

Norfolk Coast National Landscape Management Plan 2025-30

Strategic Environmental Assessment

Final report

Prepared by LUC

March 2026

**Norfolk Coast National Landscape Management
Plan 2025-30
Strategic Environmental Assessment**

Version	Status	Prepared	Checked	Approved	Date
1.	Draft	L. Haddad O. Dunham	O. Dunham	T. Livingston	02.03.2026
2.	Final	L. Haddad O. Dunham	O. Dunham	T. Livingston	06.03.2026

Bristol
Cardiff
Edinburgh
Glasgow
London
Manchester
Sheffield

landuse.co.uk

Land Use Consultants Ltd
Registered in England
Registered number 2549296
Registered office:
250 Waterloo Road
London SE1 8RD

100% recycled paper

Landscape Design
Strategic Planning & Assessment
Development Planning
Urban Design & Masterplanning
Environmental Impact Assessment
Landscape Planning & Assessment
Landscape Management
Ecology
Historic Environment
GIS & Visualisation
Transport & Movement Planning
Arboriculture



FS566056



EMS566057



OHS627041



Contents

<hr/>	
Chapter 1	
Introduction	1
The Norfolk Coast National Landscape Management Plan	1
The Management Plan area	1
Scope of the new Management Plan	2
Strategic Environmental Assessment (SEA)	4
Meeting the requirements of the SEA Regulations	4
Structure of this SEA Report	4
<hr/>	
Chapter 2	
Methodology	5
Stage A: Scoping	6
SEA Stage B: Developing and refining options and assessing effects	10
SEA Stage C: Preparing the Strategic Environmental Assessment Report	10
SEA Stage D: Consultation on the NCNL Management Plan and the SEA Report	10
SEA Stage E: Monitoring and implementation of the NCNL Management Plan	10
Appraisal methodology	11
Difficulties Encountered	11
<hr/>	
Chapter 3	
Environmental Context for the NCNL	12
Review of Plans, Policies and Programmes	12
Baseline information	15
Key environmental issues	16
<hr/>	
Chapter 4	
SEA Findings for the Management Plan 2025-30	22
Recommendations	31
Cumulative Effects	32
<hr/>	
Chapter 5	
Monitoring	33
<hr/>	
Chapter 6	
Conclusions	34
Next Steps	34
<hr/>	
Appendix A	
Consultation Responses to the SEA Scoping Report	A-1
<hr/>	
Appendix B	
Review of International and National Plans, Policies and Programmes	B-1
<hr/>	
Appendix C	
Baseline Information	C-1
Environmental baseline information	C-1
Social baseline information	C-24
Economic baseline information	C-26

Chapter 1

Introduction

1.1 The Norfolk Coast Partnership (NCP) commissioned LUC in November 2025 to carry out a Strategic Environmental Assessment (SEA) of the emerging Norfolk Coast National Landscape Management Plan 2025-30. This SEA report informs and should be read in conjunction with that document.

The Norfolk Coast National Landscape Management Plan

1.2 The NCNL (formerly 'Area of Outstanding Natural Beauty' or AONB) Management Plan is in the process of being reviewed. The current Norfolk Coast AONB Management Plan was adopted in 2019 and then revised in 2022. 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.

1.3 The primary purpose of the NCNL is to conserve and enhance the natural beauty and special character of the area. There are also two secondary purposes: to take account of the needs of agriculture, forestry, fishing and other local rural industries, and of the economic and social needs of local communities; and to seek to meet the demand for recreation. The work of NCP is guided by the Norfolk Coast National Landscape Management Plan (hereon Management Plan). A new Management Plan for 2025-30 has been drafted and was consulted on for six weeks until the 5th of December 2025. As part of this update work for the Management Plan an updated State of the Norfolk Coast National Landscape Report has been prepared to identify trends impacting the landscape and help shape the Management Plan's policies and actions.

The Management Plan area

1.4 The NCNL has three component parts: in the west, it stretches from The Wash to Sandringham Estate, along the North Norfolk Coast; it runs from Holme-next-the-Sea to Paston; and in the east, from Sea Palling to Winterton-On-Sea (as shown in **Figure 1.1**). In total, the NCNL covers 453 km² of land area and has 90.8 km of coastline.

1.5 The underlying geology varies from Cretaceous chalk and carrstone in the west to glacial deposits in the east. Past glaciation and current coast processes make the geology both nationally and internationally important. The Cromer Ridge is a

terminal moraine, which marks the furthest extent of a glacier advance.

1.6 Habitats in the NCNL range from coastal and intertidal habitats that support iconic coastal birds such as the marsh harrier, to inland farmland, which provides important habitat for threatened birds such as the corn bunting. Many national and international nature designations are situated within, or partially within, the NCNL, including five Special Protection Areas (SPA), eight Special Areas of Conservation (SAC), 28 Sites of Special Scientific Interest (SSSIs), and four Ramsar sites. The North Norfolk Coast SPA and Ramsar, and The Wash and North Norfolk Coast SAC cover much of the coast in the west of the NCNL. The priority features of the SPA, SAC and Ramsar include coastal lagoon habitat, the most notable located at Blakeney Spit Pools, which is known to support the lagoonal mysid shrimp (*Paramysis nouveli*), a nationally rare species.

1.7 The NCNL is rich in archaeological heritage and historic environment features; there are 61 Scheduled Monuments, seven Registered Parks and Gardens, 45 Conservation Areas and 849 listed buildings. Additionally, the North Norfolk Heritage Coast was defined in 1975 by Local Authorities; a non-statutory designation recognising the large stretch of undeveloped coastline between Holme-next-the-Sea and Weybourne.

1.8 Much of the undeveloped coast has a wilderness quality that is rare in lowland England. The NCNL is known for the quality of its night skies and lack of light pollution, and the inland parts of the NCNL are also known for relative remoteness and tranquillity.

1.9 The NCNL has a strong rural character with agriculture, in particular arable farmland, comprising by far the largest land use. The NCNL has a dispersed pattern of rural settlements with historic fishing and farming communities; however, fishing and agriculture still play a key role in the area's character.

1.10 The National Parks and Access to the Countryside Act of 1949 established the legal framework for England and Wales's 46 National Landscapes (formerly Areas of Outstanding Natural Beauty) as well as other Protected Landscapes. These include the National Landscapes, Parks and Trails and with the aim of protecting some of the UK's most important habitats, species, history and geology.

1.11 The NCNL sits within the wider Norfolk Coast Protected Landscape (NCPL), which also includes:

- The Wash and North Norfolk Marine Protected Area Network, managed by The Wash and North Norfolk Marine Partnership.
- The Peddars Way and Norfolk Coast Path National Trail, managed by the Norfolk National Trail Partnership.

1.12 The NCNL has a set of seven special qualities that make the area unique and worthy of designation. The special qualities are:

1. Dynamic character and geomorphology of the coast.
2. Strong and distinctive links between land and sea.
3. Diversity of landscapes and settlement types.
4. Biodiversity and locally distinctive habitats.
5. Nationally and internationally important geology.
6. Dark skies and wild areas.
7. Heritage (past and current).

Scope of the new Management Plan

1.13 NCP is preparing a new Management Plan which, once adopted, will replace the existing Management Plan. The new Management Plan outlines a five-year strategy to protect and enhance the NCNL. The Plan sets out a vision, priorities and strategic direction for the NCNL. It does not identify detailed actions or specific projects but establishes a framework through which priorities can be developed and delivered in partnership.

1.14 The Management Plan is built around four priority areas:

- Nature recovery
- Climate adaptation and mitigation
- Sustainable development, including planning, tourism, dark skies and heritage
- Local communities, including businesses.

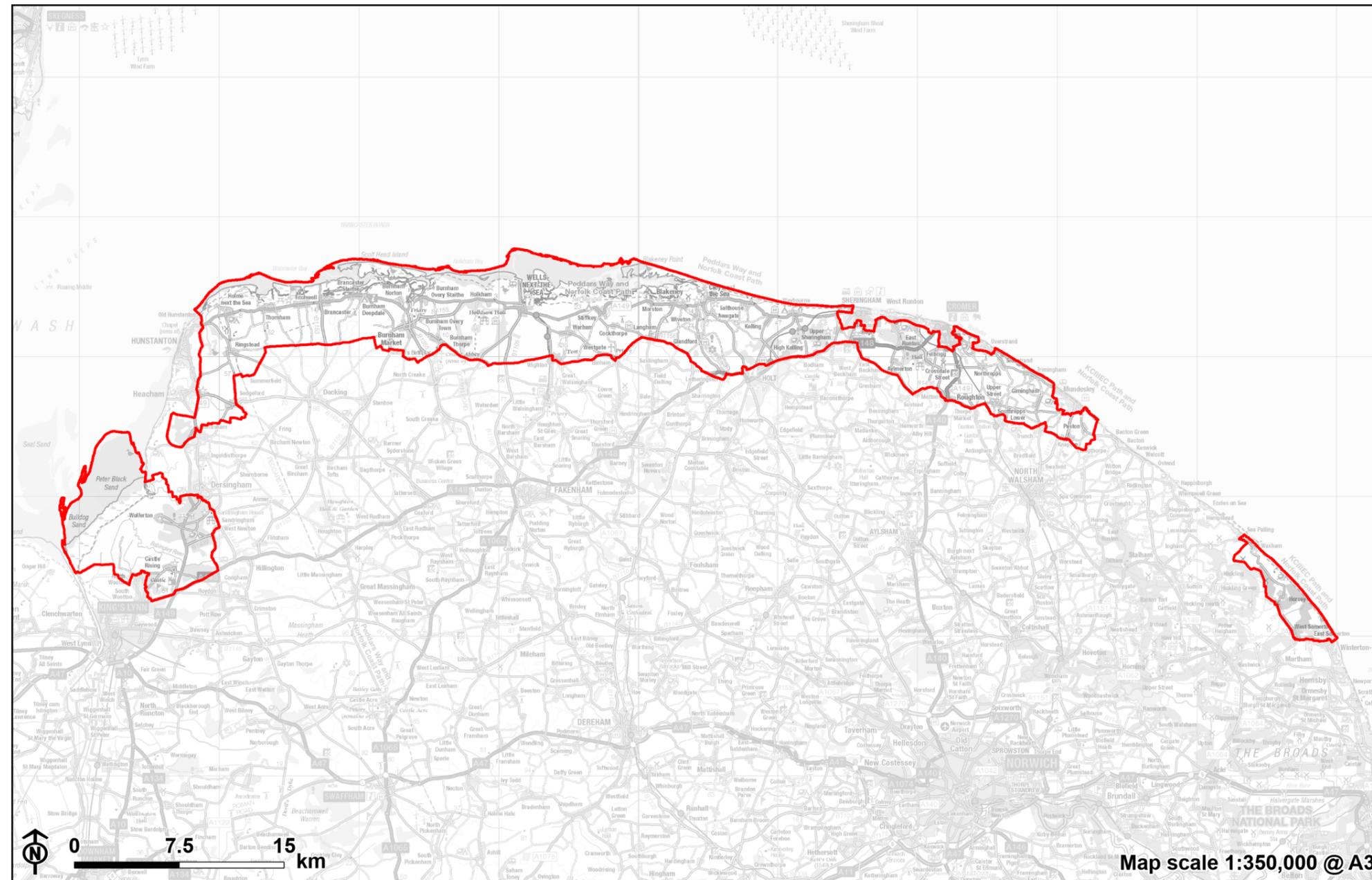
1.15 Under each priority area there are a number of goals and targets. These goals and targets are assessed in **Chapter 4**.

1.16 The specific delivery mechanisms for the Management Plan, including measurable actions, lead partners and implementation detail, will be set out in supporting Action Plans. These Action Plans are due to be developed following publication of this Management Plan and therefore, have not been subject to consideration within this report.

Figure 1.1: Location and Extent of Norfolk Coast National Landscape



 Norfolk Coast National Landscape boundary



Strategic Environmental Assessment (SEA)

1.17 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').

1.18 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.

1.19 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.

Habitats Regulations Assessment

1.20 The undertaking of HRA to assess the impacts of a land-use plan against the conservation objectives of a European Site and to ascertain whether it would adversely affect the integrity of that site falls under separate legislation to SEA. Therefore, separate reporting is being undertaken for the SEA and HRA.

Meeting the requirements of the SEA Regulations

1.21 This report has been prepared in accordance with the SEA Regulations. The relevant sections of the SEA Report that are considered to meet the SEA Regulations requirements are set out in the table below.

Table 1.1 Meeting the requirements of the SEA Regulations

SEA Regulations requirements	Where covered in this report
Preparation of an environmental report in which the likely significant effects on the environment of implementing the plan or programme, and reasonable alternatives taking into account the objectives and geographical scope of the plan or programme, are identified, described and evaluated (Reg. 12). The information to be given is (Schedule 2):	
a. An outline of the contents, main objectives of the plan or programme, and relationship with other relevant plans and programmes.	Chapters 1 and 3 of this SEA Report.
b. The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme.	
c. The environmental characteristics of areas likely to be significantly affected.	
d. Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC.	
e. The environmental protection, objectives, established at international, community or national level, which are relevant to the plan or programme and the way those objectives and any environmental, considerations have been taken into account during its preparation.	
f. The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. (Footnote: These effects should include secondary, cumulative,	Chapter 4 of this SEA Report.

SEA Regulations requirements	Where covered in this report
synergistic, short, medium and long-term permanent and temporary, positive and negative effects).	
g. The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme.	Chapter 4 of this SEA Report.
h. An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information.	Chapter 2 of this SEA Report.
i. A description of measures envisaged concerning monitoring in accordance with Reg. 17.	Chapter 5 of this SEA report.
j. A non-technical summary of the information provided under the above headings.	A non-technical summary accompanies this report.
The report shall include the information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication of the assessment (Reg. 12(3)).	Addressed throughout this SEA report.
Consultation requirements	
<ul style="list-style-type: none"> ■ Authorities with environmental responsibility, when deciding on the scope and level of detail of the information which must be included in the environmental report (Reg. 12(5)). 	Consultation on the SEA Scoping Report was undertaken between 23rd December 2025 and 10th February 2026. The consultee responses are included in Appendix A along with information about how they have been addressed.
<ul style="list-style-type: none"> ■ Authorities with environmental responsibility and the public, shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme (Reg. 13). 	Consultation will be undertaken on this SEA report.
<ul style="list-style-type: none"> ■ Other EU Member States, where the implementation of the plan or programme is likely to have significant effects on the environment of that country (Reg. 14). 	Not relevant to the Management Plan, as there will be no effects beyond the UK.
Taking the environmental report and the results of the consultations into account in decision-making (Reg. 16)	
<p>Provision of information on the decision:</p> <p>When the plan or programme is adopted, the public and any countries consulted under Reg. 14 must be informed and the following made available to those so informed:</p> <ul style="list-style-type: none"> ■ the plan or programme as adopted; 	Requirement will be met after adoption of the Management Plan.

SEA Regulations requirements	Where covered in this report
<ul style="list-style-type: none"> ■ a statement summarising how environmental considerations have been integrated into the plan or programme and how the environmental report, the opinions expressed, and the results of consultations entered into have been taken into account, and the reasons for choosing the plan or programme as adopted, in the light of the other reasonable alternatives dealt with; and ■ the measures decided concerning monitoring. 	
<p>Monitoring of the significant environmental effects of the plan's or programme's implementation (Reg. 17).</p>	<p>Requirement will be met after adoption of the Management Plan.</p>
<p>Quality assurance: environmental reports should be of a sufficient standard to meet the requirements of the SEA Regulations.</p>	<p>This SEA Report has been produced in line with current guidance and good practice, and this section demonstrates where the requirements of the SEA Regulations have been met.</p>

Structure of this SEA Report

1.22 This chapter has described the background to the Norfolk Coast National Landscape Management Plan 2025-30 and the requirement to undertake an SEA. The remainder of this report is structured as follows:

- **Chapter 2: Methodology** describes the approach that has been taken to the SEA of the Management Plan and introduces the SEA framework used in the appraisal.
- **Chapter 3: Environmental context** summarises the relationship between the Management Plan and relevant plans, policies and programmes, summarises environmental characteristics of the area and identifies the key environmental issues facing the NCNL.
- **Chapter 4: SEA Findings** sets out the SEA findings for the draft Management Plan.
- **Chapter 5: Monitoring** describes the approach that should be taken to monitoring the likely significant effects of the Management Plan (both positive and negative) and proposes monitoring indicators.
- **Chapter 6: Conclusions** summarises the key findings from the SEA and describes the next steps to be undertaken.

1.23 The main body of the report is supported by a number of appendices:

- **Appendix A** presents the consultation comments that were received in relation to the SEA Scoping Report and describes how those comments have been addressed.
- **Appendix B** presents the review of relevant plans, policies and programmes.
- **Appendix C** contains the baseline information for the NCNL.

Chapter 2 Methodology

2.1 In addition to complying with legal requirements, the approach taken to the SEA of the Management Plan is based on current best practice and the guidance on SEA set out in the National Planning Practice Guidance, which involves carrying out SEA as an integral part of the planning process. **Table 2.1** below sets out the main stages of the planning process and shows how these correspond to the SEA process.

Table 2.1 Corresponding stages in SEA

Step 1: Evidence Gathering and Engagement
<p>Stage A: Setting the context and objectives, establishing the baseline and deciding on the scope</p> <ul style="list-style-type: none"> ■ 1: Identifying other relevant policies, plans and programmes, and environmental objectives ■ 2: Collecting baseline information ■ 3: Identifying environmental issues and problems ■ 4: Developing the SEA framework ■ 5: Consulting on the scope of the SEA
Step 2: Production
<p>Stage B: Developing and refining options and assessing effects</p> <ul style="list-style-type: none"> ■ 1: Testing the Management Plan objectives against the SEA framework ■ 2: Developing the Management Plan options ■ 3: Evaluating the effects of the Management Plan ■ 4: Considering ways of mitigating adverse effects and maximising beneficial effects ■ 5: Proposing measures to monitor the significant effects of implementing the Management Plan
<p>Stage C: Preparing the Strategic Environmental Assessment Report</p> <ul style="list-style-type: none"> ■ 1: Preparing the SEA Report
<p>Stage D: Seek representations on the Management Plan and the Strategic Environmental Assessment Report</p> <ul style="list-style-type: none"> ■ 1: Public participation on the Management Plan and the SEA Report ■ 2(i): Appraising significant changes ■ 2 (ii) Appraising significant changes resulting from representations
Step 3 & 4: Adoption and Monitoring
<ul style="list-style-type: none"> ■ 3: Making decisions and providing information
Stage E: Monitoring the significant effects of implementing the Management Plan

- 1: Finalising aims and methods for monitoring
- 2: Responding to adverse effects

2.2 The following sections describe the approach that has been taken to the SEA of the Management Plan to date and provide information on the subsequent stages of the process.

Stage A: Scoping

2.3 The SEA process began in November 2025 with the production of a Scoping Report for the NCNL Management Plan 2025-30, which was prepared by LUC on behalf of Norfolk Coast Partnership.

2.4 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. The SEA Scoping Report presented the outputs of the following tasks:

2.5 Policies, plans and programmes of relevance to the Management Plan were identified and the relationships between them were considered.

- In line with the requirements of the SEA Regulations, baseline information was collected on the following 'SEA topics': biodiversity (including flora and fauna), population, human health, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage and the landscape. This baseline information provides the basis for predicting and monitoring the likely effects of the Management Plan and helps to identify alternative ways of dealing with any adverse effects identified.
- Drawing on the review of relevant plans, policies and programmes and the baseline information, key environmental issues for the NCNL were identified (including environmental problems, as required by the SEA Regulations). Consideration was given to the likely evolution of each issue if the Management Plan was not to be implemented. Drawing on the baseline information and relevant plans, policies and programmes it was considered that the Management Plan was likely to have significant effects upon all of the SEA topics so they have all been scoped in.
- A SEA 'framework' was prepared for the Management Plan drawing on relevant issues and then presented, setting out the SEA objectives against which the Management Plan would be appraised. The SEA framework provides a way in which the environmental impacts of implementing a plan and reasonable

alternatives can be described, analysed and compared. The SEA framework comprises a series of sustainability objectives and associated questions that can be used to 'interrogate' options during the plan-making process. These SEA objectives define the long-term aspirations of NCP with regard to environmental issues. During the SEA, the performance of the options is assessed against these SEA objectives and questions.

2.6 The policy review and baseline information have been updated during the SEA process. The most recent versions can be found in **Appendices B** and **C** of this report.

2.7 Public and stakeholder participation is an important element of the SEA and wider plan-making processes. It helps to ensure that the SEA report is robust and has due regard for all appropriate information that will support the Management Plan in making a contribution to sustainable development. 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 were then reviewed and addressed as appropriate in the preparation of the SEA report for the draft Management Plan. **Appendix A** in this report lists the comments that were received during the Scoping consultation and describes how each one was addressed.

2.8 **Table 2.2** below presents the 12 SEA objectives in the NCNL Management Plan SEA framework and shows how the 'SEA topics' (listed in Schedule 2 of the SEA Regulations) that were scoped into the assessment have been covered by these. All of the SEA topics have been scoped into the SEA and are included in the table below.

Table 2.2 SEA Framework for the NCNL Management Plan

SEA objective	Assessment criteria – will the NCNL Management Plan...	SEA Topic(s)
<p>SEA Objective 1: Conserve and enhance the quality, character and distinctiveness of the Norfolk Coast National Landscape.</p>	<ul style="list-style-type: none"> ■ 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? 	<ul style="list-style-type: none"> ■ Landscape
<p>SEA Objective 2: Maintain and enhance biodiversity and geodiversity resources, including protected habitats and species; enhance ecosystem resilience, green infrastructure provision and habitat connectivity.</p>	<ul style="list-style-type: none"> ■ 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? 	<ul style="list-style-type: none"> ■ Biodiversity, flora, fauna
<p>SEA Objective 3: Protect and enhance the historic and cultural environment and assets (architectural, archaeological, social).</p>	<ul style="list-style-type: none"> ■ 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? 	<ul style="list-style-type: none"> ■ Cultural heritage, including architectural and archaeological heritage
<p>SEA Objective 4: Ensure land is used sustainably by protecting Best and Most</p>	<ul style="list-style-type: none"> ■ Protect important soil resources, including BMV agricultural land? 	<ul style="list-style-type: none"> ■ Material assets

SEA objective	Assessment criteria – will the NCNL Management Plan...	SEA Topic(s)
Versatile (BMV) agricultural land and carbon rich soil.	<ul style="list-style-type: none"> ■ Protect peatland across the NCNL from degradation and loss? ■ Support the conservation and restoration of peatland? 	<ul style="list-style-type: none"> ■ Soils
SEA Objective 5: Protect and enhance the quality of inland and coastal water environments, and the quantity and quality of water resources.	<ul style="list-style-type: none"> ■ Protect groundwater quality and water quality within the plan area's watercourses and waterbodies? ■ Ensure compliance with the Water Framework Directive? 	<ul style="list-style-type: none"> ■ 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.	<ul style="list-style-type: none"> ■ Improve air quality within the NCNL area? 	<ul style="list-style-type: none"> ■ Air ■ Climatic factors ■ Human health
SEA Objective 7: Conserve and where possible enhance tranquillity.	<ul style="list-style-type: none"> ■ 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? 	<ul style="list-style-type: none"> ■ Landscape ■ Climatic factors
SEA Objective 8: Reduce vulnerability of the environment and build resilience to the effects of climate change.	<ul style="list-style-type: none"> ■ 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? 	<ul style="list-style-type: none"> ■ Climatic factors ■ Water
SEA Objective 9: Create, maintain and enhance social and physical environments	<ul style="list-style-type: none"> ■ Support healthier lifestyles and support improvements in determinants of health? ■ Increase access to services including healthcare, open space and suitable recreational opportunities? 	<ul style="list-style-type: none"> ■ Population ■ Human health

SEA objective	Assessment criteria – will the NCNL Management Plan...	SEA Topic(s)
that encourage and support health, well-being and community safety.	<ul style="list-style-type: none"> ■ Promote access to natural environment and green space, including Public Rights of Way? 	
SEA Objective 10: Diversify and strengthen Norfolk Coast National Landscape's economy and increase the number of employment opportunities.	<ul style="list-style-type: none"> ■ Support the diversification of the local economy? 	<ul style="list-style-type: none"> ■ Human health ■ Material assets
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.	<ul style="list-style-type: none"> ■ 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? 	<ul style="list-style-type: none"> ■ 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.	<ul style="list-style-type: none"> ■ Improve the active travel network throughout the National Landscape? ■ Improve access to public transport options? 	<ul style="list-style-type: none"> ■ Population ■ Material assets ■ Climatic factors ■ Air ■ Human health

SEA Stage B: Developing and refining options and assessing effects

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

2.10 In relation to the SA report, Part 3 of the SEA Regulations 12 (2) requires that:

The report shall identify, describe and evaluate the likely significant effects on the environment of:

- implementing the plan or programme; and
- reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme.

2.11 Schedule 2 (h) of the SEA Regulations requires that the environmental report includes a description of:

An outline of the reasons for selecting the alternatives dealt with.

2.12 The SEA Regulations require that the alternative policies considered for inclusion in a plan that must be subject to SEA are 'reasonable', therefore alternatives that are not reasonable do not need to be subject to appraisal. Examples of unreasonable alternatives could include options that do not meet the objectives of the plan or national landscape policy, in addition to the NPPF.

2.13 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. 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.

2.14 Chapter 4 contains an appraisal of the goals that fall under each of the priority areas in the Management Plan 2025-30. The SEA team have provided recommendations relating to additional targets that could help to achieve certain goals.

SEA Stage C: Preparing the Strategic Environmental Assessment Report

2.15 This SEA report describes the process that has been undertaken to date in carrying out the SEA of the 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.

SEA Stage D: Consultation on the NCNL Management Plan and the SEA Report

2.16 The consultation comments received on the SEA Scoping report are summarised in **Appendix A**. This SEA Report will be published on the NCP website for 3 weeks, and any consultation comments received will be reviewed and addressed before the SEA Adoption statement is prepared.

SEA Stage E: Monitoring and implementation of the NCNL Management Plan

2.17 Monitoring of the likely environmental effects identified should be carried out after adoption of the Management Plan;

therefore, recommendations for monitoring the likely significant environmental effects of implementing the Management Plan are presented in **Chapter 5**.

Appraisal methodology

2.18 The Management Plan has been appraised against the 12 SEA objectives in the SEA framework (see **Table 2.2** earlier in this section), with scores being attributed to each assessed component to indicate its likely environmental effects on each SEA objective as follows:

Table 2.3 Key to symbols and colour coding 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

2.19 Note that where a potential positive or negative effect is uncertain, a question mark was added to the relevant score (e.g. +? or -?) and the score is colour coded as per the potential positive, negligible or negative score (e.g. green, yellow, orange, etc.).

2.20 The likely effects of each assessed component of the Management Plan need to be determined and their significance assessed, which inevitably requires a series of judgments to be made. This assessment has attempted to differentiate between the most significant effects and other more minor effects and record these through the use of the symbols shown above. The dividing line in making a decision about the significance of an effect is often quite small. Where either '++' or '--' has been used to distinguish significant effects from more minor effects (+ or -) this is because the effect of an option on the SEA objective in question is considered to be of such magnitude that it will have a noticeable and measurable effect taking into account other factors that may influence the achievement of that objective.

However, scores are relative to the scale of proposals under consideration.

Difficulties Encountered

2.21 It is a requirement of the SEA Regulations that consideration is given to any data limitations or other difficulties that are encountered during the SEA process. Difficulties and limitations that arose during the preparation of the SEA are outlined below:

- Many datasets were not available specifically for the NCNL and were only available at the County, Borough or District levels. Where this issue has occurred data for the Norfolk County wide level has been reported to try to identify trends and sustainability issues that might also be experienced within the NCNL itself.

Chapter 3

Environmental Context for the NCNL

Review of Plans, Policies and Programmes

3.1 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

3.2 Schedule 2 of the SEA Regulations requires that the Environmental Report includes:

- (a) “an outline of the...relationship (if any) with other relevant plans or programmes”; and
- (e) “the environmental protection objectives established at international, Community or Member State level, which are relevant to the plan and the way those objectives and any environmental considerations have been taken into account during its preparation.”

3.3 In order to establish a clear scope for the SEA it is necessary to review and develop an understanding of the environmental, social and economic objectives contained within international and national policies, plans and strategies that are of relevance to the Management Plan. Given the requirements of the SEA Regulations set out above, it is also necessary to consider the relationship between the Management Plan and other relevant plans, policies and programmes.

3.4 There is a wide range of relevant international and national plans, policies and programmes that shape the policy context in which the Management Plan is being prepared. They are also of relevance to the undertaking of the SEA. The full review of relevant plans, policies and programmes can be seen in **Appendix B** and the key components are summarised below.

Key international plans, policies and programmes

3.5 At the international level, former EU Directive 2001/42/EC on the assessment of the effects of certain plans and programmes on the environment (the 'SEA Directive') and Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora (the 'Habitats Directive') were transposed into the Strategic Environmental Assessment (SEA) Regulations¹ and Habitats Regulations². Following the UK's departure from the EU, these Regulations still apply and require environmental assessment processes to be undertaken in relation to the Management Plan. These processes should be undertaken iteratively and integrated into the production of the plan in order to ensure that any potential negative environmental effects (including on European-level nature conservation designations) are identified and can be mitigated.

3.6 Also, the European Landscape Convention (2002) promotes landscape protection, management and planning. The Convention is aimed at the protection, management and planning of all landscapes and raising awareness of the value of a living landscape.³

Key national plans, policies and programmes

3.7 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 Landscapes⁴, but they are still legally designated as AONBs.

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

3.9 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.

3.10 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.

3.11 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.

3.12 The 25 Year Environment Plan (25YEP) sets out the country's vision to help protect the natural world and improve human health. The Environmental Improvement Plan (EIP) 2023 (the first revision of the 25YEP) reinforced the intent of the 25YEP and set out the plan on how to improve nature through ten environmental goals. On 31 January 2024, Defra published the Protected Landscapes Targets and Outcomes Framework (PLTOF)⁵, which defines how Protected Landscapes (National Parks and National Landscapes) should contribute to three of the goals outlined in the Environmental Improvement Plan (EIP) 2023:

- Goal 1: Thriving plants and wildlife
- Goal 7: Mitigating and adapting to climate change
- Goal 10: Enhancing beauty, heritage and engagement with the natural landscape

¹ The Environmental Assessment of Plans and Programmes Regulations 2004 (SI 2004 No. 1633) as amended by The Environmental Assessments and Miscellaneous Planning (Amendment) (EU Exit) Regulations 2018 (SI 2018/1232) and The Environmental Assessment of Plans and Programmes (Amendment) Regulations 2020 (SI 2020/1531)

² The Conservation of Habitats and Species Regulations 2017 (SI No. 2017/1012), as amended by The Conservation of Habitats and Species (Amendment) (EU Exit) Regulations 2019 (SI 2019/579). TSO (The Stationery Office), London.

³ Council of Europe (2000). European Landscape Convention [pdf]. Available at: <https://rm.coe.int/1680080621>

⁴ National Landscape Association [online] Available at: National Landscapes - Welcome to National Landscapes

⁵ Defra (2024) Protected Landscapes Targets and Outcomes Framework [online] Available at: <https://www.gov.uk/government/publications/protected-landscapes-targets-and-outcomes-framework/protected-landscapes-targets-and-outcomes-framework>

3.13 Protected Landscape Partnerships will need to embed targets for their Protected Landscape area in their future Management Plans. Where possible, data supplied as part of the PLTOF was incorporated into this report.

3.14 Additionally, the Climate Change Act 2008, updated in 2019, places legally binding duties on the UK to reduce greenhouse gas emissions by 100% from 1990 levels by 2050, establishing the national commitment to net zero. This statutory framework provides an overarching context for local planning and land use management decisions seeking to address climate mitigation and resilience.

3.15 The Landscapes (Glover) Review from 2019 is also an important document for National Landscapes as it pushed for changes to the legislative framework of Protected Landscapes, their role in environmental land management schemes and the planning system. The main proposal was to bring National Parks and National Landscapes together as part of a shared National Landscapes Service (NLS) as the current system of governance is not working. Furthermore, it was noted that National Landscapes should be strengthened, with increased funding, governance reform, new shared purposes with National Parks and a greater voice on development.

Local policy context

3.16 At the sub-regional and local levels there are a wide range of plans and programmes that are specific to the Local Planning Authorities that share responsibility for the NCNL and have policies that are relevant to the National Landscape and its Management Plan.

3.17 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.

Norfolk County Council

3.18 Norfolk County Council sits above the three Local Authorities and provides overarching advice and guidance to the Local Authorities as well as NCP.

King's Lynn and West Norfolk

3.19 The current Local Plan was adopted in March 2025. The relevant policies are as follows:

- Local Plan Policy LP15 Coastal Areas sets out that the Council will seek to balance the sensitive nature of the coastal area of West Norfolk for wildlife, landscape and heritage and the national and international designations including the Norfolk Coast National Landscape, and the effects of climate change, with the need for economic and social development of the area. The policy notes

that the council will work with the Norfolk Coast Partnership to ensure protected species and habitats on the coast are protected.

- Local Plan Policy LP16 Norfolk Coast National Landscape sets out that planning permission for any proposal within the Norfolk Coast National Landscape will only be granted when it conserves and enhances the National Landscape special qualities and meets the aims of the Norfolk Coast National Landscape Management Plan.
- Local Plan Policy LP24 Renewable Energy states that proposals will be assessed based on the benefits they bring in terms of energy generated, weighed up against certain criteria including their impact on the NCNL.

Great Yarmouth

3.20 The current Local Plan is comprised of two parts:

- Core Strategy (Local Plan Part 1, adopted December 2015).
- Local Plan Part 2 (adopted December 2021).

3.21 The relevant policies are as follows:

- Local Plan Policy CS11 Enhancing the natural environment commits the Council to working with partners to protect and improve the borough's natural environment. The policy seeks to ensure that the NCNL, the Broads, and their settings are protected and enhanced.
- Local Plan Policy CS13 Protecting areas at risk of flooding or coastal change seeks to ensure a sustainable and practical approach to flood risk and coastal change and ensure development does not increase the risk of flooding elsewhere.
- Local Plan Policy E2 Relocation from Coastal Change Management Areas (CCMAs) stipulates that proposals for the replacement and relocation of development from within the CCMAs will be permitted both within and outside of Development Limits provided that the new development is of an appropriate scale, is sited safely inland, and remains accessible to the affected coastal community.

North Norfolk

3.22 The current Local Plan was adopted in December 2025. The relevant policies are as follows:

- Local Plan Policy ENV1 Norfolk Coast National Landscape & The Broads sets out that the highest degree of protection will be given to the designated landscapes and settings of the Norfolk Coast National

Landscape. Proposals should seek to further the purposes of designation and contribute positively to the conservation and enhancement of the defined key qualities of these valued landscapes.

- Local Plan Policy ENV2 Protection and Enhancement of Landscape and Settlement Character sets out that proposals should be sympathetic to the key characteristics and valued features of distinctive Landscape Types and Character Areas. Development proposals should enhance the setting and views into and from the National Landscape.
- Local Plan Policy ENV3 Heritage and Undeveloped Coast sets out that in this location, as set out on the policies map, development will only be permitted where it can be demonstrated to require a coastal location, and which will not be significantly detrimental to the open coastal character.

3.23 There are also other local sector specific plans and strategies that provide further context for the development of the Management Plan and undertaking of the SEA. These include:

- East Marine Plans (2014): prepared by the Marine Management Organisation and covers both the East Inshore area (up to 12 nautical miles) and East Offshore area (12 nautical miles to international borders). It provides a framework to guide decision makers, including local authorities and regulators, to ensure that marine development is sustainable and that potential conflicts between different marine users are effectively managed.
- Shoreline Management Plans: Shoreline Management Plans (SMP) are non-statutory documents that provide the vehicle for managing flood and erosion risk associated with coastal processes. They offer guidance to coastal engineers and managers to identify, and recommend, strategic and sustainable coastal defence policy options for particular lengths of coast, to reduce risks to people, developed areas, and natural environments. SMPs aim to define a sustainable management approach that balances interests along the shoreline over the short term (up to 2025), the medium term (2026 - 2055), and the long term (2026 to 2105). The coastline of the NCNL is covered by two SMPs: SMP5: Hunstanton to Kelling Hard⁶ and SMP6: Kelling Hard to Lowestoft⁷.
- Norfolk Local Nature Recovery Strategy (2025): focuses on highlighting and revitalising the natural habitats

across Norfolk. This includes identifying key locations and opportunities for creating or enhancing habitats for maximum environmental benefit and planning where and how habitats could be established or connected, benefiting both nature and people.

- Norfolk Economic Strategy 2024-2029: aims to support rural and coastal economies and communities.
- The Coastal Adaptation Supplementary Planning Document (September 2023): prepared in partnership by East Suffolk Council, Great Yarmouth Borough Council, North Norfolk District Council, The Broads Authority (The Broads), and the shared Coastal Partnership East team (which has now been disbanded). The document sets out the policy context for the area and provides guidance regarding the circumstances in which development may be appropriate within the CCMA across the relevant Local Authorities. The CCMA includes the coast within North Norfolk and Great Yarmouth Councils. Significant new building development of a permanent nature is unlikely to be appropriate in the CCMA apart from where there is clearly a benefit to the wider community.
- North Norfolk Abstraction Licensing Strategy (2017): sets out how water resources are managed in the North Norfolk catchment area. It also provides information about where water is available for further abstraction.
- North Norfolk Catchment Flood Management Plan (CFMP) (2008): covers the majority of the NCNL river catchment and sets out the Environment Agency's preferred plan for sustainable flood risk management over the next 50-100 years.
- The Wash and North Norfolk Coast European Marine Site Management Scheme (2000): covers a large inshore marine and inter-tidal area up to high water from Gibraltar Point on the northwestern edge of the Wash to Weybourne on the North Norfolk Coast.

Baseline information

3.24 Baseline information provides the basis for predicting and monitoring the likely environmental effects of a plan and helps to identify key environmental issues and means of dealing with them.

3.25 Schedule 2 of the SEA Regulations requires information to be provided on:

⁶ East Anglia Coastal Group [online] Available at: [SMP 5 - Hunstanton to Kelling Hard](#)

⁷ East Anglia Coastal Group [online] Available at: [SMP 6 - Kelling Hard to Lowestoft Ness](#)

(2) The Relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan.

(3) The environmental characteristics of areas likely to be significantly affected.

(4) Any existing environmental problems which are relevant to the plan including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC on the conservation of wild birds and the Habitats Directive.

3.26 The baseline information for NCNL, which was originally presented in the Scoping Report, is set out in **Appendix C**.

Key environmental issues

3.27 An up-to-date set of key environmental issues for the NCNL was identified during the Scoping stage of the SEA and was presented in the Scoping Report.

3.28 The SEA Regulations (Schedule 2) require that the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme are described. In order to address this requirement, **Table 3.1** below describes the likely evolution of each key environmental issue if the Management Plan was not to be adopted.

Table 3.1 Key sustainability issues for the NCNL and likely evolution without the NCNL Management Plan 2025-30

Key issues	Likely evolution of the issue without the new Management Plan
<p>Climate and coastline change:</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p>
<p>Sensitive biodiversity:</p> <p>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.</p>	<p>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.</p> <p>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.</p>

Key issues	Likely evolution of the issue without the new Management Plan
<p>Protected landscape and tourism:</p> <p>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.</p>	<p>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.</p>
<p>Valuable soils and peatland:</p> <p>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.</p>	<p>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.</p>
<p>Clean water and air:</p> <p>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</p>	<p>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.</p> <p>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.</p>

Key issues	Likely evolution of the issue without the new Management Plan
<p>physical modification. Although restoration projects are underway, pressures remain substantial.</p> <p>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.</p>	
<p>Flood risk and coastal change:</p> <p>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.</p>	<p>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.</p>
<p>Tranquillity and dark skies:</p> <p>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.</p>	<p>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.</p> <p>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.</p>
<p>Historic environment:</p> <p>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</p>	<p>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,</p>

Key issues	Likely evolution of the issue without the new Management Plan
<p>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.</p>	<p>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.</p>
<p>Housing need and holiday homes:</p> <p>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.</p>	<p>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.</p>
<p>Ageing population:</p> <p>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</p>	<p>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.</p>

Key issues	Likely evolution of the issue without the new Management Plan
<p>and facilities as well as the health and wellbeing and economic activity of the local population.</p>	
<p>Deprivation and health:</p> <p>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.</p>	<p>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.</p>
<p>Employment:</p> <p>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.</p>	<p>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.</p>

Chapter 4

SEA Findings for the Management Plan 2025-30

4.1 This chapter presents the SEA findings for the Management Plan 2025-30, particularly its significant effects. The Management Plan builds upon the previous NCNL Management Plan 2019-24.

4.2 The Management Plan consists of a Vision and Mission which then feed into four priority areas:

- Nature recovery
- Climate adaptation and mitigation
- Sustainable development, including planning, tourism, dark skies and heritage
- Local communities, including businesses.

4.3 Under each priority area there are a number of goals and targets.

4.4 **Table 4.1** summarises the likely effects of the Management Plan’s Vision and Mission against the SEA Framework. **Table 4.2** then summarises the likely effects of the priority areas and the goals that fall under each. Justification for the effects identified is provided below each table.

Table 4.1 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

Vision

4.5 The vision for the Norfolk Coast National Landscape Management Plan sets out a long-term ambition for the

Norfolk Coast National Landscape to 2030. The vision is as follows:

“Thriving nature and vibrant communities existing in harmony.”

4.6 Given the high-level nature of the vision, approximately half of the effects recorded are positive, while the remaining effects are negligible. No significant effects are expected. All the effects of the vision are subject to some uncertainty given that their achievement will depend on the details of the Management Plan goals (which have been appraised separately, see Table 4.2 below).

4.7 The vision sets out a general ambition for nature and vibrant communities to thrive and exist in harmony within the Norfolk Coast, and therefore minor positive effects are expected in relation to **SEA objectives 1: Landscape, 2: Biodiversity and geodiversity, 7: Tranquillity, 9: Health and wellbeing, 10: Economy and 11: Equality and social inclusion.**

4.8 Due to the fact that they are not specifically mentioned or indirectly affected, the vision's contribution to the achievement of the following objectives is likely to be negligible: **SEA objectives 3: Historic environment, 4: Land and soils, 5: Water, 6: Air quality, 8: Climate change, and 12: Sustainable transport.**

Mission

4.9 The mission for the Management Plan is as follows:

“Protect, restore and enhance nature while empowering communities through active collaboration, sustainable practices and shared stewardship of the Norfolk Coast.”

4.10 The mission defines the purpose and strategic approach of the Management Plan. As the mission seeks to protect, restore and enhance nature, significant positive effects are expected in relation to **SEA objective 2: Biodiversity and geodiversity.** Minor positive effects are expected in relation to **SEA objectives 1: Landscape, 6: Air quality and 8: Climate change,** as the protection, restoration and enhancement of nature is likely to improve landscape quality, and help to improve air quality through increased carbon sequestration and the natural filtration of pollutants, as well as support the resilience of ecosystems and communities to the effects of climate change.

4.11 The mission seeks to empower communities through active collaboration, sustainable practices, and the shared stewardship of the Norfolk Coast. This is expected to have significant positive effects in relation to **SEA objective 11: Equality and social inclusion** by ensuring that communities can participate in decision-making in relation to the management of the Norfolk Coast. The mission is also expected to have minor positive effects against **SEA objective 9: Health and wellbeing** as the protection, restoration and enhancement of nature can improve health and wellbeing and promote healthier lifestyles for local communities by providing access to high-quality green

spaces. Additionally, empowering communities through shared stewardship of the Norfolk Coast is likely to foster social cohesion, which supports improved mental and physical health.

4.12 As with the vision, the mission does not specifically mention and therefore is likely to have a negligible effect on the following objectives: **SEA objectives 3: Historic environment, 4: Land and soils, 5: Water, 7: Tranquillity, 10: Economy, and 12: Sustainable transport.**

Table 4.2 Summary of SEA effects for the Priority Areas

SEA Objectives / Priority Areas	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
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												
Goal 5: Mitigating and adapting to climate change (PLTOF)	+	++	0	++	0	+	0	++	0	0	0	0
Goal 6: Reduce emissions from transport, agricultural	0	0	0	+	0	+	+	++	+	0	0	++

SEA Objectives / Priority Areas	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
practices and the built environment												
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 developments on landscape character and heritage features	+	0	+	0	0	0	0	0	0	0	0	0
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

SEA Objectives / Priority Areas	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 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												
Goal 15: Empower communities to actively care for the National Landscape	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

4.13 The Management Plan is based around four priority areas: nature recovery, climate adaptation and mitigation, sustainable development and local communities which are further broken down into 17 Goals and 62 specific Targets. These priority areas have been informed by, and align with, national and local legislation, policy, plans and guidance. **Table 4.2** above presents the summary of SEA effects identified.

4.14 Under each priority area, the effects of each goal are summarised.

Nature Recovery

4.15 This priority area has four goals which are assessed below.

Goal 1: Thriving plants and wildlife (Protected Landscapes Targets and Outcomes Framework (PLTOF))

4.16 Goal 1 (includes Targets 1-5) aims to restore, create and manage wildlife-rich habitats. The targets include restoring or creating at least 1,300 hectares of habitat, bringing over half of Sites of Special Scientific Interest (SSSIs) into favourable condition by 2030, and maintaining existing priority habitats and expanding priority habitats through agri-environmental schemes by 2030. As such, Goal 1 is expected to have significant positive effects in relation to **SEA objective 2: Biodiversity and geodiversity**, by enhancing and expanding wildlife-rich and locally distinctive habitats, supporting species diversity, and improving the condition of SSSIs.

4.17 Minor positive effects are expected for Goal 1 against **SEA objective 1: Landscape** as the goal seeks to ensure that at least 65-80% of land managers adopt nature-friendly farming on at least 10-15% of their land by 2030. Encouraging the widespread adoption of nature-friendly farming practices will help to improve local landscape quality of the NCNL. Minor positive effects are also expected against **SEA objective 4: Land and soils** as nature-friendly farming practices will help to improve soil quality and health.

4.18 Goal 1 will also help to strengthen the natural environment, which contributes to climate change adaptation through carbon sequestration, natural filtration of pollutants, flood alleviation and slowing coastal erosion. Minor positive effects are therefore expected against **SEA objectives 6: Air quality** and **8: Climate change**.

4.19 The provision of more wildlife-rich habitats and the appropriate management of such habitats to support their continued favourable condition is likely to have minor positive effects in relation to **SEA objective 9: Health and wellbeing** by ensuring that communities can access high-quality green space which could encourage physical activity, promote wellbeing and a connection with nature.

Goal 2: Assess and enhance management of designated sites, priority habitats and species

4.20 Goal 2 (includes Targets 6-17) encourages the restoration, protection, and enhancement of County Wildlife Sites (CWS) as well as habitats and species within the NCNL. Specifically, the goal seeks to support up-to-date ecological condition assessments for and efforts to improve the condition of all County Wildlife Sites within the National Landscape by 2030. The goal also seeks to restore and enhance key habitats such as chalk-fed rivers and freshwater and saline wetland. Goal 2 also supports opportunities to strengthen habitat connectivity across the landscape, including nature recovery along walking and cycling routes and within other green and open spaces. As such, Goal 2 is expected to have significant positive effects in relation to **SEA objective 2: Biodiversity and geodiversity**. Significant positive effects are also expected against **SEA objective 5: Water** as the targets will help to improve water quality and support the function of wetland habitats.

4.21 The goal supports an increase in tree cover outside of woodlands and promotes woodland creation at appropriate scales and in suitable locations. This is likely to have minor positive effects against **SEA objective 1: Landscape** by enhancing the landscape character of the National Landscape.

4.22 Goal 2 supports increased awareness, understanding, and adoption of nature-based solutions among landowners and land managers. This is likely to support healthier soils in agricultural systems, and therefore minor positive effects are expected in relation to **SEA objective 4: Land and soils**.

4.23 Minor positive effects are also expected in relation to **SEA objectives 6: Air quality** and **8: Climate change** as support for increased tree cover and the promotion of woodland creation will support improved air quality through the absorption and filtration of air pollutants. Additionally, expanded tree cover and woodland creation will contribute to climate change adaptation by enhancing ecosystem resilience, supporting carbon storage, and helping to alleviate risks associated with climate change, such as biodiversity loss and increased temperatures and drought.

4.24 An increase in biodiversity, including within CWSs, woodlands, and nature along walking and cycling routes and within other green and open spaces, as detailed by the targets contained in Goal 2, is expected to have minor positive effects against **SEA objective 9: Health and wellbeing**. This is due to increased opportunities for recreation and connection with nature, which will support physical health and wellbeing.

Goal 3: Strengthen partnership working to deliver better outcomes for nature

4.25 Goal 3 (includes Targets 18 and 19) promotes the identification and delivery of opportunities to secure new funding and create green jobs through Local Nature Recovery Strategies (LNRS), Biodiversity Net Gain (BNG), and green finance. These approaches will support the diversification and resilience of the NCNL's local economy by encouraging new investment and diverse business models focused on nature recovery and sustainable growth. As such, significant positive effects are expected in relation to **SEA objective 10: Economy**.

4.26 Minor positive effects are also expected against **SEA objective 2: Biodiversity and geodiversity**, as the creation of green jobs and securing of funding for nature recovery will help to deliver conservation, enhancement, and long-term management of habitats and species within the NCNL. Additionally, the goal seeks to enhance coordination of nature recovery activities among organisations across the National Landscape, which will help strengthen collaboration towards shared objectives and maximise positive outcomes for biodiversity.

Goal 4: Increase nature recovery engagement opportunities

4.27 Goal 4 (Targets 20 and 21) seeks to expand opportunities for local communities to engage in nature recovery initiatives by reaching wider, non-specialist audiences through accessible communications, campaigns and outreach activities. The goal also focuses on supporting and developing community-led nature recovery initiatives that empower local people to take action for nature in their communities. As such, significant positive effects are expected in relation to **SEA objective 11: Equality and social inclusion** as lowering barriers to participation and supporting community-led nature recovery initiatives will help engage a diverse range of people with nature recovery. Minor positive effects are also expected against **SEA objective 2: Biodiversity and geodiversity** as the goal will help to provide nature recovery through community-led initiatives, which will help to restore biodiversity.

Climate adaptation and mitigation

4.28 This priority area has three goals which are assessed below.

Goal 5: Mitigating and adapting to climate change (PLTOF)

4.29 Goal 5 (includes Targets 22-24) provides key targets to mitigate and adapt to climate change in the NCNL. This includes restoring approximately 290 hectares of peatland by

2050 and increasing tree canopy and woodland cover by 450 hectares. Peatlands and woodlands support a rich and unique range of habitats and species, and increased planting and restoration will provide additional habitats for local wildlife. Therefore, significant positive effects are expected in relation to **SEA objective 2: Biodiversity and geodiversity**. Minor positive effects are expected against **SEA objective 1: Landscape** as peatland restoration and woodland expansion will help to enhance the landscape character and overall visual quality of the NCNL.

4.30 The goal's support for peatland restoration in the NCNL will help to protect its carbon rich soil, and therefore significant positive effects are expected against **SEA objective 4: Land and soils**.

4.31 The goal also seeks to reduce net greenhouse gas emissions to net zero by 2050. The substantial restoration of peatland in the National Landscape will help to enhance climate resilience and carbon sequestration, as peatlands function as natural carbon sinks. Additionally, an expansion of tree canopy and woodland cover will also help to enhance the NCNL's carbon sequestration and storage capabilities and help to alleviate risks associated with climate change such as increased temperatures, drought and flooding. As such, significant positive effects are expected in relation to **SEA objective 8: Climate change**. Minor positive effects are expected against **SEA objective 6: Air quality** as restored peatland and woodland ecosystems will help to filter out air pollutants, which will help to improve air quality in the NCNL.

Goal 6: Reduce emissions from transport, agricultural practices and the built environment

4.32 Goal 6 (includes Targets 25-32) sets out measures to reduce carbon emissions by supporting and promoting public transport use and improved active travel infrastructure. It encourages local authorities, partner organisations, and developers to design and enhance walking, cycling and wider green infrastructure networks. In addition, the goal supports the expansion of electric bike hire schemes, alongside the provision of charging points and secure storage facilities, to enable more people to choose low-emission travel options. By reducing reliance on the private car, the goal will help to lower greenhouse gas emissions and air pollution, while improving access to active travel and public transport networks. Significant positive effects are therefore expected in relation to **SEA objectives 8: Climate change** and **12: Sustainable transport**, with minor positive effects expected in relation to **SEA objective 6: Air quality**. The goal also encourages sustainable construction methods and low carbon design in new developments, which will help to reduce the carbon footprint of new development, further reinforcing the positive effects of the goal against **SEA objective 8**.

4.33 The goal supports the transition to sustainable and regenerative agricultural systems, which is expected to have minor positive effects in relation to **SEA objective 4: Land and soils** by supporting healthier soils.

4.34 The goal promotes the minimisation of artificial lighting in new developments where appropriate, alongside encouraging homes and businesses to switch off non-essential lighting when not in use. These measures will help to reduce energy consumption and light pollution which will contribute to the conservation of dark skies and tranquillity within the NCNL, and therefore minor positive effects are expected against **SEA objective 7: Tranquillity**.

4.35 Support for enhanced walking, cycling and wider green infrastructure networks is expected to have minor positive effects in relation to **SEA objective 9: Health and wellbeing** as increasing the potential for residents to make use of active modes of transport is likely to benefit their mental and physical health.

Goal 7: Support people and places to adapt to climate change and build sustainable, resilient communities

4.36 Goal 7 (includes Targets 33-36) plans for climate resilience through the development and implementation of a Climate Adaptation Management Plan by 2028. Alongside the Plan, the goal sets out that actions that reduce emissions and improve sustainability will be promoted through public engagement events and communication campaigns. Therefore, significant positive effects are expected against **SEA objective 8: Climate change**. Significant positive effects are also expected in relation to **SEA11: Equality and social inclusion** as increasing public engagement through events and communication campaigns is likely to empower communities to get involved in climate adaptation projects building climate resilience.

4.37 The goal also seeks to promote sustainable production, consumption and disposal practices. This includes through partnering with businesses to promote sustainable production, consumption, and disposal practices and providing segregated waste and recycling facilities at popular visitor locations. Minor positive effects are expected against **SEA objective 4: Land and soils** as sustainable practices are likely to indirectly help to protect soil resources.

Sustainable development

4.38 This priority area has four components (Planning, Tourism, Dark Skies and Heritage) which are assessed below.

Planning

Goal 8: Reduce the impacts of development on habitats and species

4.39 Goal 8 (includes Targets 37-39) encourages Local Authorities and developers to incorporate nature-based solutions, green infrastructure, climate-adaptive design and nature-friendly planting in all developments. The goal also encourages developers to choose scheme designs and lighting options that protect and enhance the quality of dark skies within NCNL, which will help to minimise light pollution. These targets will help to conserve and enhance the key characteristics of the NCNL, including its openness, tranquillity and dark skies. The integration of green infrastructure and nature-friendly planting will help to enhance biodiversity. Minor positive effects are therefore expected in relation to **SEA objectives 1: Landscape, 2: Biodiversity and geodiversity and 7: Tranquillity**.

4.40 The goal promotes climate-adaptive design in all developments. This is likely to have minor positive effects against **SEA objective 8: Climate change** by ensuring that new development is resilient to the effects of climate change.

Goal 9: Reduce the impacts of developments on landscape character and heritage features

4.41 Goal 9 (includes Target 40) seeks to encourage developers to adopt design approaches that protect, enhance and complement local landscape character. This will help to maintain and enhance the distinctives of the landscape and encourage high-quality design in respect of local character. The goal also stipulates that design approaches should conserve heritage assets and features of historic importance. Therefore, minor positive effects are expected in relation to **SEA objectives 1: Landscape and 3: Historic environment**.

Tourism

Goal 10: Increase the sustainability of the visitor economy for the benefit of the environment and host communities

4.42 Goal 10 (includes Targets 41-44) supports a coordinated approach to visitor management in the NCNL. The goal stipulates that a coordinated, coast-wide approach to visitor management that safeguards sensitive habitats and species is needed and the Limits of Acceptable Change (LAC) framework should be applied. The goal also promotes sustainable tourism that minimises disturbance to wildlife and habitats. As such, minor positive effects are expected against **SEA objective 2: Biodiversity and geodiversity**.

4.43 The goal promotes sustainable tourism by encouraging low-impact, off-season experiences that support local businesses and make use of existing infrastructure and visitor

hubs. The use of existing infrastructure is an efficient use of land which will help to avoid soil disturbance associated with new infrastructure. Therefore, minor positive effects are expected in relation to **SEA objective 4: Land and soil**.

4.44 The goal seeks to enhance pre-visit information to highlight low-carbon travel including walking and cycling routes and public transport connections. Minor positive effects are expected in relation to **SEA objectives 6: Air quality, 8: Climate change and 12: Sustainable transport** as encouraging visitors to choose sustainable and active modes of transport will likely help to reduce reliance on the private car when accessing the NCNL. Additionally, reduced private car use would contribute to lower greenhouse gas emissions, in addition to a reduction in air pollution.

4.45 Minor positive effects are also expected in relation to **SEA objective 9: Health and wellbeing** as increasing awareness of public transport links and active travel such as walking and cycling routes throughout the NCNL, will allow for a wider range of people to travel, thereby improving the health and wellbeing of visitors and residents.

4.46 As the goal promotes sustainable tourism by encouraging low-impact, off-season experiences that support local businesses, minor positive effects are expected in relation to **SEA objective 10: Economy**, as this will help to maintain and support local businesses in the NCNL throughout the year.

Goal 11: Improve visitor engagement with protected landscapes

4.47 Goal 11 (includes Targets 45-49) seeks to improve visitor engagement with the NCNL. This includes with diverse audiences, including people from the global majority, different socio-economic backgrounds, and those with varied access, mobility or communication needs. The goal also promotes enhanced pre-visit communications to help visitors feel welcome, informed, and motivated to care for and respect the environment before they arrive at the National Landscape. This will help to remove barriers to access and encourage participation with the NCNL. As such, significant positive effects are expected in relation to **SEA objective 11: Equality and social inclusion**.

4.48 The goal seeks to monitor and evaluate visitor numbers to the National Landscape, assessing their environmental and social impacts to inform adaptive management. This is likely to have minor positive effects in relation to **SEA objectives 1: Landscape and 2: Biodiversity and geodiversity** as the information collected could ensure that tourism remains sustainable thereby minimising pressures on sensitive habitats, which will also help to safeguard the distinctive character of the National Landscape.

Dark skies

Goal 12: Increase knowledge, appreciation and engagement with dark skies

4.49 Goal 12 (includes Targets 50-53) supports the protection and enhancement of the NCNL's dark skies. Specifically, the goal seeks to support and promote community-led dark skies initiatives that help to reduce light pollution and protect nocturnal environments. The goal also seeks to identify new certification opportunities and sites for dark sky protection, while maintaining existing locations in excellent condition. Dark skies are a defining characteristic of the NCNL and an important contributor to tranquillity. As such, by promoting new sites for protection, dark skies initiatives, and protection of existing sites, the goal is expected to have significant positive effects in relation to **SEA objective 7: Tranquillity**. A sense of tranquillity contributes to landscape value and identity; therefore, minor positive effects are expected against **SEA objective 1: Landscape**.

4.50 Dark skies play a vital role in supporting the feeding, migration, and breeding behaviours of nocturnal wildlife. The goal seeks to support and promote dark skies conservation, which will help to protect biodiversity by reducing the impacts of light pollution on nocturnal wildlife. As such, minor positive effects are expected against **SEA objective 2: Biodiversity and geodiversity**.

4.51 The goal seeks to support and promote community-led dark skies initiatives. The goal also seeks to raise awareness of dark skies and their value through events and activities for all audiences. As such, minor positive effects are expected against **SEA objective 9: Health and wellbeing**. This is because dark skies improve health and wellbeing by helping to regulate sleep patterns which supports mental health and reduces stress. Minor positive effects are also expected in relation to **SEA objective 11: Equality and social inclusion** as this goal will help to support inclusive access to dark skies engagement and education.

Heritage

Goal 13: Enhancing heritage and engagement with the natural environment (PLTOF)

4.52 Goal 13 (includes Targets 54 & 55) sets targets in relation to heritage conservation and inclusive access. Specifically, the goal seeks to decrease the number of nationally designated heritage assets at risk in Protected Landscapes. This will help to conserve and enhance the historic environment, and therefore, the goal is expected to have significant positive effects in relation to **SEA objective 3: Historic environment**

4.53 The goal also seeks to improve and promote accessibility to and engagement with Protected Landscapes for all using existing metrics in the NCNL's Access for All programme. This is likely to improve access for all to Protected Landscapes, providing equal access to the National Landscape and tackling social exclusion. Minor positive effects are therefore expected against **SEA objective 11: Equality and social inclusion**.

Goal 14: Increase appreciation and stewardship of local heritage

4.54 Goal 14 (includes Target 56) seeks to support initiatives that encourage people to value, engage with, and help conserve heritage assets. This is likely to have minor positive effects in relation to **SEA objective 3: Historic environment** by increasing awareness and supporting the protection and conservation of heritage assets.

4.55 Minor positive effects are also expected against **SEA objective 11: Equality and social inclusion** as supporting local heritage conservation initiatives will likely encourage stewardship of local heritage in the NCNL.

Local communities

4.56 This priority area has two goals which are assessed below.

Goal 15: Empower communities to actively care for the National Landscape

4.57 Goal 15 (includes Targets 57-60) supports local businesses through the provision of training and resources that focus on adopting environmentally sustainable practices. The goal also promotes locally made products and circular economy initiatives through collaboration with local makers and producers. As such, minor positive effects are expected in relation to **SEA objective 10: Economy** by supporting sustainable economic growth in the NCNL.

4.58 Minor positive effects are expected against **SEA objective 3: Historic environment** as the goal seeks to celebrate and promote local culture, heritage, and produce in ways that contribute to environmental sustainability and community pride.

4.59 The goal also aims to create opportunities for communities to actively participate in caring for the landscape through hands-on experiences that foster ownership, connection and stewardship. Minor positive effects are therefore expected in relation to **SEA objective 11: Equality and social inclusion** as this will encourage participation from all groups in the community to be involved in landscape management.

Goal 16: Support the health and wellbeing of local communities through connection with nature

4.60 Goal 16 (includes Targets 61-63) seeks to promote community engagement with nature to enhance physical and mental health. As the overarching aim of the goal is to promote health and wellbeing, significant positive effects are expected in relation to **SEA objective 9: Health and wellbeing**. The goal supports initiatives that encourage participation in nature-based activities and seeks to expand green social prescribing within local communities, which will help to enhance wellbeing through connection with nature, support mental and physical health, and reduce social isolation.

4.61 The goal also seeks to deliver at least 50 events by 2030 that promote positive health and wellbeing through meaningful interaction with the natural environment. Alongside promoting improved health outcomes by promoting access to green spaces, minor positive effects are also expected in relation to **SEA objective 11: Equality and social inclusion** as this will encourage social interaction across diverse community groups, foster community cohesion, and promote community empowerment.

Recommendations

4.62 The following recommendations have been identified:

- 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.

Cumulative Effects

Cumulative effects of the Management Plan as a whole

4.63 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

4.64 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.

Chapter 5

Monitoring

5.1 The SEA Regulations require that *'the responsible authority shall monitor the significant environmental effects of the implementation of each plan or programme with the purpose of identifying unforeseen adverse effects at an early stage and being able to undertake appropriate remedial action'* and that the environmental report should provide information on *'a description of the measures envisaged concerning monitoring'*. Monitoring proposals should be designed to provide information that can be used to highlight specific issues and significant effects, and which could help decision-making.

5.2 Monitoring should be focused on the significant environmental effects that may give rise to irreversible damage (with a view to identifying trends before such damage is caused) and the significant effects where there is uncertainty in the SEA and where monitoring would enable preventative or mitigation measures to be taken. Given that no adverse effects (minor or significant) have been identified for the Management Plan, it is not necessary to establish a monitoring framework within this SEA specifically for monitoring environmental effects of the Management Plan.

5.3 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.

5.4 The data used for monitoring in many cases will be provided by outside bodies. Information collected by other organisations (e.g. Natural England) can also be used as a source of indicators. It is therefore recommended that NCP continues the dialogue with statutory environmental consultees and other stakeholders that has already been commenced and works with them to agree the relevant environmental effects to be monitored and to obtain information that is appropriate, up to date and reliable.

Chapter 6

Conclusions

6.1 This SEA Report has been prepared to accompany the Norfolk Coast National Landscape Management Plan 2025-30. The SEA has sought to identify significant effects emerging from the Management Plan and maximise significant positive effects where they have been identified. The SEA findings are recorded in this report in line with the SEA Regulations.

6.2 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

6.3 This SEA report will be published by NCP alongside the final Management Plan once it has been adopted by the NCP. Comments will be invited from the statutory environmental bodies and the public, and addressed, if necessary, before preparation of the SEA Adoption Statement.

LUC
March 2026

Appendix A

Consultation Responses to the SEA Scoping Report

A.1 Table A.1 sets out a summary of consultation comments received on the SEA Scoping Report and the SEA team responses, which explain how the comments have been addressed in this SEA Report.

Table A.1 Summary of consultation comments received on SEA Scoping Report

Statutory Consultee	Summary of Comments	Response
Historic England	<p>Chapter 2 Review of Plans, Policies and Programmes</p> <p>The report should include the East Marine Plans (2014). These form part of the statutory development plan for the area and were prepared by the Marine Management Organisation (MMO) and cover both the East Inshore area (up to 12 nautical miles) and East Offshore area (12 nautical miles to international borders). They provide a framework to guide decision makers, including local authorities and regulators, to ensure that marine development is sustainable and that potential conflicts between different marine users are effectively managed. Given the Geography of the Norfolk Coast and the influence of marine activities on the character of the coastal landscape, the East Marine Plans may be relevant to the preparation of the Norfolk Coast Landscape Management Plan and should therefore be referenced within Chapter 2.</p> <p>Chapter 3 Baseline Information</p> <p>Historic England generally considers that Chapter 3 has identified most of the relevant baseline information. However, while the non-statutory designation of the North Norfolk Heritage Coast is noted, the report omits the Deep History Coast. This 22-mile stretch of coastline between Weybourne and Cart Gap contains some of Europe’s most significant archaeological discoveries, including the 850,000-year-old human footprints at Happisburgh and the remains of the oldest and largest fossilised mammoth skeleton discovered in the UK (the West Runton Elephant). Although the Deep History Coast is a non-statutory designation, it is nonetheless relevant to the Norfolk Coast Landscape Management Plan and should therefore be referenced within Chapter 3.</p> <p>Chapter 4 Key Sustainability Issues</p>	<p>Noted.</p> <p>Reference is now made to the East Marine Plans (2014) in the local policy context section of Chapter 3 of this SEA Report.</p> <p>Reference is now made to the Deep History Coast within the Baseline information section of this SEA Report which is included in Appendix C.</p> <p>Reference to the impacts of climate change on the historic environment has now been included in the key sustainability issues section of this SEA Report, specifically in Table 3.1.</p>

Statutory Consultee	Summary of Comments	Response
	<p>Historic England agrees that Chapter 4 identifies most of the key sustainability issues relevant to the Norfolk Coast National Landscape and the historic environment. However, the chapter should also acknowledge the potential issues arising from climate change. This includes direct impacts such as increased coastal erosion and flooding, which can lead to the damage or loss of heritage assets, and indirect impacts from climate change mitigation and adaptation measures, such as renewable energy infrastructure or coastal and flood defence schemes, which may affect heritage assets and their settings.</p> <p>Recognising the relationship between climate change and the historic environment is important to ensure that the full range of sustainability issues is appropriately reflected in the report.</p> <p>Conclusion</p> <p>Finally, Historic England wish to stress that this opinion is based on the information provided by the Council in its consultation. To avoid any doubt, this does not affect our obligation to provide further advice and, if necessary, object to specific proposals that may subsequently arise, where Historic England considers that they would have an adverse effect on the historic environment.</p>	
Environment Agency	<p>Chapter 2</p> <p>Section 2.22 – CPE has now been disbanded, and the management of coastal frontages is now overseen by separate local authorities.</p> <p>Nationally, the Environment Agency has published the National Flood and Coastal Erosion Risk Management strategy as a statutory duty placed upon them by the Flood and Water Management Act 2010. This strategy describes what needs to be done by all risk management authorities (RMAs) involved in flood and coastal erosion risk management for the benefit of people and places.</p> <p>Shoreline Management Plans could also be mentioned in Local Policy Context.</p> <p>Chapter 3</p> <p>The National Network of Regional Coastal Monitoring Programmes (NNRCMP) website has additional information on the nature of coastal change within this region.</p> <p>Overall, the scope is appropriately presented and in conformity with legislation and guidance. The SEA Framework also appears appropriate.</p>	<p>Noted.</p> <p>Reference to the Coastal Adaptation SPD is still relevant, but a note has been included within paragraph 3.23 stating that the Coastal Partnership East (CPE) Team has now been disbanded.</p> <p>Reference to the National Flood and Coastal Erosion Risk Management Strategy has been added to Table B.1 in Appendix B.</p> <p>Reference to the relevant Shoreline Management Plans have been added to the local policy context of this SEA report in Chapter 3.</p> <p>Reference to the National Network of Regional Coastal Monitoring Programmes has been added to the baseline information section in Appendix C.</p>

Appendix B

Review of International and National Plans, Policies and Programmes

B.1 Table B.1 below sets out the relevant international and national plans, policies and programmes.

Table B.1: Review of plans, policies and programmes relevant to the preparation of the NCNL Management Plan and the SEA

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
International		
COP28 Declaration on Climate, Relief, Recovery and Peace (2023)	An international agreement committing to enhanced financial support for climate adaptation and resilience, understanding and improving good practice and programming, and strengthening coordination, collaboration and partnerships.	Support the reduction of greenhouse gas emissions.
Convention on Biological Diversity (2022) (COP)	The COP adopted the “Kunming-Montreal Global Biodiversity Framework” (GBF), including four goals for achievement by 2050 and 23 targets for achievement by 2030. The GBF sets out a global vision of a world living in harmony with nature.	Consider the enhancement of the natural environment.
IPCC’s Sixth Assessment Report on Climate Change (2022)	To limit and/or reduce all greenhouse gas emissions which contribute to climate change.	Support the reduction of greenhouse gas emissions.
UN Paris Climate Change Agreement (2015)	International agreement to keep global temperature rise this century well below 2 degrees Celsius above pre-industrial levels.	Consider climate change.
United Nations Declaration on Forests (New York Declaration) (2014)	International commitment to cut natural forest loss by 2020 and end loss by 2030.	Consider protecting forest habitats.
European Landscape Convention (2002)	Promotes landscape protection, management and planning. The Convention is aimed at the protection, management and planning of all landscapes and raising awareness of the value of a living landscape.	Consider the enhancement of landscapes.
Johannesburg Declaration on Sustainable Development (2002)	Commitment to building a humane, equitable and caring global society aware of the need for human dignity for all. It also encourages renewable energy and energy efficiency and the shift towards sustainable consumption and production.	Consider the enhancement of the natural environment.
Aarhus Convention (1998)	Established a number of rights of the public with regard to the environment. Local authorities should provide for: <ul style="list-style-type: none"> ■ The right of everyone to receive environmental information. ■ The right to participate from an early stage in environmental decision making. ■ The right to challenge in a court of law public decisions that have been made without respecting the two rights above or environmental law in general. 	Ensure that public are involved and consulted at all relevant stages of SEA production. <i>Relates to the overall SEA process.</i>

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
International Convention on Biological Diversity (1992)	International commitment to biodiversity conservation through national strategies and action plans.	Consider protecting and enhancing biodiversity.
National		
National Planning Policy Framework (2025)	<p>Three objectives that feed into achieving sustainable development, through interdependent, but mutually supportive ways, include:</p> <ul style="list-style-type: none"> ■ “an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure; ■ a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and ■ an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.” 	SEA should be an integral part of the plan preparation process and should consider all the likely significant effects on the environment, economic and social factors.
Environmental Improvement Plan (2025)	The Environmental Improvement Plan is a long-term delivery plan made up of five inter-related chapters setting out 10 goals, commitments and actions in relation to the natural environment. The plan sets out how they will work with landowners, communities and businesses to deliver each goal for improving the environment, matched with interim targets to measure progress. Taking these actions will help to restore nature, reduce environmental pollution, and increase the prosperity of the country. The overarching goal of the Plan is achieving “restored nature”, including progress towards the commitment to protect 30% of UK land and sea for nature by 2030, alongside improving the condition and resilience of nature assets.	To ensure that the requirements of the Strategy are embedded within the SEA framework.
Clean Energy Industries Sector Plan (2025)	The plan is the UK government’s strategic initiative, under the Modern Industrial Strategy, to position the nation as a global leader in frontier clean energy technologies by 2035. The plan sets out an ambition to double investment across key clean energy industries, such as wind (onshore, offshore, floating), nuclear fission, fusion, hydrogen, carbon capture, usage and storage (CCUS), greenhouse gas removals, and heat pumps, to over £30 billion per year, while continuing to support other vital technologies like solar, long-duration energy storage and bioenergy. It aims to catalyse private sector engagement by deploying targeted public investment, including more than £8.3 billion through Great British Energy and Great British Energy-Nuclear up to 2029 and a Clean Energy Supply Chain Fund, and by reducing barriers to investment, thereby providing industry certainty and encouraging deployment and innovation.	Consider renewable energy opportunities.
Healthy Homes —a foundation for healthier and resilient communities (2025)	Sets out core specification and good practice guidance to help support the delivery of healthier living environments. The guidance also covers neurodiversity, and the adoption of an ‘age-friendly’ design approach that supports residents and households to live independently throughout the different stages of their life. Beyond individual wellbeing, Healthy Homes support sustainability and affordability, helping to lower energy costs and reduce carbon emissions.	To ensure that the SEA promotes health and wellbeing.
Clean Power 2030 Action Plan (2024)	The plan sets out a pathway to a clean power system by 2030, outlining what the Government will do to support and accelerate delivery of the new infrastructure. It seeks to address the following challenges:	Consider energy efficiency.

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
	<ul style="list-style-type: none"> ■ To maintain a secure and affordable energy supply in an increasingly unstable world. ■ To create new industries and investments around the country. ■ To protect the environment we live in from the most damaging effects of climate change. 	
The 2023 Environmental Improvement Plan	The first major revision of the 25 Year Environment Plan which includes the goal of investing in a new national landscapes partnership for National Parks, National Landscapes and National Trails.	Consider landscape, biodiversity, climate mitigation and human health.
National Adaptation Programme and the Fourth Strategy for Climate Adaptation Reporting (2023)	<p>The programme sets out a series of actions for the following sectors over a 5-year period:</p> <ul style="list-style-type: none"> ■ Infrastructure - new commitments on resilience standards, investment in water quality and a new transport adaptation strategy ■ Nature environment - Local Nature Recovery Strategies, incorporate climate change adaptation into the design of Environmental Land Management schemes and Nature Recovery Projects ■ Health, communities and the built environment - investment in flood and coastal erosion schemes, Adverse Weather & Health Plan, update the National Planning Policy Framework to support both adaptation and mitigation efforts and provide local climate projections ■ Business and industry - Green Finance Strategy 2023, new strategy on supply chains and imports and survey business readiness for climate impacts. ■ International impacts – the government will adapt and build resilience in vulnerable communities to climate related disasters and continue to drive international action and consensus in negotiations on climate adaptation. 	Consider energy efficiency and climate mitigation.
Energy Security Plan (2023)	<p>Sets out the steps that the government is taking to improve the UK's energy system resilience, particularly in the current geopolitical context. Key commitments include:</p> <ul style="list-style-type: none"> ■ Looking at the role gas storage and other sources of flexibility can play in gas security. ■ Delivery of energy efficiency upgrades through the Great British Insulation Scheme. ■ Extension of the Boiler Upgrade Scheme to 2028. ■ Setting up Great British Nuclear to lead delivery of the new nuclear programme. ■ Launching a competitive process to select the best Small Modular Reactor technologies. ■ Launching the Floating Offshore Wind Manufacturing Investment Scheme, to provide up to £160 million investment in port infrastructure projects. ■ Publishing action plans on reducing the development time for transmission network projects and on accelerating electricity network connections. ■ Announcing the Track-1 negotiation project list of carbon capture usage and storage (CCUS) projects; launching a process to expand Track-1 clusters; and establishing two further (Track-2) CCUS clusters. 	Consider energy efficiency.

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
	<ul style="list-style-type: none"> ■ Announcing a shortlist of projects for the first electrolytic hydrogen production allocation round. ■ Announcing successful applicants of the first competition window for Strands 1 and 2 of the Net Zero Hydrogen Fund (development and capital co-funding) and launching a second competition window. ■ Consulting on revised energy National Policy Statements which underline the national need for new energy infrastructure with the intention of expediting planning processes. 	
The Levelling Up and Regeneration Act (2023)	Sets out the direction for planning and makes provisions to support the levelling-up agenda. It seeks to streamline the planning process whilst attaching greater weight to development plans. It also aims to improve infrastructure delivery with a new levy system, improve alignment between plans to address cross-boundary issues, and will introduce added protection for heritage assets. The Act also states that existing EU-generated systems of SEA, HRA and EIA will eventually be replaced by a simpler process known as 'Environmental Outcomes Reports'	To ensure that the requirements of the Strategy are embedded within the SEA framework.
Plan for Water: Our Integrated Plan for Delivering Clean and Plentiful Water (2023)	Sets out actions to transform the management of the water system, deliver cleaner water for nature and people, and secure a plentiful water supply. The plan also sets out measures to address sources of pollution, and boost water supplies through more investment, tighter regulation, and more effective enforcement.	Consider water pollution and protecting water resources.
Historic England, Corporate Plan 2023-26 (2023)	The Plan provides a framework for Historic England's work as an organisation and helps maintain a collective approach to delivering on their long-term vision.	Consider the historic environment.
The Air Quality Strategy for England (2023)	The Air Quality Strategy sets out local authorities' powers and responsibilities as well as the actions that Defra expects local authorities to take in support of the governments long-term air quality goals, including new PM2.5 targets.	Consider air quality.
UK Health Security Agency (UKHSA) strategic plan 2023 to 2026 (2023)	Outlines the UKHSA's goals and strategic priorities for the 3-year period to protect the nation's health from current and future threats.	To ensure that the SEA promotes health and wellbeing.
Health and Care Act (2022)	The Act is aimed at making England's health and social care system less bureaucratic and more integrated, focusing on joined-up services through new bodies called Integrated Care Systems (ICSs). It dismantled some structures from the 2012 Act, removes competition rules, and gives the Health Secretary greater power, while also introducing new training mandates, such as for learning disability and autism awareness.	To ensure that the SEA promotes health and wellbeing.
Working With Nature (2022)	Discusses the importance of nature in providing ecosystem services and presents recent and historical trends in biodiversity. It outlines some of the main pressures affecting England's habitats, wildlife and ecosystems: land use; climate change; pollution; invasive non-native species; and hydrological change.	Consider protecting biodiversity and enhancing ecosystem services.
The National Flood and Coastal Erosion Risk Management Strategy for England (2022)	<p>This Strategy sets out the national framework for managing the risk of flooding and coastal erosion. It sets out the roles for risk management authorities and communities to help them understand their responsibilities. The strategic aims and objectives of the Strategy are:</p> <ul style="list-style-type: none"> ■ climate resilient places: working with partners to bolster resilience to flooding and coastal change across the nation, both now and in the future in the face of climate change; ■ today's growth and infrastructure resilient in tomorrow's climate: making the right investment and planning decisions to secure sustainable growth and environmental improvements, as well as infrastructure resilient to flooding and coastal change; and a nation ready to respond and adapt to flooding 	Consider flood risk.

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
	and coastal change: ensuring local people understand their risk to flooding and coastal change and know their responsibilities and how to act.	
The Environment Act 2021	<p>The Environment Act sets statutory targets for the recovery of the natural world in four priority areas: air quality, biodiversity, water, and resource efficiency and waste reduction. The Environment Act will deliver:</p> <p>Long-term targets to improve air quality biodiversity, water, and waste reduction and resource efficiency.</p> <ul style="list-style-type: none"> ■ A target on ambient PM2.5 concentrations. ■ A target to halt the decline of nature by 2030. ■ Environmental Improvement Plans, including interim targets. ■ A cycle of environmental monitoring and reporting. ■ Environmental Principles embedded in domestic policy making. ■ Office for Environmental Protection to uphold environmental law. 	Consider the enhancement of the natural environment.
National Design Guide (2021)	Sets out the Government's priorities for well-designed places in the form of ten characteristics: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources and lifespan.	Consider good design and well-designed places.
Waste Management Plan for England (2021)	Sets out the measures for England to work towards a zero-waste economy.	The objectives of the national waste policy will be required to be embedded within the SEA framework.
Decarbonising Transport: A Better, Greener Britain (2021) (Decarbonising Transport Plan (DTP))	Sets out the Government's commitments and the actions needed to decarbonise the entire transport system in the UK. It follows on from the Decarbonising Transport: Setting the Challenge report published in 2020. The DTP commits the UK to phasing out the sale of new diesel and petrol heavy goods vehicles by 2040, subject to consultation, in addition to phasing out the sale of polluting cars and vans by 2035. The DTP also sets out how the government will improve public transport and increase support for active travel, as well as creating a net zero rail network by 2050, ensuring net zero domestic aviation emissions by 2040, and a transition to green shipping.	Consider climate change and greenhouse gas emissions.
Department for Transport, Decarbonising Transport: Setting the Challenge (2020)	Sets out the strategic priorities for a new Transport Decarbonisation Plan (TDP), to be published later in 2020, will set out in detail what government, business and society will need to do to deliver the significant emissions reduction needed across all modes of transport, putting us on a pathway to achieving carbon budgets and net zero emissions across every single mode of transport by 2050. This document acknowledges that while there have been recently published strategies ⁸ to reduce greenhouse gas emissions in individual transport modes, transport as a whole sector needs to go further and more quickly, therefore the TDP will take a coordinated, cross-modal approach to deliver the transport sector's contribution to both carbon budgets and net zero.	Consider climate change and greenhouse gas emissions.

⁸ These have not been summarised, since the upcoming TDP will supersede them to some extent: the Road to Zero strategy, Maritime 2050 and the Clean Maritime Plan, the Aviation 2050 Green Paper and forthcoming net zero aviation consultation and Aviation Strategy, the Cycling and Walking Investment Strategy, Future of Mobility: Urban Strategy, the 2018 amendments to the Renewable Transport Fuel Obligation, Freight Carbon Review, the Rail Industry Decarbonisation Taskforce and the Carbon Offsetting for Transport Call for Evidence.

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
National Infrastructure Strategy: Fairer, faster greener (2020)	Sets out plans to transform UK infrastructure in order to level up the country, strengthen the Union and achieve net zero emissions by 2050. This will be enabled by clear support for private investment and through a comprehensive set of reforms to the way infrastructure is delivered.	To ensure that the SEA promotes efficient infrastructure.
The Waste (Circular Economy) (Amendment) Regulations (2020)	Seeks to prevent waste generation and to monitor and assess the implementation of measures included in waste prevention programmes. They set out requirements to justify not separating waste streams close to source for re-use, recycling or other recovery operations, prohibit incineration and landfilling of waste unless such treatment process represent the best environmental outcome in accordance with the waste hierarchy. The Regulations set out when waste management plans and in waste prevention programmes are required. The Regulations focus on the circular economy as a means for businesses to maximise the value of waste and waste treatment.	The objectives of the regulations will be required to be embedded within the SEA framework.
National Planning Practice Guidance (2019)	The national Planning Practice Guidance provides technical guidance on topic areas in order to support policies set out within the NPPF. It aims to allow for sustainable development as guided by the NPPF.	The principles and requirements of national policy will need to be embedded within the SEA framework and appraisal.
The Conservation of Habitats and Species (Amendment) (EU Exit) Regulations 2019	Protects biodiversity through the conservation of natural habitats and species of wild fauna and flora, including birds. The Regulations lay down rules for the protection, management and exploitation of such habitats and species, including how adverse effects on such habitats and species should be avoided, minimised and reported.	Consider protecting biodiversity and enhancing ecosystem services.
Clean Air Strategy (2019)	Sets out the comprehensive action that is required from across all parts of government and society to meet these goals. This will be underpinned by new England-wide powers to control major sources of air pollution, in line with the risk they pose to public health and the environment, plus new local powers to take action in areas with an air pollution problem. These will support the creation of Clean Air Zones to lower emissions from all sources of air pollution, backed up with clear enforcement mechanisms. The UK has set stringent targets to cut emissions by 2020 and 2030.	Consider air quality.
Public Health England, PHE Strategy 2020-25 (2019)	Identifies PHE's priorities upon which to focus over this five-year period to protect people and help people to live longer in good health.	To ensure that the SEA promotes health and wellbeing.
Flood and Water Management Act (2010) and Flood and Water Regulations (2019)	Sets out measures to ensure that risk from all sources of flooding is managed more effectively. This includes incorporating greater resilience measures into the design of new buildings; utilising the environment in order to reduce flooding; identifying areas suitable for inundation and water storage to reduce the risk of flooding elsewhere; rolling back development in coastal areas to avoid damage from flooding or coastal erosion; and creating sustainable drainage systems (SuDS).	Consider flood risk and SuDS.
The Climate Change Act (2008) amended in 2019	The Climate Change Act was passed in 2008 and established a framework to develop an economically credible emissions reduction path. It also strengthened the UK's leadership internationally by highlighting the role it would take in contributing to urgent collective action to tackle climate change under the Kyoto Protocol. The Climate Change Act includes the following: <ul style="list-style-type: none"> 2050 target. The act commits the UK to reducing emissions by at least 100% in 2050 from 1990 levels. This target was based on advice from the CCC report: Building a Low- carbon Economy. The 100% target includes GHG emissions from the devolved administrations, which currently accounts for around 20% of the UK's total emissions. 	Consider climate change.

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
	<ul style="list-style-type: none"> ■ Carbon Budgets. The Act requires the Government to set legally binding 'carbon budgets'. A carbon budget is a cap on the amount of greenhouse gases emitted in the UK over a five-year period. The first four carbon budgets have been put into legislation and run up to 2027. 	
25 Year Environment Plan (2018)	The 25 Year Environment Plan (25YEP) sets out the country's vision to help protect the natural world and improve human health.	Consider biodiversity and human health.
The National Adaptation Programme and the Third Strategy for Climate Adaptation Reporting: Making the country resilient to a changing climate (2018)	<p>Sets out visions for the following sectors:</p> <ul style="list-style-type: none"> ■ People and the Built Environment – “to promote the development of a healthy, equitable and resilient population, well placed to reduce the harmful health impacts of climate change...buildings and places (including built heritage) and the people who live and work in them are resilient and organisations in the built environment sector have an increased capacity to address the risks and make the most of the opportunities of a changing climate.” ■ Infrastructure – “an infrastructure network that is resilient to today's natural hazards and prepared for the future changing climate”. ■ Natural Environment – “the natural environment, with diverse and healthy ecosystems, is resilient to climate change, able to accommodate change and valued for the adaptation services it provides.” ■ Business and Industry – “UK businesses are resilient to extreme weather and prepared for future risks and opportunities from climate change.” ■ Local Government – “Local government plays a central role in leading and supporting local places to become more resilient to a range of future risks and to be prepared for the opportunities from a changing climate.” 	Consider climate change.
Department for Transport, The Road to Zero (2018)	Sets out new measures towards cleaner road transport, aiming to put the UK at the forefront of the design and manufacturing of zero emission vehicles. It explains how cleaner air, a better environment, zero emission vehicles and a strong, clean economy will be achieved. One of the main aims of the document is for all new cars and vans to be effectively zero emission by 2040.	Consider reducing carbon emission from transport.
UK Climate Change Risk Assessment 2017	Sets out six priority areas needing urgent further action over the next five years in order to minimise risk from the effects of climate change. These priority areas include: flooding and coastal change risk to communities, businesses and infrastructure; risks to health, wellbeing and productivity from high temperatures; risk of shortages in the public water supply and for agriculture, energy generation and industry; risks to natural capital; risks to domestic and international food production and trade; and new and emerging pests and diseases and invasive species.	Consider minimising climate change risk.
The Heritage Statement 2017	Sets out how the Government will support the heritage sector and help it to protect and care for our heritage and historic environment, in order to maximise the economic and social impact of heritage and to ensure that everyone can enjoy and benefit from it.	Consider cultural heritage.
The Water Environment (Water Framework Directive) (England and Wales) Regulations 2017	The Regulations seek to protect inland surface waters, transitional waters, coastal waters and groundwater, and outlines the associated river basin management process. These Regulations establish the need to prevent deterioration of waterbodies and to protect, enhance and restore waterbodies with the aim of achieving good ecological and chemical status.	Consider protecting water resources.
LEP Network Response to the Industrial Strategy Green Paper Consultation (2017)	The aim of the document is to ensure that all relevant local action and investment is used in a way that maximises the impact it has across the Government's strategy. Consultation responses set out how the 38 Local Enterprise Partnerships (LEPs) will work with Government using existing and additional resources to develop and implement a long-term Industrial Strategy.	To ensure that the requirements of the Strategy are embedded within the SEA framework.

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
Sustainability Appraisal and Strategic Environmental Assessment, Historic England Advice Note 8 (2016)	Sets out requirements for the consideration and appraisal of effects on the historic environment as part of the Sustainability Appraisal/Strategic Environmental Assessment process.	Consider the historic environment.
National Planning Policy for Waste (2014)	Sets out the Government's ambition to work towards a more sustainable and efficient approach to resource use and management. Replaces Planning Policy Statement 10.	Consider waste generation and management.
Biodiversity offsetting in England Green Paper (2013)	Biodiversity offsets are conservation activities designed to compensate for residual losses. The Green Paper sets out a framework for offsetting.	Consider biodiversity offsetting.
Localism Act (2011)	<p>The Localism Act introduces a number of measures to decentralise decision making process to the local level, creating space for Local Authorities to lead and innovate, and giving people the opportunity to take control of decisions that matter to them. The Localism Act includes a number of important packages.</p> <ul style="list-style-type: none"> ■ The new act makes it easier for local people to take over the amenities they love and keep them part of local life; ■ The act makes sure that local social enterprises, volunteers and community groups with a bright idea for improving local services get a chance to change how things are done. ■ The act places significantly more influence in the hands of local people over issues that make a big difference to their lives. ■ The act provides appropriate support and recognition to communities who welcome new development. ■ The act reduces red tape, making it easier for authorities to get on with the job of working with local people to draw up a vision for their area's future. ■ The act reinforces the democratic nature of the planning system passing power from bodies not directly to the public, to democratically accountable ministers. ■ The act enables Local Authorities to make their own decisions to adapt housing provision to local needs and make the system fairer and more effective. ■ The act gives Local Authorities more control over the funding of social housing, helping them plan for the long- term. <p>In relation to planning, the Localism Act enables the Government to abolish regional spatial strategies, introduce Neighbourhood Plans and Local Referendums.</p>	<p>To ensure the concepts of the Localism Act are embedded within the SEA framework.</p> <p><i>Relates to the overall SEA process.</i></p>
Planning Act (2008)	Established a new consent regime for major infrastructure projects in areas like energy, transport and waste.	To ensure the concepts of the Planning Act are embedded within the SEA framework.
Energy Act (2008)	<p>The Act works towards a number of policy objectives including carbon emissions reduction, security of supply, and competitive energy markets. Objectives: Electricity from Renewable Sources: changes to Renewables Obligation (RO), designed to increase renewables generation, as well as the effectiveness of the RO.</p> <p>Feed in tariffs for small scale, low carbon generators of electricity. Smart meters: the Act mandates a roll-out of smart meters to medium sized businesses over the next five years.</p>	Consider energy efficiency and climate change.

Plan/Policy/Programme	Objectives and requirements	Implications for the SEA
	Renewable heat incentives: the establishment of a financial support mechanism for those generating heat from renewable sources.	
UK Government Sustainable Development Strategy: Securing the Future (2005)	<p>The Strategy sets out 5 principles for sustainable development:</p> <ul style="list-style-type: none"> ■ Living within environmental limits; ■ Ensuring a strong, healthy and just society; ■ Achieving a sustainable economy; ■ Promoting good governance; and ■ Using sound science responsibly. <p>The strategy sets four priorities for action:</p> <ul style="list-style-type: none"> ■ Sustainable consumption and production; ■ Climate change and energy; ■ Natural resource protection and environmental enhancement; ■ Sustainable communities <p>The strategy commits to:</p> <ul style="list-style-type: none"> ■ A programme of community engagement; ■ Forums to help people live sustainable lifestyles; ■ Open and innovative ways for stakeholders to influence decision; educating and training 	To ensure that the requirements of the Strategy are embedded within the SEA framework.
Planning and Compulsory Purchase Act 2004	Requires local planning authorities to prepare Local Development Frameworks that consider the needs of designated landscapes like the Norfolk Coast.	Consider protecting designated landscapes.
Countryside and Rights of Way Act 2000	Strengthens protections for SSSIs and improves the management of National Landscapes.	Consider protecting designated landscapes.
Planning (Listed Buildings & Conservation Areas) Act 1990	An Act of Parliament that changed the laws for granting of planning permission for building works, with a particular focus on listed buildings and conservation areas.	Consider built and cultural heritage.
Ancient Monuments & Archaeological Areas Act 1979	A law passed by the UK government to protect the archaeological heritage of England & Wales and Scotland. Under this Act, the Secretary of State has a duty to compile and maintain a schedule of ancient monuments of national importance, in order to help preserve them. It also creates criminal offences for unauthorised works to, or damage of, these monuments.	Consider cultural heritage.
The National Parks and Access to the Countryside Act 1949	Established the legal framework for England and Wales's 46 National Landscapes (formerly Areas of Outstanding Natural Beauty) as well as other Protected Landscapes. These include the National Landscapes, Parks and Trails and with the aim of protecting some of the UK's most important habitats, species, history and geology.	Consider landscape, cultural heritage, biodiversity and geodiversity.

Appendix C

Baseline Information

Environmental baseline information

Climate change

C.1 The Met Office defines climate change as the long-term shift in average weather patterns across the world. Since at least the mid-1800s, humans have contributed to the release of carbon dioxide and other greenhouse gases into the air. This causes global temperatures to rise, resulting in long-term changes to the climate.

C.2 In the UK, there has been a general trend towards warmer average temperatures in recent years. 2024 was provisionally the fourth warmest year on record for the UK, with a mean temperature of 9.78°C, which is 0.64°C above the 1991–2020 average. Only 2022, 2023 and 2014 recorded higher average temperatures. All the top ten warmest years for the UK in the series from 1884 have occurred since 2000, with five of them in the most recent decade⁹.

C.3 The number of heavy rainfall and flooding events has increased in the UK as the climate has generally become wetter. For example, for the most recent decade (2012–2021) UK summers have been on average 6% wetter than 1991–2020 and 15% wetter than 1961–1990 whilst winters have been 10% to 26% wetter¹⁰.

C.4 In 2019, the UK Government declared a climate emergency, which commits the UK to urgent and ambitious climate action: setting science-based emission reduction targets, changing policy direction toward clean energy and green jobs, and safeguarding both nature and food security. North Norfolk District Council also declared a climate emergency in 2019. King's Lynn and 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. The Climate Change Act 2008 established the UK's legal commitment to achieving net-zero emissions by 2050.

⁹ Met Office (2025) 2024: provisionally the fourth warmest year on record in the UK [online] Available at: <https://www.metoffice.gov.uk/about-us/news-and-media/media-centre/weather-and-climate-news/2025/2024-provisionally-the-fourth-warmest-year-on-record-for-the-uk>

¹⁰ International Journal of Climatology (2022) State of the UK Climate 2021 [online]. Available at: <https://rmetsonline.wiley.com/doi/10.1002/JOC.7787>

C.5 Within the Norfolk Coast National Landscape, per capita CO₂ emissions have dropped from 10.2tCO₂e in 2005 to 5.5tCO₂e in 2022¹¹.

C.6 Protected Landscapes contain some of the UK's most important carbon stores, including significant tracts of peatland, woodland and hedgerows providing important carbon sinks for achieving net zero. As such, to build resilience Target 6 under the Protected Landscapes Targets and Outcomes Framework (PLTOF) is to reduce greenhouse gas emissions in Protected Landscapes to net zero by 2050.

Renewable energy

C.7 There is one operational solar farm, with an installed capacity of 11MW, and one battery energy storage system located within the NCNL, with an installed capacity of 6MW. They are both located at the North Norfolk Business Centre Solar Park in Cromer.

C.8 The landscape of the NCNL is sensitive to large-scale and medium-scale wind energy developments, particularly in the Coastal Shelf, Wooded Glacial Ridge, and River Valleys Landscape Character Types. There are currently no wind farms located within the NCNL, but there are a number of offshore and onshore wind projects within close proximity to the NCNL, which are operational.

Public and active transport

C.9 There is a mainline railway station at King's Lynn. The Bittern Line runs from Sheringham to Norwich, and the Wherry Line runs from Great Yarmouth to Norwich. Additionally, the Poppy Line North Norfolk Railway is a heritage line that runs between Holt and Sheringham, including a stop at Weybourne and the Wells & Walsingham light railway which runs between Wells-next-the-Sea and Walsingham.

C.10 Sanders' Coasthopper bus serves a long stretch of coastline, between North Walsham and Wells-next-the-Sea. There are also other local bus services running along the North Norfolk Coast, including Sanders 5 and 34, and Lynx 34, 35 and 36. Several bus services operate between King's

Lynn and the North Norfolk Coast. The main bus station at King's Lynn links with the Coasthopper and Coastliner bus services, which provide connections to the coast, as well as the start of the Norfolk Coast Path at Hunstanton. The Coastlink bus service links the eastern coastal towns of Great Yarmouth and Gorleston with Lowestoft and Norwich.

C.11 The Norfolk Coast Cycleway runs through the NCNL, forming part of the Sustrans National Route 1 and Regional Route 30.

C.12 It is noted that although there are the above public transport routes available, in 2024, 81% of visitors to the Great Yarmouth area travelled by car¹². Based on the 2021 Census, 74.7% of households in Great Yarmouth, 85.4% in North Norfolk and 85% in King's Lynn and West Norfolk have one or more cars. Additionally, the 2021 Census notes that for all three of the Councils more than 50% of residents drive a car to work.

Biodiversity and geodiversity

C.13 The NCNL has a highly valued and wide range of designated sites, and habitats and species of priority for conservation for England as well as locally important species. The significance of NCNL is recognised through the large number of sites with international, national and local protection. Sites designated for nature conservation are shown in **Figures C.1** and **C.2**.

C.14 The NCNL contains a total of 58 biodiversity designations, including five Special Protection Areas (SPAs), eight Special Areas of Conservation (SACs), four Ramsar sites, 28 Sites of Special Scientific Interest (SSSIs), two RSPB reserves, eight National Nature Reserves (NNRs) and one Local Nature Reserve (LNR) (**Table C.1, Figure C.1, Figure C.2**). These biodiversity sites equate to 52,309 ha of the NCNL. It should be noted that there are also 74 County Wildlife Sites (CWS) within the NCNL, however, this information is not publicly available so the names and location of these are not included in the Table and Figure below.

Table C.1: Biodiversity designations within Norfolk Coast National Landscape

Designation	Name	Total area within the NCNL (ha)
SSSI	Bilsey Hill	3.0
	Briton's Lane Gravel Pit	21.5
	Cockthorpe Common, Stiffkey	7.1
	Dersingham Bog	159.1

¹¹ Natural England, PLTOF data.

¹² Great Yarmouth Visitor Survey, September 2024

Designation	Name	Total area within the NCNL (ha)
	Felbrigg Woods	164.6
	Glandford (Hurdle Lane)	9.4
	Glandford (Letheringsett Road)	1.1
	Holkham Brick Pit	0.5
	Hunstanton Park Esker	17.3
	Kelling Heath	89.4
	Morston Cliff	1.0
	Mundesley Cliffs	19.4
	North Norfolk Coast	7861.2
	Overstrand Cliffs	48.5
	Paston Great Barn	1.0
	Ringstead Downs	6.9
	Sidestrand and Trimmingham Cliffs	113.0
	Snettisham Carstone Quarry	11.0
	Stiffkey Valley	44.4
	The Wash	3115.8
	Upper Thurne Broads and Marshes	1.3
	Warham Camp	5.1
	Wells-next-the-Sea Chalk Pit	4.0
	Weybourne Cliffs	40.9
Weybourne Town Pit	0.7	
Winterton-Horsey Dunes	345.1	
Wiveton Downs	28.9	
SPA	Broadland	1.3
	Great Yarmouth North Denes	58.3
	Greater Wash	3972.1
	North Norfolk Coast	7861.2
	The Wash	3115.8
RSPB reserves	Snettisham	1446.9

Designation	Name	Total area within the NCNL (ha)
	Titchwell Marsh	322.4
NNR	Blakeney	1026.7
	Dersingham Bog	151.0
	Holkham	3531.0
	Holme Dunes	187.5
	Paston Great Barn	1.0
	Scolt Head Island	690.1
	The Wash	1508.7
	Winterton Dunes	84.4
LNR	Wiveton Down	6.4
Ramsar sites	Broadland	1.3
	Dersingham Bog	159.1
	North Norfolk Coast	7861.2
	The Wash	3115.8
SAC	North Norfolk Coast	3162.4
	Overstrand Cliffs	26.8
	Paston Great Barn	1.0
	Roydon Common & Dersingham Bog	159.1
	Southern North Sea	25.4
	The Broads	1.3
	The Wash & North Norfolk Coast	6903.3
	Winterton-Horsey Dunes	345.1

Figure C.1: International Nature Conservation Designations in Norfolk Coast National Landscape



- Norfolk Coast National Landscape boundary
- Special Protection Area
- Special Area of Conservation
- Ramsar site

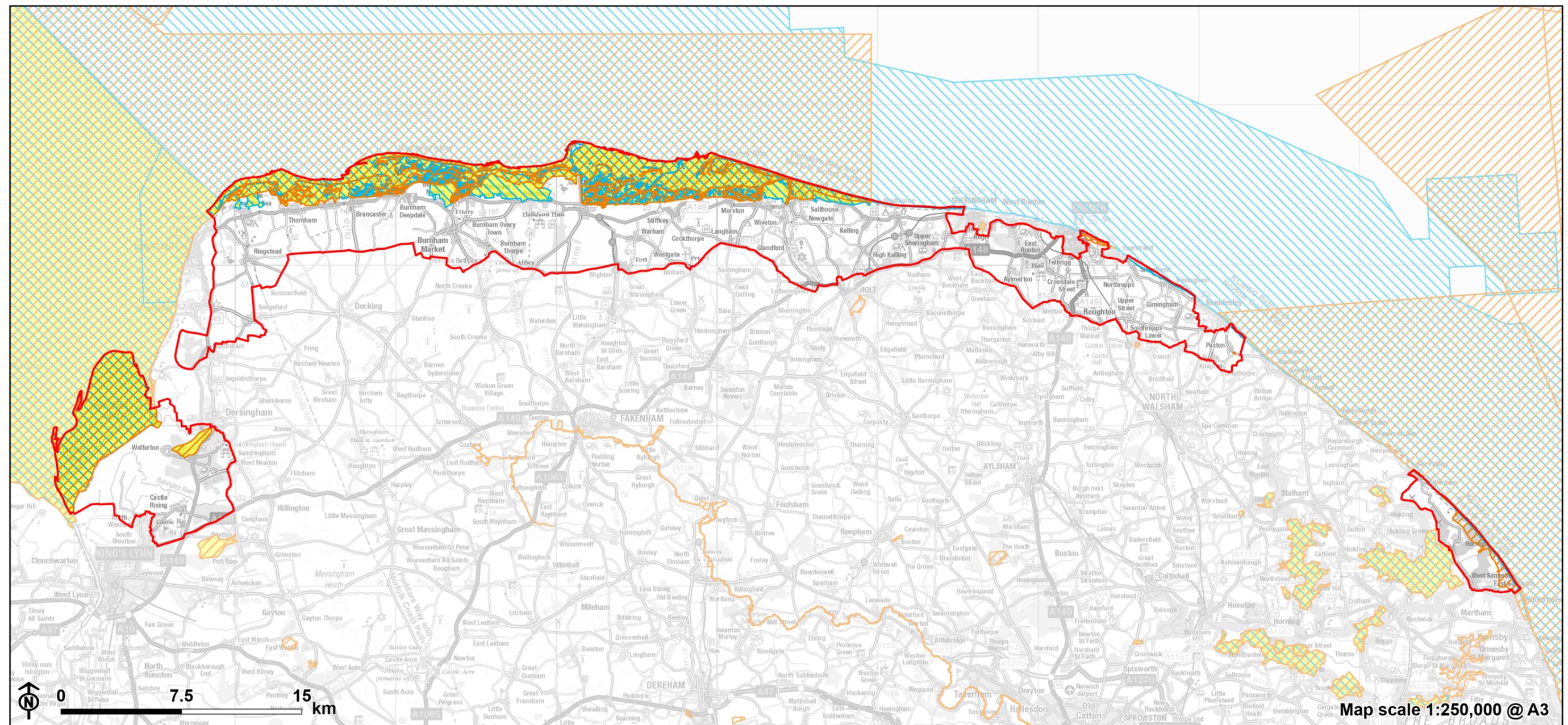
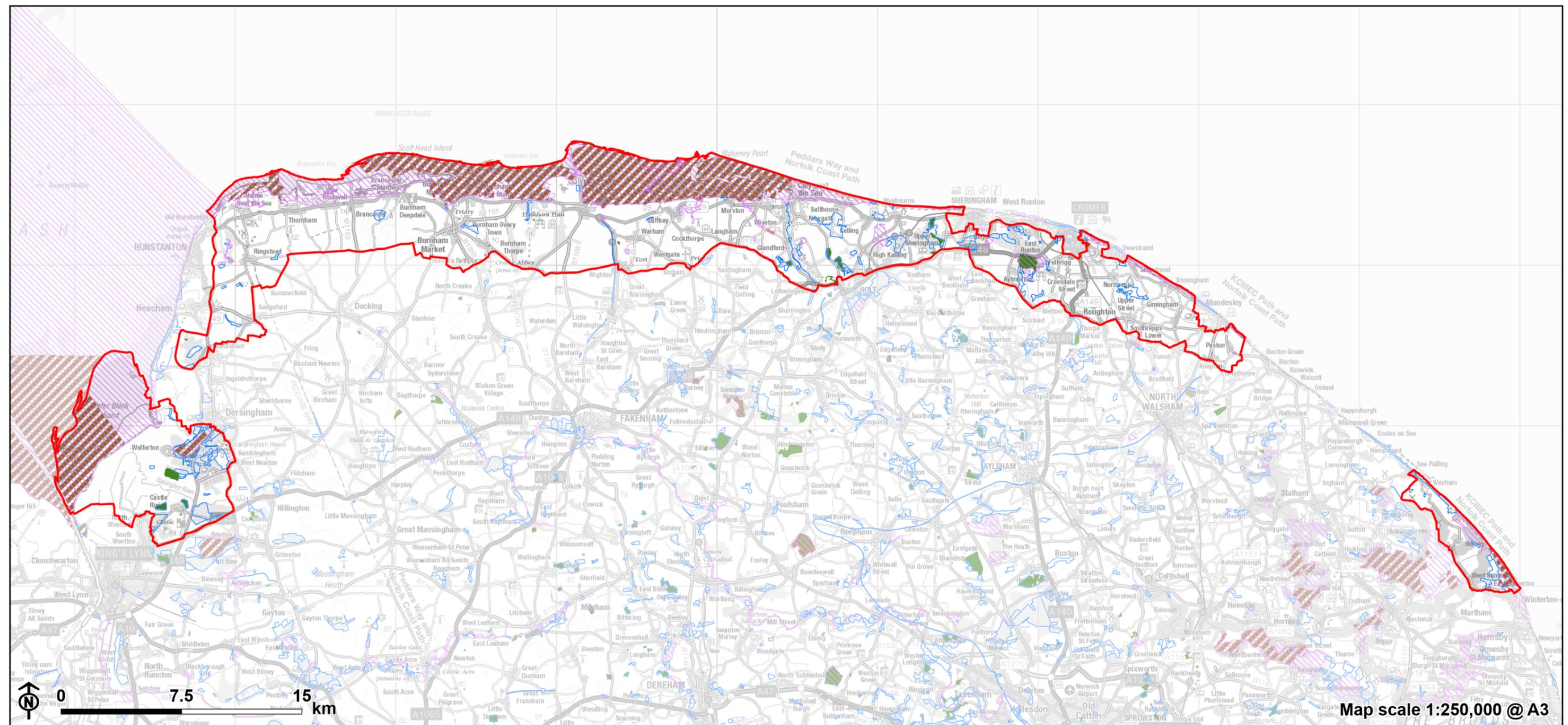


Figure C.2: National Nature Conservation Designations in Norfolk Coast National Landscape

-  Norfolk Coast National Landscape boundary
-  Site of Special Scientific Interest
-  National Nature Reserve
-  Local Nature Reserve
-  County wildlife site
-  Ancient woodland



Map scale 1:250,000 @ A3

C.15 In the UK, Priority Habitats are those listed as being of principal importance for the purpose of conserving or enhancing biodiversity, under Section 41 of the Natural Environment and Rural Communities Act (2006). Within the NCNL there are large areas of Priority Habitats, which collectively cover 28% of the NCNL. In 2025, Protected Landscapes Targets and Outcomes Framework (PLTOF)

data¹³ shows that the most extensive of these is coastal saltmarsh, which covers 3,228 ha, while deciduous woodland covers 2,932 ha. The full list of Priority Habitats and area coverage are shown in **Table C.2** and **Figure C.3**.

Table C.2 Priority Habitat coverage within the NCNL

Priority Habitat Type	Area (ha)
Coastal and floodplain grazing marsh	1,535
Coastal saltmarsh	3,228
Coastal sand dunes	808
Coastal vegetated shingle	104
Deciduous woodland	2,932
Lowland calcareous grassland	34
Lowland dry acid grassland	79
Lowland fens	40
Lowland heathland	364
Lowland meadows	37
Maritime cliff and slope	84
Mudflats	2,601
Ponds	0
Purple moor grass and rush pastures	36
Reedbeds	169
Saline lagoons	60
Traditional orchard	11
Total	12,122

¹³ Defra (2025) Protected Landscapes Targets and Outcomes Framework

C.16 The Environmental Targets (Biodiversity) (England) Regulations 2023 set out a long-term biodiversity target that more than 500,000 hectares (ha) of a range of wildlife-rich habitats are to be restored or created across England by 31st December 2042.¹⁴ To support this, Protected Landscapes

Target 1 (as defined under the PLTOF) is to create or restore 250,000 ha of wildlife-rich habitat across all the Protected Landscapes in England.

¹⁴ [HM Government \(2023\) The Environmental Targets \(Biodiversity\) \(England\) Regulations 2023](#)

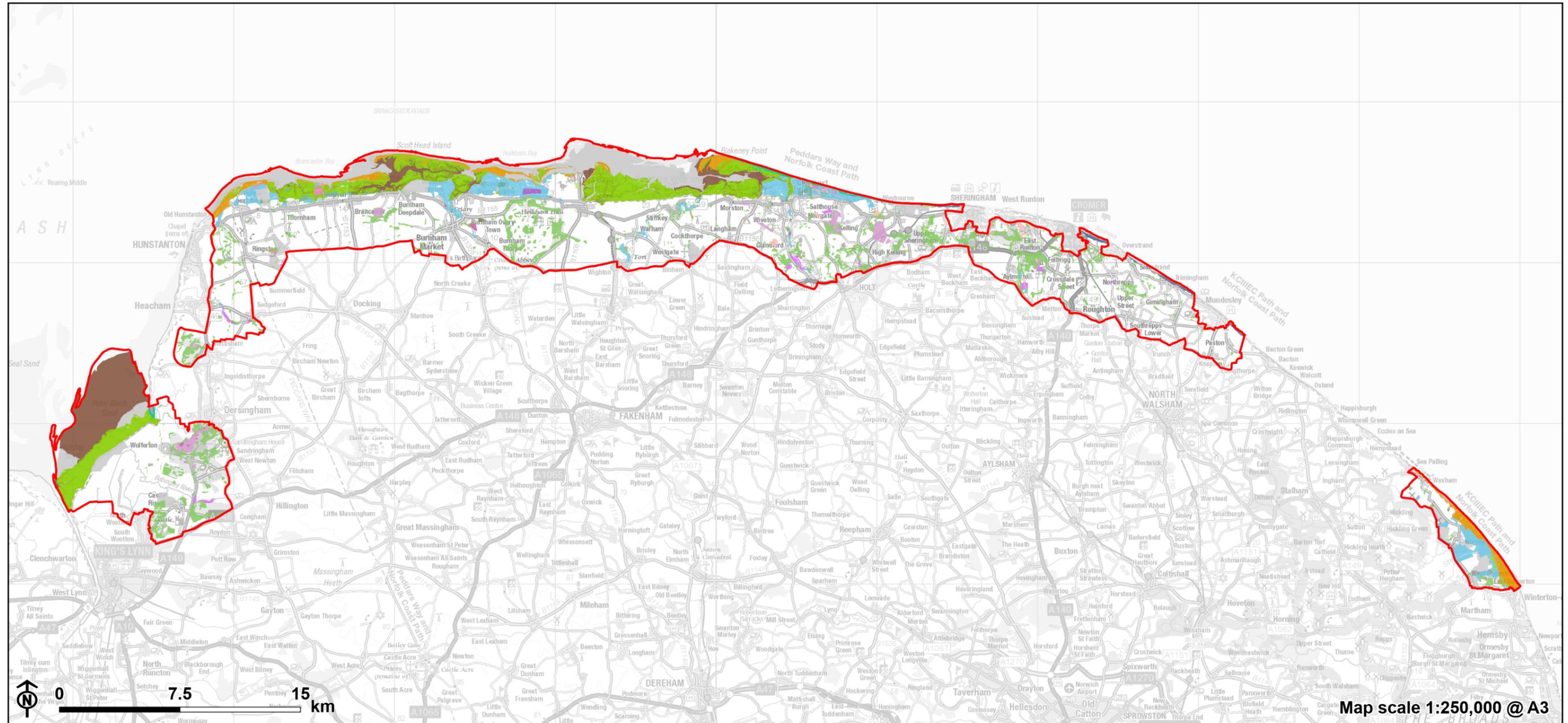
Figure C.3: Distribution of Priority Habitats in Norfolk Coast National Landscape



Norfolk Coast National Landscape boundary

Priority habitats

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> Coastal and floodplain grazing marsh/coastal and floodplain grazing marsh, coastal saltmarsh/coastal and floodplain grazing marsh, lowland meadows Coastal saltmarsh/coastal saltmarsh, saline lagoons Coastal sand dunes/coastal sand dunes, deciduous woodland/coastal sand dunes, coastal vegetated shingle/coastal sand dunes, reedbeds Coastal vegetated shingle/coastal vegetated shingle, saline lagoons Deciduous woodland | <ul style="list-style-type: none"> Good quality semi improved grassland Lowland calcareous grassland Lowland dry acid grassland/lowland dry acid grassland, lowland heathland Lowland fens Lowland heathland Lowland meadows/lowland meadows, maritime cliff and slope Maritime cliff and slope | <ul style="list-style-type: none"> Mudflats No main habitat but additional habitats present Ponds Purple moor grass and rush pastures Reedbeds/reedbeds, coastal saltmarsh Saline lagoons Traditional orchard |
|--|--|--|



Map scale 1:250,000 @ A3

C.17 In 2025, PLTOF data shows that within the NCNL, 45.1% of the SSSI units are in 'favourable' condition and 12% are in 'unfavourable – recovering' condition, while a further 25% are in 'unfavourable – no change' and unfavourable – declining'. To note, SSSI units are divisions of SSSIs based on habitat, tenure and management, and are the basis for recording all information on SSSI condition and management.

C.18 Additionally, woodland covers a total of 4,859 ha (11%) of the NCNL. This largely consists of broadleaved and conifer, covering 3,111 ha (64%) and 1,458 ha (31%) respectively. Ancient woodland comprises 285.8 ha (0.6%) of the NCNL.

C.19 Under the Protected Landscape climate goals, the NCNL aims to reach net-zero emissions by 2050, restore approximately 290 ha of peat, and expand tree/woodland cover by 450 ha by 2050¹⁵. Between 2013 and 2023, woodland coverage in the NCNL increased by 0.8%.

C.20 North Norfolk District Council's Tree Planting Strategy (2019) pledged to plant 110,000 trees over the four years 2019–2023. This commitment was successfully met across four planting seasons, with 37 native tree and shrub species planted as part of 134 individual tree-planting projects¹⁶. Norfolk County Council has also started a tree planting initiative with the aim of planting one million trees in Norfolk over five years. So far 634,243 trees and hedge plants have been planted¹⁷.

C.21 There are 24 Geological SSSI units within the NCNL and 50% of these are in favourable condition. There is one Local Geological Site¹⁸ within the NCNL, Rising Hill, located at Letheringsett with Glandford. It has an area of 0.87 ha and is a disused quarry, with good exposures of Pleistocene glacial outwash sands, gravels, and till.

Landscape

C.22 The NCNL falls within six National Character Areas (NCAs). These are as follows:

- NCA 77: North Norfolk Coast
- NCA 46: The Fens
- NCA 76: North West Norfolk
- NCA 78: Central North Norfolk
- NCA 79: East Norfolk and Flegg

- NCA 80: The Broads

C.23 The majority of the National Landscape falls within NCA 76: North West Norfolk, NCA 78: Central North Norfolk, and NCA 77: North Norfolk Coast, which is shown in **Figure C.4**. The NCNL has a strong rural character with agriculture, in particular arable farmland, comprising by far the largest component of land use.

C.24 Natural England describes the North Norfolk Coast NCA as having the following characteristics¹⁹:

- Predominantly open, flat and dynamic coastal landscape;
- Scolt Head and Blakeney Point sand banks serve as coastal storm barriers and an integral part of the sediment transfer system;
- The rivers Glaven, Stiffkey and Burn are fast-flowing, ecologically-rich chalk streams;
- Agricultural use is restricted by topography and proximity to the sea;
- Rich and abundant variety of internationally important marine and coastal habitats and species;
- Overall sense of wildness, remoteness and tranquillity, with general lack of development provides for long, sweeping views in all directions;
- Unwooded character overall, with very limited tree cover;
- Highly distinctive traditional architecture;
- Rich in archaeological heritage and historic environment; and
- Extensive public access via the The Peddars Way and Norfolk Coast Path National Trail, which runs through the NCA.

C.25 Natural England notes that the North Norfolk coast is subject to particular drivers of change relating to its flat, low-lying, open and remote coastal plain, and its large area of National Nature Reserves.

C.26 Sea level rise and coastal squeeze could affect the coastal areas which are critical natural assets supporting

¹⁵ Department for Environment, Food and Rural Affairs (2024) Protected Landscapes Targets and Outcomes Framework [online] Available at: <https://www.gov.uk/government/publications/protected-landscapes-targets-and-outcomes-framework/protected-landscapes-targets-and-outcomes-framework>

¹⁶ North Norfolk District Council (2019) Tree Planting Strategy [online] Available at: <https://www.north-norfolk.gov.uk/media/7583/tree-strategy-nndc-2019-2023.pdf>

¹⁷ Norfolk County Council (2025) Progress updates [online] Available at: <https://www.norfolk.gov.uk/article/39508/Progress-updates>

¹⁸ Local Geological Sites are non-statutory sites selected to protect the most important places for geology, geomorphology, and soils, complementing the network of legally protected SSSIs.

¹⁹ Natural England [online] Available at: [North Norfolk Coast](https://www.naturalengland.org.uk/About-us/Our-work/Protected-Landscapes/Norfolk-Coast)

internationally important species, habitat, and water resources.

C.27 Pressure for parking facilities around the coast/coastal villages and increased traffic on the A149, as a result of increased visitors, may disturb the sense of remoteness and tranquillity.

C.28 As part of the Outcome Indicator Framework for the 25 Year Environment Plan, Super Landscape Objectives (SLOs) were created to understand changes in landscape within the NCNL, between 2015-2019 to provide an integrated view of overall landscape change²⁰. The changes in landscape and waterscape character indicator (G1) shows an overall improving trend in landscape quality. Notably, there has been strong progress in relation to indicator SLO4, which focuses on conserving and enhancing heritage assets for their cultural and physical contribution to the landscape and waterscape. There has also been strong progress in relation to indicator SLO21, which aims to manage arable land to support biodiversity and landscape character by improving soil health, reducing erosion and runoff, and enhancing features such as hedgerows, linear scrub, and buffer strips.

C.29 The North Norfolk Landscape Character Assessment (LCA) was completed in 2021²¹. The study identified 16 Landscape Character Types (LCTs) that fall within the NCNL. The most widespread LCT within the NCNL is the Rolling Open Farmland LCT, which extends from the coast to the southern edge of area, and is characterised by high level, open, gently rolling, arable farmland.

C.30 The seascape surrounding the NCNL is an integral part of its character. The seascape is covered by one national level seascape character assessment - the Seascape Character Area Assessment for the East Inshore and East Offshore Marine Plan Areas²².

C.31 The NCNL is primarily influenced by Marine Character Area (MCA) 7 – East Midlands Coastal Waters, 8 – The Wash, and MCA 9 – Norfolk Coastal Waters (**Figure C.5**). MCA 7 – East Midlands Coastal Waters makes up the central section of the National Landscape, MCA 8 – The Wash lies to the west of the NCNL, whilst MCA 9 – Norfolk Coastal Waters directly borders the North Norfolk coastline, thereby directly shaping the NCNL with regard to coastal processes.

²⁰ Natural England [online] Available at: [North Norfolk Coast - Landscape Change](#)

²¹ North Norfolk District Council [online] Available at: [North Norfolk Landscape Character Assessment](#)

²² Marine Management Organisation [online] Available at : [Seascape character area assessment East Inshore and East Offshore Marine Plan Areas](#)

Figure C.4: Norfolk Coast National Landscape National Character Areas

Norfolk Coast National Landscape boundary

National Character Area

- 46: The Fens
- 76: North West Norfolk
- 77: North Norfolk Coast
- 78: Central North Norfolk
- 79: North East Norfolk and Flegg
- 80: The Broads
- 84: Mid Norfolk
- 85: The Brecks

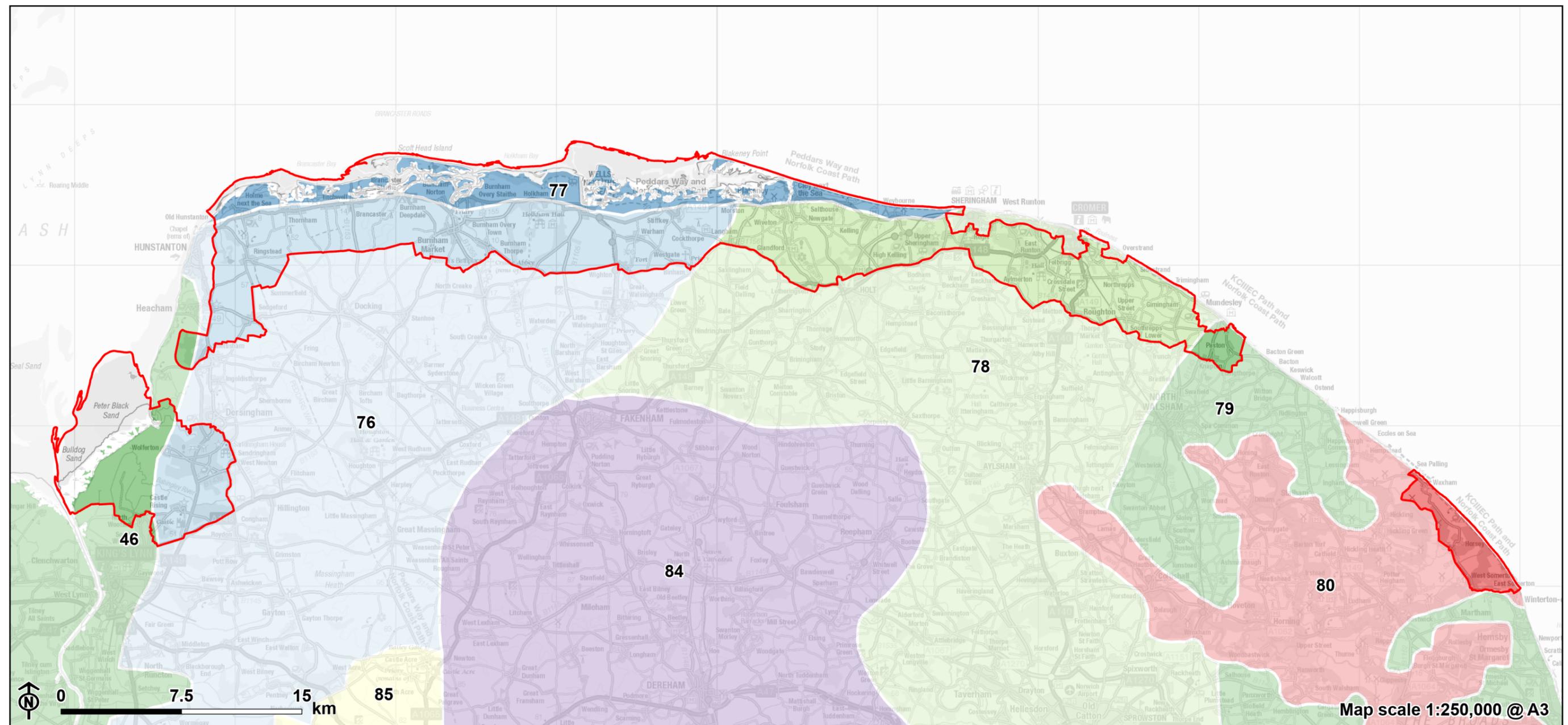


Figure C.5: Norfolk Coast National Landscape Marine Character Areas

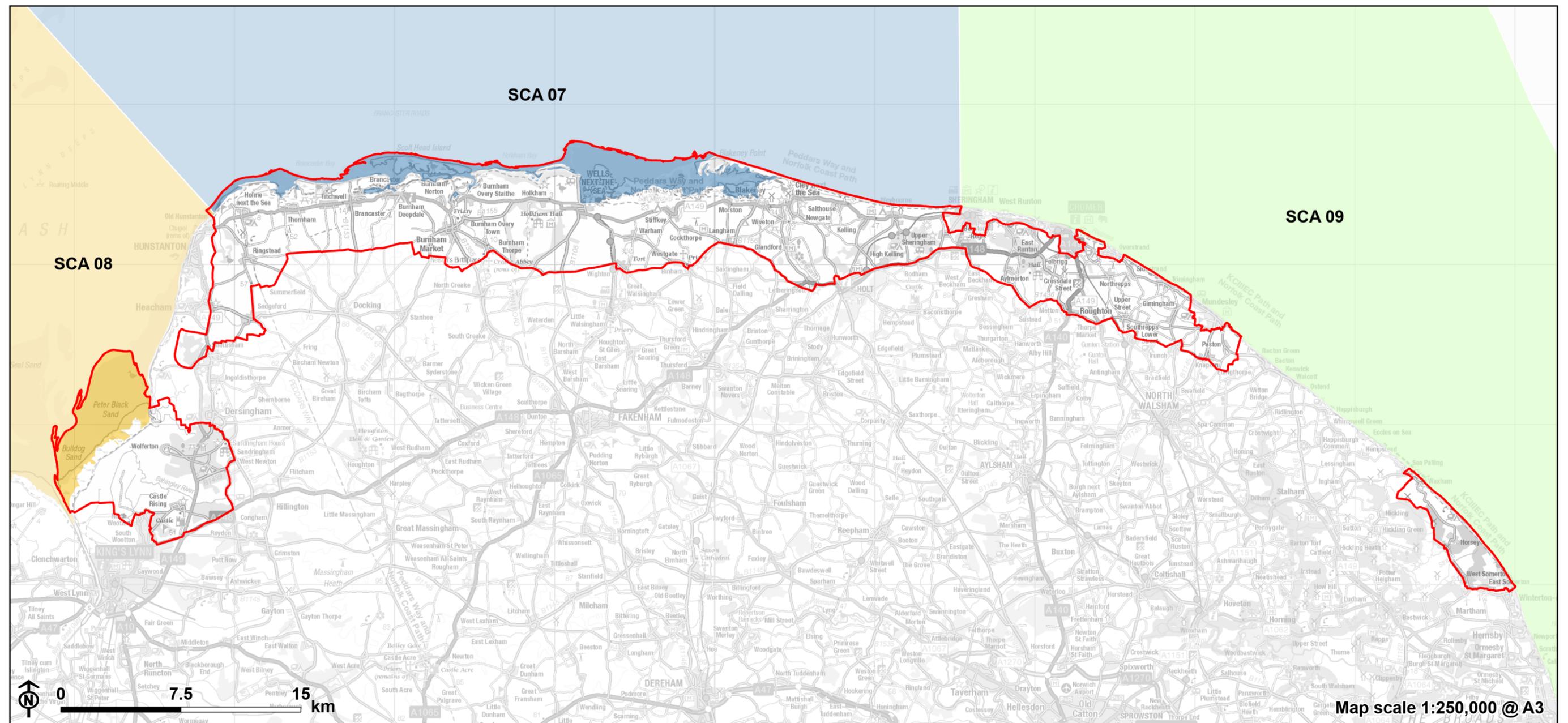
Norfolk Coast National Landscape boundary

Marine Character Area

SCA 07: East Midlands Coastal Waters

SCA 08: The Wash

SCA 09: Norfolk Coastal Waters



Dark skies

C.32 The NCNL has four dark skies sites, Kelling Heath, Barrow Common, RSPB Titchwell and Wiveton Downs, which are ideal to view the night sky, and they have some of the lowest light pollution in the country. In addition, 53% of the NCNL falls within the darkest measurable category, where the Milky Way is visible on a clear night. The extent of light pollution in the NCNL, as recorded in the 2016 CPRE, The Countryside Charity Light Pollution and Dark Skies study, is shown in **Figure C.6**. Over 52% of the NCNL has the lowest levels of light pollution and 0% of the NCNL falls within the brightest light levels. The lowest levels are associated with isolated areas around The Wash, such as Wolferton. The highest level of light pollution is associated with Bacton Gas Terminals in the east, and around the towns of Cromer, Sheringham, and Wells-next-the-Sea.

Tranquillity

C.33 Tranquillity is a valuable and increasingly seemingly elusive resource in the UK. Identifying the characteristics of places that evoke a sense of tranquillity, and safeguarding those spaces and their unique features, can serve as a vital refuge for a country facing the strain of rapid development. The CPRE, The Countryside Charity National Tranquillity mapping (2007) shows that the majority of the NCNL exhibits a relatively moderate level of tranquillity (**Figure C.7**), although there are areas with relatively low levels of tranquillity, such as settlements around Cromer and Sheringham. The areas with the highest levels of tranquillity are found along the Norfolk Coast Path, in Wells-next-the-Sea, and around The Wash.

Figure C.6: Light Pollution in Norfolk Coast National Landscape

Norfolk Coast National Landscape boundary

CPRE Night Lights 2016 (NanoWatts/cm2/sr)

- >32 (Brightest)
- 16 - 32
- 8 - 16
- 4 - 8
- 2 - 4 (Brighter)
- 1 - 2
- 0.5 - 1
- 0.25 - 0.5

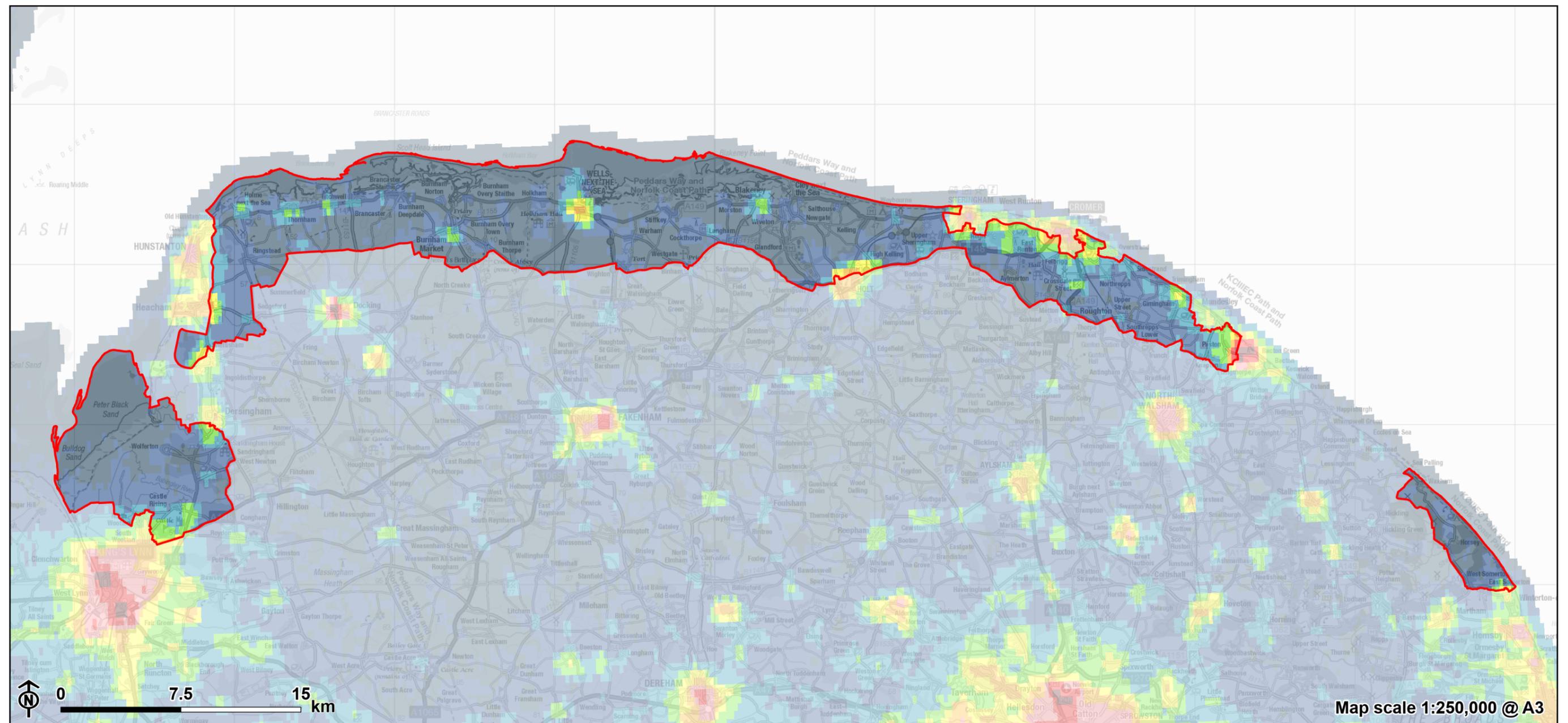
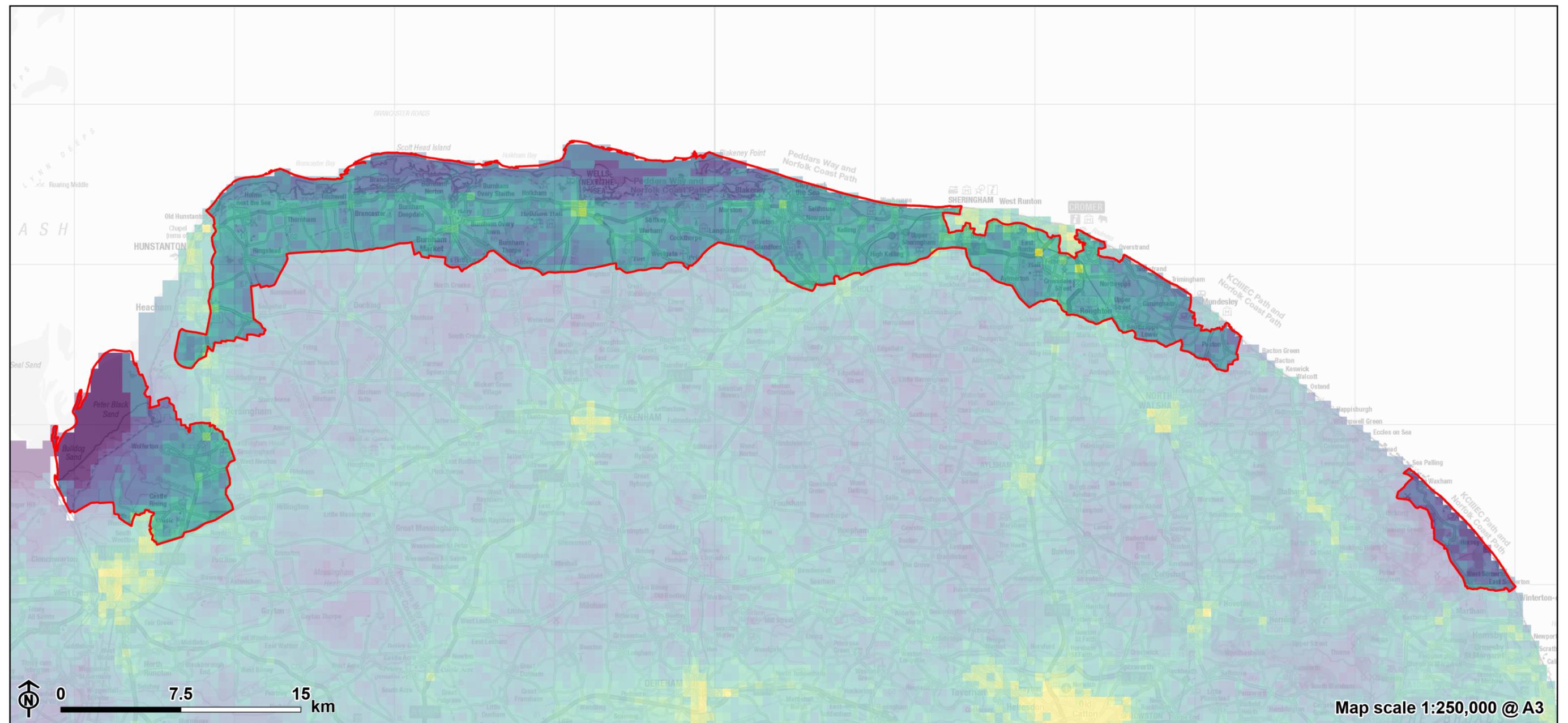
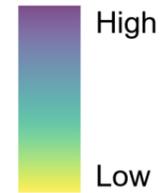


Figure C.7: Levels of Tranquility in Norfolk Coast National Landscape

Norfolk Coast National Landscape boundary

Composite weighted scoring - Tranquillity

CPRE tranquillity 2006



Water quality

C.34 Water quality is important for bathing beaches and nature conservation. Clean water and beaches are important assets for NCNL, supporting its value for recreation, tourism and biodiversity.

C.35 Norfolk is home to about 25 chalk rivers, which are so rare that there are only about 200 in the world.²³ A number of these flow through NCNL. Chalk streams are rivers that are fed from water held within the underlying chalk bedrock and are among the most ecologically significant freshwater habitats. Their water is clear, pure, and fortified with many inorganic nutrients that provide essential building blocks for life. These streams provide critical habitats for an array of species, many of which are highly sensitive to water quality and flow conditions.

C.36 The NCNL spans several catchments, with most of its area lying within the North Norfolk Management Catchment, and smaller sections extending into adjacent coastal drainage catchments. The North Norfolk Management Catchment spans over 1,000km² of Norfolk, and includes the Rivers Burn, Glaven, Hun, and Stiffkey, all of which drain directly through or adjacent to the National Landscape. The National Landscape also contains a number of important coastal and intertidal waterbodies and wetlands, including The Wash, Blakeney Harbour, and the Glaven estuary²⁴.

C.37 In 2022, across the North Norfolk Management Catchment, five of the six waterbodies within the Operational Catchment were classified as being of 'Moderate' ecological status, while one was classified as being of 'Poor' ecological status. None of the water bodies in the North Norfolk Management Catchment were classified as 'Good' or 'High'. This is due to a number of reasons such as pressures ranging from physical modification to sewage discharge. In 2019, all the surface water bodies in this operational catchment were classified as 'Fail' for the chemical status²⁵.

C.38 The Anglian River Basin Management Plan stipulates that priority river basin management issues to tackle in the catchment are physical modifications as a result of their agricultural past, vulnerability to abstraction and a number of barriers to fish passage ranging in size from small weirs and culverts to larger mills²⁶.

C.39 A variety of conservation, education, and community projects have taken place on nine chalk-fed rivers in Norfolk (the Mun, Glaven, Stiffkey, Burn, Heacham, Ingol, Hun, Babingley and Gaywood) as part of a £1.3 million partnership between the NCNL, Norfolk County Council, The Wild Trout Trust, and local Environment Agency representatives.

C.40 One of the four groundwater waterbodies within the NCNL is classed as 'Good'. Of the 22 waterbody catchments within the NCNL, only 4.5% has a status of 'High' or 'Good'. The Groundwater Nitrate Vulnerable Zone (NVZ) covers 5,176.1 ha of the NCNL, or 82.9%, whilst the surface water NVZ covers 34.4% (0.6%).

Flood risk and coastal erosion

C.41 There are four rivers, the River Hun, Burn, Stiffkey, and Glaven, that flow into the NCNL, supporting vital wetland habitats.

C.42 The North Norfolk Strategic Flood Risk Assessment (SFRA) (2017)²⁷ identifies tidal flooding as the most significant flood risk in North Norfolk. This is primarily due to the district's northern and eastern boundaries adjoining the North Sea and the tidal influence on many of its watercourses. The Broads River network is strongly affected by tidal conditions, resulting in flooding that is generally gradual and relatively predictable. Coastal erosion is also a major process along much of the North Norfolk coastline, threatening some settlements and placing additional pressure on coastal defences.

C.43 While the majority of the NCNL faces a low risk of river and surface water flooding, there are areas of higher risk scattered throughout the NCNL. These are largely centred along the coast, where cliffs are susceptible to coastal erosion (**Figure C.8**). Due to the sensitivity of the coastline, two Shoreline Management Plans (SMPs) were adopted in 2010 and 2012 to provide active management for coastal towns and villages at risk of erosion. The NCNL coastline is covered by the following SMPs:

- SMP 5: Hunstanton to Kelling Hard²⁸; and
- SMP 6: Kelling Hard to Lowestoft²⁹.

C.44 The SMPs highlight flooding risks to residential and commercial centres, sections of the road network, including Broadwater Road, the A149 (connecting Hunstanton with

²³ Norfolk Coast Partnership (2025) Chalk Rivers [online] Available at: <https://norfolkcoast.org/our-work/resources/chalk-rivers/>

²⁴ Environment Agency (2022) North Norfolk Operational Catchment [online] Available at: <https://environment.data.gov.uk/catchment-planning/OperationalCatchment/3331>

²⁵ Ibid

²⁶ DEFRA and the Environment Agency (2015) Anglian river basin district river basin management plan [online] Available at: https://assets.publishing.service.gov.uk/media/5b2b7e84ed915d2cd274dd97/Anglian_RBD_Part_1_river_basin_management_plan.pdf

²⁷ North Norfolk District Council (2017) North Norfolk Strategic Flood Risk Assessment [online] Available at: <https://www.north-norfolk.gov.uk/tasks/planning-services/planning-policy/strategic-flood-risk-assessment/>

²⁸ East Anglia Coastal Group [online] Available at: [SMP 5 - Hunstanton to Kelling Hard](#)

²⁹ East Anglia Coastal Group [online] Available at: [SMP 6 - Kelling Hard to Lowestoft Ness](#)

Cromer), and parts of the B1159 as well as the heritage assets. The SMPs aim to maintain existing defences where this remains economically viable and to continue defence activities accordingly.

C.45 The NCNL has 300km of Public Rights of Way (PRoW) many of which run along the coastline. Of the 300km of PRoW in the NCNL 9.8km of the paths fall within an area designated as a Coastal Erosion Zone which has been predicted to erode in the short term.

C.46 A 2024 study conducted by the Coastwise project found that coastal erosion remains the top concern for residents in North Norfolk, with 79% of 741 respondents placing it among their top three priorities. Regardless of age, gender, or location, coastal erosion was consistently viewed as the most critical issue facing North Norfolk's coastal communities.³⁰

C.47 The National Network of Regional Coastal Monitoring Programmes provides information on the nature of coastal change within the region such as information on a wide range of coastal defence assets within the area. The North Norfolk coast is susceptible to coastal change as it has a soft erodible coastline which has been eroding since the last ice age due to the geology, sinking land and sea level rise and high level of groundwater³¹. The North Norfolk Trends Report notes that the north Norfolk coastal frontage can be considered relatively dynamic as determined by the shifts in sediment displacements. The sediment movement is driven primarily by longshore transport processes and accentuated by a relatively mobile foreshore as determined by patches of sediment losses and gains, which is felt across the entire coastline. Areas including Old Hunstanton, Holme, Brancaster Bays, Cley Kelling and others also illustrate a strong dune system with areas of sediment accretion occurring along the upper foreshore along the dunes. This suggests that these morphological features are feeding sediment into the beach. Similarly, areas with large volumes of saltmarsh, and intertidal sand and mudflats including parts of Brancaster Bay, Wells-Stiffkey and some parts of Blakeney demonstrate a relatively stable beach, with some aspects of sediment retention, typically found within channels along the nearshore of the beach³².

³⁰ North Norfolk District Council (2024) Coastwise Survey Analysis [online] Available at: <https://www.north-norfolk.gov.uk/media/11679/coastwise-survey-analysis-report-november-2024.pdf>

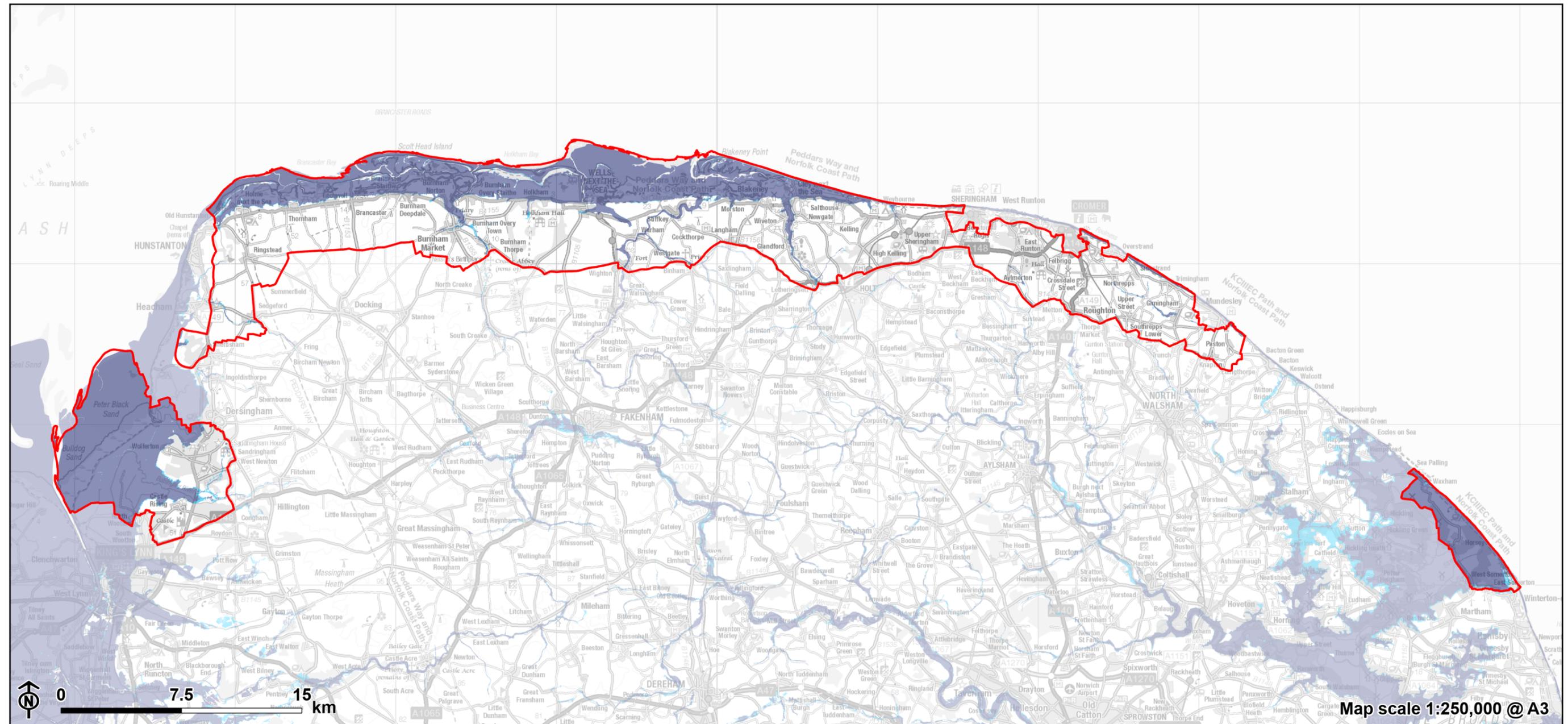
³¹ North Norfolk District Council (2026) Coastal Management [online] Available at: <https://www.north-norfolk.gov.uk/tasks/coastal-management/find-out-more-about-the-north-norfolk-coast/>

³² National Network of Regional Coastal Monitoring Programmes (2026) Anglia Reports [online] Available at: <https://coastalmonitoring.org/reports/>

Figure C.8: Flood Zones in Norfolk Coast National Landscape



-  Norfolk Coast National Landscape boundary
-  Flood Zone 2
-  Flood Zone 3



Air quality

C.48 Nitrogen dioxide, or NO₂, typically found in urban areas, has adverse effects on human health. The Air Quality Standards Regulations 2010 outline the air quality target values, long-term objectives and legally binding limit values for concentrations of major air pollutants that impact public health in the UK³³. The Environmental Targets (fine particulate matter) (England) Regulations 2023 set two PM_{2.5} targets to be met by 2040, these require that the annual mean concentration is 10 µg m⁻³ or lower, and that the population exposure is reduced by 35% compared to 2018 levels³⁴. The World Health Organisation (WHO) in 2021 also sets a limit of 10 µg m⁻³³⁵.

C.49 Specific air quality monitoring data for the NCNL area only is not available. However, regional air quality patterns across Norfolk indicate that the highest concentrations of NO₂ are associated with the main urban areas and the network of A-roads that connect the towns and city of the county. Particulate matter (PM₁₀ and PM_{2.5}) is associated with the urban areas, including Norwich and Great Yarmouth, with more moderate concentrations extending into some rural areas. Sulphur dioxide (SO₂) concentrations are primarily associated with Norwich and Great Yarmouth, although there are higher rates also found along the North Norfolk coastline, relating to energy generation, industrial combustion and domestic burning³⁶.

C.50 Local Authorities in the UK designate areas where the level of certain pollutants exceed, or are likely to exceed national air quality objectives, as set by the Government to protect human health. These areas are called Air Quality Management Areas (AQMAs). The NCNL does not contain any Air Quality Management Areas (AQMAs) and is not within close proximity to any AQMAs.

Soil quality

C.51 Soil exerts a strong influence on the ecosystem of a given area, acting as the foundation for many of the ecosystem services and functions. Soil quality also affects land use and landscape in the NCNL.

C.52 The Agricultural Land Classification (ALC) provides a framework for classifying land according to the extent to which its physical or chemical characteristics impose long-term limitations to agricultural use³⁷. The principal factors influencing agricultural production are soil wetness, drought and erosion. These factors, together with interactions between them, form the basis for classifying land use into one of five grades, where 1 describes land as excellent (land of high agricultural quality and potential) and 5 describes land as very poor (land of low agricultural quality and potential). Land falling outside these scores is deemed to be 'primarily in non-agricultural use', or 'predominantly in urban use'. Grade 3 can be further separated into grades 3a and 3b, although this requires further local surveys and therefore such data is only available for small areas. Grades 1, 2 and 3a are considered to be best and most versatile agricultural land.

C.53 A significant proportion of the NCNL is in agricultural use, primarily for arable and horticultural production. Approximately 47% of the area (20,761 ha) is classified as arable and horticultural land. Much of this agricultural land is classified as Grade 3 (good to moderate quality), particularly across the central and western parts of the National Landscape. Higher-quality agricultural land, including Grade 1 (excellent) and Grade 2 (very good), is also present and is largely concentrated in the eastern part of the NCNL. The different grades of agricultural land in the NCNL are shown in **Figure 3.9**.

C.54 There are also areas of deep peaty soil across the NCNL, particularly to the west of the landscape. The Bettle Marshes Restoration project led by the Broads Authority will restore 26 ha of peatland, which has been historically drained for arable cultivation.

C.55 There are currently no sites recorded as contaminated land within the NCNL. No entries are listed on either the North Norfolk District Council or the King's Lynn and West Norfolk Borough Council public contaminated land registers^{38 39}.

³³ The Air Quality Standards Regulations (2010) Available at: <https://www.legislation.gov.uk/ukxi/2010/1001/contents>

³⁴ The Environmental Targets (Fine Particulate Matter) (England) Regulations (2023) Available at: <https://www.legislation.gov.uk/ukxi/2023/96/contents/made>

³⁵ World Health Organisation (2021) What are the WHO air quality guidelines? Available at: <https://www.who.int/news-room/feature-stories/detail/what-are-the-who-air-quality-guidelines>

³⁶ Norfolk County Council (2023) Norfolk JSNA Supporting Document [online] Available at: https://www.norfolkinsight.org.uk/wp-content/uploads/2023/10/JSNA_Supporting_Document_Air_Quality.pdf

³⁷ Natural England (2019) Agricultural Land Classification (ALC) system

³⁸ North Norfolk District Council (2025) View register of contaminated land sites [online] Available at: <https://www.north-norfolk.gov.uk/tasks/environmental-protection/view-register-of-contaminated-land-sites/>

³⁹ Borough Council of King's Lynn and West Norfolk (2025) Contaminated Land Part 2A [online] Available at: https://www.west-norfolk.gov.uk/info/20138/contaminated_land/100/contaminated_land_part_2a

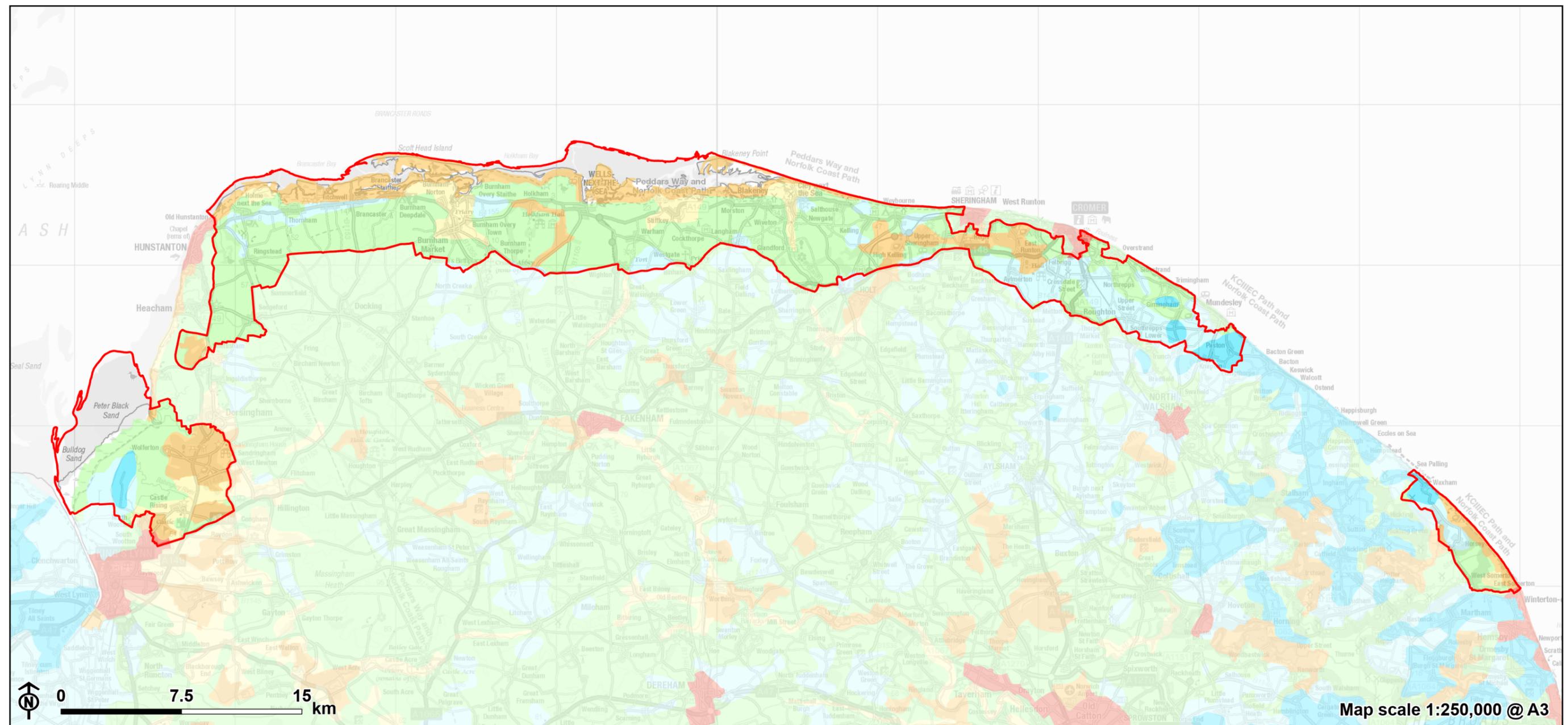
Figure C.9: Norfolk Coast National Landscape Agricultural Land Classification



Norfolk Coast National Landscape boundary

Agricultural Land Classification (ALC)

- Grade 1 (excellent)
- Grade 2 (very good)
- Grade 3 (good to moderate)
- Grade 4 (poor)
- Non agricultural
- Urban



Historic environment

C.56 The Norfolk Coast has a distinct natural and cultural heritage. Notably, the North Norfolk Coast is designated as a Heritage Coast, owing to its exceptional natural beauty and cultural significance. Further to this, the Deep History Coast is a 22-mile stretch of coastline between Weybourne and Cart Gap which contains some of Europe’s most significant archaeological discoveries, including the 850,000 year old human footprints at Happisburgh and the remains of the oldest and largest fossilised mammoth skeleton discovered in the UK (the West Runton Elephant).

C.57 There are 61 Scheduled Monuments, seven Registered Parks and Gardens, 49 Conservation Areas and 873 listed buildings within the NCNL (see **Figure C.10**) Additionally, the North Norfolk Heritage Coast was defined in 1975 by Local Authorities. This is a non-statutory designation recognising the

large stretch of undeveloped coastline between Holme-next-the-Sea and Weybourne. Along the coast, there are historic ports, including Wells-next-the-Sea, Blakeney and Cley.

C.58 The Historic England at Risk Register⁴⁰ (see **Table C.3**), lists six assets at risk within the NCNL, two of which are in ‘Very bad’ condition (Halvergate Marshes and Second World War Heavy Anti-Aircraft (HAA) Battery, 345M East Of Decoy Farm, Mautby). As noted by Historic England, for most of the assets on the Heritage At Risk Register, they are experiencing a slow decay due to no solution being agreed between the relevant parties.

C.59 The Historic Environment Record⁴¹ shows there are 1,564 locally important archaeological sites/features within the NCNL. There are also 21 broad Historic Landscape (HLC) types within the NCNL⁴². Of these, 20th century agriculture is the largest type, consisting of 15,468 ha.

Table C.3 Heritage At Risk Register, Norfolk Coast National Landscape (NCNL)

Name	Designation	Condition
St Mary’s Carmelite Friary and holy well	Scheduled Monument	Generally satisfactory but with significant localised problems
Gatehouse, Carmelite Friary Ruins	Listed Building	Poor
Church of St Nicholas, Church Plain	Listed Building	Poor
Halvergate Marshes	Conservation Area	Very bad
Second World War Heavy Anti-Aircraft (HAA) Battery, 345M East Of Decoy Farm, Mautby	Scheduled Monument	Very bad
Church of St Peter and St Paul, Church Road	Listed Building	Poor

⁴⁰ Historic England (2025) Annual Heritage at Risk Registers and Maps – 2025 entries, additions and removals [online] Available at: <https://historicengland.org.uk/listing/heritage-at-risk/search-register/annual-heritage-at-risk-registers-and-maps/>

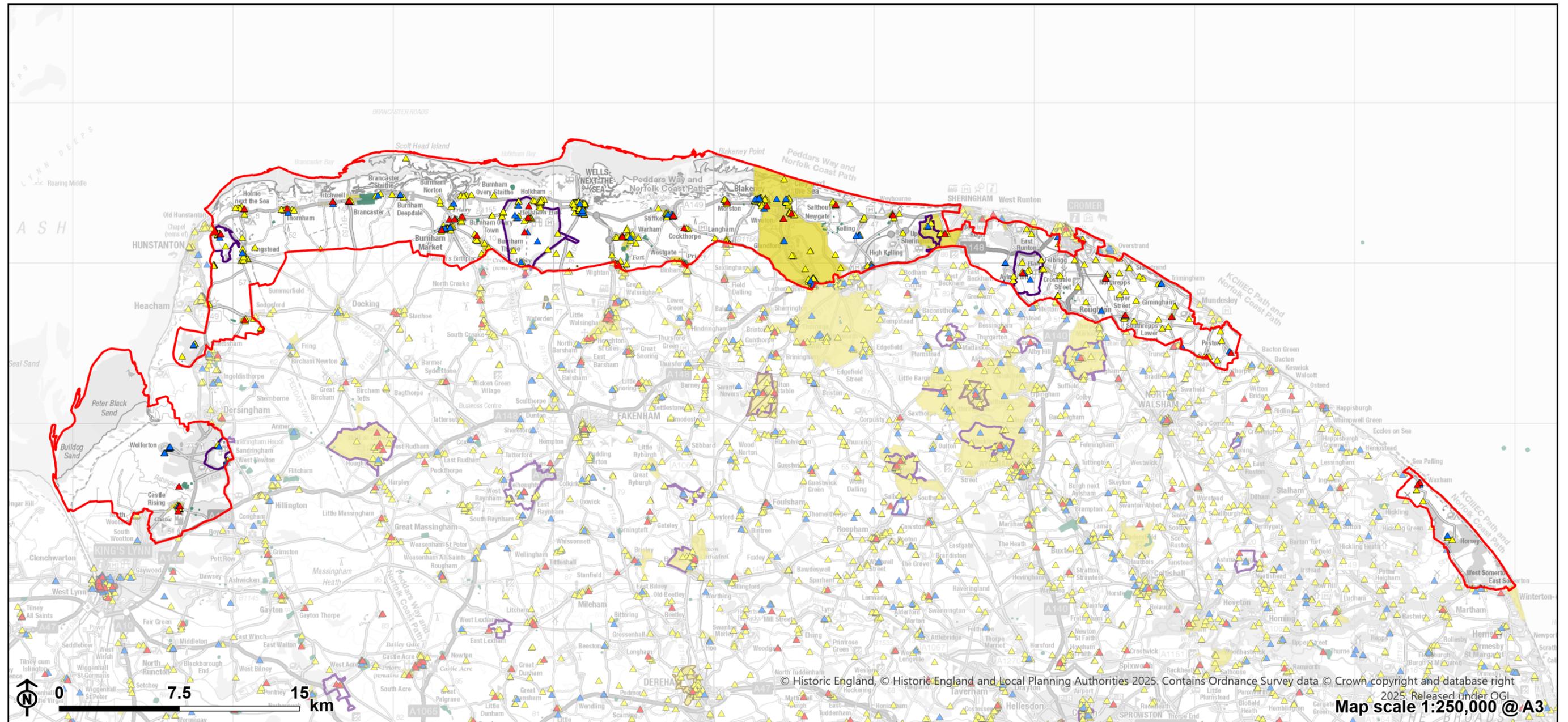
⁴¹ Norfolk County Council (n.d) Historic Environment Record [online] Available at: <https://www.norfolk.gov.uk/article/40382/Historic-Environment-Record>

⁴² Ibid

Figure C.10: Designated Heritage Assets within Norfolk Coast National Landscape



- Norfolk Coast National Landscape boundary
 - Registered Parks and Gardens selection
 - Heritage at Risk 2023
 - Scheduled monument
 - Conservation area
- Listed Building**
- ▲ Grade I
 - ▲ Grade II*
 - ▲ Grade II



Social baseline information

Population

C.60 The NCNL is approximately 453 km² of coastal and agricultural land, extending from The Wash in the west to Winterton in the east. The National Landscape includes a number of coastal towns and villages such as Hunstanton, Wells-next-the-Sea, Blakeney, and Sheringham.

C.61 Based on the 2022 population estimates, the total estimated population within the NCNL was 16,987 people⁴³. This is a small decrease (0.5%) from the 2021 population estimate of 17,076, people. The whole of the NCNL is sparsely settled, with most of the NCNL having a population density of 0.12-2.0 people per hectare, reflecting the ageing demographic profile of the National Landscape, combined with limited housing availability and high levels of second-home ownership.

Age

C.62 The 2025 PLTOF data shows that the average age within the NCNL is 53⁴⁴. The NCNL is a popular area for retired people to live, with 38.4% of the population aged over 65. This is reflective of Norfolk more generally, which has an older population, with the proportion of residents aged over 65 expected to rise from 24.6% to 29.4% by 2042⁴⁵.

Deprivation

C.63 The Index of Multiple Deprivation (IMD) uses geographic units of similar population size called Lower Layer Super Output Areas (LSOA) to measure deprivation at local authority and county level. The seven distinct domains of deprivation (Income; Employment; Health Deprivation and Disability: Education and Skills Training; Crime: Barriers to Housing and Services: and Living Environment) which when weighted and combined from the IMD 2025 have been mapped for the NCNL (see **Figure C.11**)

C.64 There are multiple LSOAs spanning the NCNL that fall within the 30% most deprived neighbourhoods in the country, such as Cromer and Wells-next-the-Sea. However, the

western section of The Wash falls within the 20% least deprived neighbourhoods in the country⁴⁶.

⁴³ Office for National Statistics (2024) Population Estimates for National Landscapes in England and Wales by Single Year of Age and Sex, Mid-2021 and Mid-2022 [online] Available at: <https://www.ons.gov.uk/file?uri=/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/2094populationestimatesforationalallandscapesinenglandandwalesbysingleyearofageandsexmid2021andmid2022/nationallandscapes20212022.xlsx>

⁴⁴ Norfolk Coast (2025) Norfolk Coast National Landscape State of the Norfolk Coast National Landscape Report [online] Available at: https://norfolkcoast.org/app/uploads/2025/10/NCNL_StateOfReport_Final.pdf

⁴⁵ Office for National Statistics (2024) Population Estimates for National Landscapes in England and Wales by Single Year of Age and Sex, Mid-2021 and Mid-2022 [online] Available at: <https://www.ons.gov.uk/file?uri=/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/2094populationestimatesforationalallandscapesinenglandandwalesbysingleyearofageandsexmid2021andmid2022/nationallandscapes20212022.xlsx>

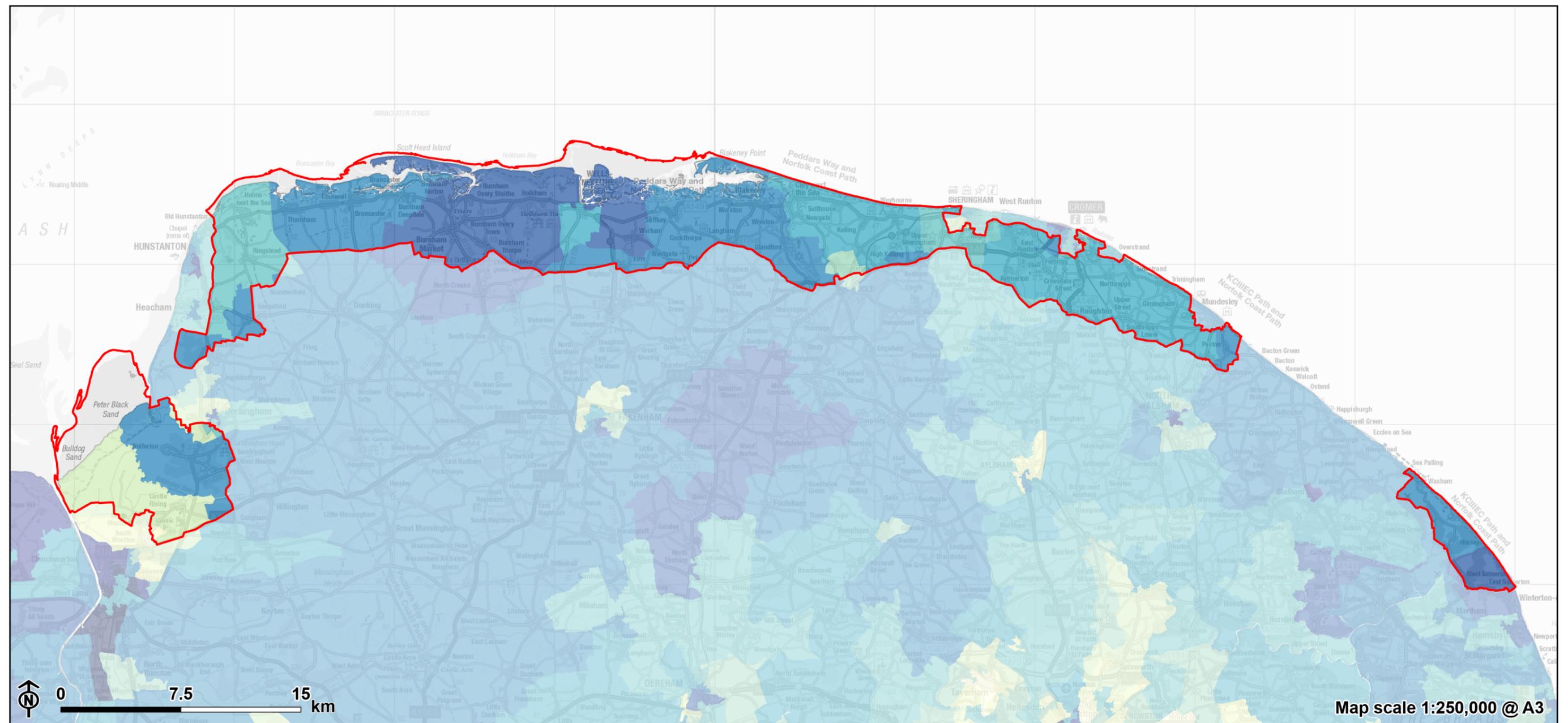
⁴⁶ Ministry of Housing, Communities and Local Government (2025). English indices of deprivation 2025 [online]. Available at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2025>

Figure C.11: Norfolk Coast National Landscape Index of Multiple Deprivation

Norfolk Coast National Landscape boundary

Indices of Multiple Deprivation (IMD) 2025

IMD Decile



Map scale 1:250,000 @ A3

Health and wellbeing

C.65 Precise figures on health and wellbeing within the NCNL are not available. 2021 Census data for Norfolk County Council states that 79.6% of residents report 'good' or 'very good' health, while 5.5% report 'bad' or 'very bad' health.

Housing

C.66 Precise figures on the number and type of dwellings in the NCNL are not available. The 2021 Census estimated there were 180,778 dwellings across the Borough of King's Lynn and West Norfolk, North Norfolk District, and Great Yarmouth Borough, which encompasses the NCNL but also includes a lot of land outside of the NCNL.

C.67 Land Registry data shows that in February 2025, the average property price within Norfolk was £274,752. The North Norfolk District has the highest average property price (£309,577), which is higher than the average within England (£291,640).

C.68 For 2023/24, PLTOF data shows the mean house purchase price within the NCNL was 9.2 times greater than the mean gross annual household income. This figure is very similar to that of the other National Landscapes within England, with an average of 9.3. Notably, these are higher than the England average of 7.6.

C.69 This reflects that the NCNL is amongst the most desirable places to live in the UK and this contributes to the issue of affordability in the area. Due to the beautiful natural environment and restricted number of homes available, house prices in the area tend to be high.

C.70 Second homes or holiday lets have implications for house prices, and housing availability. High numbers of second homes or holiday lets within small, rural communities has an impact on local businesses and community facilities such as shops, pubs, healthcare facilities and schools.

C.71 Precise figures on second home ownership in the NCNL are not available. However, the 2021 Census data in relation to the three Local Planning Authorities that the Norfolk Coast National Landscape falls within indicated that there was a total of 7,655 people with second addresses in the Borough of King's Lynn and West Norfolk, North Norfolk District, and Great Yarmouth Borough. North Norfolk District had the highest number of second home ownership with 3,270. While

this figure is not specific to the NCNL, it indicates that there are likely to be high levels of second home ownership within the NCNL. High levels of second home ownership can have a significant impact on house prices, services, and employment.

Economic baseline information

Economy and employment

C.72 The economy of the NCNL is largely dependent on tourism and agriculture, supported by its natural beauty and agricultural resources including crops and timber. Tourism forms the most important industry for the local economy within the NCNL, with visitors attracted to the coast for its wildlife, sense of remoteness, and opportunities for recreation.

C.73 In 2022/23, PLTOF data shows there were 1,040 businesses within the NCNL and 725 of these businesses had one to nine employees. The three largest industries were wholesale/retail trade and repair of motor vehicles, accommodation and food services, and agriculture, forestry and fishing; these accounted for 480 of the 1,040 total businesses.

C.74 In terms of occupation, roughly 15.4% of working residents aged 16 and over are employed in skilled trade occupations, while approximately 15% are employed as managers, directors and senior officials, and around 11.8% are employed in elementary occupations⁴⁷.

Tourism

C.75 The tourism sector forms the most important source of employment in the NCNL. The coastal stretch of the National Landscape, backed by farmland, heathland, wetlands and woodlands, supporting habitats and ecosystems, attract many visitors, providing a major component of the local economy. In 2022/23, the total number of businesses in the area was 1,040, with the largest sectors being accommodation, hospitality, and retail⁴⁸.

C.76 The West Norfolk and North Norfolk 2023 Economic Impact of Tourism Reports state that there were 8,147 and 8,440 Full-Time Equivalent jobs linked to tourism, respectively^{49,50}. Total actual tourism related employment is estimated to be 22,852 for West Norfolk and North Norfolk.

C.77 The previous State of the North Norfolk Coast report prepared by Natural England stated the following:

⁴⁷ Ibid

⁴⁸ Norfolk Coast (2025) Norfolk Coast National Landscape State of the Norfolk Coast National Landscape Report [online] Available at: https://norfolkcoast.org/app/uploads/2025/10/NCNL_StateOfReport_Final.pdf

⁴⁹ Borough Council of King's Lynn and West Norfolk (2023) Economic Impact of Tourism 2023 results [online] Available at:

<https://www.visitnorfolk.co.uk/wp-content/uploads/2024/09/Economic-Impact-of-Tourism-Norfolk-Report-2023.pdf>

⁵⁰ North Norfolk District Council (2023) Economic Impact of Tourism 2023 results [online] Available at: <https://www.north-norfolk.gov.uk/media/10298/economic-impact-of-tourism-north-norfolk-report.pdf>

- An estimated 500,000 people visit Holkham NNR annually.
- In 2016/17, approximately 78,000 people visited RSPB Titchwell.

C.78 The RSPB valued visitor spend on the Norfolk coast at £122 million a year.

C.79 In 2023, the total tourism value across the North Norfolk District Council area was £519,653,378 and provided 27.4% of all employment⁵¹. In the Borough Council of King's Lynn and West Norfolk area for the year 2023, tourism was worth £565,165,867 and provided 15.6% of all employment⁵². Furthermore, 78% of the accommodation used by visitors was paid accommodation in North Norfolk and 67% within West Norfolk.

C.80 Additionally, in relation to visitor numbers, the Economic Impact of Tourism results from 2023 for North Norfolk state that the total number of trips (day and staying) was 9,432,400⁵³. Of that, 94% were day trips which equated to 8,835,000. This is similar for Great Yarmouth; in 2024, the majority of visitors were day visitors⁵⁴. Furthermore, 94% of trips to North Norfolk and Great Yarmouth were for holiday purposes. This statistic was only slightly less for West Norfolk, with 91% of trips for holiday purposes.

C.81 The NCNL has 300km of Public Rights of Way (PRoW), as shown in **Figure C.12**, which includes Peddars Way and Norfolk Coast Path National Trail, with much of the route also forming part of the King Charles III England Coast Path. The Coastal Path is currently being developed by Natural England, in partnership with local access authorities, and will follow the entire coast of England. The path is being opened in sections and is expected to be completed by Spring 2026. Once completed, 24.1km of National Trail will run through the NCNL.

C.82 In 2024 a new boardwalk was constructed in Brancaster, seeking to provide inclusive access to part of the NCNL. The 2km boardwalk was designed to be accessible and inclusive, with features such as a path wide enough for wheelchair users and pushchairs, high-contrast bumper strips to help people living with dementia or those with visual impairments and resting spots and viewing platforms. The boardwalk passes

through highly protected saltmarsh habitat and coastal landscape⁵⁵.

C.83 As noted above, dark skies are a prominent and valued tourist feature in the NCNL, with the National Landscape featuring four dark skies sites, which are ideal to view the night sky, and they have some of the lowest light pollution in the country. The NCNL is often used for stargazing tourism, with a number of events that run through the year where people travel from across the country to enjoy the dark skies. This includes the Norfolk Coast Dark Skies Festival which comprises a series of 19 free events that are run in the autumn and winter to celebrate the night skies of the Norfolk coast⁵⁶.

⁵¹ Ibid

⁵² Borough Council of King's Lynn and West Norfolk (2023) Economic Impact of Tourism 2023 results [online] Available at: <https://www.visitnorfolk.co.uk/wp-content/uploads/2024/09/Economic-Impact-of-Tourism-Norfolk-Report-2023.pdf>

⁵³ North Norfolk District Council (2023) Economic Impact of Tourism 2023 results [online] Available at: <https://www.north-norfolk.gov.uk/media/10298/economic-impact-of-tourism-north-norfolk-report.pdf>

⁵⁴ Great Yarmouth Borough Council (2024) Economic Impact of Tourism 2024 results [online] Available at: <https://gyta.com/wp-content/uploads/delightful-downloads/2025/12/Economic-Impact-of-Tourism-Great-Yarmouth-2024.pdf>

⁵⁵ Norfolk Coast Protected Landscape (n.d) Brancaster boardwalk [online] Available at: <https://norfolkcoast.org/projects/brancaster-boardwalk/>

⁵⁶ Norfolk Coast Protected Landscape (n.d) Norfolk Coast Dark Skies Festival [online] Available at: <https://norfolkcoast.org/projects/dark-skies-festival/>

Figure C.12: Public Rights of Way, National Trails and Open Access Land in Norfolk Coast National Landscape



- Norfolk Coast National Landscape boundary
- King Charles III England Coast Path Coastal Route
- Peddars Way and Norfolk Coast Path National Trail
- National Trail
- Bridleway
- Byway open to all traffic
- Footpath
- Restricted bridleway
- National Trust Land Always Open

