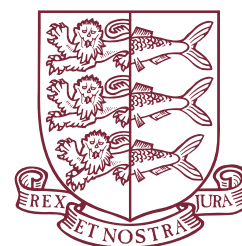


# 5 Tourism

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# 5 Tourism

## 5.1 INTRODUCTION

- 5.1.1 The Great Yarmouth area is one of the UK's most popular holiday destinations and each holiday season attracts around one million staying visitors and two million daytrippers. Tourism is of major importance to the local economy both in the economic activity it generates and the employment it provides. Residents also benefit from a greater level of amenities, services, leisure and recreation facilities than would normally be provided for a population of comparable size. However, unless properly regulated, tourist developments can also be damaging through the over-exploitation of the existing natural assets which make it so popular with visitors.
- 5.1.2 The Borough Council's Strategy for Tourism recognises the importance of maintaining a strong and diverse tourist industry and the need to accommodate emerging trends and promote new opportunities for tourist related developments to meet visitor requirements and expectations. The Plan complements the Council's Tourism Strategy by providing policies which encourage the retention and enhancement of the best of the traditional tourist industry, whilst promoting new developments and enhancing existing attractions in appropriate locations, thereby preserving the existing attractiveness of the natural and built environment and protecting residential amenity.

## 5.2 STRATEGY

- 5.2.1 The strategy adopted in this Plan refines Government advice given in Planning Policy Guidance Note 21: Tourism - which emphasises the need to encourage positive policies to enhance the environment and recognises that tourism can both benefit from, and act as a catalyst for, the preservation and enhancement of the historic fabric and character of seaside towns. It also takes forward the strategy contained in the Structure Plan which outlines the need to identify and protect the key features of the existing tourist infrastructure.
- 5.2.2 The basic strategy of this Plan is to:-
- (a) enhance the quality of tourist attractions, accommodation/facilities, areas and bathing waters;
  - (b) increase employment in the tourist industry;
  - (c) strengthen and diversify the tourist industry by focusing new development on existing areas and by encouraging development in areas away from sensitive locations which are subject to visitor pressure;
  - (d) strengthen and diversify the tourist industry by policies aimed at the Borough's heritage and historic connections;
  - (e) maintain strict control on new development in order to conserve and enhance the undeveloped coast, Broads settings, the countryside and historic towns and villages;
  - (f) permit new holiday accommodation and other tourist facilities in permanent buildings in the existing coastal holiday centres where they are in keeping with the scale and do not detract from the character of the coastal area;

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- (g) allow extensions to prime holiday sites where they have adequate access and services and do not conflict with landscape and natural conservation interests, or with local planning considerations; and
  - (h) refuse the change of use of hotels, holiday parks, chalets, caravan and camping sites and holiday facilities and attractions if they are considered to be of prime importance to the areas tourist industry.

5.2.3 The Borough Council aims to balance the need to retain the best of existing tourism uses and encourage new tourist development to meet changing market trends and aspirations of tourists in terms of quality, variety and cost, where such developments do not detract from the attractiveness of the Borough as a holiday area or reduce the amenity of existing residents.

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**5.2.4 POLICY TR1 THE BOROUGH COUNCIL'S STRATEGY IS TO SEEK TO MAINTAIN THE PRESENT LEVEL OF TOURISM AND FULFIL ANY POTENTIAL FOR GROWTH GIVING DUE REGARD TO THE NEED TO CONSERVE AND ENHANCE THE NATURAL AND BUILT ENVIRONMENT AND SAFEGUARD COMMUNITY INTERESTS.**

*(Objective: To ensure the tourist industry's future prosperity whilst protecting environmental and community interests.)*

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5.2.5 If the Borough is to retain it's status as one of the UK's premier holiday destinations it is essential that the range and quality of holiday accommodation and tourist facilities and attractions is of a standard which satisfies the requirements and ever increasing expectations of visitors.

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**5.2.6 POLICY TR2 THE BOROUGH COUNCIL WILL SEEK TO ENSURE THAT A WIDE RANGE OF HOLIDAY ACCOMMODATION AND TOURIST FACILITIES AND ATTRACTIONS IS PROVIDED TO SATISFY ALL SECTORS OF THE TOURISM MARKET AND WILL ENCOURAGE CONTINUING IMPROVEMENTS TO THE EXISTING PROVISION IN ORDER TO MEET INCREASING CUSTOMER EXPECTATIONS.**

*(Objective: To maintain and enhance the Borough's status as a holiday destination.)*

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5.2.7 The Borough's remaining undeveloped coast and countryside is a particularly precious resource which attracts visitors and provides opportunities for numerous leisure pursuits. It is, therefore, essential that the remaining natural assets are protected wherever possible from future development. Although future tourist-related growth is likely to be gradual throughout the Plan period where it would have a significant effect on the natural environment it should be directed to the existing holiday centres where it can be accommodated on land already allocated for tourist-related purposes or on immediately adjoining land, subject to environmental and landscape considerations or by the redevelopment of redundant or outdated sites with a view to retaining a buoyant local tourist industry. Particular care will be had with regard to proposals for the extension of existing holiday sites bordering the sand dune system at Winterton and especially that area contained within the Norfolk Coast Area of Outstanding Natural Beauty.

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**5.2.8 POLICY TR3 IN ORDER TO CONSERVE THE CHARACTER OF THE REMAINING UNDEVELOPED COAST AND COUNTRYSIDE, AND TO PROTECT SENSITIVE LOCATIONS FROM VISITOR PRESSURE, NEW TOURIST RELATED DEVELOPMENT WILL BE FOCUSED PRIMARILY ON THE EXISTING COASTAL HOLIDAY CENTRES OF GREAT YARMOUTH, GORLESTON, HOPTON, CAISTER, CALIFORNIA, SCRATBY, NEWPORT, HEMSBY AND WINTERTON.**

*(Objective: To protect the remaining open coast and countryside.)*

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### 5.3 CONSERVATION OF TOURIST RESOURCES

5.3.1 Over the last decade there has been a significant reduction in the level of holiday accommodation provision in the Borough. This loss is due to the national decline in popularity of “traditional” seaside resorts and increasing visitor expectations a trend which is likely to continue throughout the Plan period due to the increasingly competitive nature of the tourist industry. If a buoyant tourist industry is to be maintained it is essential that all tourist resources and infrastructure which contribute positively to the overall holiday package, or have the potential to do so, are preserved. Otherwise, prime holiday locations will be lost, opportunities for tourist investment will be reduced, incompatible uses are likely to encroach into holiday areas, conflict will occur and legitimate tourist uses and activities will be threatened to the detriment of the industry as a whole. Therefore, any further rationalisation should occur through the loss of sites which are poorly located and/or of indifferent quality. Elsewhere proposals for the change of use of tourist related sites and premises will be considered on their individual merits giving due regard to normal planning considerations.

5.3.2 A site is considered to be of strategic value and of prime importance to the Borough’s tourist industry if:-

- (a) it is ideally located for holiday use, i.e. adjoining the coast, set in or overlooking attractive landscape or close to major tourist attractions;
- (b) it makes a significant contribution to the range of facilities, attractions or accommodation stock due to its size, quality or uniqueness;  
(This is unlikely to include sites with accommodation for less than 50 visitors)
- (c) it has potential for further development and/or refurbishment which, if carried out, would improve the site and meet criteria (b);
- (d) its loss would have a detrimental effect on other nearby holiday uses or detract from the general holiday character of the area; and/or
- (e) the introduction of a use not tourist-related would be incompatible with existing holiday uses or detract from the general holiday character of the area.

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5.3.3 **POLICY TR4 PROPOSALS TO CHANGE THE USE OF TOURIST FACILITIES, ATTRACTIONS OR ACCOMMODATION TO PURPOSES WHICH ARE NOT TOURIST-RELATED WILL NOT BE PERMITTED WHERE THE SITE OR PREMISES ARE WITHIN PRIMARY HOLIDAY ACCOMMODATION AND PRIMARY HOLIDAY ATTRACTION AREAS, AS SHOWN ON THE PROPOSALS MAP. IN SECONDARY HOLIDAY ACCOMMODATION AREAS, AS SHOWN ON THE PROPOSALS MAP, POLICY TR12 WILL APPLY.**

*(Objective: To safeguard valuable tourist resources and infrastructure.)*

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5.3.4 Some of the coastal areas are suffering the consequences of their popularity and are being degraded by over-use. The problem mainly occurs along the coastline north of Great Yarmouth and is particularly severe at Hemsby where the dune system has been trampled making it more susceptible to erosion and the future well-being of the area has been prejudiced. The Borough’s coastline and beaches is the tourist industry’s most precious resource and needs to be preserved and protected from the adverse effects of over-use. In particular there is a need to lessen pressure on the Winterton and North Denes dune systems. Positive steps should also be taken to improve degraded areas.

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5.3.5 Each of the Borough's holiday centres has its own identity and character. Visitors are therefore attracted to the holiday centre which best suits their tastes and requirements. It is important that the character and prevailing holiday atmosphere of each area is preserved. Therefore, potentially intrusive or unneighbourly developments should be located within resort centres where they will not disturb residents or staying visitors and quiet areas should be protected from over-commercialisation. Any new development permitted which may operate during unsocial hours may be subject to appropriate conditions to limit hours of operation if deemed necessary to protect the amenities of neighbouring occupiers i.e. opening only between 7am and 8pm on weekdays and 10am and 8pm on Sundays.

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**5.3.6 POLICY TR5 THE COUNCIL WILL PRESERVE AND ENHANCE THE EXISTING CHARACTER OF HOLIDAY AREAS BY ENSURING THAT THEY ARE NOT SPOILT BY OVER-DEVELOPMENT. PROPOSALS FOR USES SUCH AS FUN-FAIRS, DISCOTHEQUES OR OTHER USES LIKELY TO GENERATE SIGNIFICANT LEVELS OF NOISE OR DISTURBANCE OR OPERATE DURING UNSOCIAL HOURS WILL BE PERMITTED ONLY IN THE PRIME COMMERCIAL HOLIDAY AREAS (AS DEFINED ON THE PROPOSALS MAP) AND WHERE THE APPLICANT CAN DEMONSTRATE THAT THERE WOULD BE NO SIGNIFICANT DETRIMENT TO THE OCCUPIERS OF ADJOINING PROPERTIES AND USERS OF LAND.**

*(Objective: To preserve and enhance the character of existing holiday areas.)*

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5.3.7 Throughout its history the Great Yarmouth area has enjoyed considerable status and wealth based on the herring industry, wool, the port and tourism. Consequently, the area has an abundance of fine buildings ranging from medieval churches and town wall (one of the best and most complete in England) to Victorian and Edwardian seaside architecture. It also has connections with the Country's maritime history the most notable being Lord Nelson. Heritage is becoming increasingly more popular with visitors and is an important resource which in the main has remained untapped and should be exploited.

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**5.3.8 POLICY TR6 THE BOROUGH COUNCIL WILL PROTECT AND ENHANCE THE HISTORIC BUILT ENVIRONMENT AND GIVE FAVOURABLE CONSIDERATION TO PROPOSALS WHICH WOULD IMPROVE ACCESSIBILITY TO HERITAGE SITES AND/OR INTERPRETATION IN THE INTERESTS OF TOURISM.**

*(Objective: To improve heritage sites and public awareness of them.)*

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## **5.4 VISITOR FACILITIES AND ATTRACTIONS**

5.4.1 There is a wide range of tourist facilities and attractions distributed throughout the Borough with the greatest concentration being located along Great Yarmouth's "golden mile". If the area's popularity is to be maintained it is important that the quality and range of the provision meets ever increasing visitor requirements and expectations. However, tourist facilities and attractions can be visually intrusive and cause disturbance and traffic problems. It is, therefore, necessary to ensure that they are appropriately located and carefully integrated into both the built and natural environment. Outside the existing prime commercial holiday areas, development which involves the erection of buildings and structures will not be permitted within the coastal area east of the A12, A149 and B1159.

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- 5.4.2 **POLICY TR7** **PROPOSALS FOR NEW VISITOR FACILITIES AND ATTRACTIONS MAY BE PERMITTED IN THE PRIME COMMERCIAL HOLIDAY AREAS OF CAISTER-ON-SEA, CALIFORNIA, GORLESTON-ON-SEA, GREAT YARMOUTH, HEMSBY, HOPTON-ON-SEA, NEWPORT AND SCRATBY AND WILL BE ASSESSED HAVING PARTICULAR REGARD TO THEIR SCALE, DESIGN AND RELATIONSHIP TO OTHER USES AND TO LANDSCAPE, ENVIRONMENTAL, RESIDENTIAL AMENITY AND TRAFFIC CONSIDERATIONS.**

*(Objective: To meet increasing visitor expectations and changing tourist trends whilst safeguarding the natural environment.)*

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- 5.4.3 If all visitor requirements and expectations are to be met, the range and quality of tourist facilities and attractions must be continually improved and extended. Therefore, prestigious developments likely to enhance the area's popularity as a holiday destination should be encouraged. For example casinos could become a necessity for contemporary holiday resorts. However, there should not be a proliferation of any one use which would diminish the range of tourist facilities and attractions.

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- 5.4.4 **POLICY TR8** **SUBJECT TO OTHER POLICIES IN THE PLAN, AND TO THERE BEING NO PROLIFERATION OF ANY USE WHICH WOULD DOMINATE OR SIGNIFICANTLY REDUCE THE EXISTING RANGE OF ALTERNATIVE TOURIST FACILITIES AND ATTRACTIONS, THE COUNCIL WILL FAVOURABLY CONSIDER PROPOSALS TO IMPROVE THE RANGE AND QUALITY OF TOURIST FACILITIES AND ATTRACTIONS, INCLUDING INNOVATIVE PROPOSALS OR PROPOSALS LIKELY TO INCREASE THE BOROUGH'S POPULARITY AS A HOLIDAY DESTINATION.**

*(Objective: To maintain and enhance the range of tourist facilities and attractions.)*

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- 5.4.5 There has recently been a proliferation in the number of amusement arcades within the prime holiday commercial areas of Great Yarmouth and Hemsby to the detriment of these areas. There is adequate amusement arcade provision at Gorleston where the existing sedate and relatively uncommercialised character should be maintained. The existing provision and distribution of amusement/video arcades is considered adequate for the needs of residents living in the urban area and larger villages.

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- 5.4.6 **POLICY TR9** **PLANNING PERMISSION FOR NEW AMUSEMENT ARCADES, WHETHER INVOLVING A CHANGE OF USE, EXTENSION TO EXISTING PREMISES OR REDEVELOPMENT, WILL ONLY BE PERMITTED IN THE FOLLOWING AREAS:**

- (A) **PRIME HOLIDAY ATTRACTION SITES WHICH ARE SELF CONTAINED UNITS AND WHERE ACCESS TO THE ARCADE WOULD BE FROM WITHIN THE COMPLEX;**
- (B) **IN PRIME COMMERCIAL HOLIDAY COMPLEXES/AREAS WHERE ONLY CHANGES OF USE WITHIN EXISTING PREMISES WILL BE PERMITTED PROVIDED THERE IS NO NET INCREASE IN THE TOTAL AMOUNT OF FLOORSPACE OR FRONTAGE USED FOR AMUSEMENT ARCADE PURPOSES.**
- (C) **HOLIDAY PARKS AND COMPLEXES : SUBJECT TO THERE BEING A PROVEN NEED AND THE USE BEING SOLELY FOR RESIDENTS OF THE SITE.**

*(Objective: To prevent an over-provision of amusement arcades.)*

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Note: PRIME ATTRACTION (PA) includes sites such as the Marina Centre, Britannia and Wellington Piers, the Sea Life Centre and the Pleasure Beach which have a predominant single use and are destinations in their own right.

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PRIME COMMERCIAL HOLIDAY COMPLEXES (PC) includes blocks of mixed uses, predominantly in the sea front area. These include individual arcade premises food and drink outlets novelty shops etc.

HOLIDAY PARKS (PH) includes major holiday accommodation sites of all types ie. chalets, caravans etc. and where amusement provision on site is aimed principally at residents.

5.4.7 Many of the Borough's popular countryside and coastal areas are being degraded by over-use. If the pressure on "honeypot" locations is to be relieved there must be a greater diversion and spread of leisure and recreational facilities and accessibility to remote areas needs to be improved. However, it is essential that any development does not conflict with nature and landscape conservation interests and where possible should positively enhance the character and attractiveness of the countryside.

5.4.8 Country houses, farmhouses and agricultural buildings contribute considerably to the rural scene. Over recent years there has been a loss of agricultural buildings and others are redundant or under threat. In some instances tourism offers a beneficial alternative use.

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- 5.4.9 **POLICY TR10** **IN DETERMINING PLANNING APPLICATIONS FOR NEW LEISURE OR RECREATIONAL FACILITIES IN THE COUNTRYSIDE AND OPEN COASTAL AREAS INCLUDING THE REUSE OF EXISTING BUILDINGS, THE COUNCIL WILL REQUIRE THE APPLICANT TO DEMONSTRATE THAT THE PROPOSED DEVELOPMENT MEETS THE FOLLOWING CRITERIA:**
- (A) **THE SITE IS WELL LOCATED TO MEET THE NEEDS OF THOSE IT IS MEANT TO SERVE;**
  - (B) **ADEQUATE ACCESS CAN BE PROVIDED;**
  - (C) **PARKING AND SERVICING ARRANGEMENTS CAN BE PROVIDED IN ACCORDANCE WITH THE STANDARDS SET OUT AT APPENDIX (A) OF CHAPTER 3 OF THE PLAN;**
  - (D) **THE APPROACH ROADS SERVING THE SITE CAN SATISFACTORILY ACCOMMODATE THE TRAFFIC LIKELY TO BE GENERATED BY THE PROPOSAL;**
  - (E) **THE DEVELOPMENT OR PROPOSED ACTIVITIES WOULD NOT BE SIGNIFICANTLY DETRIMENTAL TO THE RESIDENTIAL AMENITY OF THOSE LIVING IN THE AREA OR TO THE USERS OF ADJOINING PROPERTY OR LAND;**
  - (F) **THE SCALE, FORM AND DESIGN OF ANY BUILT DEVELOPMENT WOULD BE COMPATIBLE WITH SURROUNDING DEVELOPMENT AND/OR THE NATURAL ENVIRONMENT AND WOULD NOT SIGNIFICANTLY DETRACT FROM THE CHARACTER OF THE AREA OR THE LANDSCAPE;**
  - (G) **THE DEVELOPMENT WOULD NOT HARM ENVIRONMENTALLY SENSITIVE SITES OR SITES OF NATURE CONSERVATION INTEREST SHOWN ON THE PROPOSALS MAP;**
  - (H) **AND IN THE CASE OF A LISTED BUILDING, THE PROPOSAL HAS SPECIAL REGARD TO THE DESIRABILITY OF PRESERVING THE BUILDING OR ITS SETTING OR ANY FEATURES OF SPECIAL ARCHITECTURAL OR HISTORIC INTEREST WHICH IT POSSESSES.**

*(Objective: To overcome problems of over-use and increase visitor choice.)*

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- 5.4.10 An Environmentally Sensitive Site is considered to be an area where the introduction of additional development may upset the existing ecological balance to the detriment of nature conservation or landscape preservation and would include all sites designated under local, national, European and international legislation.

## 5.5 HOLIDAY ACCOMMODATION PROVISION

- 5.5.1 Within the Borough there are some 100,000 holiday bedspaces provided by a full range of accommodation types and there are outstanding planning permissions and land allocated which provides potential for further holiday bedspaces. Visitors expect a good standard of accommodation and their requirements are continually increasing. It is also important to ensure that a wide range and quality of accommodation is available to cater for the varying needs of visitors of all age groups and from all walks of life. The English Tourist Board has a scheme for the classification and grading of holiday accommodation. It is anticipated that continuing implementation of the scheme, which is widely recognised, will bring about an improvement in the standard of accommodation.
- 5.5.2 Traditional accommodation as provided by hotels and guest houses has experienced a decline in popularity and there has been considerable pressure to convert this accommodation to alternative uses. Government advice, as given in Planning Policy Guidance - Tourism (PPG21) is that valuable tourist resources including accommodation which contributes to a resort's status are retained but outdated forms of accommodation which are no longer in demand should not be perpetuated. Further rationalisation of the existing provision of hotels and guest house accommodation is inevitable. Consequently it is important that any loss occurs through the closure/change of use of premises that are inappropriately located, of poor quality or where the number of bedspaces lost would not have a significant adverse effect on the status of Great Yarmouth or Gorleston as tourist destinations.

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- 5.5.3 **POLICY TR11 THE COUNCIL WILL PERMIT DEVELOPMENTS WHICH IMPROVE THE RANGE OF GOOD QUALITY HOLIDAY ACCOMMODATION. HOWEVER, WITHIN PRIMARY HOLIDAY ACCOMMODATION AREAS, AS SHOWN ON THE PROPOSALS MAP, THE LOSS OF HOLIDAY ACCOMMODATION WILL ONLY BE PERMITTED WHERE IT CAN BE DEMONSTRATED THAT AN ALTERNATIVE USE WOULD BE TO THE OVERALL BENEFIT OF THE TOURIST INDUSTRY.**

*(Objective: To satisfy visitor requirements and expectations.)*

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- 5.5.4 **POLICY TR12 SUBJECT TO OTHER POLICIES IN THE PLAN, WITHIN SECONDARY HOLIDAY ACCOMMODATION AREAS, AS SHOWN ON THE PROPOSALS MAP, PROPOSALS FOR CHANGE OF USE TO A SINGLE DWELLING, SELF CONTAINED RESIDENTIAL FLATS, RESIDENTIAL HOMES OR NURSING HOMES MAY BE PERMITTED IF THE APPLICANT CAN DEMONSTRATE THAT:**
- (A) **THE PROPOSED DEVELOPMENT WOULD NOT HAVE A SIGNIFICANT ADVERSE EFFECT, EITHER INDIVIDUALLY OR CUMULATIVELY ON THE CHARACTER OF THE AREA;**
  - (B) **THE PROPOSED DEVELOPMENT WOULD NOT HAVE A SIGNIFICANT ADVERSE EFFECT ON THE RESIDENTIAL AMENITY OF THOSE LIVING IN THE AREA OR TO THE USERS OF ADJOINING PROPERTY OR LAND;**
  - (C) **PARKING AND SERVICING ARRANGEMENTS CAN BE PROVIDED IN ACCORDANCE WITH THE COUNCIL'S STANDARDS SET OUT AT APPENDIX (A) TO CHAPTER 3 OF THE PLAN; AND**

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**(D) IN THE CASE OF AN ACCEPTABLE PROPOSAL FOR A CHANGE OF USE OF PART OF A PROPERTY, THE PROPOSED DEVELOPMENT WOULD RESULT IN AN IMPROVEMENT TO THE REMAINDER OF THE HOTEL, GUEST HOUSE OR PROPERTY.**

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Note: A definition of primary holiday accommodation can be found at paragraph 5.3.2 of this chapter. Elsewhere on the proposals maps, secondary holiday accommodation areas have been identified. In such areas, whilst holiday uses predominate, residential and commercial property is also formed. Secondary holiday accommodation is mainly comprised of smaller hotels and guest houses of around 10-20 bedrooms, with a wide range of guest facilities. Changes of use in such areas need to be judged against the likely affect on the principle activity.

Where proposals are to be considered for the change of use of existing holiday accommodation to a use within Class C2 of the Town and Country Planning (Use Classes) Order 1997, reference should also be made to criteria contained in Policy HOU21.

- 5.5.5 Any permission granted may be subject to conditions or the applicant may be expected to enter into a legally binding agreement under Section 106 of the 1990 Town and Country Planning Act (as amended) limiting the future occupancy of the property to the provisions of Class C3 of Part C of the Town and Country Planning (Use Classes Order) 1987.

## **5.6 IMPROVEMENTS TO EXISTING HOTELS AND GUEST HOUSES**

- 5.6.1 Most of the Borough's hotels and guest houses are located in Great Yarmouth and Gorleston-on-Sea. Many premises have been improved to meet the needs of holidaymakers but some have not and offer an indifferent standard of accommodation. To ensure that the serviced accommodation remains attractive to existing and potential customers it is important that the standard is improved in line with market requirements. However, a balance must be struck between the need for improvements, the consequences of greater use and normal planning considerations.
- 5.6.2 Bearing in mind recent tourism trends, the existing and committed provision and high development costs it seems unlikely that any further large scale holiday accommodation developments will be proposed during the Plan period. In any event few opportunities exist where any proposal could be located without adversely affecting the open countryside or character of the area. The Borough Council expects that any future demand will be met within existing holiday accommodation allocations, the redevelopment of existing sites and the development of outstanding planning permissions. Policy TR13 applies not only in primary and secondary holiday accommodation areas but also in areas where there is an established holiday use.

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- 5.6.3 POLICY TR13 SUBJECT TO DESIGN, SCALE, TRAFFIC, AND LANDSCAPE OR TOWNSCAPE CONSIDERATIONS, THE LIKELY EFFECTS ON ENVIRONMENTAL AND RESIDENTIAL AMENITY, AND COMPLIANCE WITH THE COUNCIL'S PARKING AND SERVICING STANDARDS SET OUT AT APPENDIX (A) TO CHAPTER 3 OF THE PLAN, PROPOSALS FOR NEW HOTEL AND GUEST HOUSE ACCOMMODATION, INCLUDING EXTENSIONS TO EXISTING PREMISES, WILL BE PERMITTED IN PRIMARY AND SECONDARY HOLIDAY ACCOMMODATION AREAS AS DEFINED ON THE PROPOSALS MAP WHERE:-**

- (A) THEY ARE OF SUITABLE SCALE AND DESIGN;
- (B) THE EXISTING HIGHWAY NETWORK CAN COPE WITH ANY INCREASED TRAFFIC MOVEMENTS ARISING THEREFROM;
- (C) THERE ARE NO SIGNIFICANT ADVERSE EFFECTS ON THE ENVIRONMENT OR THE RESIDENTIAL AMENITIES OF NEARBY OCCUPIERS;
- (D) THE PROPOSAL CAN MEET THE COUNCIL'S CAR PARKING AND SERVICING STANDARDS ELSEWHERE SUCH PROPOSALS WILL BE ASSESSED ON THEIR MERITS HAVING REGARD TO THE CRITERIA OUTLINED ABOVE.

*(Objective: To safeguard existing facilities and the character of the built and natural environment.)*

## 5.7 IMPROVEMENTS TO EXISTING HOLIDAY CHALET AND CARAVAN PARKS

5.7.1 Due to changing market trends, increasing visitor expectations and the competitive nature of the tourism industry, it is important that the existing accommodation stock and/or the range of on-site facilities is improved. Improvements, whether for new accommodation, landscaping or the provision of new facilities take space which is sometimes not available within existing site boundaries. Also, in some cases, the investment required to finance major improvements cannot be justified without increasing the site's visitor capacity. Whilst accepting that some extension to existing holiday sites is necessary to improve the standard of accommodation (including a reduction in density), layout or facilities, it is important that landscape, environment and traffic considerations are addressed. Where planning permission is granted for new visitor facilities eg. swimming pools, on site amusements etc. conditions may be imposed or permission granted subject to the applicant entering into a legal agreement under Section 106 of the 1990 Town and Country Planning Act (as amended) to prevent use by non residents.

5.7.2 **POLICY TR14 EXTENSIONS BEYOND THE EXISTING BOUNDARIES OF PRIME HOLIDAY SITES AS IDENTIFIED ON THE PROPOSALS MAP THAT WOULD RESULT IN THE DEVELOPMENT OF FACILITIES ON THE EDGE OF OR OUTSIDE EXISTING SETTLEMENTS MAY BE PERMITTED WHERE:-**

- (A) THEY DO NOT INVOLVE BUILT DEVELOPMENT;
- (B) THEY ARE ESSENTIAL TO JUSTIFY OR FACILITATE THE PROVISION OF VISITOR FACILITIES FOR THE SITE AS A WHOLE;
- (C) SUCH FACILITIES CANNOT BE ACCOMMODATED WITHIN THE EXISTING SITE BOUNDARIES;
- (D) THEY ARE OF AN APPROPRIATE SCALE;
- (E) THEY DO NOT INTRUDE INTO THE LANDSCAPE;
- (F) THERE ARE NO SIGNIFICANT ADVERSE ENVIRONMENTAL EFFECTS;
- (G) THE EXISTING HIGHWAY NETWORK CAN COPE WITH ANY INCREASED TRAFFIC MOVEMENTS ARISING THEREFROM.

*(Objective: To encourage and ensure the improvement of holiday accommodation sites whilst safeguarding the character of the countryside and open coast.)*

5.7.3 Past policies have prevented the proliferation of holiday caravans as they were considered unattractive and intrusive in the countryside. However, the cost of

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constructing and maintaining permanent structures has become prohibitive and the design and quality of accommodation provided by caravans has greatly improved over recent years. Therefore, the Borough Council has no preference as to the type of new accommodation but will expect all future developments to be well laid out, landscaped and of a high standard of internal and external design and based on the East Anglian Tourist Board's concept of "Caravanscape".

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- 5.7.4 POLICY TR15 DEVELOPMENT PROPOSALS FOR THE COMPREHENSIVE UPGRADING OF EXISTING HOLIDAY ACCOMMODATION ON CHALET AND CARAVAN PARKS WILL BE REQUIRED TO BE OF A HIGH STANDARD OF LAYOUT AND DESIGN AND WILL BE CONSIDERED AGAINST THE FOLLOWING CRITERIA:-**
- (A) INCLUSION OF A LANDSCAPING SCHEME THAT WOULD INTEGRATE THE DEVELOPMENT INTO THE COUNTRYSIDE, MINIMISE INTRUSION AND CREATE A HIGH QUALITY ENVIRONMENT THROUGHOUT THE SITE;**
  - (B) SYMPATHETIC DESIGN WHICH WOULD RELATE TO THE SITE, AND WHERE APPLICABLE RETAIN ANY EXISTING NATURAL FEATURES;**
  - (C) PROVISION OF AN INFORMAL LAYOUT WITH RESIDENTIAL UNITS ARRANGED IN SMALL GROUPS AS PART OF AN INTEGRATED DESIGN, ALLOWING FOR REASONABLE PRIVACY AND SPATIAL SEPARATION BETWEEN UNITS, AND WITH OPEN SPACE TO CATER FOR THE RECREATIONAL NEEDS OF OCCUPIERS;**
  - (D) PROVISION OF A VARIETY OF TYPES OF ACCOMMODATION AND DENSITIES, WITH NO STRUCTURE MORE THAN 2 STOREYS HIGH;**
  - (E) INTEGRATION OF ANY ON-SITE COMMERCIAL, RECREATION OR ENTERTAINMENT ACTIVITIES IN A MANNER WHICH WOULD NOT CAUSE INCONVENIENCE OR DISTURBANCE TO THE OCCUPIERS OF NEIGHBOURING LANDS;**
  - (F) PROVISION OF CAR PARKING IN ACCORDANCE WITH THE COUNCIL'S PARKING AND SERVICING STANDARDS SET OUT AT APPENDIX (A) TO CHAPTER 3 OF THE PLAN.**

*(Objectives: To achieve an improvement in the quality of provision and prevent visual intrusion on the countryside.)*

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- 5.7.5 The Plan identifies sufficient housing land to meet general housing needs. Holiday properties are not always suitable for all year round use and the cumulative affect of uncontrolled occupancy could put undue stress on local infrastructure and services. Therefore, it will be necessary to ensure that all forms of new holiday accommodation are not subsequently put to permanent residential use without the benefit of planning permission. On larger sites, permanent on site accommodation to meet the needs of site management may be permitted.

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- 5.7.6 POLICY TR16 ANY PLANNING PERMISSION GIVEN FOR NEW HOLIDAY ACCOMMODATION WILL BE SUBJECT TO CONDITIONS PREVENTING THE ACCOMMODATION BEING USED FOR PERMANENT RESIDENTIAL PURPOSES.**

*(Objective: To prevent the unauthorised use of holiday accommodation.)*

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- 5.7.7 POLICY TR17 PROPOSALS TO CONVERT INDIVIDUAL HOLIDAY ACCOMMODATION UNITS ON ESTABLISHED HOLIDAY SITES FROM TIME LIMITED OCCUPANCY TO PERMANENT OCCUPANCY WILL ONLY BE PERMITTED WHERE:-**

- (A) IT CAN BE DEMONSTRATED THAT IT IS ESSENTIAL FOR THE GOOD MANAGEMENT OF THE SITE OR;
- (B) WHERE IT CAN BE DEMONSTRATED THAT IT IS ESSENTIAL FOR THE SECURITY OF THE SITE.

*(Objective: To control the conversion of holiday accommodation to permanent residential use.)*

## 5.8 REDEVELOPMENT OF TOURIST SITES TO OTHER PURPOSES

5.8.1 Without improvements to the standard and level of facilities and accommodation some sites will become progressively less attractive to visitors and may be faced with closure. It is important that these sites do not deteriorate to such an extent that they could damage the tourist industry's reputation or be severely detrimental to the amenities of the surrounding area. Therefore, such sites should be put to appropriate alternative use or cleared to improve the quality of the environment. When the site is located in the countryside it may, in some instances, be more appropriate to clear the site and restore it to agricultural or woodland use.

5.8.2 **POLICY TR18** EXCEPT IN RURAL AREAS, UNLESS AN ALTERNATIVE USE WOULD RESULT IN SIGNIFICANT IMPROVEMENT TO THE ENVIRONMENT OR CHARACTER OF THE COUNTRYSIDE, AND SUBJECT TO OTHER POLICIES IN THE PLAN, PROPOSALS FOR THE CHANGE OF USE OF HOLIDAY SITES WHICH FALL OUTSIDE THE PRIME HOLIDAY ACCOMMODATION AND ATTRACTION AREAS SHOWN ON THE PROPOSALS MAP WILL BE FAVOURABLY CONSIDERED BY THE COUNCIL.

*(Objective: To safeguard and improve the environment.)*

5.8.3 Within areas identified as prime holiday accommodation it is the Borough Council's policy to resist conversions of hotels and guest houses to permanent residential use (Policy TR4). However, elsewhere the loss of holiday accommodation to alternative use is unlikely to have a detrimental effect on the Borough's tourist industry and could be beneficial to the viability of the remaining provision. The conversion of large properties to permanent residential flats and bedsits would also increase the stock of accommodation available for rent.

5.8.4 **POLICY TR19** OUTSIDE PRIMARY AND SECONDARY HOLIDAY ACCOMMODATION AREAS PROPOSALS TO CONVERT HOTELS AND GUEST HOUSES TO RESIDENTIAL USE WILL BE PERMITTED. PROPOSALS FOR CONVERSIONS TO CARE AND REST HOMES WILL BE CONSIDERED SUBJECT TO POLICY HOU21.

*(Objective: To ensure that non-prime holiday accommodation is put to beneficial use.)*

## 5.9 DEVELOPMENT IN TRADITIONAL HOLIDAY AREAS

5.9.1 Over recent years there has been an increase in the use of traditional holiday areas along the coast for permanent residential purposes. In many cases these areas are served by narrow unmade roads making access for emergency service and delivery vehicles difficult and are lacking in the provision of standard residential amenities and adequate services eg. mains drainage. Although the accommodation in these areas is suitable for occasional holiday use it is inadequate for permanent residential purposes. Any new permissions granted for holiday accommodation will be subject to conditions preventing year round occupation.

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- 5.9.2 **POLICY TR20** IN AREAS OF 'RESIDENTIAL AND/OR HOLIDAY ACCOMMODATION' IDENTIFIED ON THE PROPOSALS MAP, DEVELOPMENT OF VACANT PLOTS, AND RECONSTRUCTION, EXTENSION OR ALTERATION OF BUILDINGS THAT REQUIRES THE GRANT OF PLANNING PERMISSION WILL BE PERMITTED IF THE APPLICANT CAN DEMONSTRATE THAT:
- (A) THE LOCAL HIGHWAY NETWORK WOULD BE CAPABLE OF ACCOMMODATING TRAFFIC ATTRIBUTABLE TO THE PROPOSAL;
  - (B) THE DEVELOPMENT CAN BE ADEQUATELY SERVICED;
  - (C) CAR PARKING CAN BE PROVIDED IN ACCORDANCE WITH THE COUNCIL'S PARKING AND SERVICING STANDARDS SET OUT IN APPENDIX (A) TO CHAPTER 3 OF THE PLAN;
  - (D) THE PROPOSAL INCLUDES ADEQUATE PRIVATE AMENITY SPACE; AND,
  - (E) THE PROPOSAL IS NOT LIKELY TO BE AFFECTED BY COASTAL EROSION.

*(Objective: To ensure that all developments are served by adequate roads and services.)*

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## 5.10 TOURISM POLICIES RELATING SPECIFICALLY TO GREAT YARMOUTH SEAFRONT

### Attractions and Facilities

- 5.10.1 The seafront between Euston Road and the Pleasure Beach, often referred to as 'the Golden Mile', provides the main focus of attraction for visitors to the town in Summer. It contains a wide range of facilities catering for all age groups. The Borough Council wish to retain this variety and are keen to ensure that no single use predominates. The encroachment of activity likely to lead to disturbance to adjoining residential property will be resisted.
- 5.10.2 Where new development is proposed within existing self contained complexes, eg. the Marina Centre the Piers or Pleasure Beach, access should not be directly to the seafront. Redevelopment of Wellington Pier, but with retention of the Winter Gardens, would be welcomed, subject to no adverse impact on the adjoining Camperdown Conservation Area. Any proposal to sub-divide the Pier or to create direct access from South Beach Parade, will be resisted.

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- 5.10.3 **POLICY TR21** IN THE GREAT YARMOUTH SEAFRONT AREA, WITH THE ASSISTANCE OF ITS STATUTORY DEVELOPMENT CONTROL POWERS, THE COUNCIL WILL:
- (A) MAINTAIN AND ENHANCE THE STATUS OF GREAT YARMOUTH'S GOLDEN MILE (THE SEAFRONT BETWEEN EUSTON ROAD AND THE PLEASURE BEACH) AS THE MAIN FOCUS OF THE BOROUGH'S TRADITIONAL TOURIST INDUSTRY, AND PROVIDE THE BALANCE AND RANGE OF FACILITIES AND ATTRACTIONS WITHIN THIS AREA THAT MEETS THE NEEDS AND EXPECTATIONS OF ALL SECTIONS OF THE POTENTIAL MARKET;
  - (B) PROTECT THE PREDOMINANT CHARACTER OF THE DIFFERENT AREAS OF THE SEAFRONT BY:
    - i RETENTION OF THE UNCOMMERCIALISED OPEN CHARACTER OF THE AREA TO THE NORTH OF THE BRITANNIA PIER;
    - ii RETENTION OF THE OPEN CHARACTER OF AREAS TO THE EAST OF MARINE PARADE BETWEEN BRITANNIA PIER AND THE PLEASURE BEACH, INCLUDING THE AREAS OF PUBLIC OPEN SPACE; AND,

- iii **STEERING PROPOSALS OF A HIGHLY COMMERCIAL NATURE TO AREAS PREDOMINANTLY IN SUCH USES;**
- (C) **SUBJECT TO AESTHETIC, CONSERVATION AND OTHER LAND-USE CONSIDERATIONS, EXTEND THE SEAFRONT ILLUMINATIONS SCHEME;**
- (D) **SUBJECT TO PROVEN NEED, PERMIT ADDITIONAL GAMING FACILITIES, INCLUDING A CASINO ;**
- (E) **SUBJECT TO THE LIKELY EFFECT ON ADJOINING OR NEIGHBOURING LAND-USES, FAVOURABLY CONSIDER PROPOSALS FOR ENTERTAINMENT DEVELOPMENT WITHIN AREAS DESIGNATED AS PRIME HOLIDAY ATTRACTION OR PRIME COMMERCIAL HOLIDAY AREAS ON THE PROPOSALS MAP;**
- (F) **MAINTAIN AND ENHANCE THE EXISTING CHARACTER OF THE AREA TO THE EAST OF MARINE PARADE;**
- (G) **SUBJECT TO SCALE AND DESIGN, FAVOURABLY CONSIDER ANY PROPOSAL TO EXTEND THE MARINA LEISURE CENTRE NORTHWARDS;**
- (H) **SUBJECT TO A DESIGN WHICH RETAINS THE PIER DECK AND PAVILION, FAVOURABLY CONSIDER REDEVELOPMENT OF THE WELLINGTON PIER COMPLEX.**

*(Objective: To ensure that the needs and expectations of visitors are met whilst safeguarding the character of the area.)*

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### **Open Spaces and Beach**

- 5.10.4 The Borough Council will seek to maintain and improve the character and attractiveness of all the existing public gardens and recreational open spaces along North Drive, Marine Parade and South Beach Parade. The Council will also permit proposals to upgrade the facilities including those which result in a limited increase in commercial activity at the Britannia bowling greens, North Drive tennis courts and the North Drive waterways. However, further commercialisation of these sites and the erection of buildings on them will not be allowed.
- 5.10.5 Any application will be considered on its individual merits taking into account the likely affect on the overall character of the area. It will seek to further visually improve the open area at the front of the jetty by the removal of the temporary booking kiosks to a new permanent structure located immediately west of the toilets.
- 5.10.6 Consideration will be given to the possibility of upgrading the beach facilities within popular areas, by the provision of wind breaks, fresh-water showers, plunge pools, sun loungers, beach cafes and recreation areas possibly on a “grouped franchise” basis. It will also ensure that existing facilities along the esplanade are adequately maintained, and give consideration to the upgrading of these facilities by the provision of permanent refreshment stalls and transparent wind breaks and seating in popular areas, possibly in conjunction with beach facilities.

### **Shopping/commercial use**

- 5.10.7 Regent Road provides an important pedestrian link between the Seafront and the Town Centre. It contains a wide range of facilities including shops and restaurants serving the holiday trade. Much of the activity is seasonal. Residential property immediately adjoins the rear of many commercial premises and the use of first floor accommodation particularly for entertainment uses could give rise to disturbance and access difficulties. Such uses will therefore be resisted.

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- 5.10.8 **POLICY TR22** **THE COUNCIL WILL SAFEGUARD SHOPPING AND COMMERCIAL LAND-USES IN REGENT ROAD, AND RETAIN THE OPEN FORM OF THE LAND ON THE REGENT ROAD FRONTAGE OF QUEEN'S SQUARE BY ONLY PERMITTING DEVELOPMENT THAT CONTRIBUTES TO THE CHARACTER AND APPEARANCE OF THE AREA.**

*(Objective: To maintain and enhance existing commercial areas whilst safeguarding adjoining users.)*

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### **Racecourse**

- 5.10.9 **POLICY TR23** **THE BOROUGH COUNCIL WILL RESIST PROPOSALS FOR THE REDEVELOPMENT OF THE RACECOURSE.**

*(Objective: To retain the racecourse.)*

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- 5.10.10 Every effort will be made to increase usage of the racecourse bearing in mind necessary improvements and the level of investment required. To achieve necessary improvements the Borough Council will give further consideration to the possibility of reorganising land uses within the immediate vicinity.

## **5.11 TOURISM POLICIES RELATING SPECIFICALLY TO GORLESTON-ON-SEA**

### **Attractions and Facilities**

- 5.11.1 Throughout its development as a holiday resort Gorleston-on-Sea has maintained a sedate character and provided the more discerning holidaymaker with a welcome alternative to Great Yarmouth seafront. Over recent years the Gorleston holiday commercial centre has suffered from problems of noise and late night disruption and it is important that the area's tranquil character is maintained and the noise problems are overcome.
- 5.11.2 Gorleston Cliffs and the ornamental gardens and courts and greens on them and the open nature of the area around the Harbours Mouth contribute significantly to the character and attractiveness of the area. It is essential that the attractive nature of the existing open spaces and uninterrupted vistas are maintained and enhanced.
- 5.11.3 Gorleston Beach is very popular with visitors, particularly daytrippers, due to its attractiveness and sheltered setting and is a major asset for the Borough's tourist industry. However, it is important that the quality and range of beach facilities are continuously upgraded and extended to meet increasing visitor expectations.

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- 5.11.4 **POLICY TR24** **THE COUNCIL WILL PRESERVE THE EXISTING TRANQUIL CHARACTER OF GORLESTON BY ONLY PERMITTING DEVELOPMENT THAT CONTRIBUTES TO THE ESSENTIAL CHARACTER AND APPEARANCE OF THE SETTLEMENT.**

*(Objective: To retain the existing character of the area and encourage the upgrading of beach facilities.)*

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## **5.12 TOURISM POLICIES RELATING SPECIFICALLY TO THE HEMSBY HOLIDAY AREA**

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- 5.12.1 **POLICY TR25** **THE BOROUGH COUNCIL WILL:-**
- (A) **SEEK TO ENSURE THE CENTRE OF THE HEMSBY HOLIDAY TOWNSHIP WILL BE DEVELOPED IN SUCH A WAY AS TO CREATE A COMPACT SHOPPING AND ENTERTAINMENT CENTRE IN A PEDESTRIAN PRECINCT WITH SERVICE ROADS AND CAR PARKS. ONLY PROPOSALS WHICH CONTRIBUTE TO THE**

**IMPROVEMENT OF CIRCULATION AND IMPROVE THE ENVIRONMENT OF THE CENTRE WILL BE PERMITTED AND ANY PROPOSAL WHICH ERODES THE EXISTING PUBLIC OR PRIVATE CAR PARKING PROVISION WILL BE REFUSED.**

- (B) PRESS THE COUNTY COUNCIL, AS HIGHWAY AUTHORITY, TO ENSURE THAT ST THOMAS'S ROAD (FROM BEACH ROAD TO SEA VIEW ROAD) AND SEA VIEW ROAD WILL BE CONSTRUCTED TO LOCAL DISTRIBUTOR STANDARD, IN ORDER TO ALLEVIATE EXISTING CONGESTION AND TO IMPROVE ACCESS TO FACILITIES WITHIN THE HOLIDAY CENTRE, FINANCED BY EXISTING AND FUTURE COMMERCIAL FRONTAGERS.**
- (C) PRESS THE COUNTY COUNCIL, AS HIGHWAY AUTHORITY, TO ENSURE THAT THE CRESCENT WILL BE FORMED INTO A PEDESTRIAN PRECINCT IN ORDER TO PROVIDE A SAFE TRAFFIC FREE AREA WITHIN THE CENTRE. THIS PROPOSAL WILL BE FINANCED BY EXISTING COMMERCIAL FRONTAGERS.**
- (D) PRIOR TO ST THOMAS'S ROAD AND SEA VIEW ROAD BEING IMPROVED, NOT PERMIT NEW DEVELOPERS OR THE INTENSIFICATION OF EXISTING USES WITHIN THE HOLIDAY CENTRE, WHICH DO NOT EFFECTIVELY ACHIEVE AN IMPROVEMENT TO ACCESS AND CIRCULATION WITHIN THE AREA. ANY DEVELOPMENT PROPOSALS BEYOND THE HOLIDAY CENTRE BUT WITH ACCESS THROUGH IT WILL NOT BE PERMITTED PRIOR TO THE NECESSARY HIGHWAY IMPROVEMENTS TO THE CENTRE BEING CARRIED OUT.**

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Note: The Borough Council will, as an objective, seek the improvement and making up of these roads by agreement. The situation in Hemsby will be monitored and if, at the appropriate time, agreement cannot be reached, the Council will press the highway authority to implement a Private Street Works Scheme under the relevant legislative provisions.

- 5.12.2 Landscape improvements are required in the area covered by the Hemsby Marrams Management Plan, as shown on the Proposals Map, and within this area the reconstruction of or extensions to the existing holiday bungalows and erection of any new structures will not be permitted. The Borough Council, in conjunction with the Hemsby Improvement Association and through the policies of the Management Plan, will seek and encourage visual improvements throughout the Marrams area and beaches.

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- 5.12.3 **POLICY TR26 THE COUNCIL WILL PROTECT THE HEMSBY MARRAMS MANAGEMENT AREA SHOWN ON THE PROPOSALS MAP BY NOT PERMITTING REPLACEMENT OF, OR EXTENSIONS TO, EXISTING HOLIDAY BUNGALOWS, OR OTHER INAPPROPRIATE DEVELOPMENT.**
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### **Access and Car Parking**

- 5.12.4 The Borough Council will instigate proceedings to cover the Marrams and beaches of Hemsby and adjoining areas with a bylaw restricting the use of unauthorised motor vehicles.
- 5.12.5 All of the existing bungalows located to the south of "The Gap" should each be provided with a suitably located private car parking space.

### **Commercial Development**

- 5.12.6 Where planning permission is granted for new development in this area it may be subject to conditions or a legal agreement under Section 106 of the Town and Country Planning Act 1990 (as amended) to achieve further environmental improvements in the area.

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5.12.7 **POLICY TR27** THE COUNCIL WILL PROTECT THE MARRAMS AREA FROM NEW COMMERCIAL DEVELOPMENT WHICH WOULD BE SIGNIFICANTLY DETRIMENTAL TO THE NATURAL ENVIRONMENT OR BE LIKELY TO BE AFFECTED BY COASTAL EROSION. IN THE VICINITY OF "THE GAP", PROPOSALS FOR THE INTENSIFICATION OF EXISTING COMMERCIAL OR NEW TEMPORARY USES MAY BE PERMITTED SUBJECT TO ANY IMPROVEMENTS WHICH MAY BE ACHIEVED TO:-

(A) EXISTING INFRASTRUCTURE, ESPECIALLY ROADS AND DRAINAGE AND;

(B) THE LANDSCAPE AND ENVIRONMENT

*(Objectives: To achieve circulation and visual improvements as a consequence of new development.)*

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### **Marrams Stabilisation and Management**

5.12.8 The Borough Council will initiate proceedings to cover the Marrams and beaches of Hemsby and adjoining areas with a bylaw preventing the extraction of sand and gravel to the detriment of the area.

5.12.9 The Borough Council will encourage and support improvements to the natural environment by the "Hemsby Improvement Association" and others with an interest in the area through the Hemsby Marrams Management Plan.