Cromer is an important seaside town on the North Norfolk coast. It became popular in Victorian times with the rise of the railway, and has remained so with the help of iconic Cromer crabs and the Pier. Cromer is protected from the erosive power of the North Sea through a series of coastal defences which include a seawall and timber groynes.

The town is within the area covered by the Kelling to Lowestoft Ness Shoreline Management Plan (SMP6) and forms the whole of Management Unit 6.04. The management policy for Management Unit 6.04 is to “Hold the Line” from the present day through to 2105.

The frontage is typical of many old coastal resorts consisting of a promenade protected by seawalls. The beach is mainly sandy and is retained by eight substantial timber groynes. The first significant sea defences were built following a two day storm in 1836 when considerable damage was caused and properties were lost. As the town continued to expand, sea defences were periodically improved.
The Cromer Coast Protection Scheme of 2013-15 is a continuation of the town’s centuries old relationship with the sea. The scheme aims to protect the town by improving sea defences to withstand approximately 50 years of sea level rise. The work completed includes provision of sheet pile foundations, re-facing existing walls with concrete, improving the parapet walls where necessary and repairing timber groynes.

The scheme is fully-funded by the Department for Environmental, Food and Rural Affairs (DEFRA) via the Environment Agency with ‘Flood and Coastal Risk Management Grant in Aid’ of approximately £8 million. The Cromer Coast Protection Scheme was able to attract this funding as the ‘cost benefit ratio’ is 1:10.42, which means that for every £1 spent, there are £10.42 of assets protected.