

North Norfolk Pathfinder

Helping coastal communities adapt to coastal change

Welcome to the latest North Norfolk Pathfinder newsletter to update you on what's been happening.

East Norfolk Tourism Marketing

The aim of this Pathfinder project is to develop a marketing plan for the east Norfolk coast and identify beneficial activities to promote tourism in the area.

To develop the business resilience of this area the completion of an audit of tourist attractions and a marketing plan are underway. An exploration of possible new marketing activities for the area, through collaborative working of local coastal businesses will also be explored and developed, with the development and strengthening of local supply chains.

The next steps are to involve key organisations and businesses in investigating the potential marketing activities through focused local workshops.



Key businesses and organisations have been invited to these workshops and will be facilitated by innovative and experienced consultants 'Blue Sail'. They have been investigating tourism and the

unique experiences already available in the east Norfolk coast area between Overstrand and Horsey.

If you would also like to become involved please contact Carmel Casey-Morley on 01263 516009 to book your place.

Workshop dates:

- Sept 8 1.30pm-5pm Sea Marge Hotel Overstrand
- Sept 9 9.30am-1pm Manor Hotel Mundesley
- Sept 16 1.30pm-5pm Wayford Bridge Hotel Stalham

Happisburgh - cliff top enhancement

Since the Happisburgh Open Day in April the team has been developing the options for providing Happisburgh with a new public **car park**, **public lavatories** and **beach access ramp** as well as improving the cliff top environment. Many options have been investigated and these have been discussed and presented to the Happisburgh Liaison Group and Parish Council.

The preferred locations and specifications of the facilities are now being finalised. The car park will be close to the new ramp and will be constructed in a way in which both can be '**rolled back**' as the coastline erodes. This will mean that the new lavatories will need to be re-locatable.

Before any land is purchased for the construction of the facilities the future management of them will need to be agreed. This could be by NNDC though it may be an opportunity for a locally-based group to take on the responsibility, so that potential future income remains within the local area.



Information about all of North Norfolk's Pathfinder projects, the aims and an outline of how and when they will be delivered is available via our North Norfolk Pathfinder website at:

www.northnorfolk.org/pathfinder/

We are adding information and photographs to the site as the projects progress. The website also links to other Pathfinders around the country which may be of interest.

If you do not have access to the internet, you can receive further information from the Coastal Management Team via the contacts overleaf.

Business Advice Project

48 businesses have joined the Business Advice Project since its launch in May. These businesses are accessing an initial **Business Health Check** whereby an action plan is developed and further assistance of up to £450 can be obtained for specialist advice.



Some of the businesses have also begun to develop a **Business Plan/Strategy** with the help of **Norfolk & Waveney Enterprise Services (NWES)**, an experienced business advisory company.

The benefit of taking advantage of the initiative is that each business is guided through the process by the **North Norfolk Business Forum** and the extensive advice and guidance offered is free of charge.

To find out more about the assistance please contact the **North Norfolk Business Forum** on 01263 510709.

Business Support Project

Following the business advice offered we are now developing further support for businesses to assist them in implementing their **Action Plans** and **Business Plan/Strategies**.

This support may be offered through assistance in improving the skills of the workforce and we are also developing a **Grant Scheme** and a **Business Loans Scheme** to enable coastal businesses to access investment where they otherwise may struggle.

We are also considering the possibilities of purchasing business premises at risk and leasing them back to occupying businesses.

How to keep up to date with what's happening

This Newsletter is produced monthly to help keep you up to date with the Pathfinder Programme. It is available at local libraries, on our Coastal Website and at our offices. It can be emailed or posted directly to you by contacting:

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The Latest

- 6 September - NNDC's Cabinet will be discussing a report to update them on the progress of the Pathfinder Programme. It will have the opportunity to agree the approach to be taken for the purchase of properties within the 20-year erosion zone at Beach Road, Happisburgh.
- September Meetings - the Happisburgh Liaison Group and Parish Council will have the opportunity to discuss the plans for the removal of beach debris at Happisburgh.

Wolferton Creek

Private contributions to flood defences

The **Borough Council of King's Lynn and West Norfolk (BCKL&WN)** are working as partners to NNDC in delivering a project around Wolferton Creek (North of King's Lynn).



The project will investigate the future options for managing the flood defences of Wolferton Creek to the south Hunstanton coastal frontage. Initial indications of support have already been expressed among key stakeholders within the business community and the study will also involve the Environment Agency.

In particular the project will:

- Evaluate the options for establishing an equitable mechanism for securing business and private contributions towards the long-term costs of coastal flood defence.
- Investigate the policy, as well as practical and financial implications of alternative actions (such as the potential '**rolling back**' of tourism facilities) and other possible adaptation measures.

BCKL&WN is currently in the process of seeking an appropriate agent to complete the investigations and the results will be reported back to NNDC by December. The cost is expected to be between £20,000 and £25,000 and this will be financed largely from the Coastal Change Pathfinder fund. Top-up, if necessary will be from **BCKL&WN**.

Borough Council of King's Lynn & West Norfolk

If you would like to receive this newsletter in large print, Braille, alternative format or in a different language please telephone 01263 516004 and we will do our best to help.