

**RECOMMENDATIONS TO CABINET 4 DECEMBER 2014 FROM THE  
REGENERATION, ENVIRONMENT AND COMMUNITY PANEL MEETING HELD  
ON 26 NOVEMBER 2014**

**REC85: CABINET REPORT – WASH EAST COASTAL MANAGEMENT  
STRATEGY**

The Principal Planner LDF and Water Management Officer presented the Cabinet report which sought approval for the Wash East Coastal Management Strategy (WECMS) which covered the coastline from Hunstanton Cliffs to Wolferton Creek (Snettisham Beach) area.

The Strategy made a number of management recommendations for the short term and the long term, which built on the policies published in the Wash Shoreline Management Plan which had been published in November 2010.

The Strategy had undergone a consultation process and the Principal Planner LDF and Water Management Officer drew the Panel's attention to the consultation responses as set out in 2.1 of the report.

The Principal Planner LDF and Water Management Officer explained that a variety of projects could be undertaken and would be presented to Cabinet for approval as and when required.

The Panel was informed that a Community Interest Company (CIC) to manage contributions from the private sector was in the process of being formed by caravan park operators and landowners.

The Principal Planner LDF and Water Management Officer drew the Panel's attention to the possible financial implications of future projects as set out in the report at point 6. He also drew attention to the risk to the value of tourism if the Council did nothing.

The Chairman thanked the Principal Planner LDF and Water Management Officer for his report and invited questions and comments from the Panel, some of which are summarised below.

Councillor Crofts referred to the RSPB and asked if consideration had been given to allowing them to purchase areas of land to develop into sanctuaries and maintain flood defences. The Principal Planner LDF and Water Management Officer explained that the RSPB had responded to the consultation process, but their response set out certain limitations on their potential involvement in the CIC. Further consideration could be given to this opportunity in future.

Councillor Moriarty referred to part 7.5 of the report which provided detail of tourism expenditure in the Borough and asked if there was a breakdown for coastal areas. The Principal Planner LDF and Water Management Officer explained that unfortunately tourism statistics

could not be broken down by area with the statistics available, although there were statistics available for Hunstanton only.

Councillor Bird referred to part 1.6 of the report which detailed how piloting schemes were recommended to monitor effectiveness of slowing down the rate of erosion. He asked who would be responsible for funding the pilot schemes. He also referred to part 2.1 of the report which provided detail of the consultation process and felt that 39 responses was not overwhelming and queried if the consultation process was too complicated. Councillor Bird also asked why a Community Interest Company had been chosen over a Charitable Trust and referred to part 7.4 of the report and highlighted the importance of getting an overall definite figure of the amount of caravans, chalets and holiday homes in the area. Councillor Bird further commented that the Community Interest Company would ask for voluntary contributions and asked what would happen if there was a shortfall.

The Portfolio Holder for Environment, Councillor Long, in responding to the questions asked by Councillor Bird, explained that as part of the consultation process a number of 'drop-in' sessions had been held and attendees had been provided with a feedback form. He also commented that many more people had attended the 'drop-in' sessions than had returned forms.

The Portfolio Holder for Environment explained that a Community Interest Company had been chosen as it was the most appropriate way forward. A Charitable Trust would have a more stringent regime and charitable objectives would have to be achieved. Advice had been sought from the Council's advisors who had been involved in the setting up of the Leisure Trust.

The Portfolio Holder for Environment acknowledged that it was important to obtain a definitive total of the number of caravans, chalets and holiday homes and the Licensing Section at the Borough Council would investigate this issue. Once the figure was available a breakdown of costs and the protection which could be achieved could be investigated.

**RESOLVED:** That the Regeneration, Environment and Community Panel supports the recommendation to Cabinet as follows:

Cabinet is invited to recommend the Council to approve the Wash East Coastal Management Strategy (WECMS).