

Norfolk Coast Partnership 2014-19 Action Plan V14

Amended March 2016

This action plan details specific actions delivered through partnership working, i.e. it reflects the added value of the partnership. It excludes the core functions of the staff team and work conducted by individual partners. These will be recorded elsewhere.

2014-19 Partnership Actions	Lead and (Involvement)	Funding Required or Funding Obtained	2014-15	2015-16	2016-17	2017-18	2018-19
Theme 1 - Landscape, Biodiversity and Geodiversity							
Facilitate and support a working group to develop and implement increased collaborative management of the North Norfolk Coast nature reserves. Through this group investigate feasibility of adopting an holistic and integrated landscape scale approach to management and communication and identification of adaptation opportunities and challenges, including facilitating sharing of tasks, staff and equipment	RSPB/NT (Staff team, Site managers)			✓	✓	✓	✓
Develop and implement a project to promote the heritage and natural beauty of the north east cliffed coast and on adaptation to/resilience to coastal change (Weybourne to Happisburgh)	NNDC (Staff team)	Required (Deep History Coast application)	?			?	?
Co-ordinate and facilitate a programme of work for partners to identify potential effects of climate change on the area, including sea level rise, and how to achieve future resilience	Staff team (Partners)		✓	✓	✓	✓	✓
Develop and promote an understanding of ecosystems services in the AONB amongst partner organisations and the public, and their use in decision-making, as a contribution to Outcome 1c of Biodiversity 2020							
Continue to develop and implement priority schemes for removal of overhead lines with UK Power Networks as part of the regional funding allocation group	Staff team (Partners)	Obtained Ofgem	✓	✓	✓	✓	✓
Manage implementation of the Glaven eels project and liase with HLF	Staff team (Norfolk Rivers Trust, project working group)			✓	✓	✓	
Complete implementation of the Nine Chalk Rivers Project Phase 1 to meet Water Framework Directive objectives and achieve additional environmental improvements on the chalk rivers of north and west Norfolk, including a possible extension	Norfolk Rivers Trust (Project Management Group members, Partners)	Obtained Catchment Restoration Fund	✓				
Liaise with local interests to understand the pressures on Horsey and it's seals resulting from the high number of visitors and what mitigation could be implemented if required	Staff team (Local stakeholders)			✓	✓		
Integrate geodiversity information into the AONB Integrated Landscape Character Guidance	Staff team					✓	
Undertake a seascape character assessment and incorporate into the Integrated Landscape Character Guidance, in order to promote understanding and management of key links between land and sea	Staff team	Required				?	?
Collate information and undertake desktop survey work on artificial lakes and farm ponds in the area	NRT (UCL)	Obtained NCP SDF	✓				

Undertake survey work on artificial lakes and farm ponds in the area using volunteers	Staff team				✓	✓	✓
Undertake projects with landowners to bring artificial lakes and farm ponds into positive management	Staff team				?	?	?
Continue with the programme of fixed-point landscape photography to assist in monitoring landscape change in the area	Staff team			✓	✓	✓	✓
Promote public awareness and understanding of the importance of dark skies in the area	Staff team		✓	✓	✓	✓	✓
Theme 2 - Built and Historic Environment							
Undertake a study for historic environment sites in the area to: a. collate, develop and record information, including their condition and landscape context, with particular focus on historic parks and scheduled monuments b. identify sites 'at risk' or requiring improved management and options for improving c. survey and record existing interpretation and access for historic environment sites and identify opportunities for improvement	NCC Historic Environment (English Heritage)	Required			?		
Review the accuracy of the methodology for predicting the visual impact of large developments, in particular wind turbines, on the landscape versus the actual impact	Staff team			✓			
Co-ordinate and facilitate a programme of work with local authority planners and planning committee members to forge links and facilitate appropriate planning decisions within the AONB, e.g. renewable energy developments, housing developments	Staff team (Local authority planning officers)						
Improve information on the website to support parish councils and local communities in understanding planning requirements for and within the AONB	Staff team			✓	✓		
Use the review of the 'Audit of Visual Degradation' report to target sites of particular detriment to natural beauty for improvement	Staff team		✓	✓	✓	✓	✓
Theme 3 – Farming, Forestry and Fishing							
Identify opportunities for increased grazing on priority sites and aim to facilitate grazing projects as they are identified	Staff team (Site managers)	Required	?		?	?	?
Maintain, and aim to expand, information on local products and networks on the Norfolk Coast Partnership web site	Staff team		✓	✓	✓	✓	✓
Work with the fishing industry to support their sustainable fishing activities	NNFLAG (Staff team)	Required (Project applications to EMFF)	✓	✓	?	?	?
Theme 4 - Sustainable Communities							
Develop the roles of community representatives and Norfolk Coast Friends to strengthen links with local communities	Staff team (Community representatives, Norfolk Coast Friends)		✓	✓	✓	✓	✓

Operate a local community-focussed Sustainable Development Fund for the area	Staff team	Required after 2015-16	✓	✓	✓	?	?
Disseminate information to local communities, including second home and holiday cottage owners, on how to work together to ensure sustainable communities	Staff team (Rural Community Council, local stakeholders)	Required?	✓		?		
Investigate with Rural Community Council how to develop local initiatives to provide affordable housing	Staff team (Rural Community Council, local stakeholders)			✓			
Develop and implement a project to help the communities of the north east cliffed coast to be resilient in the face of/adapt to coastal change (Weybourne to Happisburgh)	Staff team (Partners)	Required (HLF Landscape Partnership application)					
Theme 5 - Access and Recreation							
Maintain, update and promote information on the Norfolk Coast Cycleway as a sustainable way to enjoy the area	Staff team (Partners to promote)		✓	✓	✓	✓	✓
Complete the review of the audit of visitor facilities (WCs, shelters, seats, cafes, etc.) and prioritise improvements	Staff team		✓				
Update information on sensitivity of sites to recreational pressures and provide the information to partners (via an updated visitor management zoning guidance) and the public	Staff team (Site managers)				✓	✓	✓
Review the feasibility of potential initiatives to generate income from visitors to support projects to mitigate visitor pressures	Staff team (Partners)			✓			
Develop and implement a collaborative tourism project					?	?	?
Conduct a study to understand pressures on internationally-designated sites of increasing housing development in the region	Norfolk Biodiversity Partnership (Local authority planning officers, Other stakeholders)	Obtained (Local authorities, NCP)		✓			
Develop and implement partner initiatives to encourage the public to use sustainable transport, particularly Coasthopper	Staff team (Site managers, Partners)			✓			
Produce and distribute a local, annual Norfolk Coast Guardian newspaper, conveying key messages about the area and the partnership	Staff team (Partners)		✓	✓	✓	✓	✓
Update and promote Your Norfolk Coast, to increase awareness and use by local tourism businesses	Staff team (Partners, Tourism organisations, Tourism businesses)		✓	✓			
Develop an integrated response to rising visitor numbers, e.g. through new infrastructure projects	Staff team (Partners, Tourism organisations, Tourism businesses)						✓

Key

✓ = Project expected to proceed ? = Project dependant on funding