

# COASTWISE

## INTERVIEW INFORMATION

### Introduction

JBA Consulting is working with the Coastwise project in North Norfolk to complete a Holiday Park Adaptation Assessment and Onward Plan. This project seeks to understand and assist adaptation to coastal erosion for holiday parks at risk in the area between Weybourne and Happisburgh.

We are looking for holiday park owners who would like to share their experiences and insights about how coastal change is affecting you and your business – and what could help you adapt for the future.

### Adapting to Coastal Erosion

Climate adaptation means taking action to prepare for and manage the effects of climate change. Along the coast, this can include finding ways to live with or reduce the impacts of coastal erosion, flooding and rising sea levels. For holiday park owners, adaptation might involve protecting key areas, changing how land is used or planning for the long-term future of the business in response to a changing coastline.



NORTH  
NORFOLK  
DISTRICT  
COUNCIL



Department  
for Environment  
Food & Rural Affairs



Environment  
Agency



## About the Interviews

We are inviting you to participate in a 45-minute online or phone interview with our Stakeholder Engagement Consultants, Bridget Brady and Almudena Lopez. Through these interviews we want to better understand the experiences, challenges and opportunities in the holiday park sector in relation to coastal erosion and adaptation. In particular, we are exploring:

- Adaptation approaches already undertaken;
- Barriers and challenges to adaptation to coastal change; and
- Areas of opportunity for adaptation to coastal change.

The information obtained through these interviews will inform:

- Our holiday park industry assessment;
- An onward plan that sets out the practical support required and identified opportunities to accelerate coastal transition planning in this vital economic sector; and
- A transition plan for holiday parks in the local area comprising relevant risk and support, as well as examples of local adaptation case studies.

## About the Project

This Coastwise project is funded by Defra as part of the £200 million Flood and Coastal Innovation Programmes which is managed by the Environment Agency. The programmes will drive innovation in flood and coastal resilience and adaptation to a changing climate.



To find out more about Coastwise scan the QR code or visit:  
[north-norfolk.gov.uk/projects/coastwise/](http://north-norfolk.gov.uk/projects/coastwise/)

## About JBA Consulting

We are an environmental, engineering and risk management company committed to helping improve the environment, business and infrastructure for the benefit of people and the planet. We combine analytical, engineering, social and nature-inspired solutions in supporting our clients to adapt and build resilience to climate change.



# CONSENT INFORMATION

## Confidentiality and Data Management

All information collected during the interviews will be treated as strictly confidential and handled in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. With your permission, we may use an AI-powered transcription tool to create an accurate written record of the interview. This tool supports our note-taking process and allows us to focus on the conversation.

Any transcripts generated will be stored securely on JBA Consulting's internal systems and will not be shared in their original form with any third parties, including our client. Interview responses will be anonymised and used solely for the purposes of this project to understand experiences, challenges and opportunities related to coastal erosion and adaptation. Data will be retained only for as long as necessary to fulfil the aims of the project and will then be securely deleted.

## Providing Consent

By agreeing to take part in an interview with JBA Consulting's Stakeholder Engagement Consultants, you confirm that:

- You have read and understood the information provided about the Holiday Park Adaptation Assessment and Onward Plan;
- You have read and understood how your data will be managed and used;
- You agree that the information shared during the interview may be used by JBA Consulting for the specific purpose of this project;
- You are voluntarily taking part in this project and you understand that that participation is not compulsory; and
- You understand that you have the right to decline answering any and all of the questions, terminate the interview or withdraw your participation at any time.



## Find Out More

Find out more about the National Coastal Policy here:

<https://www.youtube.com/watch?v=tTHUazLdMOk&t=2s>

Find out more about the Regional Shoreline Management Plan here:

<https://www.youtube.com/watch?v=6dRprjhmlEU>

## Looking After Yourself

Talking about coastal change can be emotional. The sUstain Project offers free one-to-one counselling with registered therapists, as well as workshops, creative awareness events and Climate Cafes for those affected by coastal erosion in North Norfolk.

To find out more, visit: [norfolkandwaveneymind.org.uk/sustain-project](http://norfolkandwaveneymind.org.uk/sustain-project)



## Contact Us

If you have any questions or would like the opportunity to get involved in future events, please feel free to contact us at:

[Bridget.Brady@jbaconsulting.com](mailto:Bridget.Brady@jbaconsulting.com)

[Almudena.Lopez@jbaconsulting.com](mailto:Almudena.Lopez@jbaconsulting.com)



**NORTH  
NORFOLK  
DISTRICT  
COUNCIL**



Department  
for Environment  
Food & Rural Affairs



**Environment  
Agency**

