

COASTWISE

COASTWISE CAFÉS – PHASE 2

A full report of findings

Autumn 2024



**NORTH
NORFOLK
DISTRICT
COUNCIL**



Department
for Environment
Food & Rural Affairs



**Environment
Agency**

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Department
for Environment
Food & Rural Affairs



Environment
Agency

Coastal transition accelerator programme

Part of the £200m
Flood and coastal innovation programmes

Executive Summary

In July 2024, the Coastwise project team held a second phase of 'Coastwise Cafes' in North Norfolk – six drop-in sessions to enable new and ongoing relationships with local people, share project information and updates and continue the process of incorporating input to develop next steps. This report summarises the aims, methodology, findings and learning from this second core phase of public engagement.

Overview The Coastwise Café approach was developed in early 2024 via a first phase of engagement 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. These engagement events are crucial for Coastwise to identify and develop project priorities, and progress. The Coastwise cafés are envisaged to be regular events (approx. tri-annual) that run alongside other more focussed engagement activities on specific issues.

Method Six Coastwise café engagement events were held in coastal communities in the Coastwise area of North Norfolk, from Weybourne to Cart Gap over a two-week period from 8th July to the 18th July: Walcott, Overstrand, Trimmingham, Bacton, Weybourne and Happisburgh with a drop-in format between 2.30 and 5.30pm. The layout was designed to be multi-functional, enabling people to browse information, contribute answers to specific questions (as a means to capture data to inform next steps), and co-develop ideas around coastal literacy needs. The cafés are an opportunity for the project team to have informal discussions with local people on project progress, specific questions, project priorities and next steps and other aspects.

During this second round of cafes, we included some bespoke, place-based specific engagement activities. For example, at Trimmingham we explored the potential impacts of the loss of the main coast road through the village. At Happisburgh we invited suggestions on what to do with the Old Caravan Park land that NNDC was in the process of purchasing - ideas ranged from a space for nature walks and picnic, habitat enhancement to a place for art and a café or information centre. We also invited suggestions for elements to include as part of the replacement car park – such as electric vehicle charging points, more toilets. More detail follows in the location summaries.

Findings A total of 81 local people attended across the six events in July. Whilst there were fewer attendees than in the first round of cafés, we found that the conversations were very in-depth and valuable to the project, particularly with return visitors. There was a mix of return and new visitors and a range of themes that were discussed. Most attendees appeared to be of retirement age and lived locally to the café they attended. We had roughly a 50/50 mix of men / women attendees and no children on this occasion. A range of topics were discussed, ranging from the success of the sandscaping scheme, to property level resilience, the idea of CoastRe, property values and loss, transition options, cliff path/s, risk zones, mapping and data.

Learning and next steps In this second phase, the Coastwise cafés were effective in continuing conversations about the changing coast, raising awareness of the opportunities that could be delivered through adaptation and have generated a good source of data to plan project next steps. Future cafés will continue to run alongside tailored events of different types to meet project and community needs at intervals of roughly four months (approx. tri-annually). The next phase of cafes are planned for November 2024. The format will evolve to maintain interest and

momentum and to inform subsequent engagement and actions. As per Phase 1, the Coastwise Café drop-in format 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. The Coastwise team foresee that this approach will continue throughout the project at regular 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 topic and sector-based workshops and place-based action as and when these things are deemed necessary.

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Purpose and aims of the Coastwise Cafés

This report describes:

- The purpose and aims of the Coastwise Café phase 2 events
- The methods, materials, and resources used
- The findings, presented by location alongside key demographic and attendance information
- Event evaluation data
- Team reflections and learning
- Highlights
- An appendix includes an event preparation plan, coding for analysis, a generic café layout plan and the evaluation form used at the events.

This report contains all the data collated across the five Phase 2 Coastwise Café events held in July 2024. It is intended for team use but is also available for anybody interested in the Coastwise Cafés, such as practitioner colleagues, community members, our funders – Environment Agency (EA) and DEFRA, internal NNDC Cabinet members and officers. The report is also available for dissemination to a wider audience to share learning with other projects which may wish to run similar events.

This report captures the raw data for archiving purposes and includes some simple thematic coding by way of analysis. This has highlighted indicative themes to enable immediate prioritisation and short-term actions and progress to be made in the Coastwise project in a timely way.

The evaluation and learning components help the Coastwise team to build on the learning to more effectively plan and prioritise future engagement events based on community needs as work progresses.

What the Coastwise Cafés aimed to do

The Coastwise team developed and delivered a series of six Phase Two Coastwise Café engagement events in coastal communities in the Coastwise area of North Norfolk, from Weybourne to Cart Gap over a two-week period from 8th to 18th July. Following on and learning from Phase One (January/February), the aims of these events were to:

- a) Meet local people in key coastal communities to develop and maintain positive relationships and build trust.
- b) Continue to raise awareness of the Coastwise project and what it is seeking to achieve.
- c) Prompt conversations with local people to gain greater understanding of their sense of place, perceptions of coastal change, concerns regarding coastal erosion, and to contribute ideas to co-create options for the future.
- d) Share updates on project progress to date and welcome feedback.
- e) Inform the development of next steps (what to engage about next and how).

The Coastwise Cafés were designed and set-up to be listening events – a step towards the co-creation of place and issue-based transition plans. At the heart of the second round of events was the ambition to maintain ongoing conversations with local communities around coastal erosion and capture input to inform the project as it progresses. The opportunity to have ongoing conversations with local people is crucial for Coastwise to gain a consistent understanding of

local concerns regarding coastal erosion and transition, people's sense of place, perceptions and coastal literacy, and ideas about how to engage going forward.

Methodology

This second phase of community engagement was set up to enable the Coastwise team to continue to meet local communities, raise awareness of the Coastwise project and build on earlier local conversations about coastal change to continue to maintain project momentum going forward. As with the Phase One cafés, these July events aimed to enable a listening approach, as a basis for the longer-term ambition of developing co-created place and issue-based transition plans. The opportunity to have ongoing, regular conversations with local people is crucial for Coastwise to keep moving forward, developing innovative local ideas and actions as part of the transition process so the method is designed to enable this.



Café model As a team, we decided to continue to take an informal, café-style drop-in events, with an approach that would maximise the opportunities for community listening as well as sharing information on project updates. The café element was important for:

- Attracting people to the event.
- Catalysing opportunities for conversation – in offering refreshments, whilst waiting for drinks to be prepared, sitting at tables together with drinks and biscuits.
- Lengthening the potential engagement opportunity – likely to stay longer given that refreshments are available.

At the events, tables and chairs were laid out as a small café area with refreshments – tea coffee, biscuits and fruit. Allergy information was provided, and a five-star event hygiene accreditation was attained in advance. See Appendix for café plan.

Locations, venues and timings were selected based on priority in terms of levels of erosion risk, as well as availability of local venue spaces, which is a challenge in rural Norfolk with limited and often fully booked community spaces. Locations selected were Walcott, Overstrand, Trimingham, Bacton, Weybourne and Happisburgh.

Venues were community centres and village halls and other available buildings that had heating and a kitchen with facilities for providing drinks and biscuits, also disabled access. Events were run between 2.30pm and 5.30pm based on observations from the previous cafés where very few people attended after 5.30pm. The timings are currently experimental – using trial and error to discover which times work best for each community. The last two weeks before the summer school holidays were selected before peak holiday season. The cafés were due to be spread over a three-week period, but the first two needed to be rescheduled owing to the General Election.

Promotion Events were promoted via a number of routes – as flyers and videos directly via NNDC's social media – Facebook, Instagram, TikTok, X, LinkedIn and Nextdoor. Information about the events was shared with Council Members and Parish Councils. Libraries and schools were emailed, and some schools were happy to distribute the event flyer through their digital apps that reach every parent and carer in the school, as well as staff. We placed posters in all known coastal shops, pubs, and cafes that were happy to support us. We also distributed flyers through doors in three locations (Trimingham, Happisburgh and Overstrand) to reach those without access to digital media.

Materials and equipment: A full list of the materials and equipment is provided in Appendix 2. Core materials are listed below:

- Project information boards from previous events to provide the project overview – presented on folding display boards.
- Coastal literacy handouts were provided such as 'Introduction to Coastal Management' and 'Introduction to Coastal Erosion'.
- Coastwise Initial Support Package funding prospectuses for those at immediate risk.
- Coastwise photo books were taken to show risk zones as well as A3 laminated versions of each stretch of coastline, so that people could see if their property, or which community assets are in the risk zone in each epoch – 2055 or 2105.
- A1 posters of recent drone photos of the coastline for different perspectives and OS maps of each area.
- Postcards with Coastwise contact details and QR code for the website.
- Café feedback forms and project sign-up sheets to join our mailing list and to express an interest in topics for future workshop invitation purposes, with post boxes to post and store information safely with GDPR in mind. See Appendices.

- Project progress update information – large posters with key project achievements since the last cafes – to increase visibility and inspire trust and confidence in the project.

Materials specific to the Phase 2 Coastwise Cafés:

- Updated risk maps with clear legend
- You said we did posters to demonstrate that we are listening
- A1 size project progress posters x2
- A series of questions and a map inviting contributions to the content and potential locations for information boards.
- Coastwise key definitions poster – for accessibility of key terminology
- Trimmingham Specific – Large A0 maps for annotation the impacts of the loss of coast road
- Happisburgh specific – an A3 question on thought around land drainage idea on the farmland
- Happisburgh specific – an A3 question on what the community might like to use the new community green space for once the purchase of the old caravan park land is completed.
- Geological maps and posters of the Coastwise coastal areas
- The Coastwise Café report from phase 1.

Content and layout The community listening and co-creation approach necessitates a range of information spaces with different types of information and opportunities for interaction to cater for different engagement preferences and learning styles. The team engaged in face-to-face conversations where possible to start to build trust and form positive relationships but aimed to create layouts to enable people also to quietly browse and contribute ideas independently as well.

Phase Two bespoke content

The Phase One Coastwise Cafes and initial analysis of the Coastwise Survey data (June, 2024) identified a need for the provision of local information boards in key locations to explain more about coastal erosion processes and adaptation approaches. In order to ascertain the content, location and format of these boards the Coastwise team developed some key questions inviting input from the attendees.

Other topics were also highlighted using maps and question sheets with post-it notes to enable discussion and input on:

- a proposed farm drainage idea at Happisburgh by local farmers that might service to divert water away from the cliff and inland flooded areas;
- what people would like to see for the new carpark at Happisburgh
- suggestions for uses of the land that Coastwise are currently purchasing that was identified at Cafe 1 as being an important community green space asset.
- Road at Trimmingham – the local community shared their concerns over the impact of the loss of the road.

These questions were developed by the team to capture the thoughts and ideas of the community in a way that could feed into the Coastwise project ambitions. They were placed on the display boards with post-it notes and pens provided to allow people to add their thoughts.

The team also tried to record elements of their discussions with local people and stick these up on their behalf, with their consent. A map activity was also provided as this has proved popular in the first phase of cafes.

The layout was designed to be multi-functional, enabling people to browse information, seek answers to specific questions as well as contributing local knowledge and discussing what they'd like the project to accomplish. A sketch layout is provided in Appendix 4. A children's coastal activity station was provided with a mini coastal erosion model, a mini fossil and shell dig, puzzles, books, Duplo, marine colouring in and stickers although due to the age profile of attendees had limited use.

Team preparation and cover: The core Coastwise team were all involved in the design, planning and preparation of the Coastwise Cafes, as well as attending most of the events on a rota. At least three Coastwise team members were present at all times to facilitate conversations supported by visiting wider Coast team members and the portfolio holder for coasts Cllr Harry Blathwayt.

Team members present: Rob Goodliffe, Sophie Day, Chris Smith, Sue Grime, Chloe Suttle, Alastair Zangs, Guy Cooper.

Other NNDC staff attended: Anny Woolridge (Comms) and Cllr Tim Adams (Leader of the Council).

Other staff from EA and parish councils attended – see location summaries for further details.

Two events were attended by representatives from Norfolk and Waveney MIND as well, who will shortly be delivering a coastal wellbeing support package as a pilot in two local communities.

Analysis of findings The outputs of the events were collated to enable the team to update project action planning and continue to identify and better understand community concerns and needs, as well as to improve engagement approaches and methods. The data is gathered in this report for future reference too,. The post-it notes and map information was collated and transcribed for each of the 5 locations. This raw data is presented in bulleted lists, by question for each location in the relevant sections of this report.

The data were later coded in a spreadsheet by question, for all locations in order that key themes could be identified to understand community interests, needs and suggestions. See appendix.

Metrics and Evaluation

- We collected numbers of attendees using handheld number counters/clickers and anonymous session evaluation forms with a sealed 'postbox' for submitting them.
- We ran a team reflection exercise at the end of each event to collate immediate learning and observational demographic information.
- At the end of the phase of engagement, once all the café's were complete, we ran a team reflections and learning exercise (hot de-brief) to identify improvements for future practice. The outcomes of our discussions are included throughout this report.

This document provides a working reference point for the Coastwise project going forward.

Findings

The following sections lay out the information collated in each of the six phase two Coastwise Café's by location. They include some photographs, key details about each event (e.g. number of people who attended), all of the question response data including information from the mapping activities, and a short section for each on emerging themes, immediate next steps and reflections on the event.

Walcott



Walcott Summary

| Observations | Details |
|--|---|
| Number of attendees | 8 |
| Average length of stay | One hour |
| New / return attendee ratio | All new attendees |
| Age | Over 50s |
| M/F split | Roughly even split |
| Date and time of event | Monday 8 th July 2024 2.30-5.30pm |
| Busiest time | 3-4pm |
| Weather on day of event | Dreary / overcast / light rain |
| Method of advertising | NNDC social media, Posters in local shops and cafes, libraries, schools, mailing list mail out, parishes, crab tales magazine, members. A frame outside venue and banners in doorway. |
| Local and additional staff / organisations attending | A work experience student from Reepham High School |

Walcott Overview

A number of topics were discussed during the event:

- Landscaping performance
- Happy because of Landscaping
- Transition/contingency planning
- Flood risk
- Property level resilience

In general people were keen to share how happy they were with the landscaping scheme and to express concerns around flooding more than erosion. Property resilience was a feature of discussion as many properties in this location are wooden structures rather than brick built. Beaches were looking good with lots of sand currently and for most of the summer and no significant storm events impacting the local area.

Some visitors seemed to be there for some company in the afternoon, for a general chat and a refreshment.

It was suggested that information boards on coastal erosion could lead to a greater perception and awareness of the issue but cause blight that might affect house prices and so on in the area. In general, there was support for the idea of coastal erosion information boards and a number of sites were proposed.

There was some interest in future visioning as in what would it look like if the worst happened in Walcott, but also what could it look like with adaptation.

Finances, mortgages and remortgaging and equity release were discussed.

Walcott information board comments:

- Innovative opportunities for coastal contingency plans.
- Make it clear the importance of the existence of the gas terminal and how its future could be linked to the coast.
- Liked the sandscaping info boards. Would like updates on how it is doing - any plans to protect?
- Improve Walcott beach photo.
- Yes, good idea [re QR codes]

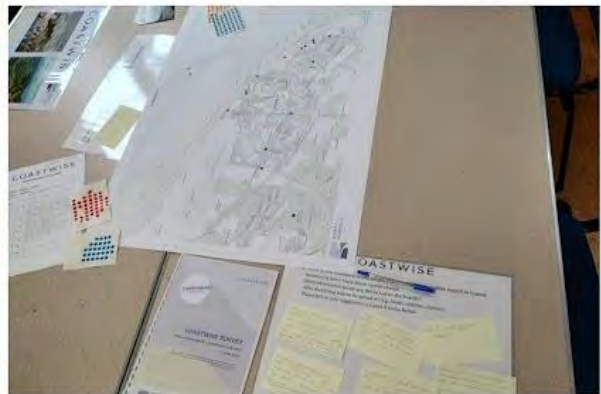
Walcott general comments:

- Equity release
- Risk
- Concerns - rebuild basic insurance
- Cash buyers only - no mortgages - affects demographic
- Fixed mortgage ending - no remortgage possible owing to change in SMP
- Walcott - old fogey land!
- Advertise in Walcott convenience stores (WE DID! - and the chippy and the café..)
- Removing barriers - to groups and dog walking (@)
- What does the future actually look like with a failing sea wall? If bits of it go?
- Sandscaping not fully tested yet.
- Careful of blight (via info boards).

Walcott map sticker comments:

- Concern over Storm surges. Some knowledge post 2013. What can be done to protect?
- Potential site of info board - Post office.
- Potential site of info board - kingfisher café.
- Potential site of info board - Ice-cream van area.
- Potential site of info board - Kingfisher fish and chip shop.
- Village Hall - community hub - also potential site for info board.
- Motorhome parking issue - emptying toilets down drains that go to the beach.
- What happened to the plan to put in drains here?

Overstrand



Overstrand Summary

| Observations | Details |
|--|--|
| Number of attendees | 20 |
| Average length of stay | Approx one hour |
| New / returning attendees ratio | 50/50 mix |
| Age | Over 65's |
| M/F split | Roughly even split |
| Date and time of event | Tuesday 9 th July 2024 2.30-5.30pm |
| Busiest time | 3-4.30pm |
| Weather on day of event | Rain |
| Method of advertising | NNDC social media, Posters in local shops and cafes, libraries, schools, mailing list mail out, parishes, crab tales magazine, members. Approx. 100 leaflets delivered to properties in the most at risk zone. A frame outside venue and banners in doorway. |
| Local and additional staff / organisations attending | <ul style="list-style-type: none"> - Member of critical friends group/RFCC chair - Local Councillor (AFT) - Leader of the Council - Parish Councillors |

Overstrand Overview:

A range of topics were discussed as follows:

- Cliff-top access paths
- Cliff slips onto the promenade and maintenance
- Some queries re. defences
- Risk zone
- Overstrand group
- Marketing
- Newcomers not vs. those aware of the risk

Access paths and promenade access were of concern to attendees. The formation of an Overstrand group was again raised and this will be followed up as a Coastwise action so that we can get a group formed to represent the community in coastal matters to work together with the project. Housing if there are losses here was a significant recurring issue in this location.

Owing to smaller numbers of attendees on this occasion, more in-depth discussion were able to be had than during the phase one café. This made it easier to capture thoughts and comments. The long-term locals seemed to be more accepting of the predicted changes than newcomers, who perhaps may not have been aware of the risks at the point of purchase.

The map worked well as a talking point and a number of issues were raised – people were not inclined to focus on suggesting suitable locations for information boards.

Returning attendees were really keen to browse the Coastwise Café phase one report and at least two people said they were happy to note that their comments had been listened to and recorded in a publicly available document.

Some engineering team presence here would have been useful to technically explain the maintenance regime and answer questions raised regarding the promenade. A perceived need for safety signs in the area around the promenade experiencing cliff slips was raised here.

Overstrand information board comments:

- Info panels where people walk down to the beach - with explanations that at high tide the beach is inaccessible for visitors and tourists. Why it is important to know. (BEACH SAFETY NOTICE)
- Info about alternatives to defence and what is being done. Future plans.
- Explaining coastal erosion in THIS location.
- Tide Times and info - with QR link and help to explain why this is important, e.g. getting along the beach to Mundesley.
- On footpaths where people come from to access the coast - facing the appropriate way (not so they only see info on their way back).
- Dangers of cliff slip and quick-sand.
- Locate at start of footpaths - in caravan sites.
- Geology and why these cliffs collapse - not always the sea - more about water / drainage.
- Could we provide text for the parish website with some info about coastal erosion (and a link to CW).
- Past change and historic villages of the past now offshore - what has been the rate of erosion?
- Info on coastal change / processes.
- House moved from Overstrand to Cromer - photographs - micro case study?

Overstrand General Comments:

- Risk zone on OS maps.
- Overstrand house moved.
- Poppyland books.
- Royston Road 3 wells. Pump house. Soak aways.
- more than 7 wells?
- Notice boards - bus stop.
- Mailing list.
- SSSI map send to homeowners. Natural England
- Danger of bits collapsing onto prom and getting down to the beach
- Map - Trimmingham, the Belfry art centre shows old stream.
- Dog walking.
- Website needs work. Town and country. Coastal section. Land and strand. Churches. Village magazine.
- How do you get people to think 30 years ahead? To make the good decision and the right decisions for them?
- Interested in working with parish council to create a page of info for their website – Achon (?) to get in touch or we contact them.
- Lose coastal paths lose tourism how many people use the paths/local path?
- Overstrand constrained by ridge so not able to expand. (housing? SG).

- Sewage, water, roads, no assessment of houses affected but still in situ. Impact on tourism.
- What if we lost the ... exploration of impacts needed.
- Contact Overstrand group when we want to discuss anything. (What Overstrand group? Is there one yet? SG)
- Early warning potential around cliff slips - this is what people worry about WHEN. (UEA work)
- Last 12 months unprecedented rainfall and this is what is driving the erosion of Overstrand. Cliffs are more saturated than I have ever seen them in over 50 years.
- If people buy in the full knowledge of the risks its fine but not many will be able to / and or will look at SMP.
- If we lose 60 houses in the next 50 years are we going to replace them? - do we want more houses or do we not because parcels of land are rural. Must escalate this conversation in CW.
- Pumping station in the carpark is a major issue - AW do they have a plan and what is it? Houses not habitable without sewerage or a road. The uncertainty is very difficult to live with. Where will the alternative infrastructure be in Overstrand?
- SILOS and lack of join up in planning is an issue that needs to be thought about in advance with any replacement build. Where are the new houses going and how will they be serviced, especially if we lose services.
- Better pre-advertising of events and cafes - engage the parish council we can help.
- What does the future actually look like with a failing sea wall? If bits of it go?
- Value of sweating the assets. Maintaining the defences works really well - e.g. the replacement of the boards on the structures at the base in W Overstrand.
- SWALE and green walk corner. Working with Overstrand i.e. surface water - old ditch / holding space @ Forest Park. (Parish minutes 25 years ago it was originally done - lost 5 years ago).
- Research on what barriers people face in accessing existing services.
- Point things out about cliffs and warnings.
- Improve the road – The Crescent.

Overstrand map sticker comments

- This access pathway is unsafe and needs to be closed.
- Work to retain banks if it can be done.
- Proper steps or bridge would be useful and safer for users.
- Path very overgrown and difficult to access close to edge of cliff. No signage anywhere to indicate the danger or difficulty. X 2 Signage - Can the golf course mark and alternative route? Near lighthouse? Notify NCC coast path visitors aren't aware.
- Dangerous road, no pathway. Needs signage - lots of people use this road to access beach - v dangerous if they don't know.
- How at risk are these properties near the cliff edge?
- Sewage pumping station - everything in Overstrand gets pumped to this location. What is AW plan?
- Potential balancing pond if houses get built on this site?
- Borehole where cliff is dry.
- Borehole.
- Borehole.

- Old swale now filled in.
- Site of house now relocated to Cromer - Poppylands books.

Trimingham



Trimingham Summary

| Observations | Details |
|--|---|
| Number of attendees | 23 |
| Average length of stay | Over one hour |
| New / returning attendees ratio | 50/50 mix |
| Age | Mostly over 65's |
| M/F split | Roughly even split |
| Date and time of event | Thursday 11th July 2024 2.30-5.30pm |
| Busiest time | 2.30-5.30 |
| Weather on day of event | Dry to drizzle |
| Method of advertising | NNDC social media, Posters in local shops and cafes, libraries, schools, mailing list mail out, parishes, crab tales magazine, members, door to door delivery by parish volunteers 200 flyers. A frame outside venue and banners in doorway. |
| Local and additional staff / organisations attending | <ul style="list-style-type: none"> - NNDC Leader of the Council - Coastal Portfolio Holder - Local Councillor (AFT) - Norfolk and Waveney MIND x2 - UEA DiSTANS team x4 - Coastwise work experience student |

Trimingham Overview

The most prominent finding at Trimingham is that there was lots of interest in lots of topics and a real keenness to get involved in deep discussions. A number of key topics were discussed as follows:

- Mapping and data – risk, NCERM2
- Road
- Property values and loss – concern around blight on house prices from negative media about erosion and from focus on adaptation
- CoastRe
- Project time – need longer to implement substantial things, 3 years isn't long, need to practically do things
- Finance – also need more than a 3 year window
- Why are we doing the project now?

Other observations and ideas arising:

- In this event people were interested in the CW café report from phase one and found their previous comments

- No known visitors with homes in the risk zone
- Literacy thoughts: why some places have defences and why others do not; the legacy of defences on our coast; dredging;
- Sand pulse in NN at the 'top' of the system – would this work?
- Newsletter idea – could this include case studies on tangible things, a 'behind the scenes' section; also perhaps on the webpage as sections.

The UEA PhD students and staff were also in attendance demonstrating their research data station collecting data from fibre optic cables as part of a trail to find out if this technology can be used to detect significant changes in cliff movements that could act as an early warning system of cliff failures. There was lots of interest in this and the other cliff research being undertaken. This has led to the potential to hold an event where students can present their research and progress to date to residents in Trimingham as an add on to the next café (subject to availability of community space). Alternatively, we could show students presenting their research via film – to meet the needs of interested residents. MIND were also in attendance to meet local people as the first step towards setting up a group in Trimingham and for them to see the Pilgrim shelter as the potential likely venue.

The venue was a little small for the number of Coastwise staff and the students and MIND before any visitors arrived. however, we managed as it was a drop in event. We were able to make use of the outside space until it started to rain. Future events will be better held in Trimingham Hall which is more spacious for the number of attendees.

There was a focussed activity on the impacts of the loss of the road that was opened out to the wider village having first explored the topic within the confines of the Trimingham Coastwise group. This was the main focus of the discussion and prompted many of the general comments notes below.

Trimingham information board comments:

- NCERM2 session Trimingham will be beneficial once it is available.
- Explain why only some places get defences and others don't.
- What is being done for the village - plan for the future? What could be done? Funds, etc.?
- Questions - can they be a little bit more simple? :-)
- Good to know about our local coast - the history of it.
- On panels put more available interactive maps to show coastal processes. Have better understanding.
- Are there any fact sheets on the SMP explorer that we can provide?
- Print QR code for SMP explorer on the aerial views with the risk bands.
- Fine balance in the amount of info you give - it can scare people vs making informed decisions.

Trimingham general comments:

- Inconsistency in mortgage lending based on different risk epochs and distance from the cliffs - no standard.
- Could the coast road be upgraded (from B to A?)
- Road severe - for other communities.
- We need practical things to be done with the funds not just talking. And seen to be done.

- We need a plan for the road!
- Create a fund with some of the money that is managed and can be added (e.g. legacies) and grown to help pay for things in the future.
- Changes in the well and ponds - how does that impact the water in the cliff.
- Can land use change so the water on the land is better managed and has less impact on the cliff?
- Prefer to do it together but with limited time need to take action forward.
- NCC need to cut the coastal path as impacts tourism.
- Trust fund for homes at risk - pay in to enable payment in the future.
- Need to attract full time residents not just holiday homes.
- Impact of each buyers on market - as mortgages not available.
- Pleased to see comments from last time and action. And no jargon.
- Is there a right to access to your house if the road is lost to erosion?
- In a scenario where access / services are lost to a house - how can these be provided to enable the house to continue to be a home?
- If the coast road disappears - the only access to the close is via the coast road. What about water and sewerage pipes. A house will lose access to services if it is lost?
- Observed impact on local house prices in Trimingham since loss of Cliff Farm and defence works at Cromer & Mundesley but not here.
- Estate agents are dishonest - people don't know what they are buying.
- Has CW met the new MP yet? [YES]
- Knock on impact on house prices if parts of a place are at risk. Reputation / blight.

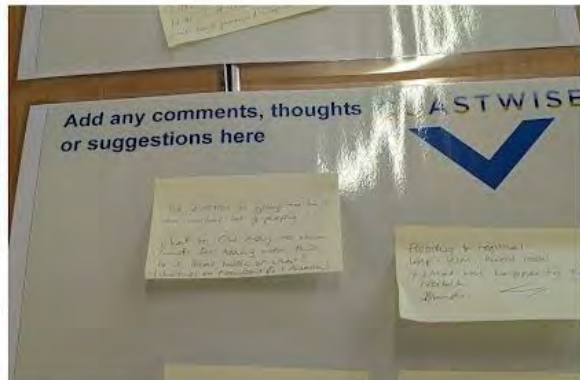
Trimingham database question comments

- Have more A level / GCSE case studies about north Norfolk. North Norfolk coastline - education for young people.
- Yes please, Yes.

Trimingham map stickers comments

- There used to be a village water pump outside the Rose and Crown pub.
- Old railway line could this be utilised better?
- What happened when the entrance to the close which has the ? Is lost? Can there be a new access and ?? Seats where and who pays? [illegible]
- was more now less. And lime kiln here.

Bacton



Bacton Summary

| Observations | Details |
|--|--|
| Number of attendees | 4 |
| Average length of stay | Approx. 45 minutes |
| New / returning attendees ratio | 50/50 mix |
| Age | Mostly over 50's |
| M/F split | Roughly even split |
| Date and time of event | Tuesday 16 th July 2024 2.30-5.30pm |
| Busiest time | It wasn't busy! Towards the end more visitors |
| Weather on day of event | Raining |
| Method of advertising | NNDC social media, Posters in local shops and cafes, libraries, schools, mailing list mail out, parishes, crab tales magazine, members. A frame outside venue and banners in doorway. |
| Local and additional staff / organisations attending | <ul style="list-style-type: none"> - Local Councillor - Parish Councillor - CPE coastal engineer x1 – unscheduled, called in for info not to contribute |

Bacton Overview

The main focus of the discussion at Bacton with the few attendees was the future of the gas terminal and the success of the sandscaping project – the desire for an update on this. Topics discussed are summarised below:

- Sandscaping
- Road
- Future of Bacton Gas Terminal
- Equitability for people who have recently bought to receive assistance
- Feasibility for locally funded scheme in theory
- Council Tax to fund coastal management

General questions about erosion policy and flood management – as part of the broader knowledge base.

Bacton Information board comments:

- Info boards - where people park and walk. Coast path, Holiday Parks. Playgrounds? TOURIST SPOTS. Deep history coast points.
- Bacton Car park and other beach access points. Deep history coast points

Bacton general comments:

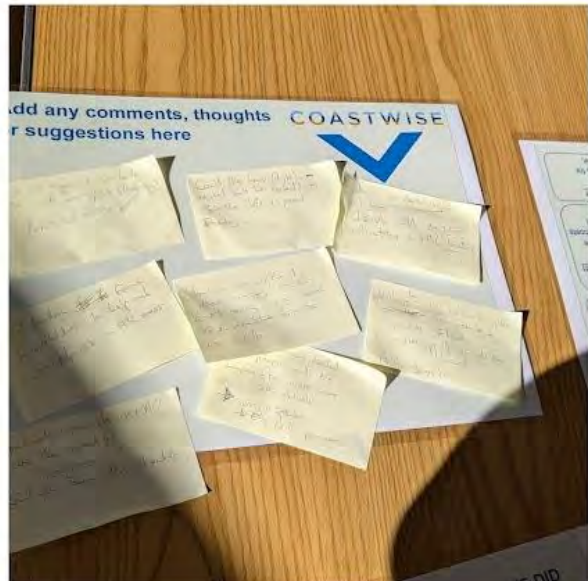
- Flooding and regional long-term flood risk - what will happen to the Norfolk broads?
- Shocked at the loss seen at East Runton (went on holiday there as a child) the pill box is far off the beach now.

- Why are houses still being built in places like Ostend? Close to the coast?
- Should we be doing anything about it? Aren't people responsible if they buy a house in a risky place?
- The erosion is going to hurt an awful lot of people. What is CW doing to raise funds for dealing with this - is it local NNDC or what? Decision on flood / CoastRE idea and finance.
- Loss of the coast road N or S of Walcott / Bacton will have profound impacts.

Bacton map sticker comments

None

Weybourne



Weybourne Summary

| Observations | Details |
|--|--|
| Number of attendees | 12 |
| Average length of stay | Approx. 45 minutes |
| New / returning attendees ratio | 50/50 mix |
| Age | Mostly over 50's, one under 50 |
| M/F split | Roughly even split |
| Date and time of event | Wednesday 17 th July 2024 2.30-5.30pm |
| Busiest time | Steady over whole time period, |
| Weather on day of event | Warm sunny day |
| Method of advertising | NNDC social media, Posters in local shops and cafes – there are none in Weybourne that will take our posters. libraries, schools, mailing list mail out, parishes, crab tales magazine, members. A frame outside venue and banners in doorway. |
| Local and additional staff / organisations attending | <ul style="list-style-type: none"> - Norwich University of the Arts - 3 members of the Parish Council - EA regional Engagement team |

Weybourne Overview

We were invited to Weybourne by the Parish council who had expressed disappointment that the village was not a venue in the first round of cafes. We were therefore keen to respond to that and to meet their expectations by delivering a Coastwise Café in phase two. Based on the level of interest and attendance we will use this venue again.

Weybourne was attended by more people than we were expecting – possibly owing to the lovely day and attracting passersby with the A-frame and Coastwise banners outside the entrance. We were pleased with the attendance, interest and knowledge which exceeded our expectations, particularly as the number of properties at risk here is relatively small compared to other Coastwise locations. Several topics were discussed around the carpark, coast path access and a pond that potentially needs relocating. The risk here in Weybourne is two-fold as flooding is also an issue via the low point by the car park. No comments were captured regarding the co-design of the information panels. Topics discussed are summarised below:

- Good understanding of sea level rise and overtopping issues locally, including flooding and flood resilience, property level protection
- Concern about recent perceived increase in erosion in the area – seen more this winter.
- Acceptance of loss of WW2 defences but need to be managed
- Concern about coast path – becoming impassable
- Closest erosion risk properties – not concerned as bought recently – these property owners did not attend – all holiday homes?
- Water management around the Beck
- Carpark move – land is available
- Shingle ridge is better now – natural processes acknowledged
- Agricultural satellite imagery for land management used here – could this kind of approach be used by Coastwise. Big data, new tech.

- Civil contingencies planning – hall cut off by flooding, but this is the rescue centre?!

Other observations and ideas arising:

- Surprised by level of interest – some people were ready and waiting to come to the Café early
- Time went fast, strong engagement and interest
- Some drop-in visitors en-route to the beach – good location
- People appeared knowledgeable and pragmatic
- People were keen to get involved with Coastwise

Weybourne information board comments:

None

Weybourne General Comments:

- Could the bank dyke Sir Michael built be extended to join the cliffs to prevent flooding?
- Hillside Bump - more than 40 houses. Issues will ? Valuations in H & L locations? [legibility][H+L pertains I think to high and low areas of the coastal frontage in this location]
- What permissions needed to progress with the lagoon? Re water voles? Cally Bachelor. Survey in September - EA Beck emissions (relocate pond).
- Groundwater models in EA? Are they cared for? Trimingham? Groundwater team - technical quality.
- Local funding from housebuilders to help with sea defences in H+L areas
- Village Hall safe evacuation place - how to get to and vacate if flooded? Steer people towards the hazard! (Alison Sayer)
- What will happen as sea levels rise with over-topping and flooding? Properly?? Build resilience.
- How can we use satellite & drone imagery better for coastal monitoring e.g. infrared etc vegetation for water etc in cliffs?

Weybourne map sticker comments

- What will happen to the banks in 50 years?
- Large deposits of earth could these be extended? Wouldn't take much material.
- Sluice issues - could..? [illegible]
- Access to A149 flooded in 2013 what the future?
- Extent of flood in 2013.

Happisburgh



Happisburgh Summary

| Observations | Details |
|--|--|
| Number of attendees | 14 |
| Average length of stay | Approx. 1 hour |
| New / returning attendees ratio | 50/50 mix |
| Age | Mostly over 50's, one under 50 |
| M/F split | Roughly even split |
| Date and time of event | Thursday 18 th July 2024 2.30-5.30pm |
| Busiest time | Steady over duration |
| Weather on day of event | Sunny |
| Method of advertising | NNDC social media, Posters in local shops and cafes, and village notice boards, libraries, schools, mailing list mail out, parishes, crab tales magazine, members. A frame outside venue and banners in doorway. Approx one hundred hand delivered flyers through letterboxes. |
| Local and additional staff / organisations attending | <ul style="list-style-type: none"> - NNDC officer (SK) - Leader of Council - Work experience student (different to CW student – with SK) - Norfolk and Waveney MIND x 2 - EA National Coasts Team (with guy) - CPE / Resilient Coasts x 1 YS |

Happisburgh Overview

Attendance at Happisburgh was lower than anticipated however, this could have been owing to the proximity to the school summer holidays or to the weather, which was very hot.

Some valuable suggestions were made regarding the design of the information panels. Including a suggestion to work with local schools in developing a local panel. See below.

Lots of interesting comments arose from general discussions including the need for a mental health and wellbeing support service, which is in progress and due to start soon in Happisburgh and that this will be welcomed by the local community. The church and graveyard are ongoing pertinent issues and the loss of the pub was raised as it is considered by some as a community hub. Further discussions were had around the beach ramp.

There were multiple comments and discussion around how positive progress has been made by the project and we noticed that in Happisburgh progress seems to be more visible as there is more to be done and more currently being taken forward in this location. There was lots of positivity around the purchase of the old caravan park and lots of interest in the new carpark and keenness to get involved in contributing to the planning via the co-design process. There were also some good discussions around the barriers in communicating between residents and government.

The specific focussed discussions around the database were useful and the lighthouse have generously offered historic images to contribute to the archive database.

The purchase of the old caravan park has been an exciting prospect for many that we discussed this with at the café. The field was already identified as a valuable community asset and with Coastwise ownership the community will get the chance to have their say in what they would like to see there. A number of suggestions were proposed around enhancing the site for wildlife and for community wellbeing in terms of opportunities to connect with nature. A community orchard and growing space was also proposed as well as space for village fete or festival, and potential for an information centre, café, and a space for art as well to improve the aesthetic. Suggestions were also put forward for the new car park – more toilets and electric car charging points were proposed.

Topics discussed:

- 1:1 conversations with at risk property owners
- General interest in progress – positive comments people can see we are making progress. But some challenges about getting on with the car park.
- Concern about church and graveyard
- Very positive about purchase of old holiday park and lots of interest
- Ideas about assets of community interest – pub etc. need of investment....
- Car park – interest, need to accelerate as far as possible
- Distrust in government and difficulty communicating issues upwards
- Defences – perceptions that it's an economic decision purely, not acknowledging technical and other issues, e.g. environmental
- Information panels – lots of good locations, definitely good idea here
- Other observations and ideas arising:
- Great having current initiatives to discuss and get feedback on
- Those who attended provided some really considered input into the activities.
- Need to move forward as quickly as possible for the car park and maintain access
- Comments that people were pleased to see MIND in attendance and supportive of further MIND support for the community – also this was discussed at the Parish Council
- CCAG co-ordinator provided notes records from 2000's
- Local 'memory' around adaptation progress lost due to turnover of people
- Team worked well.

Happisburgh information board comments:

- Visuals - pictures of houses in Beach Road.
- Impact of loss of farmland and dwellings.
- Simple but informative text.
- Aimed at visitors, school parties.
- Erosion.
- Coastal management.
- Interactive?
- Info for tourists in the area to make them aware of damage they could prevent.
- What is causing erosion and what is being done about it?
- Risk zones.
- Work with local schools to create content.

Happisburgh general comments:

- A local priority - no bus service. Terrible connectivity and have to drive everywhere.
- What happens if people don't drive? And carbon impact?
- In photo book why is there no number of properties at risk?
- The graveyard and churchyard are really important for people. There definitely needs to be a plan for these.
- Create a living memorial - interview villagers now, capture the stories, make them heard.
- Provide pastoral care for those impacted.
- Landscaping.
- Local innovation space with less stringent regulation.
- Pop up innovation centres.
- Beach ramp. Perpendicular. Would make more sense and be open more of the year.
- Lacking local facilities. A shop would benefit local community. Farm shop? By new carpark? [no thanks - rats]
- More explicit about what coastwise is doing and how it is funded.
- Who is coastwise and where do we fit? C.E - a factsheet on where all parties fit in.
- Tidal turbines - with defence benefits.
- If the bell stays in situ something like this would... (Be useful citizen science tool to monitor beach levels and defending power – coastal literacy opportunity SG)
- Loss of the pub would be terrible - important community space. Could the project buy the pub or contribute to invest in it to keep it alive as long as possible?
- New ramp position.
- Funding a newsletter with the parish council.
- Done a lot since last time.
- Pub needs investment - important community asset.

Happisburgh database question comments:

- Examples of community initiatives that could be used in local area shows/ pubs?
- Would be good to see more archive material available. We could supply additional historic images relating to the lighthouse. happisburghlight@gmail.com
- yes!

Happisburgh Old Caravan Park – suggestions

- Wildflowers, Info panels to educate people about the plants, work with NWT.
- Village shop / PO - back of land? Open all year? Temporary building?
- Café?
- Shop? On / by carpark or old caravan site. For local people in the community not driving. Currently use caravan park but closed in the winter.
- Hold green days village fetes.
- Village festival.
- Make safe, make paths, signage / info panels, wildlife planning, allotments, fruit trees? Veggie patch?
- Community orchard.

- Drainage? But not to the detriment of the other flooding in the village.
- Would a local group be interested in being involved in planning to manage land for wildlife?
- Something to do with the wildlife trust [YES]
- Outdoor Gym.
- Nature connection / wellbeing.
- Use old toilet block as an information hub and suggestion box of ideas.
- Tidied up - lots of stakes, wires concrete etc, stuff on the surface.
- Nice open space - lots of people use it. Remove concrete etc.
- Just be able to stroll across it - open space.
- Public access.
- Proposed new name – Manor Field?

Happisburgh carpark - suggestions

- Do the public toilets need to be made bigger when they are moved?
- Coffee kiosk.
- Café.
- Bushes not trees for screening - keep the view of the lighthouse - maybe a bund to screen?
- If the CP entrance is lost before the new entrance is completed could part of the old caravan park be used on a temporary basis?
- Wildflower meadow.
- Information boards, birds' wildflowers.
- Electric car charging points.

Happisburgh map sticker comments

No comments – stickers denoted potential good sites for locating information panels.

Event evaluations

Coastwise Café Evaluation Forms Phase 2 – basic stats

Quantitative data

The Coastwise Cafes had 81 attendees across 6 events. From this, 29 evaluation forms were received.

35.80% of attendees completed an evaluation form, up from 23.95% in phase 1.

Data across all locations

Overall, how useful did you find this Coastwise Café?

82.76% of respondents said the Coastwise Cafes were very useful.

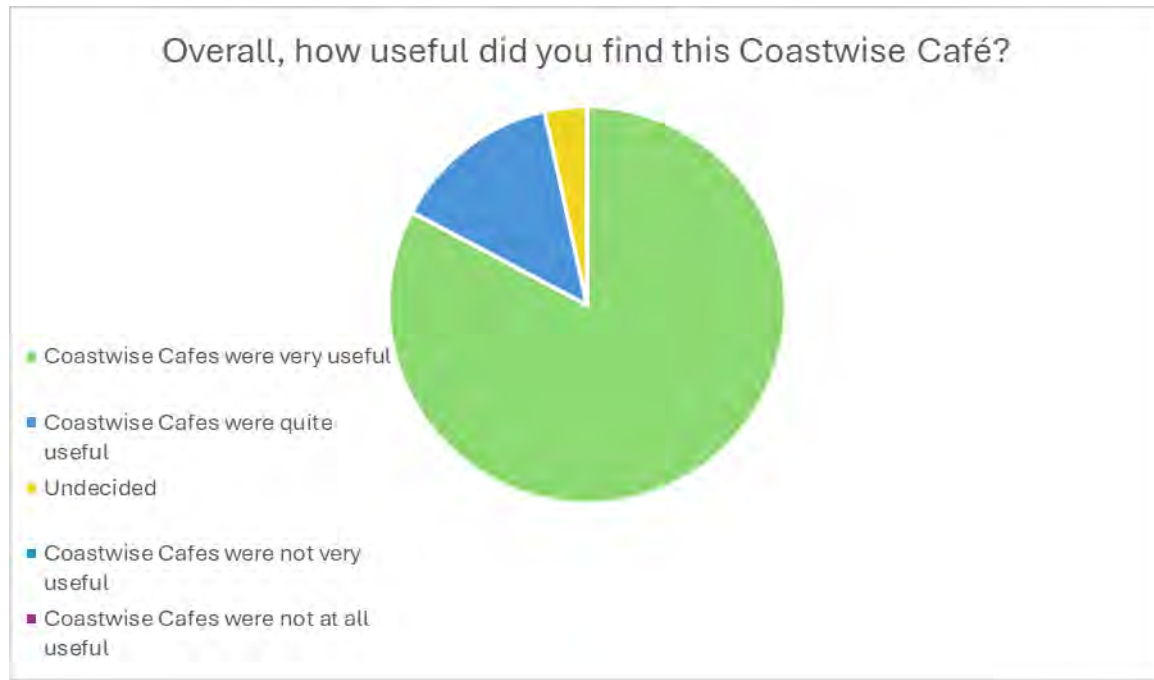
13.79% of respondents said the Coastwise Cafes were quite useful.

3.45% of respondents said they were undecided on how useful the Coastwise Cafes were.

0% of respondents said the Coastwise Cafes were not very useful.

0% of respondents said the Coastwise Cafes were not at all useful.

Overall, 4.79 out of 5 for usefulness.



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

68.97% of respondents said the activities and information at the Coastwise Cafes were very interested and relevant.

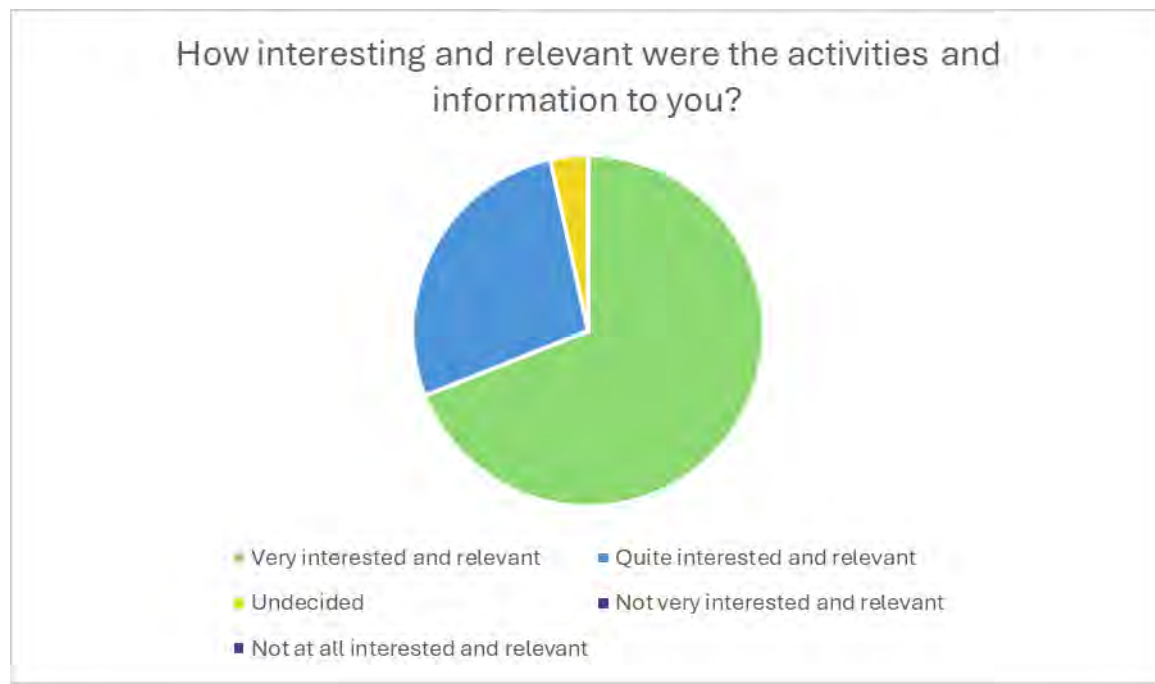
27.59% of respondents said the activities and information at the Coastwise Cafes were quite interested and relevant.

3.45% of respondents were undecided on if the activities and information at the Coastwise Cafes were interested and relevant.

0% of respondents said the activities and information at the Coastwise Cafes were not very interested and relevant.

0% of respondents said the activities and information at the Coastwise Cafes were not at all interested and relevant.

Overall, 4.46 out of 5 for interest and relevance.



How likely would you be to attend future Coastwise events?

82.76% of respondents said they were very likely to attend future Coastwise events.

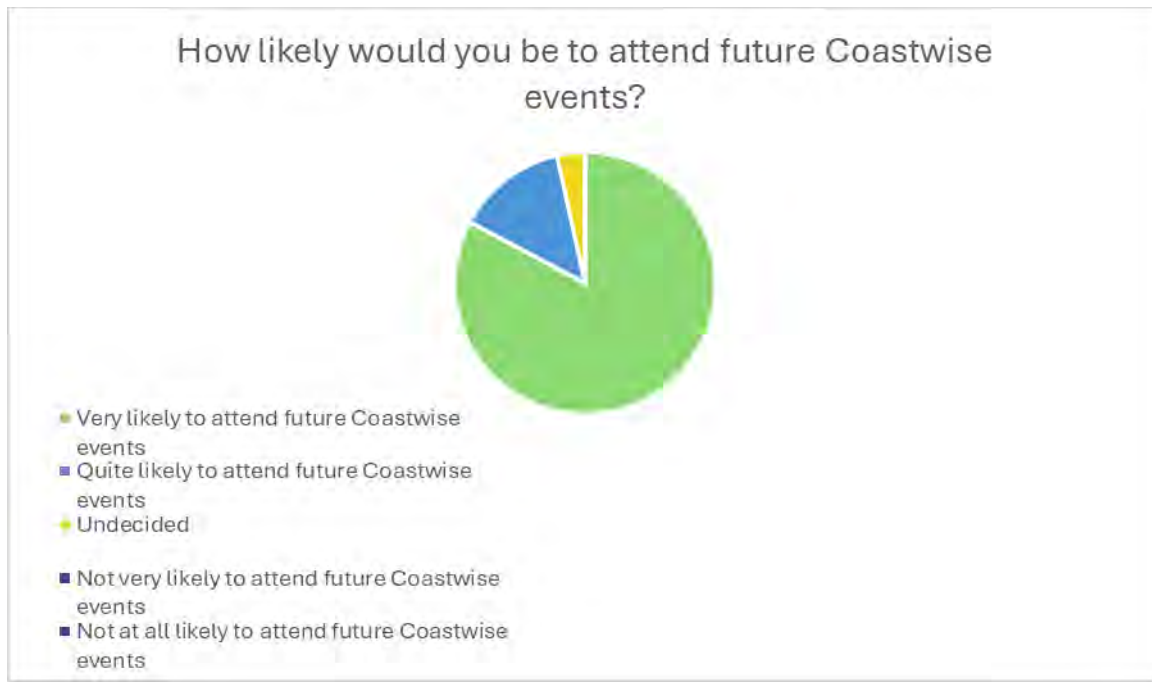
13.79% of respondents said they were quite likely to attend future Coastwise events.

3.45% of respondents said they were undecided if they were likely to attend future Coastwise events.

0% of respondents said they were not very likely to attend future Coastwise events.

0% of respondents said they were not at all likely to attend future Coastwise events.

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



Feedback comments from the evaluation forms:

- More info on what's being done. What could be done, etc.
- Very informative
- Lovely photos and clear documents showing the results of the last cafe - nicely compiled reports.
- Excellent update from Rob
- Really enjoyed the informative sessions, maps/plans/photos
- Great idea. Good Communication.
- It was really helpful to be able to speak to someone who is aware of the coastal erosion about the specific concerns at Weybourne.
- Very useful information
- Monitor with video running of drone flythrough of the coast.
- I enjoyed talking to the experts. It is good to know that coastal erosion is being seriously looked to for the benefit of residents of Weybourne in the future.
- Good to be informed - people should be interested in the future of our coastline.

Learning

Content

Tailored activities to the locations - mix of generic project information materials, but also display material most relevant to each location i.e. roads in Trimingham, or new carpark in Happisburgh proved to be very engaging by being locally relevant.

Purposefully had a range of interactive activities inviting suggestions and comments from event participants around a range of topics, from asking what the community would like to see in the new Carpark at Happisburgh, to what people would like to see on the information panels and where the best locations to site them could be

Responses and feedback sought- verbal on the day, as well as use of post-it notes on targeted questions and maps, and via Evaluation forms- which we encouraged people to fill in. We also had project sign-up sheets – to be added to our mailing list, and on the reverse was a list of priority topics identified from Café 1 that people could indicate their topics of interest to be notified of forthcoming engagement activities on selected topics.

Also, content available for first timers- based on good feedback on material.

What went well?

Preparation

Checklist of activities- who had to do what.

Pulled together as a team to get it done.

Software (Venngage) was utilised well, to create content quickly, that looked professional.

Streamlined in setting up each time. We knew what we were aiming for. People knew what to do to set up the café. For future events a café plan will be produced be helpful to guide which resources go on which tables / displays.

Asymmetric set-up worked well. Increased informality and relaxed public.

Venues very good - Bacton and Weybourne in particular. These were new venues that we wanted to try, and the buildings and facilities really lent themselves well to our purposes. Trimingham Pilgrim Shelter was a little crowded, so may prefer to use Trimingham Hall instead, however the Pilgrim Shelter would be ideal for co-creation workshops and other small er events.

Work placements - worked well. Contributed to smooth running.

External staff rostered in worked well, and increased dissemination- Could we open this to new audiences next time and make even better? For example, having representative from CPE was useful- she asked some interesting questions.

Delivery

Informal discussions again successful in defusing tension.

Well-staffed- knowledgeable.

Having other things for staff to do, utilised the time better. Low activity periods at Bacton led to useful conversations between team.

District councillors attended at Bacton, Trimingham. Overstrand. Council leader also attended Trimingham, Happisburgh, Overstrand.

Several Parish councillors attended the events - Weybourne, Overstrand, Trimingham, and Happisburgh.

Content

Having the coastwise café report as an 'Official document' was impactful and received interest. Positive comments / feedback received. People 'felt listened to' and we were able to demonstrate action from the listening. This is important for building trust.

Feedback is saying it is Good to see progress being made. People were interested and engaged. Positive feedback on progress so far.

People stayed even longer than before!

Very long, in depth conversations about coastal processes and policy. Deeper conversations in general.

Two people at Happisburgh walked around and did every activity.

Map again worked well. Captured feedback in constructive way. The map was intended as a tool to capture coastal information board ideas, but it also served as it did in Café 1 as a discussion point for all talk around the village including concerns, observations and for identifying places for potential future actions.

Analog/simple material to engage with, worked well with audience we had. Captured feedback well for us.

What could be improved?

Preparation

A longer planning stage and efficient lead in- to give time to reflect on materials and adjust them before the café as a team. Content ready two weeks in advance to review. Who's going to be where and when all pre-agreed as far in advance as possible.

A gap between the first and second cafés to allow us to take feedback on board and adjust.

How can we engage with parishes more effectively? We have actioned this and communicated with parishes and the use of parish and village magazines to promote the project through flyers and or articles that are location specific and that invite people to get involved with key issues in that area. For example, come along to the next café to discuss housing options in your area.

Publicity- could we create a publicity plan? guided by engagement/comms strategy. We have thought about publicity, and this sits under comms in the strategy. We could develop new ways to reach more people and already some good suggestions have emerged, such as running video reels at the start of films at the local theatres – Sheringham Little Theatre and Cromer Pavilion and running flyers on a reel at the NNDC owned sports centres.

Flyers- more punchy and more locally relevant. Resource intensive though. We are working to get them 'in' other productions, e.g. parish council and village magazines. We can create local versions of the flyer to promote more local interest, rather than a generic one for all. We have discussed producing a short medium and long article related to localities, with relevant logos and our QR code and with images to provide to local publications. We are liaising with magazine producers to find out if this would be free or paid for and to find out when their deadlines are. We are also finding out their deadlines for copy and their distribution dates. We recognise that these won't align directly with the cafes, so a long forward planning time is recommended to make the best use of these avenues. We are also working to encourage parishes and villages to share NNDC videos and flyers on social media to their own village pages. We are also seeking out local Whatsapp groups, not to become group members ourselves but to identify champions that would be happy to share NNDC content on our behalf.

Village noticeboards were used but could be used more effectively for example getting the key holder to open the locked ones to add the posters.

Rosters- published well in advance. There was some variance in staff numbers across the events based around availability (3-9). Avoids unnecessary travel- ensures wellbeing and balance in numbers of staff at events. Taking a more anticipatory approach to numbers and staff required. Though attendance was significantly different to anticipate in some venues. For example, at Happisburgh we had high staff attendance, but numbers attending were relatively fewer than expected.

Review the number of events we did: could we approach these in two tranches; core locations vs. alternating locations:

Core- Trimingham- Happisburgh- Overstrand.

Alternating- Bacton and Walcott. Weybourne and Runton's? Could this work? Yes, this is the plan going forward, though there is limited availability of venues in the Runtons.

Identify the relevant 'Hook issues' and provide updates on them for each locale. i.e. Bacton, landscaping, Happisburgh, car parking. Which issues are most pertinent in which communities. We would like to offer the opportunity for people to get involved with topics they care about. So, pre-advertising topics could be a more effective way to ensure we are reaching the right people.

Weybourne- could we do more pre-work with the parish council now we have identified they are keen. Approach parish council. Informal chat about transition planning.

Delivery

Over half were previous visitors. But lots of new visitors too.

Media coverage? We have pictures - comms only came for 10 mins to Trimingham. Could we boost coverage in local news/social media/coverage etc.

Coastal management team were unable to make the cafes on this occasion. For future events at Overstrand café in particular it would be good to have them to discuss engineering questions.

Visitor numbers were well down on the last cafes and lower than anticipated in some locations.

There were more 'Quiet periods' despite shorter cafes at some locations.

Content

The provision of online materials to support the cafes for those unable to attend. To go live from the date of the cafe.

Info panels -There is an identified need and people in general are keen for them to be installed. But not sure what should go on them? Coastal processes? Be safe on the coast information? Climate change information? Standard info for all sites, and a bit of specific info on locale. More development work needs to be down on this aspect. Perhaps a specific focus group to work with and add to the data we captured at the cafes, perhaps potential to work with schools.

Preparing material clashed with annual leave and MEL- didn't give us time to review the material and familiarise. Also gap between sessions would allow taking feedback on board.

Up to date risk mapping would be good. The FCERM 2 risk mapping tool launch has now been further delayed to 2025. Coastwise will arrange some specific comms and support around interpreting the new maps and supporting communities to assess their impact.

Key features for future events

Ensure bespoke activities for locations based on identified priorities. To run alongside workshops etc. provide examples etc.

Organisation – advance planning

Planning will be more advanced in order to develop materials more effectively and to review more effectively. Although the materials were good, we were cutting it a bit fine especially with NNDC print room staff shortages. In future we will start to plan 2 months prior to the next cafes.

Running of the workshops

We need to attract a broader audience than over 50's. We need to find ways to engage with younger people, families and children. There are plans to engage with schools and a new youth forum in North Norfolk and more widely using other NNDC channels. The attendance broadly reflects the older demographic however, we know that this isn't representative of the whole community. We are considering trialing different event times, maybe evenings or weekends, although again, venue availability, or staff availability may be a barrier.

Materials

The materials were fit for purpose and enabled us to capture a range of information that we required. The progress update posters could be better and Venngage was a very useful tool that we purchased to enable us to easily produce infographics. See Appendices for list of materials used.

Content learning

"You said we did" worked really well as a means to demonstrate that we are listening and that we are taking action and making progress. A way to make the work that we do more visible to the communities that we serve. The café report was valuable for the same reason. Opened to the page for the locality of the café.

Having bespoke location-based activities was also well received and useful content to feed into practical actions, such as the carpark question at Happisburgh and the Coast Road impact activity at Trimingham.

Maps were mostly well received again as tools to invite comments on content, style and location of information panels, however, they were multi-purpose as people were still keen to use them as a means to talk to us about pertinent local issues and concerns. The maps however, were not used in locations where attendance was really low – where people preferred to talk to Coastwise team than engage in the provided activities, unless purposely directed to them by staff.

The project progress posters were good and got the message across, but their design could be improved. SG received some good feedback by a member of the parish in Overstrand who had professional design experience, and some good tips were offered to create more impactful graphics for future events. The progress update will be a feature of every café and at NNDC offices we will be creating a progress timeline of all the key activities throughout the project as an infographic. We also would like to include this digitally on our website.

Highlights and insights

A total of 81 local people attended the events in July 2024. The Coastwise cafes attracted attendees reflective of the local demographic, predominantly in the approximately over 60's age bracket.

Key themes identified

Housing, cliff-top water management and drainage, infrastructure and access (roads, local connectivity and beach access) remained key issues for communities across the six locations, closely followed by finances and future options. Visitors contributed ideas about what information they would like to see on information boards and where they would like them to be located and in general the need for more information was supported by comments. Suggestions were also shared for key local questions around the Happisburgh carpark and use of the old caravan park and explored the impact of the loss of coast road in Trimingham through use of bespoke engagement activities.

- The key themes identified at **Trimingham** were concerns over the eventual loss of the main coast road through the village and this would affect villagers. The community explored a range of impacts from how to get from A to B to impact on house prices. We also discussed the feasibility of a new road to alleviate congestion issues that would arise in back lanes. This capture was taken to a meeting with Norfolk County Council Highways for action.
- The main priorities identified in **Walcott** were housing and the need for more engagement around options – especially land and roll back options and financial options regarding insurance and releasing equity in homes for care. There appears to be a local view that the 2019 sandscaping scheme will provide protection as long as the gas terminal is there. However, whilst this may be true for the short term, it may not be in the longer term and a key objective of the sandscaping was to buy time to plan for adaptation.
- The **Happisburgh** event was dominated with discussions around visible project progress that has been made here the community were happy with the purchase of Manor farm to be used as community green space and keen to input their ideas into what they would like to use the space for. Lots of suggestions were provided for the new carpark as well.
- At the **Weybourne** event attendees were very welcoming and glad that we were running an event in the village. Concerns over the carpark, coast path and the pond were raised.
- The main concerns identified in **Overstrand** were the promenade, beach safety with frequent slips, coast path, sewage pumping station and housing. There is also a keenness to set up a community group to work with Coastwise.
- The main concerns at **Bacton** were the longevity of the Gas terminal and how this impacts on defences in the area as well as loss of the road and flooding and its impact on housing.

Tree diagram of issues identified in the July Coastwise Cafés collectively:



Appendices

A1. Coastwise café 2 kit list

Event Lead: Sue Grime – Community Facilitator

Room layout required: space for mingling, café area with table and chairs, wall space for displaying posters, tables for z-frames for poster and questions, table space for map work with chairs, some table space for leaflets, table space for worksheets, post it notes and any other materials needed by participants, table space for questionnaires and feedback forms and post boxes.

| KIT LIST | STATIONARY | | REFERENCE DOCS |
|------------------------|---------------|---|--|
| MARKETING | Clickers | Coastwise postcards | Demographics reports etc. see ss (Rob) |
| Comms – Posters A4 | Post it notes | Trimingham only – ask community more widely what the potential loss of the road would mean to them – post its. And use map from group | SMP for the area (6) |
| Comms – Flyers A5 | Pens | Happisburgh – do we want a specific Happisburgh question? Eg.graveyards? YES | Coastal trends report CS |
| Comms - Stickers | Velcro strips | Overstrand – do we want a specific Overstrand questions e.g. – citizens panel | OBC for project |
| Comms – Business cards | Blue tac | Co-design info boards : current info boards and ask question – Q1You said you’d like information boards. what information would you like to see on them? Q2 Please place a sticker on the map for a suitable location for an info board. Q3 Can you tell us your thoughts on the images used in these photos provided. Q4 Do you like the idea a barcode to take you to more information for | Coastwise Café – Full report |

| | | | |
|--|---|---|--|
| | | each location on our website? Q5 Do you have any other suggestions for coastwise information boards? | |
| Comms - Postcards | Clip boards | Levels of involvement poster | Coastwise photo book of Risk Zones |
| Coastwise Boards, info | Coloured stickers for map work | Co-design process poster | A3 laminated risk zones |
| Coastwise Flag | Generic stationary box | Positive impacts of coastal erosion Poster (can coastal erosion be beneficial?) | Team FAQ reference doc |
| Coastwise banners x 2 | Reference only stickers | Geological maps of Norfolk poster | Coastwise Wordcloud poster |
| Coastwise event A frame with poster / writing on it flip chart pen | Flipchart paper and pens | Causes of coastal erosion infographic | FORMS / NOTICES |
| NNDC tablecloths X 4 | A4 envelopes | A1 paper aerial photos for each location | Post boxes to post details to sign up to project mailing list AND Evaluation forms |
| Social media and web promotion | Kids corner | Giant time line - Happisburgh | Sign-up sheets for project newsletter and mail outs |
| Parish magazines mail out | Duplo – and duplo coastal challenge instructions laminated | Giant maps A1 size paper | Event evaluation forms |
| Schools digital mail out | Ocean puzzle box and toddler puzzle | Drone photos A1 foamex for each location | Food hygiene star rating sticker |
| Libraries digital mail out | 3 books – magic dolphin, climate change and rhythm of the rain | Coastwise A5 info | Toilet notice |
| Mailing list email | Plastic rectangular box laminated instructions for beach dynamics activity | Coastal literacy leaflets – What are sea defences etc.. intro to coastal management | |
| Posters / flyers in localities | Plastic rectangular box for fossil and shell dig and ID with laminated instructions | Funding prospectuses info – x 3 Community, Professional and ? | |
| Flyers mailshot | Bucket | Coastwise café evaluation summary handout | |
| Village mags | Blue food colouring | Coastwise leaflet | |
| Electronic stuff | Old towels for wiping the floor. | What is transition planning? Its preparing for Change. It's a way to enable communities to accept and prepare for change. Preparing | |

| | | | |
|---|--|--|--|
| | | could involve mentally preparing, practical actions, moving away from the risk zone for example, etc.. | |
| Monitor / projector | Stickers | Photo consent notice | |
| Power cable | POSTERS & leaflets | Survey analysis – light touch summary | |
| Laptop loaded with Coastwise website and Coastwise presentation and Film & memory stick And BGS map explorer | Coastwise FAQ posters | Scenario impact tasks | |
| HDMI cable | Coastwise FAQ one page handout | Coastwise café Report | |
| Extension lead and duck tape | Did you know posters | Wellbeing survey results | |
| HEALTH AND SAFETY | You said we did posters | Wellbeing survey report | |
| Risk assessment for event, venue and kids activities | 5 Questions responses word clouds – report summary etc.. | Engagement principles handout | |
| First Aid Kit | Risk Maps A3 laminated | CCC booklets – take some to give away for free at cafes plus some reference only copies. | |
| Food Allergy Notice and list of allergens to display | Potential options poster | Old photos books | |
| Toilet notice (safeguarding) | Coastwise Key definitions poster | | |
| | Coastwise updates poster X 2 | | |
| | | | |

Progress update



The text was hard to read in the colours on a pale background. We cut out the captions and placed them around the outside of the honeycomb for our displays.



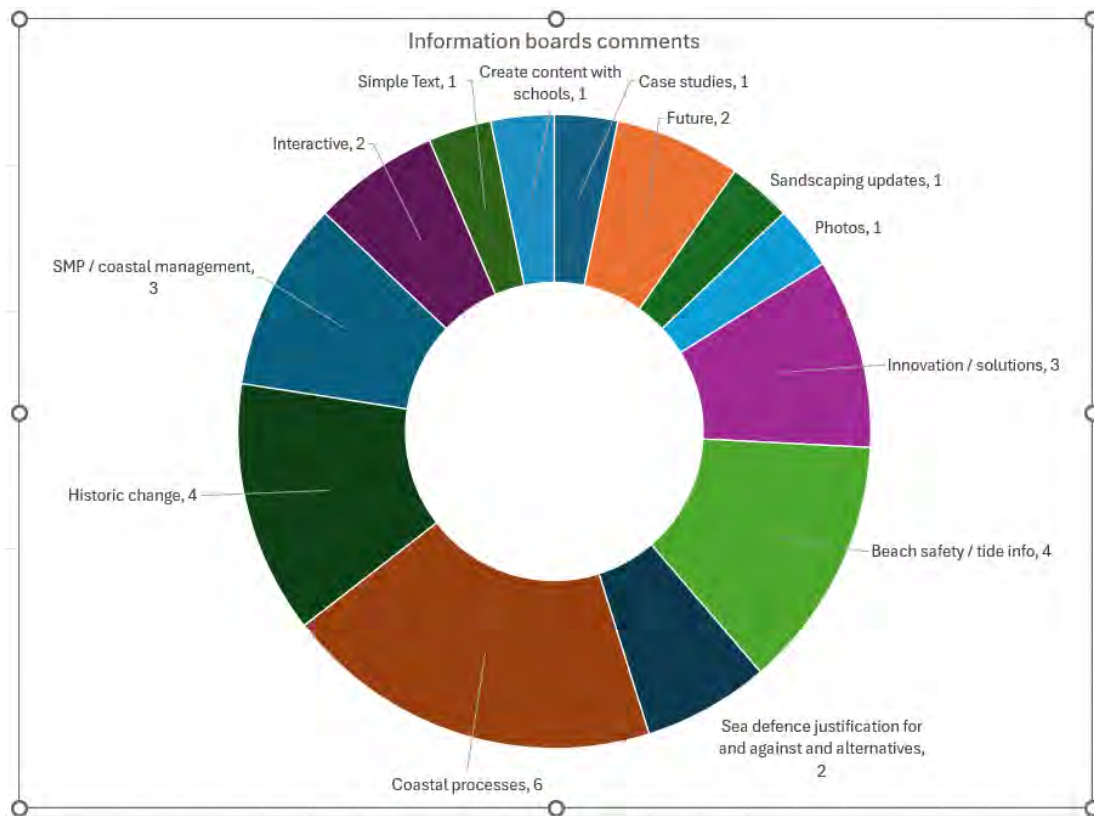
A2a. Analysis – Coastal Literacy responses for all areas

| Questions | Walcott 8th July 2024 | Overstrand 10th July | Trimingham 11th July 2024 | Bacton 18th July 2024 | Weybourne 17th July 2024 | Happesburgh 18th July 2024 |
|--------------------|--|---|---|---|--------------------------|---|
| Information boards | Innovative opportunities for coastal contingency plans | Info panels where people walk down to the beach - with explanations that it is in high tide the beach is inaccessible for visitors and tourists. Why it is important to know. (BEACH SAFETY NOTICE) | ROBS NITES NCERM SESSION TRIMINGHAM | Info boards - where people park and walk. Coast path, Holiday Parks, Playgrounds? TOURIST SPOTS. Deep history coast points. | | Visuals - pictures of houses in beach road |
| | Make it clear the importance of the existence of the gas terminal and how its future could be linked to the coast. | Info about alternatives to defence and what is being done. Future plans | Explain why only some places get defences and others don't | Bacton Car park and other beach access points. Deep history coast points | | Impact of loss of farmland and dwellings |
| | Liked the sandscaping info boards Would like updates on how it is doing - any plans to protect? | Explaining coastal erosion in this location | What is being done for the village - plan for the future? What could be done? Funds etc? | | | Simple but informative text |
| | Improve walcott beach photo | Tide Times and info - with QR link and help to explain why this is important e.g. getting along the beach to Mundesley. | Questions can they be a little bit more simple? :) | | | Aimed at visitors, school parties |
| | yes good idea | On footpaths where people come from to access the coast - facing the appropriate way (not so they only see info on their way back) | Good to know about our local coast - the history of it | | | erosion |
| | | Dangers of cliff slip and quick sand | On panels put more available interactive maps to show coastal processes. Have better understanding. | | | Coastal management |
| | | Locate at start of footpaths - in caravan sites | | | | Interactive? |
| | | Geology and why these cliffs collapse - not always the sea - more about water / drainage | | | | Info for tourists in the area to make them aware of damage they could prevent |
| | | Could we provide text for the parish website with some info about coastal erosion (and a link to CB) | | | | What is causing erosion and what is being done about it. |
| | | Past change and historic villages of the past now offshore - what has been the rate of erosion? | Are there any fact sheets on the SMP explorer that we can provide? | | | Risk zones |
| | | Info on coastal change / processes | Print QR code for SMP explorer on the aerial views with the risk bands | | | |
| | | is | File balance in the amount of info you give - it can scare people vs making informed decisions | | | |
| | | House moved from overstrand to Cromer - photographs - mri - case study | | | | Work with local schools to create content |
| | | | | | | |

Information board content suggestions – coded into categories

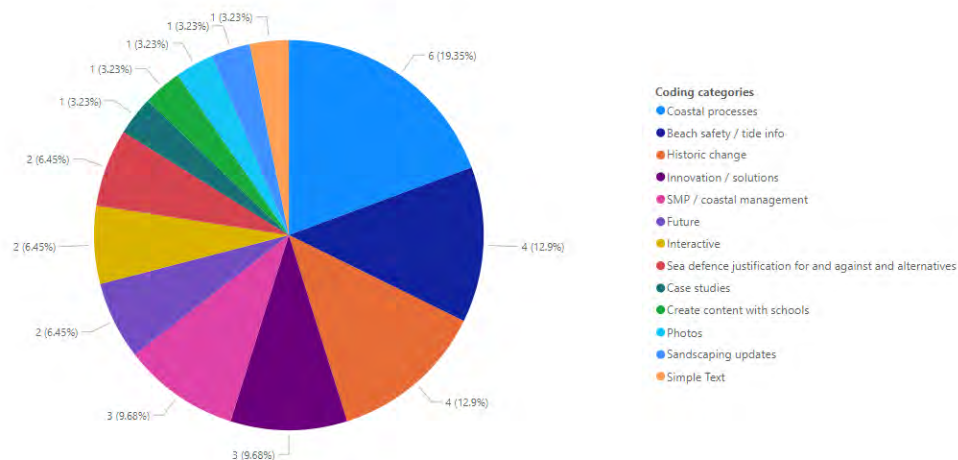
| Content Suggestions Category | Count |
|--|-------|
| Case studies | 1 |
| Future | 2 |
| Sandscaping updates | 1 |
| Photos | 1 |
| Innovation / solutions | 3 |
| Beach safety / tide info | 4 |
| Sea defence justification for and against and alternatives | 2 |
| Coastal processes | 6 |
| Historic change | 4 |
| SMP / coastal management | 3 |
| Interactive | 2 |
| Simple Text | 1 |
| Create content with schools | 1 |

Coastwise Information Boards Suggested content



Alternate graphic of the same information using power bi

Information board suggestion - number by category

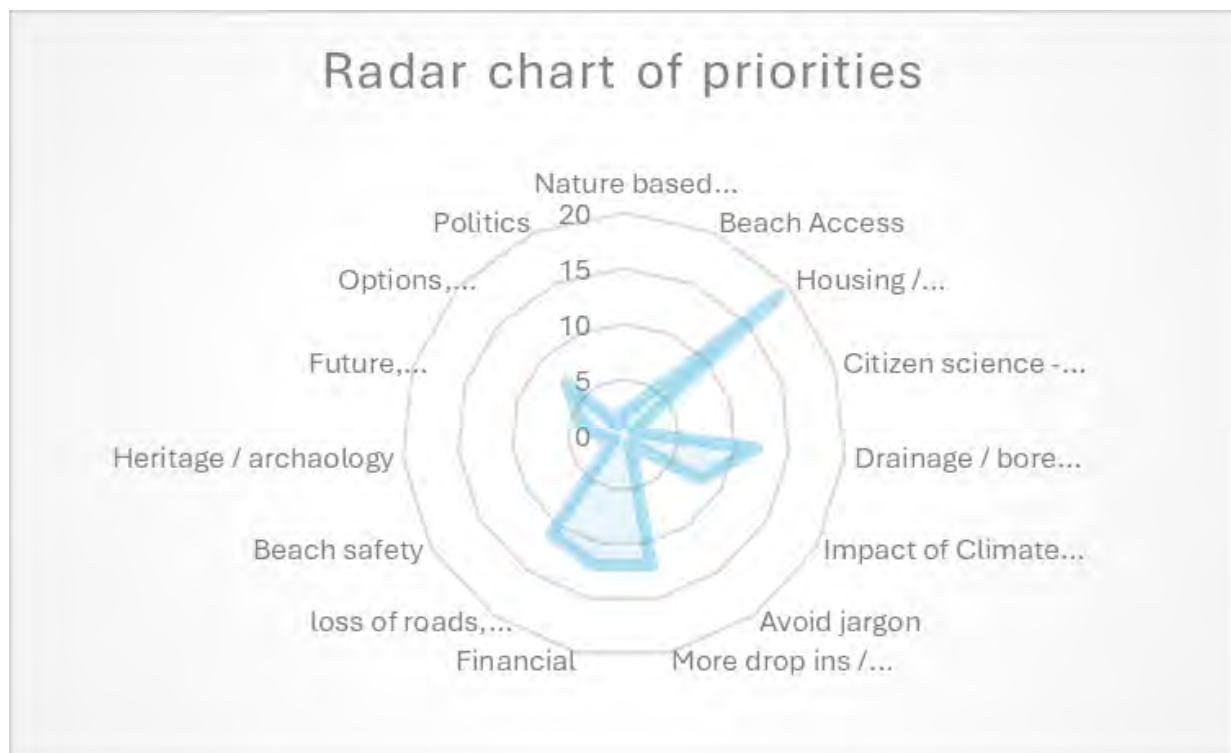


A2b. General comments and suggestions raw data analysis – colour coded:

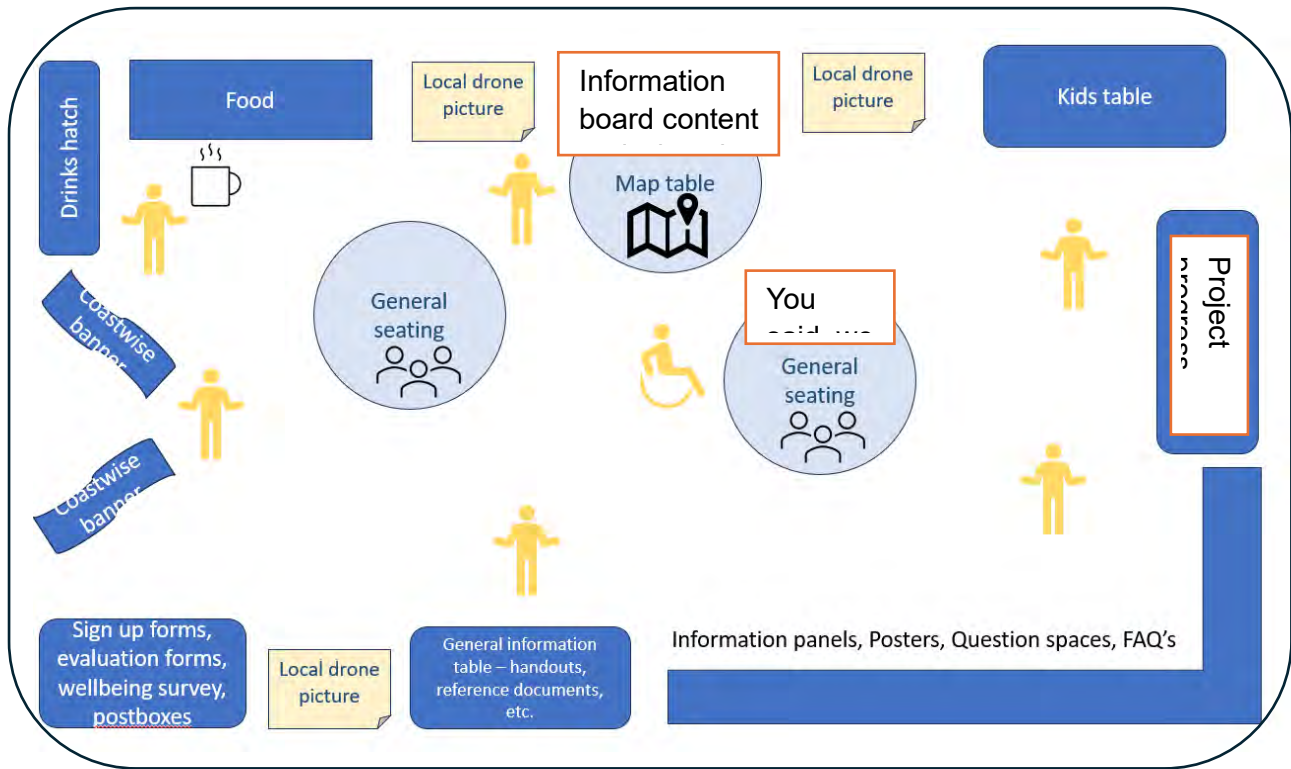
[illegible]

| Analysis - Coding | | | | | | |
|--|---|----|----|---|---|----|
| | W | O | T | B | W | H |
| Nature based solutions - ELMS - Cliff planting, green energy | | 1 | | | | 1 |
| Beach Access | | 1 | | | | 2 |
| Housing/ community assets e.g. pubs, community buildings etc.. | | 7 | 6 | 2 | 1 | 3 |
| Citizen science - monitoring - coast snap? | | | | | | 1 |
| Drainage / bore holes / surface water / flooding | | 4 | 2 | 1 | 5 | |
| Impact of Climate Change and coastal processes and monitoring | 3 | 3 | | 1 | 1 | |
| Avoid jargon | | | 1 | | | |
| More drop ins / workshops / groups / updates / publicity | 1 | 6 | | | | 5 |
| Financial | 5 | | 5 | 1 | 1 | |
| loss of roads, paths, utilities, transport | | 3 | 5 | 1 | | 2 |
| Beach safety | | 1 | | | | |
| Heritage / archaeology | | | | | | 2 |
| Future, Community, Children, Next Gen resilience and wellbeing | | 3 | | | | 1 |
| Options, collaboration, partnerships | | 3 | 1 | | | 3 |
| Politics | | | 1 | | | |
| TOTAL | 9 | 32 | 21 | 6 | 8 | 20 |

Radar diagram of priorities identified



A3. Coastwise Café 2 Layout with activities



A4. Suggestions for the use of the old caravan park land at Happisburgh presented as word cloud



A5. Coastwise Café 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 Cafe? | | | | |
| 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

A6. Sign-up form and topics

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 | |
| Water Management | |
| Housing and roll back options | |
| Heritage | |
| Land management, agriculture | |
| Holiday Parks | |
| Funding and Finance | |
| Mental health and wellbeing | |
| Graveyards | |
| Wildlife and the environment | |
| Other, please specify: | |