to built form, heritage assets and archaeology.
- A concern was expressed about too little emphasis being placed on the eastern section of the National Landscape.
- The Local Plan policy references needed to be updated to align with the new Local Plan which was adopted on the 17th December 2025.
- It was recommended that the Nature Recovery Indicators be made more specific, particularly to help tackle water quality.

- It was felt that the collection of data on visitor numbers, behaviour and transport use should be better translated into key actions.
- It was recommended that the Norfolk Coast Partnership should play more of a key role in the distribution of GIRAMS payments.
- A concern was raised that the dark skies recommendations were too generic and likely to be ineffective.
- Additional references to the Councils Supplementary Planning Documents were sought; i.e. the North Norfolk Landscape Sensitivity Assessment (2021), and the North Norfolk Landscape Character Assessment (also 2021).
- Other minor changes to the text were also suggested.

3.2 Having reflected upon this feedback, and that of other key stakeholders and members of the public, officers are pleased to report that the final version of the Plan has satisfactorily addressed all of these concerns and recommendations. It is therefore respectfully considered that the Plan is now fit for purpose and can be fully endorsed by Members.

3.3 Additionally, for Members' information, the Plan comes with its own Integrated Landscape Character Assessment and separate Biodiversity Audit of the Norfolk Coast. There are also reports on the three chalk rivers within the National Landscape (i.e. the Stiffkey, Glaven and Babingley), as well as a series of helpful guidance documents on Climate Adaption & Mitigation, Nature Recovery and Dark Skies. These can all be viewed at [Resources - Norfolk Coast](#) and will help shape decision making within the Plan area moving forward.

4. Corporate Priorities

- 4.1. Our Greener Future - the protection and improvement of our local environment and delivering climate resilient sustainable growth.
- 4.2. The Goals and Targets set out in the 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.

Comments from the S151 Officer:

Consistent with previous years there is sufficient budget available to discharge the Council's duties with respect to the Norfolk Coastal Management Plan in a cost effective manner.

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 Council is one of the 'relevant authorities' for the Norfolk Coast National Landscape and is under a statutory duty to prepare, publish and review the Management Plan at least every five years. Cabinet is therefore asked to adopt the Norfolk Coast National Landscape Management Plan 2025–2030 to ensure ongoing compliance with this statutory obligation

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

- 8.1 The 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

- 10.1 N/A

Conclusion and Recommendations

The 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 agrees to formally adopt the Norfolk Coast Landscape Management Plan (2025-2030)**

Appendix 1 – Norfolk Coast National Landscape Management Plan (2025-2030)