

CABINET MEMBERS DELEGATED DECISION

Open/Exempt		Mandatory/			
Any especially affected Wards	<i>The Woottons; Dersingham; Snettisham; Hunstanton; Brancaster; Burnham Market & Docking</i>	Discretionary/			
Lead Member: Cllr Sandra Squire E-mail: cllr.Sandra.Squire@West-Norfolk.gov.uk		Other Cabinet Members consulted: Cllr Jim Moriarty			
		Other Members consulted:			
Lead Officer: Michael Burton (Principal Planner) E-mail: Michael.burton@west-norfolk.gov.uk		Other Officers consulted: Alex Fradley (Planning Policy Manager); Lynette Fawkes (Principal Conservation Officer)			
Financial Implications YES/NO	Policy/ Personnel Implications YES/NO	Statutory Implications YES/NO	Equality Impact Assessment YES/NO If YES: Pre-screening/ Full Assessment	Risk Management Implications YES/NO	Environmental Considerations YES/NO
If not for publication, the paragraph(s) of Schedule 12A of the 1972 Local Government Act considered to justify that is (are) paragraph(s)					
Date of publication of report: 28 th May 2026			Date decision to be taken: 4 th June 2026		
Deadline for Call-In: 11 th June 2026					

TITLE: ADOPTION OF NORFOLK COAST NATIONAL LANDSCAPE MANAGEMENT PLAN 2025-30 BY THE BOROUGH COUNCIL

Summary

The purpose of this report is for the Borough Council to formally endorse the Norfolk Coast National Landscape (NCNL) Management Plan 2025-30. The Management Plan is a statutory document, produced by the Norfolk Coast Partnership. It sets out a five-year strategy to protect and enhance the NCNL, balancing a legal obligation to conserve and enhance the natural beauty of the National Landscape, with other duties to meet social and economic needs of the area.

The NCNL Management Plan 2025-30 represents a review of/ update to the Norfolk Coast Management Plan 2019-2024 (Revised 2022). When adopted, the 2025-30 Management Plan will replace 2019-2024 Plan, in its entirety.



Decision to be taken

1. To adopt the NCNL Management Plan 2025-30, superseding its predecessor, to replace the Norfolk Coast Management Plan 2019-2024 (Revised 2022).

Reason for Decision

To adopt the NCNL Management Plan 2025-30 as Borough Council policy, in accordance with the Council's legal obligation to conserve and enhance the natural beauty of the Norfolk Coast National Landscape, as a member of the Norfolk Coast Partnership.

1 Background

The Norfolk Coast National Landscape (NCNL) covers the coastal zones of the Borough. It stretches from North Wootton and Castle Rising (north of King's Lynn). The NCNL includes parts (or all) of the parishes of Castle Rising, North Wootton, Congham, Hillington, Flitcham, Sandringham, Dersingham, Snettisham, Heacham, Sedgeford, Old Hunstanton, Ringstead, Holme Next The Sea, Thornham, Titchwell, Brancaster, Docking, Burnham Market, Burnham Norton, Burnham Thorpe and Burnham Overy.

The NCNL was first designated an Area of Outstanding Natural Beauty (AONB) in April 1968. The Government re-branded ANOBs as National Landscape areas in November 2023. The table below sets out key information regarding the NCNL.

Total area	453km ²
Five local authorities	Norfolk CC; North Norfolk DC; the Borough Council of King's Lynn and West Norfolk, Great Yarmouth BC, Norfolk Broads Authority.
No of parishes partly or wholly in NCNL area	69 (21 within the Borough)
Total length of coastline	90.8km (42.8km within the Borough)

National Landscapes/ AONBs were first introduced under the National Parks and Access to the Countryside Act 1949, which set the framework for designation. Subsequently, the Countryside and Rights of Way Act 2000 set the current legal framework for managing the NCNL, including the statutory duty to conserve and enhance the natural beauty of the area.

To fulfil the statutory obligations, the Norfolk Coast Partnership (NCP) was established, to maintain a committed and effective working relationship between organisations and interests with responsibility for maintaining the NCNL. Key partners include local planning authorities, Natural England, the Environment Agency, Marine Management Organisation, RSPB, National



Trust, Norfolk Wildlife Trust, community groups and representatives from the tourism, farming and business sectors.

The NCP, on behalf of the partner bodies, has lead preparation of the NCNL Management Plan 2025-30. The Management Plan is a statutory plan/strategy. It sets a five-year strategy to protect and enhance the NCNL, balancing a legal obligation to conserve and enhance the natural beauty of the National Landscape, with other duties to meet social and economic needs of the area. The current Norfolk Coast Management Plan 2019-2024 is out of date, so has needed to be reviewed and updated accordingly.

The process of reviewing and updating the previous Management Plan (itself updated in 2022) was started in early 2025. The review was informed by current policy and legislation. The replacement/ updated Management Plan 2025-2030 sets an overarching vision for the area, for: *“Thriving nature and vibrant communities existing in harmony”*.

The vision is supported by a mission, to: *“Protect, restore and enhance nature while empowering communities through active collaboration, sustainable practices and shared stewardship of the Norfolk Coast”*. The focus for delivering the vision and mission is supported by action plans, guiding priorities and resource allocation to ensure the effective care and management of the NCNL.

The vision and mission are defined by a series of ambitions for the Norfolk Coast, focused upon protecting and enhancing the NCNL.



These defined ambitions include three goals and 10 targets set nationally by Defra through the Protected Landscapes Targets and Outcomes Framework (PLTOF). Defra provided allocations for three of these Targets (1, 7, and 8) to each National Landscape area. The new Management Plan has refined these, in consultation with the National Landscapes Association, to ensure



realistic yet ambitious contributions that align with Defra's expectations. Achieving these targets will require strong partnership working as the Management Plan is implemented (through Action Plans), with Natural England leading on statutory mechanisms and actions.

The NCNL Management Plan 2025-30 represents a review and update to the Norfolk Coast Management Plan 2019-2024. As such, it represents a continuation of the current legal framework for managing the NCNL in accordance with the partners' (including the Borough Council) statutory obligations.

When adopted, the 2025-30 Management Plan will replace the Norfolk Coast Management Plan 2019-2024, in its entirety. The new/ updated NCNL Management Plan 2025-30 is attached, as Appendix 1 to this report.

2 Options Considered

No other options have been considered. The NCNL Management Plan is a statutory plan/ strategy. The Borough Council would be failing in its legal duty if it does not endorse the NCNL Management Plan 2025-30, as a replacement for the Norfolk Coast Management Plan 2019-2024.

3 Policy Implications

The NCNL Management Plan 2025-30 should fulfil many of the Borough Council's key priorities, as set out in the Corporate Strategy 2023-2027. The following priorities are particularly relevant:

- **Promote growth and prosperity to benefit West Norfolk** – actions include working with partners to develop a shared vision; maximising opportunities to transform and regenerate heritage assets; promoting West Norfolk as a desirable leisure, cultural and tourism destination.
- **Protect our environment** – actions include working with partners to minimise carbon emissions; increase biodiversity where we can; working with other agencies to manage and protect the coastline, rivers and streams, and improve sea water quality.
- **Support our communities** – actions include working with partners to provide access to leisure and cultural experiences; supporting the local voluntary sector.

The NCNL is built around four priority areas, which closely align to the Corporate Strategy (see table below).



NCNL 2025-30 priority area	Relevant Corporate strategy 2023-2027 key priority/ priorities
Nature recovery	Protect our environment
Climate adaptation and mitigation	Protect our environment
Sustainable development, including planning, tourism, dark skies and heritage	Promote growth and prosperity to benefit West Norfolk; Protect our environment; Support our communities.
Local communities, including businesses	Promote growth and prosperity to benefit West Norfolk; Support our communities.

Both the Corporate Strategy and NCNL Management Plan are informed by, and accord with, national and local legislation, policies, plans and guidance. It is considered that both strategies are closely aligned and complement one another.

4 Financial Implications

None. The Borough Council's financial commitment to the NCP was recently approved to 2030, through delegated powers:

[Agenda for Officer Delegated Decisions on Friday, 6th February, 2026.](#)

5 Personnel Implications

None.

6 Environmental Implications

The Management Plan emphasises the NCP's commitment to protecting and enhancing the NCNL. It highlights the Partnership's legal obligation to conserve and enhance the natural beauty of the National Landscape, alongside non-statutory duties to meet the social and economic needs of the area.

It focuses upon delivery, setting 16 specific goals, each underpinned by several of targets (Chapter 6). There are 63 targets, each linked to one of the 16 defined goals. The 16 goals include outcomes such as:

- thriving plants and wildlife;
- strengthened partnership working;
- increasing nature recovery engagement (with reference to the Local Nature Recovery and Nature Recovery Action Plan; the latter currently in development);
- mitigating and adapting to climate change;
- reducing impacts of development on habitats/ landscape;
- increasing sustainability of visitor economy;
- enhancing heritage and engagement with the natural environment.



Overall, the NCNL Management Plan focuses upon enhancing the environment, including enhancing biodiversity and the Norfolk Coast landscape.

7 Statutory Considerations

The updated NCNL Management Plan 2025-30 is necessary to fulfil the Norfolk Coast Partnership and Borough Council's statutory obligations, under the following legislation:

- National Parks and Access to the Countryside Act 1949; and
- Countryside and Rights of Way Act 2000.

8 Equality Impact Assessment (EIA)

The EIA Pre-Screening process has revealed no negative impacts arising from the proposed governance arrangements for the plan-making process. The completed Pre-Screening EIA form is attached.

9 Risk Management Implications

The timely adoption of the NCNL Management Plan 2025-30, to replace the outdated Norfolk Coast Management Plan 2019-2024, is about fulfilling the Borough Council's legal functions, with reference to the designated National Landscape. There could be risks of sanctions upon the Council if we fail to meet our legal obligations.

10 Declarations of Interest / Dispensations Granted

None.

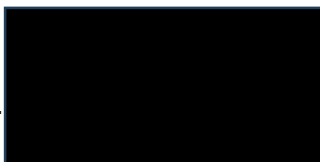
11 Background Papers

The NCNL Management Plan 2025-30 is appended to this report, for adoption (Appendix 1), under Member Delegated powers.

Norfolk Coast Management Plan 2019-2024 (Revised 2022):

https://norfolkcoast.org/app/uploads/2023/10/2019-24_ManagementPlan-1.pdf

Signed:.....



Cabinet Member for: ...Environment and Coastal

Date: ...27th May 2026



Stage 1 - Pre-Screening Equality Impact Assessment

For equalities profile information please visit [Norfolk Insight - Demographics and Statistics - Data Observatory](#)

Name of policy/service/function	Norfolk Coast National Landscape (NCNL) Management Plan 2025-30				
Is this a new or existing policy/ service/function? (<i>tick as appropriate</i>)	New		Existing	X	
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service is rigidly constrained by statutory obligations, and identify relevant legislation.	<p>Preparation of a Management Plan for the NCNL is a legal obligation, required by the Countryside and Rights of Way Act 2000. The Management Plan is reviewed and updated every 5 years; the NCNL Management Plan 2025-30 functioning as a review/ update to the previous Norfolk Coast Management Plan 2019-2024.</p> <p>The process of preparing the Management Plan is led by the Norfolk Coast Partnership, which includes organisations such as local planning authorities; Natural England, Environment Agency and Natural England (on behalf of Defra); Marine Management Organisation, RSPB, National Trust, Norfolk Wildlife Trust, Norfolk Rivers Trust, and representatives from the tourism, farming and business sectors.</p> <p>The new NCNL Management Plan sets a vision for: <i>“Thriving nature and vibrant communities existing in harmony”</i>, setting a long-term ambition for the Norfolk Coast, up to 2030. It is supported by a Mission, to: <i>“Protect, restore and enhance nature while empowering communities through active collaboration, sustainable practices and shared stewardship of the Norfolk Coast”</i>, focused upon action plans.</p>				
Who has been consulted as part of the development of the policy/service/function? – new only (<i>identify stakeholders consulted with</i>)	Preparation of the NCNL Management Plan has been led by the Norfolk Coast Partnership. All partners have been consulted and engaged at all stages during the Management Plan review process (2025-26).				
Question	Answer				
<p>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</p> <p>Please tick the relevant box for each group.</p>		Positive	Negative	Neutral	Unsure
	Age			X	
	Disability			X	
	Sex			X	
	Gender Re-assignment			X	
	Marriage/civil partnership			X	



NB. Equality neutral means no negative impact on any group. <i>If potential adverse impacts are identified, then a full Equality Impact Assessment (Stage 2) will be required.</i> <i>*For more information on health inequalities please visit The King's Fund</i>	Pregnancy & maternity			X	
	Race			X	
	Religion or belief			X	
	Sexual orientation			X	
	Armed forces community			X	
	Care leavers			X	
	Health inequalities*			X	
	Other (eg low income, caring responsibilities)			X	

Please provide a brief explanation of the answers above:

The Borough Council's role as a Norfolk Coast National Landscape partner is defined by statute (Part IV of the Countryside and Rights of Way Act 2000). The role of the Norfolk Coast Partnership (guardian of the North Norfolk Coast National Landscape) is to balance the statutory duty of conserving and enhancing the area's natural beauty with non-statutory requirements to meet the National Landscape's social and economic needs.

The role of the Norfolk Coast Partnership is to benefit all groups, be they residents of or visitors to, the North Norfolk National Landscape.



Question	Answer	Comments																				
<p>2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?</p>	<p>Yes / No</p>	<p>The Borough Council is required to continue supporting the Norfolk Coast Partnership, in accordance with its statutory duties and obligations arising from Part IV of the Countryside and Rights of Way Act 2000.</p> <p>The Partnership is required to work towards benefitting all groups.</p>																				
<p>3. Could this policy/service be perceived as impacting on communities differently?</p>	<p>Yes / No</p>	<p>Ditto (Q2, above)</p>																				
<p>If 'yes' to questions 2 - 3 a full impact assessment will be required unless comments are provided to explain why this is not felt necessary:</p> <p>Decision agreed by EWG member: n/a.....</p>																						
<p>4. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?</p> <p>If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section</p>	<p>Yes / No</p>	<p>Actions:</p> <p>Actions agreed by EWG member:</p> <p>.....</p>																				
<p>5. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?</p>	<p>Yes / No</p>	<p>Please provide brief summary:</p>																				
<table border="1"> <tr> <td colspan="2" data-bbox="102 1420 616 1469">Assessment completed by:</td> <td colspan="2"></td> </tr> <tr> <td data-bbox="102 1469 616 1536">Name</td> <td colspan="3" data-bbox="616 1469 1492 1536">Michael Burton</td> </tr> <tr> <td data-bbox="102 1536 616 1603">Job title</td> <td colspan="3" data-bbox="616 1536 1492 1603">(Principal Planner (Planning Policy))</td> </tr> <tr> <td data-bbox="102 1603 616 1693">Date completed</td> <td colspan="3" data-bbox="616 1603 1492 1693">7 April 2026</td> </tr> <tr> <td data-bbox="102 1693 616 1762">Reviewed by EWG member</td> <td data-bbox="616 1693 1110 1762">Claire Dorgan</td> <td data-bbox="1110 1693 1254 1762">Date</td> <td data-bbox="1254 1693 1492 1762">6 May 2026</td> </tr> </table>			Assessment completed by:				Name	Michael Burton			Job title	(Principal Planner (Planning Policy))			Date completed	7 April 2026			Reviewed by EWG member	Claire Dorgan	Date	6 May 2026
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✓ Please tick to confirm completed EIA Pre-screening Form has been shared with Corporate Policy (corporate.policy@west-norfolk.gov.uk)



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