

OVERSTRAND COASTAL COMMUNITY TRANSITION PLAN



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Figure 1: The sloped path down to Overstrand beach featuring a tractor towing a fishing boat. Image taken by JBA Consulting, September 2025.
Front cover images:
Photos – different views from the beach at Overstrand Image taken by JBA Consulting, September 2025.
Drawings: Drawn by children at the Belfry School in Overstrand – October 2025.

EXECUTIVE SUMMARY

Why is a Coastal Community Transition Plan needed?

Up to the year 2105, it is predicted up to 130 homes could be lost to erosion in Overstrand, depending on the severity of climate change. Also at risk are businesses such as holiday parks, roads, footpaths, utilities including sewage, water and power, access to the beach, visitor infrastructure, listed buildings and much more. A transition plan will support the local community through the impacts of coastal erosion by helping them make practical decisions and take action.

What is a Coastal Community Transition Plan?

This Overstrand **Coastal Community Transition Plan** serves as a guide for the local community and relevant organisations to prepare for and respond to coastal erosion and assist the community to transition towards a positive future. This may involve replacing homes, businesses, infrastructure and facilities, and adapting to the changing environment so that the things that matter most to the local community are not lost to **coastal erosion**.

Structure of the Transition Plan:

The Overstrand **Coastal Community Transition Plan** includes five themes, each with distinct sub-themes. This is to ensure that a holistic view of Overstrand is captured and included within the plan. The local community has helped identify these themes to ensure the things that matter the most are incorporated. The five themes are described below:

- **Place** (Sub-themes are Housing, Community Facilities, and Sense of Place)
- **Assets** (Sub-themes are Coast and Infrastructure)
- **People** (Sub-themes are Residents and Tourists)
- **Organisations** (Sub-themes are Governance, Businesses, and Community Groups)
- **Landscape** (Sub-themes are the Cliff's SSSI and Cromer Ridge National Landscape)

This plan is formed of four key elements which provide a practical toolkit to support the local community to make decisions and take action. These are:

1. Transition Pathways
2. Action Plan
3. Opportunities Map
4. Monitoring and Governance

This document explains each of these elements in more detail and is accompanied by some explanatory videos which can be found using QR codes and links within the relevant sections.

Looking After Yourself

Talking about coastal change can be emotional. sUstain Coastal is a project that offers free one-to-one counselling for those affected by coastal erosion in North Norfolk, delivered by registered therapists.

To find out more, contact Project Coordinator:

sustain@norfolkandwaveneymind.org.uk

Visit: norfolkandwaveneymind.org.uk/sustain-project



Figure 2: The cliff path between Overstrand and Cromer.
Image taken by JBA Consulting, September 2025.

ABBREVIATIONS AND DEFINITIONS

Abbreviations

AMP: Asset Management Plan

NCC: Norfolk County Council

NNDC: North Norfolk District Council

SMP: Shoreline Management Plan

SSSI: Site of Special Scientific Interest

OCTAG: Overstrand Coastal Transition Action Group. A local community-based group established to govern the plan.

Definitions

Adaptation: Actions that make up how we practically take steps to transition towards resilience.

Baseline data: Current information about Overstrand's homes, infrastructure, people, and environment that helps guide planning.

Coastal access: Routes like paths, stairs, ramps or viewpoints that connect people to the coast, which may need to change due to erosion.

Coastal erosion: The natural process where the coastline is worn away by the sea and other processes including groundwater infiltration, increasingly driven by climate change.

Consultant: A suitably qualified professional to move forward discrete specialist tasks/projects.

Community Coastal Transition Plan: A guide for the local community and relevant organisations to prepare for and respond to coastal erosion and assist the community to transition towards a positive future.

Critical selection points: These are the circumstances and opportunities which determine which pathway to take. They include:

- Land availability
- Funding availability
- Feasibility of options (technical, financial and legal).
- Sea defence failure (which will speed up required timeframe for transition, and therefore affect which pathway to take at that point)

Enabling actions: The key short-term steps that make long-term transition possible, like finding land, assessing feasibility of options or securing funding.

Governance: Leadership to direct the implementation, decision making and accountability of the plan.

Hold the line: A policy that maintains or upgrades the level of protection provided by coastal defences.

Managed realignment: A coastal policy allowing some areas to erode naturally. Under this policy, coastal protection structures may continue to be maintained or repaired if funding allows, but they will not be replaced if they fail.

Monitoring: Community/partners to track coastal change and progress of transition.

Norfolk Coast National Landscape: This is a protected landscape (previously called Area of Outstanding Natural Beauty) which is protected for its natural beauty, remarkable landscapes, unique and special wildlife and cultural heritage.

Opportunities map: A map within the Overstrand Coastal Community Transition Plan showing opportunities for transition highlighted by the local community.

Preferred pathway: The preferred roadmap for transition, leading to the desired future state by Overstrand's local community.

Resilience: The capacity of people and places to plan for, better protect, respond to and recover from coastal change.

Rollback: An adaptation action that involves moving properties or infrastructure inland away from the coastal risk zone.

Shoreline Management Plan: A large-scale, non-statutory strategy developed jointly by local authorities and the Environment Agency to assess and manage coastal flood and erosion risk over the short, medium and long term.

sUStain Coastal: A project offering counselling for those affected by coastal change.

Transition action: Actions following the enabling actions to deliver transition.

Transition pathway: A flexible roadmap showing how communities can move from their current state (at risk of erosion) to a future state (adapted, relocated, or transformed), including critical selection points and possible future scenarios.

Transition: Shifting from the current state through adaptation towards resilience.

LOCAL CONTEXT

The Coastal Transition Challenge in North Norfolk

Coastal erosion will impact whole communities. Up to the year 2105, it is predicted that up to approximately 1600 homes could be lost to erosion in North Norfolk, depending on the severity of climate change. Also at risk are businesses such as holiday parks, roads, footpaths, utilities including sewage, water and power, access to beaches, visitor infrastructure, churches, graveyards, and much more. The consequences of **coastal erosion** for some places will be profound. Planning is required to become better prepared and more resilient to coastal change. ([Home | Coastwise](#))

Overstrand: A Community Shaped by the Environment

Overstrand, located on the north coast of Norfolk just two miles east of Cromer, has a long and evolving relationship with the sea. Overstrand is situated in the **Norfolk Coast National Landscape** between Cromer and Mundesley and is a popular year-round holiday destination.

The village has a resident population of approximately 1,100 although this increases during the summer months and at other holiday times of the year. The village has several local amenities and offers both coastal and inland walks which are popular with residents and tourists.

The village has a strong sense of identity and heritage, with notable buildings designed by the Edwardian architect Sir Edwin Lutyens such as Overstrand Hall, The Pleasaunce and the Methodist Church. Overstrand became known as the “village of millionaires” and was considered a high-class tourist destination in Edwardian and Victorian eras.

However, Overstrand has also experienced the realities of **coastal erosion** first-hand. One notable example is the large clifftop hotel that once stood on the shoreline but after a fire, the remains succumbed to the advancing cliff line. In early 1930 a new road, bypassing the village was built, due to the Coast Road becoming unstable. The coast road was closed to through traffic in 1937. A cliff fall severed the road around 1968, followed by a massive fall in 1994. (Overstrand Parish Council [Our Village - Overstrand Parish Council](#)).

Sidestrand

Sidestrand is a small settlement that lies to the East of Overstrand. The name 'Sidestrand' is believed to relate to the old English word "sid", meaning broad or spacious, and the Danish "strond" meaning shore. Sidestrand parish church is one of Norfolk's 124 round tower churches. It was rebuilt in 1881, replacing an earlier church, that was close to the cliff and at risk from coastal erosion ([visitnorthnorfolk.com](#)). Sidestrand is a small community with limited local amenities, therefore many residents make use of those in Overstrand. It was agreed to include Sidestrand within the Overstrand **Coastal Community Transition Plan** following communication with Sidestrand Parish Council.

Please note that when referencing Overstrand in this document, this also includes Sidestrand.



Figure 3: Overstrand beach taken from pedestrian access path. Image taken by JBA Consulting, September 2025.

TRANSITION AND SHORELINE MANAGEMENT PLANS

What is a Coastal Community Transition Plan?

This Overstrand **Coastal Community Transition Plan** serves as a guide for the local community and relevant organisations to respond to **coastal erosion** and assist the community to **transition** towards a positive future. This may involve replacing homes, businesses, infrastructure and facilities, and adapting to the changing environment so that the things that matter most to the local community are not lost to **coastal erosion**.

Understanding the Shoreline Management Plan (SMP)

A **Shoreline Management Plan** (SMP) is a large-scale, non-statutory strategy developed jointly by local authorities and the Environment Agency to assess and manage coastal flood and erosion risk over the short (0–20 years), medium (20–50 years), and long (50–100 years) term. SMPs divide the coastline into policy units, sections defined by geography and coastal processes, and recommend the most sustainable approach for each, balancing the needs of people, property, infrastructure, heritage, the natural environment and affordability.

For Overstrand, the SMP policy has changed from “**hold the line**” to “**managed realignment**” for the period 2025–2055. Both definitions have been included below:

- **Hold the line:** A policy that maintains or upgrades the level of protection provided by coastal defences.
- **Managed realignment:** A coastal policy allowing some areas to erode naturally. Under this policy, coastal protection structures may continue to be maintained or repaired by NNDC whilst it is affordable and viable to do so, but they will not be replaced if they fail.

Find Out More

To find out more about climate change, coastal erosion and the impact to Overstrand, you can view our mini-videos by scanning this QR code or via the NNDC YouTube Channel.



Find out more about the Local Shoreline Management Plan
<https://environment.data.gov.uk/shoreline-planning/coastal-erosion>



Figure 4: Overstrand beach featuring timber Groyne structures.
Image taken by JBA Consulting, September 2025.

COASTWISE WORK TO DATE AND JBA CONSULTING CONTEXT

Coastwise Programme overview

Coastwise is a project in North Norfolk aimed at helping prepare communities between Weybourne and Happisburgh, where the coast is experiencing erosion.

Coastwise is North Norfolk's programme within the national Coastal Transition Accelerator Programme (CTAP), created to help communities adapt to rapid **coastal erosion** and long-term climate change. Rather than relying on traditional sea defences, it focuses on planned, community-led **transition** in areas where defending the coastline is no longer sustainable.

Coastwise aims to support realistic long term **adaptation** options and cannot provide compensation or build major new defences. NNDC continues to seek to maintain the sea wall for as long as it is viable to do so. By 2027, Coastwise will deliver a suite of plans that can be implemented and a learning framework to guide future coastal-change policy across the UK.



Figure 5: The grounds of The Pleasaunce Hotel, Overstrand. Image taken by JBA Consulting, September 2025.

Coastwise work to date

Since starting in 2022, Coastwise has carried out extensive engagement with residents, businesses and local organisations in the most at-risk communities, including Happisburgh, Trimmingham, Overstrand, Weybourne, Bacton and Walcott. Work to date includes early technical investigations, such as groundwater studies, infrastructure and community-asset audits, and scoping options for adapting or replacing vulnerable homes, services and amenities.



Figure 6: The Londs in the village of Overstrand. Image taken by JBA Consulting, September 2025.

Transition Plan Project Overview

In July 2025, JBA Consulting were appointed by Coastwise to take forward the Overstrand **Community Coastal Transition Plan**. Working in collaboration with the communities of Overstrand and Sidestrand, JBA have created a tangible plan for transition, considering key community priorities such as housing, infrastructure, community facilities, businesses, tourism, and the environment.

COASTAL EROSION RISK MAP



What is this map telling me?

This risk map is derived from climate projections using the National Coastal Erosion Risk Map (NCERM2) showing different climate change scenarios for likely **coastal erosion** up to the year 2105. The risk map was used in all in-person and online workshops to discuss individual risk and transition opportunities with members of the community.

Figure 7: Risk map demonstrating the projected erosion risk zones and the main community facilities at risk.



Coastal erosion risk projections:

- Shoreline Management Plan delivered, Present day climate (2020), 2105
- Shoreline Management Plan delivered, Climate change (higher central), 2105
- Shoreline Management Plan delivered, Climate Change (upper end), 2105

- A - Car park, toilets, & playground
- B - Tourism facilities
- C - Homes, businesses and heritage
- D - Sports club
- E - Overstrand Hall
- F - St Martin's Church
- G - The Belfry Primary School
- H - Pumping station
- I - Sidestrand Hall School and St Michael's & All Angels Church

- Listed Buildings
- Beach access points
- The Sea Wall

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OVERSTRAND COASTAL COMMUNITY TRANSITION PLAN THEMES

Themes and Sub-themes

The Overstrand **Coastal Community Transition Plan** includes five themes, each with distinct sub-themes. This is to ensure that a holistic view of Overstrand is captured and included within the plan. The local community has been involved in identifying these themes to ensure the things that matter the most are incorporated. The five themes are described below:

- **Place:** A place or a sense of place is a location, landscape or built asset which people value, have connection or belonging to. Sub-themes within this theme are Housing, Community Facilities, and Sense of Place.
- **Assets:** Assets are physical (natural or built) or digital resources or infrastructure that provide a function, service or value to Overstrand. Sub-themes within this theme are Coast and Infrastructure.
- **People:** People who live, work, or visit Overstrand, encompassing the diverse experiences, needs, and aspirations of these individuals. Sub-themes within this theme are Residents and Tourists.
- **Organisations:** Organisations that operate in Overstrand, providing valuable services to residents and tourists, supporting community ties and bringing people together. Sub-themes within this theme are Businesses and Community Groups.
- **Landscape:** Landscape is the outdoor spaces and environments across Overstrand, which provide space for cultural enjoyment, recreation, and support for wildlife. Sub-themes within this theme are Norfolk Coast National Landscape and the Overstrand Cliffs Site of Special Scientific Interest (SSSI).

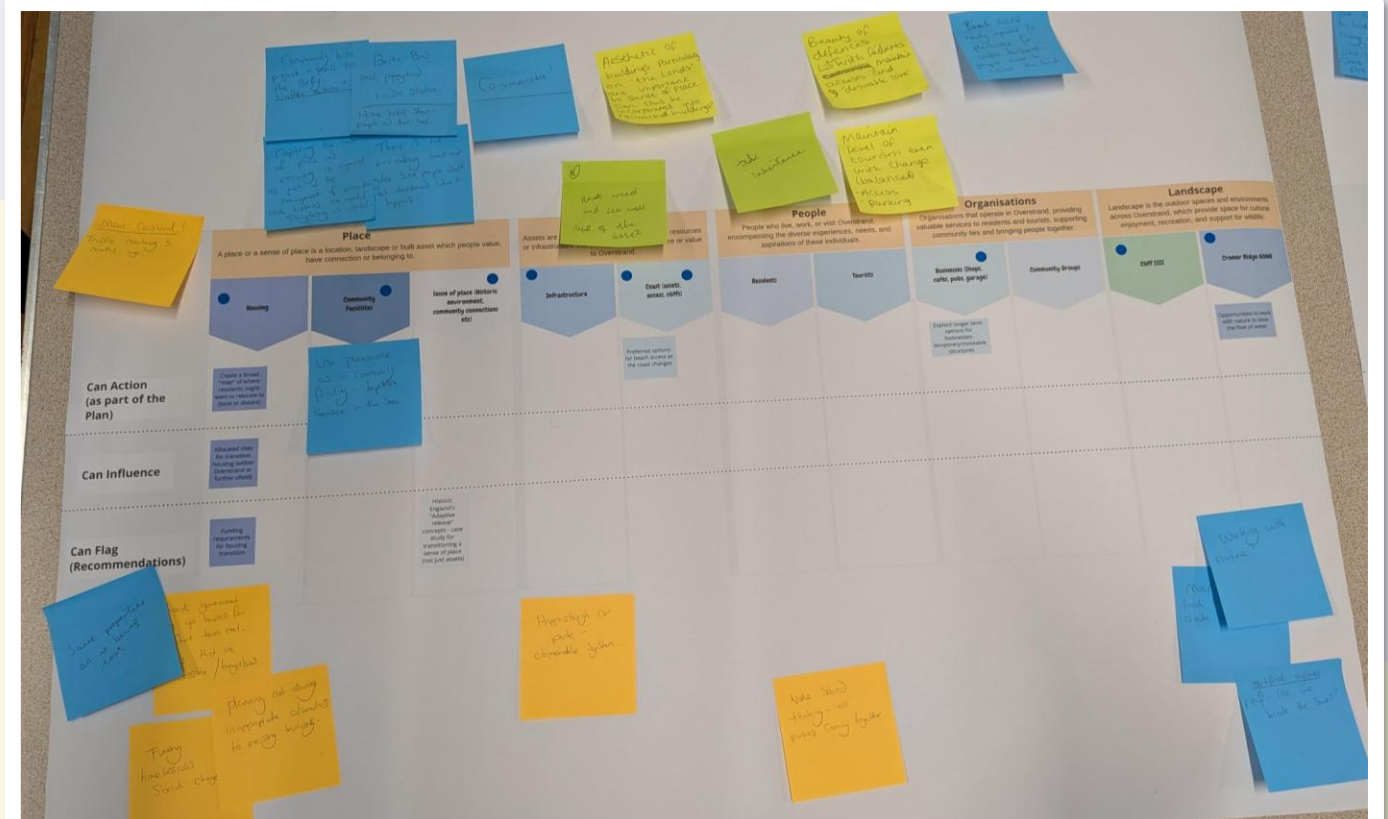
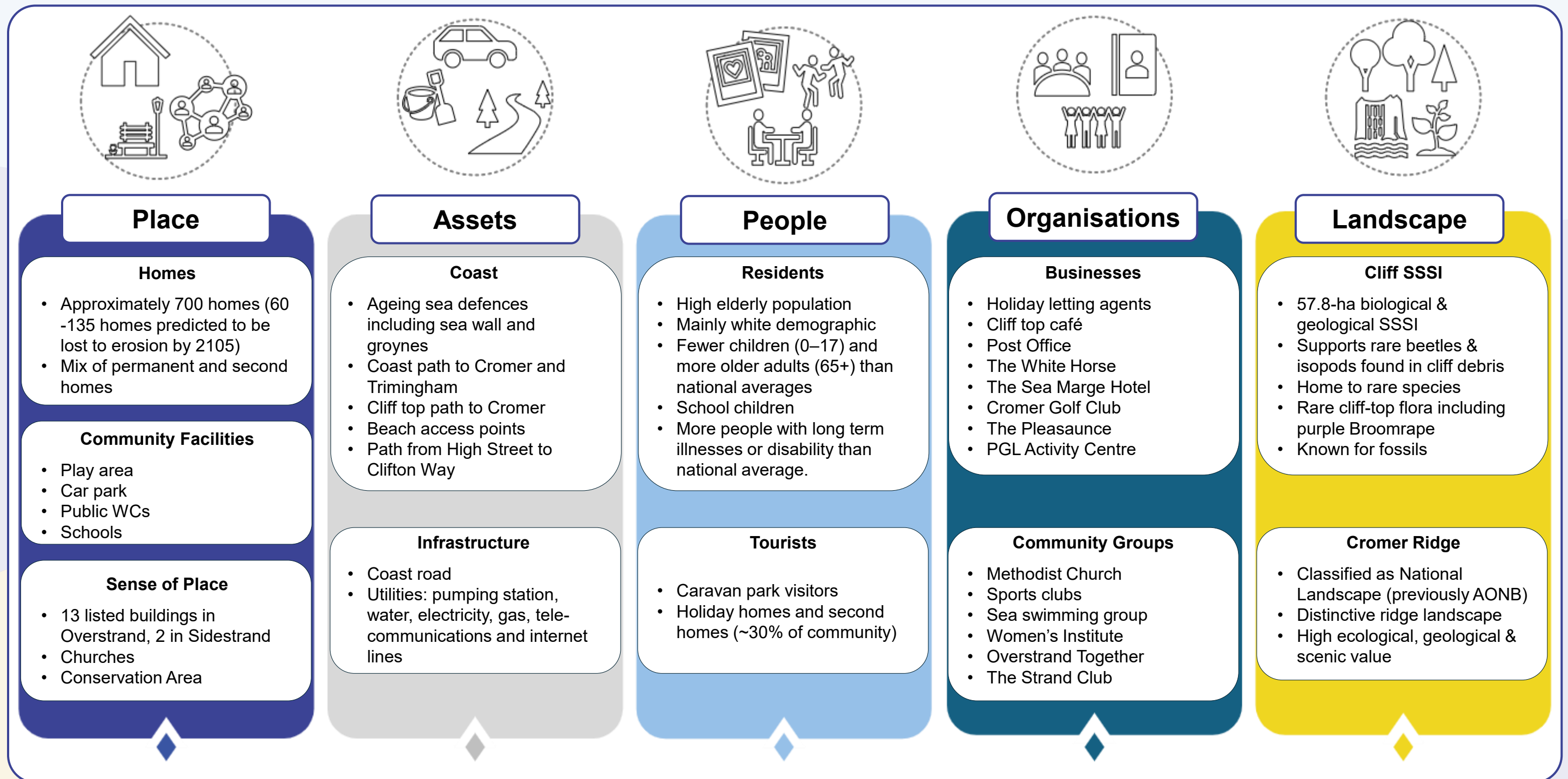


Figure 8: (right - top): In-person community workshop run by JBA Consulting at Overstrand Parish Hall. Image taken by JBA Consulting, September 2025.

Figure 9: (right - bottom): Print out of the transition themes and sub-themes and community feedback via sticky-notes used in an in-person community workshop. Image taken by JBA Consulting, September 2025.

OVERSTRAND TODAY



What is this telling me?

This figure provides a snapshot of what Overstrand looks like today; its homes and facilities, key coastal and infrastructure assets, the community's demographic makeup, local businesses and groups, and its important natural features. Together, these elements show what is currently at risk, what matters to the community, and what needs to be considered in planning Overstrand's future transition.

Figure 10: Overview of Overstrand's baseline conditions, including housing and community facilities, coastal and infrastructure assets, demographic profile, local organisations, and important landscape designations, forming the foundation for transition planning.

OVERSTRAND COASTAL COMMUNITY TRANSITION PLAN STRUCTURE AND FORMAT

The plan consists of four main elements:



Transition Pathways
Flexible route – maps of how to navigate actions.

These flexible pathways create a timeline of events to support the community move from the current status (i.e. homes, businesses, infrastructure and community facilities are at risk of being lost to **coastal erosion**) to a future state which has hopefully effectively transitioned. The pathways acknowledge that transition is not a linear process and depends upon many different scenarios, decision points and opportunities arising along the way.



Action Plan
Community and partner led actions to enable transition

The Overstrand Coastal Community Transition Action Plan sets out actions to support the community's short-, medium- and long-term transition to coastal change. Some actions can be taken forward by the local community, whereas others need to be carried out by key partners such as Coastwise, North Norfolk District Council, Norfolk County Council and utility providers.



Opportunities Map
A community-created map showing potential opportunities for transition.

This map has been developed by suggestions and ideas which have been put forward by the local community during the in-person and online workshops. It shows potential locations for replacement, enhancement and re-imagining of Overstrand. This can be used to support conversations and move forward actions.



Monitoring and Governance
Information on how the plan can be monitored and governed.

The success of the plan will depend upon how the community continually monitor and govern the actions to ensure that the preferred pathway is being followed (effective transition). This plan includes draft terms of reference for the establishment of the Overstrand Coastal Transition Action Group (OCTAG), which should be established to progress actions and govern the plan.

Figure 11: Transition Plan components



OVERSTRAND COASTAL TRANSITION PATHWAYS



What is a Transition Pathway?

The **transition pathways** start with the current status of Overstrand and provide a route map to navigate to a potential future status. Each pathway includes **enabling actions** which should be carried out in the next 1-2 years, followed by **transition actions** which have an indicative timeframe of 10-20 years. The decision points determine which pathway to take. They include:

- Land availability
- Funding availability
- Feasibility of options (technical, financial and legal).
- Sea defence failure (which will speed up required timeframe for transition, and therefore affect which pathway to take at that point)

The plan includes four **transition pathways** for the sub-themes which were selected as being the most important by the local community. These are housing, community facilities, coastal access and infrastructure. The pathways should be considered collectively to ensure inter-dependencies are captured.



Figure 12: Overstrand drone image taken by North Norfolk District Council



OVERARCHING TRANSITION PATHWAY FOR OVERSTRAND



Figure 13: Overstrand drone image taken by North Norfolk District Council.

What is this telling me?

The pathway on the following page shows how Overstrand could move from its current status toward different future potential future state depending on key circumstances, including funding availability, land availability, feasibility of options and the point at which the sea defences fail. It highlights the actions needed to prepare for change and how different circumstances lead to managed, partial, or unmanaged transition outcomes. Overall, it illustrates the possible trajectories for Overstrand's future and what shapes each one.

Key Information for pathway

Acronyms

SMP: Shoreline Management Plan

NNDC: North Norfolk District Council

AMP: Asset Management Plan

Further explanatory details

Critical selection points: These are the circumstances and opportunities which determine which pathway to take. They include:

- Land availability
- Funding availability
- Feasibility of options (technical, financial and legal).
- Sea defence failure (which will speed up required timeframe for transition, and therefore affect which pathway to take at that point)

More Information

A short explanatory video is available to help understand this pathway and subsequent pathways for the sub-themes. You can view this by scanning the QR code or clicking [here](#).



OVERARCHING TRANSITION PATHWAY FOR OVERSTRAND

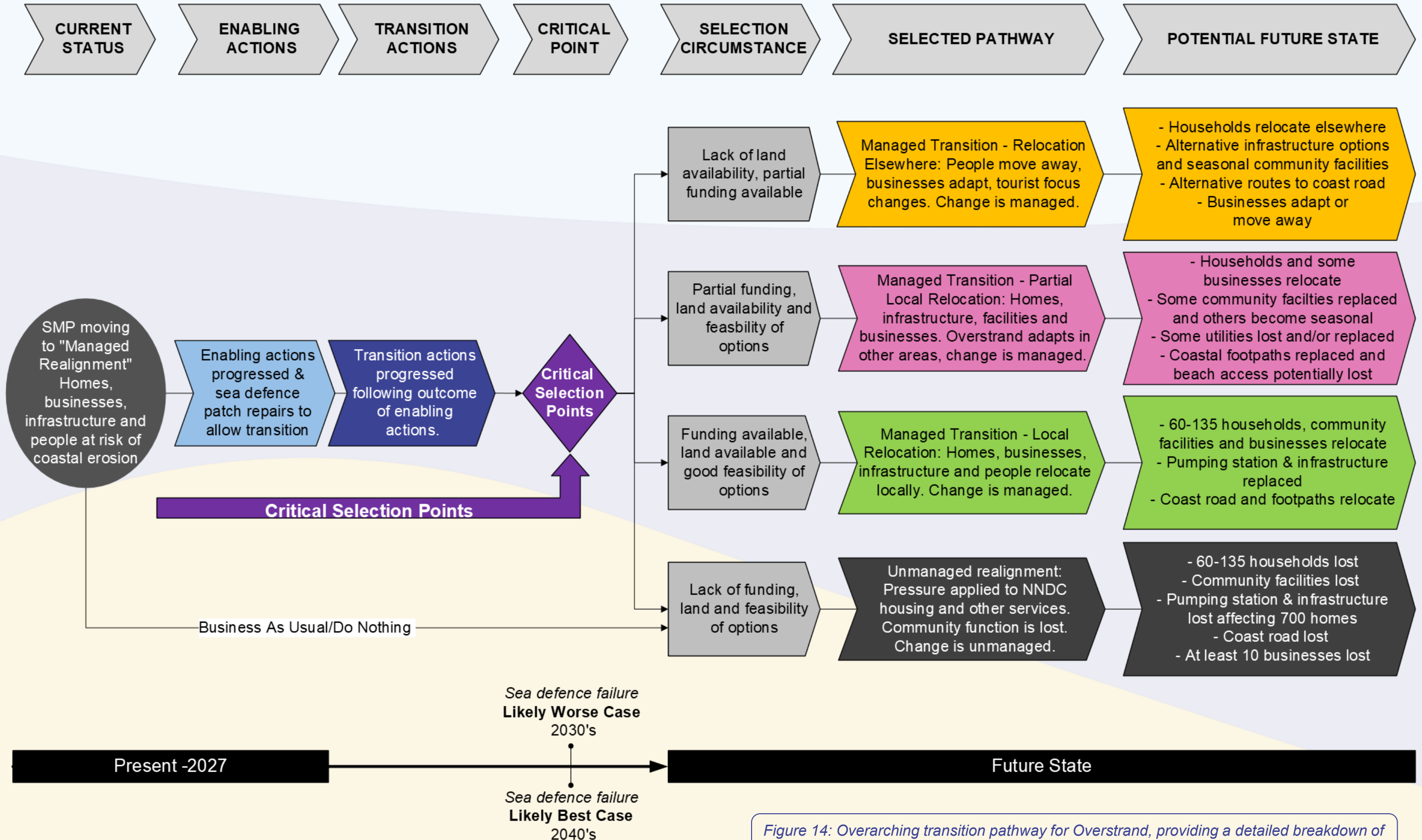


Figure 14: Overarching transition pathway for Overstrand, providing a detailed breakdown of the steps from present-day conditions to potential future states.



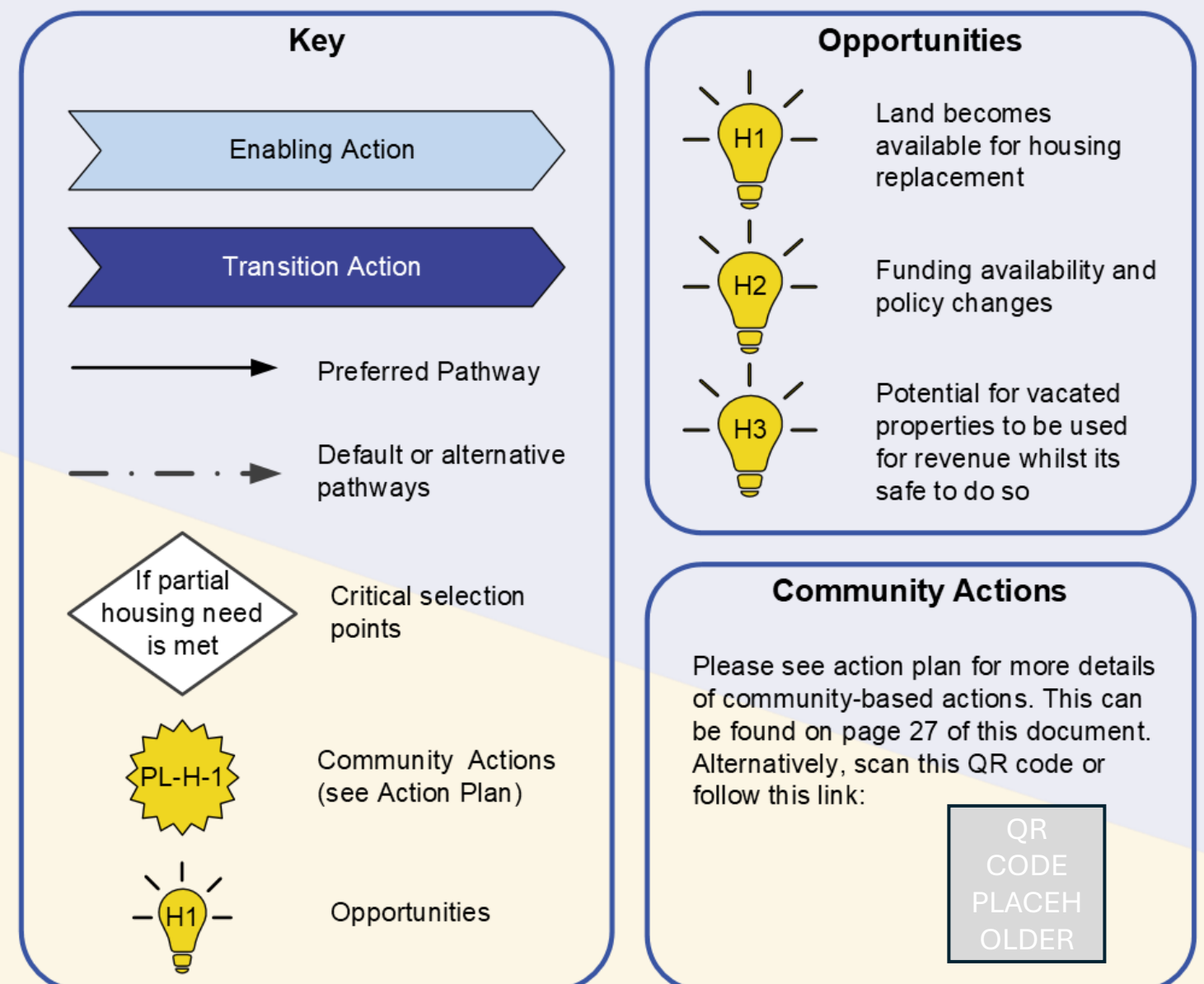
TRANSITION PATHWAY FOR HOUSING



Figure 15: The Londs in the village of Overstrand showing housing. Image taken by JBA Consulting, September 2025.

What is this pathway telling me?

This pathway shows how Overstrand's at-risk housing could transition over time depending on land availability, funding, planning decisions, and community need. It outlines the steps required to unlock housing relocation, such as assessing need, securing land, and obtaining planning consent, and shows how different circumstances could lead to different future outcomes. It illustrates the possible housing futures for the village, from successful local relocation to households moving away or facing heightened risk if no transition is achieved.



TRANSITION PATHWAY FOR HOUSING

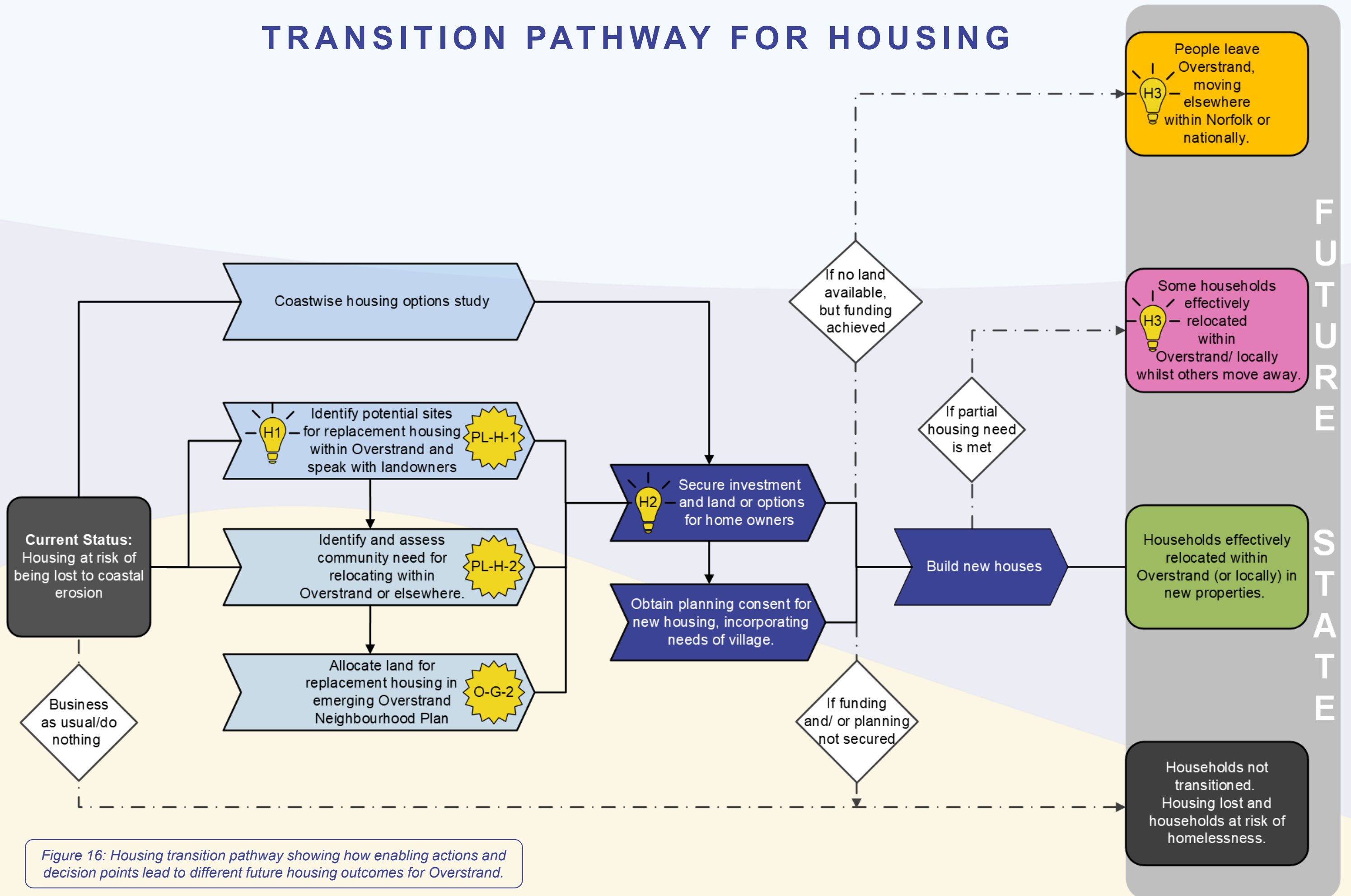


Figure 16: Housing transition pathway showing how enabling actions and decision points lead to different future housing outcomes for Overstrand.



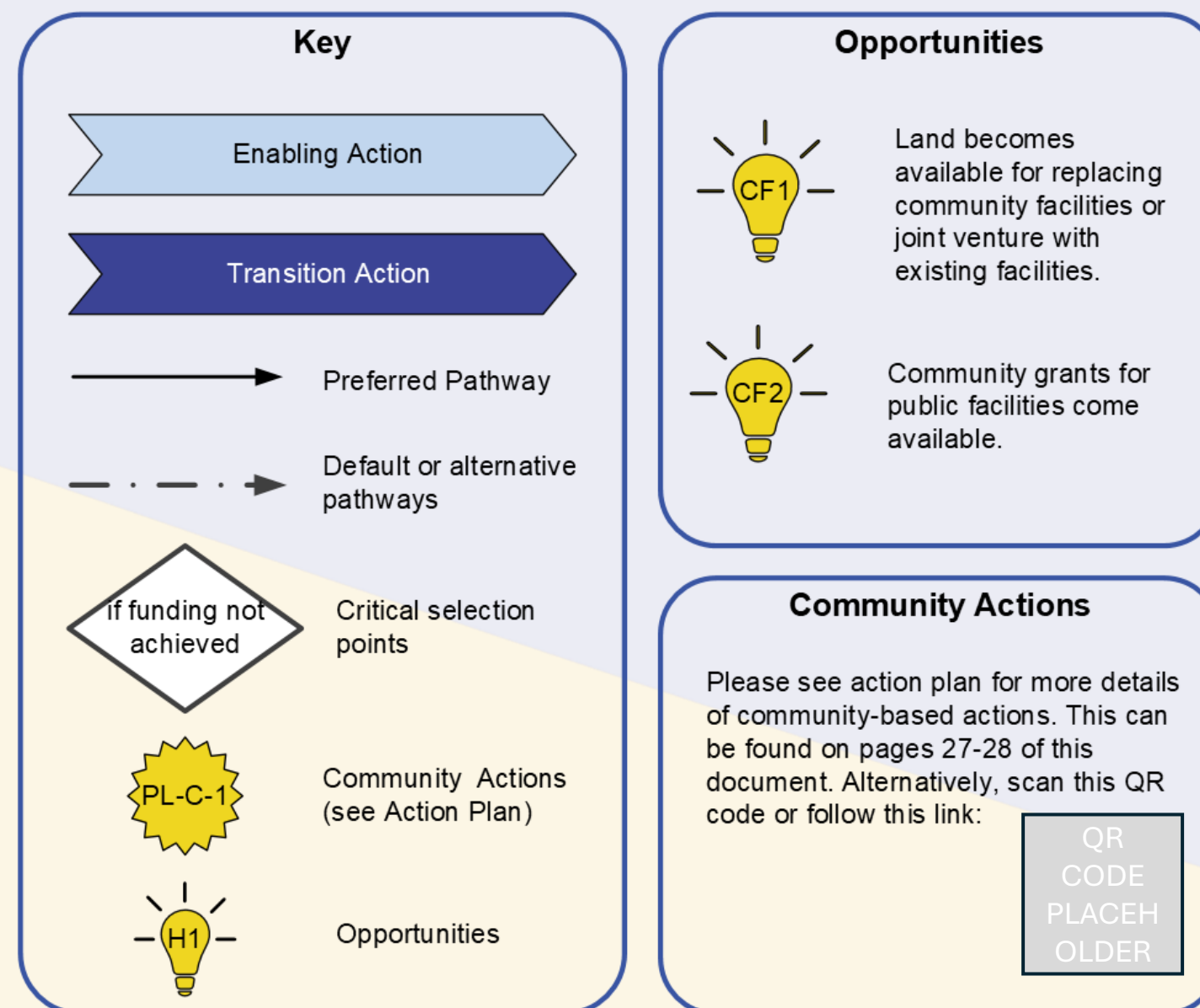
TRANSITION PATHWAY FOR COMMUNITY FACILITIES



Figure 17: View from Overstrand car park showing the play area.
Image taken by JBA Consulting, September 2025.

What is this pathway telling me?

This pathway shows how Overstrand's play area, public WCs and car park could transition from risk of **coastal erosion**. It outlines the steps needed to explore options, secure funding and replace facilities, and demonstrates how different circumstances lead to different future outcomes, from full relocation within or near Overstrand, to seasonal or temporary solutions, or the loss of facilities if no action is achieved.



TRANSITION PATHWAY COMMUNITY FACILITIES

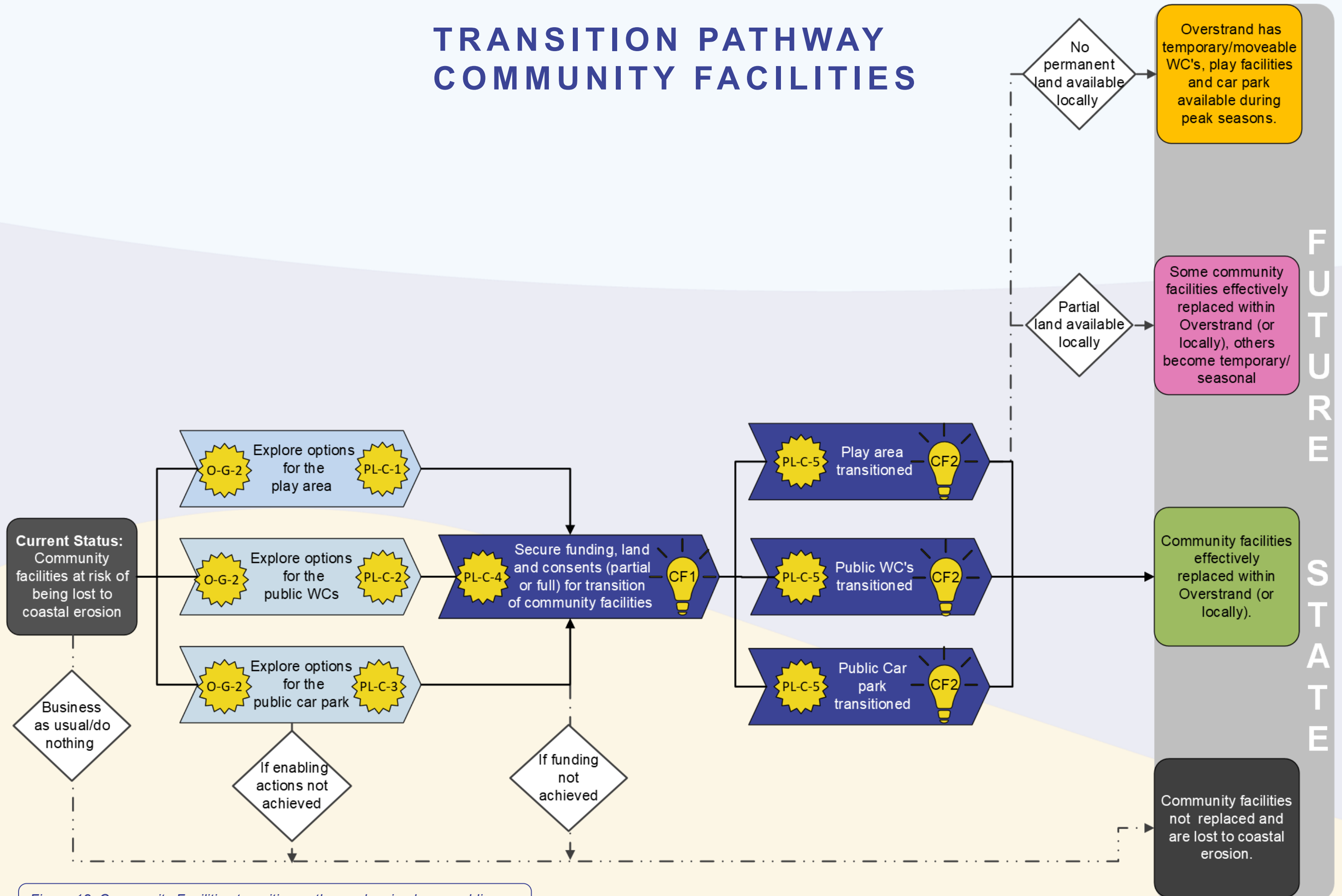


Figure 18: Community Facilities transition pathway showing how enabling actions and decision points lead to different future outcomes for Overstrand.



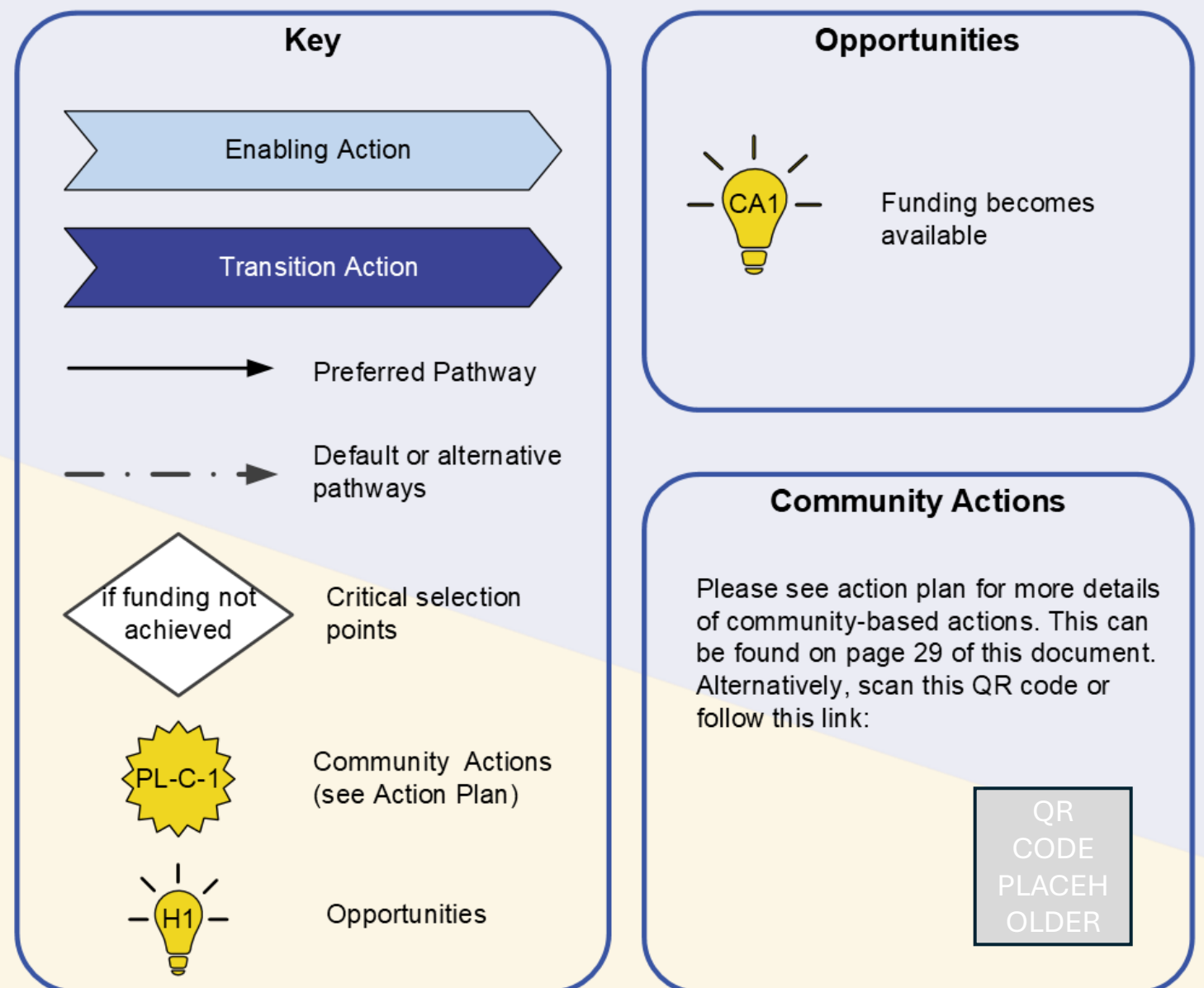
TRANSITION PATHWAY FOR COASTAL ACCESS



Figure 19: View from cliff top path looking towards Overstrand.
Image taken by JBA Consulting, September 2025.

What is this pathway telling me?

This pathway outlines how Overstrand's routes, such as cliff-top paths, beach access, and footpaths could adapt to **coastal erosion**. It shows the steps needed to explore alternative routes, unlock funding and land agreements. Depending on feasibility and funding, outcomes range from successful rerouting of paths, to adaptive use of new viewing areas, or the loss of access if no action is possible.



TRANSITION PATHWAY COASTAL ACCESS

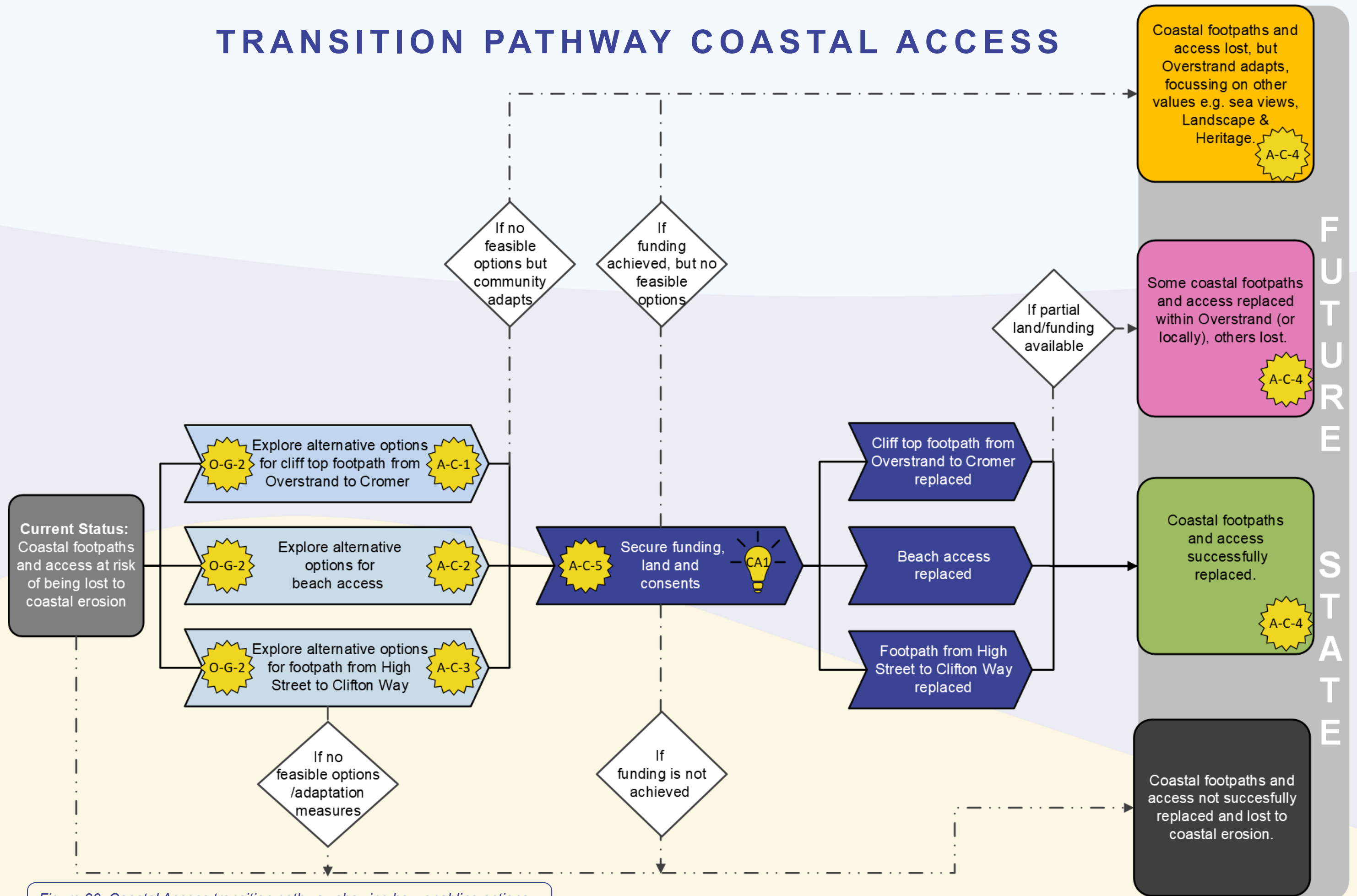


Figure 20: Coastal Access transition pathway showing how enabling actions and decision points lead to different future outcomes for Overstrand.



TRANSITION PATHWAY FOR INFRASTRUCTURE



What is this pathway telling me?

This pathway outlines how Overstrand's infrastructure, such as roads and utilities, could adapt to **coastal erosion**. It shows the steps needed to explore and implement alternative options. Depending on feasibility and funding, outcomes range from successful relocation of roads and utilities, to partial relocation or the loss of infrastructure if no action is possible.

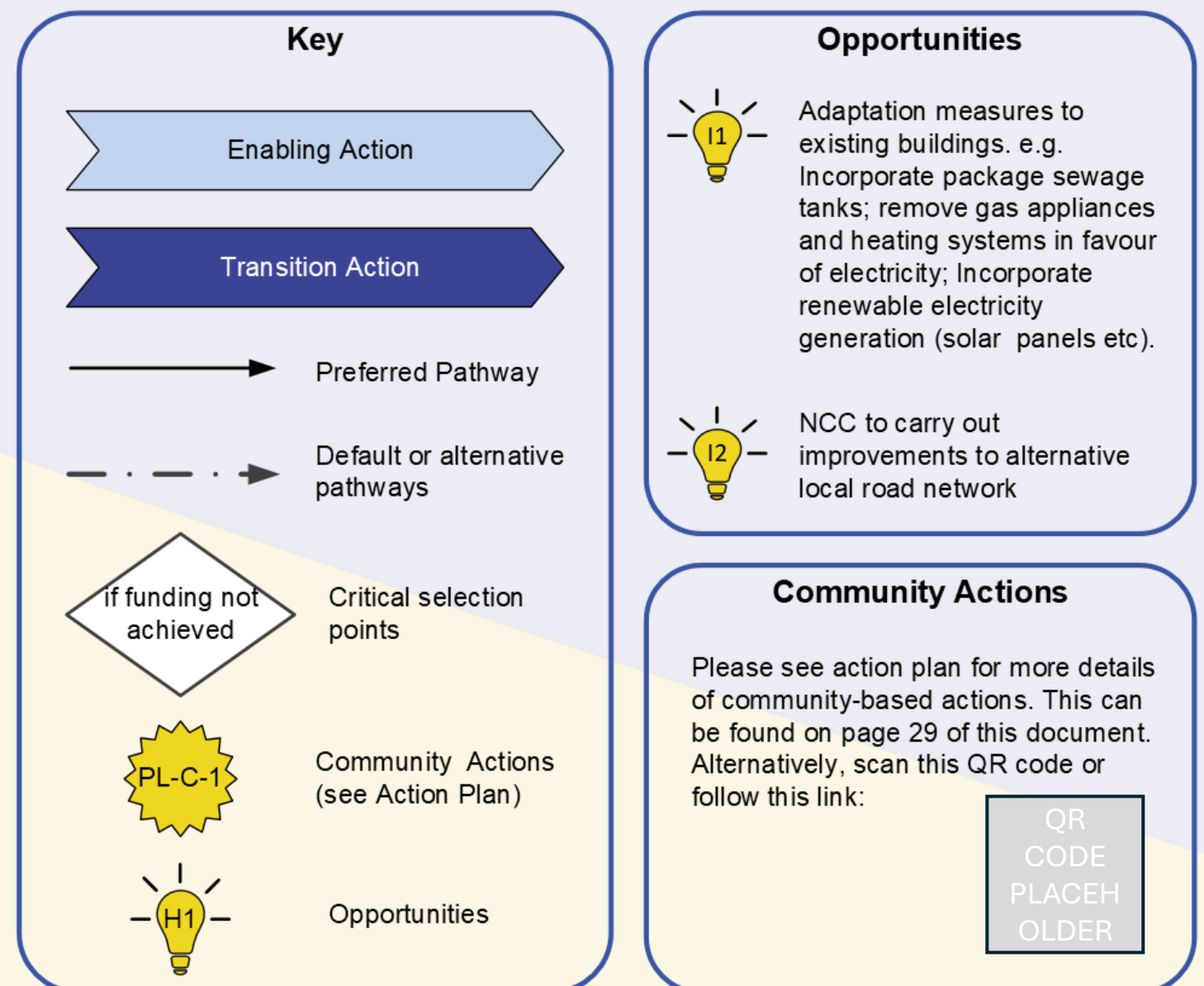


Figure 21 (Top): View of Highstreet looking west.
Figure 22 (Bottom): Electricity substation in Overstrand.
Images taken by JBA Consulting, September 2025.

TRANSITION PATHWAY: INFRASTRUCTURE

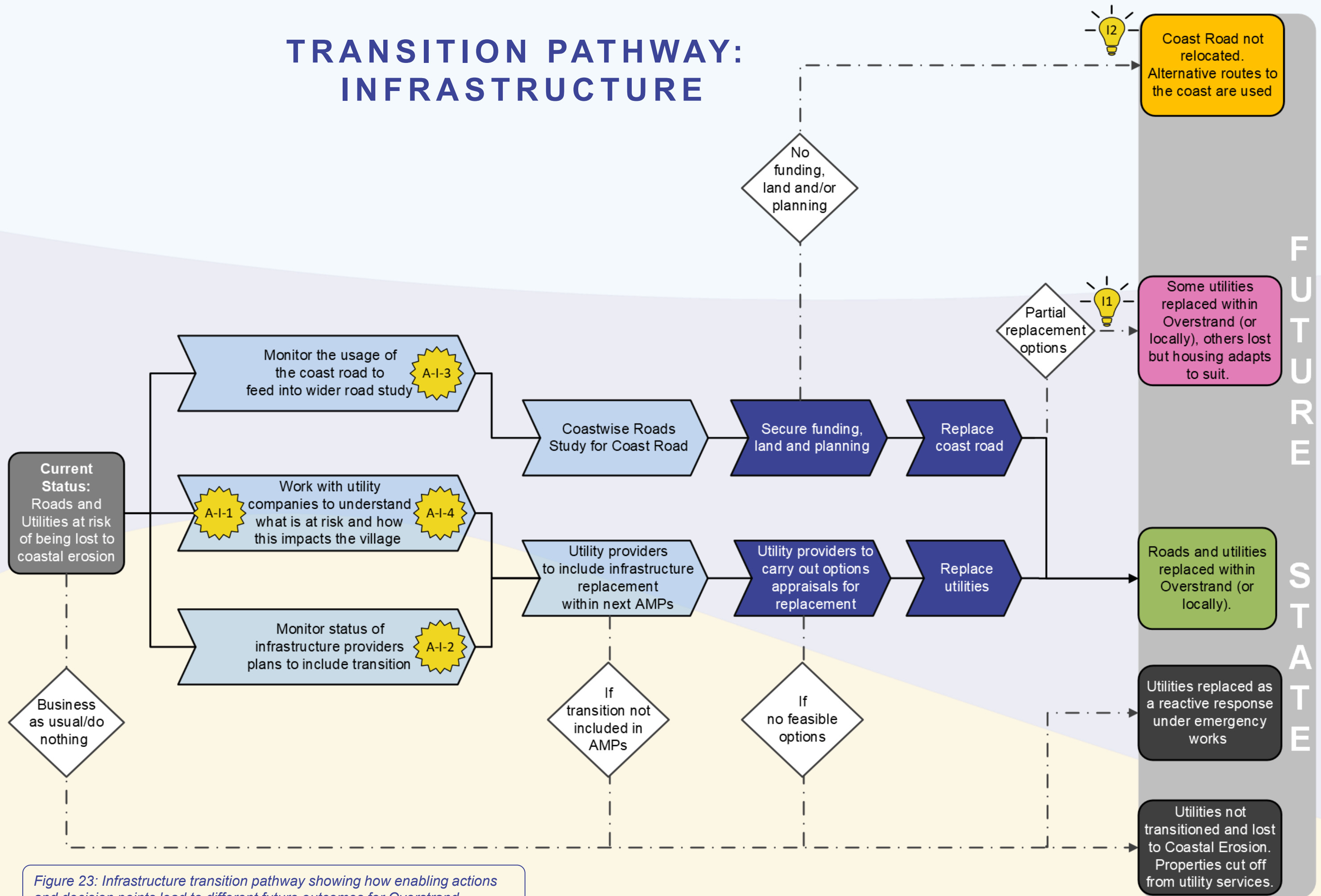


Figure 23: Infrastructure transition pathway showing how enabling actions and decision points lead to different future outcomes for Overstrand.



OVERSTRAND COASTAL COMMUNITY TRANSITION ACTION PLAN- INTRODUCTION



What is the Overstrand Coastal Community Action Plan?

The Overstrand Coastal Community Transition Action Plan sets out actions to support the community's short to long term transition to coastal change. The actions have been written in conjunction with the local community. The actions should be overseen by the Overstrand Coastal Transition Action Group (OCTAG), who should track progress, manage key decisions and generate new transition actions based upon the outcomes of **enabling actions** (see **transition pathways** for details of potential future actions).

Format and Themes

The Action Plan is a live document (in Microsoft excel format) which can be used by OCTAG to provide regular updates, track progress and assign action owners to each action. The actions are split into the different themes and subthemes as below:

- **Place** (Housing, Community Facilities and Sense of Place)
- **Assets** (Coast and Infrastructure)
- **People** (Residents and Tourists)
- **Organisations** (Governance, Businesses and Community Groups)
- **Landscape** (Cliffs SSSI and Cromer Ridge National Landscape)

Categories and owners

The actions are split into three distinct categories, relating to the action owner which are listed below:

- **Act:** Community driven **enabling actions** to build capacity and drive forward transition. Following the completion of these actions, the community will need to progress to **transition actions** as per the **transition pathways**.
- **Influence: Enabling actions** Coastwise (and partners) can progress to remove barriers, build capacity and create the conditions for community-led 'Acts' to start, scale or succeed.
- **Flag:** Barriers and constraints that need to be unlocked to support coastal transition. This will require local and central government support.

Structure

The excel document includes tabs for each theme, and displays all "Act", "Influence" and "Flag" actions. Within this document, only the "Act" actions have been included which display the community driven **enabling actions**.

Each entry includes:

→ Action ID • Sub-theme • Topic • Owner • Priority • Desired Outcome • Status

Additional Details

Further details to support the actions include:

- **Key contacts:** This is a list of key partners who can help progress certain actions (not included within this document, but within the excel spreadsheet)
- **Funding Options:** A list of potential funding options which may be able to support progression of actions. The community will need to seek out and apply for funding throughout the lifetime of the plan (Included within this document, with additional details in the excel spreadsheet).



NORTH NORFOLK DISTRICT COUNCIL



Department for Environment Food & Rural Affairs



Environment Agency





JBA Project Code

2025s0877

Contract

Coastwise Coastal Community Transition Plan -Overstrand Lot 2

Client

Coastwise

BIM Ref.

QBF-JBA-XX-XX-DA-Z-0001-A1-P03-Coastal_Community_Transition_Action_Plan

Subject

Coastal Community Transition Action Plan

Document control

Rev.	Status	Originated	Date	Checked	Date	Approved	Date	Issued to	Date
P01	S3	J Walpole, L Formoy and M Whittaker	10/12/2025	P Emonson	11/12/2025	RHL	12/12/2025	Coastwise	12/12/2025
P02	S4	J Walpole, L Formoy and M Whittaker	20/01/2026	L Formoy	20/01/2026	RHL	20/01/2026	Coastwise	20/01/2026
P03	A1	L Formoy	17/02/2026	RHL	17/02/2026	RHL	17/02/2026	Coastwise	17/02/2026

Figure 24: Screenshot of the Overstrand Coastal Community Action Plan (Excel Spreadsheet format)

ACTION PLAN- ACT SUMMARY

What is this telling me?

A summary of the 'act' actions from the Overstrand *Coastal Transition Action Plan*

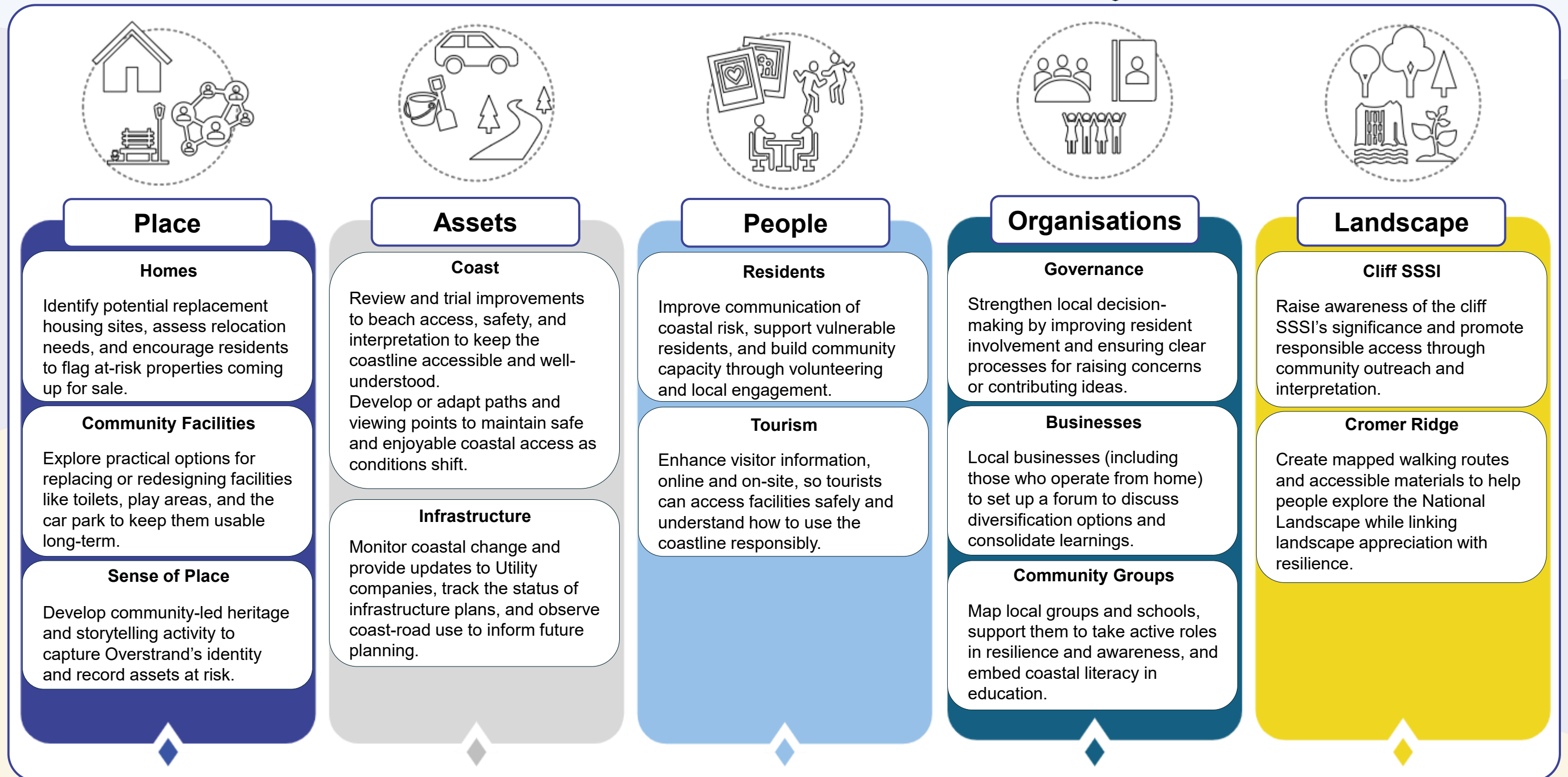


Figure 25: Action Plan, summary of "Act" actions

ACTION PLAN- INFLUENCE AND FLAG SUMMARY

What is this telling me?

A summary of the ‘influence’ and ‘flag’ actions from the Overstrand Coastal Transition Action Plan.

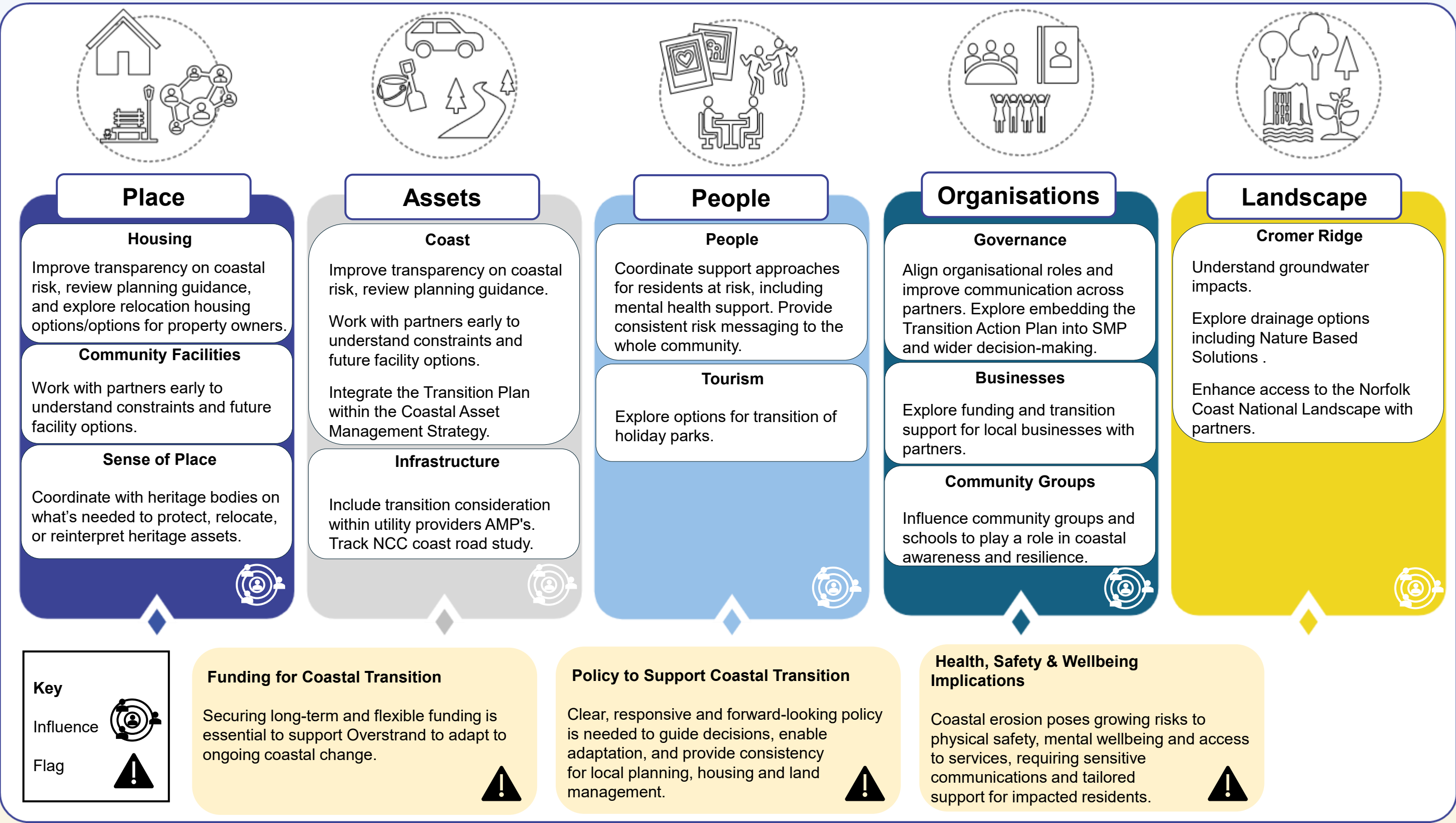


Figure 26: Summary of “influence” and “flag” options from the Action Plan

ACTION PLAN- PLACE



Place								
Action ID	Sub-theme	Topic	Act/ Influence/ Flag	Details of Action	Owner	Priority	Desired Outcome	Status
PL-H-1	Housing	New Housing Developments	Act	Identify and assess potential sites for replacement housing within Overstrand and speak with landowners. (see opportunities map)	OCTAG	High	<i>Site identified for housing replacement.</i>	
PL-H-2	Housing	Relocation	Act	Assess community need for relocating within Overstrand or elsewhere	OCTAG	High	<i>Identify required number of properties for transition in Overstrand.</i>	
PL-H-3	Housing	Monitoring	Act	Community to flag to Coastwise when a property becomes for sale or vacant in risk zone	OCTAG	Medium	<i>To enable coastwise to contact property owner/estate agent to inform them of risk.</i>	
PL-C-1	Community Facilities	Public Toilets	Act	Explore options for WC's including replacement on another site, portable WC's or combining with other community facilities (see opportunities map for potential options)	OCTAG	Medium	<i>To identify a site or feasible option for WCs</i>	
PL-C-2	Community Facilities	Play Area	Act	Explore options for play area including replacement on another site, portable/seasonal play equipment, or combining with other existing community facilities (see opportunities map for potential options)	OCTAG	Medium	<i>To identify a site or feasible option for play facilities.</i>	

Table 1: Actions categorised under “Act” for the “Place” theme, including their associated sub-themes in the Action Plan.

ACTION PLAN- PLACE



Place								
Action ID	Sub-theme	Topic	Act/Influence/Flag	Details of Action	Owner	Priority	Desired Outcome	Comments on Status
PL-C-3	Community Facilities	Car park	Act	Explore options for car park including replacement on another site, portable/seasonal car parking, or combining with other existing facilities. (See opportunities map for potential option)	OCTAG	Medium	<i>To identify a site or feasible option for car park.</i>	
PL-C-4	Community Facilities	Funding	Act	Explore funding options for replacing community facilities and heritage projects e.g. through community grants.	OCTAG	Medium	<i>To identify sufficient funding for transition of community facilities.</i>	
PL-C-5	Community Facilities	Monitoring	Act	Monitor usage of existing facilities to determine whether temporary or seasonal facilities are appropriate.	OCTAG	Low	<i>To determine whether temporary or seasonal facilities may be appropriate.</i>	
PL-SoP-1	Sense of Place	Heritage	Act	Create strategic plans for heritage assets for transition. This may include relocation/reinterpretation/recording.	OCTAG/ Consultant	Medium	<i>To identify suitable options for each heritage asset in Overstrand.</i>	
PL-SoP-2	Sense of Place	Capturing sense of place	Act	Explore a community history project to capture sense of place. (See opportunities map for potential heritage trail)	Local Community	Low	<i>To capture sense of place, ensure community buy-in and limit intangible loss to the community of Overstrand.</i>	

Table 1 cont. Actions categorised under “Act” for the “Place” theme, including their associated sub-themes in the Action Plan.

ACTION PLAN- ASSETS



Assets								
Action ID	Sub-theme	Topic	Act/ Influence /Flag	Details of Action	Owner	Priority	Desired Outcome	Comments on Status
A-C-1	Coast	Cliff top path (between Overstrand & Cromer)	Act	Explore options for alternative cliff top access between Cromer and Overstrand. E.g. Through Danish House Gardens, Hillingdon Park or Beach Close (see opportunities map), or no access.	OCTAG	High	<i>To define a feasible option</i>	
A-C-2	Coast	Beach Access	Act	Explore options for alternative beach access e.g. demountable access system, coastal viewing platform, shuttle bus to closest beach or no access.	OCTAG/ Consultant	Medium	<i>To define a feasible option</i>	
A-C-3	Coast	Cliff path (between high street and Clifton Way)	Act	Explore options for making access between High Street and Clifton Way safe e.g. signage, redirecting, engineered structure or removal.	OCTAG/ Consultant	High	<i>To define a feasible option</i>	
A-C-4	Coast	Coastal Walks	Act	Develop an Illustrative map/brochure of new coastal walking routes around Overstrand for residents and tourists.	OCTAG/ Consultant	Low	<i>To re-focus tourism on new routes that are generated</i>	
A-C-5	Coast	Coastal Walks	Act	Explore funding, legal and land ownership options for redirecting coastal routes and public footpaths	OCTAG & Norfolk National Trail Partnership	High	<i>To find a feasible option for funding and land ownership to enable transition.</i>	
A-I-1	Infrastructure	Monitoring	Act	Community to flag coastal change to Anglian Water, UK Power Network, Cadent Gas, BT and NCC Highways	OCTAG	High	<i>To ensure utility providers understand the risk and changing coastline so they can plan effectively</i>	
A-I-2	Infrastructure	Monitoring	Act	Community to monitor status of infrastructure providers plans to include transition.	OCTAG	Medium	<i>To ensure plans have been included for transition of utilities.</i>	
A-I-3	Infrastructure	Monitoring	Act	Community to monitor the usage of the coast road to provide evidence for wider road study.	OCTAG	Medium	<i>To provide an evidence-base for the replacement of the coast road</i>	
A-I-4	Infrastructure	Utilities	Act	Community to work with utility companies to understand what is at risk and how this impacts the village	OCTAG	High	<i>To raise awareness to utility companies and to set in motion plans for replacement of utilities.</i>	In progress - contact established by JBA.

Table 2: Actions categorised under “Act” for the “Assets” theme, including their associated sub-themes in the Action Plan

ACTION PLAN- PEOPLE



People								
Action ID	Sub-theme	Topic	Act/Influence/Flag	Details of Action	Owner	Priority	Desired Outcome	Comments on Status
PE-R-1	Residents	Monitoring	Act	Community to take regular photos and/or drone footage of the cliffs and share with Coastwise/Coastal Management Team. Report cliff slips to The Coastal Management Team. Major incidents reported to 999 (ask for Coastguard).	OCTAG	Medium	<i>Effective and comprehensive monitoring of coastal erosion.</i>	
PE-R-2	Residents	Lessons learned	Act	Celebrate and share learning with other communities at risk	OCTAG	Low	<i>To ensure learning is consolidated and to support each other.</i>	
PE-R-3	Residents	Health support	Act, Flag	Explore options for offering community-based support to residents at risk.	OCTAG/Mind	Medium	<i>To provide support to vulnerable members of the community whose mental health will be impacted by coastal erosion risk.</i>	

Table 3: cont. Actions categorised under “Act” for the “People” theme, including their associated sub-themes in the Action Plan.

ACTION PLAN - ORGANISATIONS



Organisations								
Action ID	Sub-theme	Topic	Act/Influence/Flag	Details of Action	Owner	Priority	Desired Outcome	Comments on Status
O-G-1	Governance	OCTAG Formation	Act	Community to set up a Coastal Transition Action Group. Confirm governance, reporting and review period for transition plan. Recruit community members into the group and continually review membership. Relationships need to be established with both Overstrand and Sidestrand Parish Councils.	Parish Council/OCTAG/Consultant	High	Provides governance structure and accountability to the Transition Plan.	
O-G-2	Governance	Neighbourhood Plan	Act	Develop an Overstrand Neighbourhood Plan which aligns with the Coastal Transition Plan	Parish Council/Consultant	High	To ensure governance and accountability of spatial actions	In Progress
O-G-3	Governance	Funding	Act	OCTAG to establish how they will manage funding and secure opportunities for funding to support delivery of the Plan.	OCTAG/Consultant	High	<i>To secure funding to support transition</i>	
O-B-1	Businesses	Transition Options	Act	Local businesses (included those who operate from home) to set up a forum to discuss diversification options and consolidate learnings.	Local businesses	Medium	<i>Local businesses to help each other generate their own individual transition plans.</i>	
O-CG-1	Community Groups	Identification	Act	Identify which community groups are willing to support transition and what roles they could take.	OCTAG/Consultant	Medium	<i>To ensure the whole community is involved and invested in transition.</i>	
O-CG-2	Community Groups	Schools	Act	Incorporate coastal literacy and climate change into school curriculum	Overstrand School	Medium	<i>To raise awareness amongst the next generation and empower them to take action. To reduce climate anxiety in school aged children.</i>	

Table 4: Actions categorised under “Act” for the “Organisations” theme, including their associated sub-themes in the Action Plan

ACTION PLAN - LANDSCAPE



Landscape								
Action ID	Sub-theme	Topic	Act/Influence/Flag	Details of Action	Owner	Priority	Desired Outcome	Comments on Status
L-C-1	Cliff SSSI	Awareness raising	Act	Raise awareness of the importance of the SSSI and coastal processes at Overstrand	OCTAG	Medium	To ensure the local community recognise that coastal erosion is a natural process which our ecosystems rely on	
L-CR-2	Cromer Ridge AONB	National Landscape access	Act	Develop an illustrative map/brochure of AONB walking routes around Overstrand	OCTAG	Low	To encourage tourism in other areas of Overstrand, refocusing away from the beach.	

Table 5: Actions categorised under “Act” for the “Landscape” theme, including their associated sub-themes in the Action Plan



Figure 27: Overstrand beach featuring timber Groynes. Image taken by JBA Consulting, September 2025.



OPPORTUNITIES MAP



What is the Opportunities Map?

This map has been developed by suggestions and ideas which have been put forward by the local community during the in-person and online workshops. It shows potential locations for relocation, enhancement and re-imagining of Overstrand. This can be used to support conversations and move forward actions.



Key for Opportunities Map

-  Potential Housing Rollback Sites
-  Potential Holiday Park Rollback Site
-  Potential car park rollback Site
-  Potential for play area to be relocated to sports ground.
-  Potential for WC's to be relocated to sports ground (incorporated into existing clubhouse).
-  Potential for the Belfry Centre to be used as a public space e.g. heritage exhibit.
-  Listed buildings
-  Opportunity for viewing platform for sea views.
-  Alternative cliff top path through Beach Close.
-  Alternative cliff top path through Danish House Gardens.
-  Alternative cliff top path through Hillingdon Park.
-  Opportunity for improved pedestrian/active travel access along Cromer Road
-  Potential Heritage Trail
-  Opportunity to improve connectivity to National Landscape "Cromer Ridge"
-  Footpaths



Figure 28: Opportunities Map showing Overstrand and Sidestrand.

OPPORTUNITIES MAP- ZOOM IN



Figure 29: Zoomed in version of the Opportunities Map



GOVERNANCE AND MONITORING



Governance

The success of the plan will depend upon how the community continually monitor and govern the actions to progress transition. This plan includes draft terms of reference for the establishment of the Overstrand Coastal Transition Action Group (OCTAG), which should be established to progress actions and govern the plan. As of December 2025, the draft terms of reference was shared with Coastwise and the Parish Council for further consideration of how best to govern the plan going forward.



Figure 30: Image of Coastwise Café in Overstrand, taken by North Norfolk District Council.

Monitoring

The plan requires regular monitoring to determine when to act and to support enabling and transition actions. There are two elements to monitoring, which includes regular monitoring of the rate of erosion by North Norfolk District Council, and monitoring which can be done by members of the local community to support the transition plan. These are both described below:

North Norfolk District Council Monitoring (Business as usual):

- Coastal Management Team to carry out regular site and asset inspections to assess stability of cliffs and rate of erosion.
- Coastal Management Team to capture drone footage to monitor change and continue input into Anglian Coastal Monitoring Programme
- NNDC to continue to monitor moderate and major cliff failure through the Coastal Management Team, Resilience Manager and Coastal Management Liaison Group..

Community Monitoring (as referenced from the Action Plan)

- PL-H-3: Notify Coastwise of houses coming up for sale, or houses becoming vacant in the risk zone
- PL-C-5: Monitor usage of existing facilities to determine whether temporary or seasonal facilities are appropriate.
- A-I-1: Community to flag coastal change to Anglian water, UK Power Network, Cadent Gas, BT and NCC Highways
- A-I-2: Community to monitor status of infrastructure providers plans to include transition.
- A-I-3: Community to monitor the usage of the coast road to provide evidence for wider road study.
- PE-R-1: Take regular photos and/or drone footage of the cliffs and share with Coastwise/Coastal Management Team. Report cliff slips to the Coastal Management Team. Major incidents reported to 999 (ask for Coastguard).

FUNDING OPTIONS

What is this telling me?

This shows potential funding options that are available for communities to apply for (as of February 2026). These grants could help OCTAG progress actions forward. Funding will need to be sought throughout the duration of the plan. Opportunities for funding will change over time.

Funding scheme	Descriptor	Grant size (if known)
Arts Council National Lottery Project grants	National Lottery Project Grants is an open access programme for arts, libraries and museums projects. The fund supports thousands of individual practitioners, community and cultural organisations	£1,000 and £100,000
Anglian Water Thriving Community Fund	The Thriving Communities Fund by Anglian Water offers grants to support projects that enhance the water environment and deliver social benefits across the region.	£10,000 and £100,000
Climate Action Hub Funding	Offers small grants to new or emerging community groups to kickstart climate action projects. This can include community engagement on coastal change or local resilience planning	Up to £1,000
Coastal Erosion Assistance Grant (CEAG)	Direct grant of £6,000 per property administered by the EA.	£6,000 per property
Coastwise Community Grant	The Coastwise grants are available for applications from individuals and community groups to provide immediate practical support for those in need, or to begin local discussions and support local initiatives. All funds are assessed on a case-by-case basis, and applications must make clear how the funding will help prepare for coastal change.	£15,000 per project
Community Action Norfolk	Community Action Norfolk helps find and manage funding applications and projects of all sizes. They have the experience, tools and resources to assist groups in access funding and identifying suitable partners	
East Coast Community Fund	Supports a wide range of community and environmental projects, including those that indirectly boost community resilience and local amenity	£1,000 to £50,000
Hornsea 3	The Hornsea 3 Community Fund is part of Ørsted's community engagement program for the Hornsea 3 Offshore Wind Farm off the Norfolk coast. It accepts applications from community organisations on a rolling basis.	£700,000 approximately per year
Levelling Up Fund	For infrastructure and regeneration that improves local areas. Coastal defence projects or related amenity transition.	

Table 6: Table presenting funding optioneering for the OCTAG to explore.

FUNDING OPTIONS

Funding scheme	Descriptor	Grant size (if known)
Norfolk Community Foundation (General Funds)	An umbrella for multiple, smaller, local funds created by local donors. They often have funds with broad criteria that can be used for community facilities, wellbeing, or environmental projects that support vulnerable coastal residents	
Regional Flood and Coastal Committee Levies	RFCC levies are local funds collected by the Environment Agency from councils to support regional flood and coastal risk projects, filling gaps left by central funding and enabling locally important schemes.	
Rural England Prosperity Fund	For rural projects, this may include resilience work for coastal communities, support for small businesses to diversify income, developing visitor economies (e.g., trails, attractions), and funding key community hubs like village halls, pubs, and post offices.	
Section 106 Agreements	S106 agreements can help fund coastal defence and community resilience during managed realignment or erosion. This includes adapting social infrastructure (e.g., village halls, sports pitches, roads, utilities), supporting coastal habitats, and funding non-capital projects like community planning groups and access to amenities such as car parks and viewpoints.	
The National Lottery Fund - Climate Action Fund	Provides grants to help communities address the climate emergency. Projects can include reducing environmental impact or promoting climate resilience to climate change effects, like coastal erosion	
The National Lottery Heritage Fund	Funding programme for all types of heritage projects in the UK, including applications for strategic initiatives.	£10,000 up to £10million
The Norfolk Offshore Wind Zone Community Fund	The fund's development has been heavily shaped by community consultation, focusing on sustainable, resilience and future bright rural communities. Their current themes include Nature and Green spaces, which can include beach cleans, habitat restoration, improving blue/green spaces for wellbeing and environmental resilience and community facilities	
UK Shared Prosperity Fund	To build pride in place and increase life changes. This could support community-led adaptation projects and local business resilience. This can include relocation and refurbishment of essential community assets deemed at risk from coastal erosion, local businesses that increase tourism, local green and blue spaces such as coastal paths, and local skills programmes	

Table 6 cont. Table presenting funding optioneering for the OCTAG to explore.

WORKING WITH THE LOCAL COMMUNITY TO DEVELOP THE PLAN

Developing the Overstrand Coastal Community Transition Plan

All elements of the plan have been co-created and developed through several in-person and online workshops with the local community. Feedback from the community survey that was sent out to all residents has also been incorporated. JBA Consulting has carried out the following activities in preparation of the plan to promote community ownership and co-design:

- Carried out desk-based baselining exercise to collate existing information, building upon the information already collected through the Coastwise cafes.
- Attended existing community events such as the Overstrand Summer Fair and a car boot sale to raise awareness of **coastal erosion** and collate initial views from the local community.
- Created local risk maps showing key landmarks within Overstrand and Sidestrand which are going to be affected by **coastal erosion**. These have been shared at each community event to show the effects of **coastal erosion**.
- Produced a series of mini explanatory videos to explain the national, regional and local context of **coastal erosion**.
- Developed and distributed a leaflet and community survey to collate views on **coastal erosion**, community concerns and values, building upon the previous Coastwise survey in 2024.
- Delivered online and in-person workshops on relevant themes to understand what really matters to the local community.
- Met regularly with the Overstrand Shoreline Management Plan sub-committee.
- Held 1:1 meetings with local and national stakeholders such as Anglian Water, UKPN, North Norfolk District Council, North Norfolk County Council, the Norfolk Coast Partnership and the Benjamin Foundation.
- Delivered a full-day workshop on **coastal erosion** at the local school.
- Formed Overstrand Coastal Transition Action Group (OCTAG).

Coastwise will continue to work with the local community throughout 2026. Relevant contact details can be found on P.40.

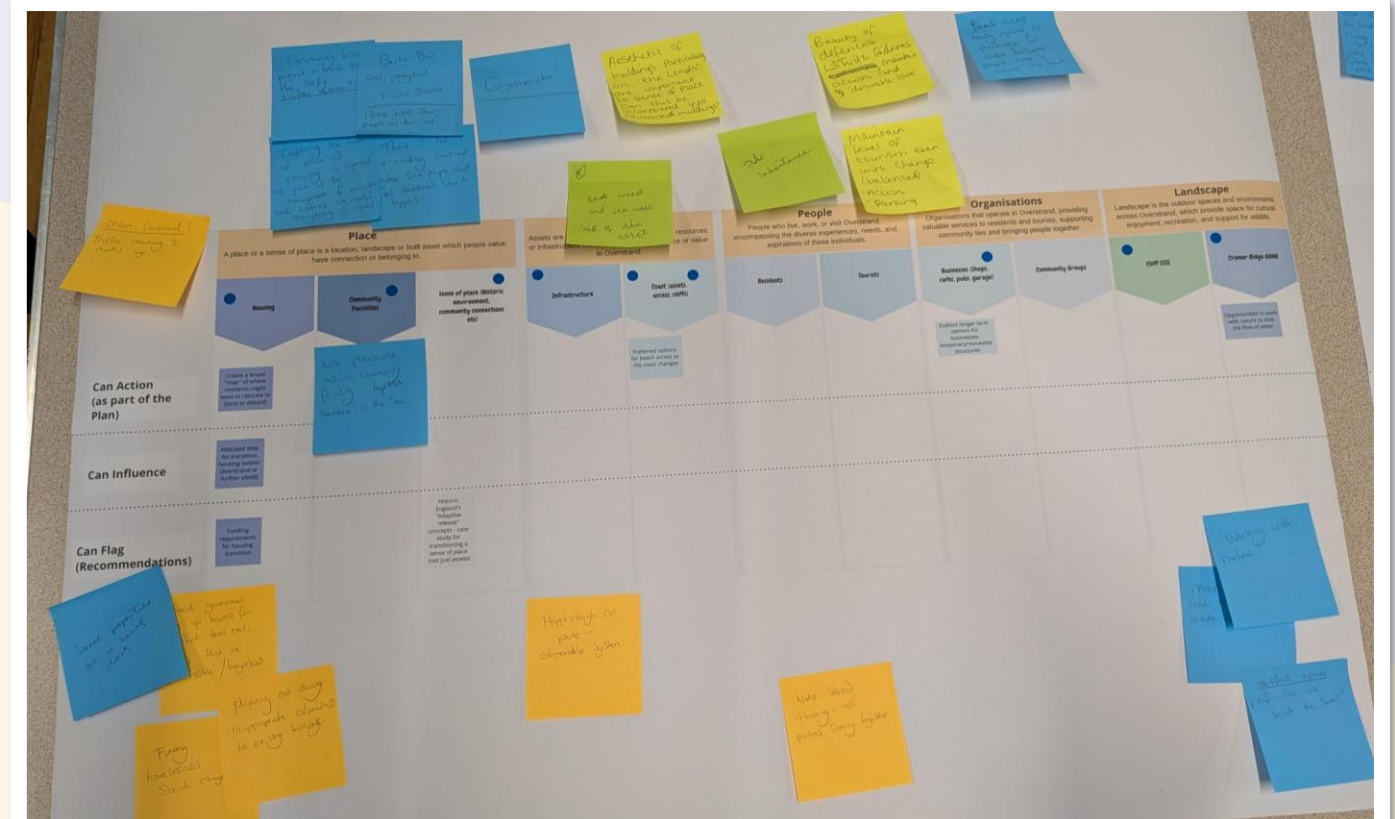


Figure 30 (top): In-person community workshop run by JBA Consulting at Overstrand Parish Hall. Image taken by JBA Consulting, September 2025.

Figure 31 (bottom): Print out of the transition themes and community feedback via sticky-notes used in an in-person community workshop. Image taken by JBA Consulting, September 2025.

DOCUMENT INFORMATION

Document Status

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Reviewed by	Phil Emonson Technical Director
Authorised by	Rachel Huitson-Little Director

This report describes work commissioned by Coastwise by an instruction dated 16/06/2025. The Client’s representative for the contract was Chris Smith of Coastwise. Lucy Formoy, Joshua Walpole and Mia Whittaker of JBA Consulting carried out this work.

Purpose and Disclaimer

Jeremy Benn Associates Limited (“JBA”) has prepared this Report for the sole use of Coastwise and its appointed agents in accordance with the Agreement under which our services were performed.

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The methodology adopted and the sources of information used by JBA in providing its services are outlined in this Report. The work described in this Report was undertaken between June 2025 and December 2025 and is based on the conditions encountered and the information available during the said period. The scope of this Report and the services are accordingly factually limited by these circumstances.

Artificial Intelligence (AI) based technology has been used in the analysis and preparation of materials presented in this report. This has been done in accordance with JBA Group's Policy on AI, which defines our approach to its responsible use, aligning this with our values and ethical standards. Further detail on how AI-based technology has been used can be provided upon request.

The conclusions and recommendations contained in this Report are based upon information provided by others and upon the assumption that all relevant information has been provided by those parties from whom it has been requested and that such information is accurate. Information obtained by JBA has not been independently verified by JBA, unless otherwise stated in the Report.

Certain statements made in the Report that are not historical facts may constitute estimates, projections or other forward-looking statements and even though they are based on reasonable assumptions as of the date of the Report, such forward-looking statements by their nature involve risks and uncertainties that could cause actual results to differ materially from the results predicted. JBA specifically does not guarantee or warrant any estimates or projections contained in this Report.

Unless otherwise stated in this Report, the assessments made assume that the sites and facilities will continue to be used for their current purpose without significant changes.

Acknowledgements

- Rivelin Bridge (Subcontractor to JBA)
- Coastwise

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Further Information about Coastwise

For further information about Coastwise please visit www.north-Norfolk.gov.uk/projects/coastwise or scan the QR code. Alternatively, email coastwise@north-norfolk.gov.uk





Figure 32: Overstrand beach featuring timber Groynes. Image taken by JBA Consulting, September 2025.