

Borough Council of
**King's Lynn &
West Norfolk**



Local Plan Task Group

Agenda

Wednesday, 12th April, 2017
at 10.00 am

in the

**Miles Room
Town Hall
Saturday Market Place
King's Lynn
Norfolk
PE30 5DQ**



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King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200
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5th April 2017

Dear Member

Local Plan Task Group

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Wednesday, 12th April, 2017 at 10.00 am** in the **Miles Room - Town Hall** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. **Apologies**
2. **Notes of the Previous Meeting** (Pages 5 - 9)
3. **Matters Arising**
4. **Declarations of Interest**

Please indicate if there are any interests which should be declared. A declaration of an interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Members should withdraw from the room whilst the matter is discussed.

These declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting.

5. **Urgent Business**

To consider any business which, by reason of special circumstances, the Chairman proposes to accept as urgent under Section 100(b)(4)(b) of the Local Government Act, 1972.

6. Members Present Pursuant to Standing Order 34

Members wishing to speak pursuant to Standing Order 34 should inform the Chairman of their intention to do so and on what items they wish to be heard before the meeting commences. Any Member attending the meeting under Standing Order 34 will only be permitted to speak on those items which have been previously notified to the Chairman.

7. Chairman's Correspondence (if any)

8. Local Development Scheme (LDS) (Pages 10 - 23)

9. Statement of Community Involvement (SCI) (Pages 24 - 56)

10. HELAA Site Assessments

11. Norfolk Recreational Pressures Study (Pages 57 - 166)

12. Date of Next Meeting

The next meeting of the Task Group will take place on Wednesday 17 May 2017 at 10 am in the Miles Room, Town Hall, Saturday Market Place, King's Lynn.

To:

Local Plan Task Group: R Blunt (Chairman), A Bubb, C J Crofts, J Moriarty, M Peake (Vice-Chairman), Miss S Sandell, D Tyler and Mrs E Watson

Claire Dorgan, Principal Planner (Policy)
Alex Fradley
Alan Gomm, LDF Manager
Peter Jermany

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK**LOCAL PLAN TASK GROUP**

**Minutes from the Meeting of the Local Plan Task Group held on
Wednesday, 15th March, 2017 at 10.00 am in the Miles Room - Town Hall**

PRESENT: Councillor R Blunt (Chairman)
Councillors A Bubb, J Moriarty, M Peake (Vice-Chairman), Miss S Sandell,
D Tyler and Mrs E Watson

Officers:
Alex Fradley, Planner

1 **APOLOGIES**

An apology for absence was received from Councillor C J Crofts.

2 **NOTES OF THE PREVIOUS MEETING**

The notes of the meeting held on 22 February 2017 were agreed as a correct record.

3 **MATTERS ARISING**

Review of Core Strategy Policy C505 Hunstanton

It was noted that the Regenerations Programmes Manager would attend the Task Group meeting on 17 May 2017 to provide an overview of the Hunstanton Masterplan.

4 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

5 **URGENT BUSINESS**

There was no urgent business.

6 **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

There were no Members present under Standing Order 34.

7 **CHAIRMAN'S CORRESPONDENCE (IF ANY)**

There was no Chairman's correspondence.

8 CONSIDERATION OF HOUSING NUMBER FLEXIBILITY IN THE LOCAL PLAN REVIEW 2016 - 2036

The Chairman, Councillor Blunt commented that the following documents were difficult and complex to follow and invited comments on how to present the information in an easier format. Members of the Task Group commented that a PowerPoint presentation focussing on the key issues would be helpful.

The Planner reminded the Task Group of the discussions held at the previous meeting and advised that consideration was required as to the housing number flexibility of the Local Plan 2016 – 2036.

The Planner explained that the paper aimed to explore the flexibility of housing numbers, where the Council currently were, how the Council got there, what was the requirement, what sources of flexibility existed and were available and to propose a potential approach going forward.

The potential sources of flexibility and areas for consideration which could be incorporated with the Local Plan Review (2016 – 2036) are set out below:

- Windfall
- Development Boundaries.
- Infill Policy.
- Strategic Growth Option.
- Neighbourhood Plans.
- Allocate a Percentage above the FOAN.
- At least x Number of Dwellings.
- Site Density and Capacity Approach.

Members were informed that all of the options considered in the paper were almost entirely interlinked and altering one element would impact upon another. All the options discussed had advantages and disadvantages.

In response to comments and questions regarding windfall sites, the Planner explained that a windfall site was any residential development that was granted consent on land not specifically allocated for residential development in a Local Plan. This source of housing had made a significant contribution to the overall number of completions within the Borough over the plan period and it was anticipated that it would continue to do so.

The Planner responded to questions regarding sites being included/not included within development boundaries. Members were advised that development boundaries would be looked at in individual settlements.

The Chairman, Councillor Blunt commented that the infill policy be amended to read “extended infill policy.”

In response to comments and questions relating to an infill policy, the Planner explained that not all sites would come forward. It was acknowledged that some sites would be within and some would not be within the development boundary. Each site that came forward would be considered on its own merits. The Chairman, Councillor Blunt commented that consideration should be given to a clause being inserted to allow less than 10 units.

Following questions on strategic growth and how communities in West Norfolk reacted to development during the period when the Council did not have a 5 year land supply, the Planner explained that applications for more desirable locations came in from developers and gave an example of Gayton where applications were received for 150 dwellings. Comments were made that when the Council did not have a 5 year land supply sites came through which had not been identified during the LDF process, but, where appropriate and if the application was acceptable, the Planning Committee had no option but to grant planning permission.

The Planner responded to questions on the impact of Neighbourhood Plans on the Local Plan. Members were advised that Neighbourhood Plans had the same legal status as the Local Plan. Currently there were two Neighbourhood Plans in force – South Wootton and Brancaster.

Reference was made to the White Paper and penalties being incurred if Councils did not reach targets set. A general discussion took place on setting achievable and realistic targets to deliver the housing required in West Norfolk.

The Planner responded to comments and questions on “at least” not being defined and reminded Members that at the last Inquiry, the Inspector had determined that “at least” should be quoted in the documents and that had been the reason for “at least” to be included within the schedule of main modifications to the Local Plan.

Following further questions, the Planner explained that the Local Plan Team liaised closely with the Council’s Housing Services Team to look at housing need within the Borough. It was explained that all types of housing would be included within the custom build initiative.

AGREED: 1) The Task Group agreed with the approach outlined in 12.3 of the paper (as set out below), which it was considered would be consistent with national policy, the Borough Council’s existing Local Plan and would assist in both the Local Plan being ‘Sound’ and the ability to demonstrate a positive land supply:

- Seek to allocate 10% above the FOAN.

- Retain the 'at least' approach for the SADMP sites which would continue into the Local Plan review.
- For consistency the 'at least' approach applied to the new Local Plan review allocations.
- Reinstate Development Boundaries for Smaller Villages and Hamlets.
- Criteria based Infill Policy for areas outside of development boundaries for settlements listed in the hierarchy.
- Contain a windfall allowance within the Local Plan review.
- The Borough Council would support local communities through their Neighbourhood Plans to make their own allocations and decisions on which sites should be allocated for the growth need in their area.

2) A PowerPoint presentation to be scheduled for all Councillors.

9 **HOUSING NEED UPDATE - FULL OBJECTIVELY ASSESSED NEED (FOAN)**

The Planner explained that Neil McDonald, NM Strategic Solutions Ltd had been commissioned by the Borough Council to produce a report on the Full Objectively Assessed Housing Needs (FOAN). The report concluded that the FOAN of the Borough Council of King's Lynn was 13,400 homes over the period 2016-36, an average of 670 homes a year. The report provided a short summary of the process and the findings.

In response to questions, the Planner advised that the effect of Brexit was unknown; however, the report did include a reference to Brexit that it had not been taken into account.

A general discussion took place which included:

- Local occupancy clause.
- How the West Norfolk compared to East Anglia and nationally.
- Second Homes.

It was noted that the FOAN would be reviewed every two years.

AGREED: Neil McDonald be invited to attend a future meeting of the Task Group.

10 **NEIGHBOURHOOD PLANS UPDATE**

The Task Group received the update note circulated with the Agenda.

The Planner advised that 50% of officers' time was taken up assisting with Neighbourhood Plans and 50% with the Local Plan. It was

explained that the process of adopting a Local Plan took approximately two years.

The Task Group commented that it would be useful to have one page summary of the Neighbourhood Plan explaining what a Neighbourhood Plan was and the process for adopting one.

The Chairman, Councillor Blunt suggested that a briefing session be scheduled inviting all Borough Councillors to attend. A standard presentation could then be used by Borough Councillors who attend Parish Council meetings. The Chairman undertook to discuss the detail with the Planning Policy Manager.

AGREED: 1) Presentation to all Parishes in April on CIL to also include reference to Neighbourhood Plans.

2) All Borough Councillors be invited to attend a presentation on Neighbourhood Plans.

11 **NEIGHBOURHOOD PLANS PRESENTATION**

The Task Group received the above note for information purposes only.

Neighbourhood Plans Indicative Schedule

The Task Group received the above schedule for information purposes only.

12 **DATE OF NEXT MEETING**

The next meeting of the Task Group will take place on Wednesday 12 April 2017 at 10.00 am in the Miles Room, Town Hall, Saturday Market Place, King's Lynn.

Councillor S Sandell offered her apologies for the meeting on 12 April 2017.

The meeting closed at 12.02 pm

Borough Council of King's and West Norfolk Local Plan Review (2016 – 2036)

Local Development Scheme (LDS) 2017 -2019

1. We have already commenced work on the Review of the Local Plan, Core Strategy (CS) (2011) and the Site Allocations and Development Management Policies Plan (SADMP) (2016), as required by the SADMP Inspector through the Examination. The Local Development Scheme (LDS) sets out projected milestones in the preparation of this new Plan. It is a legal requirement to have one and keep it up to date. The new LDS will replace the previous one, which was prepared in 2014.
2. We are required by Regulations to keep our Local Development Scheme up to date, and publish it on our website. Having recently adopted the SADMP it is an appropriate time to be clear about the programme for the Local Plan Review.
3. We last published an LDS in 2014, and it dealt primarily with the SADMP which was about to commence its final formal stages at Examination. The precise format and timings for the Local Plan review were not known then.
4. As well as publishing the LDS and ensuring it is up to date, it is also a requirement to monitor progress against this within an Authority Monitoring Report (AMR). This requirement has been adhered to and the '2014/15 & 2015/16 AMR' contains a commentary of progress made during that time period in comparison to what we said we would do, as outlined in the LDS. It also includes reasons as why what occurred was not in line with the LDS.
5. This new LDS covers the time period from the start of 2017 through to the end of 2019. It is anticipated that that Local Plan Review will travel through the various local plan process stages and will be adopted within this time frame.
6. The Government in the Housing White Paper is placing increased emphasis on keeping plans up to date with a new one expected every five years, and we need to make sure we have a reasonable project plan for its preparation. The Government intend to use Local Planning Authority's (LPA) own LDS to monitor their progress with Local Plan preparation. This is a drive from Government to ensure that every LPA has a Local Plan in place that is NPPF compliant. The risk to not either having such a Plan or not preparing a plan in a timely fashion is plan intervention from the Government.
7. To conclude the LDS is an important document which is legally required, it has been made public via the website, and plan progress will measure against it. In our next AMR we will assess the progress made.

Borough Council of
**King's Lynn &
West Norfolk**



King's Lynn & West Norfolk
Local Plan review 2016 - 2036

Local Development Scheme
2017- 2019

1. Introduction

1.1 The Planning and Compulsory Purchase Act 2004 as amended by the Localism Act 2011 requires local planning authorities to prepare, make publically available and maintain a Local Development Scheme (LDS). The LDS is a timetable for production of a local planning authority's Local Plan, and any other Development Plan Documents. It enables the public and stakeholders to view the proposed schedule and therefore the status of policies contained within the plan documents.

1.2 This, the latest, version of the Borough Council of King's Lynn and West Norfolk's LDS provides a timetable for which documents are proposed to be prepared and when. It indicates the stages at which the public can be involved in the local plan process. The main document that this LDS covers is the Local Plan review (2016 - 2036) from preparation through to adoption.

1.3 This Local Development Scheme sets out the following:

- Information on the Development Plan
- Timetables Local Plan review
- Details of what policies currently apply in the borough
- The delivery and implementation of the documents, including resources, risk management and monitoring and review.

2. King's Lynn & West Norfolk Development Plan

2.1 The development plans system is the basis upon which planning applications are determined.

2.2 The Development Plan for King's Lynn and West Norfolk is made up of a series of documents which collectively form planning policy for the borough:

- Local Plan, comprising:
 - Core Strategy (2011)
 - Site Allocations and Development Management Policies (2016)
- Norfolk Minerals and Waste Development Framework Core Strategy & Site Allocations documents (produced by Norfolk County Council)
- Any Neighbourhood Plans which have been made

2.3 The **Core Strategy** sets out the spatial planning framework for the development of the borough up to 2026, and provides guidance on the scale and location of future development in the borough. It contains strategic policies on a range of topics that include: the environment, employment, infrastructure, and housing. The Core Strategy was formally adopted by the Council in 2011.

2.4 The **Site Allocations and Development Management Policies** document complements and facilitates the implementation of the Core Strategy by providing detailed policies and guidance. This includes development boundaries, site allocations across the borough for a variety of uses and area-wide development management policies on specific issues. It contains a Policies Maps, and insets, which geographically illustrate the policies within the local plan where appropriate. This was formally adopted by the Council in 2016.

2.5 The **Minerals and Waste Core Strategy and Site Allocations** documents are produced by Norfolk County Council and were adopted in September 2011 and October 2013 respectively.

2.6 The process of plan preparation involves evidence gathering, opportunities for public involvement and comment and an independent examination, the process is outlined below:

- i. Evidence gathering – forms the basis of information for the Plan.
- ii. Development of options – preparation of the draft plan
- iii. Draft Local Plan – published for consultation.
- iv. Submission Local Plan – Plan is submitted to the Secretary of State.
- v. Independent Examination – held by a Planning Inspector into objections.
- vi. Inspectors Report – setting out any recommended changes.
- vii. Adoption of Local Plan – by the local planning authority.

2.7 Other documents:

- **Supplementary Planning Documents (SPDs)** – these are non-statutory documents which will supplement policies and proposals in the Local Plan. They will need to be in conformity with the Local Plan.
- **Neighbourhood Plans** – The Localism Act 2011 introduced provision to allow communities to set out their own policies in relation to use and development of land in their areas through Neighbourhood Plans. The Council have a duty assist to these communities, however they are produced by the community themselves and so it is not appropriate for this document to specify when they will be produced.
- **Community Infrastructure Levy** – The Community Infrastructure Levy (CIL) is a mechanism for raising funds from new development to contribute towards essential infrastructure. The Council formally introduced its CIL in February 2017.
- **Statement of Community Involvement** - sets out how the public will be consulted as part of the Local Plan review process, a new version of this is to be consulted on in February 2017.
- **Authority Monitoring Report** - considers how the authority is implementing their planning policies and the progress in terms of producing the planning documents.

- **Local Development Scheme** (this document).
- **Housing and Economic Land Availability Assessment** - This is an appraisal of the amount of land available for housing and economic development it is required in order to assess the capacity of suitable land. Its purpose is to test whether there is sufficient land to meet the Full Objectively Assessed Need (FOAN) and identify where this may be located. The HELAA does not allocate land for development or determine whether a site should be given planning permission for development. This is the role of the Local Plan Site Assessment. However it is a key piece of supporting evidence for the Local Plan review.
- There may be a need for additional documents to be produced, and any new documents or amendments to the current programme will require a change to the LDS.

2.8 Sustainability Appraisal and Habitats Regulations Assessments - In preparing the Local Plan review the documents will be subjected to a Sustainability Appraisal (which will also incorporate the requirements of the EU Directive 2001/42/EC on Strategic Environmental Assessments). The Sustainability Appraisal will help identify and evaluate what effects the document/ proposed plans are likely to have on social, economic and environmental conditions of an area, and help to ensure that the plan takes account of sustainable development objectives.

2.9 The Sustainability Appraisal Scoping Report is the first step in this process and is followed by the sustainability appraisal of options as they develop. The document guides and informs the choices made as the document evolves and so forms an integral part of the preparation. A final Sustainability Report will be prepared and published alongside the submitted Local Plan review.

2.10 Amendments were introduced in the UK Conservation (Habitats & etc.) Regulations 1994 in September 2006. These result in Appropriate Assessment under Article 6(3) and (4) of the Habitats Directive 92/43/EEC being required for all plans likely to have a significant effect on a European site. Habitats Regulations

Assessments, including Appropriate Assessment as necessary, will be undertaken prior to submission of the Local Plan Review.

3. The King's Lynn & West Norfolk Local Plan review (2016 -2036)

3.1 The Council, as part of the Site Allocations and Development Management Policies Plan (SADMP) examination and adoption process, has committed to an early review of the Local Plan. This means reviewing both the Core Strategy (CS) and the SADMP to create a single Local Plan document.

3.2 This commitment forms Policy DM2A – Early Review of Local Plan of the SADMP. An early review will ensure a set of deliverable and achievable housing sites for the duration of the Plan period (2016 -2036), with the most up to date policy framework to secure continuity for the longer term. The review will identify the full, objectively assessed housing needs for the borough and proposals to ensure that this is met in a consistent manner with national policy.

3.3 Elements of this review began in 2016 including the Sustainability Appraisal Scoping Consultation with statutory consultees (Environment Agency, Natural England and Historic England), and the 'Call for Sites and Policy Suggestions' Consultation (Regulation 18). The latter ran for 6 weeks, between the 17 October and 28 November, offered an opportunity for developers, agents, landowners, individuals, and other interested parties to promote sites located within the Borough for future development, suggest locations/areas for special policy treatment, and put forward policy suggestions.

3.4 The timetable for the production of the Local Plan review is set out overleaf. This outlines the process and the timetable of the Local Plan review and the role and content of each element.

Local Plan review Programme 2017-2019

Local Plan Documents	2017				2018				2019			
	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec
Local Plan review (2016 – 2036)	B	B	B / C ¹	C ²	D	D	E	F	G	H / I / J		
Housing & Economic Availability Assessment												
Authority Monitoring Report												

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	Key Stages of Local Plan Preparation	Regulation
A	Sustainability Appraisal Scoping Report Consultation (2016)	
B	Development of options – on-going engagement on issues and emerging options	
C	Publish and Consult on draft Local Plan	Regulation 18 & 19
D	Pre-Submission plan development	
E	Pre-Submission publication and consultation	Regulation 19 & 20
F	Submission of document to Secretary of State	Regulation 22
G	Examination (Including Hearing Sessions)	Regulation 24
H	Receipt of Inspectors Fact Check Report	
I	Receipt of final Inspector's Report	Regulation 25
J	Adoption	Regulation 26

¹ Draft Local Plan review completed

² Draft Local Plan review Consultation

Indicative Schedule of Proposed Local Plan review

Development Plan Documents (Title)	Role and Content	Chain of conformity	Geographical coverage	Timetable Milestones				
				Consult on Sustainability Appraisal Scoping Report	Publication of DPD	Submission of DPD	Hearing Sessions (indicative estimate)	Adoption
Core Strategy	Sets out the vision, objectives and spatial strategy for development up to 2026, and the framework for the control of development		Whole authority area	2005	2010 Schedule of Changes 2010	2010	2011	2011
Site Allocations and Development Management Policies (Inc. Policies Map & Insets)	Complements the Core Strategy by providing the detailed policies and guidance. Includes development boundaries, site allocations and area wide development management policies	To conform with National Planning Policy Framework	Whole authority area	-	2014	2015	2015 / 2016	2016
Local Plan Review	review of the Local Plan (CS & SADMP) to cover the plan period from 2016 - 2036	To conform with National Planning Policy Framework	Whole authority area	2016	2018	2018	2019	2019

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4. Risk Management and Resources

4.1 The team consists of 3.5 full-time equivalent posts including a Manager and three planning officers (one of which work part-time in policy). Assistance is also provided by a number of teams elsewhere in the Council including Regeneration, Housing, Planning Technical Support, Environmental Health and Leisure. Consultants may also be used where there is insufficient resource / expertise within the authority. Advice will also be sought and guidance provided from Norfolk County Council, the Environment Agency etc., where necessary.

4.2 The budget for Planning Policy makes allowance for the anticipated costs of development plan production, including examination. However the timing set out in this document is indicative and based on assumptions. It may therefore be necessary to make further amendments to the timetable. The table below considers potential areas of risk which could cause the programme to slip, and details their impact and likelihood of occurrence alongside contingency and mitigation measures.

Risk Assessment Matrix

Risk	Likelihood	Impact	Contingency	Mitigation
A team member may leave / Long term sickness absence	<i>Medium</i>	<i>High</i>	Spread knowledge throughout the team to minimise impact.	Re-appoint as soon as possible if budget restrictions permit. Alternatively, seek to re-deploy staff from within the Planning department or use consultants / agency staff if necessary.
New national legislation	<i>Medium/High</i>	<i>Medium/High</i>	The National Planning Policy Framework and the Localism Act have reformed the planning system. Delays in the delivery of plans may occur in terms of compliance with the NPPF as a result of challenges on local interpretation.	Some flexibility has been included in the timescales for Local Plan production, although these may need to be revised.
Legal challenge	<i>Medium</i>	<i>High</i>	Post adoption of a Local Plan, there is a six week challenge period.	To reduce risk of challenge, ensure the Local Plan legally compliant, is based on robust evidence and been subject to extensive consultation.
Problems arising from joint working; compliance with the duty to co-operate.	<i>Medium</i>	<i>High</i>	Close working with other authorities and Council Members to detect issues early in the process	Some flexibility is included in the Local Plan timescales. Continuing discussions with neighbouring authorities.

Programme slippage	<i>Medium</i>	<i>Medium</i>	Contingency time is built into the LDS programme, which includes sufficient time to deal with a large number of representations.	Sufficient flexibility is included in the Local Plan review timescale. Revise LDS where necessary. Ensure sufficient resources available to complete future stages.
Local Plan found not to be 'sound'	<i>Low</i>	<i>High</i>	Seek advice from PINS at key stages (e.g. advisory visits) and be prepared to make modifications. Develop and take account of sound evidence.	Develop sound technical evidence base. If necessary, go back to an earlier stage, revise the plan and re-submit.
Timely provision of infrastructure	<i>High</i>	<i>High</i>	Discussions with infrastructure providers have been focused through the Infrastructure Study, as the development strategy and impact on infrastructure has become clearer.	Continuing engagement with infrastructure providers and development of the Study will ensure timely provision.
Failure to secure agreement of full Council to Local Plan review	<i>Low</i>	<i>High</i>	It is important to work closely with all elected Members and to raise awareness of the Local Plan, and to secure an up to date development plan that complies with the NPPF.	Build sufficient flexibility into the strategy and timescales. The impact of elections cannot be predicted and mitigation is limited.
Inspector's report includes recommendations that the Council finds difficult to accept	<i>Medium</i>	<i>Medium</i>	Although the Inspector's recommendations are no longer binding (except for any modifications proposed by the Council), the Plan may not be 'sound' unless it is modified. The Council will need to consider all recommendations if it wishes to have an up to date development plan in place as required by the NPPF.	Keep Council Members up to date on issues arising and likely recommendations.

5. Monitoring and Review

5.1 The Local Development Scheme will be monitored on an ongoing basis through the Authority Monitoring Report. The latest version is available on the Council's website. The Monitoring Report will also monitor the delivery and effectiveness of policies in line with the Monitoring Framework outlined in the Core Strategy and Site Allocations and Development Management Policies documents.

Borough Council of King's and West Norfolk Local Plan Review (2016 – 2036)

Statement of Community Involvement (SCI)

1. The Statement of Community Involvement (SCI) is a document which outlines how the Council will consult with the public as part of the Local Plan process, on Planning Applications, and also on Neighbourhood Plans.
2. The Borough Council should have an up-to-date Statement of Community Involvement adopted. This will inform the next stages of the Local Plan review and planning application process.
3. The Council adopted its last SCI in 2006. This review of the Borough Council's SCI takes account of the recent changes in legislation and policy. Planning legislation sets out a number of statutory requirements with respect to consultation on planning policy documents and planning applications. The SCI sets out how the Borough Council will meet these requirements along with the additional activities the Borough Council will undertake to involve people in the planning system.
4. The Localism Act 2011 also sets out a 'duty to co-operate'. It is a requirement that the Borough Council engage with neighbouring authorities and other statutory bodies to consider joint approaches to plan-making. The Borough Council is committed to meeting this duty and intends to work closely with neighbouring authorities, other partner organisations and stakeholders.
5. The revised SCI went to Cabinet and it was agreed that the revised SCI should be made available for public consultation for a six week period, to give stakeholders and the local community the opportunity to comment upon the document. This took place between 6 February 2017 and 20 March 2017.
6. What follows is a schedule of the comments received which details a summary of the comments, the Borough Council's suggested response and suggested action i.e. what amendments to the SCI should be made. Following this is a revised copy of the SCI which takes into account the comments received from the consultation.

Borough Council of King's and West Norfolk

Consideration of Comments received from the 'Statement of Community Involvement 2017' Consultation

Summary of Comments Received - Please note that comments can be viewed in full via the following link:

http://consult.west-norfolk.gov.uk/portal/sci_2017/statement_of_community_involvement_2017_1?tab=info

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
1	06/02/2017	Emma Pattison (Fisher German LLP / CLH Pipeline System Ltd)	A map which illustrates their client's apparatus is provided and they request that the Borough Council consult them for any proposals in this vicinity	The Borough Council will consult on planning proposals in this area	No action
2	14/02/2017	David Price (South Wootton parish Council – Chairman)	South Wootton Parish Council thank the Borough Council for the information contained within the proposed SCI and agree with its contents	The Borough Council appreciate the response from South Wootton Parish Council	No action
3	16/02/2017	Mr Richard Brown	Believes that Local views should be taken into account, and that they are not always represented by the Parish Council	The views of local residents as well as that of the parish councils are taken into account when decisions are made by the Borough Council in the Local Plan process and in the determination of planning applications	No action
4	20/02/2017	Mr Keith Ives	Local Plan: <ul style="list-style-type: none"> • Welcomes efforts to accelerate the Local Plan process • Considers that Parish Council cycles should be taken into account in consultations • Suggests that reports to the Local Plan Task Group are made available • Believes that proposed changes should be highlighted 	Local Plan consultations take account of legislation, the NPPF & PPG, where holidays fall consultation periods are extended to account for these Agendas, reports and minutes for the Local Plan Task Group are made public and published on the Borough Council	No action

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
			<p>Planning Applications:</p> <ul style="list-style-type: none"> • Suggests that a King's Lynn Town Council is formed • Believes that Parish Council comments should be clear and offer sufficient information to determine if an application is referred to the Planning Committee or not, rather than applications 'automatically' being referred to the committee. 	<p>Website. There is a mechanism for Members not on the Task Group to attend and take part in the meetings</p> <p>The Borough Council will endeavour to highlight proposed changes to Local Plan, and make these sufficiently clear</p> <p>Comments relating to the formation of King's Lynn Town Council go beyond the scope of this SCI consultation</p> <p>The Borough Council agree that Parish Council comments should be clear and offer sufficient information to determine if the application should be referred to the Planning Committee or not</p>	
5	22/02/2017	Carla Wright (Natural England)	Supportive of the principle of meaningful and early engagement in the planning process. Also provide details of the consultation process with Natural England	The information is noted and will be taken account of	No action
6	02/03/2017	Simon Bower (Snettisham	No objection	The Borough Council appreciate the response from Snettisham	No action

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
		Parish Council – Clerk)		Parish Council	
7	06/03/2017	Naomi Chamberlain (Norfolk County Council – Infrastructure & Economic Growth Team)	Welcomes the publication of the draft SCI	Noted	No action
11	06/03/2017	D Clingo	Suggests that no more housing is required in the Borough, that the infrastructure and services cannot cope and that there are far too many second homes	Comments go beyond the scope of the SCI. However the comments are noted and it is suggested that the respondent reviews the Borough Council's adopted Local Plan (Core Strategy 2011 and Site Allocations and Development Management Polices Plan 2016)	No action
12	06/03/2017	Mr & Mrs Skerry	Comments do not specifically relate to the SCI draft document made available for public consultation. They detail a potential development in Docking	The respondent is advised to check the planning pages of the Borough Council website and comment up the planning application these comments may apply to	No action
13	07/03/2017	Kate Senter (Middleton Parish Council - Clerk)	Support the principles of the SCI	The Borough Council appreciate the response from Middleton Parish Council	No action
14	07/03/2017	Alice Eggeling (Historic England)	Support the aims and approach, including the duty to co-operate. They note that some dates of documents, and names need updating.	The draft SCI does indeed require some updating in terms of document dates, names, and	Up-date the SCI to take account of the adoption of the Borough Councils' Site

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
			<p>They also suggest that this may be an opportunity to explain the new Heritage Action Zone designation</p> <p>They welcome the ongoing dialogue between the Borough Council and Historic England</p>	<p>the adoption of the Borough Councils' Site Allocations and Development Management Policies Plan (2016)</p> <p>The Borough Council welcomes the opportunity to work alongside Historic England. However, considered that this is not an appropriate document to explain the Heritage Action Zone designation given the importance of this in its own right</p>	<p>Allocations and Development Management Policies Plan (2016)</p> <p>'English Heritage' references will be updated to 'Historic England'</p>
15	08/03/2017	Nicola Cooper (Northwold Parish Council - Clerk)	No concerns raised	The Borough Council appreciate the response from Northwold Parish Council	No action
16	09/03/2017	(Leziate Parish Council)	<ul style="list-style-type: none"> The adoption of the Site Allocations and Development Management Policies Plan in September 2016 needs to be incorporated The planning application process (pg17) doesn't mention the Local Plan or Local Plan documents Why can't the 21 day consultation period be extended to 28 days to match the regular monthly meeting schedule for councils Norfolk County Council not mentioned in the 'Duty to co-operate' section "Factual misrepresentation of the proposal" How can providing misleading or inaccurate 	<p>The Borough Council appreciate the response from Leziate Parish Council</p> <p>Page 17 is designed to give an overview of the planning application process</p> <p>21 days across all consultees in legislation. This used to be 14 days has been increased to 21 in line with all consultees</p>	SCI needs updating to reflect the adoption of the Site Allocations and Development Management Policies Plan.

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
			<p>details not be a material consideration requiring correction (pg23)</p> <ul style="list-style-type: none"> • A list of acronyms would be useful 	<p>Page 23 this is classed as a non-material consideration by the RTPi and therefore remains on the list</p> <p>Acronyms – the full name of documents has been used in the SCI, the glossary to the Site Allocations and Development Management Policies Plan (2016) provides an explanation. We want to keep the SCI document as ‘clear’ as possible adding acronyms of things which aren’t mentioned the SCI could cause confusion</p>	
17	13/07/2017	David Goddard (George Goddard Ltd)	Concerned that local views have not been taken into account in past Local Plan Consultations, and hopes they will be taken into account going forward	Views of the community are taken into account and a balanced decision is reached in the round given all other competing issues including the requirement for the borough to meet its housing need	No action
18	16/03/2017	North Norfolk District Council	<p>Applicate the reference to the duty to co-operate, consider the SCI to be clear and laid out in a logical way. Suggest the North Norfolk District Council is referred to as such</p> <p>The Neighbourhood Planning section needs updating taking into recent changes to the process</p>	The Borough Council appreciates the response from North Norfolk District Council and looks forward to our continued collaborative working approach through the duty to co-operate	<p>Change ‘North Norfolk Borough Council’ to ‘North Norfolk District Council’</p> <p>Update Neighbourhood Plan Sections</p>

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
			Add the ability to register for the Local Plan updates early on in the document for completeness		Update the 'How can I be involved in the process?' section
19	16/03/2017	Mima Garland (Burnham Thorpe Parish Council – Clerk)	Suggests that on page 14 'may notify neighbouring properties' is amended to 'will notify neighbouring properties' Have requested the Policy Team meet with them to discuss neighbourhood planning and the Local Plan process	The Borough Council appreciates the response from Burnham Thorpe Parish Council Legislation highlights the use of one or the other term, so the wording is appropriate	The Policy Team have followed up this request or a meeting
20	16/03/2017	Christina Jones (Holme next-the-sea Parish Council)	Suggest that Borough Councillors act as a conduit for providing regular feedback on planning matters to the Parish Council and local community Consider the Borough's website to be difficult to navigate appreciate the quality of advice given as regards to their neighbourhood plan but would appreciate further resource here Site notices should be in a clearly visible and safe location and would welcome the opportunity to comment upon revised applications / amended plans	The Borough Council appreciates the response from Burnham Home next-the-sea Council Agree that Borough Councillors should act a conduit between the Borough and Parish Councils The Borough Council aims to keep the website up to date and provide information clearly and in plain English Work with regards to Neighbourhood Plans is growing rapidly and the Borough Council will aim to meet this work load with the appropriate resource Agree site notices should be	No action

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
				well placed. With regard to amendments whether re-consultation is necessary, there is no legal requirement to consult on amended plans	
21	17/03/2017	Graham Moore (Middle Level Commissioners)	Considers that the Middle Level Commissioners and the relevant boards should be mentioned within the SCI	The Middle Level Commissioners and the relevant boards should be mentioned within the SCI however they are not statutory consultees at this moment in time	List the Middle Level Commissioners and Internal Drainage Boards on page 22
22	20/03/2017	Peter Ayton	<ul style="list-style-type: none"> • Considers that the scope of public consultations and events with regard to the Local Plan should be clearly identified beforehand • Believes that with regard to planning applications the Council should explain how substantial objects have been overcome and planning permission granted 	<p>The Borough Council will endeavour to ensure that the reason for and the scope of any Local Plan consultation is sufficiently clear</p> <p>This information should be contained within the officer report, which should state how substantial objections have been dealt with</p>	No action
23	20/03/2017	Clare de Whalley (Grimston, Congham and Roydon Residents' Association)	Expresses concern that consultees will be cut out the process at the early stages	This is not the intention of the SCI. It is intended to engage with the community and other consultees at the early stages	No action
24	22/03/2017 (Late – after	Kate Senter (Gayton Parish	Support the SCI	Although late, the Borough Council appreciate the response	No action

Record ID	Date Received	Name & Organisation	Summary of Comments	Suggested Response	Action
	the consultation closed)	Council – Clerk)		from Gayton Parish Council	
25	20/03/2017	June Leamon	Suggests that language used in consultations is easy for everyone to engage with, and doesn't put people off from taking part. Also suggests that public access on the website could be made easier for people to comment on planning applications, and easier for people to access the information which could impact upon them	The Borough Council will endeavour to use 'Plain English' where possible in consultation material, giving due consideration to the statutory requirements, to ensure that as many people as possible are able to engage within consultation processes. The website was overhauled recently with the usability in mind, the Borough Council going forward will continue to improve and update the website accordingly	No action

Borough Council of
**King's Lynn &
West Norfolk**



**King's Lynn and West Norfolk Borough
Council**

**Statement of
Community Involvement**

**Local Plan and
Planning Applications**

**Draft
April 2016**

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Introduction

The Statement of Community Involvement (SCI) is a 'code of practice' describing how and when the Council intends to involve local communities in planning for the future of the borough through:

- The preparation of the Local Plan and other planning policy documents; and
- The determination of planning applications.

The Council adopted a Statement of Community Involvement (SCI) in 2006. This review of the Council's Statement of Community Involvement takes account of the recent changes in legislation and policy. Planning legislation sets out a number of statutory requirements with respect to consultation on planning policy documents and planning applications. The Statement of Community Involvement sets out how the Council will meet these requirements along with the additional activities the Council will undertake to involve people in the planning system.

The Localism Act 2011 also sets out a 'duty to co-operate'. It is a requirement that the Council engage with neighbouring Councils and other statutory bodies to consider joint approaches to plan-making. The Council is committed to meeting this duty and intends to work closely with neighbouring authorities, other partner organisations and stakeholders.

What is planning?

The planning system affects everybody who lives in, works in or visits a place. It has to balance competing land uses, shaping places by setting out the vision for how communities will change. By achieving greater levels of community engagement in the planning process, local communities, stakeholders and other organisations can contribute more to the shaping of their local environment.

Most new buildings, major changes to existing buildings (including their use) or significant changes to the local environment need consent – known as planning permission. Without a planning system anyone could construct buildings or use land in any way they wanted, no matter what effect this would have on other people in the area.

King's Lynn and West Norfolk Borough Council, as your local planning authority, is responsible for deciding whether a development – anything from an extension on a house to a new shopping centre – should go ahead. In determining planning applications, the Government requires local planning authorities to have regard to the Local Plan. This is a collection of documents which set out the planning policies that will shape the future of King's Lynn and West Norfolk.

The King's Lynn and West Norfolk Local Plan is made up of the Core Strategy (adopted 2011), and the Site Allocations and Development Management Policies Plan (adopted 2016). The subsequent review of the Local Plan commenced in late 2016.

The role of the Council

Planning Policy Team

This team is responsible for producing the documents, evidence base and studies that make up the Local Plan. They organise and lead consultation exercises on draft planning documents, consider responses and propose any subsequent amendments to the final documents. They also lead on Neighbourhood Plans, supporting the local communities in the production and adoption of their Plans.

Planning Control

This team assesses planning applications in accordance with the adopted development plan, and other relevant material considerations such as the National Planning Policy Framework. This includes consultation responses and comments from the public. The Conservation Team are part of the Planning Control Team and are responsible for the protection and management of historic assets within the District, such as listed buildings. They are responsible for assessing listed building applications.

The role of Councillors

Elected local Councillors have a key role to play in the planning process:

- Councillors attend committees and working groups to help review which planning policies the Council should pursue, ensure that they are carried out and monitor services provided to ensure that they are delivered in the most efficient and effective way.
- Planning Control Committee and Sub-Committees, made up of a number of Councillors, who make decisions on individual planning applications.
- Voicing support, commenting on, or raising objection to, planning applications in writing, or by speaking on the behalf of residents, at Planning Committees.
- Members will work together with officers in the preparation and development of any documents produced by the Council.

The role of local Councillors in representing the views and concerns of residents is very important in the planning process.

Our approach to community involvement

When the Council involve you in preparing the Local Plan or consult you on a planning application the Council will:

- Ensure the process is simple by writing in plain English and explaining any planning terms that are used.
- Communicate clearly by explaining the reasons why the Council want to involve you and gather your comments.
- Make it easy for you to get involved by explaining when and where you can provide your views.

- The Council will make public events as accessible as possible for all groups, taking into account the time and potential cost of attending, and making use of existing community involvement networks and groups.
- Share information with you on the Council's website, at Council offices and in local libraries.
- Use a range of cost effective delivery methods to ensure all individuals and groups have the opportunity to be involved.
- Be clear about the results by summarising the responses received and provide feedback on how these have been considered ensuring transparency and consistency.

General principles of planning consultation

We will apply some general principles to our planning consultations:

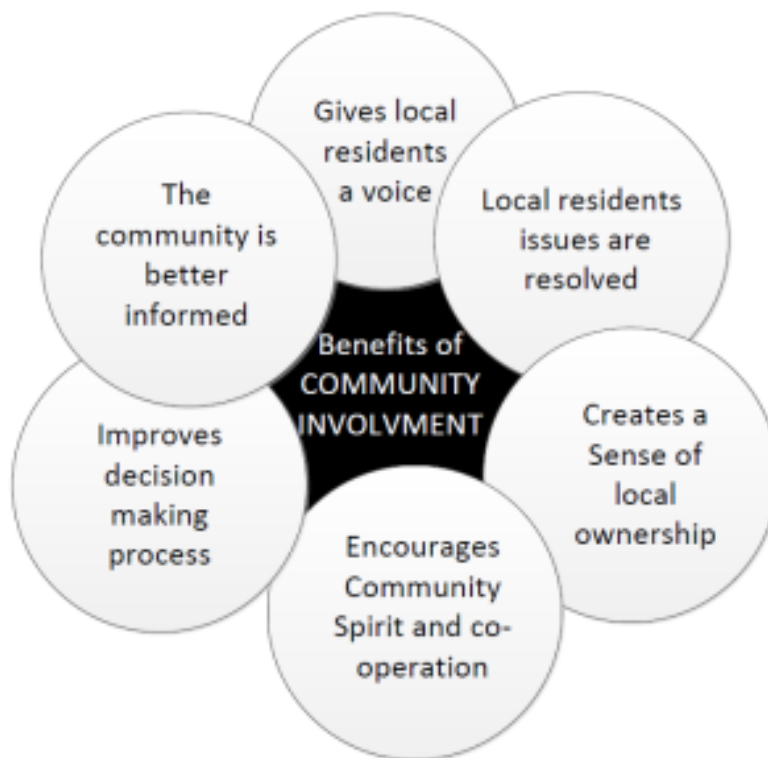
- Involvement will be open to all regardless of gender, faith, race, disability, sexuality, age, rural isolation and social deprivation.
- Comments will be rejected where they are defamatory, obscene, racist or otherwise likely to cause offence.
- We will seek views of interested and affected parties as early as possible.
- We will select consultation processes by balancing cost and time constraints, community impact and our level of discretion on the outcome.
- Consultation publications will be clear and concise and avoid unnecessary jargon, without understating the complexities of any decision.

How can I be involved in the planning process?

You can get involved in planning decisions affecting you and your community by:

- Having your say during public consultation periods for the Local Plan.
- Having your say on planning applications affecting your community.
- Reporting planning control breaches (such as a neighbour building a large extension to their home without planning consent).
- Taking part in any neighbourhood planning initiatives proposed by your Parish or Town Council.
- Register your details to be added to our Local Plan consultation database. See 'Register your details' on page 12 of this document

Benefits of community involvement



2. Local Plan

This section outlines how the Council will involve you in the preparation of planning policy documents such as the Local Plan.

The Local Plan forms the statutory development plan for the Borough and sets out the strategy and policies that guide development in the area. Planning applications for development must be in conformity with the Local Plan unless material considerations indicate otherwise. The Local Plan may consist of one document or a number of documents.

It is periodically reviewed or added to, in order to keep it up-to-date. The Council maintains a database of residents and other stakeholders who have asked to be kept informed on the Local Plan. From time-to-time we will contact you to see if you still wish to be involved. If we ask if you want to be kept on the database but receive no reply, then your details will be removed from the database. This is to make sure that we only consult interested parties.

Local Plans must be supported by evidence and generally accord with national policies. Current planning legislation sets out minimum requirements for a formal consultation process but does allow some flexibility for each Local Authority to decide how best to engage stakeholders. The Council is committed to wide community engagement, including working in close partnership with Parish Councils.

During the final stage of production, the documents are submitted to the Government and an independent Planning Inspector then carries out an Examination into the document, considering the views of interested people. The Inspector will produce a report making recommendations to the local authority.

Who we will consult

- Statutory organisations including the County Council, neighbouring councils, infrastructure providers and government bodies as legally required or otherwise appropriate
- Organisations representing local geographical, economic, social and other communities or other relevant interests
- Local businesses, voluntary and other organisations
- Others who have expressed an interest in the subject matter
- The general public, via the Council's website

How we will consult

The Council want to give everyone the chance to have their say on emerging Local Plan documents and other planning policy documents. A variety of consultation methods will be used during consultations, taking into consideration the issues being consulted on and the needs of the audience.

It is important that barriers which prevent people from taking part in public

consultation are overcome, as some sections of the community may be difficult to reach using standard consultation techniques. The Council will continue to develop its understanding of different consultation techniques over time and learn from what works, and what doesn't. A variety of methods has and will be used during consultations, taking into consideration the issues being consulted on and the needs of the audience. The Council will endeavour in future consultations to increase the use of social media (e.g. Twitter) where possible to help access "hard to reach" groups, especially the younger population. The Council will also continue to use more traditional methods of consultation to include those without access to the internet.

The Council acknowledge the importance of making public consultation arrangements as extensive as possible to make sure the public can get their voice heard. However, it is not always possible or appropriate to undertake consultations using all the methods listed. The Council will endeavour to carry out consultation as appropriate to the nature of the plan/policy or proposal. Involvement will be open to all those who wish to be involved regardless of gender, race, disability, sexual orientation, age, rural isolation, social deprivation and social background. At any consultation stage the Council will comply with the minimum legal requirements for consultation but will seek to go beyond these requirements where time and resources allow. Consultation exercises need to gather the views of a cross-section of the local population so as many people as possible are encouraged to get involved. Local residents can offer unique knowledge and understanding of an area, including historic information for towns and villages and can be aware of important local issues.

The Council will make use of existing partnerships that already operate and engage effectively with important groups in the local area. This includes the valuable work of community and voluntary groups. Government Regulations also require that certain groups are consulted at key stages in the production of Local Plan documents; these include groups such as Historic England and the Environment Agency. These are known as statutory consultees. In addition, the Council is required to invite comments from other general consultation bodies it considers appropriate. A list of the existing organisations the Council contacts at key consultation stages can be found in the Appendix 1.

Town and Parish Councils are key partners in the planning application and plan making process. Cooperation with these bodies represents an important element in the Council's approach to community involvement. The role of Town and Parish Council has become increasingly important through the introduction of Neighbourhood Planning. More details of Neighbourhood Planning can be found on page 20 of this document and on the Council's website. We will endeavour to

use a range of approaches as necessary. These are set out in the following list:

- Public exhibitions in accessible, community locations give the public the chance to look at plans and proposals and talk to planning officers in an informal environment.
- Emails and letters - If your details are held on our consultation database, we will inform you by e-mail or letter of upcoming consultations.
- Social media - Opportunities to use these methods will be explored further.
- Public notices and press releases.
- Public exhibitions
- Workshops - Workshops can provide an inclusive, interactive approach to gathering the views of a local community, helping to provide an opportunity to participate for those who prefer to discuss issues. Workshops can also be used to target specific groups such as young people or other hard-to-reach groups.

The Council will also endeavour to ensure that events such as workshops and public exhibitions will be held in accessible locations and at appropriate times.

- We will contact appropriate organisations and individuals directly
- All consultation documents will be made available for download on the Council's website: www.west-norfolk.gov.uk
- We will publicise consultations using a range of methods which may include: local press advertisements, existing community groups, community events and joining with other consultations
- We will leave consultation documents on display at locations open to the public like council offices and libraries
- Copies of some consultation documents may be subject to a small charge, reflecting publication costs
- If asked we will provide copies of consultation documents to community groups, councils and other statutory bodies
- Where invited, we will seek to attend relevant meetings, e.g. Parish Council meetings and Neighbourhood Plan meetings
- We will publish comments received or a summary as soon as feasible and explain how comments have been taken into account when decisions are taken. A summary of comments will also be reported to Cabinet/ Council meetings.

When we will consult

The preparation of planning policy documents is strictly regulated by planning law. The regulations require minimum levels of consultation at given stages of a document's preparation.

The regulations, however, do give flexibility on how to consult in the early stages of a documents preparation. Consultation events will normally take place in defined time periods. This will usually involve consultation on a written document accompanied by a series of events such as workshops/exhibitions. Consultations on planning policy documents will usually last for 6 weeks. However, in the

following circumstances the Council will aim to increase this period where it is not fixed by the regulations:

- a) Where the consultation period overlaps with either the Christmas, Easter, or August holidays. In such circumstances the consultation period will usually be extended to 8 weeks.
- b) Where there has been significant additional material included within the document between first publication of draft papers and formal consultation commencing. Again in such circumstances the consultation period will usually be extended to 8 weeks.

Key stages required in the preparation of Local Plan documents (and other planning policy documents) and when you will be involved.

A Local Plan has to be prepared in accordance with formal requirements set out in legislation. The following diagrams set out the key stages of preparation and when and how the Council will involve you-

- First, if appropriate, we will ask for ideas, views and information from appropriate organisations, individuals and local communities.
- We will then prepare and consult on a draft version of the SPD.
- After considering the responses to the draft, we will consider the need for further consultation and report to committee.
- Once we consider that there has been enough community involvement we will adopt the SPD.

The Council may also prepare a number of other Planning Policy documents which you can get involved in. These include:

Supplementary Planning Documents (SPDs)	Supplementary Planning Documents provide further advice on how Local Plan policies should be implemented. E.g. a development brief for a particular site, or practical guidance on how a policy should be interpreted and implemented in practice.
Community Infrastructure Levy (CIL)	The Community Infrastructure Levy is a charge that local authorities can choose to collect

	<p>on new development in their area. The money collected is used to fund infrastructure that has been identified as necessary, both by the Council and the local community, to support new development.</p>
Evidence Base	<p>The evidence base comprises a number of studies, reports and assessments that support the Council's emerging policies. This helps to ensure all future planning policies and decisions are based on robust, relevant and up-to-date information.</p>
Local Development Orders	<p>A Local Development Order allows certain developments to go forward in a specific area without the need for planning permission, as long as the type of development is covered by the order.</p>
<p>Neighbourhood Plans and Neighbourhood Development Orders are prepared by Parish and Town Councils and/or by Neighbourhood Forums.</p>	
Neighbourhood Plans	<p>Neighbourhood Plans form part of the statutory development plan for the district and are used to determine planning applications in the area the plan covers. Whilst the Council does not produce the Neighbourhood Plan there is a duty for it to provide advice and technical assistance to communities as work progresses. This includes having a specific role to play at certain statutory stages in the process.</p>

Neighbourhood Development Orders	Similar to a Neighbourhood Plan, Neighbourhood Development Orders are prepared by Parish and Town Councils and Neighbourhood Forums. They have the same effect as a Local Development Order and can grant planning permission for specific types of development for a specific site or type of development in the neighbourhood area.
Community Right to Build Order	A Community Right to Build Order is a form of Neighbourhood Development Order that can be used to grant planning permission for small scale development for community benefit on a specific site. These are prepared by constituted community groups rather than a Neighbourhood Forum or a Parish/Town Council.

Register your details

If you would like your contact details to be added to our mailing list, please e-mail: ldf@west-norfolk.gov.uk.

If you do not have internet access you can contact the Planning Team via the details provided in this document. Likewise, if you wish to remove your details from the list and not receive future notifications you can do this online or by contacting the team.

This database of individuals, groups and stakeholders has been developed, which the Council will continue to use to ensure the public is informed of the preparation of new planning documents. This database is continually updated and reviewed.

3. Community involvement in planning application decisions

The Town and Country Planning (Development Management Procedure) 2010 sets out the minimum requirements for publicising planning applications. This Authority exceeds these requirements and this section sets out our current practice. The Council encourages meaningful community involvement in all planning applications.

Types of planning applications

Planning applications are classified as¹:

Householder: extensions to dwellings, garages, etc.

Minor: Including development up to 10 dwellings, changes of use, commercial development up to 999m² floorspace.

Major: 10+ dwellings, sites of 0.5ha or more, or other uses where floorspace is more than 1000m².

The extent of community involvement that we seek and/or undertake will depend upon the type of application that is being considered and more extensive consultation may be required for major applications or applications with a significant interest (e.g. likely to be controversial or have significant impacts).

The role of the Council

The Council operates a chargeable Pre-Application Advice Service. This scheme encourages developers to involve the community at the earliest stage of the planning application process, especially in the case of major/significant applications. Details of the service can be viewed at: www.west-norfolk.gov.uk/Default.aspx?page=26213#PreApplicationAdvice.

Planning applications are public documents and can be viewed on the Council website through the 'Public Access' system. Public Access allows the public to view plans and documents, monitor the progress of an application, submit comments about the application, search a list of applications received and decided each week and view details of historic applications. Public Access is available at: <http://online.west-norfolk.gov.uk/online-applications/>. They can also be viewed at the Council offices.

The Council publishes a weekly list of all planning applications on its website - <http://online.west-norfolk.gov.uk/online-applications/search.do;jsessionid=E4E75FBD747211B30CDB79ED297764C?action=weeklyList> and details of all applications are sent to Parish/Town/City Councils for their views.

¹ The Council is required to give 'Prior Notification' of certain developments (e.g. agricultural buildings within size limits) and sometimes to make Non Material Amendments to previously approved planning applications. Neither procedure falls under the normal consultation procedures for planning applications.

An application maybe advertised in a local newspaper if:

- It is in a Conservation Area or for a Listed Building;
- It is a departure from the Local Plan;
- It affects a footpath or right of way;
- It requires an EIA (Environmental Impact Assessment);
- It is considered to be a major or significant application; or,
- It is of wider public interest.

The law requires that Council must either post a site notice, or consult all neighbours sharing a common boundary with an application site.

Therefore for planning applications (as defined above) a site notice, with a site map, will be erected close to the development site so that interested parties can comment. All site notices, newspapers advertisements and neighbour notifications will specify that all consultees with an interest in an application have 21 days to make written comments.

The Council's may also notify neighbouring properties of the submission of an application.

If amended plans are required/received depending on the extent and nature of the changes, a further written consultation may be carried out with the Parish Council/other consultees, although it should be noted that there is no legal requirements to do this.

Various statutory and non-statutory bodies (e.g. Highways, Natural England, the Environment Agency) may also be consulted in writing depending on the type of development proposed. References to written consultation include electronic consultations, which are the most efficient way of consulting on an application.

Planning Committee

The Planning Committee is currently made up of 18 borough councillors, and these councillors sit as the Local Planning Authority to determine planning applications.

Very broadly, an application may be considered by the Planning Committee if:

- It is required to go due to the Planning Scheme of Delegation
- It raises issues of wider interest or there is a great deal of public comment.

Otherwise the decision is likely to be made by the officers, under powers delegated to the Executive Director – Environment & Planning.

Meetings are held roughly every four weeks, usually on a Monday in the Committee Suite of the main council offices at King's Court or at the Assembly

Room in the Town Hall. The Monthly Meetings Calendar is available on the Council's website at <http://democracy.west-norfolk.gov.uk/ieListMeetings.aspx?CId=132&Year=0>

The meetings follow an agenda which is published on the website 5 working days before the meeting is scheduled to take place. The agenda includes, for each application, advice given to the committee by planning officers who provide a detailed report with a recommendation for approval or refusal.

Any member of the public can attend the Planning Committee meetings and listen to the discussions about applications and other public issues on the public part of the agenda. In certain situations, you can ask to speak at a committee meeting about a planning application you're interested in. The Council encourages public participation in Planning Committee meetings and the right to speak is extended to supporters, objectors, the Parish Council and the Ward Councillors. The speaker list however, is limited and operates on a first come, first served basis. There are also restrictions on the time allowed to speak. If you would like to speak, you will need to have arranged this with us before the meeting, and for further information please follow this link to our website <http://www.west-norfolk.gov.uk/default.aspx?page=21859>.

The role of the applicant/agent

The role of the applicant is becoming increasingly more important in community involvement, and there are examples of good practice in the Borough where developers have undertaken a large amount of community involvement before and during, submission of an application. The Council would like to see this good practice become more widespread.

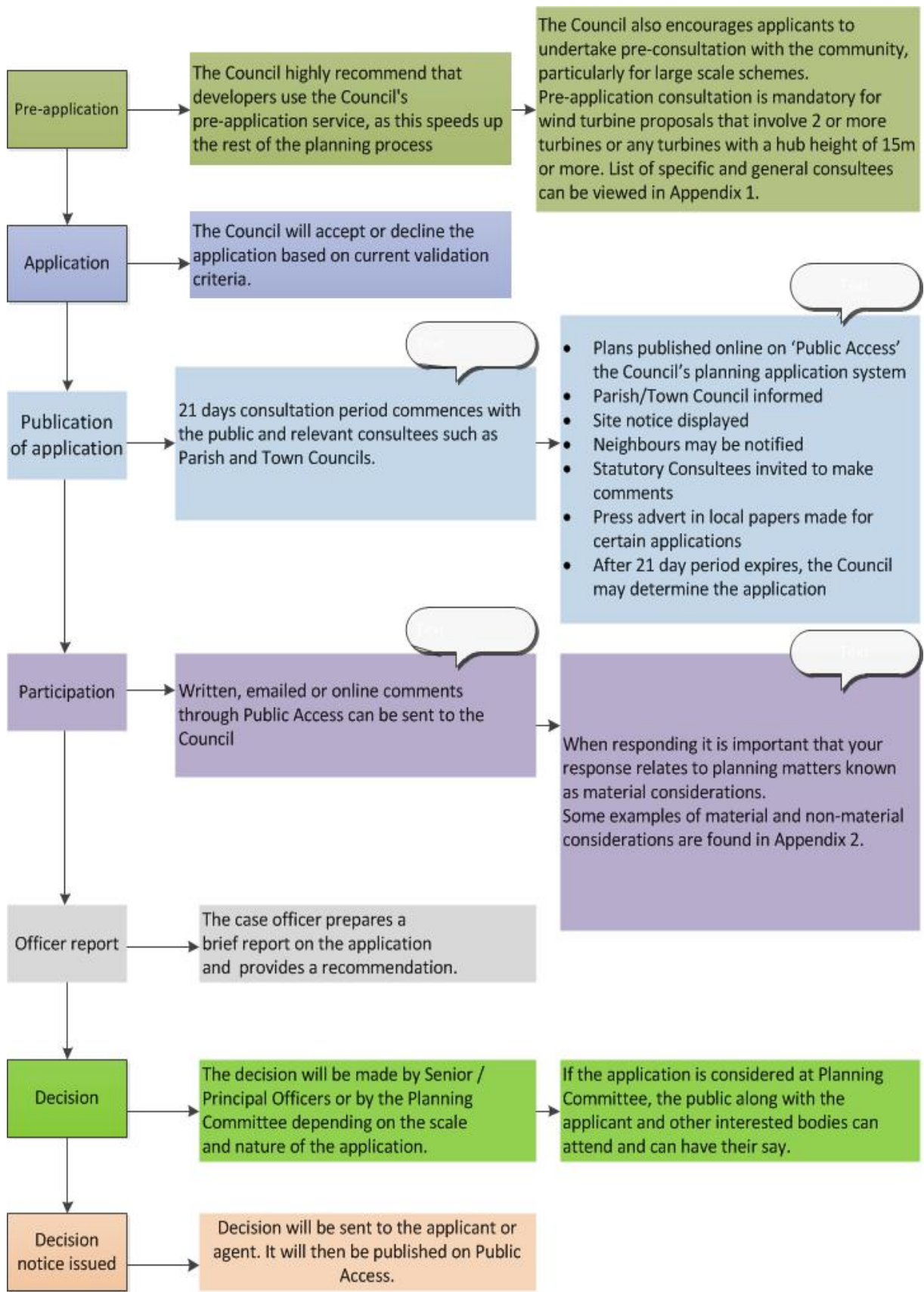
For major applications or applications with a significant interest, it would be helpful if developers carry out consultation before submitting a planning application, and failure to do this may slow the decision-making process down. Failure to consult may also lead to objections being made which could be important in the determination of an application. The format of this consultation may vary, but should look to include the following aspects:

- Discuss proposals with Parish/Town Councils and other local groups (e.g. Neighbourhood Forums)
- Working closely with the local community (particularly any directly affected parties) to evolve designs that take account of their views. Examples of how to do this could include:
 - Public exhibitions
 - Workshops
 - Preparation of a development brief
- Consider the consultation responses received, and take them into account before making their planning application.

Before making other types of planning application prospective applicants should consider people that are likely to be affected by their proposal. This might be as

simple as talking over plans with a neighbour. Whilst the vast majority of pre-application publicity is voluntary, at present, it is mandatory for certain types of development, i.e. wind turbines over a specified height.

Planning application process



Decision making process

Before a decision is made, the case officer will briefly explain the reasons for the decision, along with a recommendation. The report will consider the relevant planning issues and any representations made. The case officer will negotiate with applicants where appropriate in order to arrive at a balanced decision in the public interest.

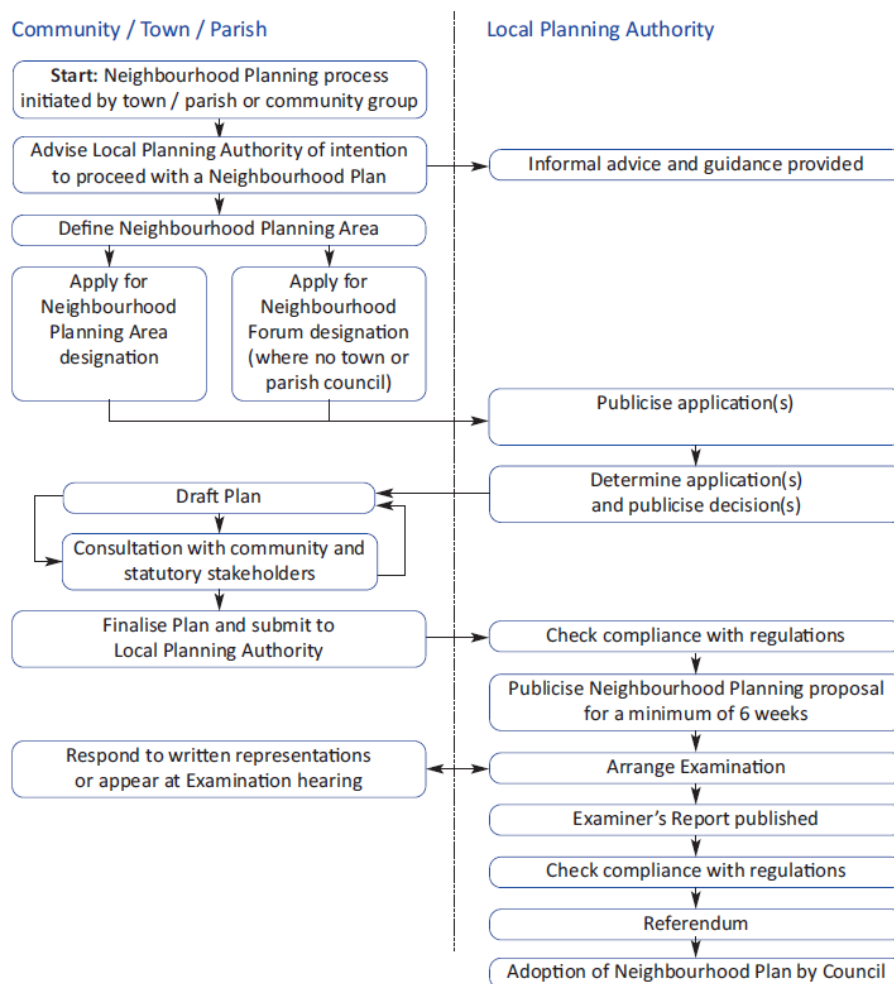
Delegated decisions	The Council enables the majority of planning applications to be determined by the Executive Director of Environment and Planning under delegated powers.
Committee decisions	If the application is to be determined by Planning Committee, the Planning Officer will write a report and make a recommendation covering all the relevant planning issues. The Council welcomes public speaking at the meeting in accordance with adopted protocol. Please see our website for further information:
Notification	Applicants (or their agents) will be sent a copy of the decision. Decision notices can be viewed on the Council's website. The reason for refusal will be given or the full text of conditions imposed where permission is granted.
Appeals	If the person who applied for planning permission does not agree with the decision that the Council has made to refuse their application, they may lodge an appeal with the Planning Inspectorate within a set timescale. No one else has the right to appeal the decision. However, when an application has been appealed, the Council does inform all parties that objected during the application stage. The Council advises of this as soon as it receives notification from the Inspectorate. All copies of letters and comments received during the application stage are also forwarded to the Planning Inspectorate.
Planning enforcement	The role of the Planning Enforcement Team is to investigate complaints into alleged breaches of planning control. You can report an alleged breach of planning control by: <ul style="list-style-type: none"> • Completing and submitting our online

	<p>Planning Enforcement Complaint Form which is available at: http://www.west-norfolk.gov.uk/Default.aspx?page=24451</p> <ul style="list-style-type: none">• Writing and posting your complaint to: Planning Control, Borough Council of King's Lynn & West Norfolk, Kings Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
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4. Neighbourhood Planning

The Localism Act introduced new rights and powers to allow local communities to shape new development by coming together to prepare neighbourhood plans.

Parish and Town Council's and Neighbourhood Forums are responsible for preparing Neighbourhood Plans and Neighbourhood Development Orders including carrying out continued engagement throughout the process with the local community. The Council has a duty to advise and support the preparation of these plans but also has some statutory responsibilities in their preparation. In particular, the Council is responsible for carrying out the formal stages of consultation, arranging the examination and referendum. The following diagram shows the process for preparing a Neighbourhood Plan or Development Order and where the Borough Council is required to get involved.



Please note that this summary is accurate at the time of publication.

Parish / Town Councils who are interested in exploring neighbourhood planning are advised to contact the Planning Policy team at the Borough Council at an early stage in the process, for general advice and guidance.

Appendix 1 Consultation Bodies

Specific consultation bodies

In accordance with government regulations the following specific consultation bodies must be consulted where the Council considers that they may have an interest in the subject of the proposed planning document:

- The Coal Authority
- Environment Agency
- Historic England
- Marine Management Organisation
- Natural England
- Network Rail
- Highways England
- Norfolk County Council
- Parish and Town Councils within and adjoining the borough, including King's Lynn Area Consultative Committee
- Norfolk Constabulary
- Adjoining local planning authorities
- Anglian Water
- Essex and Suffolk Water
- Homes and Communities Agency
- Electronic communication companies who own or control apparatus in the Borough
- Relevant gas and electricity companies (UK Power Networks and Transco, National Grid)
- NHS England
- West Norfolk Clinical Commissioning Group
- HSE

General consultation bodies

In accordance with government regulations the following general consultation bodies must be consulted where the Council consider it appropriate:

- Voluntary bodies some or all of whose activities benefit any part of the Borough
- Bodies which represent the interests of different racial, ethnic or national groups in the Borough
- Bodies which represent the interests of different religious groups in the Borough
- Bodies which represent the interests of disabled persons in the Borough
- Bodies which represent the interests of persons carrying on business in the Borough
- Bodies which represent the interests of environmental groups in the Borough

Duty to co-operate

The Localism Act 2011 introduced a Duty to Co-operate, which is designed to ensure that all the organisations involved in planning work together on issues that are of bigger than local significance.

The authorities and agencies that the Borough Council will co-operate with is specified in Regulation 4 of the Town and Country Planning (Local Development) (England) Regulations 2012. The following bodies are designated as Duty to Co-operate stakeholders (*please note this list is not exhaustive*):

Neighbouring Local Authorities and County Councils e.g. those relevant to Kings Lynn & West Norfolk include:

- Breckland Council
- East Cambridgeshire District Council
- Fenland District Council
- Forest Heath District Council
- North Norfolk District Council
- South Holland District Council

- Norfolk County Council
- Cambridgeshire County Council
- Cambridgeshire and Peterborough Combined Authority
- Lincolnshire County Council
- Suffolk County Council

Other public bodies and infrastructure providers

- Environment Agency
- Historic England
- Natural England
- Civil Aviation Authority
- Homes and Communities Agency
- The Office of Rail and Road
- Integrated Transport Authorities
- Highways England
- Anglian Water
- Essex and Suffolk Water
- Marine Management Organisation
- New Anglia Local Enterprise Partnership
- Greater Cambridge Greater Peterborough Local Enterprise Partnership
- West Norfolk Clinical Commissioning Group
- NHS England
- Local Nature Partnership
- Internal Drainage Boards
- Middle Level Commissioners

Appendix 2 Material and non-material considerations

Material Considerations

Can be taken into account

- ✓ National and local policies
- ✓ Planning history and previous appeal decisions
- ✓ Case law
- ✓ Impact on privacy and amenity
- ✓ Highways safety/issues e.g. increased traffic movement
- ✓ Noise, smell or other disturbances
- ✓ Affordable housing
- ✓ Fear of crime
- ✓ Local economy
- ✓ Layout, density, design./appearance, character
- ✓ Effect on a listed building or conservation area
- ✓ Cumulative impact

Non-material Considerations

Cannot be taken into account

- × Issues considered under Building Regulations
- × Land/boundary disputes, including rights of access
- × Loss of property value
- × Loss of private view
- × Moral objections
- × Change from previous scheme
- × History of the applicant
- × Matters covered by other legislation
- × Restrictive covenants
- × Opposition to the principle of a development if permission has been granted by an outline application or appeal decision
- × Work already done
- × Factual misrepresentation of the proposal



Visitor surveys at European protected sites across Norfolk during 2015 and 2016



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Cover image: Walkers at Holkham. © Footprint Ecology.

Visitor surveys at European protected sites across Norfolk

Summary

This report provides a comprehensive analysis of current and projected visitor patterns to European protected sites across Norfolk. Visitor surveys were undertaken across Norfolk. The report is novel in that it combines data from multiple local authorities to predict changes in recreation use as a result of new housing planned across Norfolk. It also provides recommendations for mitigation and monitoring.

The work was commissioned by Norfolk County Council/the Norfolk Biodiversity Partnership (NBP) on behalf of all local planning authorities across Norfolk. The surveyed locations covered a range of European Protected sites, locations that are afforded strict protection within the planning system due to their importance for nature conservation. All the locations are also sites with public access and a potential risk whereby increased recreation levels could be damaging.

The work was carried out during 2015 and 2016 at 35 agreed sites. Analysis also drew on other data, for example planned residential growth (as allocated in current plans), provided by Norfolk County Council. The locations encompassed estuary, coast, heathland, wetland, grassland and woodland habitats. We grouped the points into seven broad geographic areas: the Brecks, the Broads, The East Coast, the North Coast, Roydon & Dersingham, the Valley Fens and the Wash. Surveys at each point involved 16 hours of survey work split evenly between weekdays and weekends and spread across daylight hours. As such fieldwork was standardised and broadly comparable.

Surveys took place at different times of year at different locations, with the timing targeted to coincide with times when wildlife interest (e.g. designated features of European Protected sites) was present and access was likely to be high. Fieldwork involved counts of people and interviews with a random sample of visitors.

Key findings relating to housing change, links to allocated new housing and implications include:

- A predicted 14% increase in access by Norfolk residents to the sites surveyed (in the absence of any mitigation), as a result of new housing during the current plan period.
- The increase will be most marked in the Brecks, where we predict an increase of around 30%. For the Broads the figure is 14%; 11% for the East Coast; 9% for North Norfolk; 15% for Roydon & Dersingham; 28% for the Valley Fens and 6% for the Wash (note these figures relate to the surveyed access points only and to visits by Norfolk residents).
- For parts of the North Coast, the Broads, and parts of the East Coast, the links between an increase in local housing and recreation impacts are less clear as these sites attract a high number of visitors coming from a wide geographical area, both inside and outside Norfolk. There are therefore likely to be pressures from overall population growth both from within the county and further afield.
- Potential/recommendations for mitigation and monitoring at all sites; in particular green infrastructure such as Suitable Alternative Natural Greenspace ('SANGs'); better signage; mobile warden teams and awareness raising campaigns.

Key findings from the visitor survey results include:

- Over half (52%) of interviewees were visiting from home and resident within Norfolk. Some 16% of interviewees had travelled from home on a short visit/day trip and lived outside Norfolk.
- In total 6,096 groups were estimated entering or leaving sites across all survey points. These groups consisted of 13,842 adults, 2,616 minors and 3,466 dogs.

Visitor surveys at European protected sites across Norfolk

- Dog walking (41%) and walking (26%) were the most popular activities overall, but with big variations depending on the sites. Within individual areas this first and second ranking of dog walking and walking was consistent for the East Coast, Roydon & Dersingham, the Valley Fens, the Wash and the North Coast.
- Two thirds (66%) of interviewees were on a short trip from home and around a third (32%) of interviewees were on holiday. Holiday-makers accounted for nearly half of all visitors interviewed at the North Coast and Broads.
- Holiday-makers were typically staying in self-catering accommodation (31%) or campsite/caravan sites (29%). In the Broads over half (59%) of the holiday makers interviewed were staying on a boat.
- The most commonly reported duration on site was 1 to 2 hours (31%), closely followed by between 30 and 60 minutes (27%). Key differences were the large proportion of interviewees visiting for more than 4 hours in the Broads (29% of interviewees) and conversely at Roydon, the large proportion visiting for less than 30 minutes (36%).
- Across all interviewees (including holiday makers), 31% of those interviewed were visiting the site for the first time. For those interviewees travelling from home on a short visit/day trip, over a quarter (27%) indicated they visited the site at least daily, reflecting high frequencies of use by local residents.
- Over three quarters (77%) of all interviewees had arrived at the interview location by car. Most of the remaining interviewees (18%) had arrived on foot.
- 'Close to home' was one of the main reasons people gave for choosing the site where interviewed that day. Scenery was particularly important for those visiting the North Coast.
- Just over a third (36%) of interviewees were aware of a designation/ environmental protection that applied to the site they were visiting.
- A total of 1,314 routes were mapped from the interviews, showing where people had walked during their visit. Median route length across all sites and all activities was 3.18km. Across all sites the typical (median) dog walk was 2.93km. Walkers covered a median distance of 3.7km while activities such as boating (median 7.64km) covered longer distances.

The results provide local authorities in Norfolk with information to underpin future reviews of local plans, Habitats Regulations Assessments and potential mitigation approaches. The results highlight how recreation change (particularly at the North Coast, the Broads and the Valley Fens) will be linked to development across multiple local authorities and solutions are likely to be most effective if delivered and funded in partnership. In other parts of the country strategic mitigation schemes have been established involving partnerships of local authorities delivering mitigation funded through developer contribution schemes. Such approaches would provide Norfolk authorities with an effective way of delivering mitigation and some recommendations for mitigation approaches are given.

Visitor surveys at European protected sites
across Norfolk

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Acknowledgements

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Survey work was undertaken by Sharon Lowen, Jack Rawlings, Chris Sadler & Doug Whyte. Data entry (route digitising) was undertaken by Zoe Chappell and Jack Rawlings.

Our thanks to all those site managers and land managers who provided access to the field surveyors and we also extend our thanks to all those who gave up their time to be interviewed as part of the survey.

1. Introduction

Overview

- 1.1 The specific aims of this report are to improve understanding of the links between where people live in Norfolk and how they use the countryside – focussing on some of the most important sites for nature conservation in the county. The results have implications for future spatial planning in the county.
- 1.2 This report presents a comprehensive analysis of the results of visitor survey work at a range of sites across Norfolk. All the survey locations are internationally important wildlife sites, subject to strict national and international protections. An analysis of visitor patterns, including visitor numbers, access and use of such sites, can help inform how visitors impact on the landscape and the wildlife. Planners can then make evidence based decisions on the mitigation required to facilitate new development whilst ensuring protected areas are not adversely impacted. Results will also be useful to organisations and individual site managers responsible for managing access on the surveyed sites.

Background

- 1.3 A critical issue for UK nature conservation is how to accommodate increasing demand for new homes and other development without compromising the integrity of protected wildlife sites. Development around sites designated for nature conservation can bring particular issues, such as increasing the isolation and fragmentation of individual sites, and increasing levels of recreation. As the surrounding development increases the number of local residents rises, and areas that are important for nature conservation can fulfil a range of other services. This can include providing space for contemplation and recreation activities, ranging from the daily dog walk to extreme sports.
- 1.4 There is now a strong body of evidence showing how increasing levels of development, even when some distance away, can have negative impacts on protected wildlife sites. The issues are summarised in general reviews (e.g. Saunders *et al.* 2000; Lowen *et al.* 2008; Liley *et al.* 2010). A number of studies have provided compelling indications of the links between housing, development and nature conservation impacts, particularly on heathlands (Mallord 2005; Underhill-Day 2005; Liley & Clarke 2006; Clarke, Sharp & Liley 2008; Sharp *et al.* 2008) and coastal sites (Saunders *et al.* 2000; Randall 2004; Liley & Sutherland 2007; Clarke, Sharp & Liley 2008; Liley 2008; Stillman *et al.* 2009, 2012).
- 1.5 The sites selected for this project are all designated as European Protected sites. This means they have a high level of conservation protection and stringent restrictions on development activity. European Protected sites are known as Special Areas of Conservation (SACs) and Special Protection Areas (SPAs). European sites are protected through the provisions of the Conservation of Natural Habitats and Species Regulations 2010 (SI no. 490), as amended, which transpose both the Habitats Directive (Council Directive 92/43/EEC) and the Wild Birds Directive (Council Directive 79/409/EEC) into

Visitor surveys at European protected sites across Norfolk

UK law. These regulations are henceforth referred to as the “Habitats Regulations”. Sites listed as Ramsar sites are afforded the same level of protection as a matter of government policy¹.

- 1.6 SPA, SAC and Ramsar sites are covered by the Habitats Regulations, which transpose the EU level Habitats Directive. The protections provided by the Regulations mean that the competent authorities can only agree to development which is likely to have a significant effect if it will not adversely impact on the integrity of the site (subject to imperative reasons of over-riding public interest and consideration of alternative solutions). Any new local development or strategic development plan must therefore address the potential impact of any expected increase in recreational activities.
- 1.7 The competent authorities must adhere to these strict protections. However, they also need to take into account that there is an increasing understanding and acceptance in the conservation sector of the multiple roles played by nature reserves and designated sites, and an increased willingness to take into account the desires and needs of different user groups.
- 1.8 In the past, access and nature conservation have been viewed as opposing goals and (Adams 1996; Bathe 2007) nature reserves often restricted visitor numbers and access (e.g. through permits, fencing and restrictive routes). While this continues to be the case in certain areas which warrant such measures, generally access is being improved. For example, the current Government policy to increase access around the English coast.
- 1.9 There is also a growing recognition that people need nature for their physical, mental and spiritual wellbeing (Tansley 1945; Snyder 1990; Hammond 1998; English Nature 2002; Miller & Hobbs 2002; Alessa, Bennett & Kliskey 2003; Morris 2003; Pretty *et al.* 2005; Saunders 2005; Robinson 2006). Furthermore, visiting a nature reserve can play a positive role in engendering support and awareness of nature conservation; and there is evidence to suggest that an emotional affinity with nature plays a role in individuals' motivation to protect nature (Kals, Schumacher & Montada 1999). Increasing peoples' connection to the natural environment may therefore be more effective than establishing laws and rules (Kaplan 2000).

Norfolk Sites

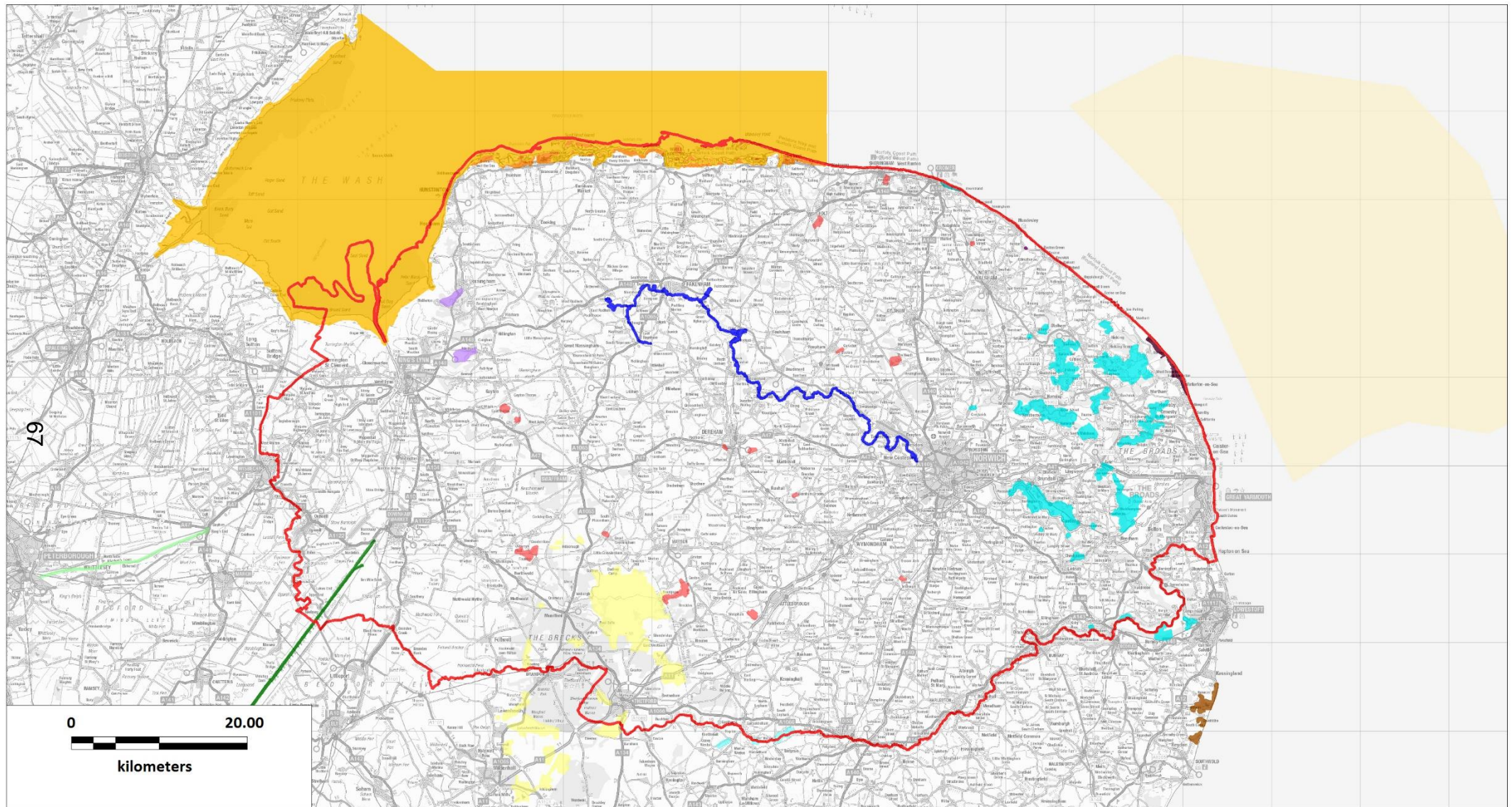
- 1.10 Within Norfolk there are a range of European Protected sites encompassing estuary, coast, heathland, wetland, grassland and woodland habitats and designated for a range of species. The sites include extensive areas such as the Broads, the North Norfolk Coast, the Wash and the Brecks. Smaller sites include Roydon and Dersingham Bog, and the Norfolk Valley Fens. Some of these sites support multiple designations. SAC and SPA designations often overlap and many are also Ramsar sites. Maps 1 and 2 show the range of sites, with Map 1 showing all the SAC sites and Map 2 the SPAs (for simplicity we have omitted mapping the Ramsar sites).

¹ see Section 118 of the National Planning Policy Framework.

Visitor surveys at European protected sites across Norfolk

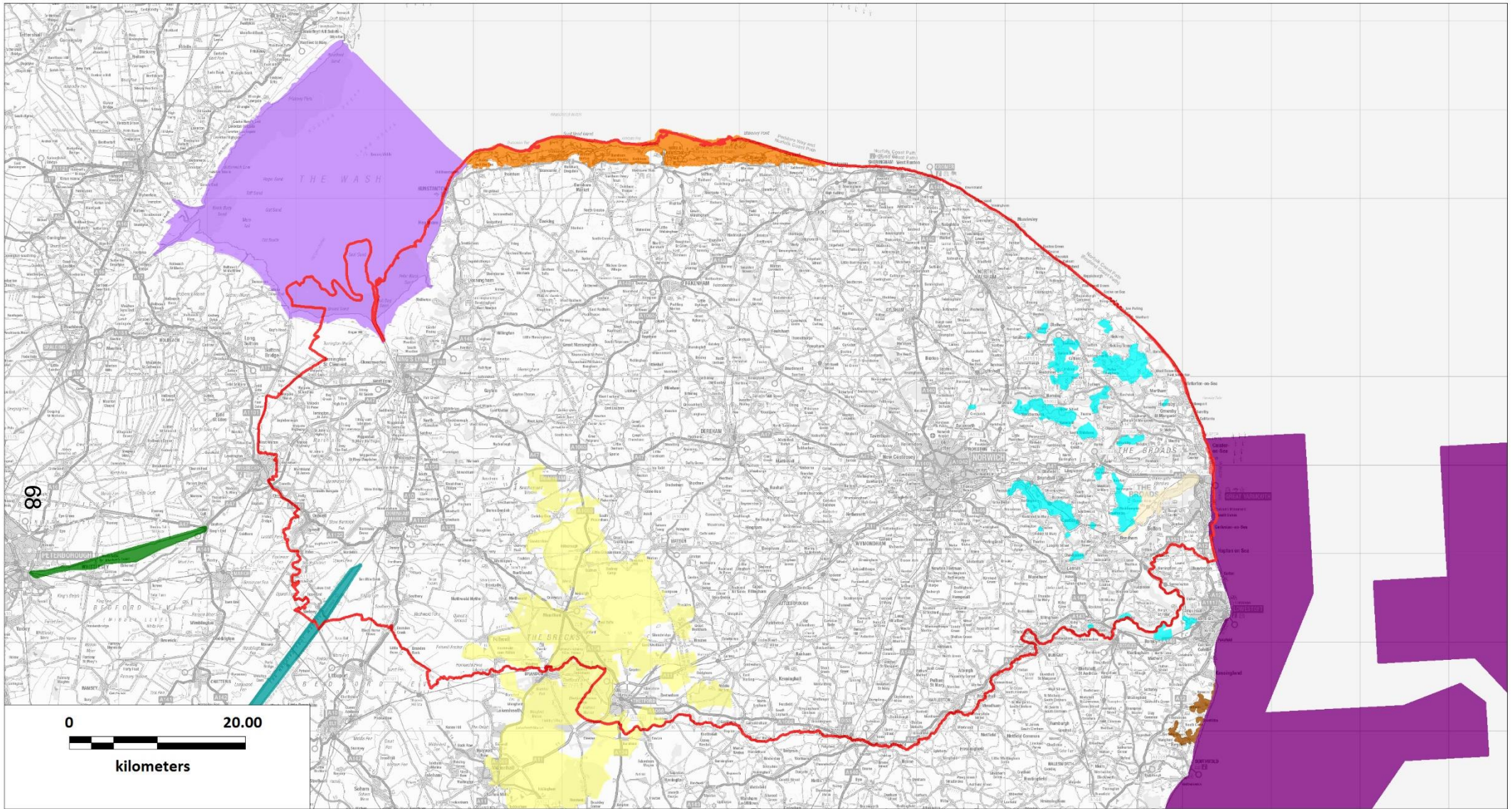
- 1.11 Most of the European Protected sites have varying levels of public access, ranging from a simple network of public footpaths to nature reserves with marked trails and hides. Some sites are open access land, with a right of access on foot across the site under the CROW Act (2000). Some sites have extensive tourist infrastructure. At the Broads and along the North Norfolk Coast, much access is on the water (boating and water-sports) as well as the land.
- 1.12 There are a wide range of interest features for the various sites. We summarise these in Table 1 and list some of the possible impacts from recreation. More detailed assessment may identify additional factors and, as such, the table is not intended to be comprehensive, but it broadly indicates how changes in recreation use may have likely significant effects on the relevant sites.
- 1.13 Across Norfolk, new housing development will lead to an increase in the number of people living near some of these European Protected sites. This will lead to increasing levels of recreational visitors to the sites. Given these issues, we were commissioned to produce this report to provide local authorities with the information they need to be able to work together to balance growth and the nature conservation issues, in particular ensuring compliance with the Habitat Regulations. We make predictions of the changes in recreational use (in the absence of mitigation) which will allow local authorities to understand the potential impacts of growth and target mitigation where it is necessary.

Map 1: SAC sites in and around Norfolk



- | | | |
|--|--|---|
|  Benacre to Easton Bavents Lagoons |  Ouse Washes |  The Broads |
|  Breckland |  Overstrand Cliffs |  The Wash & North Norfolk Coast |
|  Haisborough, Hammond and Winterton |  Paston Great Barn |  Waveney & Little Ouse Valley Fens |
|  Nene Washes |  Rex Graham Reserve |  Winterton-Horsey Dunes |
|  Norfolk Valley Fens |  River Wensum | |
|  North Norfolk Coast |  Roydon Common & Dersingham Bog |  Norfolk county boundary |

Map 2: SPA sites in and around Norfolk



- Benacre to Easton Bavents
- Breckland
- Broadland
- Great Yarmouth North Dens
- Nene Washes
- Ouse Washes
- Outer Thames Estuary
- The Wash
- Norfolk county boundary

Visitor surveys at European protected sites across Norfolk

Table 1: Broad summary of key sites and some of the potential general impacts from recreation to the European Site interest features. Trampling/erosion covers loss of vegetation cover, wear, soil compaction, run-off etc; eutrophication covers nutrient enrichment (e.g. from dog fouling), contamination relates to impacts such as spread of alien species.

Summarised area	European Sites	Relevant Designation	Disturbance to breeding birds	Disturbance to wintering/passage birds	Disturbance to non-avian interest	Trampling/erosion	Increased fire risk	Eutrophication	Contamination
Brecks	Breckland	SAC/SPA	✓			✓	✓	✓	✓
Valley Fens	Norfolk Valley Fens	SAC				✓?	✓	✓	✓
North Coast	North Norfolk Coast	SAC/SPA/Ramsar	✓	✓	✓	✓		✓	✓
Roydon & Dersingham	Roydon Common & Dersingham Bog	SAC/Ramsar	✓ ¹			✓	✓	✓	✓
Broads	The Broads/Broadland	SAC/SPA/Ramsar	✓	✓		✓		✓	✓
Wash	The Wash	SAC/SPA/Ramsar	✓	✓	✓	✓	✓	✓	✓
East Coast	Winterton Horsey Dunes/ Great Yarmouth North Denes	SAC/SPA	✓	✓		✓	✓	✓	✓
East Coast	Breydon Water	SPA/Ramsar	✓	✓					

¹ Note that while Roydon Common & Dersingham Bog are not designated as SPAs, both have supported notable numbers of nightjars in recent year (Bright *et al.* 2010; NNS 2014) and Roydon Common also supports a hen harrier roost.

2. Methodology

2.1 In this section of the report we provide details of our methodology.

2.2 The survey was designed to provide a snapshot of access patterns at a selection of access points onto European Protected sites. It was not designed to give accurate estimates of annual visitor numbers to each European site. Together with the local and county authorities and a range of organisations we agreed a sample of survey locations which represented the full range and types of site within the county. We timed survey work to coincide with periods when the nature conservation interest at each location was potentially the most sensitive, and when people were likely to be visiting.

Selection of Survey Sites

2.3 Potential survey points were identified at a workshop held in Norwich on the 26th February 2015. Surveys were focussed on sites within Norfolk. Participants from a range of organisations² selected survey points from the following broad geographic areas:

- The Coast (The Wash and North Norfolk Coast SAC; North Norfolk Coast SPA; The Wash SPA; North Norfolk Coast SPA)
- The Brecks (Breckland SPA; Breckland SAC)
- The Broads (Broadland SPA; The Broads SAC; Breydon Water SPA)
- Other (Great Yarmouth North Denes SPA; Norfolk Valley Fens SAC; Roydon Common and Dersingham Bog SAC; Winterton-Horsey Dunes SAC)

2.4 Each group was tasked with listing 10 main survey points and up to five additional points. Survey points had to fulfil the following criteria:

- Relevant to European Protected sites and their interest features;
- Relevant to areas where housing growth was likely to occur, for example easily accessible by road from settlements with new housing;
- Focussed around locations with parking, as new housing will mostly be beyond walking distance to European Protected sites;
- Locations where access and nature conservation interest coincide, i.e. where access has the potential to have an impact on vulnerable interest features;
- Capturing a range of sites, interest, seasons and issues;
- Ensuring good geographic spread;
- Safe to survey and suitable to interview people;

2.5 Following the workshop, we digitised the survey points, checked some potential survey locations on the ground and finalised a list with the steering group to match the available budget (40 survey points in total) and workshop suggestions. Selected survey

² Natural England, RSPB, National Trust, The Wash and North Norfolk Coast Europe an Marine Site Management Scheme, Norfolk Coast Partnership, Holkham Estate, Norfolk Wildlife Trust, Broads Authority, Forestry Commission, Norfolk County Council, Norfolk Biodiversity Partnership, South Norfolk Council, Breckland Council, Kings Lynn and West Norfolk Borough Council, Norwich City Council, North Norfolk District Council, Broadland District Council, Great Yarmouth Borough Council.

Visitor surveys at European protected sites across Norfolk

points are shown in Map 3 (all survey points) and details of each point are given in [Appendix 1](#). It should be noted that there were a number of sites which were surveyed twice, in summer and winter, at these locations we have assigned another, different survey point number to the summer/winter repeat. Throughout the rest of the report and in the Appendices we have grouped survey points into seven broad geographic areas as follows:

- Brecks (Breckland SPA; Breckland SAC) – 9 survey points
- Broads (Broadland SPA; The Broads SAC) – 7 survey points
- East Coast (Breydon Water SPA; Great Yarmouth North Denes SPA; Winterton-Horseley Dunes SAC) – 7 survey points
- North Coast (North Norfolk Coast SAC; North Norfolk Coast SPA, The Wash and North Norfolk Coast SAC - *partial*) – 10 survey points
- Roydon & Dersingham (Roydon Common and Dersingham Bog SAC) – 1 survey point
- Valley Fens (Norfolk Valley Fens SAC) – 2 survey points
- Wash (The Wash SPA; The Wash and North Norfolk Coast SAC - *partial*) – 4 survey points

Survey Effort and Timing of Surveys

2.6 Each survey point (individual numbered location) was surveyed for a total of 16 hours, with survey effort split equally over a weekday and a weekend day. Survey work was undertaken in four two-hour time slots to ensure coverage across the day and provide eight hours survey in a single day. The exact timing of these slots were adjusted depending on day-length. Between April and September the timing of surveys was as follows: 07:00-09:00; 10:00-12:00; 13:00-15:00; 17:00-19:00. While for winter surveys (between October and March) the following timings were used: 07:30-09:30; 10:00-12:00; 12:30-14:30; 15:00-17:00.

2.7 The one site where timings had to be adjusted to reflect gate opening times in these timings was at Thetford High Lodge (survey point 11). To ensure a consistent eight hour survey window the following timings were used: 09:00-11:00; 11:30-13:30; 14:30-16:30; 17:00-19:00.

Fieldwork methods

2.8 Survey work involved counts of people and face-face interviews with a random sample of visitors, following methods used widely by Footprint Ecology (e.g. Clarke *et al.* 2006; Liley, Jackson & Underhill-Day 2006; Cruickshanks, Liley & Hoskin 2010; Fearnley, Clarke & Liley 2010; Liley, Fearnley & Cruickshanks 2010; Fearnley, Liley & Cruickshanks 2011; Fearnley & Liley 2012; Fearnley, Liley & Cruickshanks 2012).

2.9 Surveyors were stationed at the survey point and counted visitors, in most cases maintaining a simple tally of people entering/leaving the site from the survey point. At some locations the tally reflected visitor flows along a particular path or through a gate way and the count area was carefully selected at each survey point to reflect the area visible to the surveyor.

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- 2.10 This tally data provides basic information on the visitor flows (number of people, groups, minors and dogs) passing each access point. However at busy locations maintaining the accuracy of the tally becomes extremely difficult to do whilst also interviewing. The two sites at which tallies became approximate were at High Lodge (survey point 11) and at Holkham during the summer (33). At Holkham the site was the busiest location, and for a single survey session the tally total was a rounded estimate due to the extreme volume of visitors. At High Lodge the survey point was not the busiest, however there is very open access from a large car-park and as such counting was difficult and the values are considered approximate estimates.
- 2.11 Surveyors interviewed a random sample of people passing by approaching the next person seen (if not already interviewing). On busy sites the surveyors only targeted people for interviews that were leaving the site (i.e. completing their visit). On quiet sites, surveyors interviewed people entering and leaving. No unaccompanied minors were approached for interviews. Surveyors only interviewed those individuals who were using the site rather than staying in the car park (at some sites many cars were only stopping while drivers had a break).
- 2.12 The questionnaire ([Appendix 2](#)) was hosted on tablets and designed using SNAP survey software (version 11). As part of the questionnaire, the surveyor asked the interviewee where they had been (or planned to go). Routes were recorded as lines on paper maps, with the map shown to the interviewee and as necessary cross-referenced to landmarks and features at the site. The routes were then digitised to GIS (QGIS version 2.8.2-Wien). In the Broads, for visitors who were on boating holidays, and at sites such as Morston where visitors were sometimes participating in guided tours on boats, we still recorded routes, but of their boats' route of that day. These routes were often harder to record as some visitors did not have a good idea of where they were stopping. Moreover, for those on boating holidays often only a start and end point was known for the day and as such the route taken was very approximate.

Coverage and site specific issues

- 2.13 The two survey days (16 hour site surveys) were typically conducted over a few dates, usually either side of a weekend, but they could be spread over several days (on average three days between first and second survey day). The largest survey window was at Horsey Windpump (survey point 17) with a gap of 23 days between survey days. This gap was deliberate and intended to provide a survey day in early December (early in the seal visiting period) and one late in December (during Christmas holidays and at the peak of the seal visiting). This enabled us to average results over the seal pupping period as a whole.
- 2.14 There were issues at some survey points which affected the ability of surveyors to complete work at the sites. These incidents involve surveyors feeling threatened and having to leave the site. This resulted in partially completed surveys. We give the survey coverage by site in Table 2 and in total over 98% of the scheduled fieldwork was completed. Partially completed surveys/issues were encountered at:

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- Breydon Water north (survey point 7) last survey session on the weekend was stopped part way through (at 18:20); off-road motorbikes were being driven aggressively along the seawall. The surveyor left the area as they felt unsafe and to avoid any risks.
- Mildenhall Woods (survey point 10), no coverage during the last session on the weekend and the most of the weekday sessions, due to location clearly used as a meeting point for public sex.
- St Helens (survey point 16), had partial coverage during one of the weekday sessions. On the weekend day the surveyor had to abandon a session halfway through and the last sessions were not completed. In all cases this was due to the location being clearly used as a meeting point for public sex.
- Lynford Stag (survey point 15), had similar problems to Mildenhall Woods and St Helens. However, due to the large nature of the car park, the surveyor persisted and continued to interview users who were accessing the site. A characteristic of this site was that the majority of people driving into the car park did not leave their car, and the site is regularly used as a car/van stop. People who remained in their cars were not counted at any site as part of the tally totals.

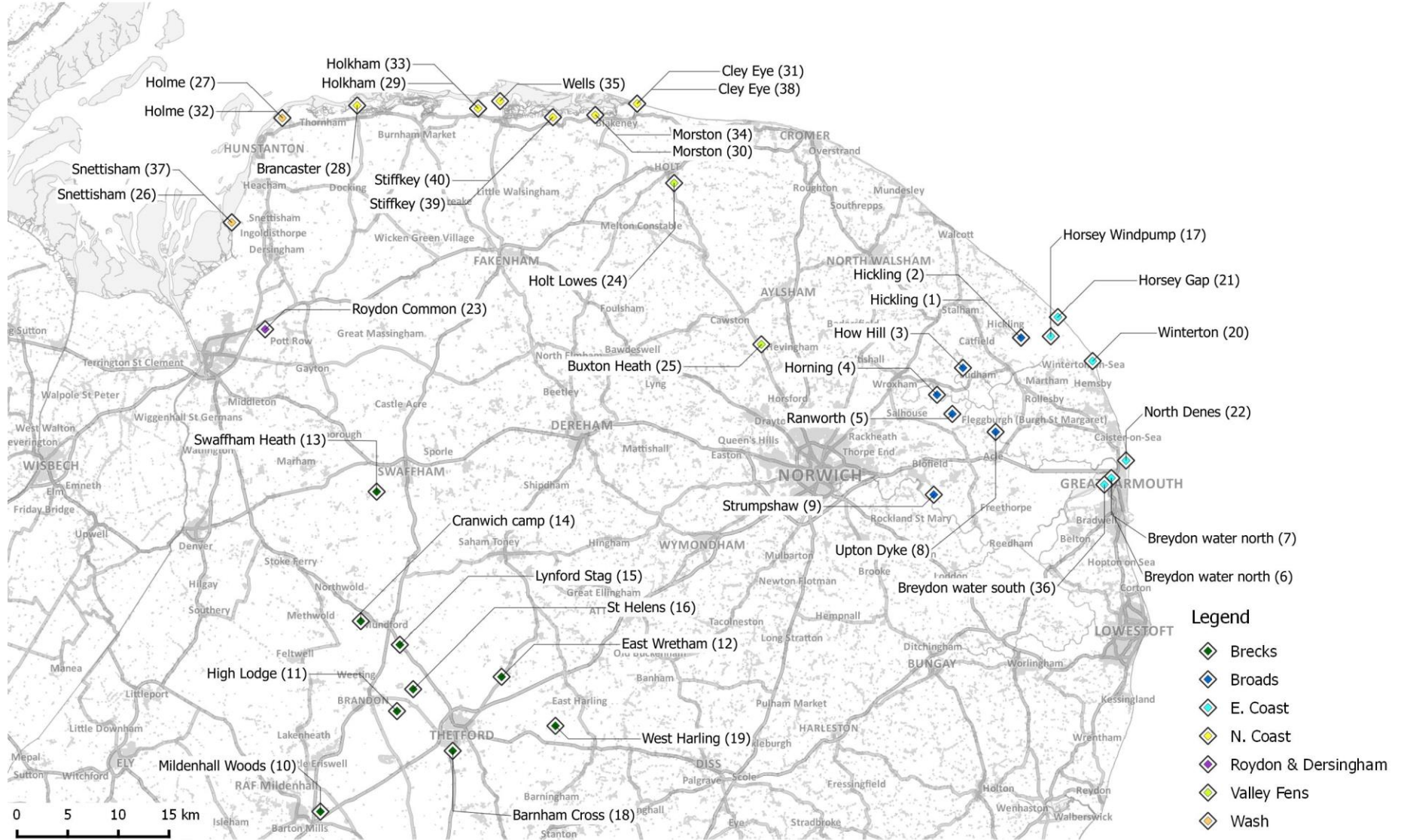
2.15 Where there were issues with survey completeness we adjusted tally totals for incompleteness. The results are estimates, but allow comparison to all other survey points. However interview data could not be adjusted and reported results should be considered with this in mind.

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Table 2: Survey work timing and completeness. Note: The Local Planning Authorities in which the survey points were located are listed. This includes the Broads National Park as an area.

ID	Location	Area (Norfolk LPA)	Survey window	Percentage of survey window completed (%)
18	Barnham Cross	Brecks (Breckland)	19-20 th July 2016	100
14	Cranwich Camp	Brecks (Breckland)	9-13 th March 2016	100
12	East Wretham	Brecks (Breckland)	12-14 th June 2015	100
11	High Lodge	Brecks (-)	18-21 st June 2015	100
15	Lynford Stag	Brecks (Breckland)	19-21 st June 2015	100
10	Mildenhall Woods	Brecks (-)	13-17 th June 2015	51
16	St Helens	Brecks (Breckland)	15-19 th March 2016	77
13	Swaffham Heath	Brecks (Breckland)	13-15 th June 2015	100
19	West Harling	Brecks (Breckland)	13-16 th June 2015	100
2	Hickling Broad (S)	Broads (Broads NP)	19-23 rd June 2015	100
1	Hickling Broad (W)	Broads (Broads NP)	16-22 nd November 2015	100
4	Horning	Broads (Broads NP)	26-27 th July 2015	100
3	How Hill	Broads (Broads NP)	12-13 th June 2015	100
5	Ranworth	Broads (Broads NP)	24-25 th July 2015	100
9	Strumpshaw Car Park	Broads (Broads NP)	5-9 th June 2015	100
8	Upton Green	Broads (Broads NP)	11-14 th June 2015	100
7	Breydon Water north (S)	E. Coast (G Yarmouth)	14-16 th May 2015	97
6	Breydon Water north (W)	E. Coast (G Yarmouth)	9-11 th January 2016	100
36	Breydon Water south	E. Coast (Broads NP)	8-10 th January 2016	100
21	Horse Gap	E. Coast (N Norfolk)	3-5 th January 2016	100
17	Horse Windpump	E. Coast (Broads NP)	5-29 th December 2015	100
22	North Denes	E. Coast (G Yarmouth)	18-22 nd July 2015	100
20	Winterton	E. Coast (G Yarmouth)	18-22 nd July 2015	100
28	Brancaster	N. Coast (N Norfolk)	15-17 th January 2016	100
31	Cley Eye (S)	N. Coast (N Norfolk)	23-27 th July 2015	100
38	Cley Eye (W)	N. Coast (N Norfolk)	10-12 th January 2016	100
33	Holkham (S)	N. Coast (N Norfolk)	2-7 th July 2015	100
29	Holkham (W)	N. Coast (N Norfolk)	16-18 th January 2016	100
34	Morston (S)	N. Coast (N Norfolk)	22-28 th June 2015	100
30	Morston (W)	N. Coast (N Norfolk)	3-14 th November 2015	100
40	Stiffkey (S)	N. Coast (N Norfolk)	23-28 th June 2015	100
39	Stiffkey (W)	N. Coast (N Norfolk)	16-19 th January 2016	100
35	Wells	N. Coast (N Norfolk)	23-26 th July 2015	100
23	Roydon Common	Roydon & Dersingham (KL and W Norfolk)	26-28 th June 2015	100
25	Buxton Heath	Valley Fens (Broadland)	10-17 th May 2015	100
24	Holt Lowes	Valley Fens (N Norfolk)	24-28 th June 2015	100
27	Holme (S)	Wash (KL and W Norfolk))	17-18 th July 2015	100
32	Holme (W)	Wash (KL and W Norfolk))	15-18 th January 2016	100
37	Snettisham (S)	Wash (KL and W Norfolk))	25-27 th June 2015	100
26	Snettisham (W)	Wash (KL and W Norfolk))	10-19 th September 2015	100

Map 3: Survey point locations. Locations with repeat surveys are ordered with summer first then winter second.



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2.16 Surveys were conducted at a range of times during the year, reflecting when nature interest and/or pressures were greatest at the survey location. However this does mean direct comparison between the survey points should be undertaken with care. Table 3 shows the seasonal distribution of surveying for each area and should be considered when interpreting results. Interview data presented in the results is not weighted by the number of interviews. As such survey points with more interviews have a greater influence on the total and survey points are therefore not evenly represented in this manner. This is still considered valid when considering overall totals for areas, but we do draw attention to the influence of survey points and variability within these. We highlight where differences are significant later in the report.

Table 3: Seasonal distribution of survey points for each area across months, shown as a percentage of the number of surveys from the total for each area.

Month	Survey area (number of survey points shown in brackets)						
	Brecks (9)	Broads (7)	E. Coast (7)	N. Coast (10)	Roydon & Dersingham (1)	Valley Fens (2)	Wash (4)
Jan			43%	40%			25%
Feb							
Mar	22%						
Apr							
May			14%			50%	
Jun	67%	57%		20%	100%	50%	25%
Jul	11%	29%	29%	30%			25%
Aug							
Sep							25%
Oct							
Nov		14%		10%			
Dec			14%				

2.17 Weather during 2015 was overall fairly average. Notable deviations were in summer which was cooler and wetter; high rainfall during late autumn and mild temperatures in November and December³. These general climatic conditions for the year can affect visitor totals. Moreover, while every effort was made to avoid surveying on days with adverse weather, sometimes such conditions were impossible to avoid.

2.18 A summary of the weather conditions for individual survey points is provided in [Appendix 3](#). No survey point had constant rain for the entire survey period. However at Horsey Gap (survey point 21), there was at least some rainfall during seven of the eight sessions. This was during a particularly wet period in November, although temperatures were mild. The five other survey points which had rainfall recorded at some point during more than half of sessions. These were Hickling (winter survey point 1), Horning (4), Ranworth (6), Cley Eye (31), Morston (34). With the exception of Horsey Gap (21),

³ <http://www.metoffice.gov.uk/climate/uk/summaries/2015/annual>

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mentioned previously, and Hickling (1) which were conducted in the winter, the four other survey points were during the unseasonally wet periods in June and July.

New housing data and predictions of changes in access

- 2.19 Data on current housing (February 2016) are held by Footprint Ecology, in the form of modified postcode datasets that give the number of residential properties per postcode. Data on prospective housing were provided by Norfolk County Council, and reflected a combined GIS layer indicating residential allocated sites over the current plan periods for all Norfolk authorities, as well as those which have come forward outside of planned growth (i.e. 'windfall' sites) during the year 2014/15. Not all the windfall sites will necessarily be granted planning consent. This future housing layer is therefore a best estimate of future development based on current knowledge. Further background (provided by Norfolk County Council) on how these data were compiled are given in [Appendix 4](#).
- 2.20 Within the GIS we plotted concentric rings (2km intervals, out to 40km) around each survey point. Within each of these concentric rings – or buffers – we extracted the number of interviewees (from home postcodes obtained in surveys), the number of current houses and the number of future houses. We then divided the number of interviewee postcodes at each distance band by the number of residential properties within that distance band, to give the proportion of postcodes at a given distance band generated by the survey.
- 2.21 These values do not equate to visit rates, as only a sample of the total number of visitors at each survey point were interviewed. However the values do give an indication of the 'draw' of each site and how that draw changes with distance. The data were averaged for each survey point within our seven areas to generate a plot for each area showing the relationship between the proportion of residents interviewed at each distance.
- 2.22 Lines fitted to these plots reflect how visitor use 'decays' with distance and the equations from the fitted lines were applied to allocated and 2014/15 registered residential planning application data to make predictions of how visitor rates might change in the future under the development scenario provided by Norfolk County Council. As we only used allocation and registered planning application data from Norfolk the predicted change in access reflects the change associated with Norfolk residents only – i.e. we would expect greater increases than predicted as there will be additional growth in other areas outside Norfolk that we have not tried to factor into our predictions.

3. Survey results

Tally counts

- 3.1 During the 16 hours of survey at each survey point, our surveyors recorded the numbers of adults, minors and dogs entering and leaving sites as a tally during the entire period. For the survey locations with incomplete sessions (see methods above and Table 2), the numbers of adults, minors and dogs were extrapolated proportionate to the amount of data collected. Although only an approximation, we consider these data sufficiently accurate for analysis. The estimated data makes up only 1.9% of all surveying hours, and at the most 8% in a single area (Brecks, Table 4).
- 3.2 In total, including the estimated data, 6,096 groups were recorded entering or leaving sites (e.g. passing the surveyor) across all survey points. These groups consisted of 13,842 adults, 2,616 minors and 3,466 dogs. The totals give an idea of the footfall recorded during the standardised survey periods. Table 4 shows the adjusted total number of people/dogs recorded entering and leaving from tally counts for individual areas as well as the number of survey points and the percentage of survey sessions completed. This data is also shown on Map 4.

Table 4: Summary of the total number of people and dogs counted during tally sessions. Values presented include adjustments made to values for individual survey points with incomplete sessions.

	Number of survey points	Overall % of sessions completed	Total number of groups	Total number of adults	Total minors	Total dogs
Brecks	9	92.0	827	1,444	244	583
Broads	7	100	749	1,596	246	114
E. Coast	7	99.6	1,016	2,645	800	486
N. Coast	10	100	2,545	6,073	1,067	1,446
Roydon & Dersingham	1	100	47	71	5	35
Valley Fens	2	100	92	163	24	81
Wash	4	100	820	1,850	230	721
Total	40	98.1	6,096	13,842	2,616	3,466

- 3.3 There was considerable variation between survey points in the total number of individuals entering and leaving. This variation is shown in Figure 1 of the average number of people per hour (adults and minors) recorded. The highest single total for a survey point was at Holkham during the summer (survey point 33), where 1,928 people were recorded passing during all survey sessions, closely followed by Horsey Gap during the winter, 1,891 people (this is despite bad weather conditions at the latter). These equated to an average of 120 people per hour, and are both shown as outliers in Figure 1. The other outlier value shown in Figure 1 was in the Brecks, for High Lodge (947 people, equivalent to 82 people per hour).

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- 3.4 By area the highest numbers of people recorded from tallies was for the North Coast and Wash sites (Figure 1). Lowest median values were at the three areas of the Brecks, Roydon & Dersingham, and the Valley Fens, with typically 8 people per hour. At these three sites the range of visitors numbers recorded by survey point was relatively small (excluding the High Lodge outlier). However, comparison of average values for areas suggest the differences between areas were not significantly different (ANOVA, $df=6$, $F=1.691$, $P=0.154$).
- 3.5 As the seasonal timings of these surveys are not strictly comparable, direct comparison between areas is not necessarily straight forward. Clearly many sites will be busiest in the summer, during periods of good weather. These formed the majority of surveys for those on the Broads and the Brecks (see Table 3). Conversely at other sites such as the North Coast there was roughly an even split between the summer and winter surveys (and on the North Coast many of the survey locations were surveyed in both the summer and the winter). Despite the relatively high winter focus compared to other sites, the North Coast survey points had high recorded footfall and therefore clearly do represent some of the busiest areas.
- 3.6 Winter surveys were dominant in the surveys on the East Coast, and as such would have been expected to pick up a lower footfall. However, coastal sites can often remain popular during winter, and the footfall presented in Figure 1 is heavily influenced by the outlier for Horsey Gap which had extremely high visitor numbers. The draw for visitors at this time of year, seal pupping season, is an unusual, but annual event. Results from here during pupping time will not be indicative of the usual pressure across the year. However the pupping period clearly represents the period when the site attracts the most visitors.

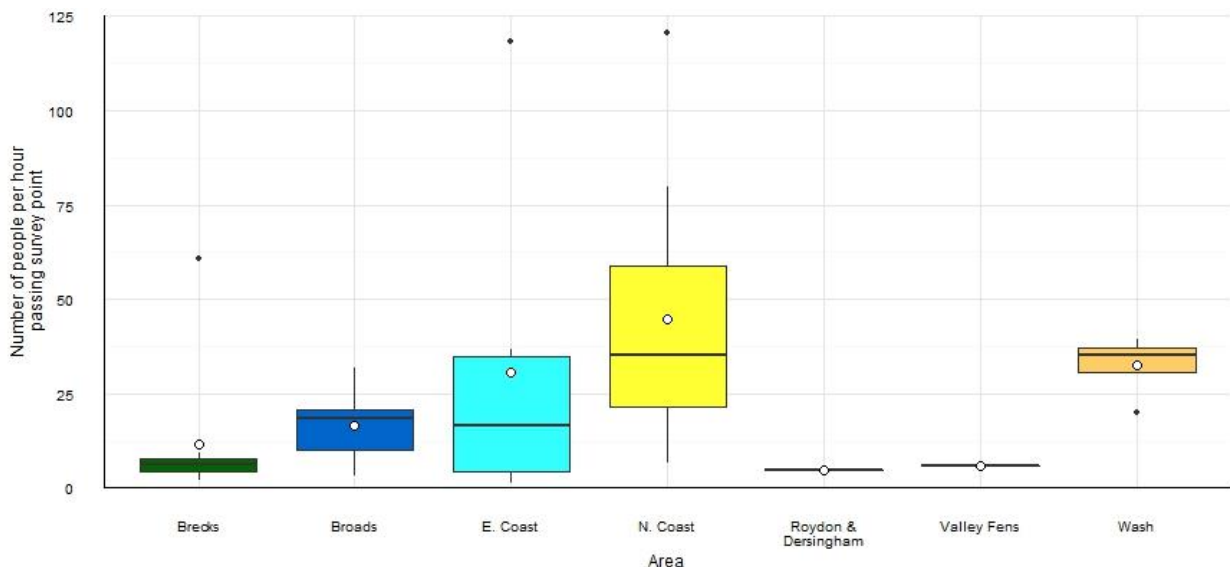


Figure 1: The average number of people (adults and minors) recorded passing each survey point in an hour, show as boxplots and averages (white dots). The data used to create boxplots and averages shown were averages for each of the survey points.

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- 3.7 The tally data also gives basic information on the types of visitors using sites. The number of dogs and minors recorded relative to the number of adults shows some variation between locations (Figure 2). Overall, across all survey points, 69% of individuals passing were adults, 13% minors and 18% dogs. Survey points within the Broads usually had a very low proportion of dogs recorded from tallies, just 6%. Areas with a very high proportion of dogs were in Roydon & Dersingham, and in the Valley Fens, with 32% and 30% dogs from tallies. The Brecks and the Wash were also relatively high, both with 26% dogs across all survey points. The highest relative number of minors was recorded in the East Coast surveys (20% minors) and the lowest at Roydon & Dersingham (5%).
- 3.8 We examined numbers of adults, minors and dogs for differences between areas. The only measures which had any statistical significance was for the number of dogs between areas (df=6, K-W $\chi^2=19.679$, p= 0.019).
- 3.9 The total numbers for each group are also shown for individual survey points in Figure 3. This figure also serves to show which sites contribute to the variability in total numbers of individuals/dogs recorded at sites as summarised from Figure 2. Individual sites with a high proportion of minors (>25%) were Hickling Broad in the summer (survey point 2) and Horsey Gap (survey point 21).

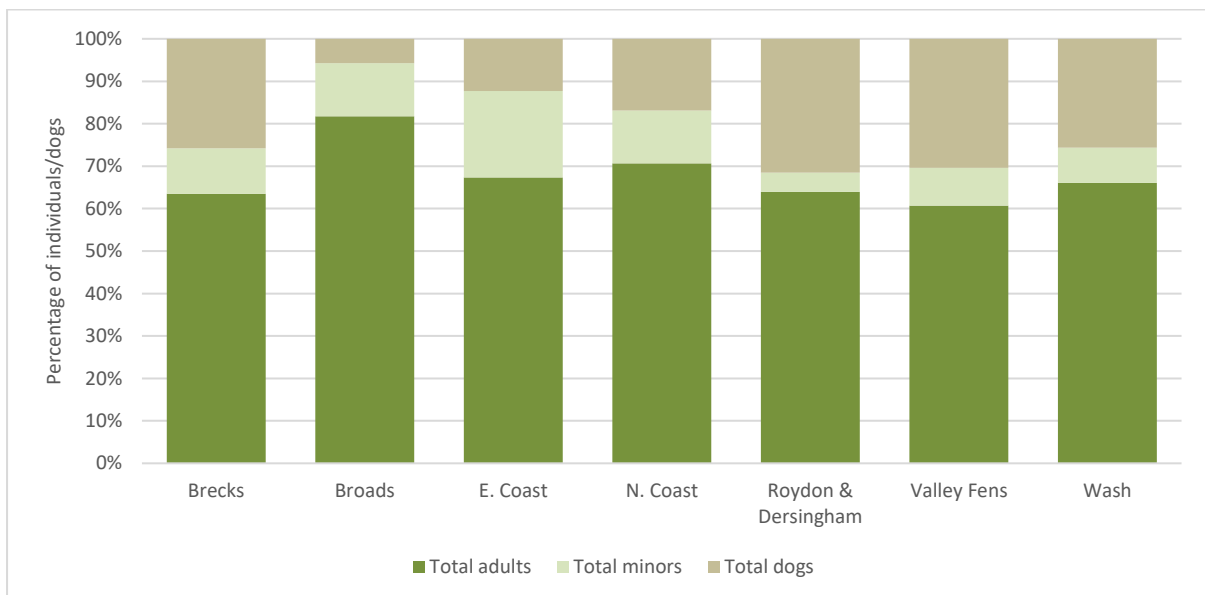


Figure 2: Proportion of adults, minors and dogs recorded during tallies at each survey point location grouped by area.

Visitor surveys at European protected sites across Norfolk

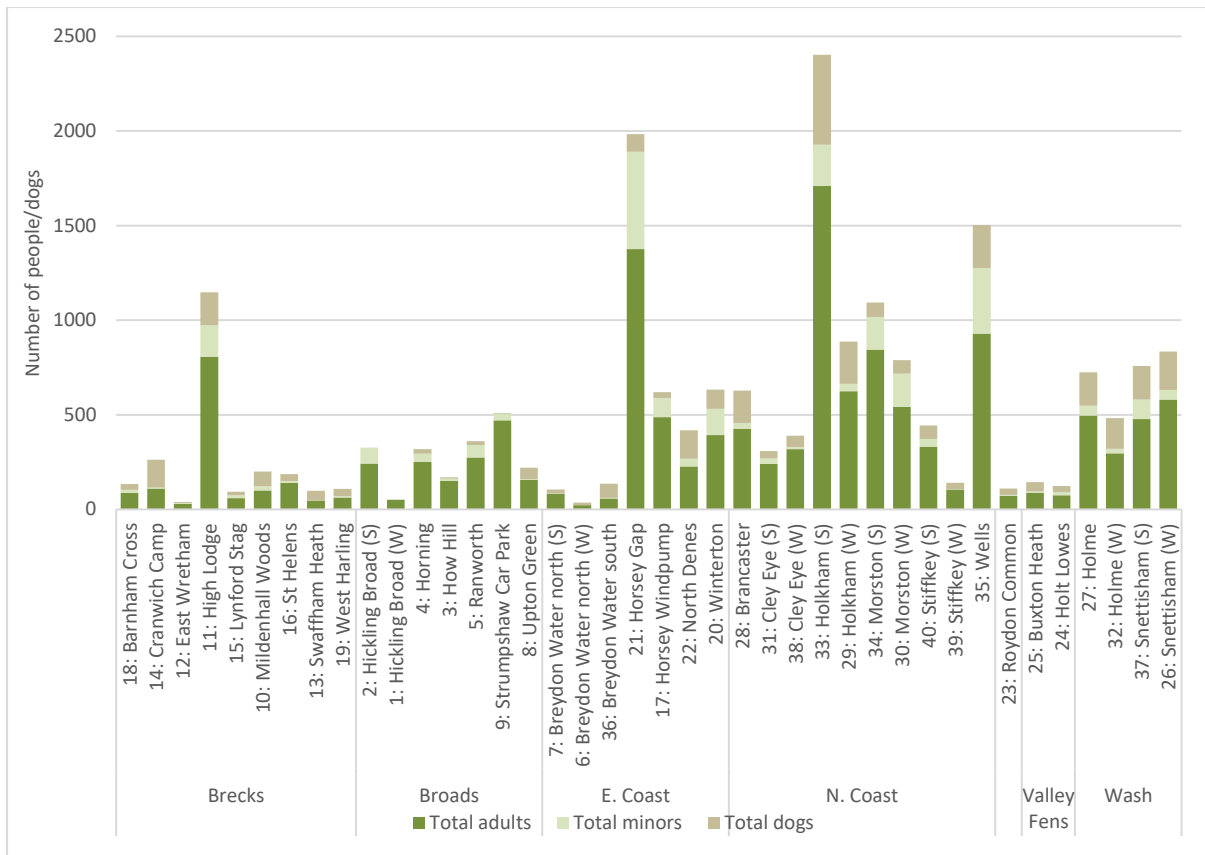
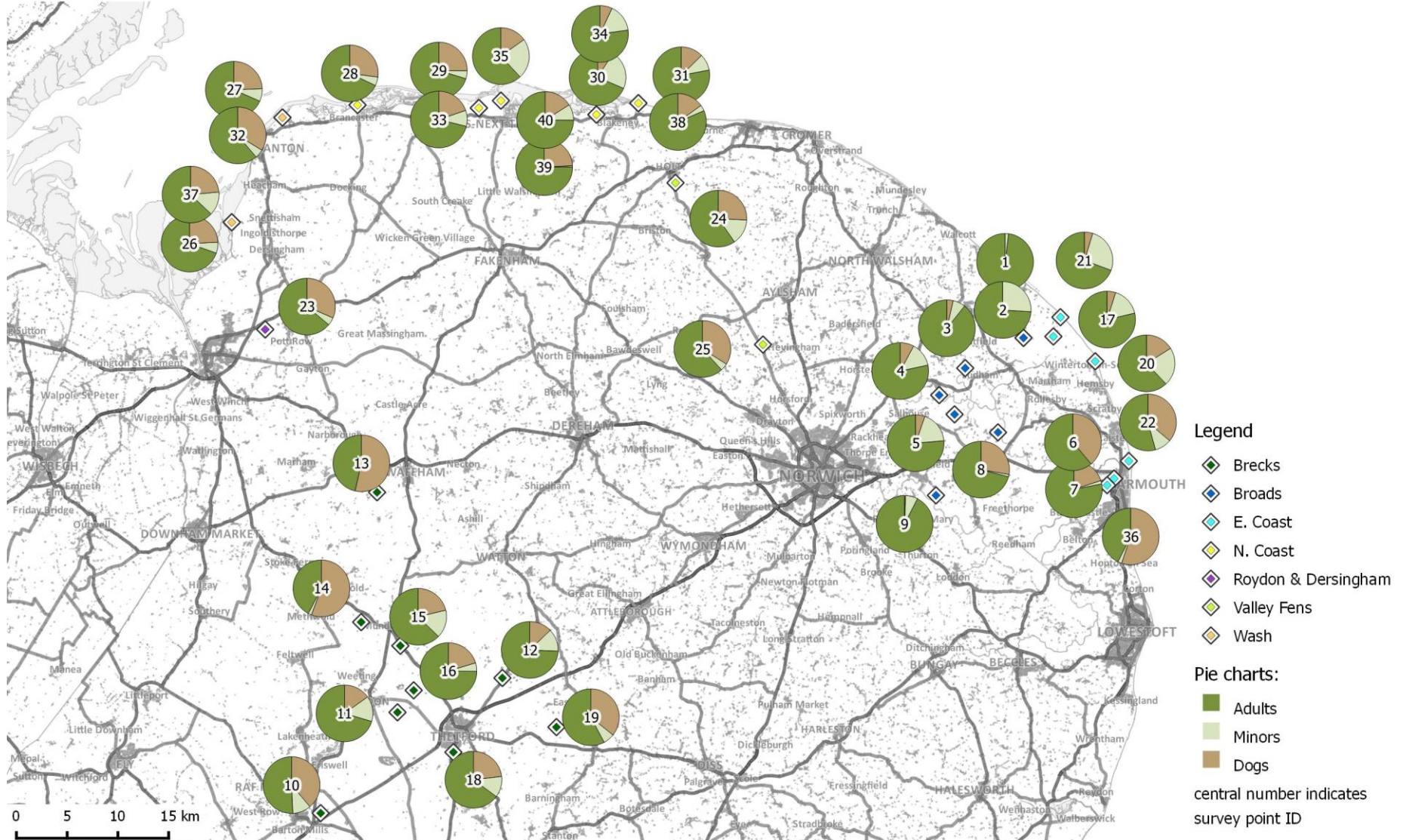


Figure 3: Total number of adults, minors and dogs recorded passing survey point locations at each survey point. Totals are all for 16 hours of surveying over a weekend and weekday (Note: for sessions with missing data these values are estimated).

Visitor surveys at European protected sites across Norfolk

Map 4: Tally count data shown as pie charts for survey points. Clearly overlapping pie charts are summer-winter duplicate surveys.



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Visitor surveys at European protected sites across Norfolk

Interview data

Numbers of interviews and group composition

- 3.10 From all surveys areas the total number of interviews was 1,341 (Table 5). Overall, the average number of interviews conducted at a survey point was 33.5 (in a 16 hour survey period). Although there was some variation by area, the lowest average was in the Brecks, where surveyors completed on average 21.7 interviews per survey point.
- 3.11 The area with the highest number of interviews was the North coast (565 interviews). However this area also had the highest number of survey points. At an individual survey point, the fewest number of completed interviews was just 5 interviews at St Helens car park (survey point 16). This survey point also had only 77% of survey sessions completed and in addition the site was generally quiet. The other incomplete sessions also had low numbers of interviews; Breydon Water north (S) (survey point 7) with 10 interviews and Mildenhall Woods (survey point 10, also with incomplete coverage) with 15 interviews. Other survey points with 10 or fewer interviews were Hickling Broad (W) (survey point 1), East Wretham (survey point 12) and Breydon Water north (W) (survey point 6).

Table 5: Total number of interviews completed in each area.

Area	Total number of interviews	Number of survey points	Average number of interviews	Minimum number of interviews at a survey point
Brecks	195	9	21.7	5 (St Helens)
Broads	181	7	25.9	8 (Hickling (W))
E. Coast	180	7	25.7	10 (Breydon Water north)
N. Coast	493	10	49.3	17 (Cley Eye)
Roydon & Dersingham	25	1	25.0	25 (Roydon Common)
Valley Fens	54	2	27.0	22 (Buxton Heath)
Wash	213	4	53.3	37 (Holme)
Total	1,341	40	33.5	

Note: Breydon water north had two survey points, one for winter and one for summer. The number of interviews at both was 10.

- 3.12 Surveyors also recorded some basic information on the groups interviewed. The gender of members of the group, whether they had any dogs, and whether the dogs were off lead. The genders recorded in groups were typically evenly split between males and females. Females made up slightly higher proportion at the East Coast sites (53.7%) and males slightly higher at the Valley Fens (57.4%).
- 3.13 The numbers of dogs in a group that were on lead and off lead were compared as proportions for each group. Although this is only of the dogs on lead/off lead status when at the survey point, it can often be indicative of the general use in the site too. The average proportion of dogs off lead was on highest in Roydon and Dersingham and the Valley Fens, where almost three quarters of dogs were off lead (71% and 70%

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respectively). The proportion of dogs on lead was greatest in the Broads (average group proportion; 86% on lead), where dog presence was typically low anyway. At all other sites the average proportion on lead was between 48% and 59% on lead. These differences were significant between sites (ANOVA; $df=6$, $F=3.80$, $p=0.006$).

Visit type

3.14 Interviewees were asked to describe the nature of their visit. Overall, across all areas, 66% of interviewees were on a short trip to the site, having travelled from home. The second most common response was “on holiday”, and accounted for 32% of interviewees. Only a small proportion of people described their visit as a short trip to the area and staying with friends and family, rather than on holiday (2%). Just 4 interviewees (<1%) described their visit as work related.

3.15 By area it is clear that the sites are very different from each other in terms of the relative proportions of these different visitors types (Figure 4). In the Broads and North Coast sites, around half (46%) of all visitors interviewed were on holiday. This compares to 4% of interviewees at Roydon & Dersingham, and 5% of interviewees in the Brecks.

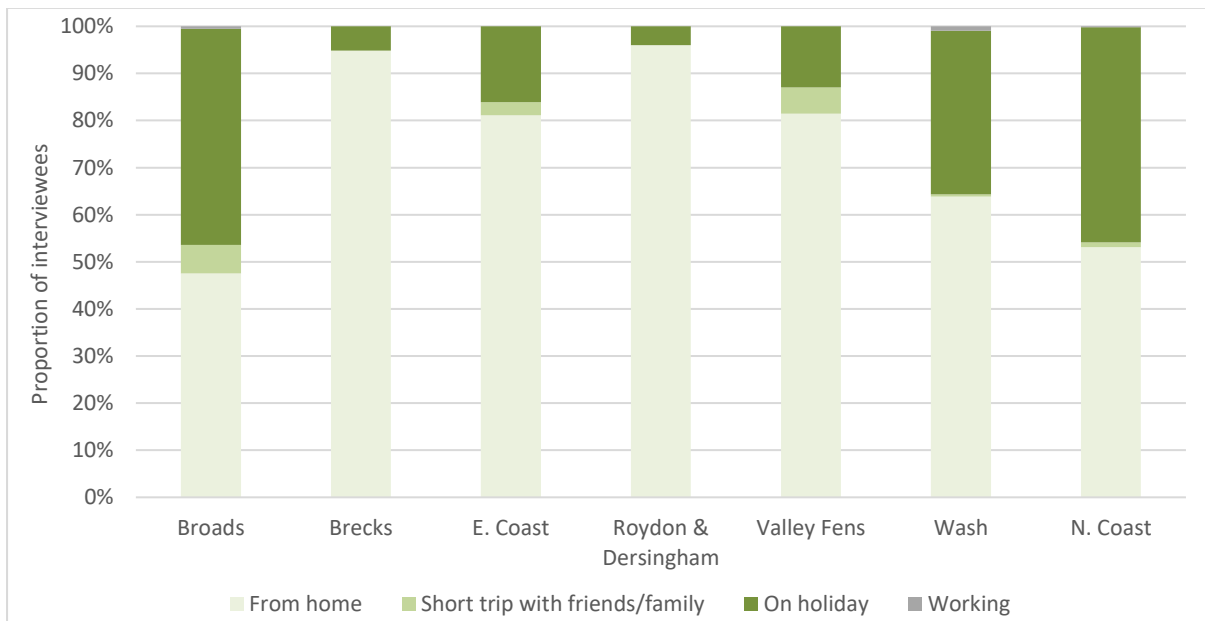


Figure 4: Proportion of interviewees describing the nature of their visit.

3.16 We applied the proportions of interviewees – as shown in Figure 4 – to the tally totals to give an indication of the numbers of total visitors at each survey point and the different types of visit (Figure 5). Differences between areas in the numbers of visitors from home and friends/family were not significant ($df=6$, $K-W \chi^2=11.996$, $p=0.062$ and $df=6$, $K-W \chi^2=11.752$, $p=0.067$). For the number of visitors on holiday there were significant differences between areas ($df=6$, $K-W \chi^2=24.395$, $p<0.001$), highlighting the high proportions of holiday makers at the North Coast and Broads compared to the other sites.

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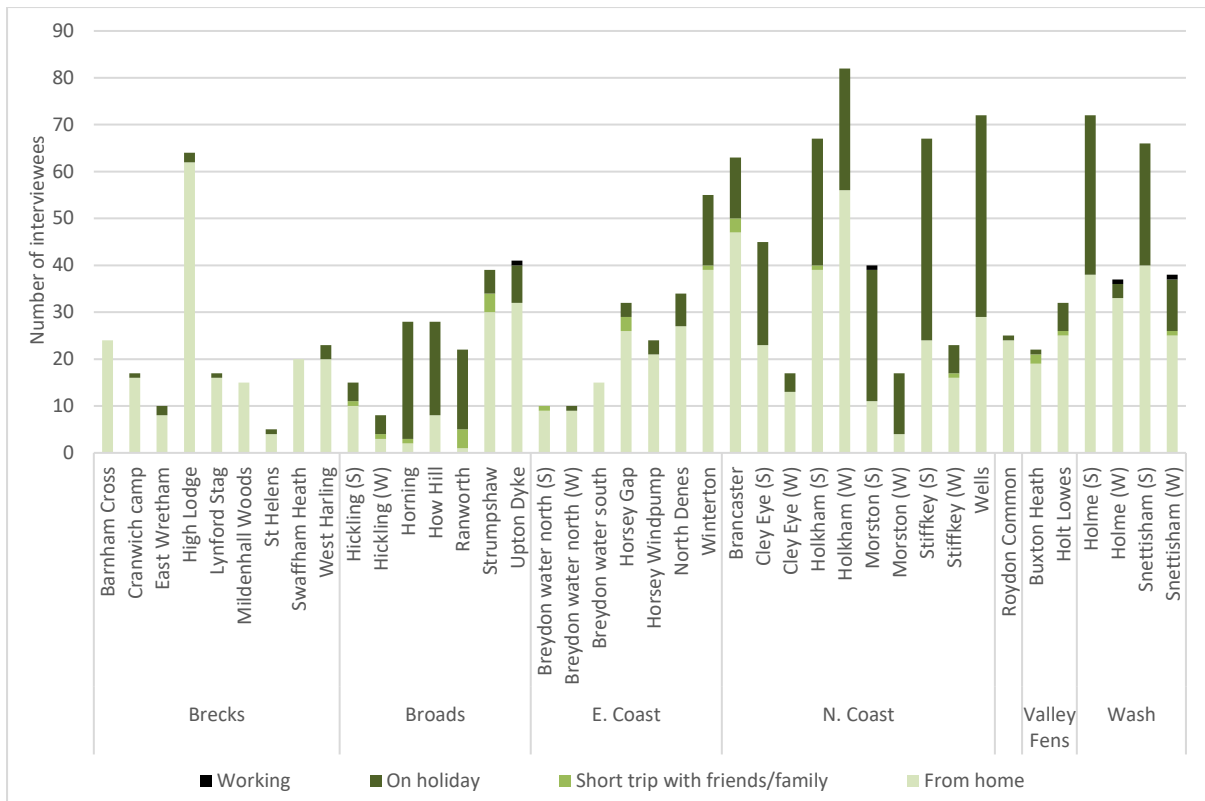


Figure 5: The number of interviewees from each of the different visit types at the survey points. Graph generated by applying the proportions from the interview data to the tally data.

3.17 Individual survey points where there were no interviewees describing themselves as on holiday were; three sites in the Brecks (Barnham Cross, survey point 18; Mildenhall Woods, 10; Swaffham Heath, 13) and two East Coast sites (Breydon Water north (S), 7 and Breydon Water south, 36). Conversely survey points with over 70% of interviewees on holiday were either from the Broads or the North Coast. These were: Horning, survey point 4 (89%); How Hill, 3 (71%); Ranworth, 5 (77%); the Morston summer survey point 34 (70%) and the Morston winter survey point 30 (76%).

Holiday makers accommodation

3.18 For visitors on holiday, the survey recorded accommodation type. The majority of interviewees were staying at self-catering accommodation (31%), closely followed by campsite/caravan sites (29%). This first and second ranking was fairly consistent between areas (Figure 6). The key notable difference between areas was the large number of people staying in boats on the Broads (59% of interviewees on holiday).

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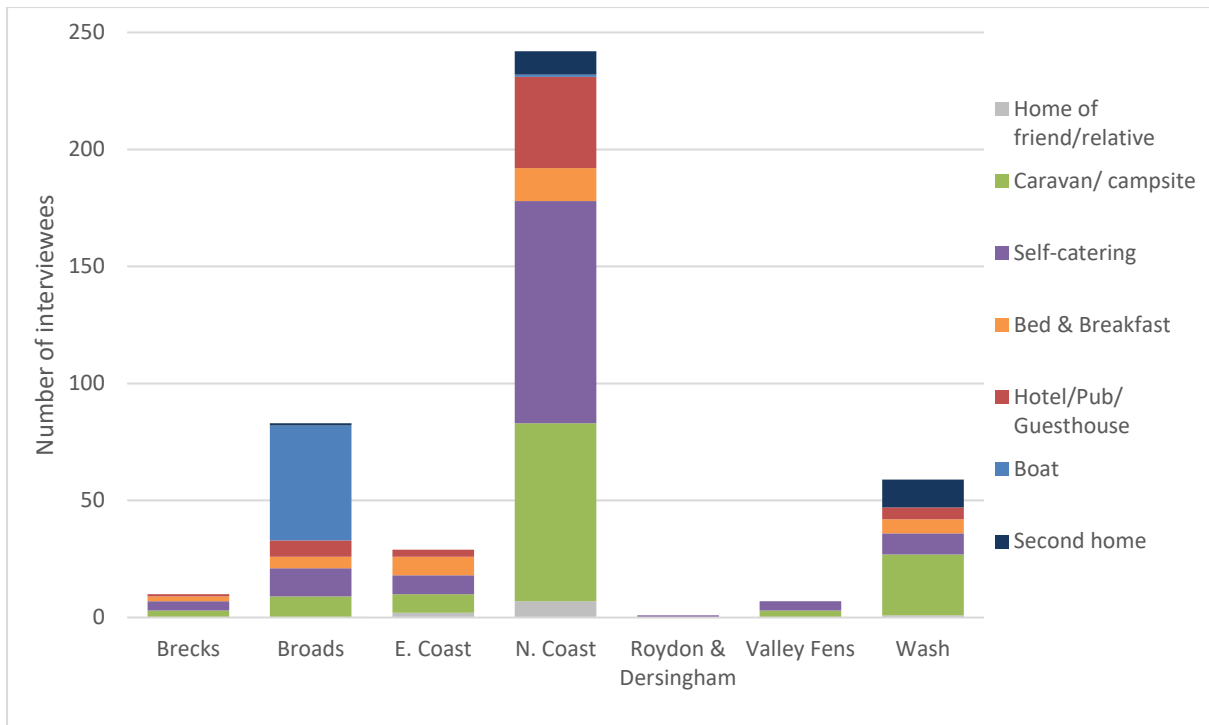


Figure 6: Accommodation use for interviews who responded they were on holiday in the area.

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Activities

- 3.19 Interviewees were asked about the main activity they were undertaking during their visit. The surveyor categorised responses into one of 17 pre-set activities (see [Appendix 2](#) for questionnaire), or used a free text option. The free text could also be used to clarify a response. Responses are summarised in Figure 7. Within the figure we have grouped the 17 pre-set activities into eight broad categories for ease of presentation.
- 3.20 Overall, the most commonly reported activity was dog walking, with 549 interviewed groups conducting this activity, representing 41% of interviewees. The second most common activity was walking (26%). Within individual areas this first and second ranking of dog walking and walking was consistent for the East Coast, Roydon & Dersingham, the Valley Fens, the Wash and the N. Coast (Figure 7). In these five areas, dog walkers and walkers typically accounted for just under three quarters of interviewees.
- 3.21 Only in the Broads and Brecks were these first and second rankings different. In the Brecks dog walking remained highest (48% of interviewees). But the number of interviewees conducting “other exercise/recreation” (typically cycling, see Table 6) was ranked second (24%). The relative proportion of activities conducted in the Broads was particularly different from all other areas. The majority of visitors described their activity as wildlife watching or viewing the scenery (29%). While roughly similar proportions of visitors were either walkers (21%) or conducting some boating activities (22%, this includes those on organised boat trips).

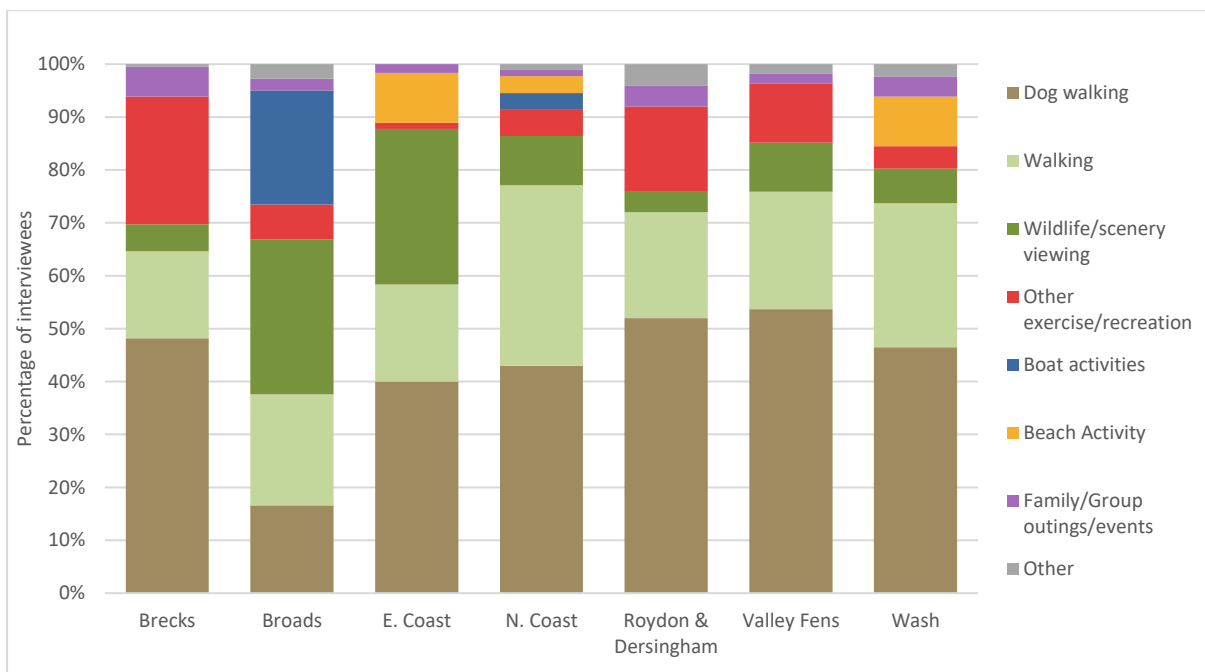


Figure 7: Main activities recorded in surveys show as the percentage of interviewees conducting activities summarised for each area. All interviewees area included, although activities have been simplified for presentation.

- 3.22 The numbers of individual interviewees conducting each activity are divided further, to show important subgroups of activities in Table 6. Important individual activities to note

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from this table are that those categorised as “Wildlife/scenery viewing” in Figure 7 were mostly wildlife watching (86% across all areas). Those conducting “Boat activities” in the Broads were mostly boating or sailing on a hired or privately owned boat. Finally, those grouped as “Other exercise/ recreation” were mostly made up by those Cycling/ Mountain Biking, particularly influenced by high numbers at High Lodge (survey point 11). In all other areas those Cycling/ Mountain Biking were the not the majority group in this category.

- 3.23 The broad activity classes are used in Figure 8 and Map 5, but with results presented for individual survey points. This shows the variability within different areas. For example, within the Brecks the majority of those interviewees conducting “Other exercise/recreation” were at High Lodge (56%, survey point 11, mainly cyclists, as noted above). While all interviewees at Swaffham Heath (survey point 13) were dog walkers. Surveys at Hickling (both surveys in winter and summer) were the only surveys to record no dog walkers in the activities – as dogs are not allowed on the site.
- 3.24 In the Broads, the highest proportions (50%) of “Boat activities” were recorded at Horning (survey point 4), the highest proportion of interviewees dog walking (46%) at Upton Dyke (survey point 8), and the highest proportion of interviewees wildlife watching (85%) at Strumpshaw (survey point 9).
- 3.25 At the East Coast sites, dog walkers and wildlife watchers dominated. This was influenced heavily by around 70% of interviewees describing their visit as wildlife watching at both Horsey Gap (survey point 21) and Horsey Windpump (17); almost all to view the seals. There were also many interviewees visiting to watch wildlife at Breydon water north (both summer and winter, survey points 6 and 7). Surveys at North Denes (survey point 22) and Winterton (20) included the highest proportions of interviewees conducting “Beach activities” of any survey location (surveys were conducted in the summer).
- 3.26 The Valley Fens and Roydon Common were fairly similar in the composition of different activities. Half were dog walkers and the remainder mostly walkers, but also included wildlife watchers, runners/joggers and people doing photography.
- 3.27 The survey points with interviewees conducting “Beach Activities” were very site specific to those areas where the conditions were suitable. Locations with beach activities being conducted were North Denes (survey point 22), Winterton (20), Holkham (summer surveys; 33), Holme (27), and Snettisham (both summer and winter; 37 and 26). The proportion of these activities at the above named locations was always between 10 - 20% of interviewees. Furthermore, the proportion was always greater in summer surveys than in winter surveys at the paired summer-winter survey locations.
- 3.28 The “Boat activities” category included those on organised boat trips. Visitors on organised boat trips included almost all those interviews listed under boat activities at Hickling Broad (summer survey; survey point 2) and Morston (30 and 34). Around half those at How Hill (3), on boat activities were on organised boat trips, with the remainder on private or hired boats.

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- 3.29 The largest percentage of interviewees in the “Other” category was at the Horning (survey point 4), with two interviewees working at the marina, and at Stiffkey (summer survey point 40) where three interviewees were foraging.
- 3.30 The numbers of interviewees conducting each activity within each area showed some significant differences. The number of walkers between the areas was significantly different (df=6, K-W $\chi^2=19.825$, p=0.003), with the North Norfolk coast standing out for the high number of walkers. The number of interviewees undertaking boat activities was not quite significantly different between areas (df=6, K-W $\chi^2=18.129$, p=0.059), with the Broads being the key area for boat based activities.

Table 6: More detailed break-down of activities, to show number of interviewees conducting each activity and as presented in Figure 7 and with further detailed subgroups. Highlighted (bold) values are those which represent more than 15% of the interviewees in each area.

Activity (as grouped in Figure 7)	Activity subgroups	Brecks	Broads	E. Coast	N. Coast	Roydon & Dersingham	Valley Fens	Wash	Total
Dog walking	Dog walking	94	30	72	212	13	29	99	549
Walking	Walking	32	38	33	168	5	12	58	346
Wildlife/ scenery viewing	Enjoy scenery	3	5		6	1		7	22
	Wildlife watching	7	48	53	40		5	7	160
Other exercise/ recreation	Cycling/Mountain Biking	40	2	1	8			1	52
	Horse riding	2						2	4
	Jogging/power walking	2	1		5	2	1	1	12
	Other	2	1		3	2		4	12
	Photography	1	8	1	1		5	1	17
Boat activities	Water activities				8				8
	Boating/Sailing		32		2				34
	Organised boat trip		7		13				20
Beach Activity	Beach Activity			17	16			20	53
Family/Group outings/events	Other	3	1						4
	Outing with family	6	2	3	4	1	1	8	25
	Visiting attractions	2	1		2				5
Other	Other		1		5	1		5	12
	Working	1	4				1		6
Total		195	181	180	493	25	54	213	1341

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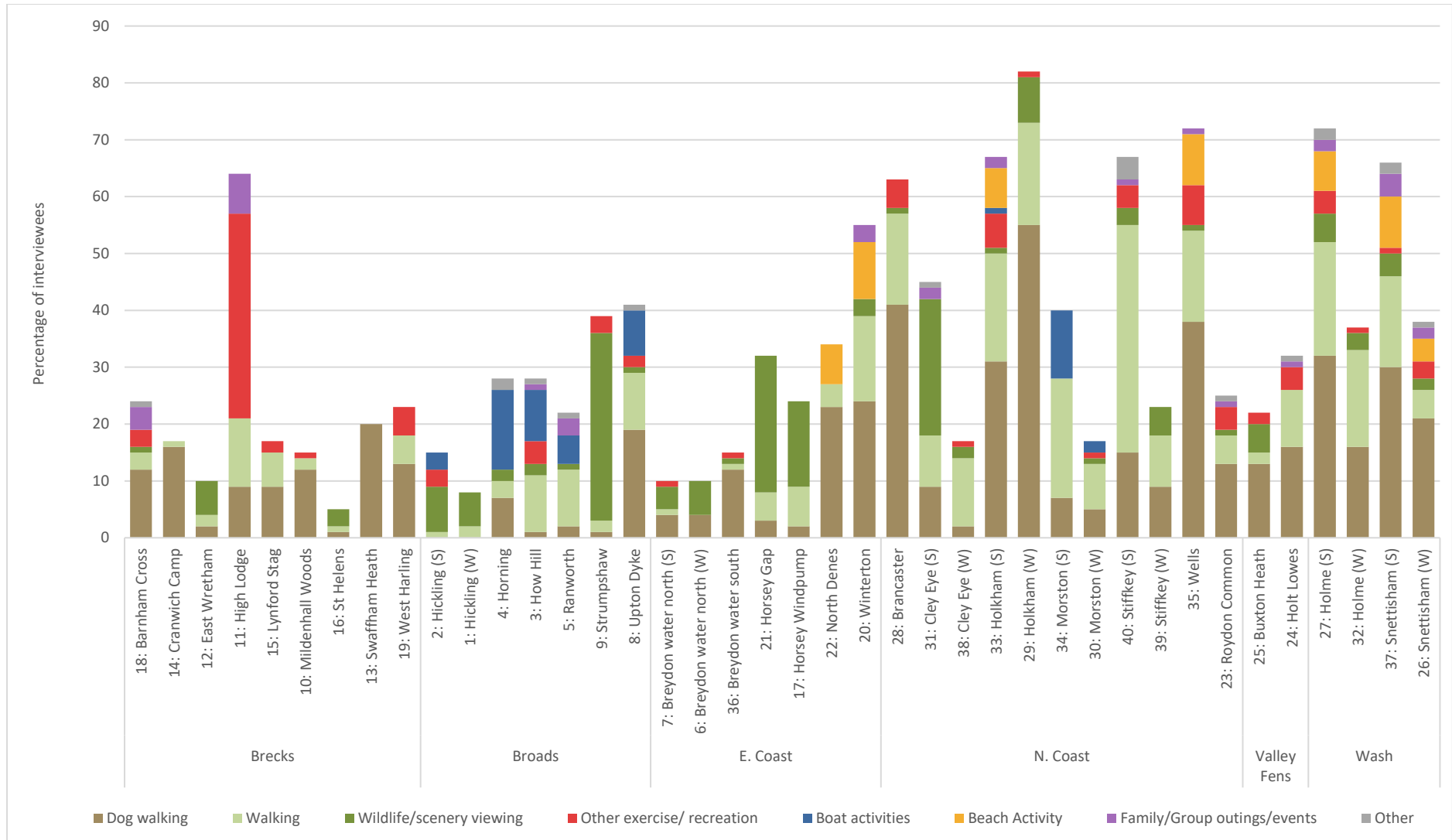
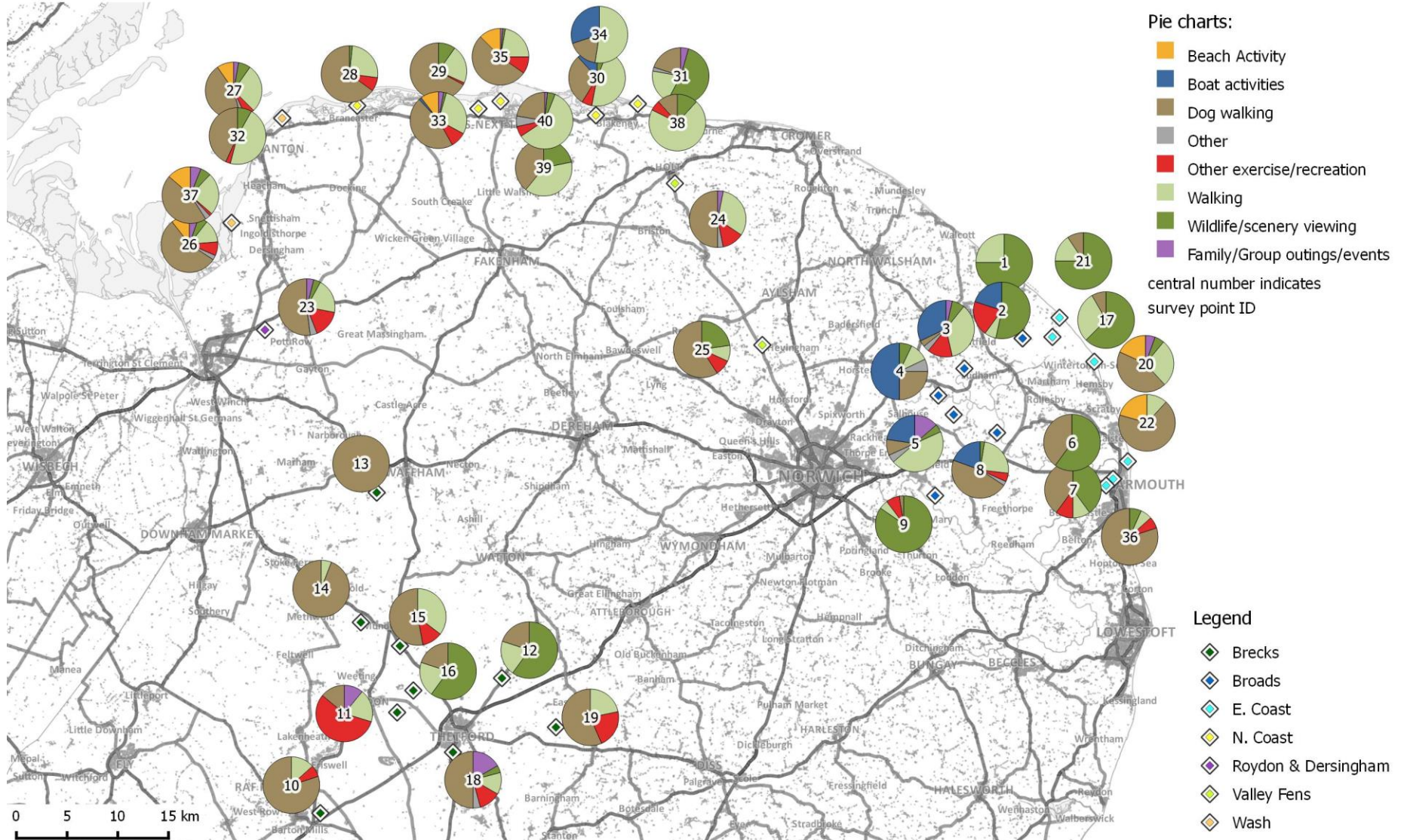


Figure 8: The number of interviewees conducting different activities recorded at the survey points from interviews.

Map 5: Activities from interviews as pie charts for survey points. Clearly overlapping pie charts are summer-winter duplicate surveys.



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3.31 Unsurprisingly just over half of interviewees staying on a boat were conducting “Boat activities”. Those staying at bed and breakfast or hotels/guesthouses were predominately walking. Interviewees staying in second homes, home of friends/relatives or at campsites, included a large proportion of those who were dog walking.

Table 7: Cross-tabulation of broad activity types by the accommodation visitors on holiday were using. Values show the number of interviewees in each cross-tab group.

Activity	Accommodation type							
	Home of friend/relative	Campervan/campsite	Self-catering	Bed & Breakfast	Hotel/Pub/Guesthouse	Second home	Boat	Non-holiday
Dog walking	4	40	26	2	7	18	4	448
Walking	4	41	66	17	28	3	15	172
Wildlife/scenery viewing	2	11	18	7	12		1	131
Other exercise/recreation		8	6	5				86
Beach Activity		18	6		2	1		26
Family/Group outings/events		4	3	1				26
Other			1		1	1	2	13
Boat activities		3	7	3	3		28	10
Total	10	125	133	35	53	23	50	912

Visit duration and frequency

3.32 From all interviews the most commonly reported duration on site was 1 to 2 hours (31%), closely followed by 30 to 60 mins (27%). Again these varied between individual survey points and areas. Differences between areas are presented in Figure 9. Key differences were the large proportion of interviewees visiting for more than 4 hours in the Broads (29% of interviewees) and, conversely, at Roydon with the large proportion visiting for less than 30 minutes (36%).

3.33 The proportions for each area were tested against the overall average for all areas (as shown in Figure 9). Proportions which were significantly different from the overall average (at 0.05 level) were; the Brecks ($\chi^2=21.345$, $p=0.001$), Broads ($\chi^2=33.825$, $p<0.001$), North Coast ($\chi^2=36.675$, $p<0.001$), Roydon Common ($\chi^2=47.215$, $p<0.001$) and the Valley Fens ($\chi^2=29.576$, $p<0.001$). These results indicate that visitors to the different areas visit for different lengths of time.

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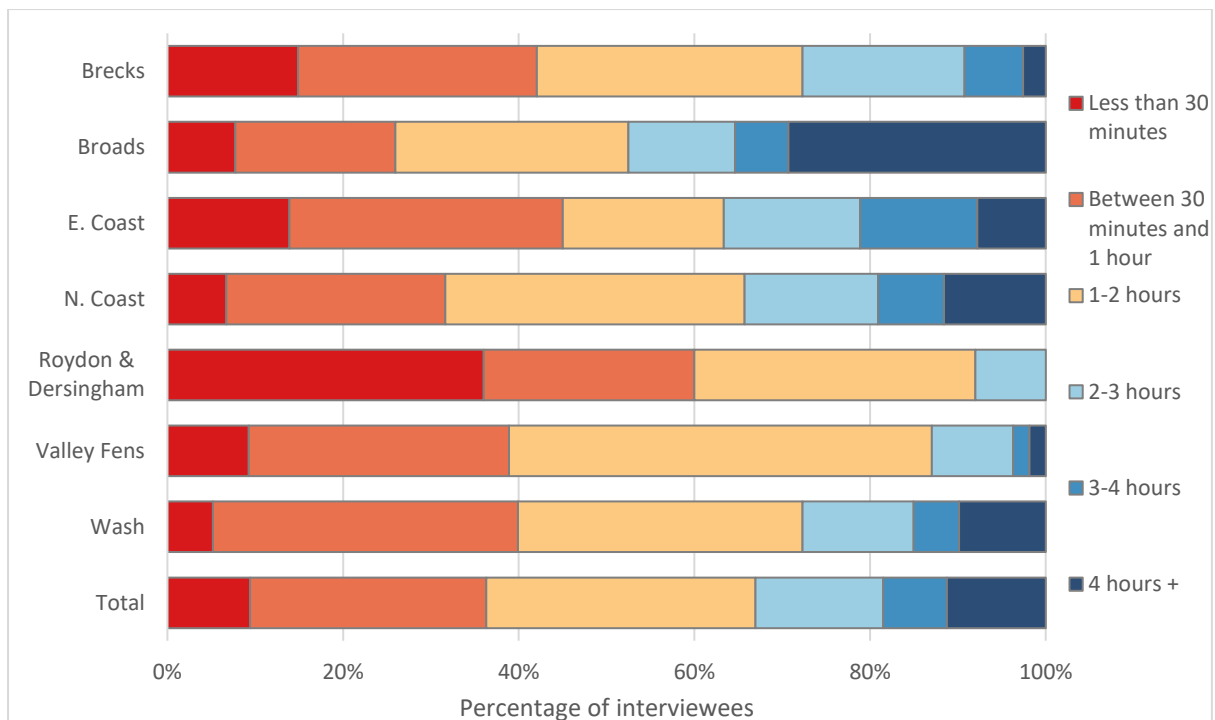


Figure 9: The duration of visit for interviewees shown as the percentage of interviews and created from totals for each area.

3.34 Interviewees were also asked how frequently they visited the sites. Nearly a third (31%) of all interviewees were on their first visit. For those that had visited the site before, the most common response was daily or most days at 18%. These two responses were categorised separately, but grouped for analysis (Table 8). This was closely followed by “1 to 3 times per month” and “Less than once a month”, both 16% of interviewees.

Table 8: Reported visit frequency from interviewees for each area, shown as percentages. All interviewees used. Pale grey shading reflects the highest percentage for each area.

Row Labels	Daily or most days	1 to 3 times a week	1 to 3 times per month	Less than once a month	1 to 3 times per year	Less than once a year	First visit
Brecks	21	28	22	10	0	0	19
Broads	9	8	15	22	6	4	36
E. Coast	30	8	13	13	3	2	31
N. Coast	36	12	24	16	0	0	12
Roydon & Dersingham	31	11	19	6	2	2	30
Valley Fens	16	16	16	21	2	2	27
Wash	15	11	16	17	3	2	35
Total	18	14	16	16	3	2	31

3.35 Between areas the relative proportions of responses were similar. However, there was much more variation between individual survey points, as shown in Figure 10. Survey points with over 50% of interviewees visiting daily, if not more frequently, were: Cranwich Camp (survey point 14), Breydon water south (36), and North Denes (22).

Visitor surveys at European protected sites across Norfolk

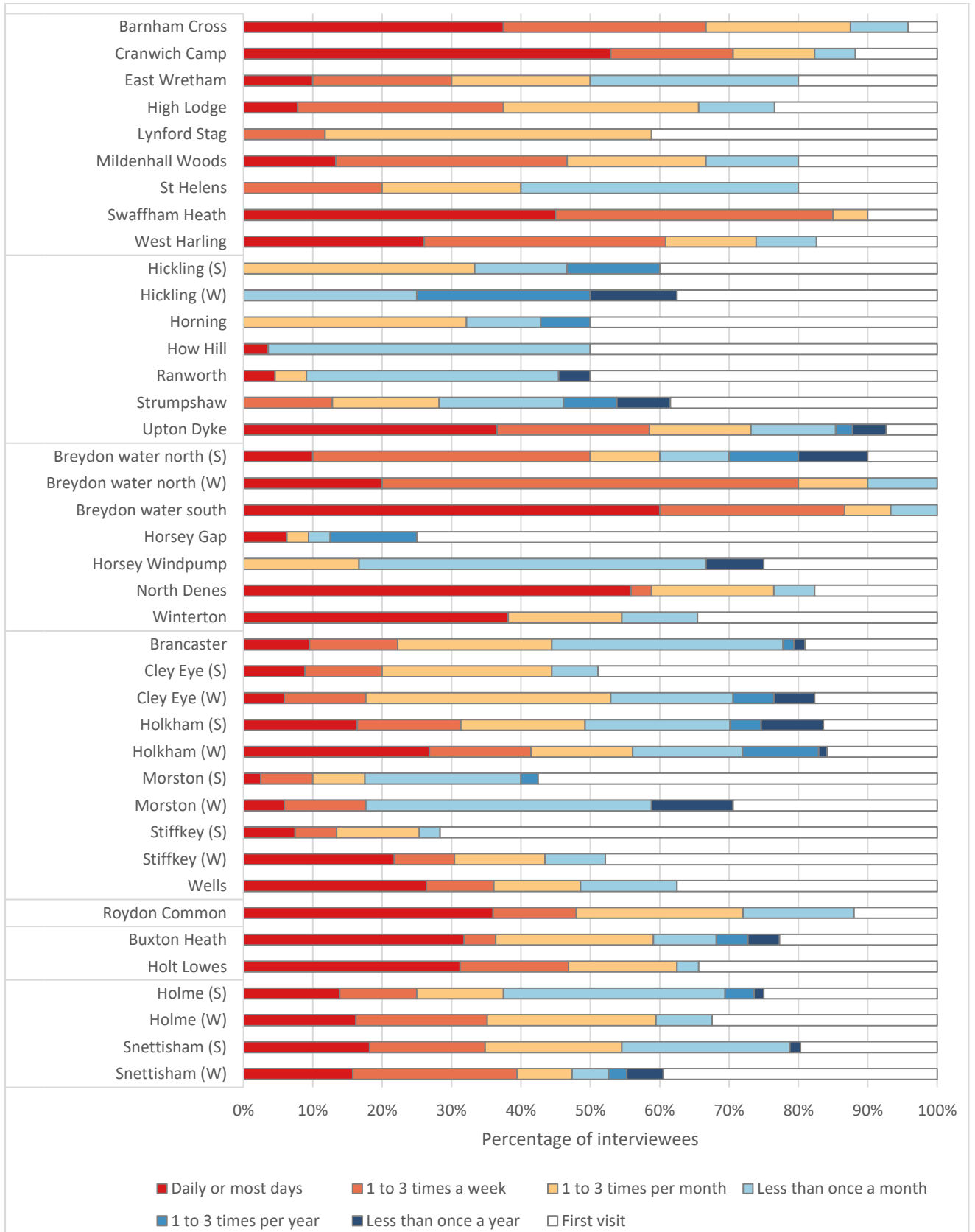


Figure 10: Interviewees visit frequency to the site they were interviewed at. All interviewees included.

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3.36 Table 9 shows the same results, but only for those interviewees who described their visit as from home. This shows much less variation between areas in terms of local users. It worth noting that, for the Brecks and Roydon & Dersingham, no interviewees visited less frequently than “less than once a month”.

Table 9: Reported visit frequency from interviewees for each area, shown as percentages. Visitors describing their visit as from home only. Pale grey shading reflects the highest percentage for each area.

	Daily or most days	1 to 3 times a week	1 to 3 times per month	Less than once a month	1 to 3 times per year	Less than once a year	First visit
Brecks	22	30	23	10	0	0	15
Broads	20	16	19	20	6	3	16
E. Coast	37	10	14	14	3	2	18
N. Coast	28	21	23	14	2	2	11
Roydon & Dersingham	38	13	25	17	0	0	8
Valley Fens	39	14	18	7	2	2	18
Wash	21	16	18	19	0	2	23
Total	27	19	20	14	2	2	16

Transport to sites

3.37 The majority of visitors arrived at sites by car (77%), followed by those arriving on foot (18%) and those by boat (3%). The grouped category of “other” includes mostly those arriving by bicycle, but also included a single interviewee arriving by horse and by motorised wheelchair.

3.38 Figure 11 shows the transport responses by area and groups these with whether the interviewee was on holiday or not. Of interviewees arriving by boat, 98% were in the Broads, with just one interviewee from the North Coast sites arriving by boat. Of those arriving by boat in the Broads, 98% were on holiday.

3.39 The Brecks had the largest proportion of interviewees arriving by “other” transport (although still only 3%). These predominately arrived by bicycle. Of these, two interviewees on holiday arrived by bicycle, representing 20% of those on holiday in the Brecks arriving by bicycle (Figure 11).

3.40 Across all areas at least 4% of interviewees arrived at the site on foot. The largest proportion of these was at the North Coast (38%) and the Wash (43%) and made up by visitors on holiday. The North Coast- Wash area is particularly popular with long distance walkers and may explain this visitor pattern. However, this was not asked as a specific activity and this is assumed indirectly on the basis of activity duration, route lengths and surveyor feedback.

Visitor surveys at European protected sites across Norfolk

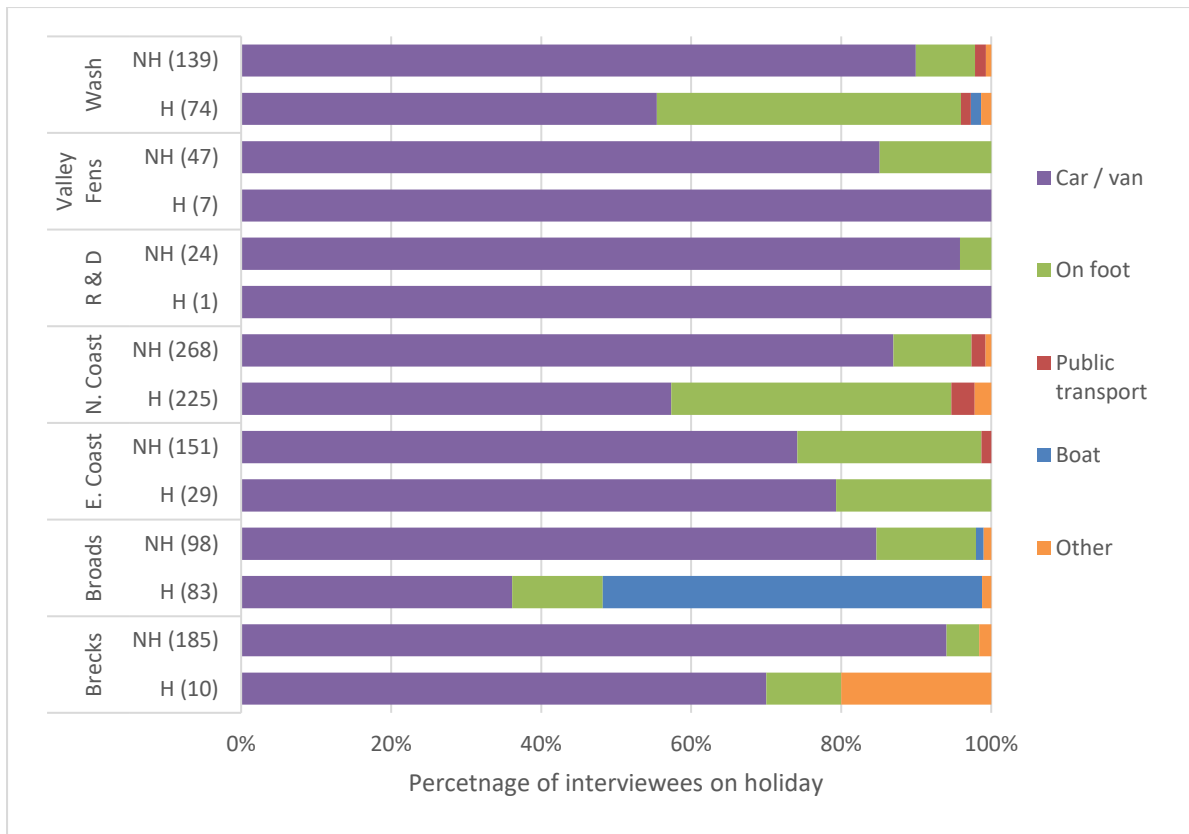


Figure 11: Percentage of interviewees for different modes of transport to site, for all interviewees recorded, separated by area and by those on holiday (H) or not (NH). Numbers in brackets indicate the number of interviewees represented in each group.

Reasons for Site Choice

- 3.41 Interviewees were asked to describe their reasons for visiting the site where interviewed, rather than another local site. All responses were recorded and the surveyor then continued to ask for a single main reason of these responses provided. There were 15 main reasons which were given by more than 5 interviewees, shown in Table 10. Almost half of the main reasons given by interviewees for visiting Roydon & Dersingham and the Valley Fens were related to proximity to home (46% and 41% respectively). At all other areas proximity to home was in the top three main reasons. However only in the Brecks and East Coast was this ranked top, at 22% and 27% respectively. At the North Coast the scenery was ranked highest (22%). Other reasons were the highest ranked main reasons in the Broads (35%) and the Wash (39%).
- 3.42 The other class was categorised as free text responses. These were often very diverse and harder to categorise. At the Wash other main reasons were very diverse. Proximity was important, but specifically for being close to a caravan/camping site or bed and breakfast/second home. Also there were many variations that the views, habitats and unspoiled nature of the site were the main reasons. In the Broads these reasons were also varied, but often related to boating (private owners and those hiring) and wildlife events, such as to see Swallowtail butterflies. Other reasons at the East Coast were again diverse, but some key themes often related to visiting to see the seals and to fitness/exercise in the Brecks.

Visitor surveys at European protected sites across Norfolk

Table 10: The percentage of interviewees citing their main reason for visiting each of the areas. Main reasons recorded from less than 5 interviews included for percentages calculations, but not shown. Grey cells indicate the top three ranked responses in each area (joint ranking also shown).

	Number of interviewees	Brecks	Broads	E. Coast	N. Coast	Roydon & Dersingham	Valley Fens	Wash
Close to home	207	22.4	19.6	26.9	18.3	46.2	41	16
No need for car	13	0.6	1.8	0	3.8	0	0	0
Quick/easy travelling	15	1.8	1.8	0.6	0.4	7.7	3	3
Refreshments/café	8	2.9	2.7	0	0	0	0	0
Safe	13	0	8.9	0	0.8	0	0	1
Few people	13	0	0	1.9	0.8	7.7	3	3
Scenery	118	10.6	6.3	9.6	21.8	7.7	15	7
Rural/wild	37	1.8	0.9	3.8	6.5	7.7	3	4
Particular wildlife	63	2.9	4.5	10.3	10.3	7.7	5	3
Habit	19	3.5	3.6	0.6	1.1	0	3	2
Good for dog	35	7.1	0	5.1	3.1	0	5	3
Can let dog off	9	1.2	0	0.6	0.8	0	5	1
Closest place for dog	9	0	1.8	1.9	1.1	0	0	1
Appropriate for activity	47	13.5	2.7	1.9	5.7	0	3	1
Near coast/water	72	0.6	9.8	10.3	9.5	0	0	10
Other	218	18.8	34.8	21.2	13.7	7.7	10	39

Awareness of conservation importance

- 3.43 All survey points were located at access points within or on the edge of European Protected sites. Many sites were nature reserves with interpretation and wildlife viewing facilities and some had visitor centres. The surveyors asked if visitors were aware of any nature conservation designations applying to the sites they were visiting. Considering all interviewees, just under half (46%) were unaware of any conservation designations/environmental protection that applied to the sites they were visiting. Just over one third (36%) were aware of a designation, and the remaining 20% unsure.
- 3.44 Between areas there was considerably less awareness of the conservation importance of the area in the Brecks (around 10% aware). This contrasts with the North Coast where awareness was highest (around 50% aware).
- 3.45 There were some clear differences between areas for this response, so, in order to examine the impact of locals, we assessed the difference between those on holiday or not. Although the differences were not significant overall, the proportion of non-holiday makers who were aware of conservation designations was consistently higher (Figure 12).

Visitor surveys at European protected sites across Norfolk

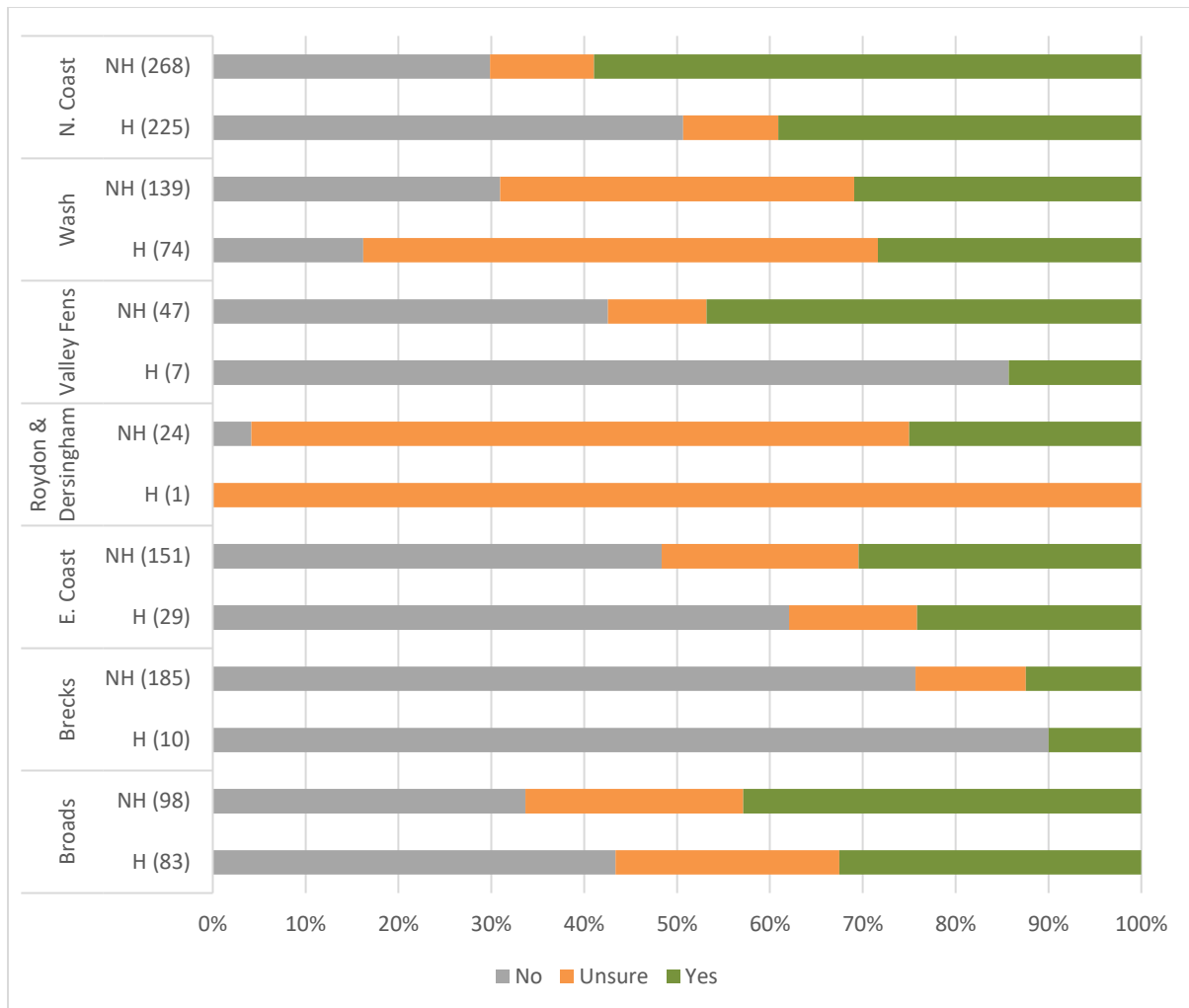


Figure 12: The proportion of interviewees responding; “no”, “unsure” or “yes” to whether they were aware of any conservation designations on the site they were visiting. NH: not on holiday; H: on holiday.

Postcodes

- 3.46 Visitors were asked to supply a full postcode for their home. A total of 1,312 postcodes were generated during the survey (i.e. 98% of interviewees gave a valid home postcode or home settlement that could be accurately mapped within GIS). Seventeen interviewees were unable to supply a UK postcode as they were visiting from overseas. The highest number of overseas visitors was recorded at the North Coast survey points. No interviewees from overseas were recorded at the Roydon & Dersingham survey point, nor the two Valley Fen sites.

- 3.47 A total of 879 (67%) of the postcodes were interviewees on a short trip directly from their home (including 4 interviewees who were working). 677 of these were Norfolk residents (i.e. 78% of this group were Norfolk residents). A total of 411 (32%) postcodes related to interviewees on holiday and staying away from home, and a further 22 (2%) were staying away from home with friends and family.

- 3.48 Many interviewees were from outside Norfolk. Numbers of interviewees from Norfolk and outside Norfolk are summarised by area in Table 11. For survey points that are

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close to the Norfolk county boundary it is inevitable that a high proportion of visitors will be from outside Norfolk, purely due to the location. This is the case, for example, with the Brecks survey points, which are often in close proximity to the Norfolk county boundary. One survey point was even located just outside Norfolk (Mildenhall Woods, survey point 10). Other sites (the Broads and the Norfolk Coast) may well draw visitors from well outside Norfolk due to their profile, 'draw' or the attractiveness of the location – for example the Broads has status equivalent to a National Park and is promoted as such and some parts of the coast are particularly scenic.

Table 11: Number of interviewees recorded from parts of the UK or overseas. Numbers in brackets show the percentage compositions for each area.

Area	Number of survey points	Total number of interviewees from Norfolk	Total number of interviewees from rest of UK	Total number of interviewees from overseas
Brecks	9	118 (61)	75 (38)	2 (1)
Broads	7	77 (43)	101 (56)	3 (2)
E. Coast	7	129 (72)	49 (27)	2 (1)
N. Coast	10	241 (49)	244 (49)	8 (2)
Roydon & Dersingham	1	24 (96)	1 (4)	0
Valley Fens	2	45 (83)	9 (17)	0
Wash	4	93 (44)	118 (55)	2 (1)
Total	40	727 (54)	597 (45)	17 (1)

- 3.49 The distribution of all postcodes is shown in map 6 within separate maps for those not travelling from home (e.g. on holiday, or on a short trip staying with friends/family) compared to those visiting from home. The postcodes of visitors on Map 6a (437 postcodes) shows visitors travelling to visit Norfolk sites from across the UK with the North Coast, Wash and Broads having particular long distance draws. The furthest distance was a visitor to the Wash from Elgin, Scotland (linear distance c. 600km).
- 3.50 Map 6b shows the distribution of home postcodes for those who were visiting from home, with all 875 postcodes shown. The furthest distance was for an interviewee in the Brecks from Tamworth, Staffordshire (linear distance c. 160km). The maps shown include many overlapping postcodes, with high densities in urban areas of Thetford, Norwich and Kings Lynn which are examined in more detail in subsequent maps for individual areas.
- 3.51 Using individual interviewees home postcodes the linear (Euclidean) distance to the survey point at which the visitor was interviewed could be calculated. The average distance between a visitor's home postcode and the survey point for those visiting from home was 24 km. While the half of all interviewees from home lived within 11 km (median value). For those on holiday or on a short trip staying with friends or family, these distances were much greater, on average 163 and 179 km respectively (median values; 157 and 174 km respectively). These distances measures are summarised as boxplots by area in Figure 13 and Figure 14. As apparent from the postcode maps, visitors travel large distances to visit the Broads, North Coast and Wash sites. These

Visitor surveys at European protected sites across Norfolk

differences between areas are much slighter when considering only visitors from home. The differences shown in Figure 13 and Figure 14 were both significant (df=6, K-W $\chi^2=159.560$, $p<0.001$ and df=6, K-W $\chi^2=32.323$, $p<0.001$), indicating significant differences in the relative draw of the different areas.

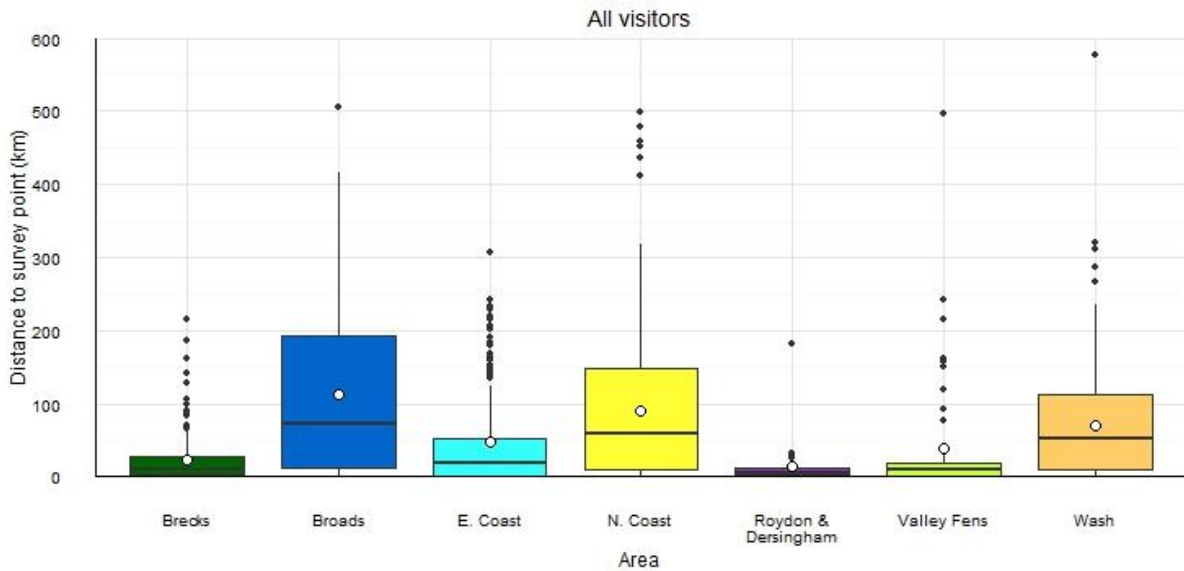


Figure 13: Boxplots to show the range of distances of interviewees' home postcode to the survey point. White dots show the average values for each area. All interviewees shown.

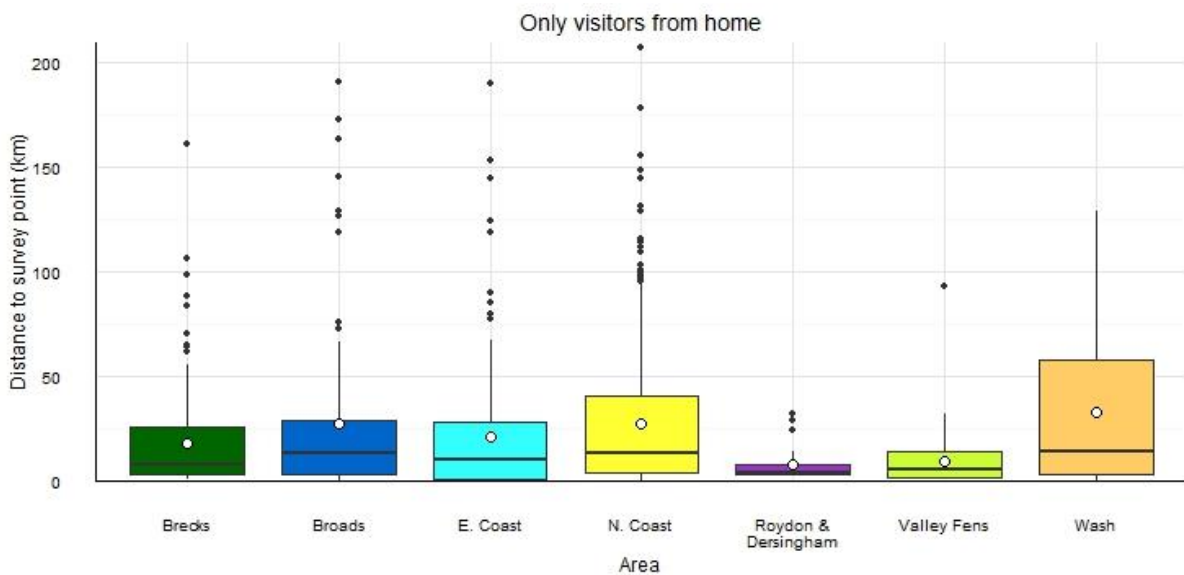


Figure 14: Boxplots to show the range of distances of interviewees' home postcode to the survey point. White dots show the average values for each area. Only interviewees from home shown.

3.52 Individual postcode maps are shown for interviewees from each area for Norfolk postcodes only in maps 7-12. These maps only show those interviewees visiting from home. These maps indicate approximate areas due to the grouping of postcodes within 2.5km of each other into concentric rings. The most frequent settlements where visitors came from for each of the areas were (ranked highest first):

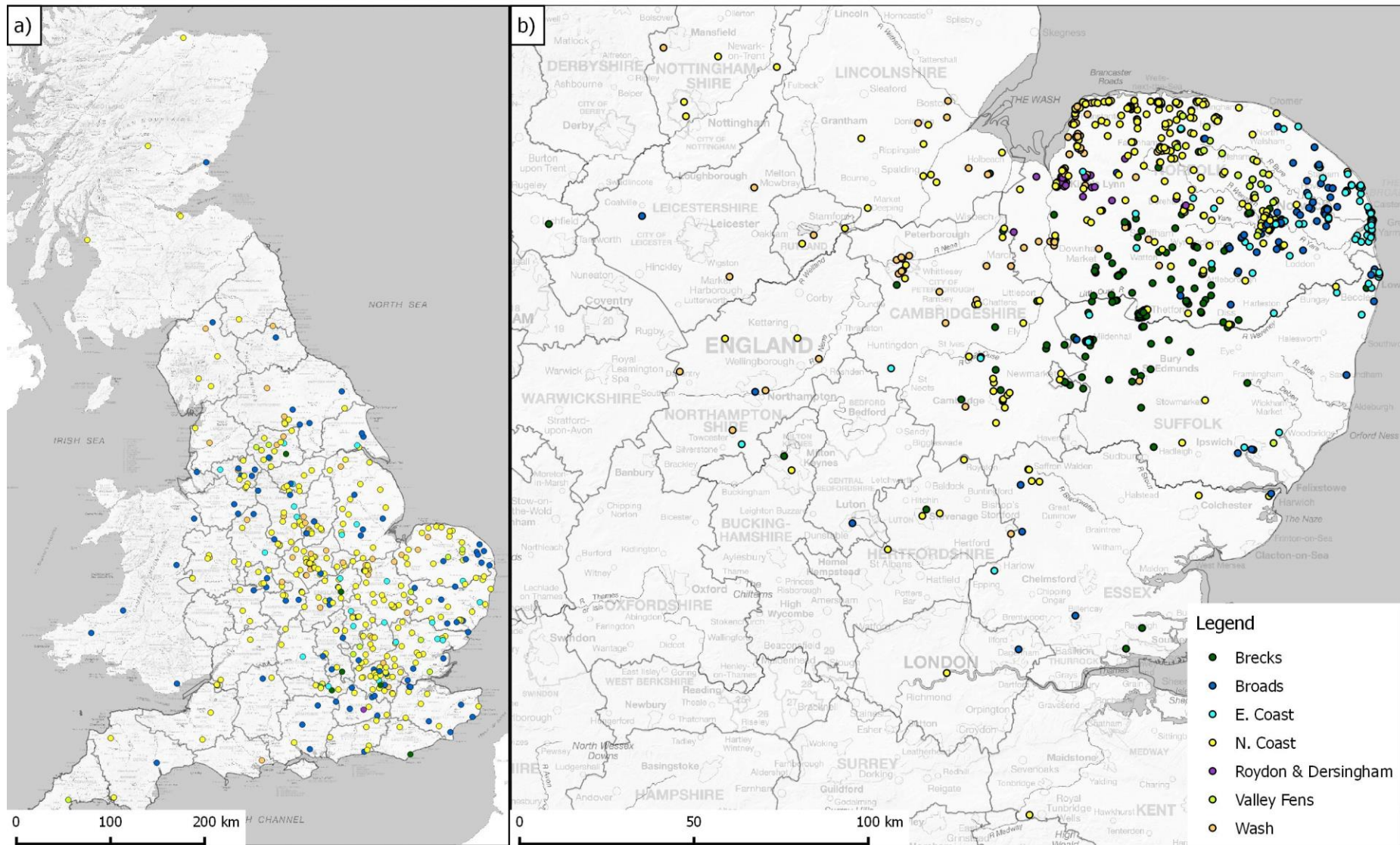
- Brecks: Thetford, Mildenhall, Swaffham, Mumford, Brandon.

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- Broads: Upton-Acle area, Norwich, Potter Heigham area, Horning area
- East Coast: Great Yarmouth, Winterton area, Norwich, Martham
- North Coast: Wells, Burnham Market, Fakenham, Stiffkey, Cley-Blakeney area, Norwich.
- Roydon Common: Kings Lynn (inc. South Wotton), Roydon, Grimston
- Valley Fens: Holt, Hevingham, Norwich, Horsford.
- Wash: Snettisham, Kings Lynn, Holme, Hunstanton, Dersingham

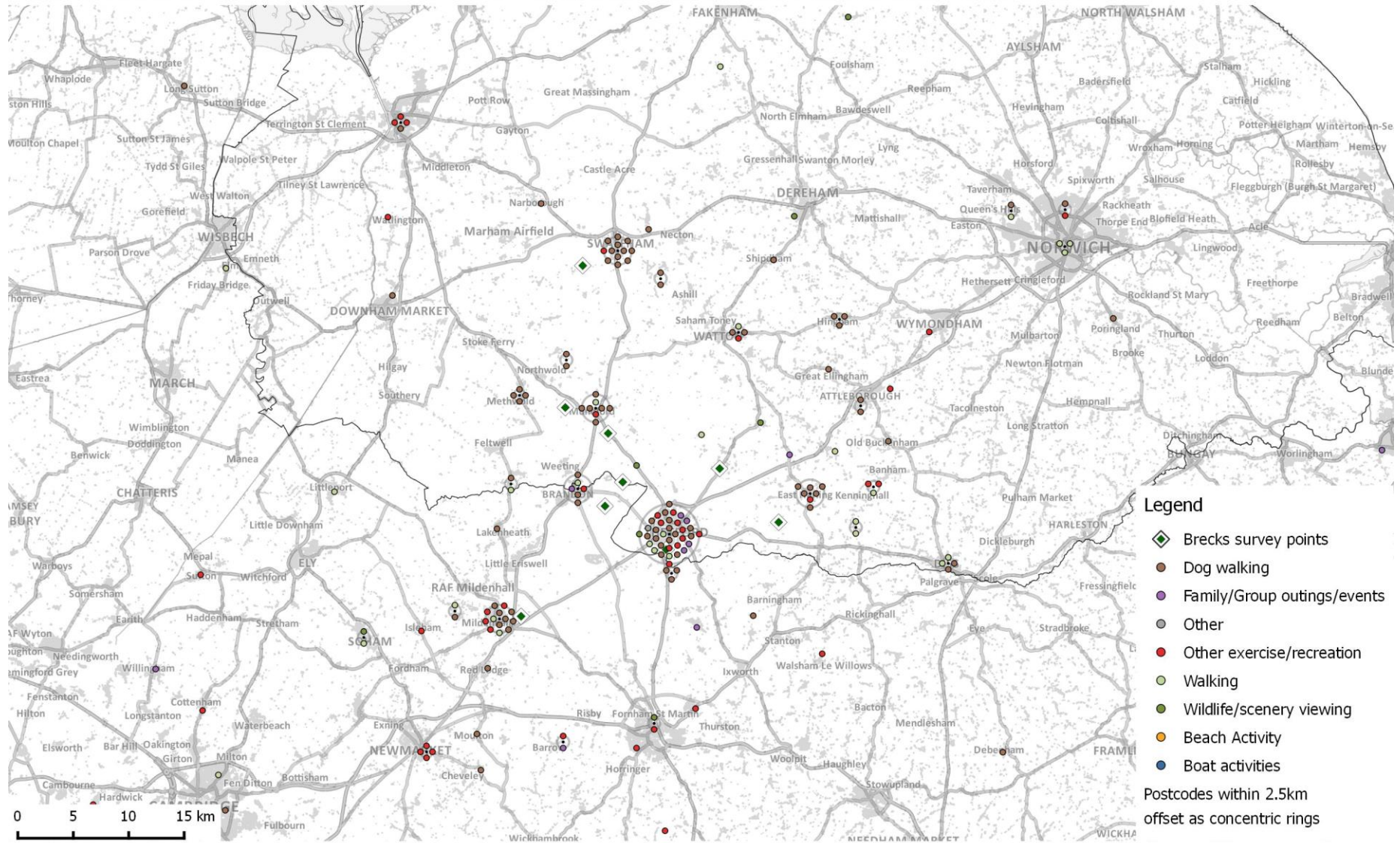
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Map 6: Extent of home postcodes for a) all interviewees - excluding those directly from home and b) interviewees travelling from home.



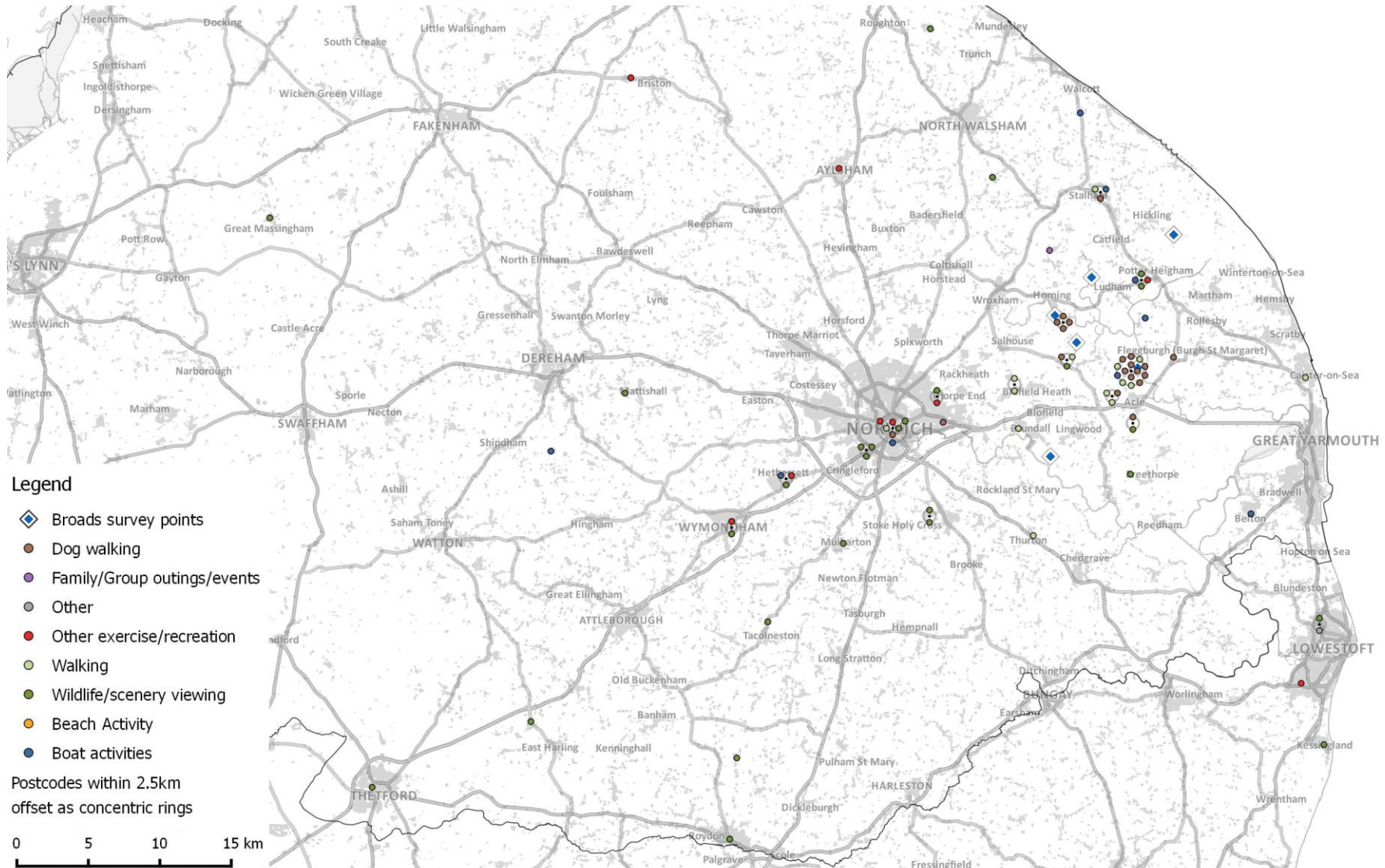
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Map 7: Postcodes of interviewees from the Brecks survey points labelled by activity. All Norfolk postcodes shown.



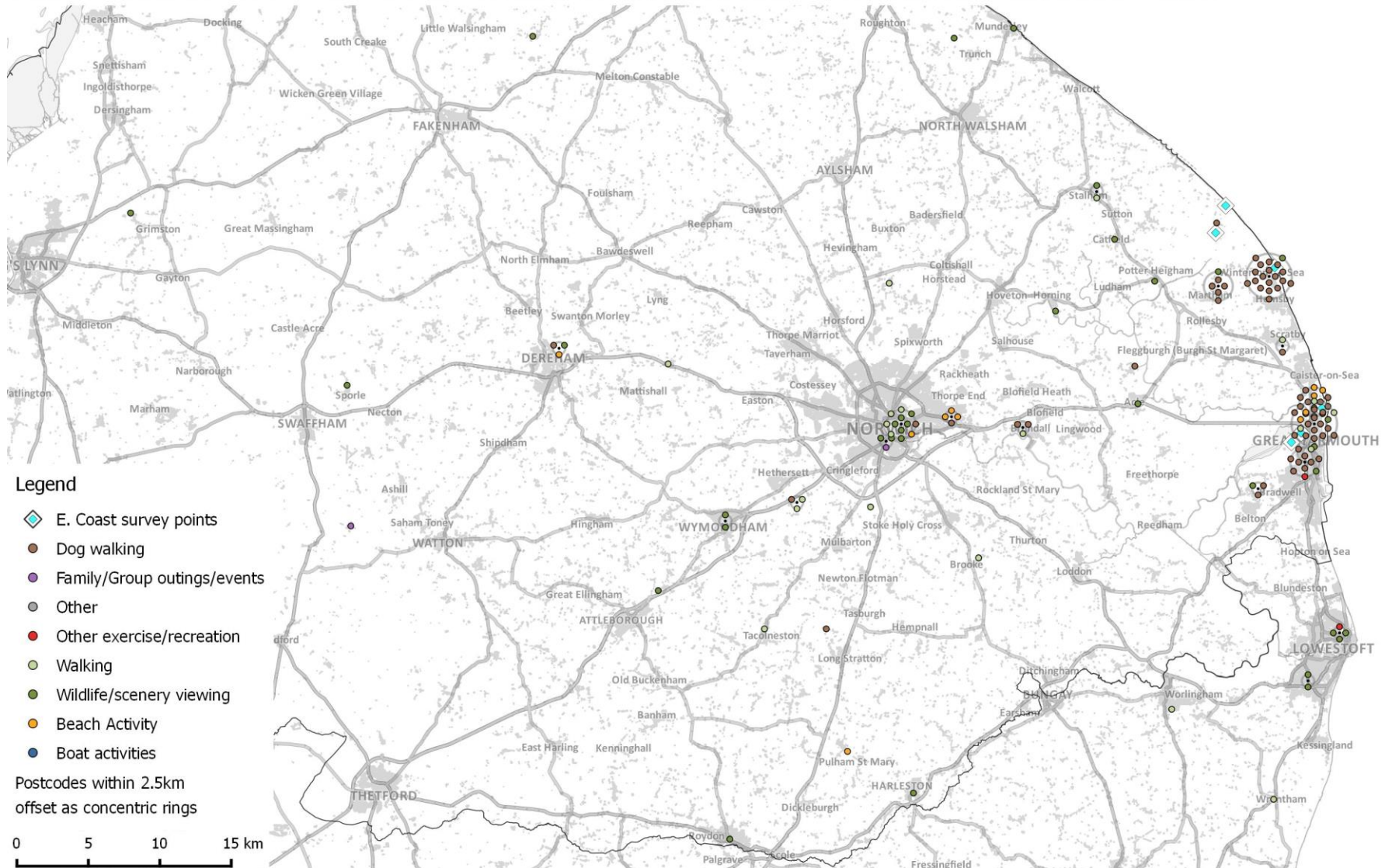
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Map 8: Postcodes of interviewees from the Broads survey points labelled by activity. All Norfolk postcodes shown.



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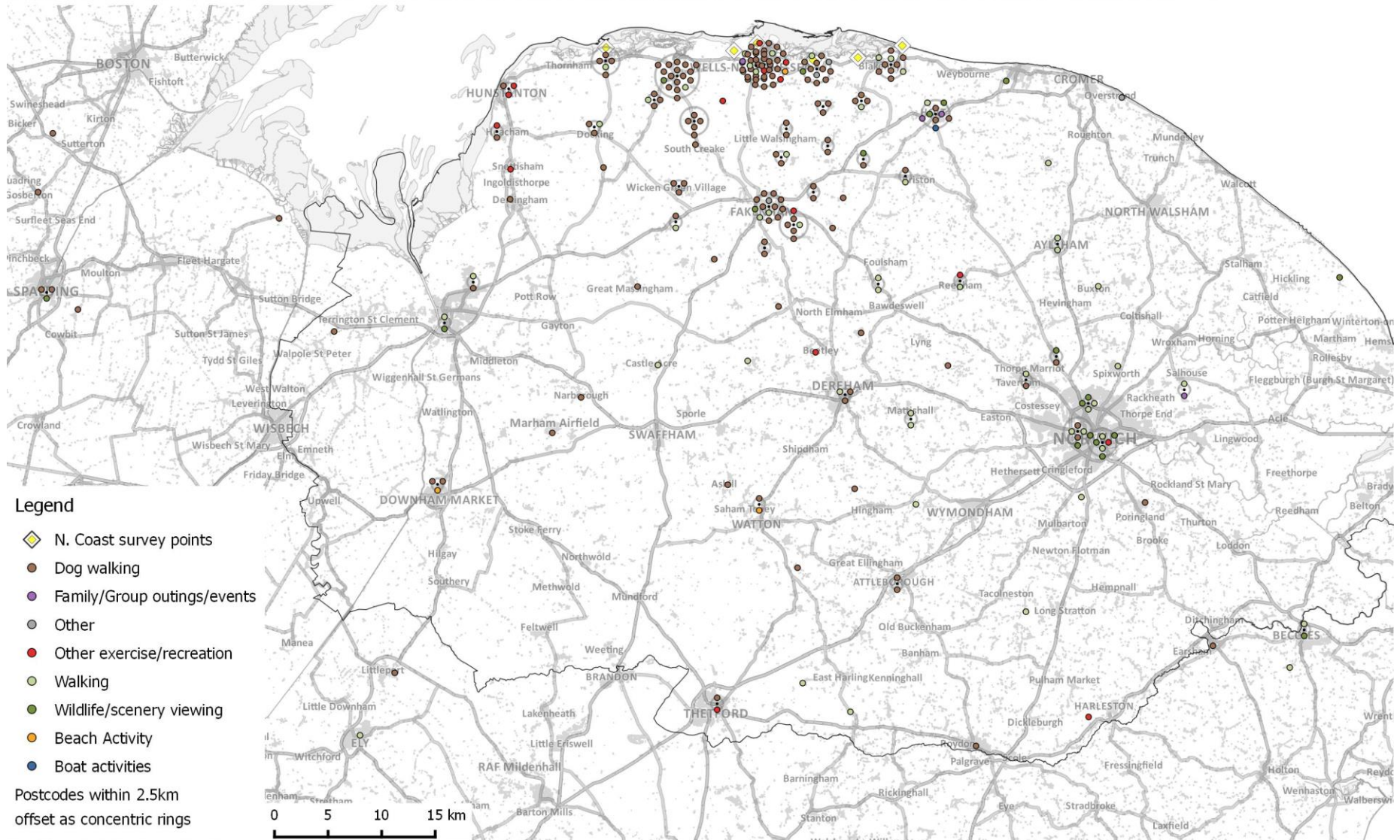
Map 9: Postcodes of interviewees from the East Coast survey points labelled by activity. All Norfolk postcodes shown.



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Map 10: Postcodes of interviewees from the North Coast survey points labelled by activity. All Norfolk postcodes shown.



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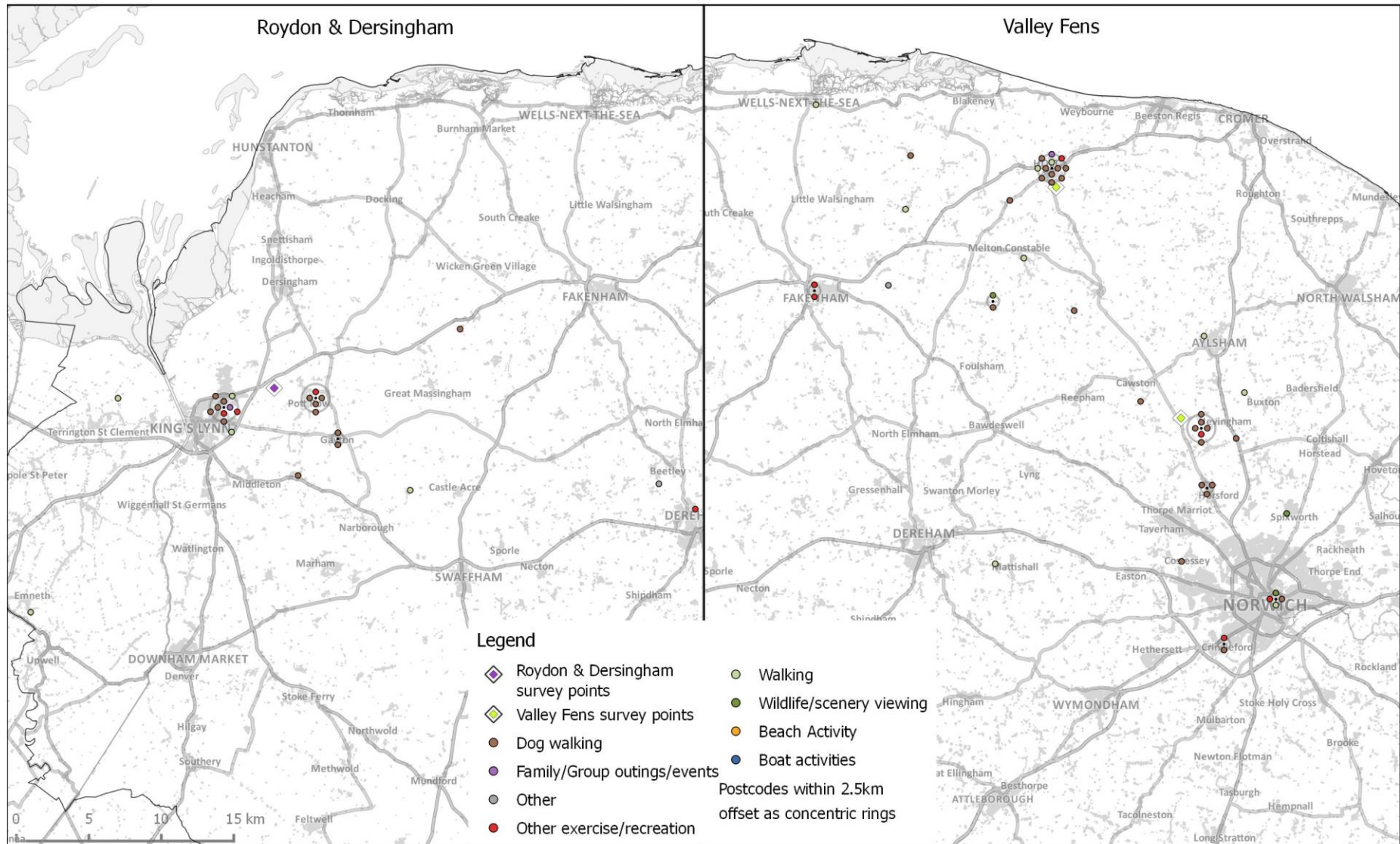
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Map 11: Postcodes of interviewees from the Wash survey points labelled by activity. All Norfolk postcodes shown.



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Map 12: Postcodes of interviewees from Valley Fens and Roydon survey points labelled by activity. All Norfolk postcodes shown.



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Routes

- 3.53 Interviewees were also asked for information on their route during their visit. The surveyor captured an individual or groups' route on paper maps and we then digitised these in GIS. We could then calculate route length (i.e. distance walked). These routes are also shown in Maps 13 – 18 for individual areas. Overall the average route length recorded was 4.3km (median 3.2km indicating that half of all interviewees' routes were this length).
- 3.54 Individual route lengths differed considerably depending on the survey location and visitor. Table 12 shows how route lengths differed between areas. These differences in average route lengths were significant between areas (ANOVA on log transformed; $df=6, f=18.46, p<0.001$), with longer routes typically in the Brecks and North Coast compared to the shorter routes recorded in Broads, East Coast and Wash (significance level 0.001).

Table 12: Route length (km) of interviewees at all sites, by area.

Area	Number of routes	Average route length	Median route length	Maximum route length
Brecks	194	6.44	4.07	8.55
Broads	180	3.71	2.69	20.46
E. Coast	180	3.07	2.03	23.35
Roydon & Dersingham	25	3.61	3.40	12.93
Valley Fens	53	2.72	2.59	9.78
Wash	202	3.01	2.53	28.41
N. Coast	480	4.91	3.87	25.70
Total	1314	4.32	3.18	16.42

- 3.55 The long route lengths recorded at coastal sites and Broads were in part due to long distance walkers and boating groups. It should be noted that maximum values are likely to be greater still and that many long distance walkers were continuing to walk much further distances than they were able to report to surveyors given the scale of the paper maps available.
- 3.56 Map 13 shows the distribution of routes recorded from the Breckland survey locations. The high average value reported in Table 12 is influenced by the relatively large proportion of cyclists/mountain bikers, visible in Map 13, at High Lodge with a dense number of overlapping routes (darker lines) from many cyclists following set trails through Thetford Forest. The smallest area covered by routes clearly visible is at Cranwich Camp. The routes here were particularly unusual. The vast majority of users were dog walkers and often conducted several circular loops of two small grassland areas.
- 3.57 The routes in the Brecks are relatively open access because of the nature of the habitat with a wide range of tracks. In comparison the Broads routes, such as at How Hill or Hickling are often more restricted (Map 14), due to the terrain and available paths. The

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long distance routes for the Broads are mostly influenced by boating groups along the River Bure.

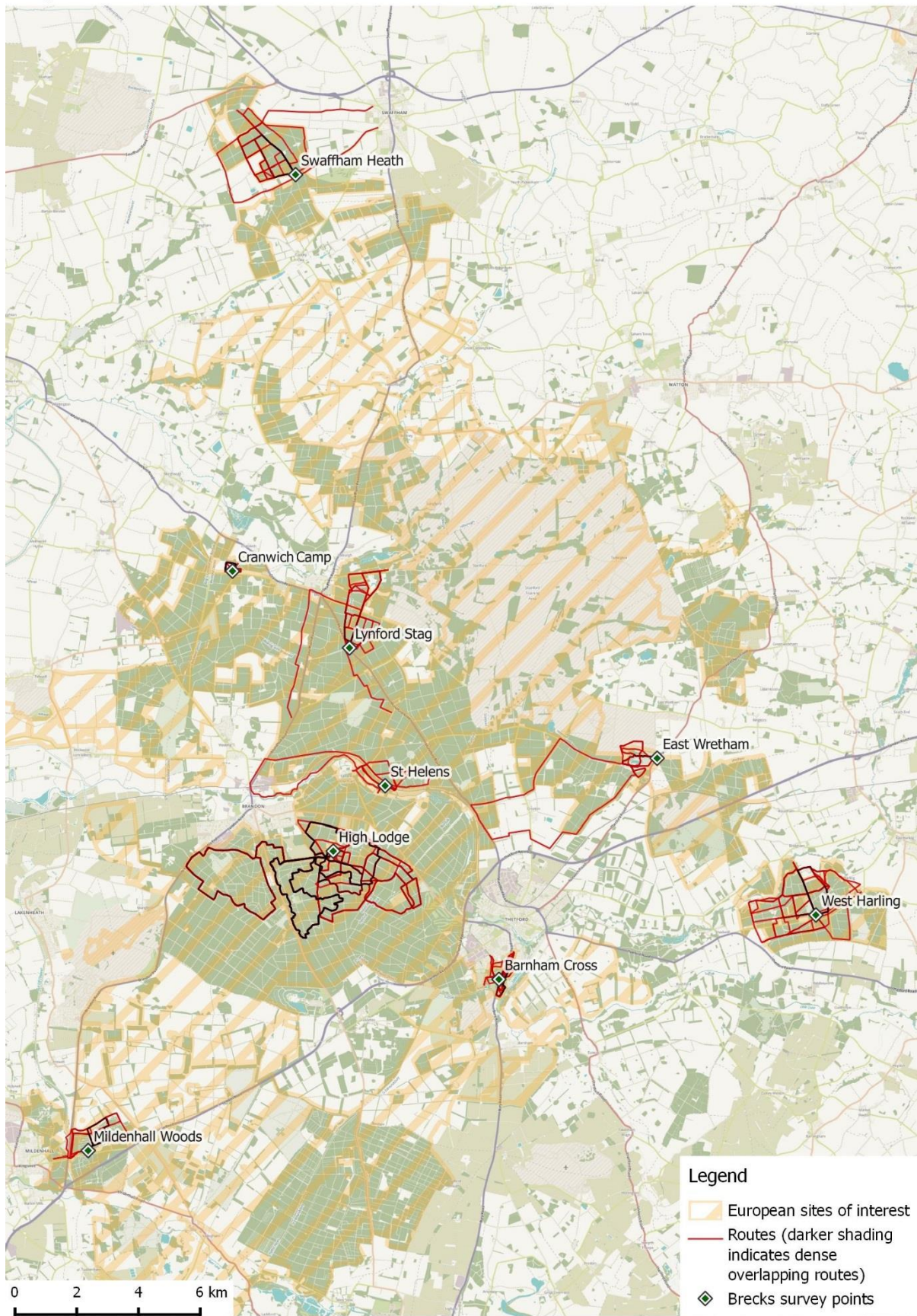
- 3.58 Maps 15, 16 and 17, show routes along the coastal sites of the East Coast, North Coast and the Wash. Routes tend to be highly restricted when following coastal paths or inland areas (e.g. lots of overlap of the mapped routes between Stiffkey and Wells), reflecting access being concentrated in a narrow coastal strip. However, when locations have open access onto the shoreline (e.g. dunes or firm intertidal areas) routes disperse considerably. A particular hotspot for these was at Holkham and Wells, where the nature of the sites allows visitors to cover large areas.
- 3.59 Routes for Roydon & Dersingham and the Valley Fens were fairly typical of inland dry sites. The majority of users appeared to stick to main paths, but there were a number of individuals who dispersed more widely. All these sites were fairly small and, as such, route length was generally shorter. A number of routes taken encompassed areas outside the designated site, creating longer routes overall. The survey location at Holt Lowes was particularly unusual in that the main footfall was outside the Valley Fens SAC. The adjoining land use is a well-advertised country park and attracts many visitors, and it can be seen that much of the access is focussed on the Country Park rather than the SAC.
- 3.60 Differences in route lengths between activities are shown in Table 13. Those conducting long routes were usually those on boat activities or cycling (included under “other exercise/recreation”). The differences between the average route lengths in Table 13 were highly significant between activities (ANOVA on log transformed; $df=6$, $f=30.45$, $p<0.001$).

Table 13: Route length (km) of interviewees at all sites, separated by activity.

Activity	Number of routes	Average route length	Median route length	Maximum route length
Beach activity	53	2.11	1.7	28.41
Boat activities	53	8.19	7.64	20.46
Dog walking	536	3.31	2.93	14.91
Family/Group outings/events	33	2.07	1.45	8.00
Other	18	2.24	0.9	5.91
Other exercise/recreation	103	8.72	6.08	14.54
Walking	338	5.14	3.76	24.48
Wildlife/scenery viewing	180	3.37	3.1	28.41
Total	1,314	4.32	3.18	28.41

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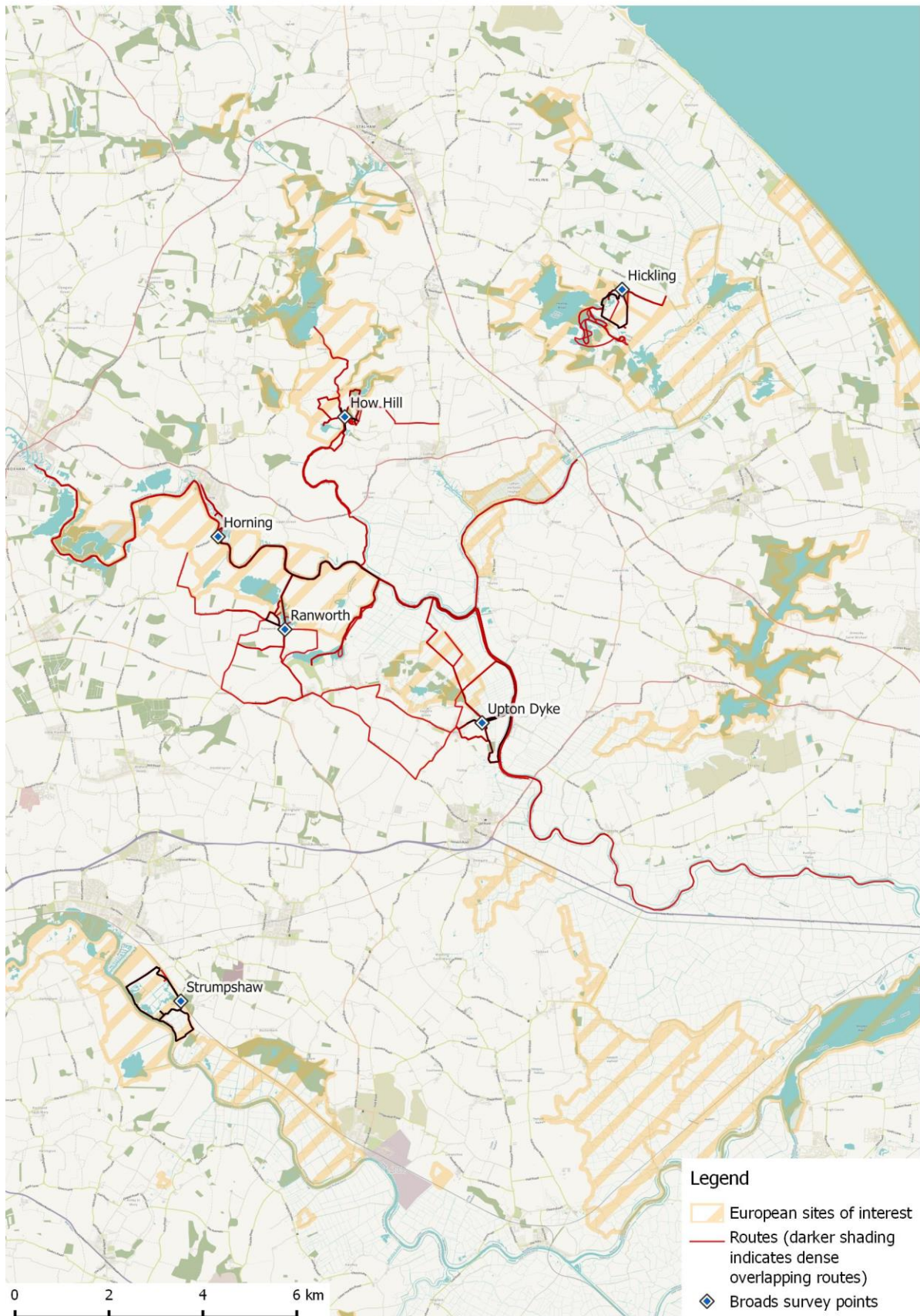
Map 13: Distribution of routes recorded from interviewees in the Brecks.



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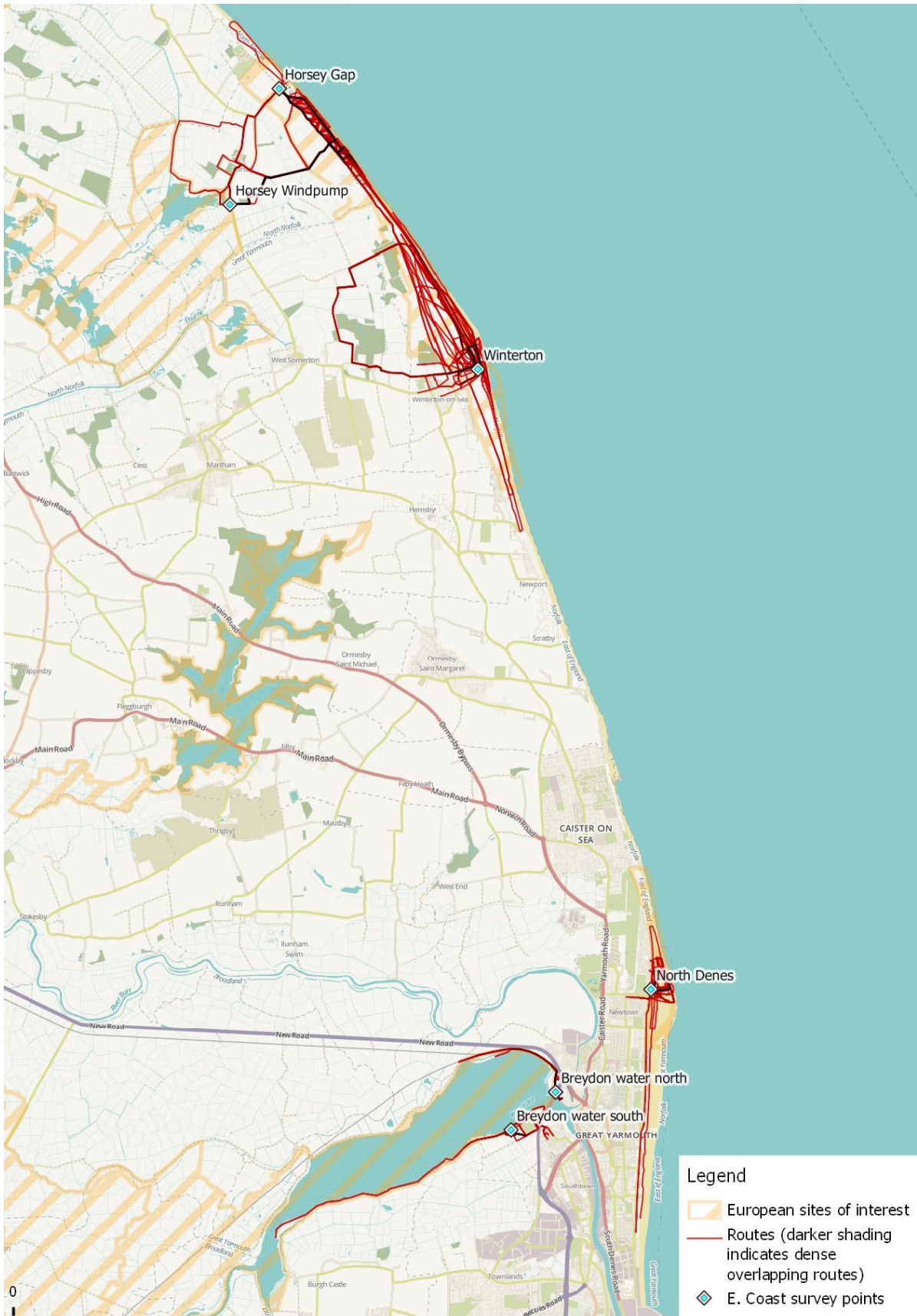
Map 14: Distribution of routes recorded from interviewees in the Broads.



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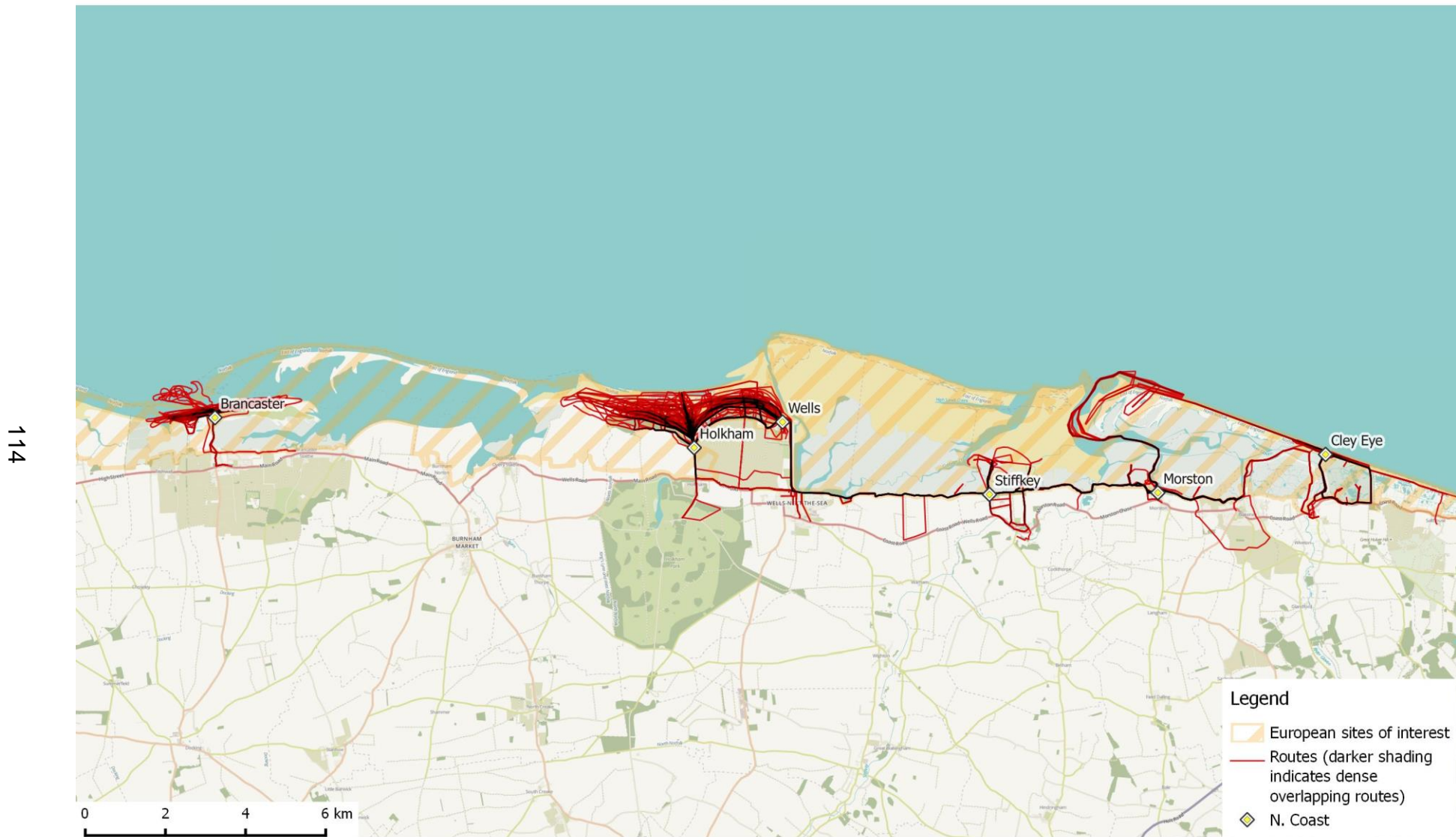
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Map 15: Distribution of routes recorded from interviewees at the East Coast.



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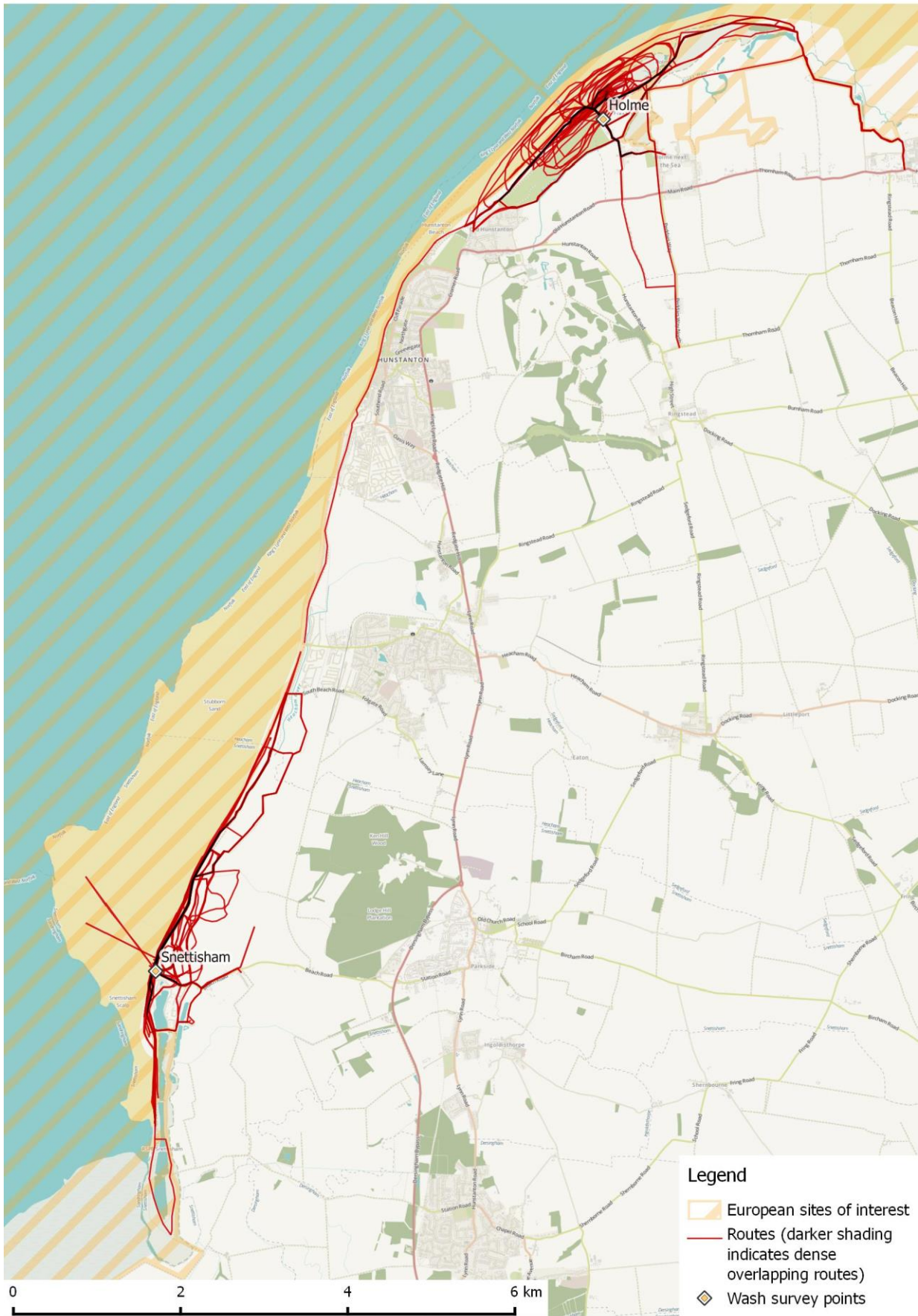
Map 16: Distribution of routes recorded from interviewees along the North Coast.



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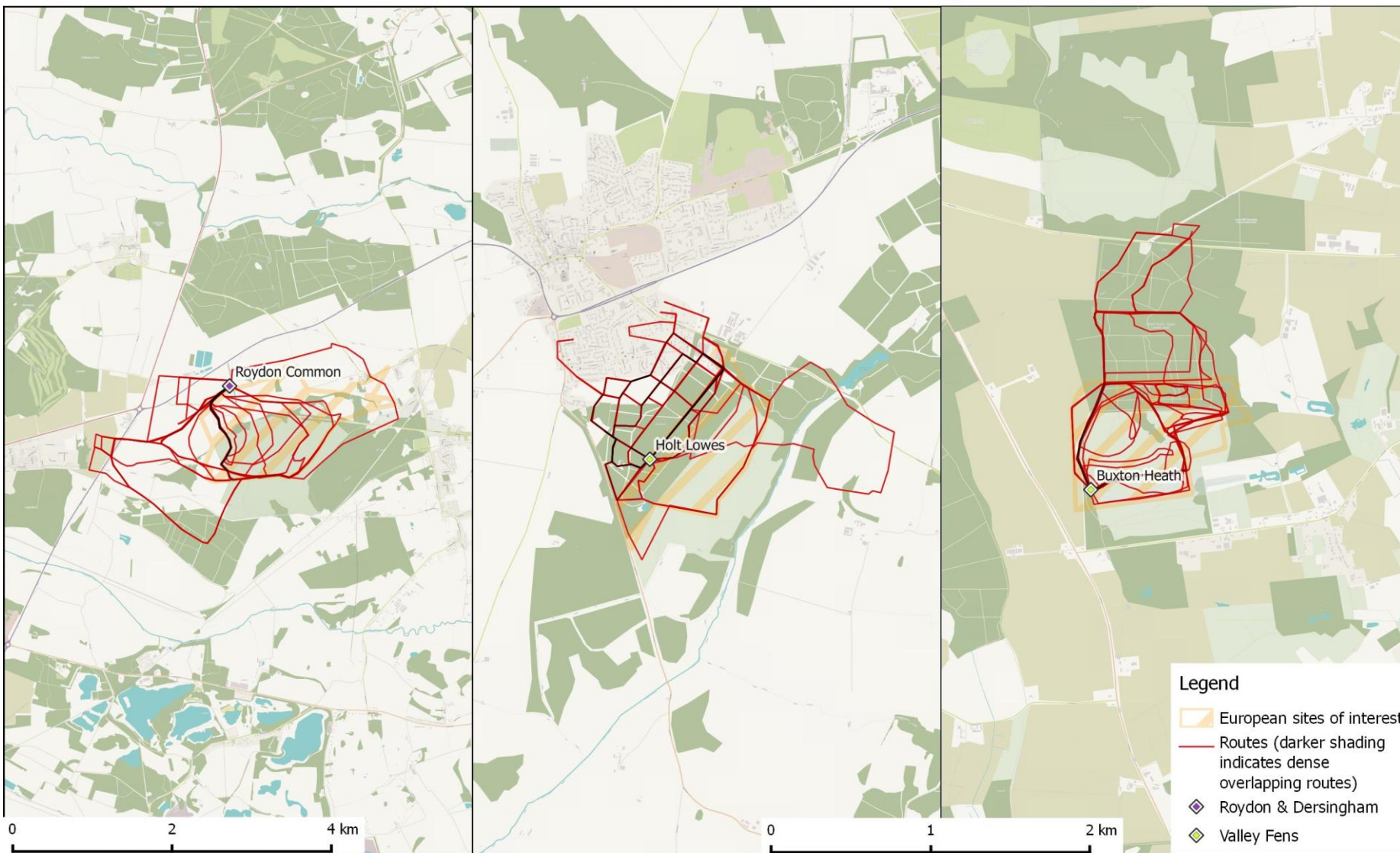
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Map 17: Distribution of routes recorded from interviewees at the Wash.



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Map 18: Distribution of routes recorded from interviewees at Roydon Common and the Valley Fens.



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Key Results

3.61 Key results from the survey are:

- In total, including the estimated data, 6,096 groups were recorded entering or leaving sites (i.e. passing the surveyor) across all survey points. These groups consisted of 13,842 adults, 2,616 minors and 3,466 dogs.
- Survey points within the Broads usually had a very low proportion of dogs recorded from tallies, just 6%. Areas with a very high proportion of dogs were in Roydon & Dersingham, and the Valley Fens, with 32% and 30% dogs from tallies.
- 1341 interviews were conducted.
- Two thirds (66%) of interviewees were on short trip having travelled from home and around a third (32%) of interviewees were on holiday. Holiday-makers accounted for nearly half of all visitors interviewed at the North Coast and Broads whereas few interviewees in the Brecks and at Roydon and Dersingham were on holiday.
- Holiday-makers were typically staying in self-catering accommodation (31% of holiday makers) or campsite/caravan sites (29%), and over half (59%) of the holiday makers interviewed in the Broads were staying on a boat.
- Overall the most commonly reported activity was dog walking, with 549 interviewed groups conducting this activity, representing 41% of all those interviewed. The second most common activity across all interviews was walking (26%). Within individual areas this first and second ranking of dog walking and walking was consistent for the East Coast, Roydon & Dersingham, the Valley Fens, the Wash and the North Coast.
- The most commonly reported duration on site was 1 to 2 hours (31%), closely followed by between 30 and 60 minutes (27%). These times varied between individual survey points and areas. Key differences between areas were the large proportion of interviewees visiting for more than 4 hours in the Broads (29% of interviewees) and conversely at Roydon the large proportion visiting for less than 30 minutes (36%).
- Across all interviewees (including holiday makers), 31% of those interviewed were visiting the site for the first time. For those interviewees travelling from home on a short visit/day trip, over a quarter (27%) indicated they visited the site where interviewed at least daily, reflecting high frequencies of use by local residents.
- Over three quarters (77%) of all interviewees had arrived at the interview location by car. Most of the remaining interviewees (18%) had arrived on foot.
- 'Close to home' was one of the main reasons people gave for choosing the site where interviewed that day. Scenery was particularly important for those visiting the North Coast.
- Just over a third (36%) of interviewees were aware of a designation/environmental protection that applied to the site where visiting.
- Nearly all (98%) of interviewees gave their home postcode during the interview, allowing us to map visitor origins.
- For those interviewees visiting from home, the average distance between the home postcode and survey point was 24km. A total of 677 interviewees (52%) were visiting from home and resident within Norfolk. Some 16% of

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interviewees had travelled from home on a short visit/day trip and lived outside Norfolk.

- In total 1314 routes were mapped from the interviews, showing where people had walked during their visit. Median route length across all sites and all activities was 3.18km. Across all sites the typical (median) dog walk was 2.93km, those walking covered a median distance of 3.7km while activities such as boating (median 7.64km) covered longer distances.

4. Overview and site by site summary

4.1 In this section we draw out key themes between areas and survey points and set out the relationship between some key individual results. We summarise information for each site, allowing readers to draw information at a site-specific level and then look across the different areas to key geographic differences.

Summary of metrics

4.2 Forty different survey points were covered within the survey, and we grouped these into seven broad areas for much of the analysis. For convenience, we provide a summary of some key metrics from the surveys by the seven areas (Table 14) and the site by site summary for each survey point in (Table 15). The metrics included in the tables reflect some of the key information useful when focussing on links between housing and access.

Table 14: Summary table giving details of key metrics from the survey for each broad area. Highlighted values indicate the top two (green) and bottom two values (red) for each metric.

Row Labels	Brecks	Broads	E. Coast	N. Coast	Roydon & Dersingham	Valley Fens	Wash	Total
Number of individuals (people and minors) per hour	11.1	16.4	30.7	44.6	4.8	5.8	32.5	25.6
Number of dogs per hour	3.7	1.0	4.3	9.0	2.2	2.5	11.3	5.3
Number of individuals (people and minors) per group	2.0	2.5	3.4	2.8	1.6	2.0	2.5	2.7
Number of minors per group	0.3	0.3	0.8	0.4	0.1	0.3	0.3	0.4
% of dogs seen off lead	60	27	43	43	67	79	37	46
% of interviewees on holiday	5	46	16	46	4	13	35	32
% of interviewees travelled from home	95	48	81	53	96	81	64	66
% of interviewees dog walking	48	17	40	43	52	54	46	41
% interviewees visiting for one hour or less	42	26	45	32	60	39	40	36
% interviewees visiting daily	12	7	22	11	8	20	9	12
% interviewees visiting once a week or more	49	17	38	26	48	43	32	32
% interviewees on first visit to the site	19	36	31	35	12	30	27	31
% interviewees arriving by car	93	62	75	73	96	87	78	77
% interviewees giving close to home as reason for visiting	28	16	27	15	48	37	22	21
% interviewees with home postcodes within Norfolk	61	43	72	49	96	83	44	54
% interviewees visiting from home, whose home is within 2 km	11	20	33	10	0	36	10	16
% interviewees visiting from home, whose home is within 5 km	35	32	43	28	54	45	33	35

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Row Labels	Brecks	Broads	E. Coast	N. Coast	Roydon & Dersingham	Valley Fens	Wash	Total
% interviewees visiting from home, whose home is within 10 km	53	42	48	45	75	61	41	48
Median distance to home (all interviewees)	8.8	73.1	19.6	58.8	4.6	9.9	53.2	29.8
Q3 distance to home (all interviewees)	29.2	194.7	55.1	147.5	12.1	18.1	112.5	119.2
Median distance to home (interviewees from home)	7.9	13.4	10.7	13.7	4.5	5.5	14.5	11.3
Q3 distance to home (interviewees from home)	26.3	29.7	28.1	40.6	10.4	14.8	58.4	32.8

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Table 15: Summary table giving site by site details of key metrics from the survey. Highlighted values indicate the top 5 (green) and bottom five values (red).

ID	Site Name	People per hour (from tally data)	Dogs per hour (from tally data)	Total interviews	Average % dogs seen off lead per group	% interviewees short visit from home	% interviewees dog walking	% interviewees visiting daily	% interviewees visiting for less than an hour	% interviewees arriving by car	Median distance from home postcode to survey point (km)	Median distance from home postcode to survey point – visitors from home only (km)	Median route length (km)
Brecks													
18	Barnham Cross	6.4	1.9	24	57	100	50	38	83	79	1	1	1.9
14	Cranwich Camp	7.3	9.1	17	81	94	94	53	82	100	4	4	1.1
12	East Wretham	2.1	0.3	10	50	80	20	10	50	100	12	9	2.5
11	High Lodge	60.9	10.8	64	29	97	14	8	6	98	23	22	12.9
15	Lynford Stag	4.6	1.3	17	56	94	53	0	59	94	26	26	3.5
10	Mildenhall Woods	7.6	4.9	15	74	100	80	13	53	87	6	6	3.2
16	St Helens	9.3	2.4	5	0	80	20	0	0	100	47	37	2.9
13	Swaffham Heath	2.9	3.3	20	60	100	100	45	50	95	4	4	4.8
19	West Harling	4.4	2.4	23	61	87	57	26	48	83	9	8	4.7
Broads													
2	Hickling Broad (S)	20.4	0	15	-	67	0	0	0	100	31	24	3.1
1	Hickling Broad (W)	3.3	0	8	-	38	0	0	13	100	98	24	2.7
4	Horning	18.4	1.6	28	17	7	25	0	25	32	175	17	2.4
3	How Hill	10.2	0.4	28	0	29	7	4	29	50	194	13	2
5	Ranworth	21.3	1.2	22	25	5	9	5	27	23	187	0	2
9	Strumpshaw Car Park	31.6	0.2	39	0	77	3	0	8	100	41	28	3.9
8	Upton Green	9.9	3.8	41	26	78	46	37	54	56	6	2	3.1
East Coast													
7	Breydon Water north (S)	5.3	1.3	10	50	90	40	10	50	70	13	12	1.4
6	Breydon Water north (W)	1.4	0.9	10	25	90	40	20	90	100	12	12	0.9

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ID	Site Name	People per hour (from tally data)	Dogs per hour (from tally data)	Total interviews	Average % dogs seen off lead per group	% interviewees short visit from home	% interviewees dog walking	% interviewees visiting daily	% interviewees visiting for less than an hour	% interviewees arriving by car	Median distance from home postcode to survey point (km)	Median distance from home postcode to survey point – visitors from home only (km)	Median route length (km)
36	Breydon Water south	3.8	4.7	15	67	100	80	60	80	53	2	2	1.7
21	Horsey Gap	118.2	5.8	32	42	81	9	6	56	97	44	41	3.6
17	Horsey Windpump	36.8	1.9	24	0	88	8	0	0	100	31	28	5.8
22	North Denes	16.7	9.4	34	43	79	68	56	59	65	1	1	1.1
20	Winterton	33.2	6.4	55	57	71	44	38	31	60	24	7	1.9
North Coast													
28	Brancaster	28.6	10.6	63	41	75	65	10	60	92	47	29	2.7
31	Cley Eye (S)	16.9	2.4	45	36	51	20	9	50	89	44	11	1.7
38	Cley Eye (W)	20.7	3.7	17	67	76	12	6	31	71	41	24	4.5
33	Holkham (S)	120.5	29.7	67	37	58	46	16	32	94	50	15	4.2
29	Holkham (W)	41.5	13.9	82	37	68	67	27	41	91	31	15	4.3
34	Morston (S)	63.6	4.8	40	40	28	18	3	34	68	160	41	6.4
30	Morston (W)	44.8	4.5	17	50	24	29	6	51	35	156	4	4.6
40	Stiffkey (S)	23.3	4.4	67	72	36	22	7	31	52	102	8	3.4
39	Stiffkey (W)	6.7	2.1	23	60	70	39	22	29	70	44	10	3.7
35	Wells	79.8	14.2	72	41	40	53	26	18	42	87	2	3.9
Roydon & Dersingham													
23	Roydon Common	4.8	2.2	25	71	96	52	36	41	96	5	4	3.4
Valley Fens													
25	Buxton Heath	5.9	3.1	22	75	86	59	32	46	100	8	6	2.8
24	Holt Lowes	5.8	2	32	67	78	50	31	13	78	10	3	2.6
Wash													

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ID	Site Name	People per hour (from tally data)	Dogs per hour (from tally data)	Total interviews	Average % dogs seen off lead per group	% interviewees short visit from home	% interviewees dog walking	% interviewees visiting daily	% interviewees visiting for less than an hour	% interviewees arriving by car	Median distance from home postcode to survey point (km)	Median distance from home postcode to survey point – visitors from home only (km)	Median route length (km)
27	Holme	34.3	11.1	72	33	53	44	14	18	79	85	30	2.4
32	Holme (W)	20	10.2	37	41	89	43	16	28	87	14	8	3
37	Snettisham (S)	36.3	11.2	66	58	61	45	18	17	71	42	13	2.2
26	Snettisham (W)	39.5	12.6	38	29	66	55	16	39	81	58	13	3.5

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Table 16: Additional summary table giving site by site details of the percentage of interviewees who travelled home occurring within set distance bands. Highlighted values indicate the top 5 (green) and bottom five values (red).

ID	Site Name	Number of georeferenced interviewees travelling directly from home	% of interviewees home postcode within <2km (those travelled from home)	% of interviewees home postcode within <5km (those travelled from home)	% of interviewees home postcode within <10km (those travelled from home)
Brecks					
18	Barnham Cross	24	71	92	92
14	Cranwich camp	16	0	63	88
12	East Wretham	8	0	13	50
11	High Lodge	62	0	5	26
15	Lynford Stag	16	0	25	25
10	Mildenhall Woods	15	20	47	67
16	St Helens	4	0	0	0
13	Swaffham Heath	20	0	55	75
19	West Harling	20	0	35	65
Broads					
2	Hickling (S)	10	0	20	30
1	Hickling (W)	3	0	0	0
4	Horning	1	0	0	0
3	How Hill	8	13	25	38
5	Ranworth	1	100	100	100
9	Strumpshaw	29	0	7	17
8	Upton Dyke	32	47	63	72
E. Coast					
7	Breydon water north (S)	9	11	22	33
6	Breydon water north (W)	9	0	33	33
36	Breydon water south	15	53	93	100
21	Horse Gap	26	4	4	8
17	Horse Mill	20	0	5	15
22	North Denes	26	81	85	85
20	Winterton	39	41	49	54
N. Coast					
28	Brancaster	44	9	9	23
31	Cley Eye (S)	23	9	22	43
38	Cley Eye (W)	13	8	15	31
33	Holkham (S)	39	3	21	44
29	Holkham (W)	56	2	20	39
34	Morston (S)	11	0	18	36
30	Morston (W)	4	25	50	75

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ID	Site Name	Number of georeferenced interviewees travelling directly from home	% of interviewees home postcode within <2km (those travelled from home)	% of interviewees home postcode within <5km (those travelled from home)	% of interviewees home postcode within <10km (those travelled from home)
40	Stiffkey (S)	24	17	38	54
39	Stiffkey (W)	16	31	44	50
35	Wells	29	24	79	86
Roydon & Dersingham					
23	Roydon Common	24	0	54	75
Valley Fens					
25	Buxton Heath	19	21	37	63
24	Holt Lowes	25	48	52	60
Wash					
27	Holme (S)	38	13	29	34
32	Holme (W)	32	22	47	53
37	Snettisham (S)	39	0	26	38
26	Snettisham (W)	25	4	32	40

Group size and composition

- 4.3 Tally data provided basic, but reliable information on the numbers of adults, minors and dogs. These can be averaged between areas to examine typical group sizes and members for each area. Across all survey points we averaged values to determine “typical groups”. This shows a typical group consisted of just over 2 adults (2.27), with just over half of groups having a dog (0.57) and just under half having a minor with them (0.43).
- 4.4 The typical group composition can be compared between areas and is shown visually in Figure 15. At the Broads, East Coast, North Coast and the Wash, groups contained on average at least two adults. While at the Brecks, Roydon & Dersingham, and the Valley Fens, groups had, on average, less than two adults. These differences between areas were close to being significant (ANOVA using individual survey points; $df=6$, $F=2.31$, $p=0.057$). The number of minors in a group was typically between 0.11 and 0.44 (lowest at Roydon & Dersingham, highest at East Coast), and differences were not significant ($df=6$, $F=0.36$, $p=0.901$). The average number of dogs in a group was lowest in the Broads, with 0.2 dogs per group, compared to on average every group with a dog at the Wash. These differences shown in Figure 15 were close to being significant ($df=6$, $F=2.33$, $p=0.055$).

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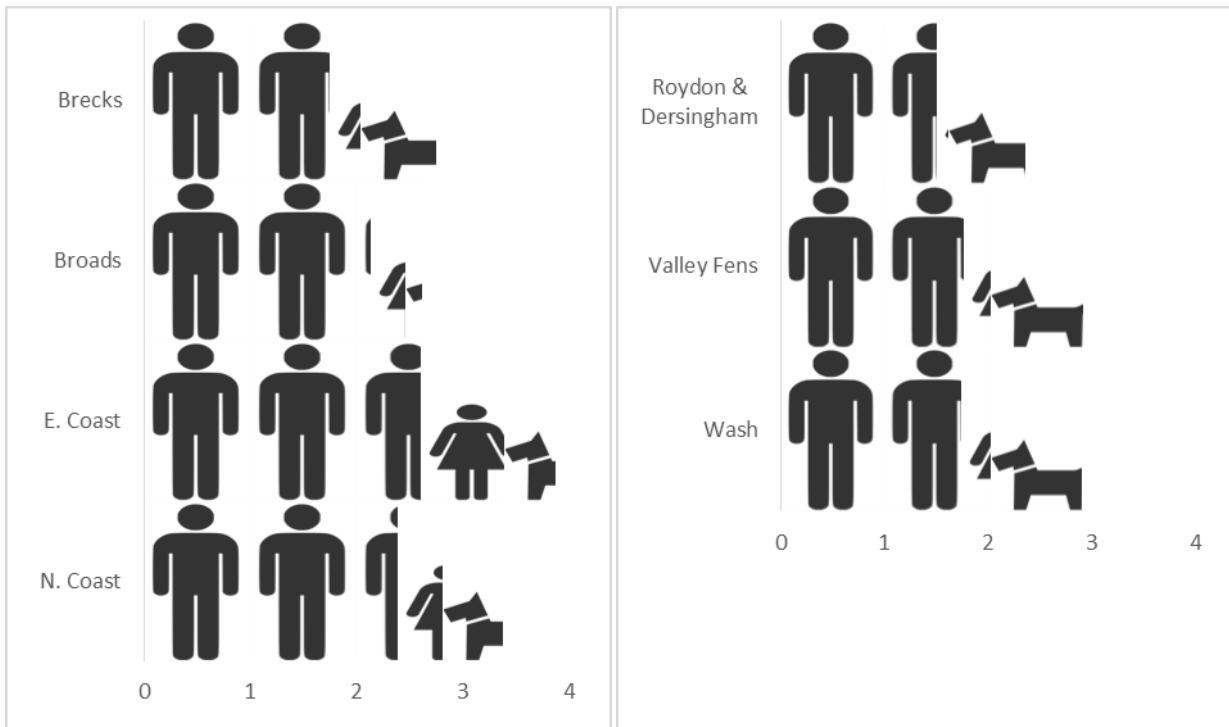


Figure 15: Pictographical representations of the average group constituent number of individual adults, minors and dogs recorded at each survey area.

4.5 The number of dogs and minors recorded typically as a percentage of all adults, minors and dogs from the tallies gives a general feeling of footfall at sites. Figure 16 shows the percentage of dogs (within the tally as a whole) plotted against the percentage of minors. At three sites (Swaffham heath (survey point 13), Cranwich Camp (14), and Breydon Water South (36)), just over half of “passes” recorded by the surveyor were of dogs into the sites. Some of the Breckland sites seem to be characterised by a high number of dogs and a low number of minors. More striking is that almost all the Broads site had very low proportions of dogs (with the exception of Upton Dyke, survey point 8), but a variable number of minors. Mostly this was dependent on location, but also time of year, as noted by the two extremes of survey point 1 and 2, Hickling in the winter and summer respectively. The site has a no dogs policy and in both the summer and winter no visitors with dogs were recorded, but in the summer the percentage of minors in the groups was markedly higher.

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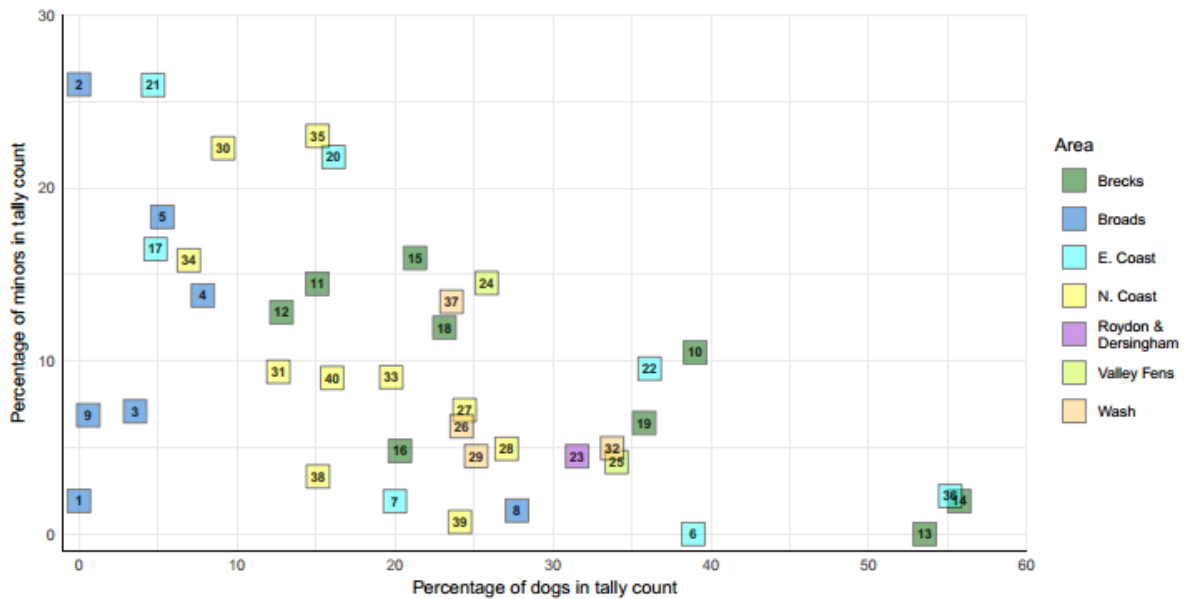


Figure 16: The numbers of dogs and minors recorded in tally counts, expressed as a percentage of the total number of adults, minors and dogs recorded, plotted against each other. Numbers indicate the survey point ID.

Similarities between sites across areas

- 4.6 Within the analysis we have grouped sites into seven areas that reflect their geographical distribution and the types of European Protected sites. Within each area there are different types of site and a wide variety of access points, ranging from informal parking and relatively little access infrastructure, to high profile sites that are nationally promoted and have permanently staffed visitor centres.
- 4.7 Using the visitor survey data we have explored whether it is possible to group sites based on the visitor data, rather than our broad geographic areas. For example are there survey points in different areas that appear to have similar characteristics in terms of their visitor use. Identifying such groups of sites may help to inform access management and provide a basis for mitigation required as a result of residential growth.
- 4.8 In Figure 17 we have produced a dendrogram, and in this plot sites which are similar are placed next to each other and the length of the lines and distribution of the splits reflects how different sites are. Figure 17 is derived solely using the numbers of adults, minors and dogs recorded at each survey point. Using these metrics, the plot separates five sites (Wells, High Lodge, Morston (summer), Holkham (summer) and Horsey Gap) as standing out compared to the others – these all had extremely high visitor counts and represent high profile destinations with a large draw. With the exception of High Lodge all are coastal.
- 4.9 After this the major splits are less apparent, but there is definite clustering of sites by area, for example the Breckland sites (with the exception of High Lodge) are clustered very closely. Similarly the two Valley Fens sites are close together. The plot suggests

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similarities between the Breckland sites, Valley Fens and Roydon – these are all inland sites and lack the open water and national profile of the Broads sites.

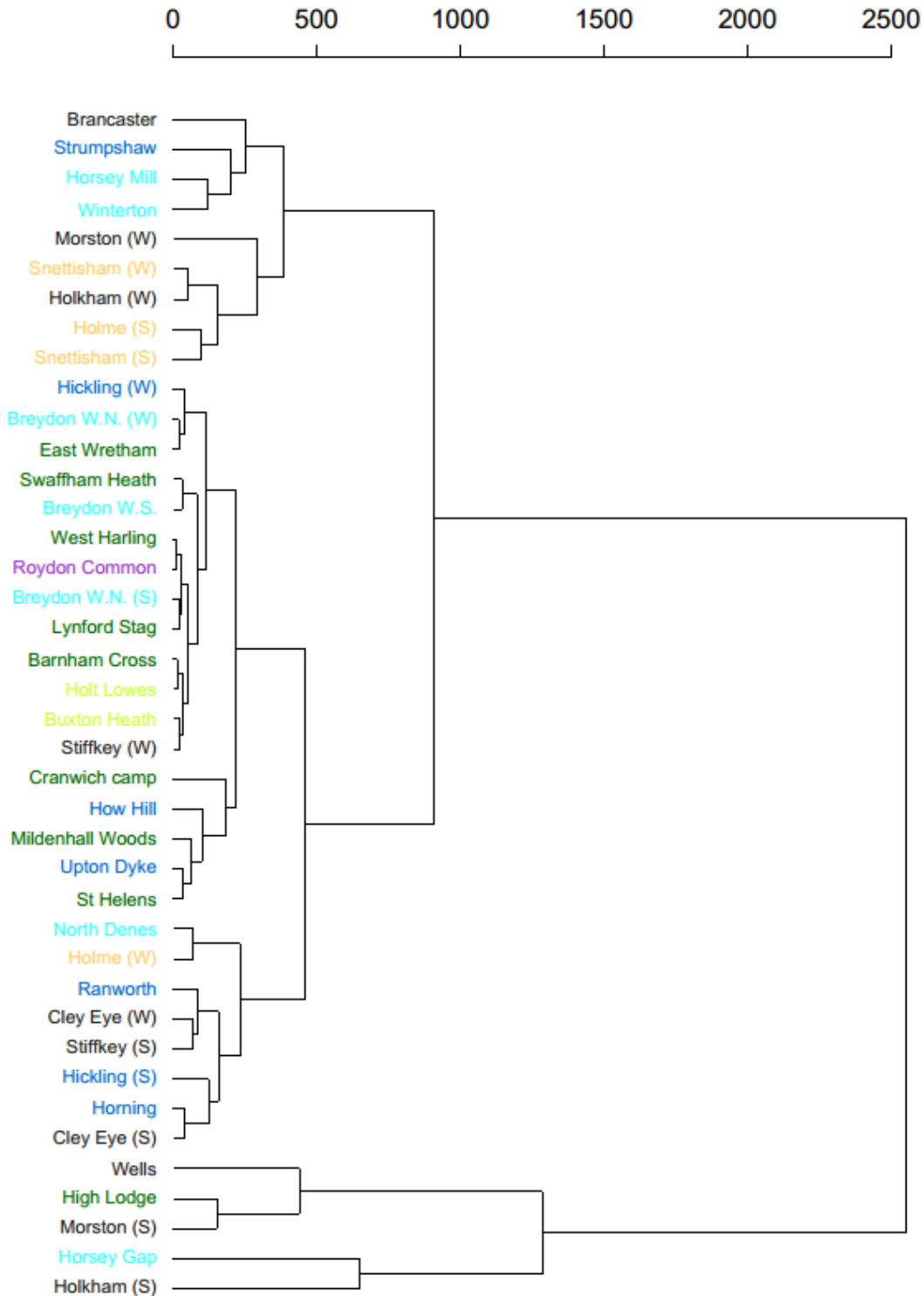


Figure 17: Dendrogram to show hierarchical clustering of survey points using just 3 variables; the number of adults, minors and dogs recorded from tallies. Colours are representative of areas as applied throughout, although North Coast sites have been coloured black so they are easier to see.

Distance from home postcode to survey point

4.10 The distance between interviewees' home postcode and the survey point is of particular interest in the context of this report. Figure 18 shows the relationship between the percentage of daily visitors and the typical distances between survey points and visitors. This figure serves to show the variation within areas at individual survey points. Sites with the highest relative numbers of frequent visitors were usually those with the shortest average distances. However within areas this trend was not always as apparent. For example, the Brecks sites typically have very short visitor distances, but do not always have a high proportion of daily visitors. This would suggest use is mostly by locals, typically within 20km, but that there is variation between sites as to whether these visitors are mostly daily or not. In the Broads the relationship between the proportion of daily visitors and the distance was also not as clear. Interview data at virtually all of the Broads survey locations reflects a low proportion of daily visitors, regardless of the average distance travelled. The exception is Upton Dyke which appears as a particular outlier, with a high proportion of daily visitors and a particularly local catchment.

4.11 The relationship between the proportion of dog walkers and average distance (from home postcode to survey point) shows a similar trend (Figure 19), which is perhaps to be expected as many dog walkers are daily visitors. Again it is important to note this relationship appears fairly clear overall, but the trend is more variable between areas. Many of the Brecks sites have both short distances and high average number of dogs in visitor groups. This contrasts with the Broads with longer distances and fewer dogs.

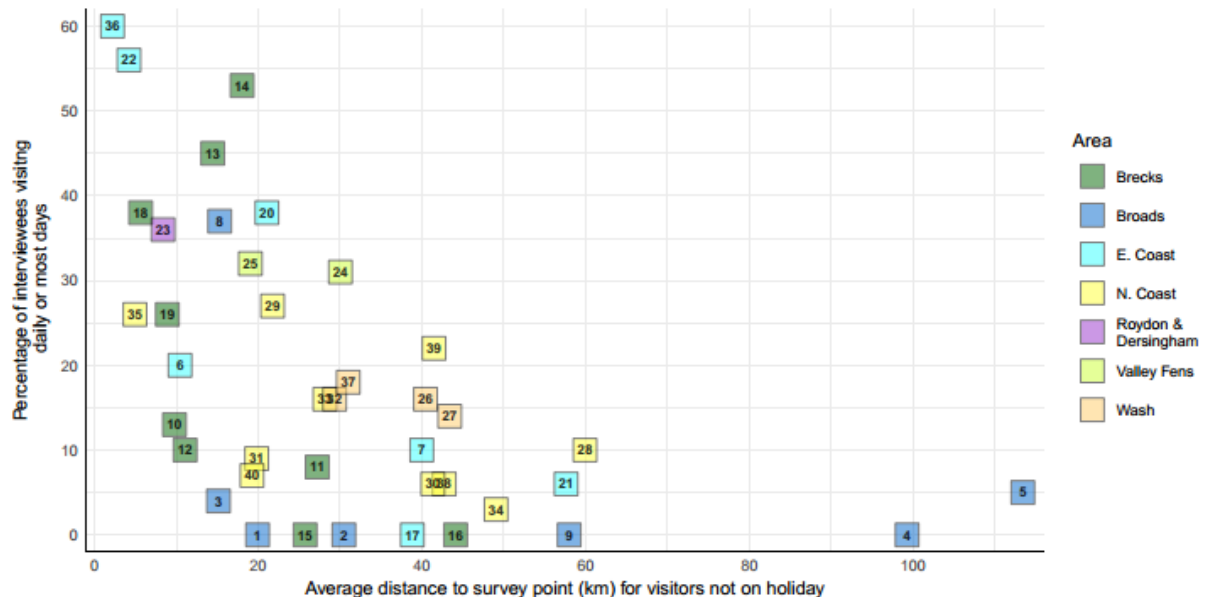


Figure 18: Scatter plot showing the percentage of visitors reported to visit daily or most days, compared to the average linear distance interviewees were from their home postcode for each survey point (for visitors not on holiday, i.e. travelling from home), labelled by area.

Visitor surveys at European protected sites across Norfolk

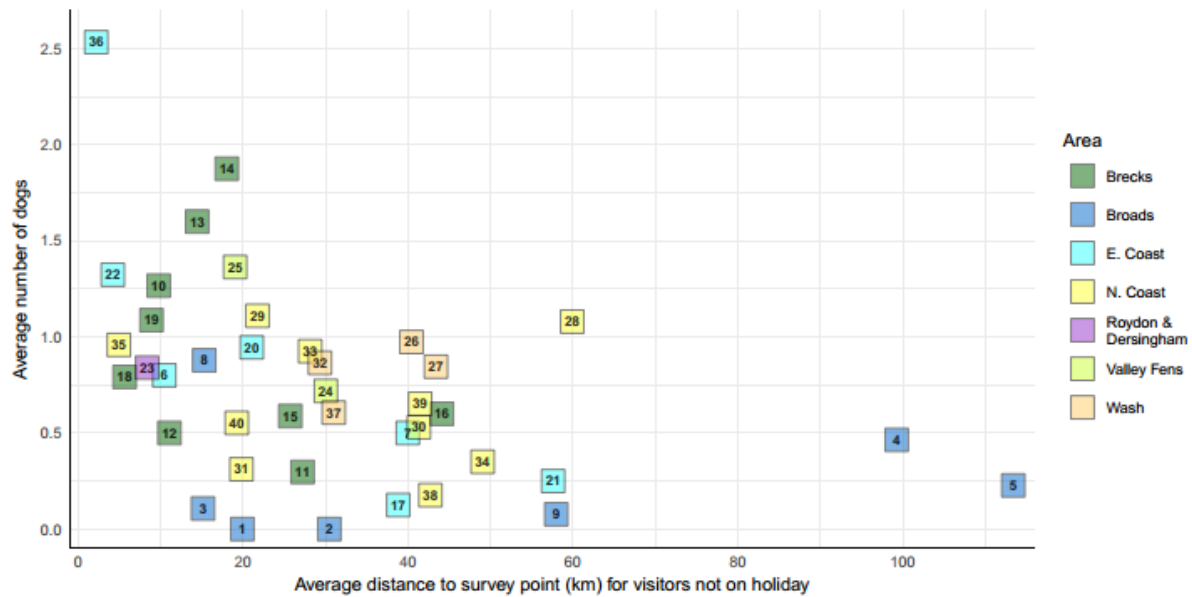


Figure 19: Scatter plot showing the average number of dogs in a group compared to the average linear distance interviewees were from their home postcode for each survey point (for visitors travelling from home, i.e. not on holiday), labelled by area.

Conclusions

- 4.12 In this section we have pulled out some broad themes from the data and looked across sites. Key findings include:
- 4.13 The East Coast and North Coast sites appeared to attract a relatively high proportion of families, while groups at the Broads tended to have relatively few children (much variation) and consistently few dogs (though this may reflect the survey points specifically as both Hickling and Strumpshaw Fen do not allow dogs). Roydon Common, the Valley Fens and the Brecks have a clear draw for dog walking and a relatively high proportion of visitors to these areas are dog walkers.
- 4.14 Within the main results section, we have grouped sites into areas that reflect the geography and types of European site present. However there are some similarities between sites across areas. High Lodge, Morston (summer), Holkham (summer), Wells and Horsey Gap all had extremely high visitor flows and were very busy sites, standing out from all the other locations. With the exception of High Lodge, the other Breckland sites appear (in terms of visitor flows) to be relatively similar to each other and also similar to the Valley Fens sites and Roydon.
- 4.15 Some of the sites on the North and East Coasts have high proportions of regular visitors (visiting at least daily) and high average distances from the home postcode to the survey point. This suggests that some of the sites with a strong draw over long distances still have regular visitors who come daily. Some of these sites are well away from centres of population. The Brecks sites have a very short visitor distance typically, but not always a high proportion of daily visitors.

5. Housing and implications for growth

- 5.1 In this section we use data (provided by Norfolk County Council) showing potential housing growth within the current plan period(s), in order to make predictions of the likely change in access at European Protected sites as a result of the cumulative levels of development across Norfolk.

Current and future housing distribution

- 5.2 Postcode data from February 2016 shows 409,618 residential properties associated with postcodes in Norfolk. Norfolk County Council provided a GIS layer of local plan housing allocations and known potential windfall sites, representing levels of development anticipated within the relevant and current plan periods for the different Norfolk planning authorities. These allocated sites were provided as a series of polygons representing their locations. The number of potential new houses across Norfolk totals 66,933 dwellings, an increase of around 16%. The allocated site polygons were converted to point data in the GIS, with points distributed randomly within each polygon to represent individual houses. The potential new housing (through site allocations) data is shown as red dots in Map 19 and Map 20 (which shows housing allocations in relation to the European Protected sites where visitor surveys took place).
- 5.3 In Figure 20 we show the current housing and allocated housing within different distance bands from each of the areas covered in this report. The data are also given in [Appendix 5](#). The data show that the Norfolk Valley Fens and the Broads have relatively high levels of existing housing at relatively short distances, and that, for both of these, there are allocated sites for new housing mapped within relatively short distance bands (within 10km). This reflects the proximity of these areas to Norwich and to the North-east Norwich Growth Triangle. Levels of allocated sites for new housing within the nearer distance bands appear to be lowest for the Norfolk coast.

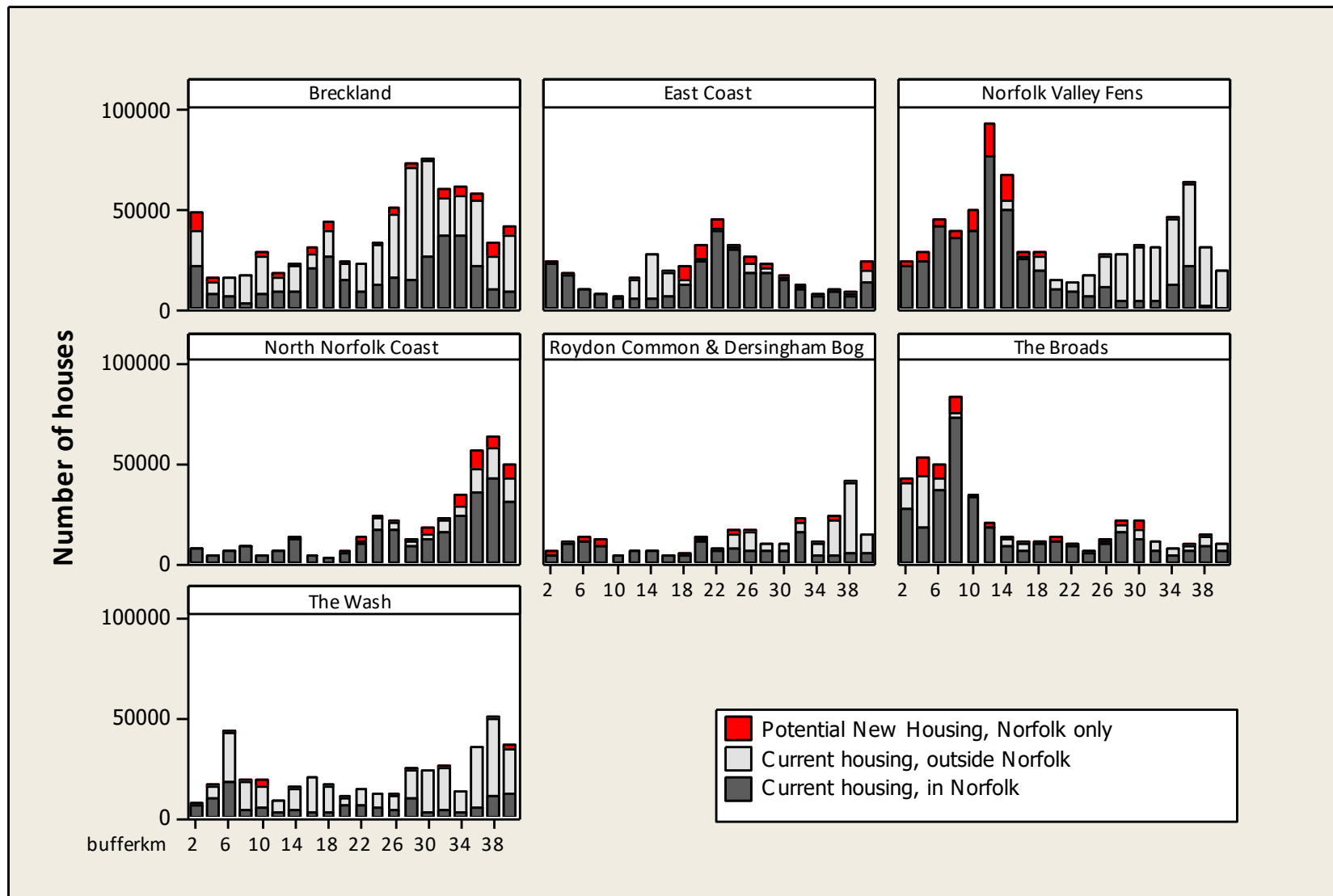
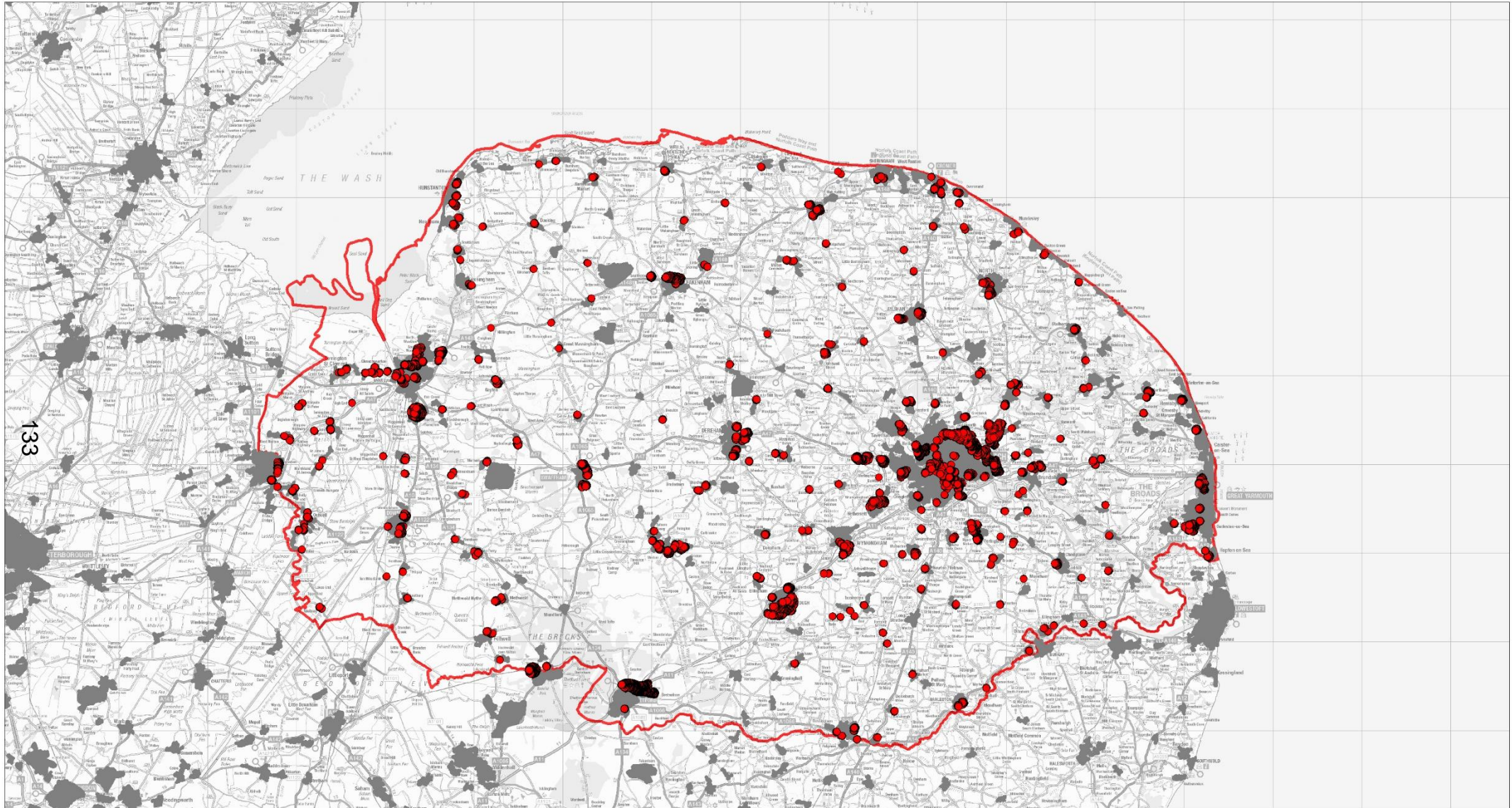
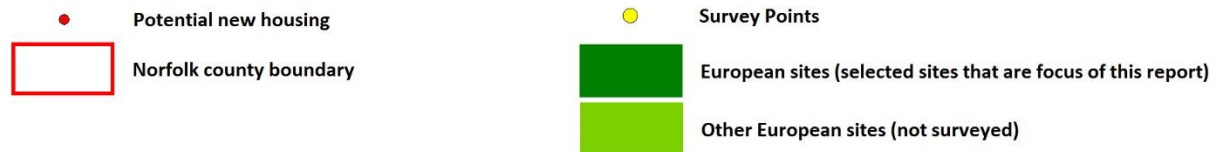
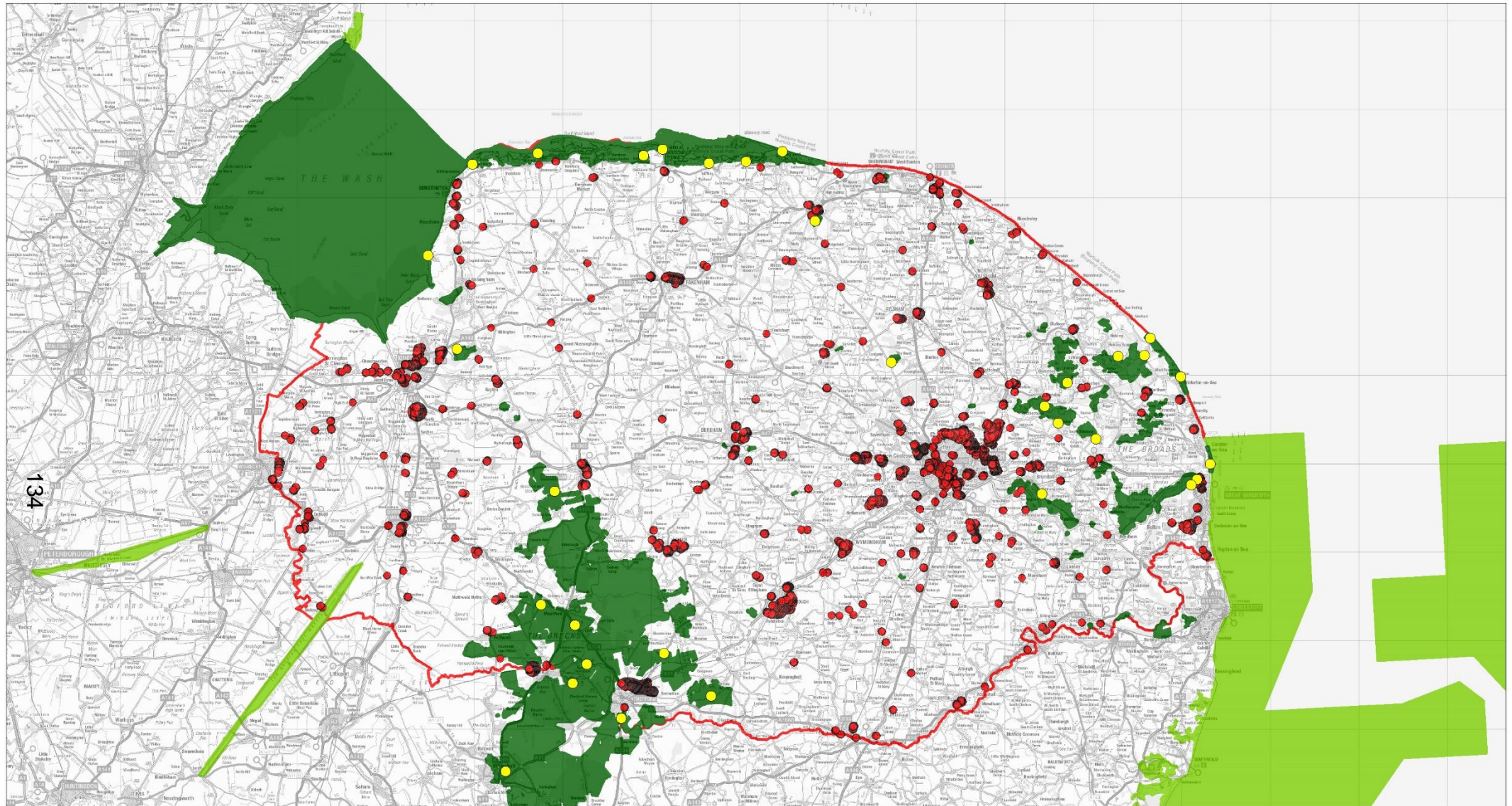


Figure 20: Current and potential new housing (Norfolk only) surrounding the different areas/European sites covered in this report

Map 19: Potential new housing and existing built-up areas



Map 20: Potential new housing and European sites where visitor surveys took place



Visit rates in relation to housing

- 5.4 Using the data on interviewees' home postcodes, we extracted the data for each survey point using distance bands (concentric rings) around each survey point. This gave us the number of interviewee postcodes per survey point in successive distance bands of 2km out to 40km. These data are given in [Appendix 6](#). We then divided the number of interviewee postcodes at each distance band by the number of residential properties within that distance band, to give the proportion of postcodes at a given distance band generated by the survey (see methods). These values give an indication of the 'draw' of each site and how that draw changes with distance. The data were averaged for each survey point within our seven areas and the curves for each area are shown in Figure 21. These curves essentially show how visitor rates change with distance (how far people live away from each area). For each of the seven areas we have fitted a trendline, shown in Figure 21 as a red line. The lines have been fitted by eye, with reference to the r^2 value (the equations are given in [Appendix 7](#)).
- 5.5 We have plotted separate curves for each area, but given the low sample sizes (for example Roydon & Dersingham is based on a single survey point) we have not tried to plot separate lines for different seasons or types of access point. As such the lines represent typical rates based on the pooled data.
- 5.6 Two of the plots (those for the Brecks and Roydon & Dersingham) show low visit rates for the initial distance band (0-2km) and then show higher rates in the 2-4km band. This is slightly counter intuitive and is likely to be due to relatively few houses in the near distance band. Taking an extreme example, if there is only one house within the initial band then the results can only be 1 or 0 (depending on whether a person from that house is interviewed or not), i.e. very high or very low. With very a low pool of houses to base the results on, the plots are less likely to fit a smooth, predictable pattern. The pattern may also reflect the types of access points, for example if the surveys are focussed at pay and display car-parks at known visitor attractions, these are perhaps less likely to draw very local residents, who might choose to walk and access the site differently. We have therefore tended, when fitting the trendlines, to use the same equation across all areas and not fit curves to take into account the low initial point for the Brecks and Roydon & Dersingham.
- 5.7 The plots indicate that:
- The coastal sites and the Valley Fens have the highest visitor rates for local residents living within 2km;
 - The North Norfolk Coast has the strongest draw of the seven areas and visit rates do not flatten out until around 12-14km.
 - For the Brecks and the Wash, visitor rates flatten out at around 10km, suggesting that for these areas development within a 10km radius may particularly affect access;
 - For the Broads, the Valley Fens, and the East Coast, visitor rates flatten very sharply and it would appear the sites have a relatively low draw from around 5km.

Visitor surveys at European protected sites across Norfolk

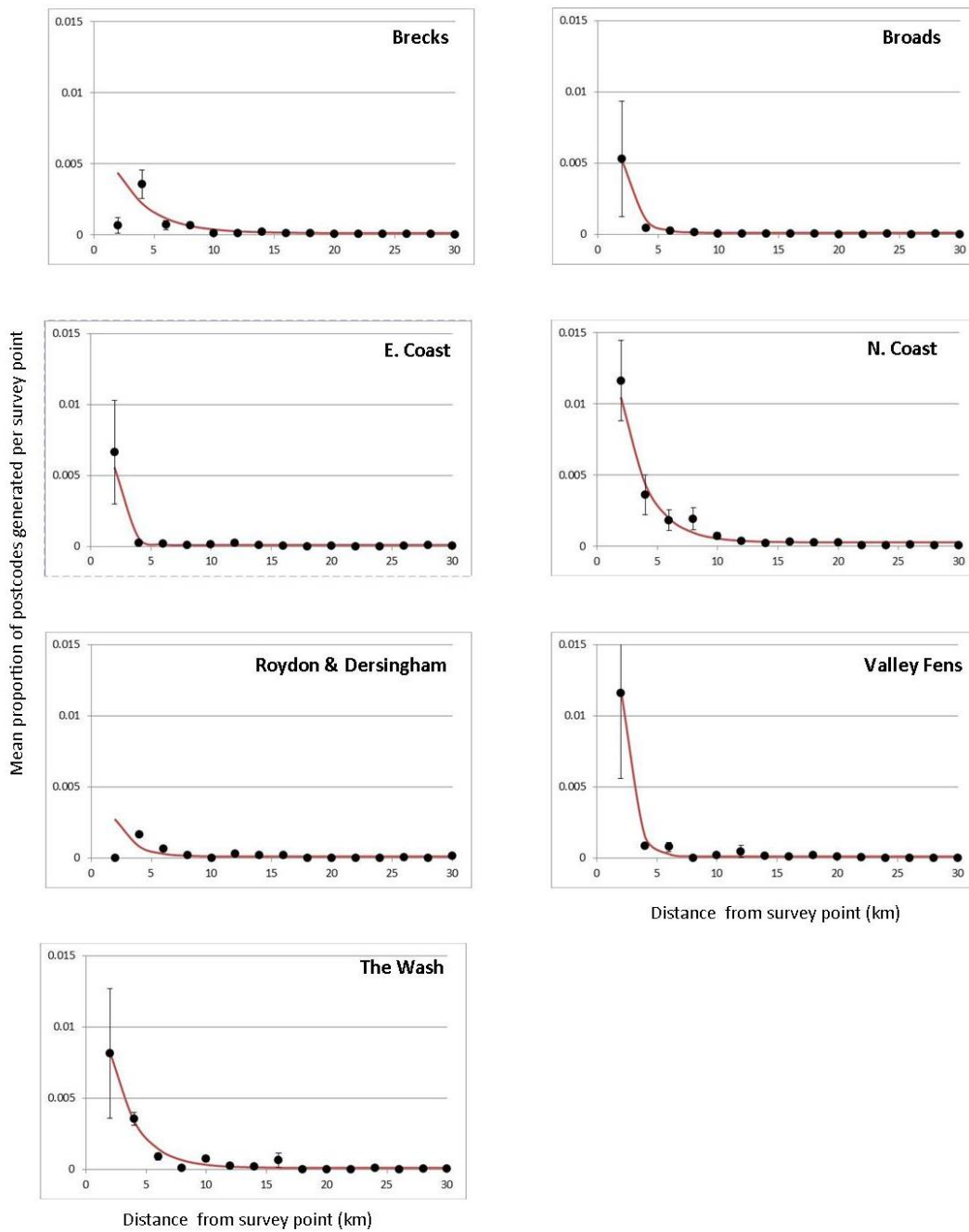


Figure 21: Relative 'draw' of each area in relation to distance from survey point (km). Black dots give the average (\pm SE) of the number of interviewee postcodes (within given distance band) divided by number of residential properties in that distance band. Red lines are manually fitted trend lines (equations in Appendix 6). All seven plots are drawn at the same scale. Data for visitors not on holiday, i.e. travelling from home only.

Predictions of Impacts of new housing in terms of changes in visitor numbers

- 5.8 The trend lines provide an easy visual comparison between sites and provide the basis for an approach to make predictions for change associated with new housing.
- 5.9 In order to make predictions of the impacts (in terms of increases in recreation) associated with the allocated housing data provided by Norfolk County Council, we used the same distance bands (concentric rings) as used in Figure 20 and undertook the following steps:
- We extracted from the GIS the number of current houses and potential/planned future houses within each Norfolk planning authority within each of the 2km distance bands.
 - Using the equations from Figure 21 (see [Appendix 7](#)) we predicted how many visitors would have been interviewed within each of our seven areas, based on the current housing.
 - Using the same equations we predicted how many future visitors would have been interviewed within each of our seven areas, based on the potential/planned future housing data provided by the County Council.
 - By comparing the two sets of predictions, we could estimate the change in visitors as a result of the potential new housing. These predictions essentially indicate how the number of interviews might have changed should we have repeated the survey in the future.
- 5.10 The predictions suggest a baseline (i.e. current visitors, Norfolk residents undertaking short visits) of 1621. The predictions for allocated new housing are an additional 233 visitors, an increase of just under 14%. Given the potential overall housing increase as mapped by Norfolk County Council of 16%, this indicates an increase in access a little below the rate of allocated housing growth. There are, however, significant variations between areas. It is also important to note that this 14% figure is the change in access in the absence of any mitigation or avoidance measures. In many areas new development will be accompanied by green infrastructure and/or other mitigation measures designed to resolve recreation impacts to European Protected sites.
- 5.11 The figures are broken down by planning authority in Table 17 and Figure 22. It can be seen that the largest increase in visitors by Norfolk residents – were the survey to be repeated again in the future at the end of the current plan period – is predicted at the Brecks sites. We predict an overall 30% increase in access at the survey locations in the Brecks, predominantly driven by new housing within Breckland District. The current (2016) level of housing within Breckland is 59,613 dwellings and the data from Norfolk County Council suggests an increase of 17,058 dwellings, i.e. an increase of 29%. The East Coast sites are predicted to have the second highest increase in visitors, although the relative percentage (see Table 17) is lower than the Brecks. The change here is predominantly as a result of housing in Great Yarmouth and relates in particular to the survey points at Breydon Water. The North Norfolk Coast is predicted to see a 9% increase in access (by Norfolk residents), and this is from a range of districts, including Broadland, North Norfolk and Kings Lynn and West Norfolk.

Visitor surveys at European protected sites across Norfolk

Table 17: Predicted current and future visitors (Norfolk residents only) based on the equations from Figure 21. The table compares predictions for the number of interviews that would be undertaken were the survey undertaken now (housing data from 2016) or in the future (future housing scenario).

Area	Planning authority	Predicted current visitors	Predicted future additional visitors	% change
Brecks	Breckland	137	57	41
	Broadland	6	1	12
	King's Lynn and West Norfolk	41	6	14
	North Norfolk	2	0	11
	Norwich	13	1	10
	South Norfolk	29	4	12
	The Broads NP	0	0	0
	Total	228	68	30
Broads	Breckland	11	3	24
	Broadland	54	14	27
	Great Yarmouth	32	3	10
	North Norfolk	38	3	7
	Norwich	45	4	10
	South Norfolk	36	4	12
	The Broads NP	6	0	0
	Total	223	31	14
E. Coast	Breckland	0	0	0
	Broadland	37	12	34
	Great Yarmouth	252	20	8
	North Norfolk	19	1	6
	Norwich	45	4	10
	South Norfolk	27	3	12
	The Broads NP	3	0	1
	Total	384	41	11
N. Coast	Breckland	63	5	9
	Broadland	56	11	20
	King's Lynn and West Norfolk	95	7	8
	North Norfolk	193	10	5
	Norwich	20	2	10
	South Norfolk	13	2	17
	The Broads NP	1	0	2
	Total	441	39	9
Roydon & Dersingham	Breckland	70	1	2
	Broadland	3	0	0
	King's Lynn and West Norfolk	14	21	151
	North Norfolk	51	0	1
	South Norfolk	19	0	0
	Total	156	23	15
Valley Fens	Breckland	7	2	23
	Broadland	17	11	66
	Great Yarmouth	4	0	7
	King's Lynn and West Norfolk	1	0	4
	North Norfolk	37	6	17
	Norwich	13	3	21
	South Norfolk	8	2	28
	Total	89	25	28
Wash	Breckland	6	1	10

Visitor surveys at European protected sites across Norfolk

Area	Planning authority	Predicted current visitors	Predicted future additional visitors	% change
	Broadland	0	0	3
	King's Lynn and West Norfolk	88	5	5
	North Norfolk	6	1	11
	Total	101	6	6
Total		1622	233	14

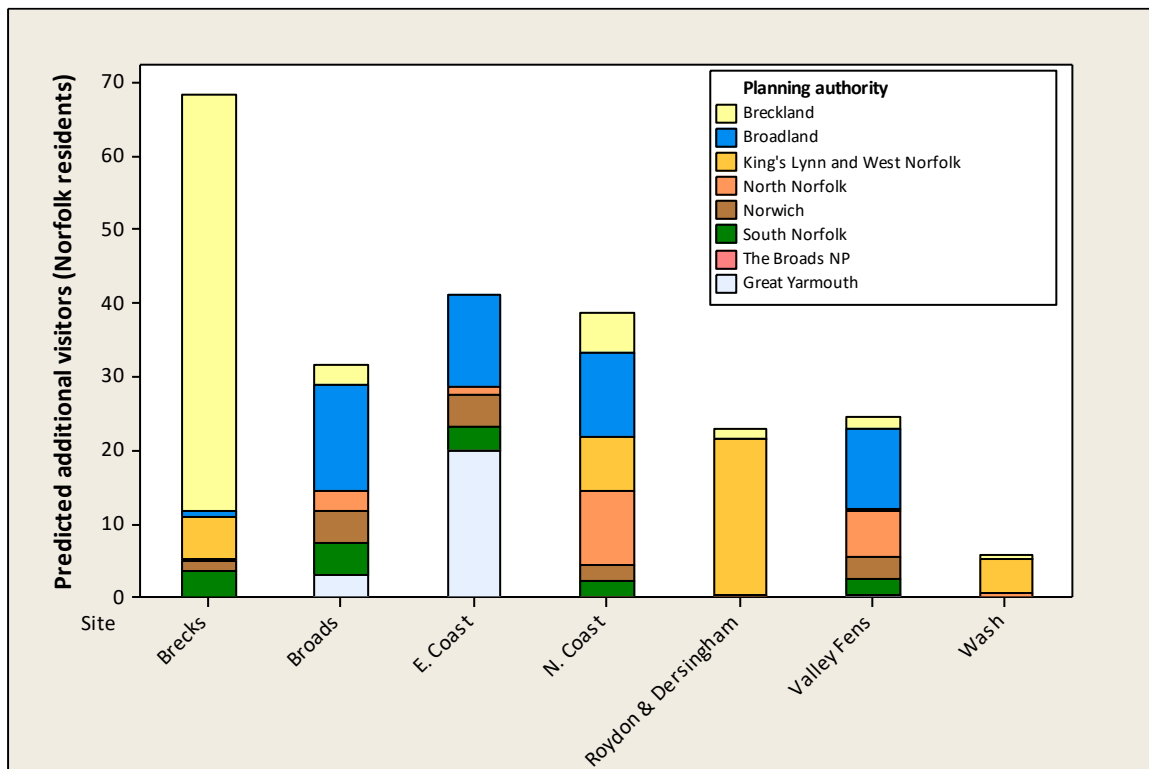


Figure 22: Predicted future additional visitors based on housing scenario provided by Norfolk County Council. The graph shows the predicted increase in visitors (i.e. additional interviews predicted assuming the survey were to be repeated in the future) for each of the areas. Data as in Table 17.

Housing change and visitor rates discussion.

- 5.12 We have used the decline in visit rates in relation to distance to make predictions of the effect of new allocated housing. We have simply predicted the change if the survey were repeated again in the future, given the increase in housing anticipated through planned site allocations. The predictions relate to the number of interviews that would be conducted with Norfolk residents. Our predictions of change are also based solely on housing data within Norfolk – i.e. we only considered visitors from home, living in Norfolk. We have estimated the change in these visitors under a current scenario and a future scenario with an overall quantum of new housing of nearly 67,000 properties.
- 5.13 As such the change in visitor numbers (14%) is relatively similar to the change in housing (16%). The distribution of the new housing affects the change in access predicted – as housing close to European Protected sites is assumed to have a bigger effect (in terms of increased recreation) compared to houses further away. The plots tend to suggest that increased housing is unlikely to have a marked effect on access at distances beyond 10km, unless the volume of housing is particularly large. The North Norfolk Coast and to some extent the Wash are exceptions, appearing to draw visitors from further afield.
- 5.14 Our predictions assume that visit rates per household will not change over time – i.e. our predictions assume the number of visits made per house will remain constant. Several factors such as climate change, changes in household sizes, changes in pet ownership patterns etc. might well mean that visit rates per property could change over time, either increasing or decreasing. Such changes are difficult to predict and we therefore make the predictions assuming access patterns per household will be similar in the future.
- 5.15 It is important to recognise that the housing data provided by Norfolk County Council is focussed on allocated sites. Sites may well come forward outside of local plan allocations and so the levels of residential growth may actually be higher in some parts of Norfolk. Equally some allocated sites have already been delivered or are in the process of delivery and it is possible that others may not necessarily be (wholly) delivered within the plan period. The future housing data is a snapshot in time and dynamic; it is to be expected that new or different options will become available. The predictions therefore provide a guide and indication of the scale of change based on the best available evidence at the time the report was produced.
- 5.16 We have grouped access points and sites by the areas used, and then plotted the relationship between the average proportion of interviewees in relation to the number of houses and distance from survey point. Within each group the survey data is from a range of different types of access points and types of site and was undertaken during different seasons, so there are some potential issues with grouping the data. By using averages from within each group we are – to some extent – controlling for some of this variation (and some of the other issues such as bad weather) that may have affected visitor use when the surveys were undertaken. Nonetheless, our sample sizes within each group are relatively small and (in the case of Roydon & Dersingham) the curve is

Visitor surveys at European protected sites across Norfolk

based on a single survey point rather than a mean. As such the shape of the curves is influenced by survey points chosen and may not necessarily reflect the European sites as a whole.

- 5.17 Within all the analyses and the consideration of postcode data we have used Euclidean distances – the distance as the crow-flies. These are different to the distance travelled, and do not take into account the road infrastructure and barriers to access such as estuaries.

6. Implications and mitigation

6.1 In this report we have presented the results of visitor survey work at a range of countryside sites across Norfolk. All the survey locations are internationally important wildlife sites where there are potentials for conflict between the management of recreation and the nature conservation interest. Recreation to such sites is important and often promoted, but it is essential to have a detailed understanding of how people use these sites, why they visit, what they do and how recreation patterns link to where people live. Such information has implications for spatial planning in the future in Norfolk. In this section of the report we consider those implications in more detail.

Housing in context

6.2 Within this report, we focus on the links between housing (where people live) and recreation use. Access patterns and visitor levels in the countryside are influenced by a range of factors, for example climate change (Coombes 2007; Coombes & Jones 2010). The way sites are managed, promoted and the infrastructure provided will influence visitor use. Work is currently underway on the England Coast Path, which will provide a new National Trail around England's coastline. Such factors are clearly outside the remit of local planning authorities, but local planning authorities are responsible for ensuring their local plans do not have an adverse effect on the integrity of European sites.

Similar studies and issues with recreation at other sites

6.3 Visitor survey work similar to the work undertaken across Norfolk has been undertaken at a range of other European Protected Sites. These surveys have focussed on heathland and coastal sites and have considered the implications of new housing. Examples include the Dorset Heaths (Clarke *et al.* 2006; Liley *et al.* 2007), the Thames Basin Heaths (Liley, Jackson & Underhill-Day 2006; Fearnley & Liley 2012), Ashdown Forest (UE Associates 2009; Clarke, Sharp & Liley 2010), the Solent (Fearnley, Clarke & Liley 2010), Cannock Chase (Liley 2012) and south-east Devon sites (Liley, Fearnley & Cruickshanks 2010). In some cases (e.g. Ashdown) the surveys have included detailed analysis of the impacts of recreation on the European site interest features or detailed ecological studies have taken place separately (Murison 2002; Liley *et al.* 2006; Murison *et al.* 2007; Stillman *et al.* 2012; White, McGibbon & Underhill-Day 2012).

6.4 As a result of these studies, protective measures have been put in place by local planning authorities to remove the risk posed by development pressure and ensure compliance with the Habitats Regulations. These mitigation measures are set out in a range of studies and planning policy documents (e.g. Thames Basin Heaths Joint Strategic Partnership Board 2009; Underhill-Day & Liley 2012; Liley & Tyldesley 2013; Liley *et al.* 2014; South-east Dorset LPAs 2016). A range of mitigation measures have been incorporated into these mitigation strategies, and tailored to the particular circumstances. Protective measures have included:

- Development constraint zones limiting development very close to sites (e.g. 400m buffers around heathland sites in Dorset, the Pebblebed Heaths and the Thames Basin Heaths)

Visitor surveys at European protected sites across Norfolk

- Mobile warden teams engaging with visitors and promoting responsible access (e.g. on the Solent, the Thames Basin Heaths and the Dorset Heaths)
- Provision of new green space – SANGs ('Suitable Alternative Natural Greenspace') to absorb additional recreation. SANGs are sometimes directly linked to particular developments or more strategic in nature, providing mitigation for development over a wide area. SANGs have formed the backbone of protective measures to date around the Thames Basin Heaths but also feature in mitigation approaches around the Dorset Heaths, the Pebblebeds, the Exe Estuary and Ashdown Forest.
- General awareness raising, often targeted at particular user groups such as dog walkers
- Provision of on-site access infrastructure such as changes to parking, path networks or way-marking.

6.5 Funding for these mitigation measures has been directly linked to development and funding secured through section 106 agreements and/or Community Infrastructure Levy (CIL). Such mitigation approaches are best delivered strategically as securing green infrastructure or long term wardening is complex and likely to be impossible to deliver piecemeal. Strategic approaches to mitigation, coordinated across multiple local authorities, are now in place for the Thames Basin Heaths, the Dorset Heaths, Ashdown Forest, south Devon (Exe Estuary, Pebblebed Heaths and Dawlish Warren), the Solent and Cannock Chase.

6.6 On the 23rd June 2016, the UK Referendum on continued European Union membership was held, and the UK voted to leave by a majority of 52%. Much of the UK's environmental legislation is in response to European legislation, and the UK exit from the European Union leaves many questions over the future of that legislation. Environmental issues clearly transcend national boundaries, particularly in relation to matters such as the health of our seas, responding to climate change and the global movement of species. The existing legislation is likely to remain in place for a number of years, and any evolution of the legislation is likely to continue to demand similar requirements for the protection of internationally important habitats and species. As such, competent authorities should continue to implement the legislation with the same rigour as before, in order to demonstrate adherence to the legislation and to prevent any risk of non-compliance to future wildlife legislation. Evidence gathering, assessment, seeking opportunities to restore wildlife interest, monitoring and dissemination of best practice should therefore continue with the same commitment as prior to the Referendum result.

Mitigation for Norfolk sites?

6.7 Drawing on the results in this study and work elsewhere, we can start to consider the long term management implications (relating to impacts from new housing) for the European sites included in this report. The allocated new housing scenario presented provides an indication of the scale of change and additional increases in recreation that might be expected from development in Norfolk (in the absence of mitigation). It is also clear that development outside Norfolk has the potential to increase access, and the data in this report provides an indication of where new development outside Norfolk

Visitor surveys at European protected sites across Norfolk

might be of concern. The UK population is steadily increasing and with more and more people wanting to visit and spend their leisure time in the countryside there will be a need to ensure that access is well managed and impacts minimised. Where houses are built and where people live will dictate where the pressure is likely to be greatest.

- 6.8 We make some suggestions here based on the findings of the visitor survey work. We stress however that our suggestions are not based on discussion with site managers and owners nor have we undertaken formal audits of the infrastructure present on sites and current access management approaches. Furthermore in several areas mitigation is already in place to, at least partially, deal with the projected growth. We have not collated information on existing mitigation as part of this work. We are aware of some recent work at some sites (such as the Norfolk Coast) involving partnership working to reduce disturbance to birds, and monitoring of the success of such approaches may help to identify gaps and need for further work. The suggestions here simply provide some options for mitigation that might be considered by the relevant local planning authorities.

Valley Fens, Roydon & Dersingham and the Breckland sites

- 6.9 For the survey points within the Valley Fens, at Roydon Common, and most of the Breckland sites, the results presented here show that there are relatively few tourists. Access is by local residents primarily for activities such as dog walking, as such these sites are in many ways similar in the visitor survey results. Implications may vary, given the different site interest and ecological vulnerabilities. For these sites it would however appear that there is a clear link between local development and increased recreation. Increased recreation has the potential to impact on the designated site interest in that there are clear impact pathways such as disturbance to Annex I birds (Murison 2002; Liley & Clarke 2003; Liley *et al.* 2006; Mallord *et al.* 2007) and dog fouling (Shaw, Lankey & Hollingham 1995; Taylor *et al.* 2005). Presently access levels at these sites appear relatively low (see Figure 3), at least compared to the other sites included in this survey. Low current visitor rates do not necessarily mean that there is no current impact from access or that future increases in recreation will not have an impact, and ecological studies are potentially necessary to rule out adverse effects on integrity. There have been some studies (for example relating to Woodlark and Nightjar in the Brecks, see Dolman 2010) which suggest no current impacts, but given the scale of future change predicted here, impacts may occur in the future.
- 6.10 The visitor survey work did not include all parts of these sites: the Brecks cover a very wide area; the Valley Fens include a number of different isolated sites, not all with public access and Dersingham Bog (part of the Roydon & Dersingham SAC) was not included in the survey. The unsurveyed areas with access are largely similar to the surveyed locations and as such there is no reason to believe that the access patterns on the other parts will not be broadly similar.
- 6.11 The allocated new housing data shows some fairly marked changes in housing for these sites – particularly within 2km for the Brecks and within the 0-10km radius for the Valley Fens.

Visitor surveys at European protected sites across Norfolk

- 6.12 Our understanding of the sites suggests the sites are relatively low key, with little access infrastructure (with the exception of the high profile sites in the Brecks such as High Lodge, which is a promoted site with considerable visitor infrastructure) and relatively little interpretation. For many visitors who are not visiting to see the wildlife, the sites provide a convenient, highly attractive local space for activities such as dog walking, and while such visitors may appreciate their surroundings and make a positive choice to visit the sites, it appears for the Valley Fens and Breckland sites that there is little awareness of the nature conservation importance of the sites (see Figure 12).
- 6.13 These sites would benefit from increased wardening provision, awareness raising (dogs on leads) and potentially additional access infrastructure. The presence of a warden on site ensures there is somebody who can talk to visitors, communicating the nature conservation interest of the sites (for example showing people birds) and approaching users causing disturbance or other issues. Wardens can distribute codes of conduct/information to share with visitors if required and be able to greet visitors, help them and ensure that their visit has little impact on the site. There is also the potential to direct visitors to try other locations (SANGs). The presence of on-site staff ensures any problems are quickly resolved. There are limited studies on the effectiveness of wardens in reducing access impacts, but there are indications that they make a difference (Medeiros *et al.* 2007).
- 6.14 Awareness raising can be undertaken through a range of approaches. Face-face contact, codes of conduct, on-site interpretation, on-line resources, material in the local media and events on-site can also play a role in ensuring visitors understand the issues and how they need to behave.
- 6.15 Access infrastructure can help to create awareness to visitors that access is carefully managed and that they are entering a special place that is well cared for. Measures such as clear controls on parking (stopping parking spreading along road verges etc.), dog bins (regularly emptied) and marked routes (that direct people along paths that provide good access without causing harm) are potential solutions. Such provision ensures sites are more robust and better able to cope with increased recreation pressure. Responses from interviewees at Buxton provided indication that when the ground is wet the main circuit of the site is often particularly muddy and impassable, provision of boardwalks etc. may have the potential to create routes that work for visitors and redirect access. There may be merits in changing habitat management approaches in some locations too, for example the presence of grazing animals can perhaps deter some dog walkers and help to ensure dogs are kept on leads.
- 6.16 SANGs are another possible approach for mitigation for new development and have provided the main mitigation delivery in areas such as the Thames Basin Heaths. The concept of SANGs is simple; that by providing alternative greenspaces that are easy to access and provide a similar recreation experience to the European site, some of the recreation pressure that would otherwise take place on the European site can be diverted. SANGs still remain a relatively new approach to mitigation and importantly they remain relatively untested (Liley, Panter & Rawlings 2015). Some authors (for

Visitor surveys at European protected sites across Norfolk

example Chapman 2014) are critical of the approach of SANGs, challenging their general applicability. Particular challenges relate to securing high quality greenspace that provides an alternative draw to the European site. In addition SANGs are generally highly expensive; both in terms of up-front costs and on-going management. Securing sites for access in perpetuity (in order to adequately mitigate for the permanent effect of new development), and managing those sites so that they provide an appealing visitor experience of a quality that matches the SPA, is no small undertaking. Given this high cost, it is essential that the approach of SANGs is carefully reviewed and scrutinised to ensure value for money.

- 6.17 Given the challenges outlined above, alternative greenspace is perhaps likely to be more effective for sites that have a local draw and are used regularly (e.g. a high proportion of daily visitors) for activities such as dog walking. If people choose to visit sites because they are local, close to home, easy to travel to and the only nearby greenspace, it would seem likely that alternative greenspace might be effective. It may even be possible to enhance and promote existing greenspace and infrastructure (such as existing path network) as part of a mitigation solution.

Coastal sites and the Broads

- 6.18 For the coastal sites and the Broads, there are a high proportion of visitors from home travelling from outside Norfolk and encompassing a wide geographic area. The sites have high numbers of tourists and there is already visitor infrastructure, access management etc. in place. Many of the sites actively promote visitors from a wide area (nationally).
- 6.19 For these areas links between local housing and recreation impacts are less clear. Nonetheless the results presented in this report show increases in access as a result of development across the county and as such there is pressure from growth. Given the scale of growth, it may be difficult to rule out adverse effects on integrity.
- 6.20 Potential solutions are considered below. Some of the measures discussed above may still be relevant, however given the draw of the sites, SANGs are likely to be less effective. We accept there may be options to create dedicated areas for dog walking linked to new development relatively near the coastal sites, and there may be options to create venues for water based activities around the edge of the Broads (such as at Whitlingham Country Park⁴). In general, however, SANGs are unlikely to provide an alternative destination for someone prepared to drive from Norwich to walk on the beaches of the North Coast or view seals at Horsey.
- 6.21 Given the sites are already relatively high profile nature reserves, with existing wardens etc., there may be little scope for increasing wardening provision on individual sites. There may be scope for some kind of mobile wardens with an awareness raising and showing people wildlife role. Mobile wardens could focus on areas at particular times of year where there are issues, such as seal pupping or when ringed plovers and little

⁴ This site is immediately adjacent to Norwich and has dedicated water-based activities such as canoeing and sailing. It is well connected to the city and is likely to draw visitors that might otherwise go to the Broads.

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terns are nesting. Such roles could supplement work already undertaken by existing stakeholders. Surveyors undertaking the interviews reported that visitors coming to see the seals tended to have a better experience at Horsey Gap where there were volunteer wardens on site to direct visitors and help minimise impacts. By contrast when surveys took place at Horsey Windpump there were issues with visitors parking, access to toilets etc. that could have been resolved with a warden/ranger present. This would suggest there are opportunities to increase wardening provision to smooth issues, ensure a better experience for visitors and better protection for the interest features.

- 6.22 The seals along the east coast are perhaps a unique situation, with the number of seals present increasing (and spreading along the coast), considerable publicity, ever increasing numbers of visitors and adaptive recreation management (voluntary wardens, roped off sections off-beach etc.) that have developed to resolve the challenges. The sustainability of this management in the long-term and the need for additional resources warrant careful consideration.
- 6.23 Given the prevalence of dog walking at nearly all sites (with the exception of some of the Broads), a generic dog-walking project could work well. A project in Dorset called Dorset Dogs⁵ has won an award from the Kennel Club and been well received by dog walkers across the county. Dog walkers sign-up to receive emails and can access the website which provides information, news and allows dog walkers to interact with each other. There is a detailed gazetteer of dog walking sites and a code of conduct is widely promoted. The gazetteer, newsletters and code of conduct provide a means for positive messages regarding where dog walkers can go and how they should behave. The project also runs events which work to show dog walkers new sites or highlight issues on particular sites. Similar projects have now been established in other parts of the country.
- 6.24 With these coastal sites and the Broads the solutions to impacts from new development will clearly need to involve a range of bodies and the responsibility for delivery is beyond the scope of a single or even small group of local planning authorities. It may be that local authorities need to facilitate and help source funding, but work alongside a wide range of other bodies. There may be options for greater partnership working between organisations and private owners in some areas. This may be as simple as improving communication (e.g. during survey work at Horsey Gap the on-site volunteer wardens were caught out when the barn opened its parking and visitors started using a different access route). There may be opportunities for literature, apps or on-line material to be generic and work across sites, and generic symbols, signage etc. may help to present a consistent and easily understood message for visitors. Some of these may be addressed with the enhanced coastal access and new coastal route.
- 6.25 While mitigation delivery will require certainty of delivery (and therefore not reliant on unsecured funding opportunities) there may be opportunities for wider links for funding or partnerships. For example the health benefits of access are being increasingly

⁵ <http://www.dorsetdogs.org.uk/>

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recognised (Lee & Maheswaran 2011; Wolch, Byrne & Newell 2014) and reviews suggest outdoor exercise potentially has benefits above and exercise indoors (Thompson Coon *et al.* 2011). As a result, outdoor exercise is increasingly being promoted, for example by the NHS⁶⁶.

Conclusions and next steps

- 6.26 Norfolk contains several European sites, some very large, and is among the most important counties in England for nature conservation. Most of the sites have a legal right of public access and are popular destinations for recreation, visited by local people and those from further afield, including tourists. Recreation levels will continue to increase and the location and scale of new development will influence the level of visitor use. Increased recreation places increasing demands on the management of the European sites and can cause impacts to the designated interest features. As such strategic planning for residential development needs to ensure these issues are adequately addressed.
- 6.27 The visitor survey results provide a snapshot of the levels of use and patterns of access at selected locations. These results show where people travel from and help to make the links between new housing development and recreation use. The results show a range of different use and recreational draw for the different sites.
- 6.28 The key findings from this report relate to the cumulative, in-combination effects of development across all the local planning authorities in Norfolk. This is a unique perspective and for the first time shows the changes in recreation resulting from development across the County. Much of this development has been subject to plan-level Habitats Regulations Assessment and mitigation has been established as necessary. These assessments were undertaken without the benefit of this report.
- 6.29 Looking to the future there is now the potential at plan review and other key points for local authorities to address the issues of recreation pressure in a more strategic way. The results (for example Figure 22 and Table 17) highlight how recreation change (in particular at the North Coast, the Broads and the Valley Fens) will be linked to development across multiple local authorities. Solutions are likely to be most effective if delivered and funded in partnership. In other parts of the country strategic mitigation schemes have been established involving partnerships of local authorities delivering mitigation funded through developer contribution schemes. In South-east Devon and on the Suffolk Coast such schemes have been established to cover multiple sites with a range of habitats and ecological interest. Such approaches would provide Norfolk authorities with an effective way of delivering mitigation and would ensure mitigation was targeted, proportionate and fit for purpose. Any such mitigation schemes would need to be established to fit the local circumstances, organisations and site specific issues.

⁶⁶ E.g. [National Health Service Website](#) promotes green gyms and exercising outdoors

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Appendix 1: Details of survey points

This table summarises the final selected survey points. Where locations are listed twice it is to reflect survey visits at different times of year. Each row represents a single pulse of survey work encompassing a weekend day and a weekday and totalling 16 hours of survey effort. The Map Ref column cross references to Map 3 within the report.

Map Ref	Location	Description	Area	Survey period	Interest	Notes
18	Barnham Cross	Small car-park on east side of A134.	Brecks	Early summer 16	SAC interest	
14	Cranwich camp	Formal car-park to north of road	Brecks	March 2016	breeding woodlark/nightjar	Part surveyed in 2010 and selected as there may be potential to draw comparisons with previous surveys
12	East Wretham	Main NWT car-park next to house	Brecks	Early summer 16	breeding woodlark/nightjar	
11	High Lodge	Main Car-park, near ticket machine in car-park - where pay	Brecks	Early summer 16	breeding woodlark/nightjar	Survey hours adjusted to allow for gate opening etc; surveyed in 2010
15	Lynford Stag	FC car-park north of Lynford on north-east side of road	Brecks	Early summer 16	breeding woodlark/nightjar	Surveyed in 2010 and selected as there may be potential to draw comparisons with previous surveys
10	Mildenhall Woods	Mildenhall Warren Lodge Car-Park	Brecks	Early summer 16	breeding bird interest	
16	St Helens	Near to Santon Downham; the main FC car-park	Brecks	March 2016	breeding woodlark/nightjar	Surveyed in 2010 and selected as there may be potential to draw comparisons with previous surveys
13	Swaffham Heath	Small parking area to north of road, slightly down track, on edge of woodland	Brecks	Early summer 16	breeding woodlark/nightjar	
19	West Harling	Small parking area on west side of Bridgham Lane (heading north from road)	Brecks	Early summer 16	breeding woodlark/nightjar	
2	Hickling (S)	Hickling Broad NWT car-park	Broads	Early summer 16	breeding birds, fen vegetation	
1	Hickling (W)	Hickling Broad NWT car-park	Broads	Winter 15/16	Wintering waterfowl & raptors	
4	Horning	Horning Marina. Boat users, interviewing people in marina car-park that are hiring boats. Marina parking behind Ferry Inn	Broads	Early summer 16	breeding birds, fen vegetation	

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Map Ref	Location	Description	Area	Survey period	Interest	Notes
3	How Hill	By cottage/info point intercepting people walking along river bank and on paths into reserve.	Broads	Early summer 16	breeding birds, fen vegetation	
5	Ranworth	Car-park opposite Maltsters pub, interviewer on path leading out from NW corner of car-park	Broads	Early summer 16	breeding birds, fen vegetation	
9	Strumpshaw	Near to RSPB visitor centre, on sw side of railway crossing	Broads	Early summer 16	breeding birds, fen vegetation	
8	Upton Dyke	Car-park nr Palmers Mill; surveyor standing at end of Dyke intercepting boat users and folk walking north	Broads	Early summer 16	breeding birds, fen vegetation	
7	Breydon water north (S)	Other side of underpass from asda car-park, intercepting people walking along seawall.	E. Coast	Early summer 16	breeding terns	Timing coincides with some wader passage and terns settling
6	Breydon water north (W)	Other side of underpass from asda car-park, intercepting people walking along seawall.	E. Coast	Winter 15/16	wader roost	
36	Breydon water south	Surveyor on seawall to east of rugby club, adjacent to small car-park	E. Coast	Winter 15/16	wintering waterfowl	
21	Horse Gap	Focus on visitors heading south-east	E. Coast	Winter 15/16	seals and dune habitats	Seals are not an interest feature of SAC, but high volumes of visitors at this time of year may cause damage?
17	Horse Wind-pump	National Trust car-park next to mill, intercepting visitors heading to beach and other routes	E. Coast	Winter 15/16	seals and dune habitats	Seals are not an interest feature of SAC, but high volumes of visitors at this time of year may cause damage?
22	North Denes	nw edge of North Denes dunes, off North Drive, opposite North Denes Middle School. Same location as used in 2008	E. Coast	Early summer 16	Breeding terns	Surveyed in 2008 and may be potential to draw comparisons with previous surveys; timing to match (mid July)
20	Winterton	In beach car-park, intercepting visitors coming from north or south (focus on north if too awkward to roam)	E. Coast	Early summer 16	terns and dune habitats	
28	Brancaster	Brancaster Beach Car Park. Surveyor at beach entrance (north-west corner of car park).	N. Coast	Winter 15/16	wintering waterfowl	
31	Cley Eye (S)	North-west corner of car-park	N. Coast	Early summer 16	breeding bird	
38	Cley Eye (W)	North-west corner of car-park and roaming car-park	N. Coast	Winter 15/16	wintering waterfowl	

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Map Ref	Location	Description	Area	Survey period	Interest	Notes
29	Holkham	Lady Anne's Drive. At end of drive, by pines.	N. Coast	Early summer 16	terns and other breeding birds	
33	Holkham	Lady Anne's Drive. At end of drive, by pines.	N. Coast	Winter 15/16	wintering waterfowl	
27	Holme	Holme Next The Sea. Beach car-park, surveyor on road side of car-park	N. Coast	Early summer 16	breeding terns	
34	Morston (S)	National Trust car park. On sea defence by NT info building, including people going on boats	N. Coast	Early summer 16	terns, seals	
30	Morston (W)	On sea defence by NT info building	N. Coast	Winter 15/16	wintering waterfowl	
40	Stiffkey (S)	Car-park next to campsite and end of greenway	N. Coast	Early summer 16	May/June	
39	Stiffkey (W)	Car-park next to campsite and end of greenway	N. Coast	Winter 15/16	wintering waterfowl	
35	Wells	Surveyor standing at north-west corner of car-park, counting/intercepting people using path by lake along pines/to beach	N. Coast	Early summer 16	terns and other breeding birds	
23	Roydon Common	NW car park	Roydon & Dersingham	Early summer 16	breeding birds, heath habitats	
25	Buxton Heath	site car-park	Valley Fens	Early summer 16	heath habitats	
24	Holt Lowes	Survey point at viewpoint along forestry edge, inside site	Valley Fens	Early summer 16	heath habitats	
32	Holme	Holme Next The Sea. Beach car-park, surveyor on road side of car-park	Wash	Winter 15/16	wintering waterfowl	
37	Snettisham (S)	Car-park at end of beach road, right against sea wall, rather than RSPB car-park. Roaming to interview visitors heading N&S	Wash	Early summer 16	Breeding bird interest	
26	Snettisham (W)	Car-park at end of beach road, right against sea wall, rather than RSPB car-park	Wash	Autumn 16	wintering waterfowl	September as peak tides

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Appendix 2: Questionnaire

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Appendix 3: Summary of weather conditions at individual survey points

Summary of weather conditions as recorded by the surveyor during each two hour session. Data was largely subjective and related to general feel (cool/mild/warm/hot), cloud cover, percentage of survey period with rain etc.

Area	Location	Survey Point	Month	Number of sessions with rain	Average session percentage cloud cover	Number of sessions			
						Cool	Mild	Warm	Hot
Brecks	Barnham Cross	18	7	1	58		1	5	1
Brecks	Cranwich Camp	14	3	4	69	7			
Brecks	East Wretham	12	6	2	64	2	4		2
Brecks	High Lodge	11	6	1	75	1	3	4	
Brecks	Lynford Stag	15	6	2	95	2	4	3	
Brecks	Mildenhall Woods	10	6	4	92		1	5	
Brecks	St Helens	16	3	2	91	7			
Brecks	Swaffham Heath	13	6	4	80	3	4	2	1
Brecks	West Harling	19	6	4	80	1	3	2	2
Broads	Hickling Broad (S)	2	6	3	89	5	3		
Broads	Hickling Broad (W)	1	11	5	94	6	2		
Broads	Horning	4	7	5	94	4	4		
Broads	How Hill	3	6	3	72		5	3	1
Broads	Ranworth	5	7	6	94	3	5		
Broads	Strumpshaw Car Park	9	6	2	45	3	2	3	
Broads	Upton Green	8	6	3	55		5	2	
E. Coast	Breydon Water north (S)	7	5	1	70	3	5	2	
E. Coast	Breydon Water north (W)	6	1	4	95	7	1		
E. Coast	Breydon Water south	36	1	0	48	7	2		
E. Coast	Horse Gap	21	1	7	91	5	3		
E. Coast	Horse Windpump	17	12	0	70	2	6		
E. Coast	North Denes	22	7	1	48			5	2
E. Coast	Winterton	20	7	0	31		2	4	2
N. Coast	Brancaster	28	1	0	42	7			
N. Coast	Cley Eye (S)	31	7	5	92	2	3	3	
N. Coast	Cley Eye (W)	38	1	3	53	8			
N. Coast	Holkham (S)	33	7	4	69	1	3	2	2
N. Coast	Holkham (W)	29	1	1	56	7			
N. Coast	Holme	27	7	0	42		1	5	2
N. Coast	Morston (S)	34	6	5	81	4	2	2	
N. Coast	Morston (W)	30	11	2	98	5	3		

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Area	Location	Survey Point	Month	Number of sessions with rain	Average session percentage cloud cover	Number of sessions			
						Cool	Mild	Warm	Hot
N. Coast	Stiffkey (S)	40	6	0	52	1	2	2	3
N. Coast	Stiffkey (W)	39	1	0	69	8			
N. Coast	Wells	35	7	2	72		4	3	1
Roydon & Dersingham	Roydon Common	23	6	2	88		2	4	1
Valley Fens	Buxton Heath	25	5	2	28	1	5	5	
Valley Fens	Holt Lowes	24	6	3	67	1	1	2	4
Wash	Holme	32	1	0	27	8			
Wash	Snettisham (S)	37	6	0	55		1	6	1
Wash	Snettisham (W)	26	9	1	28	4	2	2	

Appendix 4: Housing data note provided by Norfolk County Council

All spatial data relating to planned housing allocations is owned by the respective district authorities, namely; Breckland Council, Broadland District Council, Great Yarmouth Borough Council, Borough Council of King's Lynn and West Norfolk, North Norfolk District Council, South Norfolk Council and Norwich City Council.

This spatial data has been compiled and edited for the purposes of this report with agreement from each of the local authorities named above.

Here follows the process of data assembly;

- Original datasets obtained from each local authority, as aforementioned.
- File Type: Shapefile datasets containing Polygons.*
- Attributes contained within the data varied between Local Authorities. New Fields (columns) were created in Attributes Tables to detail housing numbers associated with each allocated site (HOUSING_NU). This also provided a common Field across the datasets.
- A sense-checking exercise was conducted, checking each polygon against the relevant Local Plan documents to ensure the site outline, allocated housing number and policy references were consistent.
- Data was then forwarded to Footprint Ecology for interpretation alongside other collated data.

*N.B. Each polygon represents an allocated or preferred site, as identified in the respective Local Authority's Local Plan (see below).

Local Authorities are often at a different stages in the Local Plan preparation process. This means that the timing of policy development and site selection for allocation is not consistent across Norfolk. The most up-to-date information with regard to housing allocations was used at the timing of this report. Sources as follows;

Local Plan Documents Used:

- Broadland District Council Site Allocations DPD (Adopted 2016)
- Broadland District Council Growth Triangle Area Action Plan (Adoption Imminent)
- Norwich City Site Allocations Plan (Adopted 2014)
- South Norfolk Council Site Allocations and Policies Document (Adopted 2015)
- South Norfolk Council Wymondham Area Action Plan (Adopted 2015)
- Breckland Site Specific policies and Proposals (Adopted 2012)
- North Norfolk Site Allocations (Adopted 2011)
- Great Yarmouth Borough Council, Awaiting Development Policies and Site Allocations DPD, Previous allocations used (2001)
- Borough Council of King's Lynn and West Norfolk Preferred Options for Detailed Policies and Sites 2013, not yet adopted.

Visitor surveys at European protected sites across Norfolk

All spatial data based on registered applications in 2014/15 is owned by Norfolk County Council and is based on major housing planning consultations constituting 10 or more dwellings across Norfolk.

File Type: Shapefile containing point data.

Attributes Tables contain Fields (columns) as follows;

- FID (Shape number in file)
- Shape (Point)
- Id (0)
- HOUSING_NU (Proposed number dwellings)
- REFERENCE (Local Plan reference if an allocated site)
- PARISH (Parish point lies within)

It should be noted that these development points are speculative, as not all planning applications are likely to be approved. This data was provided at the time of the report being compiled in order to give an indication of housing numbers coming forward outside of planned growth, and highlight where there were differences between allocated and proposed numbers.

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Appendix 5: Housing change by area

The table gives the current and potential future levels of housing by area with housing totals given for 2km bands (drawn around the European site boundary, i.e. combined SPA, SAC and Ramsar for the relevant sites). The current housing totals relate to Norfolk only. The final section of the table gives the percentage increase. Allocated housing provided by Norfolk County Council.

Area	Distance from European Site Boundary (2km concentric rings)																			
	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
Current housing (2016)																				
Breckland	21772	7621	6094	2791	7094	7664	7956	20127	25601	14579	8342	12351	15641	13863	26029	36199	36490	21410	9295	7743
East Coast	22004	16141	9097	6806	5119	5378	5456	5741	11870	23692	38928	29349	17800	17160	14570	9515	5322	8072	5570	12556
Norfolk Valley Fens	21546	23153	41232	35287	38849	76284	49945	24604	18959	9828	7832	6325	10380	3604	3910	3340	12247	21252	1497	0
North Norfolk Coast	6494	3380	5480	8247	3200	5353	11778	3150	2140	4930	9364	16165	16036	7765	11987	15801	23407	35407	42325	30270
Roydon Comm. & D'ham Bog	3932	9826	11168	7994	3529	5459	5845	3171	3870	10646	5980	7412	5219	6247	5654	15316	4110	3414	4415	4208
The Broads	27658	17248	36150	72925	33014	17143	8413	5426	9439	10101	8402	4719	9476	15597	11599	5717	3231	6087	8631	5467
The Wash	6209	9392	17670	3376	4821	2881	4010	2622	2769	5646	6063	4307	3864	9330	2493	3644	2759	5034	10854	12030
New																				
Breckland	10247	1475	125	141	2777	2857	1383	3553	4401	2014	264	997	2973	1858	1302	4451	4642	3930	6485	3972
East Coast	1284	1489	394	299	414	397	323	1491	6544	6263	5074	1949	3584	2220	1092	2092	55	298	1031	4487
Norfolk Valley Fens	2383	5333	4089	3202	11229	17383	12200	3091	2147	718	233	445	1194	434	200	130	1360	1162	0	0
North Norfolk Coast	217	174	674	343	56	145	1580	135	22	505	2019	1708	1285	531	3739	1111	5984	10106	5146	6499
Roydon Comm. & D'ham Bog	1672	292	1358	4364	295	408	183	100	369	1356	529	1511	538	310	259	2135	301	1290	605	260
The Broads	2004	9550	6905	8697	748	2147	1329	1406	562	1597	199	167	879	3014	3726	318	53	544	1148	585
The Wash	421	1007	1551	1656	3558	106	255	79	625	716	412	201	592	1910	111	133	26	90	465	2380
% change																				
Breckland	47	19	2	5	39	37	17	18	17	14	3	8	19	13	5	12	13	18	70	51
East Coast	6	9	4	4	8	7	6	26	55	26	13	7	20	13	7	22	1	4	19	36
Norfolk Valley Fens	11	23	10	9	29	23	24	13	11	7	3	7	12	12	5	4	11	5	0	

Visitor surveys at European protected sites across Norfolk

Area	Distance from European Site Boundary (2km concentric rings)																			
	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
North Norfolk Coast	3	5	12	4	2	3	13	4	1	10	22	11	8	7	31	7	26	29	12	21
Roydon Comm. & D'ham Bog	43	3	12	55	8	7	3	3	10	13	9	20	10	5	5	14	7	38	14	6
The Broads	7	55	19	12	2	13	16	26	6	16	2	4	9	19	32	6	2	9	13	11
The Wash	7	11	9	49	74	4	6	3	23	13	7	5	15	20	4	4	1	2	4	20

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Appendix 6: Interviewee postcodes by survey point and distance band

The table gives the number of interviewee postcodes per distance band per survey point, only visitors travelling from home (within Norfolk) included.

Survey Point ID	Area	Distance bands (km)																			
		2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
1	Broads	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	
2	Broads	0	1	1	1	0	0	0	1	0	0	1	1	0	0	1	1	0	1	0	
3	Broads	1	1	0	1	0	1	1	0	0	0	1	0	0	0	1	0	0	1	0	
4	Broads	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	
5	Broads	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
6	E. Coast	0	2	1	0	0	2	3	0	0	1	0	0	0	0	0	0	0	0	0	
7	E. Coast	1	1	0	0	1	2	0	1	0	1	0	0	0	0	0	0	0	1	0	
8	Broads	15	2	4	1	1	1	3	1	3	0	0	0	0	0	0	0	0	0	0	
9	Broads	0	2	0	2	1	2	1	1	0	1	0	4	0	1	0	2	0	0	0	
10	Brecks	3	4	2	0	1	1	0	2	0	0	0	0	0	0	1	0	0	0	1	
11	Brecks	0	3	4	8	1	0	5	2	1	3	4	2	2	4	1	0	2	0	1	3
12	Brecks	0	1	1	2	0	1	1	0	1	0	0	1	0	0	0	0	0	0	0	
13	Brecks	0	11	0	4	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	
14	Brecks	0	6	5	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
15	Brecks	0	3	1	0	0	1	1	0	0	0	1	2	0	0	1	0	1	0	0	
16	Brecks	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	
17	E. Coast	0	0	2	0	1	0	1	1	0	1	0	1	0	2	2	2	2	0	0	2
18	Brecks	17	5	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	
19	Brecks	0	7	1	3	3	0	3	2	1	1	0	0	0	0	0	0	0	0	0	
20	E. Coast	16	2	1	1	1	5	1	0	0	0	0	2	3	2	0	0	0	1	0	
21	E. Coast	1	0	0	1	0	0	0	0	0	1	0	0	0	7	0	1	0	0	1	0
22	E. Coast	21	1	0	0	0	1	0	0	0	0	0	1	2	0	0	0	0	0	0	
23	Roydon & Dersingham	0	9	7	2	0	1	1	1	0	0	0	1	0	1	0	1	0	0	0	

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Survey Point ID	Area	Distance bands (km)																			
		2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
24	Valley Fens	12	1	1	0	1	2	1	1	2	1	1	0	0	0	0	0	1	0	0	0
25	Valley Fens	4	0	6	0	2	1	1	4	1	0	0	0	0	0	0	0	0	0	0	0
26	Wash	1	6	2	0	1	1	2	1	0	0	0	0	0	0	2	0	0	0	0	0
27	N. Coast	5	4	2	1	1	1	1	0	0	1	1	0	2	0	0	0	0	1	1	0
28	N. Coast	4	0	0	4	2	2	1	2	2	0	1	1	2	1	0	1	0	0	1	2
29	N. Coast	1	9	2	9	1	2	2	5	3	2	0	0	1	0	1	1	2	2	1	1
30	N. Coast	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
31	N. Coast	2	3	0	5	0	3	0	0	0	1	0	0	0	0	0	0	1	1	1	2
32	Wash	7	6	2	1	1	0	1	1	0	0	0	2	0	0	0	0	0	1	0	2
33	N. Coast	1	3	4	7	2	0	0	6	0	3	0	0	1	0	1	0	0	0	0	0
34	N. Coast	0	2	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
35	N. Coast	7	16	0	1	1	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0
36	E. Coast	8	3	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	Wash	0	7	5	0	3	3	2	1	0	0	0	1	0	1	1	1	1	1	0	0
38	N. Coast	1	1	0	2	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0
39	N. Coast	5	1	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0
40	N. Coast	4	0	7	0	2	0	1	2	0	1	0	0	0	0	2	0	0	0	0	0

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Appendix 7: Equations from Figure 21

Equations from Figure 21. Equations describe the red lines in the figure – lines fitted by eye and to maximise the r^2 . Based on data on the mean of number of interview postcodes divided by the number of residential properties within each distance band (2km bands, 2km – 40km).

Area	Equation	r^2
The Brecks	$Y=0.0085e^{-0.35x}+0.0001$	0.21
The Broads	$Y=0.028e^{-0.85x}+0.0001$	0.98
East Coast	$Y=0.06e^{-1.2x}+0.0001$	0.95
North Coast	$Y=0.025e^{-0.45x}+0.00025$	0.97
Roydon & Dersingham	$Y=0.035e^{-0.65x}+0.0001$	0.7982
Valley Fens	$Y=0.096e^{-1.05x}+0.0001$	0.9874
Wash	$Y=0.02e^{-0.45x}+0.0001$	0.9668