

COASTWISE

COASTWISE CAFÉS – PHASE 3

A full report of findings

December 2024



**NORTH
NORFOLK
DISTRICT
COUNCIL**



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**Environment
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Department
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Executive Summary

In November 2024, the Coastwise project team held the third phase of 'Coastwise Cafés' in North Norfolk. This phase included four drop-in sessions to enable new and build upon existing relationships with local people, share project information, updates and continue the process of incorporating local input to develop the next steps. This report summarises the aims, methodology, findings and learning from this third core phase of public engagement.

Overview

The Coastwise Café approach was developed in early 2024 to meet and build relationships with local communities, raise awareness of the Coastwise project and enable ongoing conversations about local coastal change and transition opportunities. The Coastwise Cafés are regular events (bi-annual) that run alongside other focussed engagement activities on specific issues. In Phase 3, the cafés were particularly useful to engage with the wider community on the overall project progress, specific coastal transition topics (e.g. housing which was a focus topic for all the cafés in this phase, holiday parks which was a focus at one location) and to inform ongoing project initiatives. Broadly, they are a cornerstone in supporting our work towards the co-creation of transition plans that will enable communities to be more prepared for coastal change.

Method

Four Coastwise Café events were held in coastal communities within the Coastwise areas of North Norfolk over a two-week period from 19th November to 26th November: Overstrand, Trimingham, Happisburgh and West Runton, with a drop-in format at varying times. Based on feedback and learning from previous phases, we trialled morning sessions for three of the events and one on a Saturday morning. The layout was designed to be multi-functional, enabling people to browse information, contribute answers to specific questions and converse with the Coastwise team members. The cafés are a valuable opportunity for the project team and external practitioner guests to have informal discussions with local people on project progress, specific questions, project priorities, next steps and other aspects.

During this third round of cafés, we included some bespoke, place-based specific engagement activities as well as activities generic to all, including the housing options discussion. We also trialled Mapbox – an interactive map tool to allow people to explore what has been happening in different locations with photos and links to further information for each pin on the map and a timeline visualisation tool. Feedback for both tools was positive.

Findings

A total of **86 local people attended** the four events in November. There was a mix of return and new visitors, with a range of themes discussed. Most attendees appeared to be of retirement age and lived locally to the café they attended. There was roughly a 50/50 mix of men / women attendees and no children on this occasion. It was noted that we reached a relatively younger, working age demographic at Happisburgh on a Saturday morning. Most people stayed for over an hour.

The conversations were very in-depth and valuable to the project, particularly those with return visitors. A multitude of topics were discussed, including shoreline management planning and risk mapping, housing options and support for homeowners facing loss, and cliff water management. Some very lengthy discussions took place around the housing options, prompted by the visual storylines prepared for use in the sessions. The team had some good discussions

with representatives from caravan parks at West Runton. A few comments around Coastwise being a bridge between government and the community stood out, it seems as though it is appreciated that there is a team of people that can do this for residents.

Many attendees commented on how much progress has been made through the project since the last phase of cafés in July, with some surprise expressed at how much has been going on behind the scenes. An easily accessible map tool would enable the full scope of actions and progress to be permanently accessible and visible to anybody visiting our web page.

Learning and next steps

In this third phase, the Coastwise Cafés appeared to be effective in continuing conversations about the changing coast, raising awareness of the opportunities that could be delivered through adaptation. Once again, the cafés have generated a good source of data to substantially inform the project's next steps. Insights into the housing option concepts was of particular value.

As long as the events remain effective, the Coastwise team foresee that this approach will continue throughout the project at roughly bi-annual intervals as a touch point with coastal communities - a vehicle to communicate project progress and to motivate attendees to get involved in the co-creation of local actions. These will run alongside tailored topic and sector-based workshops, place-based actions and other initiatives as dictated by project and community needs. The next phase of cafés are planned for late spring / early summer 2025.

The format will continue to evolve to maintain interest and momentum and inform subsequent engagement and actions. As per previous cafés, the drop-in format with a focus on providing refreshments worked well and provided a space to have interesting, sometimes challenging, yet constructive conversations about the issues being faced in some of North Norfolk's coastal places and start looking toward options for the future.

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Introduction and methodology

Coastwise Café Locations

The third phase of cafés was held in November 2024 at four venues - Overstrand, Trimingham, Happisburgh and West Runton.

West Runton was a new location for the team - previously it has been difficult to find a venue in this area. West Runton is unique and has several cliff-top caravan parks. Some of these parks have already relocated caravans away from areas of immediate erosion risk.

It was decided not to hold café events in Bacton or Walcott on this occasion owing to the low number of attendees there in July, focus on and apparent sense of security here from the success of the sandscaping scheme. However, in the future alternating cafés in Bacton and Walcott could be an option in the future.

A Coastwise workshop will take place in Weybourne in February 2025, focussing on transition planning. The choice was made to do a Weybourne workshop separate from the other cafés in phase three, to allow for more time to prepare information for this community, specifically around a transition plan.

Marketing

On this occasion the North Norfolk District Council Communications team produced one generic Coastwise Café flyer and additional bespoke flyers ones for each location for use in different advertising contexts. The targeted flyers each had key activities or topics that would be the focus of the café to add hooks for interest.

Method and Content

The plan in Appendix 1 includes a full explanation of the different elements included in the Phase 3 Coastwise Cafés.

A range of materials and activities were prepared and used at all the cafés:

Project Progress Poster

For Overstrand, Happisburgh and Trimingham, the focus was predominantly on project progress, and this was presented as an annotated A1 map poster. For West Runton where a café had not previously been held, this content was delivered along with more basic project information to cater for those who were unfamiliar with Coastwise.

Housing Options Activity

As included in the list above, each of the four cafés had a specific activity on housing options; to start exploring concepts around transitions for housing (Appendix 2), this is a key area of work under development at the present time. These housing options were displayed as infographics, exploring a set of concepts, which were compared to business as usual. These were used to gain feedback from the communities on preferred options, and to create opportunities for people to input ideas and questions. Visitors were given opportunity to provide written feedback, chat with the team and comment on criteria that would be needed prior to being able to make a decision in order to commit to one of the options. The information collated from these discussions will feed directly into shaping the option concepts

further. These will then be explored further at a housing focussed workshop/s with interested parties in 2025.

Map activity

All locations included a large map of the specific village and stickers, which were used to note concerns and points of interest. This has been effective at all cafés held to date, as a talking point for some good local discussions and will remain a feature going forward.

Other items made available at all the cafés

- The Coastwise Creative Competition flyer
- The MIND wellbeing service flyer
- The Met Office Climate Report for the North Norfolk District
- Geological maps of Norfolk.
- The café 1 and 2 reports were available so people could see what comments had been made previously to see how these have shaped project actions and progress.
- The results of the Coastwise survey were also available in the form of an infographic poster, along with the full survey report with graphs and interpretation. We also had a slideshow of the key findings on a loop on a laptop.
- On a tablet we set up beta versions of Mapbox (an interactive mapping tool that we will be using to display all place-based actions on a base map) and Tiki-Toki which is a project timeline showing key moments within the project.

Location Specific Content

Some bespoke materials and activities with a focus on specific locations were also used:

Holiday parks and introduction (West Runton)

This was the first café event held in West Runton, which involved introducing the project and talking to some people for the first time. Holiday parks were also a key sector topic that Coastwise is looking to develop. There is a need for more exploratory work to understand the adaptation needs, to inform ways in which Coastwise may support adaptation planning for this type of business going forward. Thus, for the West Runton café, targeted invitations were sent by email to the holiday/caravan parks in the West Runton area. We were particularly keen to use this event to meet holiday park owners/managers and initiate engagement with this group of stakeholders, with a view to arranging a more focussed workshop early in 2025.

Water management and drainage (Trimingham)

The Trimingham Cafe included discussions around the water investigation study and its results.

Updates on ongoing work (Happisburgh)

There were several streams of work ongoing in Happisburgh at the time of the drop in. Jacobs were asked to attend the café to give a comprehensive update on the Rock and Ramp work and to answer any questions arising from the attendees. Following on from this, we also gave an update on the car park relocation – an area of work that residents in Happisburgh are keen to hear about. The Coastwise Liaison and Research Group also had a table at Happisburgh to update on what they're working on alongside Coastwise and recruit more members.

Local Infrastructure (Overstrand)

The Overstrand Café focused on key infrastructure and the setting up of a local community group to take ideas forward.

A full kit list can also be found in Appendix 1. An illustrative café plan is provided in Appendix 3.

Staffing, guest contributors and practitioner visits

Internal staffing was organised by allocating the team member best placed to deliver activities in location where the topic is a highlighted discussion e.g making sure the Trimmingham water investigation had a knowledgeable staff member who had been involved in the work on hand. It was important to ensure all roles at the cafes are covered, whether that be greeting attendees, making drinks, being on hand to answer questions or facilitating activities.

Guest contributors in Phase 3:

- Representatives from the two established community liaison groups attended to recruit new members – to broaden the respective groups at both Happisburgh and Trimmingham. Discussions were had with the Parish Council in Overstrand with a view to meet early in 2025 to discuss the formation of a Coastwise group within that community.
- Norfolk and Waveney MIND attended two events where they are setting up their wellbeing project to be formally launched in January 2025 – Trimmingham and Happisburgh.
- Jacobs attended the Happisburgh event as they are undertaking research on the use and effectiveness of the existing rock armour and options for beach access.
- Norfolk Wildlife Trust (NWT) attended two events to speak to people about their perceptions of the coast and will share their data with us.
- Dr Jess Johnson and two UEA students attended to present their current research at Trimmingham cliffs, which involved using volcano technology in hope to develop an early warning system for cliff slips.

Phase three of the Coastwise Cafés also had members of the Environment Agency national team, and the Environment Agency from the Isle of Wight attend to learn more about the events and gain ideas of what engagement events Coastwise is undertaking.

Analysis

At each event, visitors were encouraged to provide feedback, comments and questions on post it notes in relation to the displays and activities on show. Team members were also encouraged to take notes of topics discussed with members of the public to record conversation points and issues of interest and concern. These were collated at the end of each event and grouped to reveal key themes emerging from each café event. The thematic grouping is a light-touch qualitative analysis to enable the content to be effectively fed into ongoing project work.

Evaluation and learning

As per café events in phase one and two, we used **a standard evaluation form** for visitors to complete, to give us an indication of how useful the events have been and with space for feedback.

We have also maintained the practice of an **in-situ de-brief** with the team members and visitors present at each café, as well as a **full team de-brief and learning session** after the full phase was complete.

The analysis of the evaluation forms and de-brief sessions are in the findings and evaluation sections.

Café Findings

This section captures the raw data collated by the team for each of the café locations. It is intended as a reference point for future work. It will also be made available at future events, should visitors wish to browse or refer to the content and data collected at previous cafés.

Each section includes the key practical details about the event (when and where), attendance information, images, a summary of findings from each event, comments captured at the event in writing and comments captured by the team.

Overstrand Café

Tuesday 19th November, 2024. 9am – 12.30pm. Parish Hall, Overstrand



Coastwise Team	NNDC	Guests/other/observers
<p>Seven team members present (incl. project manager and EA rep).</p>	<p>Four Councillors attended:</p> <ul style="list-style-type: none"> • Ward member • Coastal Portfolio holder • Leader of the Council • Ward member from another location 	<p>Two Environment Agency Officers representing the Isle of Wight.</p>
<p>Main observations:</p> <ul style="list-style-type: none"> • 19 visitors • Weather: cold, heavy rain, hail • Avg. stay approx. 1hr 30 mins. • Mix of new and repeat visitors. • Word of mouth was a key reason for knowing about the event given by those asked • Lots of conversation, atmosphere felt lively. 		

Summary – Overstrand Café

The café was reasonably well attended at Overstrand and there was lots of energy at the café with lots of valuable conversations. Key summary observations:

- **Interest in the survey findings** presented as a slide pack on a laptop – people were pleased to see these outcomes.
- **Positive feedback on mapping tool and the timeline** - comments indicated that these are useful and interesting ways of demonstrating project progress.
- **Strong interest in the housing options** – many of the visitors engaged in in-depth discussions about the various options on the table and provided some excellent feedback and food for thought.
- **Beach access** – raised as a local concern because of degradation at one access point, especially for a small fleet of fishers based in Overstrand as well as members of the community in general. It is an important feature for the villagers to be able to use the beach, with cliff slips onto the promenade often making this difficult at times.
- **Desire expressed to set up a community group to work with Coastwise**, similar to the groups in Trimingham and Happisburgh. Coastwise are in discussion with the Parish Council regarding resurrecting the Shoreline Management Plan (SMP) group with an initial meeting set for January 2025. SMP was termed arbitrary by one attendee, and it is seen to be reducing house prices, which was a concern.
- **Low perceived risk and personal relevance** - some attendees noted that they believed the erosion impacts would be beyond their lifetime. One person gave this as a reasoning for reluctance to get involved with adaptation. It was apparent that some people perceive that erosion won't affect them and therefore they do not need to plan ahead. A challenge for Coastwise is that people do not necessarily see coastal erosion as a broader community issue, only one for individual homeowners at immediate risk.
- **Coastal erosion literacy in the community** – witnessed a parish councillor giving another visitor an excellent explanation about the ambition of the project. The village generally a good understanding regarding coastal processes and potential impacts on the village.

Full community comments captured at the Overstrand Café

The comments provided on post it notes by visitors and those collated by team members at the Overstrand Café are captured below, grouped by theme.

Project progress and general feedback

- Virtual Reality (VR) and cliff listening needs explaining on the progress map – focus on why and what the impact are and the benefits.
- Some of the items on the progress map need more explanation about what they are and why we are doing it.
- Creative competition – good for engaging with under 35's. Had seen the Climate Creatives Competition online and liked it.
- Great to see a team of people, funded by the government to work with the community (not the government telling a community what to do).
- Coastwise is a bridge between the government and the community.
- Happy to see the survey results, people spent some time reading the full report.
- Positive comments around Mapbox with a question asking if it was available to download.

Perceptions of risk and personal relevance

- 'Will be dead before I need to worry about the impact of erosion on my property' – given as reasoning for a reluctance to get involved with adaptation.
- One attendee stated "there is no visible risk / immediate impact at Overstrand, so people don't seem very aware, it does not appear to be a very present issue, so hard to engage people. Also, people don't associate it much with infrastructure and other impacts, just houses. They don't realise what the risk is."
- Comments on the lack of awareness some people have in village around what's at risk, for example house not at risk but the infrastructure might be (roads, water pipes, etc).

Surface water management and cliff instability

- Surface water issues ongoing.
- Tree felling uphill from Overstrand has a huge impact on surface water locally.
- Drainage locally - is anything being done? Is there a way of storing water e.g. in tanks as in Boston Lincolnshire?
- Knotweed – view it is exacerbating cliff collapse onto the promenade and being transferred via erosion and works to remove the material.
- Are there other opportunities for conserving water and the reduce run-off and use water in times of drought? Can NNDC incentivise water use at household scale more? In key areas prone to flooding.
- Big concerns about groundwater in the village, considered a big issue. "Why can't we store all this rainwater for summer when it's needed?" Lack of drainage is thought to further exasperate slumps and there's a keen interest to do something about it.
- There is a large puddle by the conservative club that does not drain – does this impact the cliff etc? Anglian Water of highways? Local Member has tried to seek a response from highways. Also, highways drains on main road are often blocked.
- Drainage from rainwater is big part of the problem with the cliffs.
- Issues with cyclists on the cliff path between Cromer and Overstrand – concerned the tyre tracks encourage water into the cliff.

Beach access and sea defences

- There are still people who fish in Overstrand - access is a real problem. What can be done in the long run?
- Lack of beach access for fishermen in Overstrand – access covered in cliff material, and there's a feeling from one attendee that recreational fishers may have been forgotten about in Overstrand.
- A fisherman cannot launch his fishing boat from the normal route due to cliff falls and material over the prom. He would like to use Clifton Way but has been told that is not allowed.
- What and how are we investing in Overstrand's Sea Defences?
- Locals could contribute to the sea wall – all gives a little extra help – could be a combination of funding.
- It is encouraging to hear NNDC is looking at investing in the sea defences.
- Planks in timber revetment to the west of Overstrand are missing.
- Piles are missing/damaged on the sea wall to the west side near the ramp.
- We are really concerned about the sheet piling on the sea wall.

Establishing a local liaison group

- A local liaison group should be independent of the Parish Council if possible.
- Overstrand Shoreline Management Committee (OSMC) - part of Parish Council - is keen to progress discussions and potentially set up more public working groups to work alongside it. Since the OSMC needs to fulfil several governance requirements, a complementary public group may work well.
- OSMC – initial meeting to cover governance, how a complimentary public group could work, opportunities and priorities, next steps, transition plan. OSMC will be put on the Overstrand Parish Council meeting to formalise reconvening.
- OSMC – quite a small group with limited room for members of the public. It can provide the formal comments of the Parish Council.
- There is a need for some outside voices from the public, not just Parish Council.

Planning, land and housing

- Feedback on planning is positive in North Norfolk, with an area of conservation that can have energy efficiency measures such as solar panels in conservation areas.
- Overstrand Garden Centre has closed. Owned by same people as adjacent land now developed as Lutyens Avenue. Expected that although not allocated in the Local Plan, it will be put forward for development.
- Previous social housing site near track to Northrepps and NATC station now not going forward. New proposal to the west of Overstrand – expression of concern locally as this is the only open space between Overstrand and the new development proposed in Cromer.
- There is limited space in Overstrand for replacement properties – to the south is limited by the ridge, designations to south and either side, development already completed or planned. Also, once the coast road is cut in the longer term, is this the right place to develop?
- How can we better utilise underused land in the Coastal Change Management Area for the benefit of the community? – a few pieces of land, including old camping field west of Pauls Lane car park.
- Could temporary housing sites be placed in the Coastal Change Management Area?
- Property owners are reluctant to give up gardens to enable the permissive path to the west to roll back, the path is already abused. Also gardens and hedges are established.

Other

- Is there an alert system for coastal erosion potential?
- Include something on insurance.

Feedback for future cafés

- Add Trimmingham research newsletter in general information.
- It would be good to have engineers at the cafés to help us understand the technical issues of geology and protection from the sea.... The sea will always win in the end.
- General Note for Team: At previous events and this one drainage etc. has come up again, was mentioned 'nothing has changed'. Do we need to consolidate what we know, the questions and issues raised and commission some work? – or – package this up for the OSMC to consider/public group?

- Café in morning good – esp. safety in winter - re lighting getting to and from. Also good for team to write up things afterwards.
- Word of mouth most common reason for attending. Mail shot didn't appear to boost numbers.

Map comments from the Overstrand Café



- Y1 Pipework vulnerability for pumping station and toilets. What's going to be done?
- Y2 New development not properly monitored. Not connected to drainage system. Grey water just soaking away. NNDC need to get better at enforcement of regulations and plans.
- Y3 no drains.
- Y4 All second homes. Not interested. Number of holiday homes is escalating rapidly in the village.
- Y5 All built as retirement homes and houses but being bought up as holiday houses so losing housing stock locally.
- Y6 Knotweed heavy and causing collapse onto the promenade. Needs removing as it is coming loose and washing along the coast. Also, where material has been moved off the prom and the council has moved it, it is taking hold there.
- Y7 not as much erosion here.
- Y8 x 2 gabions here are great and have been very effective.
- Y9 x 2 ponds lost or removed causing problems with drainage now.

Team in-situ review from the Overstrand Café

The team and practitioner visitor de-brief captured from the session are presented in the table below. Some of the actions were immediate reflections to take forward to improve the delivery of subsequent events, some for later consideration in the project.

Team/guest comments:	ACTIONS
Leader of the Council attended and expressed that some conversations had been surprising. Good councillor representation.	
Map feedback – shows good progress. Needs description to say what it is / header and why.	Future iterations of progress map – include header information and general description.
Survey document and slideshow – some people told the team that this was good to see, that it was good that the findings were being shared.	Write news release about the survey and make findings available on web page.
Housing activity: people were well engaged and vocal about what might work and not. Very constructive feedback. Something to consider: who is the demographic that different options might be particularly relevant for? Think a little more about how to frame them to capture people’s interest. Perhaps include pros and cons.	
Good staffing seemed to have enabled the team to be able to talk to everybody who wanted to have conversations.	Flexibility in staff attending so not all have to attend but to ensure there is a good number at each café.
Told that there was ‘noise’ in the community about Coastwise (people aware of the project and know that things are happening).	
Willingness to set up a group – probably via the Parish Council as a sub-committee with public working group.	Progress set-up of Parish sub-committee and public working group. Once local group is set up, create and circulate some leaflets about this.
Lots of interest, concern and discussion about the Anglian Water pumping station.	Sprint needed on pumping station. Chase Anglian Water for climate preparedness report and engagement on this asset.
Tablet demonstrating Mapbox was not very inviting – very small, no instructions, needed somebody to be manning it. Stop screen timeout if we want people to look at it. Include feedback sheet/sticky notes. Written instructions to explain. Consider a projector.	In future have an information sheet, and space for comments. Call it something easily understandable such as ‘Interactive map’. For Tiki Toki, ‘Timeline’ is enough.
Reasons for staying over 1 hour 30 mins – range of activities, different things going on and engagement with these and with team. Also socialising with one another.	
Guest observation: having the drop-in set-up with lots of team members and different activities and information gave opportunities for people to pose questions – interactive and gives people an opportunity to be part of the process of the project.	
What questions will people ask of the erosion data? “How long does my house have left?” – a key question for comms and engagement to prepare for.	Consider this key question and how to answer during prep for NCERM2 engagement and comms work.
Lots of discussion about knotweed in the cliffs – being heavy and causing collapse / stabilising cliffs / being impossible or dangerous to remove / being spread through clearance of the material falling onto the promenade. Conversation about past North Norfolk District Council Environment Forum – doesn’t now exist but was very useful.	Refer knotweed concern to coastal management team (aware but need to flag it was an issue that came up a lot). Feedback information at next event.
Photobooks very useful – review and upgrade.	Review and upgrade photobook.
Poster – how to get involved, generic for future use. Current one badly formatted and no design so needs re-doing.	Create new branded poster to explain how people can get involved and contact Coastwise.

Trimingham Café

Thursday 21st November, 2024. 2.30pm – 5.30pm. Trimingham Village Hall.



Team	NNDC	Guests/other/observers
Six team members present (incl. project manager and EA rep).	Two members of the Coastal Management team. Three Councillors attended: Ward member Coastal Portfolio holder Leader of the council	Two guests from UEA presenting PhD work. One guest from MIND presenting sUstain project. One guest from NWT. Local Coastwise Group (included in numbers)
<p>Main observations:</p> <ul style="list-style-type: none"> ○ 14 visitors ○ Weather: very cold and windy ○ Sadly, a local funeral was taking place at the same time, and some potential visitors expressed their apologies. This undoubtedly and unfortunately affected numbers on the day. ○ Avg. stay approx. 1 hour 		

Summary - Trimingham Café

The Trimingham event wasn't as well attended as we had hoped, however we still managed to have meaningful conversations with those that did attend. There was a local funeral at the same time which we understand many residents of the village attended.

Guest attendees were UEA Dr Jess Johnson and her student Dominic who spoke about the research at Trimingham cliffs that is hoping to develop an early warning system for large cliff failures.

Norfolk and Waveney MIND attended to promote the sUStain project. Norfolk Wildlife Trust attended to promote their perception of the coast survey. The Trimingham Coastwise group were also in attendance to talk to the wider community regarding the results of the cliff water investigation and show various models and information and discuss some potential mitigations that could slow erosion. They were also hoping to recruit new group members.

Full community comments captured at the Trimingham Café

The comments provided on post it notes by visitors and those collated by team members at the Trimingham café are captured below, grouped by theme.

Project progress and general feedback

- Very concerned about NCERM2 data with frustration it's been pushed back again.
- Much more positive outlook after speaking about national work, and policy. Happy to hear this and feels we should 'shout louder' about this rather than just local work. Need to push a positive future.
- Comment about having no central place of collated information on coastal erosion.
- A 'cheaper option on rerouting the coast road could be to widen the Gimingham Road, then connect behind the radar site. Feed into highways work?
- Lots of people don't know where to get clear advice from when it comes to coastal erosion – need a clear point to go to.
- Do we know how many septic tanks are still at Trimingham?

Perceptions of risk and personal relevance

- Media perceived as negative "looks like Trimingham is a village falling into the sea, same connotations as Happisburgh". Aware it's an ageing village and worried about younger people not wanting to move in when only a 'few' houses are at risk – no comment on house prices might be stopping younger people moving in, not just concerns of risk.
- Following on from the 'negative perceptions', it's felt that by starting the Coastwise work without the NCERM2 data has created 'fear' in people and "we wouldn't need the MIND work if we hadn't worried people." Not keen on the words 'imminent' and 'immediate' houses at risk as it creates more negative 'vibes'. Tried to establish the fact that the coast is eroding with or without the data, so we still need to do something for the people at risk.
- Not too worried if erosion issues are not on door stop, thus not fussed about creating a long-term plan.
- Avalon – Beacon Road by Trimingham House Caravan Park is close to the edge.

Surface water management and cliff instability

- Motts groundwater work needs a key for sediment.
- Member of the Trimmingham group provided a report detailing recent investigations of the drainage network from Jubilee Wood to the Woodlands Fishing Lake.
- Keen to take action following the Motts Report – locally organising volunteers for working parties to clear drains etc.
- Some drainage ditches that may need work are on land not owned by the main landowner – what consents do they need and how can these locations be encouraged to take action?
- Number of drains are dry – see Report from Geoff Pardon.
- Need a starter project to show something is happening – suggest Pond on middle street as per drainage investigations – could link in with other local things – bench to sit on, local information board and plan around the future road diversion? How could this be taken forward?
- There was a reinstated pond at Paston a number of years ago with a public open space – how was this done? And this could be a good idea for the old pond site at Middle Street.
- The road drains do go into the main sewerage (note drainage investigations identified Highways did not know where the road drainage discharges went to).
- Do the road soakaways go to soakaways?
- Some of the road drains are blocked.
- Can Coastwise help with connecting homes who have septic tanks to mains drainage to reduce impact on cliffs?
- Local observations that when the main part of the village went on mains drainage, erosion slowed.
- The water investigations identified drainage systems as an issue. So, sort the drainage – we can then say it is working as best it can.

Planning, land and housing

- Comments about it affecting housing valuations and sales due to feeling in 'limbo' about the updates - knowing it's coming but unsure if they'll be 'safe' or not.
- By the time when looking for land to redevelop, with all the designations etc. there is not much left to build upon.
- There is a double whammy – North Norfolk will lose homes; these people will need rehousing in social housing – but there isn't much available... two impacts on the area.
- Estate agents and surveyors don't know or understand erosion.
- What is happening to Windy Ridge?
- Interest in how Coastwise has helped Cliff Farm.
- Discussions around reuse of at risk land – Cliff Farm – use for nature, not adverse reaction to low level use so the site is used and looked after.
- Can Coastwise buy up the most at-risk houses in Trimmingham and remove? This cost would be lower than a large infrastructure project. How close to the cliff edge would they need to be?
- How close does a house have to be to the cliff edge before it is demolished?
- Many of the at risk houses have older people in, they won't want to rebuild a house, other options?

- Could temporary homes (mobile or non-standard construction) be located in the risk zone to replace at risk houses? Could this be a solution for some people – we would be interested.
- Experience from a private individual who has rolled back and replaced properties locally is that it is really difficult. Land is difficult to identify, costs are high, margins are very low if at all present. From this experience the Council should buy up land, put in service roads, services and then sell them to those who want to replace at risk homes at a preferential rate.
- If the road is relocated, this may create plots of land that could be developed for replacement homes.
- Create a 'New' Trimingham back from the cliff.
- New houses should be in the village they come from.
- As properties are lost, there will be a loss to council tax revenues, also if they are not replaced in the district, again it is a loss to North Norfolk.
- If you have a large plot on the coast, could you put up a temporary home on your land when the at-risk house is demolished so you continue to have a home in the place you want?
- If you have a large plot on the coast, could you put up a temporary home and rent out the house (or vice versa) to generate income to offset the loss, with a timely demolition?
- Planners appear to have 'blanket' options. Needs to be eased up to allow for temporary uses and buildings. More flexibility of thinking required.
- Crown and Anchor – field is used as a toilet – so use vacated land well so this does not happen.
- Temporary uses of land – non-standard construction – e.g. log cabin instead of a house in risk zones (CCMAs).
- Replacement homes mean more council tax.
- Also see so broader housing notes above in general conversations.
- Would be good to go through the housing concepts with the Trimingham Sub Committee.

Map Comments from the Trimingham Café

There were no map comments for Trimingham.

Team in-situ review from the Trimingham Café

The team and practitioner visitor de-brief captured from the session are presented in the table below. Some of the actions were immediate reflections to take forward to improve the delivery of subsequent events, some for later consideration in the project.

Some other comments captured at the event are shown in the table below:

Team/guest comments:	ACTIONS
Intense interest in NCERM2, had some contentious discussions about it. Awareness and informed people perhaps because we had been there before and mentioned it, so people were expecting to see it.	Next cafés to have a focus on NCERM2.
Concern about Trimingham being perceived as negative and blighted. Offset by talk of the scope of Coastwise work at national scales.	

Some people arrived quite negatively charged – the effort made to have discussions by the team is worthwhile as it can de-escalate the aggression/anger and enable people to leave in a more informed and settled state of mind.	Staff training for dealing with antagonistic / emotional / aggressive visitors. Lines to take to dispel fear, etc.
Suggestion to talk more about the background policy, funding and finance work etc.	
Housing – see task notes. Lots of interest.	
Drainage – materials were very technical – create a simplified infographic poster.	Ensure in contracts for technical work that capacity is included for producing infographics and engagement materials properly.
What will happen at Cliff Farm and with Windyridge, with the land.	
Avalon caravan park is very close to the edge	Engage with this business.

Happisburgh Café

Saturday 23rd November, 2024. 9.00am – 1pm. Wenn Evans Centre.



Team	NNDC	Guests/other/observers
Eight team members present (incl. project manager and EA rep).	Two Councillors attended: Coastal portfolio holder Ward member	Guest from Jacobs to present Rock and Ramp work One guest from NWT. One guest from MIND presenting sUstain project. Local liaison group (included in visitor numbers)
Main observations: <ul style="list-style-type: none"> ○ 37 visitors ○ Weather: Heavy rain, very cold. ○ Avg. stay approx. 1.5-2 hours, and many had multiple refreshments ○ Mix of men and women, generally retirement age ○ Some new visitors, some repeat visitors ○ Didn't have many younger people (noticeably working age or younger) 		

Summary – Happisburgh Café

The Happisburgh session was well attended with multiple people staying up to two hours at the café, to talk to different team members. We had three guests – Jacobs, talking about options for better use of the existing rock armour; MIND discussing the new sUStain Coastal groups and the Happisburgh Coastwise Liaison and Research Group recruiting new members and sharing what the group is up to and how people can get involved. So far, we do not have any new members coming forward.

People stayed for an average of between 1.5 to two hours – they were engaged with the topics presented and participated in long meaningful discussions, provided comments and feedback to us on their opinions, thoughts and ideas that were good to hear and will shape the project going forward.

We were told by one visitor that there is a broad array of perceptions of risk – some perceive they are not at all at risk (even if they are) and thus don't engage. Hard to engage people with something they don't 'see', and which isn't immediate. This was an interesting comment, and this is why we are working on finding more ways to engage more widely.

Visitors were interested in the housing options conversations, and some people suggested a separate workshop on this topic, or discussions with individual homeowners beyond those at an immediate risk, as there is anxiety and worry among the community. They particularly highlighted one resident who has owned their property since before the Shoreline Management Plan came into force.

Full community comments captured at the Happisburgh Café

The comments provided on post it notes by visitors and those collated by team members at the Happisburgh Café are captured below, grouped by theme.

Project progress and general feedback

- Safety signs required about proximity to edge
- Not many comments made on the map and timeline.
- Coastwise is a smokescreen.
- We have to start with evidence to help convince government they need to support Happisburgh.
- The map and timeline for the website are good.
- Need to stand up as NNDC to say that there won't be any defences at Happisburgh, currently some local people say there could be, and it is misleading.
- Can't stop erosion but working together to slow and do other things will stop people losing faith.

Perceptions of risk and personal relevance

- Comment on rolling back Happisburgh, into Ridlington and Ridlington into North Walsham - though this would be unlikely the comment came from a concern of a loss of sense of community.
- Some people can't understand the erosion problem as they don't understand the facts right.
- Incomers over the last 5-7 years, many don't understand the coast, they think they know, but they don't.

- People need to understand the demolition grant process, currently they don't.
- A member of the public described how although they own their house, they view it as a long lease as it will eventually be lost to erosion. This is an interesting way to look at the situation. "In my mind I have written off the value of the property"
- Request for a workshop on NCERM once it is released

Surface water management and cliff instability

- Drainage project needs to be by someone independent to understand the issues and what may be possible to be done.

Beach access and sea defences

- Anything is possible with engineering!
- Why did Happisburgh not get sea defences when the rest of the neighbouring coast did.
- Thank you to Brian Farrow [Coastal Engineer] for coming to the Save Happisburgh meeting to present about how the coast and sea defences work – he didn't have to come, but he did.
- Could the rock armour be placed more towards the church – to protect the church and the pub? Or further out to sea [like Sea Palling]?
- Could the rock be used like groynes?
- Some local people may contribute [financially] to move or add to the rock. If it makes your property last longer, it would be worth it.
- Need to try lots of things – need someone high up to help co-ordinate all things coastal
- Beach access ideas – relocate the old metal staircase, use the canyons – people are using them anyway.
- Beach access ideas – ramp should be perpendicular to the coast, not the way it is now.
- One idea for beach access via the part of the cliff that has been eroded inwards was rejected by a resident who has been living in the area since 1947. It was thought by two residents that the "unusual feature" had been around for years and therefore stable (perhaps an old landfill washed out), but the elderly gentleman with historic local knowledge said that this feature had only been created in the last four years and this was a normal pattern of erosion along this part of the coast and therefore not a safe place for a ramp.
- Are there mechanisms for councils and local people to work together to fund coastal management?
- Need to think about how far the beach access is located from the car park.
- Can there be accessibility to the cliff top from the car park for those in wheelchairs?
- Don't give access to backs of gardens on Beach Road through new car park. Maybe when the front entrance on Beach Road is at risk/lost?
- Could there be a tourist tax, or local levies to raise funds for coastal management?

Planning, land and housing

- Could the second property inland be used as a community garden to sit and watch birds - but retaining trees and other wildlife features?
- One person lives on Beach Road, didn't know about it until the week before moving in, too late at that point. Though seemed fairly light-hearted about it, didn't manage to have a further conversation.
- Question: Is the social housing site on Whimpwell Street progressing?

- We are pleased NNDC is buying the old caravan site.
- Some soil has been dumped on the old caravan site, we think that this is coming from the new site.
- Ideas for old caravan park – information boards, select areas for wildflower seed, plant with what we know will grow, have had issues before of planting – looks good to start with but soon ends up just as rough grass. Don't just plant wildflowers.
- Some thought the old caravan site was already public land. What can we learn for how the planning went with the caravan park move, how could it work better to secure the land for public use?
- Old caravan park site – use for wildflowers and keep open for the public. Not car boot sales.
- School – falling number of pupils – due to falling birth rate and change in village. So, replacement homes should be for families and affordable/social homes. Build homes for younger people.
- Have more control over what PRO's are used for i.e. to allow existing community to stay in the village (e.g. to support schools) rather than be exploited as an opportunity to build holiday lets?
- One attendee concerned about a new proposed housing development in the village - said he would support new developments if prioritised for relocation of properties so existing residents are not priced out of relocating within their village, Slow erosion – people many contribute [financially] – this could add value to properties?
- Need to think how options for properties will work when people pass away and how these are passed on to their families.
- How does inheritance tax work with at-risk homes – you may get taxed a value, but it is a depreciating asset... could this be considered more like a short lease for inheritance tax purposes?

Other

- Access to the old caravan park is required (see map) once per year for tanker to empty septic tank.
- Lots of dog mess on that land - dog poo bin needed
- Wildflowers - seeds don't persist in maritime climate - need to select carefully (use green hay from other local cliff top sites). Vipers' bugloss and blue lupins survive well.
- Can we have more hedges?
- Question: are the Happisburgh Cart Gap toilets staying open over the winter?
- Could put up a notice on old holiday site asking for ideas and directing to the website/email address?
- Could Heritage lottery funding help with some of the projects?
- Idea for benches in old holiday park.
- If there are any benches – keep well away from house.
- Can we fix the old information boards around the village that were put up in pathfinder?
- Can we update and replace the information boards that were created in pathfinder? Add QR codes etc?
- An information panel by the ticket machine would be a good location.
- Parish Council still has information from the Happisburgh Heritage Group in a back room of the Wenn Evans Centre – would be good to collate, record, find a home?

Feedback for future cafés

- Sandscaping updates please but also info on how it works - coastal literacy - and signage.
- Tourist info on tides - coastal literacy.
- On the progress poster – “café’s” should be spelt “cafés”, no apostrophe.



Map Comments from the Happisburgh Café

- Y1 Natural access farming
- Y2 Road now registered for public access
- Y3 A more suitable place for a carpark - different landowner
- Y4 Ramp doesn't want to be here. Constantly eroding. Relocate?
- Y5 Property needs access via manor field to septic tank for emptying via tanker. Will access be ensured? Or can property be put on mains?

Team in-situ review from the Happisburgh Café

The team and practitioner visitor de-brief captured from the session are presented in the table below. Some of the actions were immediate reflections to take forward to improve the delivery of subsequent events, some for later consideration in the project.

Team/guest comments:	ACTIONS
Feedback from MIND: very helpful for informing the MIND work and building connections in the community. Many positive conversations. Atmosphere was relatively upbeat compared with expectation.	
Beneficial with one visitor with whom we are working to enable some legal clarifications that were outstanding.	
Many discussions about the ramp and beach access – really useful to have the consultant present to provide independent input.	

Housing – hard to have in-depth discussions as there were so many other issues at this location.	
Idea to run an event at the school at school pick up time, and other opportunistic events (perhaps one in the church sometime).	Schedule launch of the animation at the school. And possibly a future café.
Next time – need to feature the NCERM2 data.	
New properties discussion – needed for the community (affordable).	
Drone/aerial pictures useful.	
Interesting discussions on value of Planning Replacement Opportunity (PRO), has significant cash value exploited by one visitor who is interested in doing so again.	Perhaps approach this person to create a case study on the perceived PRO value and opportunities it has enabled.
Missing some generic project information for the benefit of new visitors who are not familiar with Coastwise.	Include general information about Coastwise in café list of display materials in future. (It is always present at every café)
Some criticism of the information being challenging and a 'smokescreen' for not doing anything practical. Local liaison group being present absorbed some of this.	
Septic tank on edge of the land being acquired due to it being vacated by the previous caravan park – requires large lorry access via this land.	Transition project to re-look at mains sewerage connection?
Observed local people correcting others on local geology and coastal processes.	

West Runton

Tuesday 26th November, 2024. 9.30am – 12.30pm. Scout Hut.



Team	NNDC	Guests/other/observers
Six team members present (incl. EA rep).	Coastal Portfolio holder	Two members of the EA National team One guest from NWT
Main observations: <ul style="list-style-type: none"> ○ 16 visitors ○ Weather: Sunny, dry ○ Avg. stay approx. 1.5 hours ○ More women than men ○ Included working age (holiday park personnel) ○ Mix of visitors with general interest (including from elsewhere) and caravan park owners/employees, and other business (beach car park/café/ concern also about a new proposed development) 		

Summary – West Runton Café

The West Runton event was well attended given that it was a first event in this village. We were happy to engage with some caravan park representatives – this was very insightful towards developing next steps to work with businesses on the cliffs and support them by working together to develop adaptation plans in the future via some focussed workshops. These initial conversations were helpful towards shaping-up what we deliver in Spring 2025 at a focussed workshop for caravan parks.

We were joined by Norfolk Wildlife Trust (NWT), and this was beneficial in engaging with the owners of the Beach Café as both parties already knew one another. Having a familiar face present is really useful for these purposes, possibly for breaking down barriers. This effect was also observed at Trimmingham. It would be good to work together with NWT again.

Full community comments captured from the West Runton Café

The comments provided on post it notes by visitors and those collated by team members at the West Runton Café are captured below, grouped by theme.

Project progress and general feedback

- Drone images would be better alongside maps.
- Building rapport and not being dismissive of the industry.
- Showing what has actually eroded compared to the risk zone predictions would be good.
- Risk aerials are out of date (they are as soon as we print them!) Base pictures need to be clearer. Profile is very different. Make lidar maps available, - overlays over times?
- Q1 Some holiday parks are part of groups, some are independent (all different) Beeston group speak to them as a whole - different voices at different parks but start with the group.
- NNDC underestimate how much caravan parks do for the area as an industry (economic development).
- Community value, local economy - if it wasn't for the caravan parks, places like the West Runton Social Club and railway couldn't keep going.
- Perception that NNDC do not like caravan parks and this can be obstructive - don't realise the value to local economy. Residents and tourists spend a lot in the local area.
- The accepted lifespan for a caravan placed in a coastal location is 15 years. This is the industry standard and leases in coastal caravan parks are granted for 15 years as standard, to reflect the lifespan of the caravan. Wyndham are considering granting shorter leases in the future to take into account the shorter lifetime of spots at risk of coastal erosion. Currently, caravan owners renting spots that are at immediate risk are being offered three options: terminate the lease early and take their caravan to another site; roll back to another spot within the park (subject to space); or sell the caravan back to the park and terminate lease (so that the caravan park can roll it back themselves).
- Mostly owner-occupied caravans on this coast. Some owners hire. Effectively second homes. Not many are rented out. People invest a lot of time and money in the area.
- Many parks don't have entertainers or a club house so residents use local facilities, national trust and carparks, shops and services.
- Q2 (how best to engage) Survey possible, it depends on who reads emails.

- Meeting workshop talking together to give people a voice - a group meeting holidays parks know each other already.
- Point of contact needed for holiday parks to be able to engage.
- Empower people to be part of the solution.
- Survey or bespoke outreach for each site.
- Support and tools for the caravan parks.
- Some caravan parks more corporate than others with high staff turnover.
- Some family owned and managed with more knowledge and history and longer-term staff.
- BH and HPA - British and Holiday parks association - contact? - Guidelines and documentation.
- Concerns about NCERM2 data, comments on 2005 being extremely out of date - this came up very often across all cafés and significantly at West Runton. Can create difficult conversations as some attendees struggled to get past the date of the risk zones with comments along the lines of “what’s the point if it’s old data”, and feelings that the data is going to be much worse with the update. This also translated into new builds in the village and planning for caravan parks.
- Some negative feelings towards the council around caravan park owners, and a feeling of abandonment or dismissal. This was something the team had to navigate around at the start of the conversations, though confidently feel we ended up on the better footing before the attendees left. There seems to be a keen interest in getting involved in workshops and discussing what caravan park owners need to help them transition.
- One person found out about the cafés through the Outlook magazine.

Perceptions of risk and personal relevance

- Laburnham Caravan Park - already rolled back. Strategy since 1990's to do adaptation themselves as no support or tools from the council.
- Kelling Heath - Woodhill have utilised the policy of relocating so cliff front more for towing than statics -managing it themselves.
- Small independents - Leakes and Inglenook, Wyndham and Pioneer caravans.
- Emotional connections with the coast.
- Comment about getting the railway involved for the area between Sheringham and Cromer, despite being out of the risk zone.
- Concern about loss of community. West and East Runton have invested interest.
- Winds can be so strong on the cliff people have struggled to open caravan doors.

Surface water management and cliff instability

- Drainage considered an issue - “why can't better drainage be put in?” A good understanding across the board that defences are not feasible everywhere and ground water has a big impact on the cliffs too.

Planning, land and housing

- One attendee was looking to buy a house in West Runton and was interested in the NCERM2 data.
- One couple had just sold their caravan back to their caravan park in West Runton as they could no longer enjoy their front row view with the sand blasting the windows. They have bought a house in the village instead and are very happy with their decision.

Other

- Book by David Stannard about local erosion since the Domesday book.
- Charles Green archaeology in the 1960's.
- Chair of Friends of Cromer Museum thought impact on cliff erosion of people removing fossils from cliff base was minimal and has archaeological value.
- Need toilets - so NWT and Kingswood can run trips on RA - 26000 children visit per year.
- As well as holiday makers 70 coaches 26000 children / students visit for fossil and rock pool interest. Access and facilities are critical.
- Geology interest.
- Geology changes along this coast - some headlands, some sandy soft areas.
- Coffee and chat every Friday morning in church halls - run by Rosemary,
- Recognised from the Norfolk Show - helped to have a more open chat due to established rapport.
- Comments about coastal path - reassured that this will be rolled back by appropriate team.

Feedback for future cafés

- Typo / mistake on first poster - placename?

Map comments from the West Runton Café

- R2 Toilets critical for local field centres, field trips and family / education events NWT Kingswood
- Y3 Savage pipe vent – Anglian Water have lost the vent since 2000's as they were maintaining it. Now getting serious. Need to find it, also lost one somewhere else?
- Y4 Why are Anglian Water investing in the pumping station here? When piling the vibrations could be felt through the caravan park at Laburnum. What was this doing to the cliff?

Team in-situ review from the West Runton Café

The team and practitioner visitor de-brief captured from the session are presented in the table below. Some of the actions were immediate reflections to take forward to improve the delivery of subsequent events, some for later consideration in the project.

Some other comments captured from the event are shown in the table below:

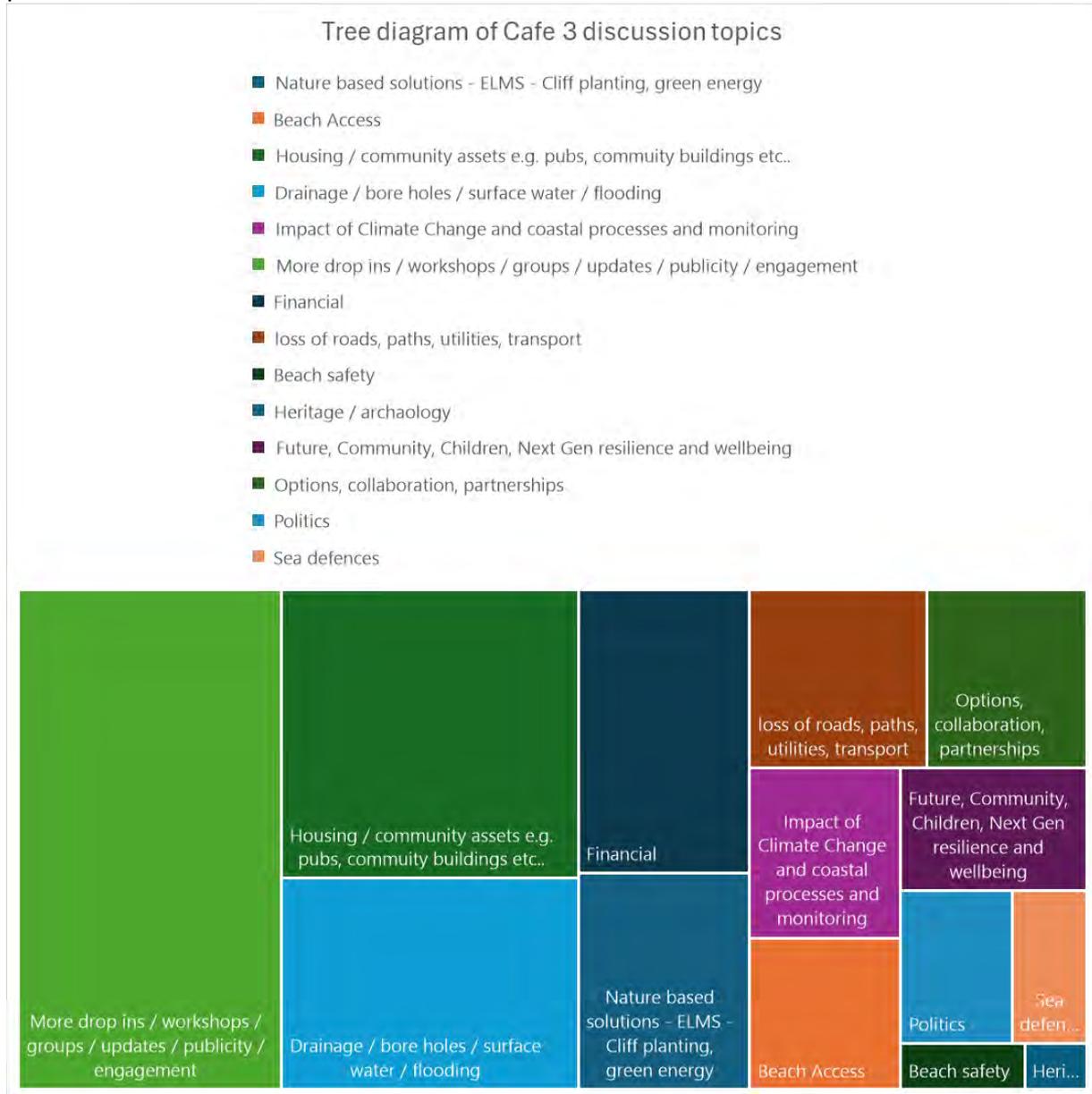
Team/guest comments:	ACTIONS
EA visitors: working at the national scale, it is grounding to hear local concerns and conversations, honest perspectives. Good materials and some things to learn from, such as the definitions. Interesting to hear the variety of questions people were asking, spoke to at least three caravan park owners.	Continue to welcome external colleagues to café s in future – good to post information on comms and engagement tracker, LinkedIn, etc.
Feels necessary to follow-up well with people who have provided their contact details and shown willingness to speak to us. Indicated that a local meeting with park owners would be welcome (correctly targeted given their different partnership arrangements/independent status).	Follow up emails to those who registered their details. With indication of what is planned for next year.

	Then note to contact again in January. Perhaps plan series of two meetings to initiate sector transition planning?
Learnt a lot about caravan parks and how they operate.	
Sense of distrust in NNDC and perception that their value and contribution to the local economy is not recognised – need to build some rapport.	
Many independent adaptation initiatives underway (e.g. known about at Woodhill), e.g. Laburnum was talking about things they are doing, including offering shorter leases on their plots (less than the standard 15 years, which is the lifetime of the static caravans as an industry standard at the coast). Wyndham have recently lost their first caravan plot.	
Refresh underlying aerial photographs on risk images – out of date as show a lot of land that has been lost.	Update aerial views with risk bands (will do post NCERM2 anyway) - use most recent aerial images available or new drone shots. Brand the pages.
Double check comms materials for typos or other errors – mistake made in placename on a first iteration of the poster which was noticed by a visitor who felt it meant we didn't care much about this location.	Tighten up proofing of comms materials.
Lots of general interest. High acceptance of inevitable change.	
Venue was very nice, good to have a wood burner, facilities were fine. Slightly out of the village so local people will have needed to drive. It wasn't far and there is a path.	
May be worth looking at acceptance of new development – land for housing, vs land for replacement housing. Or case study around value of PRO and idea of registering land for rollback.	Take forward PRO scenarios brief (OS to lead).
People were shocked to see that the zones were made in 2005, weren't happy. Lots of interest in the NCERM2 data.	

Cross location analysis from all four cafés

All the comments feedback from discussion and other interactions with cafe attendees were recorded, categorised and colour coded into the following topics, across all locations using the codes shown below in the tree diagram key.

The diagram shows the topics of concern – the most talked about topics within the cafes as a whole take up the greatest area in the diagram. The categories used are consistent with those used in previous cafe analysis so will be comparable in order for us to track the concerns and priorities of the communities over time.



- Note that this diagram does not include the conversations focussed specifically on housing as part of the housing focussed activity. These will be recorded separately.

From the above graphic it is evident that the most frequent topic discussed was around information, and engagement – things that people would like to know and the identification of

gaps in knowledge and what people prefer in terms of engaging with them in future. Our Coastal erosion literacy work is already underway and includes the development of some products and activities that will provide opportunities to fill the knowledge gaps. Via our Coastal erosion literacy framework, we have identified a number of core objective that will be addressed via project actions. All of these have been needs led by the communities themselves and these who participated in our initial survey. So, we are extremely grateful for the input that attendees of our events are contributing towards project progress and defining our priorities.

Housing and roll back of other village and community assets was the next most frequent topic for discussion, closely followed by cliff water and drainage issues. Cliff water and drainage are features in several locations within the project area and following the success of the Trimmingham water investigation, we are about to commission a similar investigation in Happisburgh. This investigation will serve to get a better understanding of cliff water and its role in cliff failures and to look at village flooding that will be part of the considerations for future development of housing. In addition to generic housing discussion, housing options was a focussed topic to address within the cafes and we received lots of interesting comments, suggestions and feedback on options proposed. A range of materials were provided that outlined the situation now if you are living in the risk zone, compared to what people might like to see in the future. We look forward to taking this forward to the development phase by working together with communities.

Café Evaluations

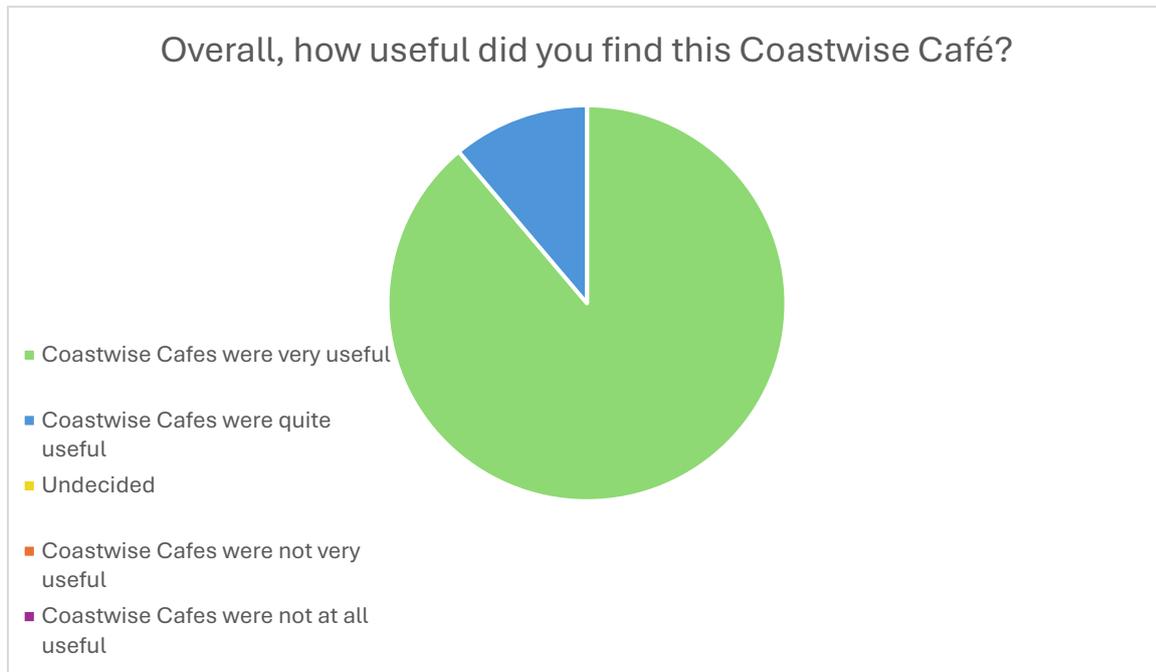
The Coastwise Cafés attracted 86 visitors across four events. Evaluation forms (Appendix 4, also project sign-up sheets – Appendix 5) were made available at the entrance/exit and visitors were encouraged to fill them in on departure. 18 evaluation forms were received - 20.93% of attendees completed an evaluation form.

Data across all locations

Overall, how useful did you find this Coastwise Café?

- 88.88% of respondents said very useful.
- 11.11% of respondents said quite useful.
- 0% of respondents said they were undecided on how useful.
- 0% of respondents said not very useful.
- 0% of respondents said not at all useful.

Overall, 4.93 out of 5 for usefulness.

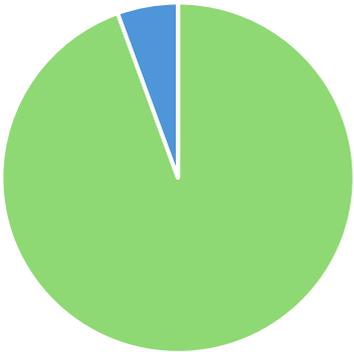


How interesting and relevant were the activities and information to you?

- 94.44% of respondents said very interesting and relevant.
- 5.55% of respondents said quite interesting and relevant.
- 0% of respondents were undecided on how interesting and relevant.
- 0% of respondents said not very interesting and relevant.
- 0% of respondents said not at all interesting and relevant.

Overall, 4.46 out of 5 for interest and relevance.

How interesting and relevant were the activities and information to you?



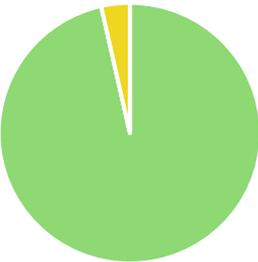
- Very interested and relevant
- Quite interested and relevant
- Undecided
- Not very interested and relevant
- Not at all interested and relevant

How likely would you be to attend future Coastwise events?

- 94.44% of respondents said very likely.
- 0% of respondents said quite likely.
- 5.55% of respondents said they were undecided.
- 0% of respondents said not very likely.
- 0% of respondents said not at all likely.

Overall, 4.79 out of 5 would be likely to attend future Coastwise events.

How likely would you be to attend future Coastwise events?



- Very likely to attend future Coastwise events
- Quite likely to attend future Coastwise events
- Undecided
- Not very likely to attend future Coastwise events
- Not at all likely to attend future Coastwise events

Learning from the Café Events

This section addresses the main learning from all four cafés, divided into learning about café attendance and interest, marketing, content, staffing, national impacts, learning around caravan parks and general observations. This learning will be used to help shape future café events and identify areas of the project to progress with.

Attendance and interest

- The events were reasonably well attended and generally felt busy – despite fairly low numbers at each event, people stayed for a very long time, so the venues felt consistently busy, particularly in Happisburgh.
- We had some in-depth conversations with most attendees staying and chatting or accessing resources for well over an hour at all events.
- Approximately half of the attendees at Happisburgh were first time visitors to a Coastwise event – those asked had come via word-of-mouth from previous attendees.
- At most events people arrived early as doors opened, and some didn't seem to want to leave at the end of the event.
- Saturday worked well for Happisburgh. Although we still did not reach children, we did get some working-age members of the community.
- The morning sessions worked well – and we will run future sessions in mornings, a slightly later start time and a later end time was proposed for those who would like to attend on their lunch break. This time of day was also useful for getting there and back in the daylight, particularly in villages with no street lighting in the evenings in winter.
- The Scout Hall at West Runton was a great venue with a wood burner – ideal for the chilly season, however it was a little out of the main village. The back room looks like an ideal space for workshops. Future events can also be advertised here.

In future:

- Opt for a Saturday again in one of the locations at least, subject to staff availability.
- Run morning sessions again in future with slightly later start and end times.
- Run future cafés in late spring and autumn, in order to maximise daylight café run times, to increase access.

Marketing

- Every location is different so the publication of one generic Coastwise Café flyer and additional bespoke ones for each location appeared to have worked well for use in different contexts to add interest and indications about the topics that would be featured.
- We paid a distribution company to deliver our flyers (the bespoke flyers to each location). We did not find that anyone had attended because they received a leaflet through their letterbox, which was disappointing.
- Most people we asked had received Outlook magazine (a North Norfolk District Council bi-annual publication) and seen it advertised in there.
- West Runton – targeted invitations worked very well. Caravan parks were emailed directly to be invited owing to the large numbers of residential and holiday caravans in the location.

In future:

- Review whether to pay for leaflet distribution. Did not seem to be effective.

- Direct / targeted invitations by email as relevant (e.g. to businesses).

Content

- Good range of materials.
- We received a lot of good feedback on the resources and they generated multiple in-depth conversations.
- At West Runton we included more generic project information as we had not delivered a café there before, so we anticipated that most attendees might be newcomers who would want more of the general information about what Coastwise is, what we are doing, as well as the progress information and so on.
- The focus topic on housing was well received with lots of active participation with the Coastwise team. Lots of discussion around options, lots of comments and suggestions. Lots of questions. All of which will feed into the housing workshops being developed for 2025.
- Generally, people were really pleased to see that lots of progress has been made since the last cafés in July 2024. There was a strong sense portrayed by visitors that they can see Coastwise gaining momentum.
- NCERM2 data really needed for the next cafés – not having up-to-date risk information is becoming problematic. The data was planned for publication over summer 2024 originally, but owing to the change in government, it was delayed. It is now due at the end of January.

In future:

- Progress information seems to be well received – continue with this to demonstrate what is being achieved and breadth of work.
- Continue to include active participation activities to prompt focussed discussion on particular topics to garner input and feedback. Valuable contributions have always been gained by doing this.

Staffing, guest contributors and practitioner visits

- Delivering Coastwise cafés is very resource intensive in terms of team capacity, but having a high staff ratio is really valuable – appreciated by members of the public who gave good feedback about the opportunity to talk directly to the team.
- The cafés are an opportunity for the team to gain local knowledge, experience of direct engagement and to acquire contextual insights directly. Giving all an opportunity to be part of these events enables embedded stakeholder engagement across the project, and genuine co-creation of transition plans and activities.
- Conversations are genuine and meaningful, and it seems beneficial to have different skills from the team present. There is a place for all skill sets to be present
- Cafés can be busy and there are multiple roles to be filled on the day - it would be a challenge to deliver effectively with just two staff members, for example.
- Two team members were recognised from the Norfolk show – good for branding, visibility, familiarity, personability. So doing other impact/engagement events and showing presence is useful even if it is quite demanding on team capacity.
- It was good having independent representatives of other linked projects at the cafés, e.g. NWT and MIND – fielded many conversations and neutralised some contentious discussions. At one café a visitor was interested in exploring the resources without a conversation with the team but spoke to NWT for almost an hour about their experience living on the cliff top and his fears and anxieties.

In future:

- Recognition that attending cafés takes the team from other work, so needs to be realistically resourced. Balance with benefits of attending.

National impact and dissemination

- External organisations were represented by guest contributors and visitor observers:
 - National EA Coastal Team
 - Isle of Wight EA team
 - Norfolk Wildlife Trust
 - Norfolk and Waveney MIND
 - Jacobs
- Hosting practitioner guests at the events has been a really effective way to disseminate understanding about Coastwise and have national impact. Based upon the feedback received, the experience has provided lots of learning for visiting professionals, and positive word of mouth.
- Great representation from elected members – our NNDC Coastal Portfolio Holder attended all the sessions. The Leader of the Council for NNDC attended two sessions and we had reasonably good attendance by ward members.

General observations

- Cafés useful to capture local knowledge but this information may also include opinions that are not necessarily based on factual information. Observed from having done a number of cafés that generally people were not asking about defences but talking about the erosion – hearing a lot of people talking about it being a natural process. This is a real positive observation that demonstrates a level of awareness that we hadn't observed until now.

Insights for caravan parks

- Having the opportunity to engage directly with caravan park owners/ staff was insightful for the Coastwise Team. We learned that there were different business models. We need to map the sites and know what their ownership set up is and if they are part of local or national business partnerships so that we approach the right people appropriately.
- Caravan parks were wanting 'tools and guidance' – can we work with them on what this could be and what they need in a workshop proposed for Spring 2025.
- There is an appetite for a local workshop in the Runtons area with a group of owners/managers.
- We learned that there is a degree of distrust in NNDC – a perception that the value of caravan parks to the local economy is not well recognised or valued.
- An NNDC policy was mentioned in regard for caravans within a 7m proximity of the cliff top. This policy was the reason for Wyndham moving their first caravan. It is important that this already exists – we need to clarify all the relevant policy issues and then work together with businesses to identify threshold for when to move caravans, then work out what the options would be. Assisting with a business plan with set thresholds and rough timescales might be appropriate. They identified that they would like support

with identifying options because they can only move to a vacant slot on the same site, but not all of them have land/space available. Other caravans on the same row as the one lost have not got plans or had discussions about the plans for relocation. It could be useful to start reserving vacant plots away from the cliff as they become available for cliff front lots to move back to. Coastwise intend to work with caravan parks to support them to transition away from risk to allow for the long-term sustainability of their businesses.

Overall

The Coastwise Café approach continues to work well for the project – return visitors are interested in seeing progress and updates on the project in general and feedback is good. We will continue to run regular Coastwise Cafés with updates and focussed activities until the end of the project unless it transpires that they are no longer needed or useful. We intend to deliver them twice per year – possibly late April and October (avoid holiday seasons and winter).

Next steps

Phase three of Coastwise Cafés has generated more key learning, as identified above and has enabled us to incorporate local feedback into the development of ongoing and planned activities and plans for future cafés.

We intend to deliver two cafés per year at approximately four locations each time. We will visit core locations regularly – these are Happisburgh, Trimingham and Overstrand and other cafés will alternate between other Coastwise frontage locations, such as Bacton and Walcott. We intend to visit West Runton in the future as we had a lot of interest there.

We will run additional focussed events on a need's basis. For example, we will for a holiday park specific workshop to support this sector of the local coastal economy. We also already have plans to visit Weybourne in February 2025 with a drop in and workshop event around co-creating a coastal transition plan in that location.

The housing activity will be written up and disseminated in due course. This will lead to focused workshops to develop ideas further and create a suite of options for those living in the risk zone to develop housing transition plans. These will enable homeowners to be prepared for adaptation at the right time homeowners.

Appendices

Appendix 1

Location based activity and display plan			
Trimingham Thursday 21 st November 2.30 to 5.30 (2-6pm hire)	Overstrand Tuesday 19 th November 9.30 to 12.30 (9-1pm hire)	Happisburgh Saturday 23 rd November 9 to 1pm (8.30 – 1.30pm hire)	West Runton Scout Hall Tues 26 th November 9.30 to 12.30 café (9-1 hire)
Project info	Project info	Project info	Project info – similar to café 1 (2 boards)
Progress update map	Progress update map	Progress update map	Progress update maps
Housing concepts – interactive activity			
Coastwise Creative Competition flyer	Coastwise Creative Competition flyer	Coastwise Creative Competition flyer	Coastwise Creative Competition flyer
Survey feedback report infographic and presentation playing on a loop on a laptop.	Survey feedback report infographic and presentation playing on a loop on a laptop.	Survey feedback report infographic and presentation playing on a loop on a laptop.	Survey feedback report infographic and presentation playing on a loop on a laptop.
Coastwise Café 2 report and summary			
Wellbeing service promotion flyer	Wellbeing service promotion flyer	Wellbeing service promotion flyer	Wellbeing service promotion flyer
Map box and tiki tiki timeline populated with coastwise events and images on Laptop and tablet for viewing and FB	Map box and tiki tiki timeline populated with coastwise events and images on laptop and tablet for viewing and FB	Map box and tiki tiki timeline populated with coastwise events and images on laptop and tablet for viewing and FB	Map box and tiki tiki timeline populated with coastwise events and images on laptop and tablet for viewing and FB
North Norfolk Climate change report - Met Office			
Map for each place – stickers and comments			
BESPOKE	BESPOKE	BESPOKE	BESPOKE
Road update – on large update poster	Infrastructure	New car park update	Caravan parks invited specifically in addition to general public
Water investigation update & report – to be printed out A1 size - slidepack		Church digital visualisations – via Happisburgh Coastwise Liaison and Research Group.	Questions of caravan parks around needs and working together.

Dr Johnson plus two students. Poster summary of research.		Rock armour & Ramp – UPDATE & input – Jacobs.	
Group table to encourage others to sign up to the group.		Graveyard update	
Presence of MIND to promote the wellbeing service and recruit members		Presence of MIND to promote the wellbeing service and recruit members	
Presence of NWT to undertake coastal perceptions survey		Geological maps	Presence of NWT to undertake coastal perceptions survey

Master Check List		
Item	Notes	Acquired
MARKETING		
Comms – Posters A4	Distribute in shops / cafés etc..	NO
Comms – Flyers A5		Trimingham + MIND flyers Generic West Runton Happisburgh Overstrand Delivered by Letterbox for a fee.
Comms - Stickers		YES
Comms – Business cards		YES
Comms - Postcards		YES
Coastwise Boards, info		YES
Coastwise Flag		YES
Coastwise banners x 2		YES
Coastwise event A frame with poster / writing on it whiteboard markers		YES
NNDC tablecloths X 4	Find 2	YES
Coastwise Website	CSu ask Amanda to add dates to Coastwise Website	YES
Parish magazines mail out	CS email parish clerks asap once flyer is ready	YES
Schools digital mail out	SG email schools nearer the times and follow up	YES
Libraries digital mail out	And follow up	YES
Mailing list email	And follow up	YES
Village mags – Crab tales – just regional	SG investigate and distribute – via parishes? CS has asked parishes for info on magazines and will chase.	CS done mags research and has created an article with image to send out. Ask where we are with this?
Contact Caravan Parks in the Runtons and Beeston	Seaview Carvan Park E Runton; Gold Coast & Hazelberry Caravan Park E Runton Beeston Regis Caravan Park W Runton Laburnham Caravan Park W Runton Wyndham Holiday Park E Runton web form Gap Caravan Site – E Runton webform	YES
Electronic stuff		
Monitor / projector		YES
Power cable		YES
Laptops loaded with Coastwise website and Coastwise presentation and Film & memory stick And BGS map explorer	Presentation on smart board. Database and DB question - We are developing a database and archive of coastal case studies and information about adapting to a changing coast, would this be of use and interest to you if it was made available online?’	YES YES

HDMI cable		YES
Extension lead and duck tape		YES
Tablets x 2 or 3		yes
HEALTH AND SAFETY		
Risk assessment for event, venue and kids activities	Update it	YES
First Aid Kit		YES
Food Allergy Notice and list of allergens to display	Complete new allergen form for new refreshments. Laminate large A3 allergen notice	
Toilet notice (safeguarding)	SG made one – sent to print and laminate. Waiting	YES
STATIONARY		
Clickers		Y
Post it notes		Y
Pens and highlighters		Y
Velcro strips		Y
Blue tac		Y
Clip boards		
Coloured stickers for map work		Y
Generic stationary box		Y
Reference only stickers		Y
Flipchart paper and pens		Y
A4 envelopes	Acquire from post room	Y
Kids corner		
Duplo – and duplo coastal challenge instructions laminated		YES
Ocean puzzle box and toddler puzzle		YES
3 books – magic dolphin, climate change and rhythm of the rain		YES
Plastic rectangular box laminated instructions for beach dynamics activity	Create instructions. Does this need a refresh of sand? Buy Crayola bath dropz (non toxic water based colours) better than food colouring – doesn't stain. Buy on Amazon	YES
Plastic rectangular box for fossil and shell dig and ID with laminated instructions	Create instructions and ID sheets for shells and fossils Acquire more fossils – buy?	YES
Bucket		YES
Blue food colouring		YES
Old towels for wiping the floor.		YES
Stickers		YES
Posters & leaflets and activities		
Coastwise FAQ posters		YES
Coastwise FAQ one page handout		YES
Did you know posters		YES

Risk Maps A3 laminated		YES
Potential options poster		YES
Coastwise Key definitions poster		YES
Coastwise updates Map	Create CS Sue to make graphic for place based AZ – Highways info Csm – NCERM statement GC – F&F update RG – Sidestrand coast path SD – Sandscaping update	YES
Location Maps to add to	Plus stickers and recording forms	YES
Housing Activity	AZ to prepare resources and feedback laminates for each café PRINT and pack – And sign up sheet for housing workshop	YES
Competition flyers and exhibition and talk info	Print off X 100	YES
Trimingham only – <ul style="list-style-type: none"> Highways Update – on poster Cliff Water research update and report and resources Group table to recruit for other members UEA students invite done bringing own posters etc.. MIND 	Create and print off relevant items Print off report and poster of models etc.. A1 colour – put on wall Possibly will talk about projects with visitors Table to recruit new members to the sUStain group and promote the 1:1 service	
Happisburgh – do we want a specific Happisburgh question? E.g. graveyards? on poster If land purchase is completed MIND CL&R Group CARPARK UPDATE ROCK & RAMP update Put on update map	PRINT scope for graveyards – first few pages AZ Signup sheet for people to join a codesign group Table to recruit new members to sUStain and promote 1:1 service Table to recruit new members to get involved in church VR and other group activities	YES PRINT
West Runton Caravan park focus – and sign up for workshop	Caravan Park – Business focus – develop something? Also invite caravan parks specifically SG to email	DO WE NEED A DIFFERENT WORKSHOP SIGNUP SHEET ASK CS?

CAFÉ 1 questions? To get the ball rolling or not tbc? Erosion not so much of an issue here?	caravan parks in west and east runton and Beeston - To invite to that event USE VNN questions for caravan park and sign up into envelope	
Positive impacts of coastal erosion Poster (can coastal erosion be beneficial?)		YES
Geological maps of Norfolk poster	SG to acquire BGS £12 each need 131 and 132	YES
A1 paper aerial photos for each location	Add dates – for future ones	YES (add dates)
Giant maps A1 size paper	Bring these anyway	YES
Drone photos A1 foamex for each location	Check for all locations and add dates or images please	YES
Coastal literacy leaflets – What are sea defences etc.. intro to coastal management	Updated versions of coastal management handout as well as adaptation and coastal processes. SG update all with Rosie with coastwise logo.	YES – Old ones
Funding prospectuses info – x 3 Community, Professional and ?	Wellbeing? Print more off ?– CS updating those	YES
Photo consent notice		YES
Survey analysis – report	Print out several copies to take x 4	
Coastwise café phase 2 Report	Complete –	And print out two report 1 cafés
North Norfolk Climate Change Report	2 copies to be printed one ref	YES
CCC booklets – take some to give away for free at cafés plus some reference only copies.	Add reference only stickers to some copies	YES
Old photos books	If time print some large versions	YES
REFERENCE DOCS		
Demographics reports etc.. see ss (Rob)		YES
SMP for the area (6)		YES
Coastal trends report CS		YES
OBC for project		YES
Coastwise Café 1 – Full report		YES
Coastwise photo book of Risk Zones		YES
A3 laminated risk zones		YES
Team FAQ reference doc	PRINT copies for staff	YES
Coastwise Wordcloud poster	SG print via Paul	YES
FORMS / NOTICES		
Post boxes to post details to sign up to project mailing list AND Evaluation forms	Possibly need to make new labels for box tops. Or source permanent boxes.	YES
Sign-up sheets for project newsletter and mail outs	PRINT MORE	YES
Event evaluation forms	PRINT MORE	

Generic feedback and questions	PRINT A3 x 2 and laminate	
Food hygiene star rating sticker	Put in box?	YES
Toilet notice		YES
Cleaning Bag		
Washing up liquid		YES
Hand sanitiser		YES
Antibacterial soap		YES
Disposable cloths		YES
Sanitiser		YES
Blue roll / kitchen roll		YES
Black sacks		YES
Loo roll		YES
Ziplock bags or plastic tubs		YES
Apron		YES
Tea towels x 2		BRING!
Towels		YES
REFRESHMENTS	Check stock for all	
Tea		Y
Coffee		Y
Decaf tea		Y
Decaf coffee		Y
Green tea		Y
Herbal tea		Y
Milk		Y
Oat milk		Y
Sugar		Y
Sweeteners		Y
Biscuits – GF and Ve as well		Y
Fruit		Y
OTHER		
Coastwise Red Trolley		YES – Didn't use

Appendix 2 - Housing options activity resources

Coastwise Housing: Planning for Our Changing Coast

The Coastwise project aims to support coastal communities by helping people make informed choices about their home and future as the coastline changes.

We're exploring ideas for homes near the sea, such as creating new places to live, supporting people with at-risk houses, or building homes for everyone.

Your ideas and feedback will help shape what Coastwise can offer.

Currently, there is limited support in place for homeowners to prepare for the impacts of coastal erosion. This often leads to high costs and challenging outcomes for those affected.

Coastwise is looking to change this 'business as usual' approach by redefining the choices available to homeowners. To do so, we are looking at homes at risk in the medium to long-term so that people can plan ahead and make considered choices about their future.

COASTWISE Coastwise Housing Planning: November 2024

A: Build Full Market Houses

Government find plots and acquire → Government gain planning consent → Build houses → Offer to at-risk homeowners → Demolition (or reuse) of at risk houses → At-risk homeowner relocates

Are the houses given away? Or does govt. retain ownership on 'free lease'? Who builds the houses? Is this fair and equitable to government and society? Can social housing be built as part of this? What about shared equity? Could they be sold to fund coastal transition?

COASTWISE Coastwise Housing Planning: November 2024

B: Buy to Lease



 What happens to the owner when home is demolished? How is value determined?

C: Guaranteed Purchase



 Could this impact house prices? Can it be released early and used by government?

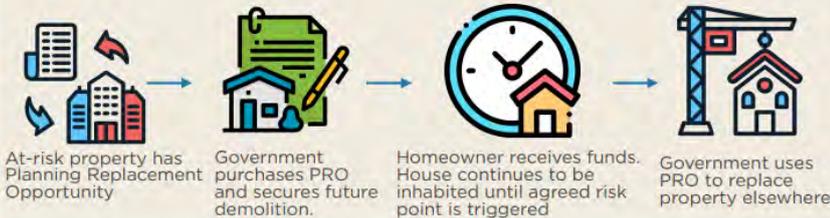
D: Government Buy At-Risk House



Is this good value for the taxpayer? What temporary uses could benefit the community? How is it valued?

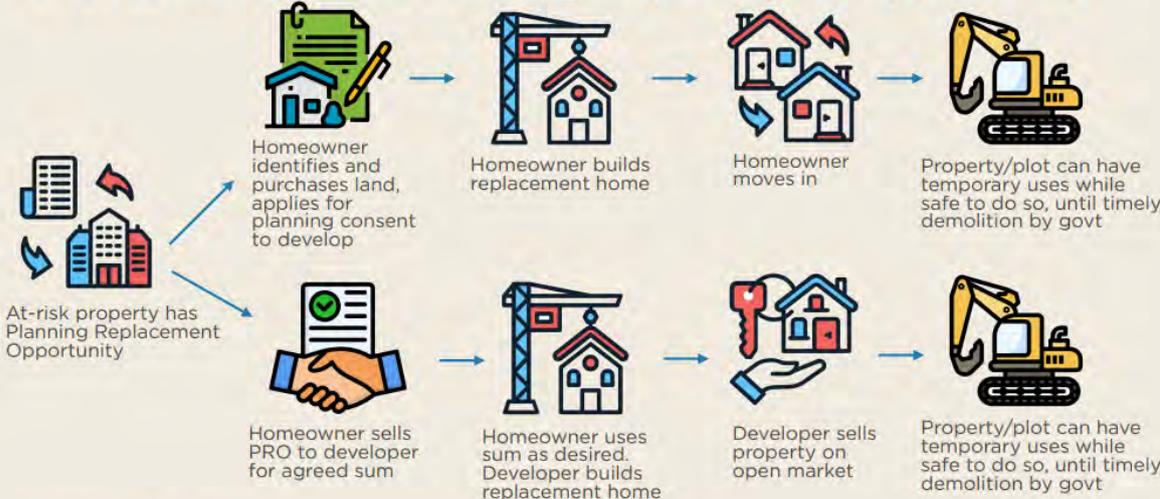
E: Govt. Buys Planning Replacement Opportunity

What is a Planning Replacement Opportunity (PRO)?
 Under North Norfolk District Council's Planning Policy EN12, a PRO allows homeowners in the Coastal Erosion Risk Zone to apply for planning consent to build a replacement home on land that wouldn't normally be available for housing. This policy helps at-risk residents stay within their communities by providing a practical relocation option as part of adapting to coastal change.

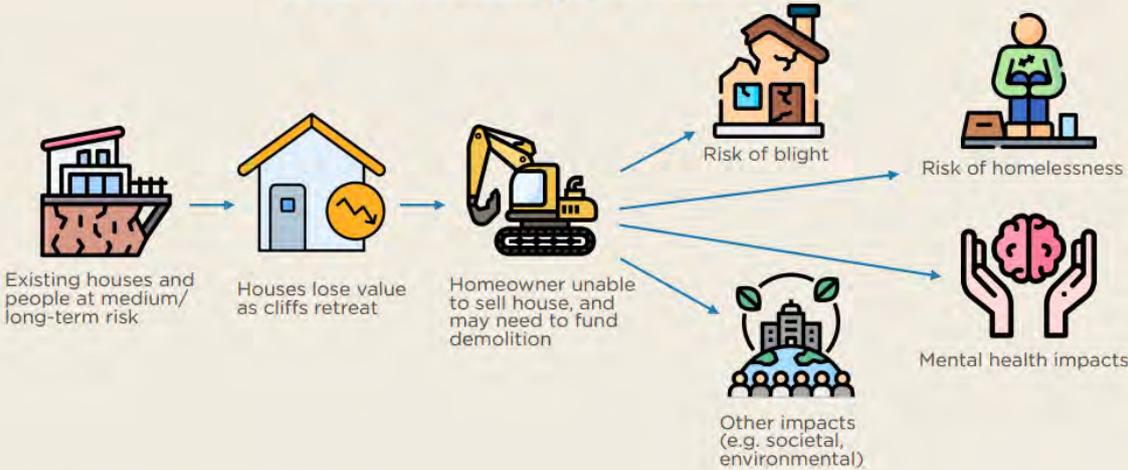


Can PRO be used while property remains inhabited? Does LA have a responsibility to rehouse at end of property life? Does this fully deliver transition?

F: Homeowner Uses Planning Replacement Opportunity



How Things Are Now



How Things Are Now

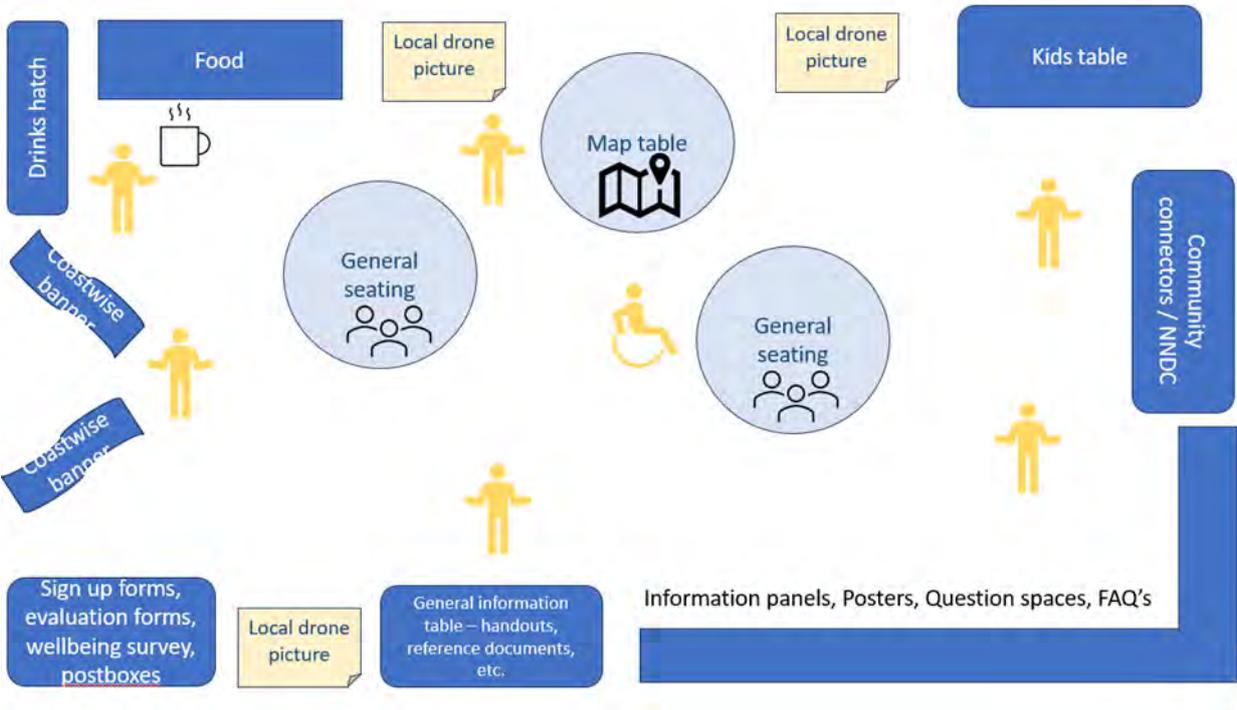
Current Options for At-Risk Homeowners

- Information regarding coastal policies and coastal change
- Offer of housing advice and options
- National government Coastal Erosion assistance Grant (e.g. demolition) where eligible
- NNDC Coastal Erosion Support to assist with immediate demolition costs
- Local Plan replacement/rollback opportunity secured via letter
- Coastwise Initial Support Package:
Professional Services / Practical / Town and Country Planning Advice
- Coastwise Purchase of PRO with property owner retaining land ownership with legal agreement
- Coastwise Purchase of property at immediate risk including PRO
- Waiting for future Coastwise/government options

Acceptability

Option	Capital Cost	Ongoing Costs	Public Appetite	Political Appetite	Technical Challenges	Other Benefits?
Full Market House						
Gov. buy and lease back						
Guaranteed purchase						
Buy at-risk house						
PRO purchase						

Appendix 3 – Café Plan



Appendix 4 – Evaluation form

Coastwise Café's – what worked and what didn't?

Please circle the relevant answer to each of the questions and add any comments if you wish.

Overall, how useful did you find this Coastwise Café?				
Very	Quite	Undecided	Not very	Not at all
How interesting and relevant were the activities and information to you?				
Very	Quite	Undecided	Not very	Not at all
How likely would you be to attend future Coastwise events?				
Very	Quite	Undecided	Not very	Not at all
Do you have any other comments? e.g. things you enjoyed, ideas about how we could improve on this event?				

Please email the Coastwise team any time if you think of further questions or comments
coastwise@north-norfolk.gov.uk

Appendix 5 – Sign up sheet and topic selector

COASTWISE

Would you like to stay updated with Coastwise?

Provide your contact details below to join the Coastwise mailing list.

Consent and GDPR information
Please ensure that you agree with the following:

- You understand that at all times any personal data provided below will be kept confidential, in accordance with data protection guidelines.
- You understand that information you provide will be used for Coastwise project purposes only.
- You understand you can change your contact preferences at any time by emailing coastwise@north-norfolk.gov.uk or contact North Norfolk District Council with your changes.

Coastwise is a new North Norfolk initiative to transition and prepare coastal communities where the coast is eroding. It is nationally funded through the Coastal Transition Acceleration Programme, funded by DEFRA and the Environment Agency until March, 2027. You can find out more at <https://www.north-norfolk.gov.uk/projects/coastwise/>

If you'd like to join the Coastwise mailing list, please fill in some contact details here then post this sheet into the post box. This information will be used purely for future contact on this topic:

Name	
Contact email	
Contact telephone number	
Address	

COASTWISE

Are there any topics you're particularly interested in and would like to be contacted about should these be investigated further.

Erosion impacts or opportunities for:	Tick here
Transport infrastructure - Roads, paths and beach access	<input type="checkbox"/>
Water Management	<input type="checkbox"/>
Housing and roll back options	<input type="checkbox"/>
Heritage	<input type="checkbox"/>
Land management, agriculture	<input type="checkbox"/>
Holiday Parks	<input type="checkbox"/>
Funding and Finance	<input type="checkbox"/>
Mental health and wellbeing	<input type="checkbox"/>
Graveyards	<input type="checkbox"/>
Wildlife and the environment	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>