

Kelling to Lowestoft Ness Shoreline Management Plan

Appendix B: Stakeholder Engagement

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B1 Introduction

A three level approach was adopted:

- Level 1: the Client Steering Group (CSG) (see [Appendix A](#) for details)
- Level 2: an Extended Steering Group (ESG)
- Level 3: additional stakeholders.

Elected Members were also consulted at the Draft SMP Stage.

The aim of the ESG was to act as a focal point for discussion and consultation throughout development of the SMP, and members of the ESG were involved in a series of workshops throughout the SMP development and also consulted through written correspondence. Additional stakeholders were consulted at the start of the SMP in order to gather information and views on issues along the SMP coastline. Table B1.1 below outlines the strategy adopted in terms of when and how stakeholders were involved.

Table B1.1 Summary of the Stakeholder Strategy

Stage of Plan Preparation	Activity	Dates	Purpose of stakeholder involvement	Stakeholders involved	Method of involvement	Information Sent
Stage 1: Scope SMP	Initial Stakeholder contact	May – July 2003	<ul style="list-style-type: none"> • Inform interested parties that an SMP is being prepared • Request information • Gather views on issues relating to the SMP coast • Invite chosen stakeholders to become involved in ESG • Identify additional ESG members and stakeholders 	ESG and additional stakeholders (see lists)	Letter and Questionnaire (different letters sent to different groups) Follow-up telephone calls	See Section B3 for sample letter and questionnaire.
	Initial ESG meeting	June 2003	<ul style="list-style-type: none"> • Involve ESG members at early stage and inform them that an SMP is being prepared and explain their involvement 	ESG	Round-table meeting	
Stage 2: Assessments to support policy	Draft Issues Table	September 2003	<ul style="list-style-type: none"> • ESG members asked to: <ul style="list-style-type: none"> - Review the features identified - Check that all relevant issues have been included - Check that the benefits identified are correct and that we have included all beneficiaries - Check that the objectives are a good representation of the requirements of the beneficiaries 	ESG	Table and accompanying note sent by email and/or post	See Section B4 for Issues Table
	Draft Issues and Objectives Table	November 2003	<ul style="list-style-type: none"> • ESG members asked to: <ul style="list-style-type: none"> - Check objectives set and ranking - Review information prior to ESG meeting 	ESG	Table sent as part of briefing note by email and/or post	See Section B4 for Briefing note
Stage 3: Policy Development	ESG Workshop	November 2003	<p>The objectives of the workshop were to establish:</p> <ul style="list-style-type: none"> • The vision(s) of the various stakeholders for the whole SMP shoreline over each epoch • Any 'overriding drivers' for directing future policy, and specific future policy options that the stakeholders wish to see tested • Areas of agreement and conflict • Potential scope for compromise and acceptance 	ESG	<p>Briefing note sent out prior to meeting explaining role of meeting.</p> <p>Meeting involved a formal presentation followed by a number of round-table discussion sessions.</p> <p>Summary note sent out following meeting</p>	See Section B4 for Workshop summary note

Stage of Plan Preparation	Activity	Dates	Purpose of stakeholder involvement	Stakeholders involved	Method of involvement	Information Sent
			of future change		summarising key conclusions.	
	ESG Workshop	March 2004	<ul style="list-style-type: none"> ESG members presented with the policy options examined and invited to take a role in steering policy decisions along the coast. 	ESG	<p>Briefing note sent out prior to meeting explaining work to date on developing policies and role of meeting.</p> <p>Meeting involved a formal presentation followed by a number of round-table discussion sessions.</p>	See Section B4 for Briefing note and Workshop summary note
	Members meeting	May 2004	<ul style="list-style-type: none"> Members presented with the policy options examined and invited to take a role in steering policy decisions along the coast. 	Representatives from the Local Authority councils and Broads Authority (see list)	Presentation followed by open floor discussion session.	See Section B5 for Meeting summary note
	<i>Members Workshop</i>	<i>September 2004</i>	<ul style="list-style-type: none"> <i>Held as part of the joint Defra, EA, EN and NNDC funded project: Managing Coastal Change.</i> 	<i>NNDC Members</i>	<i>Presentation followed by open floor discussion session.</i>	-
	<i>General workshop</i>	<i>October 2004</i>	<ul style="list-style-type: none"> <i>Held as part of the joint Defra, EA, EN and NNDC funded project: Managing Coastal Change.</i> 	<i>General stakeholders</i>	<i>Presentation followed by open floor discussion session.</i>	-
Stage 4: Public Examination	Public Consultation	December 2004 – April 2005	<ul style="list-style-type: none"> To make stakeholders aware of the draft plan To provide stakeholders with opportunities for support and objection and moving to resolve differences 	Wider public	Manned exhibitions at four locations. Draft Plan made available both on-line and at Local Authority offices.	See Section B6 for 'Consultation Report' and 'Response to Consultation Report'
Stage 5: Finalise SMP		December 2005 – July 2006	<ul style="list-style-type: none"> Review output from public examination and amend draft SMP as appropriate Produce Action Plan 	CSG		-
Stage 6: SMP Dissemination			<ul style="list-style-type: none"> To make stakeholders aware of the final plan and implementation of the plan 	Wider public	Dissemination and updates via ACAG website	-

B2 Membership Lists

B2.1 EXTENDED STEERING GROUP (ESG)

The ESG involved a select number of individuals with an interest in the preparation of a SMP or those likely to be affected by the SMP policies. Members of the ESG were selected through discussion with the CSG, comprising the Local Authorities, the Environment Agency, English Nature and Defra (see [Appendix A](#) for CSG membership).

During the Initial Stakeholder Engagement exercise these individuals were invited to become members of the ESG, with the understanding that this would require greater involvement in the SMP preparation including attendance at meetings and reviewing documents. Only one group contacted declined the invite; Eastern Sea Fisheries Joint Committee. Not all members of the ESG were able to attend all of the ESG meetings/workshops. Through the course of the SMP development and the close links with the Happisburgh to Winterton Strategy Review it was necessary to invite additional members to join the ESG, namely: Ms Helen Deavin (RSPB), Ms Julia Masson (Broads Authority), Ms Patricia Rowe (Sea Palling Parish Committee), Mrs B Buxton (Horseley Parish Council) and Mrs S Weymouth (Winterton and Somerton Parish Council).

The Table below records information sent to ESG members and attendance at the various meetings:

Name	Organisation	Sent Initial Engagement documents (Number in brackets refers to letter type sent)	Attended ESG Meeting (June 03)	Sent Draft Issues and Objectives Table (Oct 03)	Attended ESG Workshop (Nov 03)	Attended ESG Workshop (Mar 04)
Cllr D Corbett	Bacton Division	Yes (1)	Yes	Yes	Yes	Yes
Ms Julia Masson	Broads Authority	Contacted a later stage		Yes (sent Dec 03)		Yes
Cllr Tony Overill	Caister-on-Sea Parish Council	Yes (1)		Yes	Yes	Yes
Mr Paul Long	County Land and Business Association	Yes (1)		Yes		Yes ¹
Mr Terry W Morris	Corton Parish Council	Yes (3)		Yes	Yes	Yes
Mr Roger Bell	Waveney DC	Yes (1)		Yes		Yes
Mr Peter Murphy	English Heritage	Yes (1)	Yes ²	Yes	Yes	Yes
Mr Peter Docktor	Environment Agency (EA)	Yes (1)		Yes		
Mr Stan Jeavons	EA	Yes (1)		Yes		
Ms Karen Thomas	EA	Yes (1) ³		Yes		
Mr Ian Dodson	EA	Yes (1)	Yes	Yes		

¹ Michael Sayer attended the ESG meeting in place of Mr Paul Long

² Philip Walker, English Heritage attended the ESG meeting in place of Mr Peter Murphy.

³ Ms Karen Thomas replaced Jane Rawson as an ESG member, although Jane Rawson continued to have indirect involvement

Name	Organisation	Sent Initial Engagement documents (Number in brackets refers to letter type sent)	Attended ESG Meeting (June 03)	Sent Draft Issues and Objectives Table (Oct 03)	Attended ESG Workshop (Nov 03)	Attended ESG Workshop (Mar 04)
Mr Paul Mitchlemore	EA	Contacted at later stage at request of G Cooper				Yes ⁴
Mr Robin Buxton	Flood Defence Committee		Yes	Yes	Yes	Yes
Mr Paul Houghton	Great Yarmouth BC	Yes (1)	Yes	Yes	Yes	
Mr Mike Dowling	Great Yarmouth BC	Yes (1)		Yes		Yes
Cllr Steve Chilvers	Gunton and Corton Ward	Yes (1)		Yes	Yes	
Mrs B Buxton	Horsey Parish Council	Contacted February 2004				
Mr Paul Hammett	National Farmers Union	Yes (1)		Yes		
Mr John Sizer	National Trust ⁵	Yes (1)		Yes	Yes	
Mr Tim Venes	Norfolk Coast Project	Yes (1)	Yes	Yes	Yes	Yes
Ms. Heidi Mahon	Norfolk County Council	Yes (1)	Yes	Yes	Yes	Yes ⁶
Mr John Hiskett	Norfolk Wildlife Trust	Yes (1)	Yes	Yes	Yes	Yes
Mr Steve Baker	North Norfolk District Council	Yes (1)		Yes		
Mr Brian Farrow	North Norfolk District Council	Yes (1)	Yes	Yes	Yes	Yes
Mr Ian Loughran	Phillips Petroleum, Bacton Gas Terminal	Yes (1)		Yes		
Ms Helen Deavin	Royal Society for the Protection of Birds	Yes (2)		Yes (sent Dec 2003)		Yes
Prof. Tim O'Riordan	University of East Anglia	Yes (1)		Yes	Yes	Yes ⁷
Ms Patricia Rowe	Sea Palling Parish Committee	Contacted February 2004				Yes ⁸
Cllr B J Hannah	Sheringham Division	Yes (1)		Yes	Yes	Yes
Mr Adam Nicholls	Suffolk County Council	Yes (2)		Yes		
Ms Dorothy Casey	Suffolk Wildlife Trust	Yes (2)		Yes		
Mrs S Weymouth	Winterton and Somerton Parish Council	Contacted February 2004				Yes

⁴ Meeting attended by Mr Tony Goodwin of the EA Broadland Flood Alleviation Project

⁵ Formerly North Norfolk District Council

⁶ Mr Phil Bennett-Lloyd attended in place of Heidi Mahon

⁷ Ms Jessica Milligan attended in place of Prof Tim O'Riordan

⁸ Ms Patricia Rowe accompanied by Mr Malcolm Weston

B2.2 ADDITIONAL STAKEHOLDERS

The following Table indicates additional stakeholders contacted during the Initial Stakeholder Engagement stage: all these received the letter and questionnaire explaining that a SMP was in progress and requesting data and further information (see Section B3 for sample letters and questionnaire).

Name	Organisation
Mr Edwin Rose	Norfolk Landscape Archaeology
Mr Ivan Large	North Norfolk Fisherman's Society
Mr Robert Carr	Archaeological Service Suffolk County Council
Mrs Judith Stoutt	Eastern Sea Fisheries Joint Committee
Mr Steve Millward	CEFAS
Mr David Vose	Countryside Agency - East of England Region
Ms. Angi Doy	Norfolk Chamber of Commerce & Industry
Ms Linda Thornton	Lowestoft & Waveney Chamber
Mr Ken Stone	Suffolk Chamber of Commerce
Mr David Tye	Defence Estates (East)
Ms. Jacqueline Gray	Crown Estate - Marine Estates
Mr Ben Hornigold	King's Lynn Consortium of Internal Drainage Boards
Mr Howard Richings	RNLI
Mr Peter J Mountfield	Sheringham Golf Club
Mr R Fields	Royal Cromer Golf Club
Mr M J Peck	Great Yarmouth & Caister Golf Club
Mr M J Woodhouse	Gorleston Golf Club
	Highways Agency (Suffolk & Norfolk)
	Marine and Coast Guard Agency
Ms Corrine Meakins	Council for the Protection of Rural England - Regional Policy Officer
Mr Harold Eatock	Confederation of British Industry
Mr Ken Hunt	Unilever Ice Cream & Frozen Food Ltd
	Anglian Water
Mr Eric Brandle	National Grid Transco
Mr William Robertson	Essex and Suffolk Water Company
Chris Hummond	Government Office for the East of England
Mr Lesely Humphries	East English Tourist Board
Mr Rob Dryden	Fisheries, Recreation and Biodiversity Team, EA

Andrew Hunter	Environment Agency
Jim Long	AONB Partnership Coastal Parish Rep
Keith Harrison	AONB Partnership Coastal Parish Rep

B2.3 MEMBERS

It was decided that prior to the Draft Shoreline Management Plan being released to the public, a meeting was necessary to inform elected members of the relevant Local Authorities, representatives from the Environment Agency Local Flood Defence Committee and Broads Authority and other selected representatives of the key conclusions of the SMP. This meeting was held on 18 May 2004 at the County Hall, Norwich. The summary note is included in Section B4. The Table below shows those invitees and attendees to the meeting.

Name	Organisation	Attended Meeting on 18 May 2004
Cllr B Cabbell Manners	North Norfolk DC	
Cllr G Jones	North Norfolk DC	
Cllr J Savory	North Norfolk DC	
Cllr D Corbett (Chairman)	North Norfolk DC	
Cllr Mrs H Nelson	North Norfolk DC	Yes
Cllr C Stockton	North Norfolk DC	
Cllr H Cordeaux	North Norfolk DC	Yes
Cllr W Northam	North Norfolk DC	Yes
Cllr Mrs S Stockton	North Norfolk DC	Yes
Cllr Mrs M Craske	North Norfolk DC	
Cllr D Platton	North Norfolk DC	
Cllr J Sweeney	North Norfolk DC	
Cllr B Crowe	North Norfolk DC	Yes
Cllr Mrs S Pointer	North Norfolk DC	
Cllr Mrs A Tillett	North Norfolk DC	Yes
Cllr C Fenn	North Norfolk DC	
Cllr L Randall	North Norfolk DC	
Cllr Mrs J Trett	North Norfolk DC	
Cllr B Hannah	North Norfolk DC	
Cllr N Ripley	North Norfolk DC	Yes
Cllr Mrs S Willis	North Norfolk DC	
Cllr J P F Sweeney	North Norfolk DC	
Cllr J Turner	North Norfolk DC	
Cllr Miss J A Thompson	North Norfolk DC	
Cllr C Stockton	North Norfolk DC	
Cllr Mrs S M Pointer	North Norfolk DC	
Cllr Mrs H T Nelson	North Norfolk DC	
Cllr P W Moore	North Norfolk DC	
Cllr M R E Birch	North Norfolk DC	
Cllr Mrs M A Craske	North Norfolk DC	

Name	Organisation	Attended Meeting on 18 May 2004
Cllr S J Partridge	North Norfolk DC	Yes
Mr P Frew	North Norfolk DC	
Mr B Farrow	North Norfolk DC	
Mr M Pettifer	North Norfolk DC	
Mr S Baker	North Norfolk DC	
Mr G Watson	North Norfolk DC	
Mr A Groom		Yes
Mr T Venes	Norfolk Coast Partnership	Yes
Mr G Sayers		
Mrs D Lattaway	Maritime Partnership	
Dr I Shepherd		
Mr I Large		
Mr T Aberdein		
Mr J M Lingwood		
Viscount Coke		
Mrs S Kingham	Clerk, Wells T.C.	
Mr D Venvell		Yes
Cllr P Austin	Waveney DC	
Cllr W Mawer	Waveney DC	Yes
Cllr S Chilvers	Waveney DC	Yes
Cllr B Hunter	Waveney DC	Yes
Cllr D Jermy	Waveney DC	
Cllr M Rudd	Waveney DC	Yes
Cllr A Shepherd	Waveney DC	Yes
Mr J Walker	Waveney DC	
Mr H Cator DL	EA LFDC	Yes
Mr R Buxton	EA LFDC	
Mr P.D Papworth	EA LFDC	
Mr D.R.H Price	EA LFDC	
Mr J Sharpe	EA LFDC	
Cllr S.A Cullinham	EA LFDC	Yes
Cllr N.G Chapman	EA LFDC	
Cllr B.J Hannah	EA LFDC	
Mr R.C Rockcliffe	EA LFDC	
Mr J.A Sheppard	EA LFDC	Yes
Mrs R. Leeder	EA LFDC	
Mr J Wortley	Environment Agency	
Ms J Cooper	Environment Agency	Yes
Mr J Wortley	Environment Agency	Yes
Ms N Temple-Cox	Environment Agency	Yes
Mr S Barlow	Environment Agency	Yes
Mr S Jeavons	Environment Agency	Yes
Mr S Hayman	Environment Agency	Yes
Ms C Johnson	Broads Authority	Yes
Ms G Morgan	Broads Authority	Yes

Name	Organisation	Attended Meeting on 18 May 2004
Ms J Masson	Broads Authority	Yes
Mr M Green	Broads Authority	Yes
Mr P Tallowin	Broads Authority	Yes
Dr M Gray	Broads Authority Member	Yes
Mr F Devereux	Broads Authority Member	Yes
Mr J Swainson	Broads Authority Member	Yes
Cllr S Weymouth	Gt. Yarmouth BC	Yes
Mr J Hemsworth	Gt. Yarmouth BC	Yes
Mr B Harris	Gt. Yarmouth BC	Yes
Mr M Dowling	Gt. Yarmouth BC	Yes

B3 Initial Stakeholder Engagement Materials

The Initial Stakeholder Engagement 'pack' sent out included:

- An invitation letter (3 variations were produced)
- Background text including a map of the Plan area
- A Questionnaire
- The initial Issues Table (enclosed with letters 1 and 2 only)
- The list of proposed consultees (enclosed with letter 1 only)

Three variations of the invitation letter were produced for each level of stakeholder (although it should be noted that a couple of stakeholders changed level through the SMP development):

Letter 1 - Organisations on the Extended Steering Group.

Letter 2 - Other organisations or businesses who may not be familiar with SMPs but to whom a more formal approach should be made.

Letter 3 - The general public, individual landowners and small businesses that need to have the SMP process explained to them.

B3.1 SAMPLE INVITATION LETTER 1

Dear

Shoreline Management Plan - From Weybourne, Norfolk to Lowestoft Ness Point, Suffolk (Sub-Cell 3B)

Further to my letter of 27 January 2003, when I invited you to participate in the Extended Steering Group overseeing the preparation of the SMP, (a further copy is attached for your information), I am writing to confirm that the review of the Weybourne to Lowestoft Ness Point (Sub-Cell 3B) Shoreline Management Plan (SMP) is now underway. North Norfolk District Council acting as Lead Authority on behalf of the Anglian Coastal Authorities Group has commissioned the Halcrow Group to prepare the revised plan to cover the next 50 to 100 years period.

It is essential that the revised plan adequately deals with the issues and concerns of the communities, businesses and organisations having an interest in this part of the coast and that the Consultants base their work on the best information available to them. For these reasons I am writing to invite to the next meeting of the Extended Steering Group to be held at 10am at the North Norfolk District Council offices in Cromer. I anticipate that the meeting will finish by lunchtime after which there will an opportunity for you to discuss any particular points of concern or interest with the consultants.

Attached to this letter are:

- A further copy of the original invitation letter of 27 January 2003.
- Background information about the SMP.
- A questionnaire which allows you to indicate your areas of interest, the form and type of information you may hold appropriate to the study of the coastline and the future contact arrangements I should make with your organisation.
- A table of the issues identified to date (see the background text for an explanation of the format of this table).
- A map the Plan area.
- The list of consultees.

I should be pleased if you would complete and return to Halcrow the enclosed questionnaire together with any new information to be added to the table of issues before the next meeting on 12th June.

Yours sincerely

Gary Watson

Secretary to the 3B Sub-Cell Group of the Anglian Coastal Authorities Group.

B3.2 SAMPLE INVITATION LETTER 2

Dear

Shoreline Management Plan - From Weybourne, Norfolk to Lowestoft Ness Point, Suffolk (Sub-Cell 3B)

I am writing to inform you that the review of the Weybourne to Lowestoft Ness Point (Sub-Cell 3B) Shoreline Management Plan (SMP) is now underway. North Norfolk District Council acting as Lead Authority on behalf of the Anglian Coastal Authorities Group has commissioned the Halcrow Group to prepare the revised plan to cover the next 50 to 100 years period.

The Council is undertaking this work on behalf the North Norfolk, Great Yarmouth and Waveney District Councils, English Nature and the Environment Agency who have responsibilities for managing the coastline between Weybourne and Lowestoft Ness Point.

The coastline of England and Wales is undergoing constant change from the effects of waves and tidal currents. The amount of physical change depends on the degree of exposure of each length of coast and the predominant geology. These change processes have usually taken place over long historical periods and many examples exist where settlements have been lost through erosion or where former coastal villages are now landlocked because of coastal build up.

Another influence on the development of the coastline has been the human intervention throughout the ages, particularly in attempts to arrest the effect of erosion or flooding at particular locations. In many cases this has taken place without an acknowledgement of the effect on other locations up and down the coast of carrying out these works.

Whilst these changes continue to take place social, economic and environmental pressures are increasing in the coastal zone. People enjoy living by and visiting the coast and the pressure for more housing is ever present. As international trade increases, so does the demand for port space and associated coastal-based industry. Such development often places stress on natural coastal habitats which are often unique and of national and international importance.

The purpose of a Shoreline Management Plan is to provide a large-scale assessment of the risks associated with coastal processes and to present a policy framework to reduce these risks to people and the developed, historic and natural environment in a sustainable way. It determines the natural forces which are sculpting the shoreline and predicts, so far as it is possible, the way in which it will be shaped into the future. The plan then goes on to identify the main issues of concern relating to erosion, flood risk and management of these natural processes. These issues will be obtained from those with an interest in the coast, be it as residents, businesses or those with a concern for the natural and built heritage. The issues are then brought together to determine the policies which should be applied to allow society's objectives to be achieved in full acknowledgement of the potential impact on the natural environment and the likely environmental, financial and social cost involved.

The policies to be considered are those defined by the Department for Environment, Food and Rural Affairs. These are:

- **Hold the existing defence line**
- **Advance the existing defence line**
- **Managed realignment** – identifying a new line of defence
- **No active intervention** – a decision not to invest in providing or maintaining defences.

As your organisation has an interest in this coastline I would appreciate your help in providing any appropriate information, which you may hold and will improve the data on which the plan is prepared. I would like to learn about those issues which you would want to see being addressed in the plan and any other comments which you feel the Coastal Authorities should be aware of during the preparation of the plan. For these reasons I have attached to this letter:

- Further background information about the SMP.
- A questionnaire which allows you to indicate your areas of interest, the form and type of information you may hold appropriate to the study of the coastline and the future contact arrangements I should make with your organisation.
- A table of the issues identified to date (see the background text for an explanation of the format of this table).
- A map the Plan area.

I should be pleased if you would complete and return to Halcrow the enclosed questionnaire together with any new information to be added to the table of issues before the end of June.

Yours sincerely

Gary Watson

Secretary to the 3B Sub-Cell Group of the Anglian Coastal Authorities Group.

B3.3 SAMPLE INVITATION LETTER 3

Dear

Shoreline Management Plan - From Weybourne, Norfolk to Lowestoft Ness Point, Suffolk (Sub-Cell 3B)

I am writing to ask if you will participate in the consultation for the preparation of the Revised Shoreline Management Plan for the coast between Weybourne and Lowestoft Ness Point.

North Norfolk District Council acting as Lead Authority on behalf of the Anglian Coastal Authorities Group has commissioned the Halcrow Group to prepare the revised plan to cover the next 50 to 100 years period. The Council is undertaking this work on behalf the North Norfolk, Great Yarmouth and Waveney District Councils, English Nature and the Environment Agency who have responsibilities for managing the coastline between Weybourne and Lowestoft Ness Point.

The plan is the means by which these organisations determine the best way to look after the coast in a sustainable way for the next 50 – 100 years. It is prepared using guidelines set down by the Department for the Environment, Food and Rural Affairs which is the Government Department having responsibility for setting national policy for defence of the coastline.

The plan identifies the main coastal processes – the tidal currents, wave action and movement of beach and seabed materials – which shape the coastline. Through consultation, the various land uses are identified. These include residential and commercial areas, sites of important natural or landscape importance and features, such as the beaches, which might be important for the local tourism economy. Each such area is assessed for its risk from erosion or flooding.

Again through consultation, the main issues relating to erosion and flood risk, and which affect local communities are set out. These are compared with what is known about the coastal processes, the economics of maintaining or providing new defences and the need to seek sustainable methods of managing the coast in the future. From this assessment a number of objectives for the coast are prepared. Another stage for consultation in preparing the plan is to gauge people's reaction to these objectives.

The objectives are then tested against a number of policy options for each section of the coastline within the plan area. The policies to be considered are those defined by the Department for Environment, Food and Rural Affairs. These policies are:

- Hold the existing defence line
- Advance the existing defence line
- Managed realignment – identifying a new line of defence, usually to the rear of the existing defence line
- No active intervention – a decision not to invest in providing or maintaining defences.

From this analysis a preferred policy for each length of coast is proposed and, once again, it will be important to gauge the response from the community.

As you have an interest in this coastline I would appreciate your help in providing any appropriate information, which you may hold and will improve the data on which the plan is prepared. I would like to learn about those issues which you would want to see being addressed in the plan and any other comments which you feel the Coastal Authorities should be aware of during the preparation of the plan. For these reasons I have attached to this letter:

- Further background information about the SMP.
- A questionnaire which allows you to indicate your areas of interest, the form and type of information you may hold appropriate to the study of the coastline and the future contact arrangements I should make with your organisation.
- A map of the Plan area.

I should be extremely grateful if you would complete and return the enclosed questionnaire to Halcrow by the end of June.

Yours sincerely

Gary Watson

Secretary to the 3B Sub-Cell Group of the Anglian Coastal Authorities Group.

B3.4 BACKGROUND TEXT

SHORELINE MANAGEMENT PLAN 3B: WEYBOURNE TO LOWESTOFT

(a) Shoreline Management Plans

Shoreline Management Plans (SMPs) are policy documents for coastal defence. Work is about to commence on updating the SMP for **Area 3b**, which covers the shoreline from the **start of the cliffs at Weybourne to Lowestoft Ness Point**.

The document will be a review and update of the SMP produced in 1995/6 to take account of:

- Latest studies (e.g. the Southern North Sea Sediment Transport Study, Futurecoast)
- Issues identified by most recent defence planning (i.e. six coastal defence strategy plans which have now been produced to cover most of the SMP area between Cromer and Lowestoft)
- Changes in legislation (e.g. European Union Habitat Directive)
- Changes in national defence planning requirements (e.g. the need to consider 100 year timescales in future planning, modifications to economic evaluation criteria).

The aim of the SMP is “*to promote sustainable management policies, for a coastline for the 22nd century, which achieve objectives without committing to unsustainable defences*”. Key to promoting robust and sustainable management policy is the derivation of agreed objectives for each section of coast, based upon the identification of issues, which requires input from stakeholders. Issues, objectives, and thus policy and management requirements, are to be considered for 3 main epochs: 0 to 20 years, 20 to 50 years and 50 to 100 years. Policy can differ over these timescales.

The purpose of the Plan will be to assign one of the policies defined by the Department for Environment, Food and Rural Affairs (Defra) to each section of the coast within the plan area. These policies are:

- Hold the existing defence line
- Advance the existing defence line
- Managed realignment – identifying a new line of defence
- No active intervention – a decision not to invest in providing or maintaining defences.

(b) Management Structure for Developing the Plan

The structure of the management group responsible for managing the SMP review process is based on one of four models recommended in the Defra Procedural Guidance for the Production of SMPs. It is made up of the following elements:

- An Extended Steering Group – comprising representatives of national, regional and local organisations with a key interest in the SMP outcome. To date, 26 representatives have been identified and invited to join the group. The attached list gives details. The key roles of this group will be to agree the overall scope of the SMP; to act as focal point for all stages of consultation; to agree and prioritise the issues and objectives to be dealt with by the SMP; to resolve disputes and agree on the policies to be contained within draft SMP.
- A Client Management Group – comprising officers from the maritime local authorities (North Norfolk, Great Yarmouth and Waveney), the Environment Agency, English Nature and the Department for Environment Food and Rural Affairs (DEFRA). This group will provide the

Client expertise in deciding the scope and extent of the SMP, and will cover engineering, planning and conservation disciplines.

- Other stakeholders will be contacted individually.

(c) Stakeholder involvement

As the SMP is a statement of policy, those affected by its policies should be able to participate in the plan-making process and make representation. Therefore, the aim of this initial communication is to engage stakeholders early in the SMP process and in particular to help identify the issues. Recipients can assist by adding to the information by completing the attached questionnaire and by assisting to develop the enclosed tables to:

- Identify **features**
- Identify any **issues** associated with the feature (which should include timescales)
- Describe why the feature is important, i.e. identify the **benefit**
- Identify the **beneficiaries**, i.e. who actually benefits from the feature in question.

Development of the SMP will continue until December 2003. Further consultation with stakeholders is planned for early 2004, when the defence policy proposals will be discussed.

(d) The SMP area

The administrative regions of North Norfolk District Council, Great Yarmouth Borough Council and Waveney District Council cover the SMP area. Residential dwellings within towns and many villages occupy much of the immediate shoreline. Primary industries in this area are agriculture, commercial fishing, Bacton Gas Terminal and the ports at Great Yarmouth and Lowestoft. In part because of its "*natural character*", the area is popular for visitors, and tourism is extremely important to the local economy. The area is also of national importance in terms of the natural environment and conservation and the majority of the coast is covered by designations that recognise this value, including Special Protection Areas, Special Areas of Conservation, the Norfolk Coastal Area of Outstanding Natural Beauty, National Nature Reserves, and Sites of Special Scientific Interest.

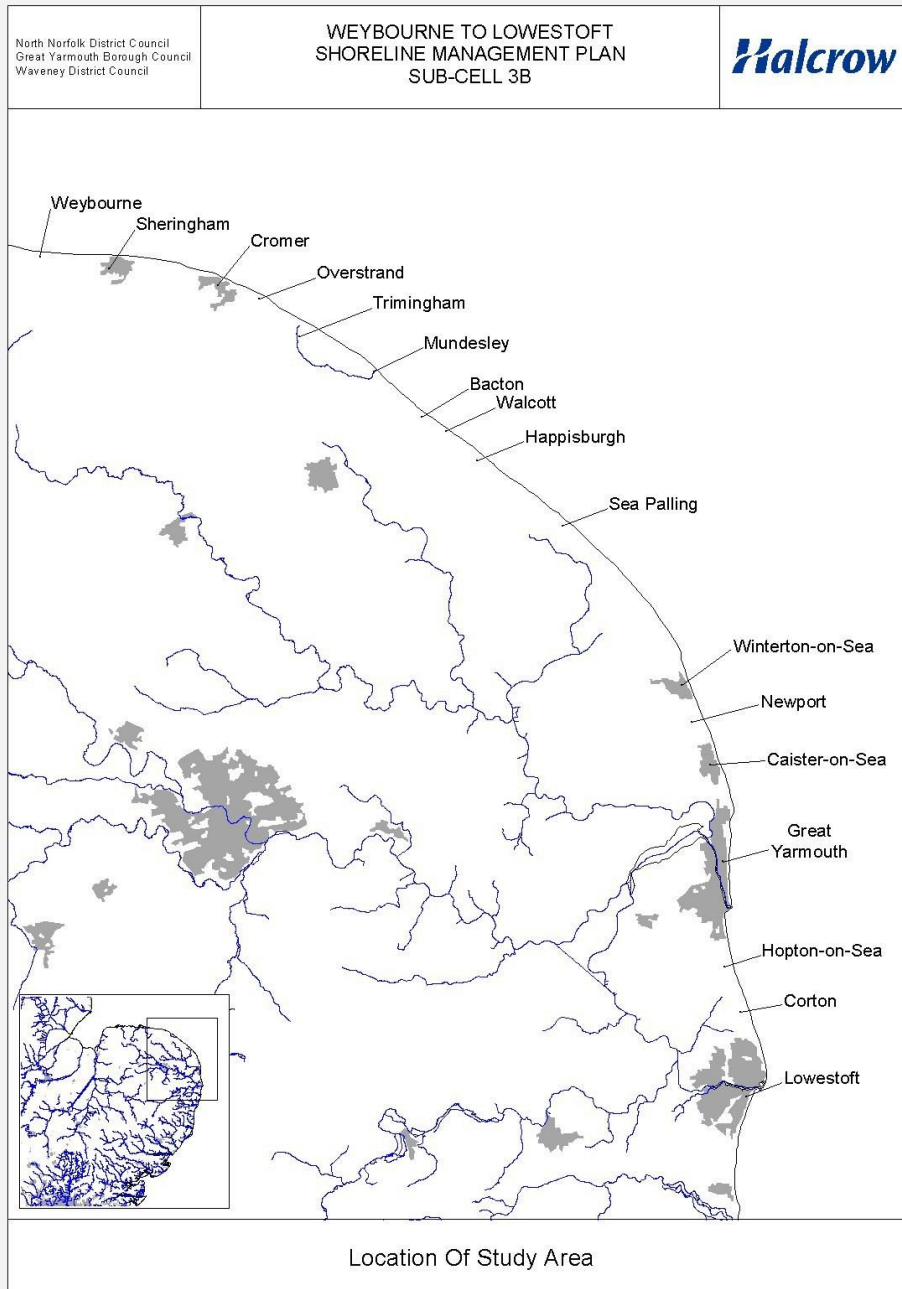
This coast has been retreating for the last 10,000 years, and the majority of the shoreline continues to do so. Cliffs along this shoreline are soft and easily eroded, e.g. between Weybourne and Happisburgh, Newport to Caister and Gorleston to Lowestoft; this has resulted in considerable loss of land, including villages and small towns, over the past centuries. Sand and shingle supplied by the cliffs feeds the beaches over a large area, with the North Norfolk cliffs reputedly supplying material to beaches as far south as Lowestoft.

Many areas are also low-lying and potentially prone to flooding from the sea (e.g. between Happisburgh and Newport and between Caister and Great Yarmouth). The most significant event in recent times was the 1953 floods, when a breach through the dunes at Sea Palling resulted in significant flooding and loss of life. This was not, however, a unique occurrence; there have been inundations of these low-lying areas throughout history.

Due to the importance of the coast for various industries and activities there have been attempts to halt or reduce this erosion trend and reduce the risk of flooding. Most of the towns and villages are now defended and the shoreline position has been held for several decades. Along much of this shoreline this has resulted in narrowing beaches and defences have become more difficult to sustain; the beaches are very volatile and during storms it is common for the beach levels to drop considerably. With predicted changes in climate over the next century, the risks of erosion and flooding and the difficulties, associated with protecting against these hazards, are likely to increase.

The need for strategic planning is therefore clear; whilst there is a need to defend against coastal erosion in some areas, the need to preserve a natural coast is necessary elsewhere. Sand and shingle eroded from cliffs is also important for maintaining beaches to increase protection both locally and downdrift. The role of the SMP is to find a balance between these various demands on the coast

and to identify how these can be most effectively managed through the adoption of particular shoreline management policies. It is therefore important that the issues and objectives, which will drive the policy decisions, are identified at the outset.



B3.5 QUESTIONNAIRE TO STAKEHOLDERS

FIRST REVIEW OF THE WEYBOURNE, NORFOLK TO LOWESTOFT NESS POINT, SUFFOLK SHORELINE MANAGEMENT PLAN

Please answer the following questions and return the completed questionnaire by to Halcrow, Burderop Park, Swindon, Wiltshire SN4 0QD, who are the consultants undertaking the review of the Shoreline Management Plan on behalf of the 3B Sub-Cell of the Anglian Coastal Authorities Group.

I would appreciate your return of the questionnaire even if you do not wish to comment on the Shoreline Management Plan.

CONTACT DETAILS

- 1 Name of your organisation or business
- 2 Address

- 3 Name of contact
- 4 Position in organisation
- 5 Address if different from 2

- 6 Telephone No
- 7 Fax No.
- 8 E-mail address
- 9 Referring to the attached list of consultees – are there any other stakeholders that you would recommend we contact?

INFORMATION

Please let me know if you hold any of the following information, if so, in what format it is held and if you are willing to make it available to the Project Team.

Description <i>(Please give brief details in the space provided. If there is insufficient space, please continue on a separate sheet of paper labelled with the question number.)</i>	Format		Availability	
	Hard Copy	Digital	Yes	No
10 A map of your premises, site(s) or showing your area of interest				
11 Any information or data about local coastal processes including photographs				

12 Study reports about coastal processes				
13 Flooding and erosion events				
14 Design and construction of existing coastal defences				
15 Reports relating to the natural environment and ecology				
16 Reports relating to the built environment				
17 Land use mapping				
18 Coastal Industries				
19 Ports and harbours				
20 Agriculture				
21 Tourism and Amenity Usage of the Coast				
22 Inshore Fisheries				

COMMENT

23 Is your organisation or business affected by the risk of coastal flooding or erosion? If so, please give brief details including any significant historic events.

.....
.....

24 What are the main issues relating to the way in which the coastline is managed and which you want to see being dealt with in the plan?

.....
.....

25 What objectives do you have for the future of your interest in the coast?

.....
.....

26 Do you have any views on the way in which the existing defences have had an impact on the way in which the coastline has developed?

.....
.....

27 Do you have any views on changes which should be made to the existing coastal defences? What effect do you think this would have?

.....
.....

28 Do you have any other comments which you would like to be taken into account during the revision of the existing Shoreline Management Plan?

.....
.....

Thank you for your time in completing this questionnaire.

B4 ESG Materials

This section includes the material sent out to the Extended Steering Group through the course of the SMP and contains the following reports:

- Issues Table review
- Briefing note for November 2003 Workshop
- Summary note from November 2003 Workshop
- Briefing note for March 2004 workshop
- Summary note from March 2004 Workshop

B4.1 ISSUES TABLE REVIEW

B4.2 BRIEFING NOTE FOR NOVEMBER 2003 WORKSHOP

B4.3 SUMMARY NOTE FROM NOVEMBER 2003 WORKSHOP

B4.4 BRIEFING NOTE FOR MARCH 2004 WORKSHOP

B4.5 SUMMARY NOTE FROM MARCH 2004 WORKSHOP

B5 Elected Members Meeting

This section includes the material sent out to the Elected Members through the course of the SMP and contains the following reports:

- Summary note from May 2004 workshop

B5.1 SUMMARY NOTE FROM MAY 2004 WORKSHOP

B6 Consultation on Draft SMP

This section includes the consultation report produced by Terry Oakes Associates Ltd. and the subsequent response report.

B6.1 CONSULTATION REPORT

(Produced by Terry Oakes Associates Ltd)

B6.2 RESPONSE TO CONSULTATION REPORT