



East Riding Integrated Coastal Zone Management Plan

Towards a Sustainable Coast

June 2002

**A clean and accessible coast with a wealth of wildlife,
supporting and supported by thriving local communities
and a dynamic economy.**

EAST RIDING INTEGRATED COASTAL ZONE MANAGEMENT PLAN

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FOREWORD

The East Riding coastal zone is a special place. It is a wonderful natural asset that is vital for the region's economy and fundamental to our social well-being. It is also an area that provides particular challenges for those who live or work there, as well as the organisations involved in all aspects of its management.

The East Riding coast experiences high rates of erosion, supports relatively isolated communities and has core industries in decline. But it is also an area with exciting opportunities – whether they be in developing tourism, the economic and social regeneration of our coastal towns and villages or in protecting and enhancing the environment.

This plan lays out the framework for how we can address these issues and take these opportunities. It is essential that this is done in an integrated manner and that social, economic and environmental factors are all taken into account. As such this is a plan for a sustainable coast.

East Riding of Yorkshire Council has led the development of this plan. However, this could not have been done without the input of our partners. It is also up to all of us to ensure that the actions that have been identified are carried out.

East Riding Councillors and those that live and work along the coast were disappointed that the Shoreline Management Plan (SMP) did not recognise or address the concerns of the communities and businesses in the coastal zone. I believe this document creates the framework to address these concerns and feed into the review of the SMP and I commend it to you.

Councillor Stewart Willie – Chair of the ICZM Steering Group

1.0 INTRODUCTION

1.1 The East Riding coastal zone is a diverse area. The coastline itself stretches from the chalk headland at Flamborough with its important landscape and wildlife designations, through the Holderness plain, subject to some of the highest rates of erosion in North West Europe, to the Humber estuary. The seaside towns of Bridlington, Hornsea, and Withernsea are the main settlements, while numerous smaller settlements lie along its length.

1.2 Integrated Coastal Zone Management (ICZM) is a relatively new approach to coastal management. It is an approach that recognises the inherent linkages in coastal management – both between different geographical areas and different sectors. The lead in promoting the integrated approach has come from the E.U. A pilot project, involving all member states and 35 individual projects was set up which aimed to examine ICZM from several thematic perspectives. The results of this, and the lessons learned, have informed the direction taken in the East Riding.

1.3 An Integrated Coastal Zone Management (ICZM) Plan goes much further than other plans that have relevance to the coast and brings all decision makers together to resolve issues ensuring integration between existing policies and plans. It recognises that many different organisations and agencies can make a difference to the long-term management of the zone and aims to gain commitment from these to a common vision.



Selwick's Bay, Flamborough

1.4 The importance of the coastal zone, not only to those who live and work there, but to us all, has been recognised by those involved in managing different aspects of the coast. The first moves to take a new approach were taken by East Riding of Yorkshire Council, a policy being adopted to move towards an integrated approach to coastal management in partnership with key stakeholders. At the same time it was recognised that the real or perceived conflicts that exist on the coast could be resolved through a more inclusive approach.

1.5 Coastal areas pose particular problems for those that live or work on them. Their geographical location makes communities and towns isolated compared to those inland, and this is added to by peoples' perceptions of poor transport links, especially in relation to public transport. People living on a dynamic coastline live with the realities of coastal erosion, which creates problems in terms of planning and development. The dynamic nature of the coastline, however, is also important for nature conservation and creates the wide-open beaches that are such a feature of the coast, as well as providing an element of protection to eroding cliffs.

1.6 These complex and interlinked issues have been recognised by the Local Government Association. The document "On the Edge – A Strategy for the Coast" outlines in detail the social and economic problems faced by communities affected by coastal geography. This Plan reflects this on a local level, while recognising that many of the issues need concerted regional or national action.

1.7 An area as varied as the coastal zone and with so many pressures and opportunities provides a unique challenge. This report lays out how that challenge may be met, ensuring a sustainable future where a clean and accessible coast with abundant wildlife supports and is supported by thriving local communities and a vibrant economy.

1.8 Figure 1 shows the extent of the coastal zone. The boundaries of this have been set through consultation with partners. Generally it mirrors fairly closely the extent of the coastal zone identified in the Local Plans, and includes areas with a maritime influence or relationship with the coast. This includes, therefore, much of the Holderness Plain at the south of the area, including the reclaimed land at Sunk Island. The inland boundary is set by existing highway infrastructure, natural drainage profiles and settlements. The seaward boundary (not shown on the map) includes near-shore waters. The Coastal Zone boundaries will be reviewed in both future Development Plans and reviews of the ICZM Plan.



Honey Suckle Farm - Hornsea

1.9 This document lays out a framework for action to address the issues those that live on, work at or visit the East Riding coastal zone. The themes, the specific issues and the proposed actions, are the outcome of detailed consultation and involvement throughout its development. This plan addresses and reflects, therefore, peoples real concerns and views in relation to the coast. Coastal issues are wide ranging and cover social, economic and environmental aspects. This is the heart of ICZM. The task of addressing some of these complex issues is not a light one and we recognise the importance of our partners in implementing the plan.

1.10 It is recognised that existing plans and strategies are already relevant to the coastal zone. It is not the intention to re-invent the wheel but to ensure that all existing plans with a relevance to the coast are integrated. A great deal of consultation has been undertaken as part of the development of the Community Plan, East Riding of Yorkshire's Local Agenda 21 plan and the Rural Strategy and much good work is being done as a result of these. Similarly the Estuary Shoreline Management Plan provides a strategic approach to flood defence on the Humber and needs to be taken into account. The Development Plan (comprising the Structure Plans and two Local Plans) has also been taken into account. In terms of economic development the Regional Economic Strategy reflects the particular needs of the coast. The Regeneration Partnerships in the coastal towns also have their own strategies which act as the focus for activities aimed at economic regeneration of the coast, that has seen a continued economic decline. A management scheme for the Flamborough head European Marine site has been signed up to by 10 relevant authorities.



Bempton Cliffs

1.11 The relationship between this plan and the coastal Shoreline Management Plan is crucial. It is important to recognise that the SMP (which is the responsibility of the Humber Estuary Coastal Authorities group), and its forthcoming review, will remain the coastal defence plan for the coastal cell in which the East Riding coastline is situated. The SMP is, as its name suggests, a plan for the management of the shoreline, and as such has limited scope. The ICZM Plan, on the other hand, lays out policies for managing all aspects of the coastal zone. It will also inform the review of the SMP, which starts in 2002. What comes out of the SMP review will, likewise, be taken into account in future Development Plan and ICZM reviews.

1.12 The ICZM Plan will also inform the Local Plan review, in terms of developing specific policies for land use planning in the coastal zone. Some areas would benefit from the development of Supplementary Planning Guidance to reflect changes in coastal policy since the Local Plans were produced

1.13 While many of the issues that this plan covers are common to many areas, not just on the coast it must be recognised that the coastal zone has a combination of factors that make these issues either more pressing or more acute. For instance, the geography of the coast means that coastal communities are often more isolated and



Bessingby Enterprise Park

suffer social exclusion to a greater extent than similar communities inland. The aims of this plan are twofold, therefore – to focus activities that are already being undertaken, ensuring these are integrated, and to highlight additional activities and actions that could be undertaken to help meet the challenge of ensuring a sustainable future for the coastal zone.

1.14 Consultation

1.14.1 The first stage of the ICZM process was to form a steering group made up of key stakeholders representing tourism, agriculture, industry, statutory agencies and town and parish Councils. The first Steering Group meeting took place on the 13th October 2000, followed by three more meetings held on 20th November 2000, 15th December 2000 and 7th February 2001. These were assisted by an independent facilitator. The aim was to gain consensus on how the process was to be managed.

1.14.2 The second stage involved consultation with organisations, groups and individuals through themed workshops. These were for Parish/Town Councils, Fisheries, Environment/Conservation, Fisheries/Marine, and the Tourism/Private sector. 330 invitations were sent out to all interested parties to attend a workshop and to put their view forward on issues and concerns relating to the coastal area.

1.14.3 From the 330 invitations, a 35% return was received with a 25% take up of attendance at the various workshops.

1.14.4 The format of the workshops comprised a brief introduction and short presentation outlining the purpose of the meeting followed by the attendees splitting into individual groups with every attempt made to ensure a balanced representation. Each individual was given a worksheet raising the following question: *‘What social, economic and environmental issues need to be addressed in the integrated coastal zone management plan’* and asked to note their own concerns/issues, without influence or direction from the collective. Issues were then recorded on a flip chart particular to the individual group. To allow the issues to be prioritised, each member of the individual groups were given 15 markers (coloured dots) to select 5 ‘Top Issues’ within their particular group. This was achieved by the allocation of 5 markers for their highest priority scaled down to 1 for the lowest priority. In this way the priorities of the group as a whole could be gauged and broad areas of concern drawn out.



1.14.5 The results of the workshops and the issues raised through them informed the production of a Scoping report – *“Towards a Sustainable Coast”*. This was produced in August 2001 and was subject to wide public consultation.

1.14.6 The task of turning the prioritised issues and themes into realistic and achievable actions was aided by the work of several “topic groups”. These each had an individual focus, these being social / community / business, fisheries and marine use, the environment (including the built and historic environment) and coastal processes / involved at an earlier stage.

1.14.7 The resulting Consultation draft was produced in December 2001 and this was circulated for further consultation. This Plan is the end result.

1.14.8 Membership of the ICZM Steering Group comprises the following:

- Councillor Stewart Willie, East Riding of Yorkshire Council
- Mike McCann, The British Holiday Homes and Parks Association,
- Liz Jordan, Countryside Agency,
- George Traves, Bridlington and Flamborough Fishermen’s Association,
- Lawrence Jones-Walters, English Nature,

Fig.1 Area covered by the East Riding ICZM Plan



- Parish Councillor Barney Moverley, East Riding & Northern Lincolnshire Local Councils Association,
- Jane Haczynsky, Yorkshire Water,
- John Turner, Environment Agency,
- John Thompson, National Farmers Union,
- Roy Edwardson, Private Sector,
- Barry Croft, Internal Drainage boards.

1.14 This Plan will be reviewed regularly, so any comments or criticisms are welcome, whether on the body of the plan or the Action Plan. If you have any comments on any aspect of this document, or on any part of the process, or would like to contribute to the further development of the ICZM process please contact:

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1.15 The Themes

1.15.1 For the purposes of the scoping report the hundreds of comments gathered through the consultative process were grouped into 12 key themes. Whilst the emphasis of the integrated approach is that it is difficult to address specific issues in isolation these general themes have been maintained in this plan. The inherent linkages, however, need to be borne in mind and a particular policy aim or action might address issues in more than one section.

1.15.2 For each theme a general account of the present situation is presented along with examples of current action that relates to it, either locally or nationally. Each section includes policy aims agreed with partners. Actions relating to each of these may be found in the Action Plan (Appendix 1).

2.0 THEME ONE – INVOLVING AND IMPLEMENTING

- 2.1 The publication and adoption of this plan is part of a continuing process, by which decision making remains open to involvement at all levels, and the work of all organisations on the coast can be integrated. This plan, and more specifically, the Action Plan represents partners' commitment to the delivery timetable outlined in the appendix. Through this, our performance will be able to be measured and all partners can be held accountable.
- 2.2 The development of a Coastal Forum will provide the means for this public accountability. These have been very successful in many areas in bringing together representatives of a diverse array of user groups and interested organisations. A Coastal Forum provides a mechanism for open and informed discussion, for resolving conflict, whether perceived or real and for involving all sectors and communities in decision making. In some areas the Forum has become a more or less independent body that acts as a "champion" for that particular stretch of coast and so provides a focus for lobbying or campaigning on specific issues of common concern. Such a structure is crucial to the continuation of the ICZM process, which is one based on consensus and inclusiveness. It is expected that partners including East Riding Council will provide the initial resources for the Forum. In the long term sponsorship may be forthcoming to enable the Forum to continue to operate effectively.
- 2.3 A vital element of an inclusive approach is the free flow of information on coast related issues. This was a factor identified during the EU Demonstration Programme as being particularly important. Subject to funding being made available an East Riding coastal information network will be developed – "ERinfoCOAST". This electronic based network will enable a wide spectrum of user groups, communities and individuals to access data and information relating to all aspects of coastal management. This will be instrumental in breaking down elements of mistrust that have existed on the East Riding coast. The network would also be able to be utilised to disseminate information regarding grants and examples of best practise. The intention is that communities and voluntary organisations would also be able to use the network to post their own information, and so it would also take on an enabling and capacity building role.
- 2.4 While the key to delivering the actions identified in this plan is through the work of partners, it is recognised that a Coastal Zone Management Officer would be extremely

beneficial. Such an officer would provide support to the Forum and maintain “ERinfoCOAST”, but also provide impetus to partner organisations and co-ordinate action. A dedicated officer would be able to monitor progress in delivery and act as a resource in terms of advice for communities, organisations, businesses and individuals on all the aspects of coastal management covered in this plan. Several partners have already expressed an interest in funding such an officer, and a partnership funding package to enable this will be pursued further.

- 2.5 The key to making ICZM work is for all partners who adopt the plan to ensure that their working practises reflect the inherent links in coastal management. Internal integration within large organisations that cover wide sectoral areas is essential to ensure the integrated approach to coastal management is effectively delivered. Similarly, effective inter-agency liaison at a strategic and operational level is crucial to ensure a consistent approach. The responsibility for this lies with all partners.
- 2.6 While the Plan focuses primarily on the East Riding coastal zone, it is important to note that many issues are of wider significance (fisheries, tourism, transport and coastal change for instance). The need to integrate our efforts with those in other areas is vital and co-operative working with partner authorities and agencies throughout the sub-region, and possibly beyond, will be essential in this. A wider Yorkshire coast forum has been proposed that might well provide a mechanism for this.



Withernsea - A Focus for Regeneration

2.7 POLICY AIMS:

- A1 Develop and deliver an approach to managing the coast that integrates environmental, economic and social interests on the East Riding coast.**
- A2 Develop an inclusive approach to the management of the coastal zone**
- A3 Recognise the policy links in the ICZM Plan.**
- A4 Ensure consistency and integration of the ICZM Plan with those of adjacent coastal areas.**

3.0 THEME TWO – MANAGING COASTAL CHANGE

- 3.1 The East Riding has one of the fastest eroding coastlines in North West Europe. The average rate over the whole length is 1.8 metres per year. However rates fluctuate enormously, both over time and from place to place, so accurate prediction is often difficult. The Local Authority has been monitoring the rates of erosion for 50 years at over 110 monitoring points.
- 3.2 Coastal protection is in place at the following settlements in the coastal zone - Bridlington, Hornsea, Mableton and Withernsea, as well as the gas terminals at Easington. There are also some private defences at Skipsea and Ulrome that have had temporary planning consent. Away from these areas the coast is undefended. A total of 11.4 km currently has coastal protection.
- 3.3 The dynamic nature of the cliffs is partly due to their geological origin. The Holderness plain is made up of boulder clay, deposited as the ice sheets retreated after the last ice age. By its very nature this boulder clay is easily eroded, whether by sea or weather. In some places (such as Withow Gap, Skipsea) there is the additional problem of erosion of gyttja, causing overlying deposits of clay to collapse onto the beach. Coastal erosion has been occurring for thousands of years and numerous “lost” towns and villages are documented.
- 3.4 Sediment washed out of the cliffs travels south through a process known as long-shore drift. Research to try and establish exactly the extent to which erosion from the Holderness cliffs affects the mudflats of the Humber, which are protected through European law due to their importance for nature conservation, is ongoing. The Southern North Sea Sediment Transport Study (SNSSTS), which is a study funded by numerous Local Authorities (including East Riding Council) and agencies, stretching from the Thames to Flamborough Head, is investigating issues of concern relating to sediment flow and erosion. It aims to answer key questions as to how the natural sediment system works and will feed into the Futurecoast study, being undertaken by Halcrow on behalf of the Department for Environment, Food and Rural Affairs (DEFRA). This aims to predict future coastal evolution on a national scale.
- 3.5 Uncertainty over the relationship between erosion of the Holderness coast and the Humber has been the cause of considerable conflict between residents and businesses

who feel that coastal protection should be extended, and those who argue that any additional protection works will upset natural processes and lead to negative impacts on the Humber mudflats and implications for flood defences.

3.6 The recommendations in the Shoreline Management Plan (see below) were based on an acceptance of a link between erosion of the Holderness coast and other stretches of coastline within the East Riding, such as the Humber, and other areas, for example Northern Lincolnshire. The basis of this is that sediment washed out of the boulder clay cliffs of Holderness is carried southwards, some of it ending up in the Humber and on the Lincolnshire coast. This means that reducing the sediment supply or flow might threaten the integrity of coastal defences, important nature conservation sites and tourist beaches in the Humber and Lincolnshire. It is recognised, however, that more quantitative and qualitative data is needed to confirm the extent of these links.

3.7 The dredging of aggregates offshore has been a contentious issue in relation to sediment flow and coastal erosion. The licensed dredging areas in the Humber region are shown

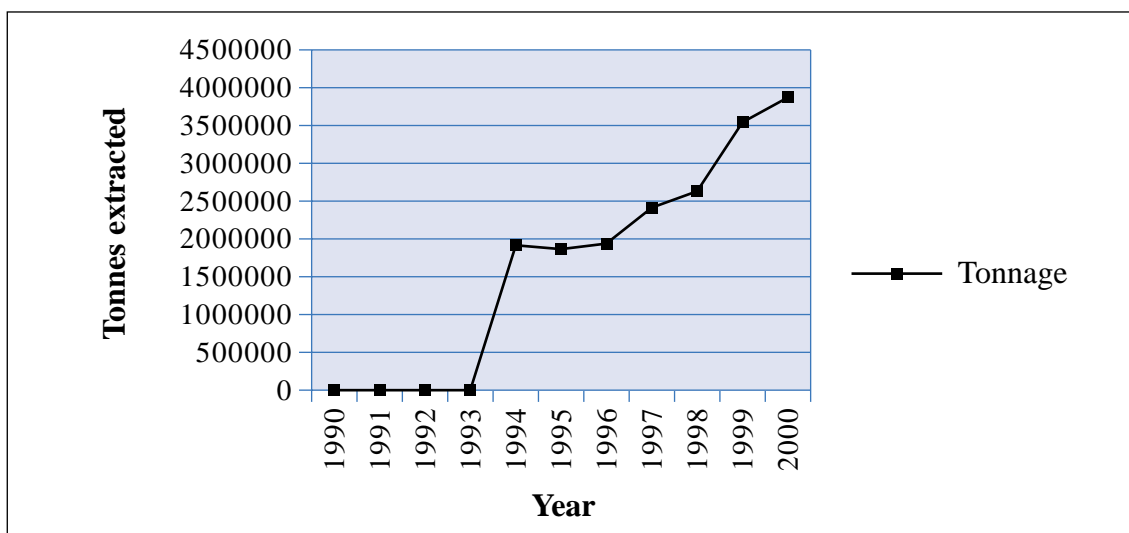
in the map (right). During 2000 3,811,044 tonnes of material were removed under 7 licenses (although the licenses permitted removal of up to 4,650,000 tonnes). The trends in extraction are shown below in table 1. While any links between licensed dredging and coastal erosion are arguable given the distances offshore that this takes place, during the consultation process concerns were raised that



unlicensed dredging might be occurring close to the shore which, if proven, would be of far greater concern. It is important that such issues are clarified. To this end an Offshore Minerals Forum will be established, which will involve key organisations and ensure that up-to-date information on licenses and extraction tonnages is provided. In addition the North East Sea Fisheries Committee will co-ordinate a monitoring programme to try and build up a database of reports of dredging outside of licensed areas. This can then be used to bring pressure to bear on operators, if such activities are verified.

3.8 One area of work being undertaken as part of the SNSSTS (see above) will look at the Humber area, in particular in relation to the possible impact (or otherwise) that dredging offshore may have on beach levels or erosion rates on the coast. The overall aim of this study is to increase confidence in the collective understanding of sediment movement, coastal processes and the impact of dredging. The dredging of aggregates offshore also raises considerable archaeological problems, because there is rich resource of maritime archaeological remains and structures in the sub-tidal and inter-tidal zones. Hence, any study on the impact of these schemes should not just be restricted to the beach levels and erosion rates on the coast, but also on the historic environment.

Table 1: Marine aggregate extraction from the Humber Region, 1990-2000



Source: Crown Estate

3.9 The Shoreline Management Plan (SMP) for the coastal cell that includes the East Riding's coastline was prepared by Posford Duvivier for the Humber Estuary Coastal Authorities Group (HECAG) and completed in 1998. An SMP provides a large-scale assessment of the risks associated with coastal processes and presents a policy framework to reduce these risks to people as well as the natural and developed environment. One of the basic principles of Government guidance for SMP production is that natural processes should not be interfered with unless this is necessary to protect life or property. The SMP was based on best scientific data then available in order to identify coastal defence policies that were technically and economically feasible and environmentally acceptable.

3.10 The SMP divides the coast into small sections known as management units. For each of these a preferred coastal defence option is recommended. These can be one of four:

- Do nothing (or monitor and review)
- Hold the existing defence line by maintaining or changing the standard of protection
- Advance the existing defence line
- Retreat the existing defence line.

3.11 Several strategic considerations were taken into account in the SMP's development. These were:

- The potential importance of the sediment derived from the Holderness cliffs,
- The importance of the Humber estuary (in terms of industry, commerce, wildlife and shoreline development), and;
- The regional importance of the tourism industry to the local economy.

3.12 The options recommended for each management unit can be found in Table 1

Table 2: Preferred management options for coastal management units from the S.M.P.

Management Unit Number	Location	Preferred Option for Lifetime of SMP
1	Flamborough	Do Nothing
2	Bridlington Promenades	Hold the Line
3	Wilthorpe/Fraisthorpe	Do nothing
4	Barmston/Atwick	Do nothing Hold the Line when needed at Atwick gas storage facilities Hold the Line at Barmston Drain pending more detailed economic analysis
5	Hornsea	Hold the Line
6	Rolston	Do nothing
7	Mappleton	Hold the Line
8	Aldbrough/Tunstall	Do nothing Hold the Line at Tunstall Drain pending more detailed economic analysis
9	Withernsea	Hold the Line
10	Holmpton	Do nothing
11	Easington Gas Terminals	Hold the Line (to be reviewed in 2020)

12	Easington/Kilnsea	Do nothing Retreat the line periodically at New Bank flood defences
13	Spurn Peninsula	Do nothing Local retreat or intervention where monitoring so requires
14	Sunk Bight	Hold the Line
15	Sunk Island	Hold the Line
16	Immingham	Hold the Line
17	Grimsby and Cleethorpes	Hold the Line
18	Humberston/Donna Nook	Hold the Line

3.13 The Shoreline Management Plan was the cause of considerable concern amongst coastal residents and businesses due to what became known as “the do nothing policy”. This, it was argued, gave a message that was negative. East Riding of Yorkshire Council (the lead Authority in HECAG) was therefore unable to adopt the plan as it stood (although it should be noted that the other partners did so). It was also argued that the SMP did not take into account fully the socio-economic aspects of coastal management and the value to local communities of tourism infrastructure, not just economically but socially.

3.14 Although the Local Authority has a power to provide coast protection and maintain existing defences under the Coast Protection Act 1949, this is not a statutory duty. The financing of protection schemes is normally beyond the budgets of Local Authorities and comes from Central Government. As with all public expenditure decisions have to be made regarding where money is spent and for what reasons. The preferred approach for flood and coastal defence appraisal is to use what is called “cost – benefit analysis”, the aim of which is to determine whether an investment is worthwhile on an economic basis (in reality, this means valuing all impacts as financial costs or benefits to the nation). The elements currently accepted for inclusion under Government guidance in this appraisal are:

- residential property (using market prices or standard data)
- industrial / commercial property (using market prices or standard data)
- temporary and semi-permanent structures e.g. caravans/chalets (using the cost of relocation after adjusting for depreciation)
- infrastructure (using specific valuations)
- agricultural land (market prices adjusted for subsidies)
- loss of business and disruption (using standard data)
- significant recreational impacts (using standard data or specific valuations)

- environment/ heritage (using surrogate values or specific valuations)
- non-monetary impacts e.g. stress, health etc (only using surrogate values)

3.15 There is current concern that this approach to valuation does not include all the impacts that are associated with flood and coastal defences. This was reflected in a study carried out on behalf of the Local Government Association by RPA, that used the Holderness coast as a case study. For instance:

- impact on employment prospects;
- impact on social structure, for instance loss of local services and facilities affecting the whole community
- tourism / recreation / amenity facilities of importance to either the local economy or the community;
- environmental impact (both natural and historic) – sites of local importance are effectively ignored within appraisals;
- value of a life / stress / health effects; and
- treatment of holiday parks, golf courses, etc – of importance to both the local area and visitors alike.



3.16 The key overall problem that has been identified is the requirement to assess all impacts in national resource terms. Although theoretically correct, many local impacts are effectively being ignored with the result that:

- damages and hence benefits may be calculated to be lower than they actually are;
- standards of defence, as a result, may be lower than if all impacts could be taken into account; and
- The risk to the local community may be increased.

3.17 In the RPA study, another issue that was raised was the inequalities in the current system that prioritises on the basis of benefit to the nation. It is argued that the comparison in property values between areas in the south of England and Holderness means that the same number of dwellings, for instance, will have a considerably higher financial value in the south. What might be needed is a means of valuing a “home” rather than the bricks and mortar value of a house. While economic valuation techniques such as contingent valuation (where a hypothetical market is created to place a financial value on intangible assets) have been commonly utilised in the environmental field their application to social

values has not been explored to the same extent. It should be noted that DEFRA has recognised these concerns and are reviewing the valuation of “intangibles”.

3.18 Such concerns over the scope of an SMP and the cost-benefit analysis system have been voiced on many occasions. East Riding of Yorkshire Council, in its response to the draft revised guidance for SMPs, produced by DEFRA, made these points, as did other authorities. Lobbying on these issues will continue, importantly in an integrated fashion involving not only the Council but partners including English Nature. A “Sub Group” of key partners will develop a lobbying strategy to ensure that these concerns are raised where appropriate, and that such lobbying is as effective as possible. While concerns over the cost-benefit system should be noted it is also worth stressing, however, that all schemes submitted to date by the Coast Protection Authority in this area, have received ministry support.

3.19 It should be noted that these concerns have been recognised and reflected in recent publications. Most importantly, the new guidance for the production of SMPs, produced by DEFRA, has some crucial changes. These include a move towards a longer-term vision of coastal management that reflects that the preferred coast protection policy option may change over time (when a specific community comes under threat for instance) and that this needs to be reflected in the SMP. In addition, the policy options no longer include the controversial and misleading “do nothing” and there is now scope to take account of more local socio-economic issues when reviewing policy options. It is hoped that such changes will mean that the revised SMP is based on a greater consensus and will therefore hold a greater degree of legitimacy.

3.20 The review of the SMP, which is due to commence in 2002, will be the key to a long-term agreement on the management of coastal change. The revised SMP guidance, outlined above, has given the opportunity to address the concerns held by many relating to the existing SMP. It has been proposed that an agreed policy response is needed at an early stage to ensure a “balanced” view – and policies related to specific areas will be agreed. Where it is feasible, “roll-back” where businesses or dwellings can physically move further inland, may be the best



response to coastal erosion. On the East Riding coast, this response is particularly relevant to the caravan or holiday park industry. However, there are obvious costs involved and physical restraints in some cases. The appropriateness of “roll-back” therefore needs to be decided on a case-by-case basis. While current Local Planning policy aims to facilitate such development in terms of tourism infrastructure, this should be broadened to include all forms of development. English Nature has funded recent research aimed at establishing some guidance for how planning policies might best support the principles of “roll-back”, and how assistance could be found for those affected.

- 3.21 While “roll-back” should be encouraged in principle, it is important that guidance is developed to set standards and guidance for this. There are specific issues in relation to product quality, environmental and landscape issues that need to be addressed, including site restoration. An innovative approach to maintaining a viable tourism industry, while increasing quality, might be “pitch banking” where individual pitches at risk might be bought and “banked”, normally by existing operators, to be used on a “roll back “ site elsewhere. Such an approach, with appropriate guidelines might ensure the future viability of the caravan park industry and contribute to an increase in product quality (the quality of infrastructure that is provided for visitors) that is needed to boost the coastal economy. The British Holiday Home and Park Association (BHHPA) will be undertaking research on “pitch banking”. In addition it might be possible to investigate means of ensuring any future development has any potential “roll-back” options assessed at the planning stage. One option being examined currently, that would make it far more economically viable for caravan parks to “roll-back” is to make provisions for replacement sites with more than a “one for one” replacement of pitches. This might encourage movement away from areas of risk and ensure the sustainability of coastal caravan park businesses. Any guidance developed in relation to “roll-back” of caravan parks or other businesses will take full account of any possible social or economic impact on coastal communities.



Cliffs south of Withernsea

3.22 One of the most contentious issues in relation to managing coastal change is that of compensation for those affected. The need for a national policy for the coast that takes full account of the issues of “roll-back” and compensation is recognised and any moves towards this will be supported. While compensation measures are supported in principle, it is also recognised that blanket compensation would never be appropriate or feasible. However, compensation where there has been a material change in circumstance (such as the removal of defences), should be considered. The present legal position framed in the Land Drainage, Water Resources and Coast Protection Acts is that there is no right to any standard of protection so there can therefore be no compensation payable, even if defences are downgraded or not maintained. It



has been argued that the national costs of any “geared” compensation scheme should be weighed against the significant costs associated with any public enquiries that might otherwise be held. Assistance to those affected by coastal processes need not be in the form of direct financial compensation for threatened assets. It could for instance be in the form of tax relief for businesses to help them relocate. The links with flexible and innovative planning policies are also important, so that even if direct compensation is not available, at least there would be measures in place which would facilitate “roll-back” should funds be available. Lobbying for government support for a variety of measures to help people cope with the consequences of coastal protection and flood defence strategies – facilitating measures and fiscal measures included – will be pursued.

3.23 It is accepted that “roll-back” is not feasible in all cases. It will not be an option for most farms, for instance, not least because their land is an essential component of their business. It is also accepted that settlements on the coast are socially and economically important for the coastal zone. In these cases, while the revised SMP will take future coastal evolution into account, it will also take account of such importance. This will, as a matter of course, take all engineering options into account. One proposed engineering option that has often been put forward is the potential to utilise off-shore reefs to reduce wave action and so slow down (but crucially not halt) erosion rates. It has been argued that reefs have the potential to encourage beach accretion. However, they have been studied in detail in relation to the East Riding coastline and it is highly questionable

whether such structures would be effective in this area, especially considering the large tidal ranges on the East Riding coast. In addition the high costs involved would mean that Government grant aid would be extremely unlikely to be forthcoming.

3.24 In the past ad hoc private sea defences have been put in place to protect assets, particularly at Ulrome and Skipsea. While these provide a short-term protection to the properties directly protected, their general nature and design is of concern. Private defences are often not of the same engineering standard of those publicly funded, and pose health and safety problems because of this – posing a danger to beach users. They can also often be easily undermined during periods of beach “drawdown”. In future the presumption should be against permitting private sea defences due to these problems. For any private scheme to be considered it would have to be deemed by the Planning Authority to be technically sound and have no negative impact on the environment. Conditions relating to maintenance and eventual removal would also need to be considered.

3.25 At several points along the coast highways will be threatened by erosion in the future. This will pose obvious challenges for the Council. One suggested solution to the issue that will be investigated in more detail is to create partnerships with tourism businesses on the coast and seek to tie any upgrading of alternative routes or creation of new road infrastructure with “roll-back” of tourism infrastructure. Through a partnership of this kind, the cost of relocation of the highway would be borne by the developer while planning consent would be given to enable “roll-back”, subject to other aspects of planning policy



(much as already happens on occasion with housing developers building new highway infrastructure). This form of partnership approach, seeking to integrate solutions to more than one issue, lies at the heart of much of what ICZM is about.

3.26 The dynamic geomorphological feature of Spurn Point, provides a challenge for those involved in its management. The single-track road that services the Humber pilotage and ABP’s Vessel Traffic Services (VTS) Control Tower, as well as the only permanently manned lifeboat in the country, has frequently been threatened by erosion. Spurn is owned and managed as a National Nature Reserve by the Yorkshire Wildlife Trust, with the assistance of English Nature. Significant progress has been made in recent years in

balancing the need to maintain access to important regional infrastructure and the need to maintain and enhance the nature conservation qualities of the site. In the long term it is hoped that Spurn will gradually naturally re-align so allowing access to be maintained, while ensuring the important estuarine habitats and shipping channels are also maintained.

3.27 The issue of flooding, especially on the Humber, has become one of serious concern following the extreme weather events of November 2000. The Environment Agency, in partnership with other organisations, has produced a separate Shoreline Management Plan for the Humber Estuary, entitled “Planning for the Rising Tides”. This lays down the strategy for ensuring long term sustainable flood defence. The key elements of this are to:



- Protect people and property by maintaining a line of defences around the estuary,
- Review the existing line to determine whether moving it locally will:
- Reduce flood defence costs
- Provide benefits by affecting estuary behaviour
- Support the creation of new inter-tidal habitat to maintain the estuary’s conservation status.

3.28 The Humber Estuary SMP was based on considerable research. In particular a great deal of work has been undertaken to establish more accurately how the estuary “behaves” and how any existing flood defences, or future changes in flood defence, may affect this. These studies have increased our common knowledge of the geomorphology of the Humber, an incredibly complex estuary, and used a range of predictive models to examine different ways of managing defence including moving back the defences in different parts of the estuary.

3.29 This moving back or “managed re-alignment” has been identified as a viable option, in several key areas around the estuary. Such a “setting back” of the flood defence line can have three main outcomes – it can increase the lifetime of the flood defence, reducing costs in maintenance, it can create important inter-tidal habitats, and crucially, it can have the affect of reducing flood risk elsewhere in the estuary. The first “managed realignment” scheme on the estuary is underway between Paull and Thorngumbald and it is likely that others will take place in the future. The Environment Agency seek to work closely with landowners in this. East Riding Council has accepted “managed realignment” in principle, as a means of reducing flood risk on the Humber.

3.30 The area from Spurn to Sunk Island is within management unit 1 of the Humber Estuary SMP. This area is agricultural with farms and villages scattered throughout, and as such has an indicative standard of protection of 20 years (this means that the flood defences should be of a standard to protect the area up to a 1 in 20 year flood event.) The defences here consist of clay embankments, mostly with rock revetment. Around Sunk Island these are the responsibility of the Crown Estate with the rest being the responsibility of the Environment Agency. The overall condition of the flood defences here is fair. Currently about 70% of defences offer protection against events with return periods of at least 20 years but there are areas between Spurn and Welwick with significantly lower protection. It is estimated that in 50 years less than 50% of the defences will provide protection against a 1 in 20 year event.

3.31 The preferred option for the management of the flood defence in this area is to hold the current defence line for most of the embankments in the unit, until a length needs to be repaired or maintained. An appraisal will then be carried out to determine whether moving the line locally would be worthwhile. While this might have the positive effect of reducing maintenance costs and improving the general standard of the defence, as well as creating habitat, it should be noted that geomorphological studies have shown that setting back defences in the lower part of the estuary will have little impact on reducing water levels and flood risk elsewhere.

3.32 The development and production of the Estuary SMP will be an important factor in the review of the Coastal SMP. It will be vital that the two Plans complement each other and provide an integrated approach and strategy for both the open coast and the estuary. The linkages between the two areas need to be fully taken account.

3.33 Flooding from the coast (as opposed to direct coastal erosion or flooding from the estuary) is also an issue for low-lying areas. To prevent this the Environment Agency maintain and monitor the condition of its flood defences at Barmston and Tunstall drains.



3.34 POLICY AIMS:

- CP1.** To support measures to bring about an integrated approach to cost-benefit analysis that takes account of socio-economic and environmental issues
- CP2.** To support government compensation or assistance measures, whether direct or indirect, where there have been material changes in circumstance
- CP3.** To encourage “roll-back” as a response to erosion for all forms of development, where appropriate.
- CP4.** To ensure an agreed policy response, as part of the SMP review, that sets out a shared position on issues relating to erosion and coast protection
- CP5.** To ensure that dredging activities do not adversely impact on beach levels and erosion rates and to ensure that operators are accountable
- CP6.** To reflect the social and economic importance of coastal communities and to fully consider all management options in decision making, through the SMP review.
- CP7.** To encourage innovative, partnership approaches to roads at risk of erosion where appropriate
- CP8.** To maintain a presumption against permitting private defences, ensuring any proposed schemes are subject to agreed criteria, and that structures do not pose a risk to the public
- CP9.** To examine all options for maintaining access to Spurn Point, while protecting the important habitats and the geomorphology of Spurn.

4.0 THEME THREE - TRANSPORT

- 4.1 The difficulties faced by both visitors and residents in travelling within the coastal zone (and indeed to and from it) were a fairly consistent theme during the consultation process. Generally comments can be divided into two areas – those relating to improvements needed in public transport provision (whether this be rail or the bus network) and those relating to improvements needed in the road network.
- 4.2 The main routes to Bridlington are the A165 from Hull and A614 from Howden, where the nearest link with the motorway system is found. Within the coastal zone, however, the main north-south route to Withernsea through Hornsea is the B1242. Journey times along this stretch are fairly long and in peak times of year traffic congestion can be perceived as a problem.
- 4.3 The coastal zone covers three areas identified within the East Riding Local Transport Plan – Holderness, Bridlington and Wolds. These areas have quite different issues, due to the differences in existing transport infrastructure and are examined in more detail below.



4.4 Holderness Area

4.4.1 As part of the process of developing the Local Transport Plan a pilot project aimed to access the views of young people. The main issues that were identified in Holderness were:

- Transport is expensive
- Most villages have poor bus services
- Access to leisure facilities, by public transport, is almost impossible;
- Combined fares and entrance fees would be a good idea;
- The provision of a free minibus to enable groups to get out of the village for various activities was requested.

4.4.2 As many as 63% of respondents to the LTP questionnaire indicated that they would be willing to change their travel behaviour by using the car less, especially for shorter journeys. Public consultation also highlighted the need for:

- Improved bus services to Hull and Beverley; and
- Improved bus services to several of the rural villages in the area.
- The safety of children on their journey to and from school was also considered an important issue.
- Improvement and provision of more footpaths both within and between villages
- Provision of more pedestrian crossings in villages

4.4.3 Coastal erosion might become a significant problem for the highway infrastructure. The B1242 is an important north-south route linking Withernsea and Hornsea and could potentially be affected in the future. Minor roads in some parts of the coastal zone might also be affected in the near future, particularly at Tunstall and Skipsea. There is no duty to maintain roads affected in this way, even in circumstances where links to an individual property or community might be cut. However, the Council does have powers to acquire land for highway purposes which can include creating a new highway to replace a road that has eroded into the sea. Historically the Council has undertaken such action to maintain access to small groups of properties. The potential to work in partnership with developers or tourism providers to ensure road networks are maintained has been raised in the Managing Coastal Change chapter.

4.4.4 Over £81,000 of the rural bus grant was spent to improve rural bus provision in Holderness in 1999/2000 with a further £129,000 to be provided in 2000/2001. Using Rural Bus Subsidy Grant, a new Monday to Saturday Withernsea to Hornsea bus service

has been provided. This has performed well during the first summer, carrying just short of 8,000 passengers, and has now been extended to operate all year round. The Sunday service remains seasonal at present. The Council will continue to develop and market the new Bridlington to Withernsea route in 2002.

4.4.5 This year's Rural Bus Challenge bid "Pathfinder" included a bid for PC based vehicle routing software to enhance the "Holderness Hopper" scheme, developed by the Rural Transport Partnership, that is now underway. This is an acclaimed scheme in respect of the community service it provides, its integration with local authority services and the excellent partnership working that has taken place between East Riding Council, Age Concern and the Rural Transport Partnership.

4.4.6 A Transport Services Area Review of services in the southern part of Holderness is scheduled for the summer of 2002. This will include a local Travel Study to identify needs and an efficiency audit of all the passenger transport services provided in the area, including home to school and social services day centre transport.



4.5 Bridlington Area:

4.5.1 The main problems in Bridlington stem from the fact that it is a seaside resort with the influx of both staying and day visitors in the summer, many arriving by car. This creates difficulties for all road users, as the basic infrastructure struggles to cope.

4.5.2 Issues identified through the consultation process for the Local Transport Plan include:

- The safety of vulnerable road users, with little or no provision for pedestrians and cyclists
- A lack of modal integration, particularly between bus and rail;
- Heavy traffic flows on arterial routes

4.5.3 The targets that were set for Bridlington in the Bridlington transport Package (part of the Transport Policies and Programme) submitted to government in 1998 were:

- Double the percentage of journeys to work by bicycle from 9% to 18% by 2012;
- Maintain 28% of journeys to work on foot;

- Reduce car use for journeys to school by 10% by 2004;
- Increase journeys to work by public transport from 4% to 5% by 2004;
- Reduce traffic levels in Bridlington Town Centre by 10% by 2004;
- Improve access for people with disabilities

4.5.4 The Council is currently responsible for the management of the Bridlington / Carnaby Park and Ride Feasibility Study. This is expected to conclude this winter. This Park and Ride scheme will reduce the potential impact of additional traffic caused by the marina, and encourage more general use of public transport.

4.5.5 Discussions are under way with Railtrack to secure improvement works on Station Approach, Bridlington. Negotiations are also ongoing with the main network operator to provide a link with local bus services, by providing a bus stop within the Coach Park and diverting some local bus services. Secure cycle storage is due to be installed at the railway station.

4.5.6 Support has continued for the Yorkshire Coast Line Community Rail Partnership. It is now likely that there will be a Partnership Officer in post by April 2002. The Partnership has continued to promote the line, organising a number of special events, including a folk music train, guided walks and a display at Bridlington Station.

4.5.7 Improvement works at Bridlington Bus Station are scheduled for early 2002. These will include larger, illuminated shelters, better signing and information, some environmental planting and landscaping and hopefully, a manned information kiosk. The station will also be covered by the Council's CCTV system.

4.5.8 Design work for an improvement scheme for the first ten key bus stops has been completed. The works should be completed this financial year.

4.8.9 Four Bridlington Bus Forums have been held with the bus operators and the public to obtain feedback on local issues and problems. These have resulted



in amendments to the Sunday and evening services. Where necessary the Council has plugged gaps in the network left by the demise of local operator Applebys.

- 4.5.10 The Council has continued to support services to surrounding villages, including again operating the summer Bridlington Headlander service around the Flamborough Heritage Coast.



4.6 Wolds Area:

- 4.6.1 This large rural area includes part of the coast to the south of Bridlington and comprises many small villages and hamlets.

- 4.6.2 Consultation for the Local Transport Plan highlighted the following as issues of concern for people in this area:

- Public transport – specifically improved bus services to rural villages
- Freight levels along stretches of the A614 and the need for Carnaby Industrial estate to be served by rail,
- Road safety
- The improvement and provision of more footpaths within and between villages and more pedestrian crossings.

- 4.6.3 LTP objectives for the Wolds Area include:

- To improve waiting facilities on the Bridlington corridors
- To monitor HGV levels along the A614
- To investigate the potential for rail freight at Carnaby
- To improve pedestrian facilities both within and between villages

- 4.6.4 A local Travel Study of issues in five rural parishes around Hornsea, has been undertaken, led by the Rural Transport Partnership. Proposals for improvements are now being examined.

4.6.5 The successful Medibus bus service continues to serve the Nafferton area, but also now covers the Beeford and Skipsea area, when capacity allows.

4.6.6 The Hornsea to Bridlington service has been substantially upgraded over the last three years to provide a daily service throughout the year and connections into/out of the Hornsea – Withernsea route.

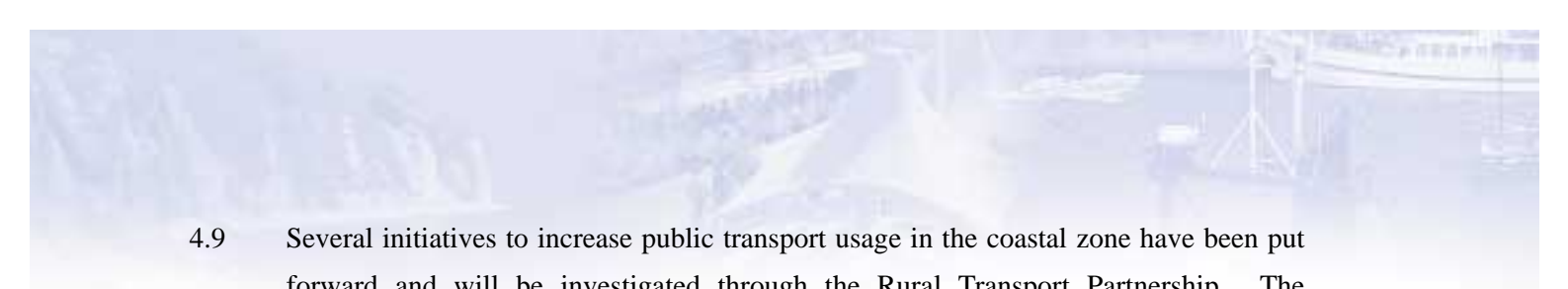
4.6.7 An improved frequency is to be provided on the Hornsea to Beverley service, to bring it up to an hourly service where possible. This is likely to be implemented from March 2002. The summer Sunday Hornsea Freeport to town centre free bus service to encourage Freeport visitors to easily access the town centre, has also been provided. Negotiations are also ongoing with the National Park to continue the successful Moorsbus – Woldbus add on service. This may include a Sundays Goole to Bridlington service in 2002.

4.7 The importance of transport to and from the coastal zone as well as within it is reflected by the development of a corridor strategy for the Howden to Bridlington corridor by East Riding council. This strategy is based on the findings of a study, carried out by the independent consultants Bactie Group. It aims to take into account maintenance, safety, accessibility, the environment and the economy.



4.8 Several issues or problems have been identified on this corridor, namely;

- Some stretches of the A614 of poor standard
- High number of agricultural and private accesses onto the A614
- Highly seasonal flows
- Poor standard of the railway line in places and a loading gauge that can only accommodate standard freight
- Infrequent rail services between Goole / Howden and Bridlington
- Poor bus service provision between Goole / Howden and Bridlington

- 
- 4.9 Several initiatives to increase public transport usage in the coastal zone have been put forward and will be investigated through the Rural Transport Partnership. The feasibility of increased mini bus provision for small communities or a Holderness explorer will be explored. A partnership approach involving local communities and bus operators will be crucial in this. One particular project that will be investigated is for a “shuttle” service running to the end of Spurn. The Countryside Agency’s rural transport partnership programme will continue to be the key to achieving these improvements, with its focus on community transport and transport integration.
- 4.10 The Countryside Agency’s “Vital Villages” programme is also particularly relevant. It is being applied to several parishes in the Hornsea Market Town Initiative hinterland. The action plan for this includes a number of transport related elements.
- 4.11 East Riding Council is developing a Sustainable Travel to School Strategy. This aims to encourage more sustainable forms of transport to and from school and address and reduce reliance on the car. There are specific challenges for rural areas as dependency on the car is often higher here than in urban areas.
- 4.12 The landscape of the coastal zone means there is significant potential to increase cycling, both as a leisure activity, but also as a form of travel between settlements. This is discussed in more detail in the Tourism and Leisure section below.

4.13 POLICY AIMS:

- TR1. To support measures to meet demand for public transport within the coastal zone and to increase the use of public transport on the coast.**
- TR2. To ensure that highway planning takes the risk of erosion into account and the social and economic need to maintain access is balanced against environmental impacts.**
- TR3. To increase opportunities for non-motorised transport within the coastal zone.**
- TR4. To support partnerships with schools in the development of safe routes to encourage children and parents to walk or cycle to school.**



Bempton Cliffs

5.0 THEME FOUR – TOURISM and LEISURE

5.1 TOURISM

- 5.1.1 The history of tourism in the East Riding is inextricably linked with the development of the rail network. Withernsea, Hornsea and Bridlington all became popular destinations for visitors from the urban conurbations of South and West Yorkshire. The opening of the Hull to Withernsea railway in 1864 transformed Withernsea from a coastal hamlet to a seaside resort. Within four months of the railway opening 64,000 visitors travelled to the resort.
- 5.1.2 The decline in this market started with the demise of most of the rail links to the coast in the 1960's and has continued as traditional "bucket and spade" tourism has been replaced by cheap overseas package holidays. There has also been a decline in traditional heavy industries in core market areas such as South and West Yorkshire.
- 5.1.3 Tourism is still an important component of the coastal economy however, recent figures showing that it was worth £229 million in 1999, (£146 million of this in Bridlington). Recently the short break market has been more effectively targeted, through dedicated marketing initiatives. In addition, Bridlington has established itself as a destination for business tourism.
- 5.1.4 Along the coast, the majority of accommodation provision is through static or mobile caravan sites. These provide around 50,000 bed spaces. The amount of serviced accommodation, especially away from Bridlington, is small. This general trend is also reflected in a study undertaken for the Flamborough Headland Heritage Coast Project in 1998. This showed that non-serviced accommodation made up 77.8% of all tourist expenditure. The economic impact of tourism on a rural area (albeit one approximate to the major resort of Bridlington), was emphasised in the same study as shown in table 3, below
- 5.1.5 The Council's Tourism Marketing Plan 2001-2002 targets key segments for coastal tourism, namely "seaside seniors" and "resort families". Marketing activities aimed at these segments will result in significant visitor numbers and expenditure on the coast.

Table 3: Economic impact of tourism to the Flamborough Heritage Coast area

Total Tourism expenditure	1998	1997
	£11.2 million	£11.3 million
Total Tourist days	1998	1997
	563,000	559,000
Total Tourist numbers	1998	1997
	176,000	170,000
Employment supported	1998	1997
Direct	247	247
Indirect	56	56
Total	303	303

5.1.6 In addition, two key partnerships are providing the focus to attract domestic short break tourism and overseas visitors. These are:

- The Hull and East Yorkshire Tourism Association, which is committed to the development and promotion of short breaks. This has generated in excess of 20,000 requests for its short breaks brochure in 2001.
- Yorkshire Coast and County – an overseas marketing consortium that provides a focus for all overseas marketing activities and has developed its own web site.

5.1.7 Plans to create a marina development in the Bridlington area have been discussed since the late 1960s. In 1997, the Bridlington Regeneration Partnership commissioned feasibility studies to assess the potential for a marina and associated commercial, retail, leisure and residential development. The marina development should be seen as a continuation of the work that has already been undertaken (such as the award winning South Promenade) and is being undertaken to address and reverse the resort's decline.

5.1.8 The marina development (which was subject to a public inquiry as of February 2002) will incorporate commercial, retail and residential development and will stimulate new private investment, as well as helping to



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reposition Bridlington in the tourism market. The refurbishment of The Spa into a major conference facility will also boost the economy by extending the visitor season. It is envisaged that the economic benefits will reach much further than Bridlington and that tourism expenditure will increase along the coast as a result.

5.1.9 At the southern end of the coastal zone, and away from the immediate coastal strip, there is some potential for tourism development, a factor that has been recognised by the Withernsea and Southern Holderness Regeneration partnership in their regeneration strategy. While it is recognised that recapturing the former glory of the tourism industry is not a possibility in areas such as this, opportunities have been identified for a more specialist market linked with the unique features and wildlife importance of Spurn, or the distinctive churches of Holderness. This is best demonstrated through the work of the “Hidden Holderness” group – part of the Withernsea and Southern Holderness Regeneration Partnership. One of the key issues has to be what can be done to attract even a fraction of the visitors who arrive in the country through the Port of Hull and who currently head straight for York or further afield.

5.1.10 The Withernsea and Southern Holderness Tourism Research Project was commissioned by East Riding of Yorkshire Council. This identified the area’s poor competitive position in relation to the northern part of the coastal zone, due to both its geographical position and the lack of a tourism and leisure product. While underlining that the tourism industry will never be in the same manner as in the past, it stresses the strengths of the area in terms of potential product and puts forward the hypothesis that there needs to be some fundamental issues to be tackled. These are:



- Reaching and maintaining basic environmental standards,
- Making Withernsea a pleasant place to be,
- Adding product – extra things to see and do in the area,
- More going on – giving additional reasons to return
- Civic pride – working to ensure that everyone welcomes visitors.

5.1.11 Hornsea, too, has particular opportunities and strengths that it can draw on to boost tourism. The “Hornsea Area Regeneration” partnership and its Market Town status mean that this focus will be ensured.

5.1.12 While the tourism industry is seen as crucial to the economic vitality of the coastal zone, it is important to balance this with the environmental features of the coast and the communities that live there. Any tourism development should complement the coastal zone and seek to enhance the nature conservation value of the coast. Tourism development that has a negative impact on the environment is self-defeating as it is the natural features of the coast that the majority of visitors appreciate the most. Initiatives such as the David Bellamy award scheme for caravan and holiday parks highlights the positive steps that can be taken to both protect the physical environment but also contribute to sustainability more generally. There are many initiatives that could be promoted with tourism businesses such as reducing waste and power use, recycling, purchasing locally etc and guidance that both promotes existing schemes and individual actions will be produced to highlight the contributions businesses in this key sector can make.

5.1.13 “Green tourism” is seen as an area of potential significant growth throughout the coastal zone. Tourism that not only avoids impact but draws on the unique features of the coast while contributing to economic stability and growth should be encouraged, particularly in relation to the marina development and the Heritage Coast areas. The importance of a good quality environment to developing sustainable tourism cannot be underestimated. East Riding Council will be developing a sustainable tourism strategy in the near future to reflect these issues and to build on this market. The key to any such strategy is that it makes economic sense for businesses to develop this aspect of their operations.

5.1.14 A rich wildlife resource can be one of the key elements in attracting visitors to rural areas, where they spend money on local goods and services, providing income and employment. The RSPB’s Bempton Cliffs Nature Reserve, for instance, attracts around 45,000 visitors every year, primarily to see the breeding sea birds. The reserve employs eleven paid staff who nearly all live within four miles of the reserve. Visitors stay in local accommodation and the reserve uses local services such as the village post office for banking. While a full economic analysis has not been undertaken for



Bempton, a visitor survey carried out in 1998 gave an indication on visitor expenditure. It was found that visitor spending resulting from visiting the reserve amounted to £407,000. Using a local employment multiplier (at 2000 prices) this is the equivalent of 11 full-time jobs in the local area. While such opportunities have been recognised at Bempton there is obvious capacity to develop “wildlife tourism” elsewhere in the coastal zone, especially around the Humber Estuary and Spurn. This would tie in with attempts to extend the tourism season and attract more staying visitors.

5.1.15 There is also scope for developing cultural tourism throughout the East Riding Coastal Zone, particularly in areas that have suffered from downturns in traditional tourism. The marketing of historic churches, castles and villages as an educational resource, and a cultural tourism resource by creating tourist trails, and advertising these through promotional literature has been recognised as a particular opportunity and has been central to the planning of both the Nortrail Project and the National Heritage Byways Project. (see below). Cultural tourism could be linked to opportunities for local communities to value, develop and market their own cultural assets, utilising funding available through the Local Heritage Initiative.



5.2 POLICY AIMS:

- TO1. To contribute to an increase in the overall spend by visitors to the coastal zone, whether by increasing numbers directly or exploiting particular market segments**
- TO2. To support tourism developments that meet the socio-economic needs of the area, and the principles of sustainability, such as the Yorkshire Marina.**
- TO3. To ensure that micro, small and medium sized businesses in the coastal zone have the ability to benefit from any increase in tourism while at the same time ensuring an increase in product quality**
- TO4. To ensure that any new tourism development is consistent with the landscape and environmental qualities of the coastal zone and that global environmental issues are also taken into account**
- TO5. To ensure high quality product standards in all tourism provision and the meeting of national standards where applicable.**
- TO6. To encourage businesses at risk from erosion to re-locate where appropriate, and to investigate opportunities for providing assistance in this**
- TO7. To ensure that opportunities to develop tourism as part of the regeneration of coastal areas are taken.**
- TO8. To encourage the principles of sustainability are taken into account in all aspects of tourism provision**

5.3 LEISURE AND RECREATION

5.3.1 Formal access points to the foreshore can be found at many points along the coast, especially in proximity to the resorts. Elsewhere numerous informal access points exist, used particularly by beach anglers.

5.3.2 East Riding of Yorkshire Council own considerable landholdings in the Flamborough area, that are managed as Countryside Sites for the enjoyment of visitors and locals, as well as the conservation of their specific features. South of this, and away from the resorts, public recreational facilities are limited.

5.3.3 Along the coastline itself, away from Flamborough Headland, Public Rights of Way are few, especially running parallel to the coast. This is due to any public footpaths that might have existed having been lost to erosion. In many places, however, informal access along the cliff top still exists. Away from the coastal

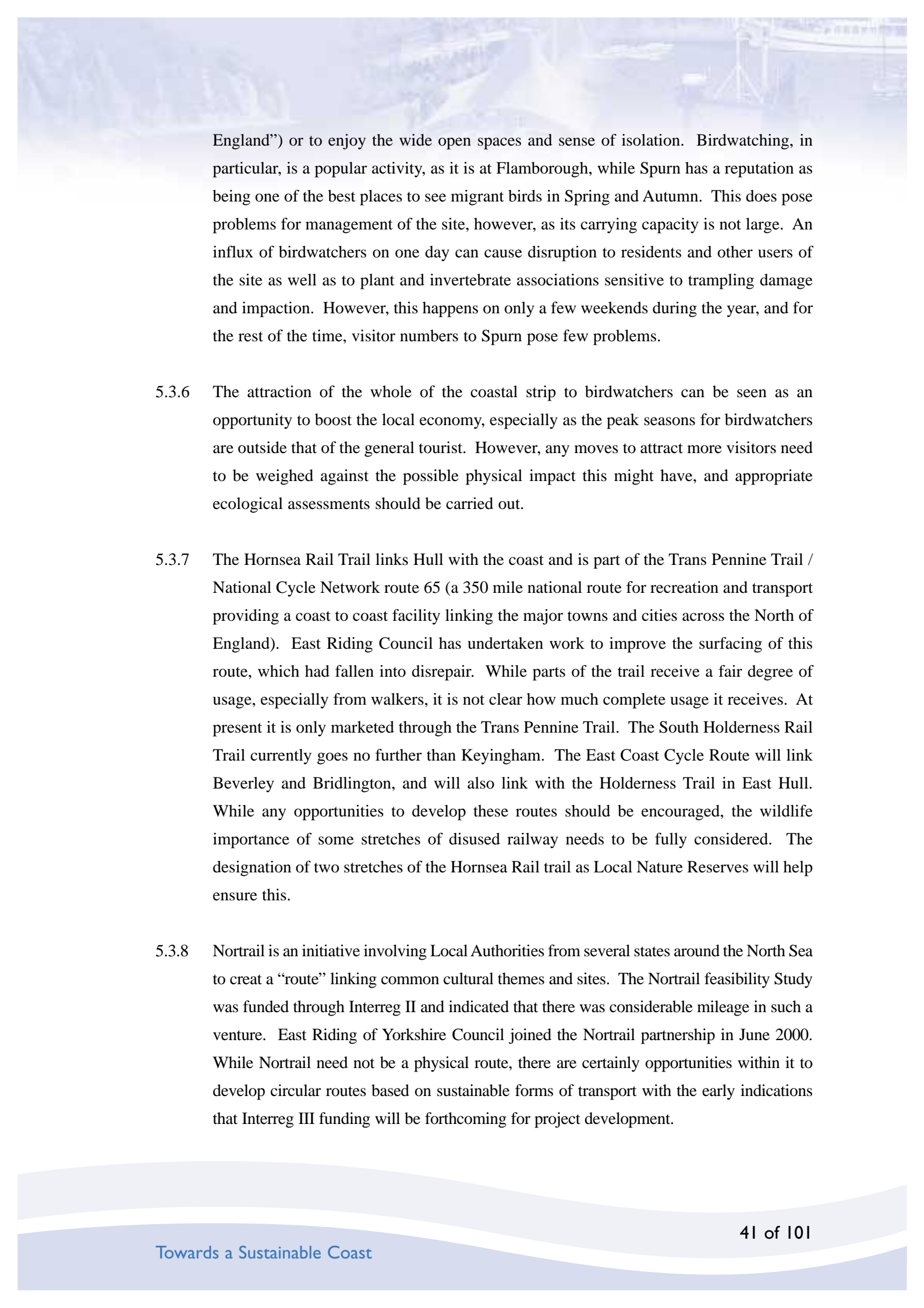


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strip, the network of public footpaths is good, providing opportunities for informal recreation. There is a lack of circular routes, however, although the quiet nature of many of the lanes means that walking can be a relatively safe and pleasurable experience.

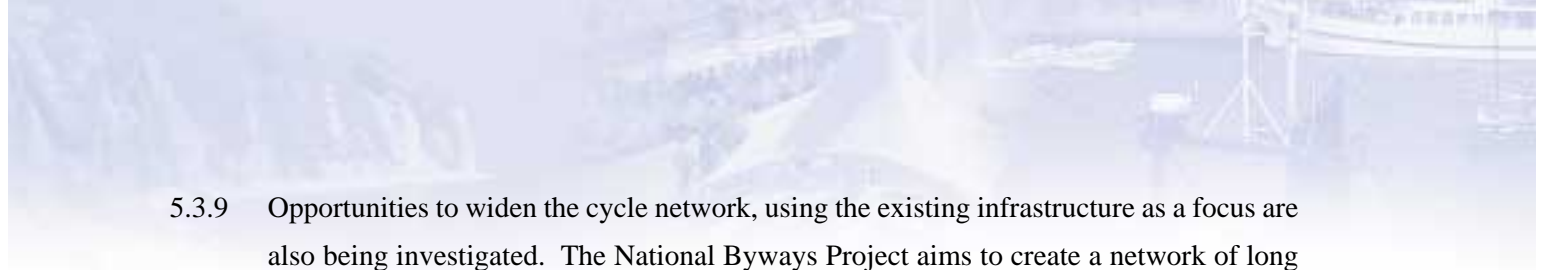
5.3.4 Landward of the town of Hornsea lies Hornsea Mere, an important recreational site for both visitors and residents, and one of the key features for the marketing of Hornsea. Boat hire is an important element of this and allows public enjoyment in an area that is also of special wildlife interest. A Water Level Management Plan is being developed for Hornsea Mere that will provide a means by which the water level requirements for a range of activities including flood defence, conservation and recreation can be balanced and integrated.

5.3.5 At Spurn, at the southern end of the open coast, the unique landscape has also been designated as Heritage Coast. Spurn peninsular itself is a National Nature Reserve owned and managed by the Yorkshire Wildlife Trust. This site is visited by thousands of people each year, either out of curiosity (Spurn has been called “the oddest place in



England”) or to enjoy the wide open spaces and sense of isolation. Birdwatching, in particular, is a popular activity, as it is at Flamborough, while Spurn has a reputation as being one of the best places to see migrant birds in Spring and Autumn. This does pose problems for management of the site, however, as its carrying capacity is not large. An influx of birdwatchers on one day can cause disruption to residents and other users of the site as well as to plant and invertebrate associations sensitive to trampling damage and impact. However, this happens on only a few weekends during the year, and for the rest of the time, visitor numbers to Spurn pose few problems.

- 5.3.6 The attraction of the whole of the coastal strip to birdwatchers can be seen as an opportunity to boost the local economy, especially as the peak seasons for birdwatchers are outside that of the general tourist. However, any moves to attract more visitors need to be weighed against the possible physical impact this might have, and appropriate ecological assessments should be carried out.
- 5.3.7 The Hornsea Rail Trail links Hull with the coast and is part of the Trans Pennine Trail / National Cycle Network route 65 (a 350 mile national route for recreation and transport providing a coast to coast facility linking the major towns and cities across the North of England). East Riding Council has undertaken work to improve the surfacing of this route, which had fallen into disrepair. While parts of the trail receive a fair degree of usage, especially from walkers, it is not clear how much complete usage it receives. At present it is only marketed through the Trans Pennine Trail. The South Holderness Rail Trail currently goes no further than Keyingham. The East Coast Cycle Route will link Beverley and Bridlington, and will also link with the Holderness Trail in East Hull. While any opportunities to develop these routes should be encouraged, the wildlife importance of some stretches of disused railway needs to be fully considered. The designation of two stretches of the Hornsea Rail trail as Local Nature Reserves will help ensure this.
- 5.3.8 Nortrail is an initiative involving Local Authorities from several states around the North Sea to create a “route” linking common cultural themes and sites. The Nortrail feasibility Study was funded through Interreg II and indicated that there was considerable mileage in such a venture. East Riding of Yorkshire Council joined the Nortrail partnership in June 2000. While Nortrail need not be a physical route, there are certainly opportunities within it to develop circular routes based on sustainable forms of transport with the early indications that Interreg III funding will be forthcoming for project development.

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- 5.3.9 Opportunities to widen the cycle network, using the existing infrastructure as a focus are also being investigated. The National Byways Project aims to create a network of long distance routes and local circuits, utilising byways and quiet country lanes. Figures show that such routes can contribute significantly to rural areas and such development will complement any capital developments through Nortrail.
- 5.3.10 The East Coast Cycle Route (to be completed in 2003), Nortrail, National Byways and the initiatives described in the Transport Section should all be seen as an integrated scheme to increase recreational and local cycle use in the coastal zone. The development of “bike trailer buses”, successfully used elsewhere would provide the link between the public transport network and also ensure that the busy B1242 is not seen as a barrier to increased cycle use.
- 5.3.11 The proposed marina development will increase recreational marine use markedly in Bridlington Bay and provide a focus for water sport activities. The speed limits and bans on motorised watersports in some parts of the Lake District, will also increase the opportunity for Bridlington to become a regional centre for such activities. The sheltered nature of Bridlington Bay makes it an ideal location. While there is no evidence that such usage will impact on the Marine SAC at Flamborough or on other forms of recreation in the Flamborough Headland Heritage Coast, current and future usage will be monitored and assessed.
- 5.3.12 Along the East Riding coast a significant amount of recreational angling takes place. Most of this is beach angling, but at Flamborough Headland the practise of cliff angling, especially around Bempton cliffs is common. Several national and international shore angling events are held along the coast and in 2003 the World Junior Shore Angling competition will be held.

5.4 POLICY AIMS:

- RE1. To provide on-site interpretive, information and education materials to educate and inform both visitors and local people**
- RE2. To encourage and develop opportunities for water based recreation, including angling, around resorts, that are consistent with other forms of recreation and the environment.**
- RE3. To ensure that people of all abilities have the opportunity to enjoy recreational and leisure facilities on the coast.**



Bridlington

6.0 THEME FIVE – FISHERIES

6.1 The coastal waters encompassed within the East Riding coastal zone and the associated North Sea region support a high level of commercial and recreational fishing activity and Fishing and fishing-related industries continue to play an important role in the life of many communities in the East Riding coastal zone. The numbers of people employed directly in the fishing industry engaged in different techniques can be found in Table 3.

The earliest comprehensive records of fishing effort held by the North Eastern Sea Fisheries Committee date back to 1890. However, historic records and archaeological evidence clearly indicate fishing activity as far as long as people have lived on the coast.



6.2 The distinctive headland at Flamborough marks the location of a North Sea oceanographic front between distinct water bodies to the north and south, the resulting mixing processes enhance biological productivity with associated benefits for commercial stocks. The unique rock outcrop of Flamborough Head creates strong tidal regimes that also influence fish stocks and fishing activities. On a relatively exposed coastline the headland acts as a windbreak and is able to provide effective shelter for sea areas, ports and launch sites depending on meteorological conditions.

6.3 The majority of fishing techniques employed along the coast have altered significantly with technological developments, whilst others have remained relatively unchanged over time. Major changes in the stock levels of target species and demand by markets have also influenced fishing practices to a great extent. For example the herring fishery was once key to the local economy with high levels of fishing effort in the 19th and up to the mid 20th century. More recently the exploitation of shellfish fisheries, such as crab, lobster and whelk, have come more into prominence, particularly in the port of Bridlington.

6.4 At present the range of commercial and recreational fishing methods undertaken can be broadly divided into four distinct categories: trawling, netting, potting and lines. The range of marine species exploited is broad and reflects the diverse marine ecosystem in the shallow coastal waters of the North Sea. Aquaculture is not currently viable due to

the hydrographic regime of the area and lack of information on potential resources of target species.

- 6.5 There is a substantial social and economic value attached to the fisheries along the coast. In addition to the economic value and direct income from landings, it has been calculated that a single commercial fisherman provides direct employment for up to four individuals in associated industries. Further clear economic and social benefits can be linked to tourism and education.
- 6.6 Statutory management of local fisheries has a history dating back to the late 19th century when the local North Eastern Sea Fisheries Committee was formed. Although no known records exist it is quite possible that voluntary management arrangements predate legislation and took the form of local agreements between those operating in the fishery.
- 6.7 Three statutory authorities undertake the present management of commercial and recreational fisheries within the coastal zone: Department for Environment, Food and Rural Affairs (DEFRA.), North East Sea Fisheries Committee (NESFC) and the Environment Agency (EA). The regulatory framework is derived from European, national and local legislation.
- 6.8 Fisheries regulations are extremely wide ranging within the coastal zone. At present the regulatory regime that exists is due to its location inside the NESFC District, British coastal and Region 2, ICES (International Council for the Exploration of the Sea) Division IVb (Central North Sea).
- 6.9 Key legislation includes restrictions on vessel length, the type of fishing gear and minimum landing sizes (MLS) for those fish captured. A system of “Total Allowable Catches” also operates. Although the primary function of these regulations is to sustain the fish stocks and associated commercial activities, there are undoubtedly indirect nature conservation benefits. For example, fisheries legislation includes restrictions on activities that are seen as detrimental to important habitats supporting commercial stocks, e.g. a prohibition of the use of dredgers within 3 nmi of baselines.



6.10 The successful management of mixed fisheries that exist in the NESFC district is complex. Although the objectives may appear relatively clear, developing regulatory measures that will achieve the objectives requires constant assessment.

6.11 Essentially, fisheries management should aim to:

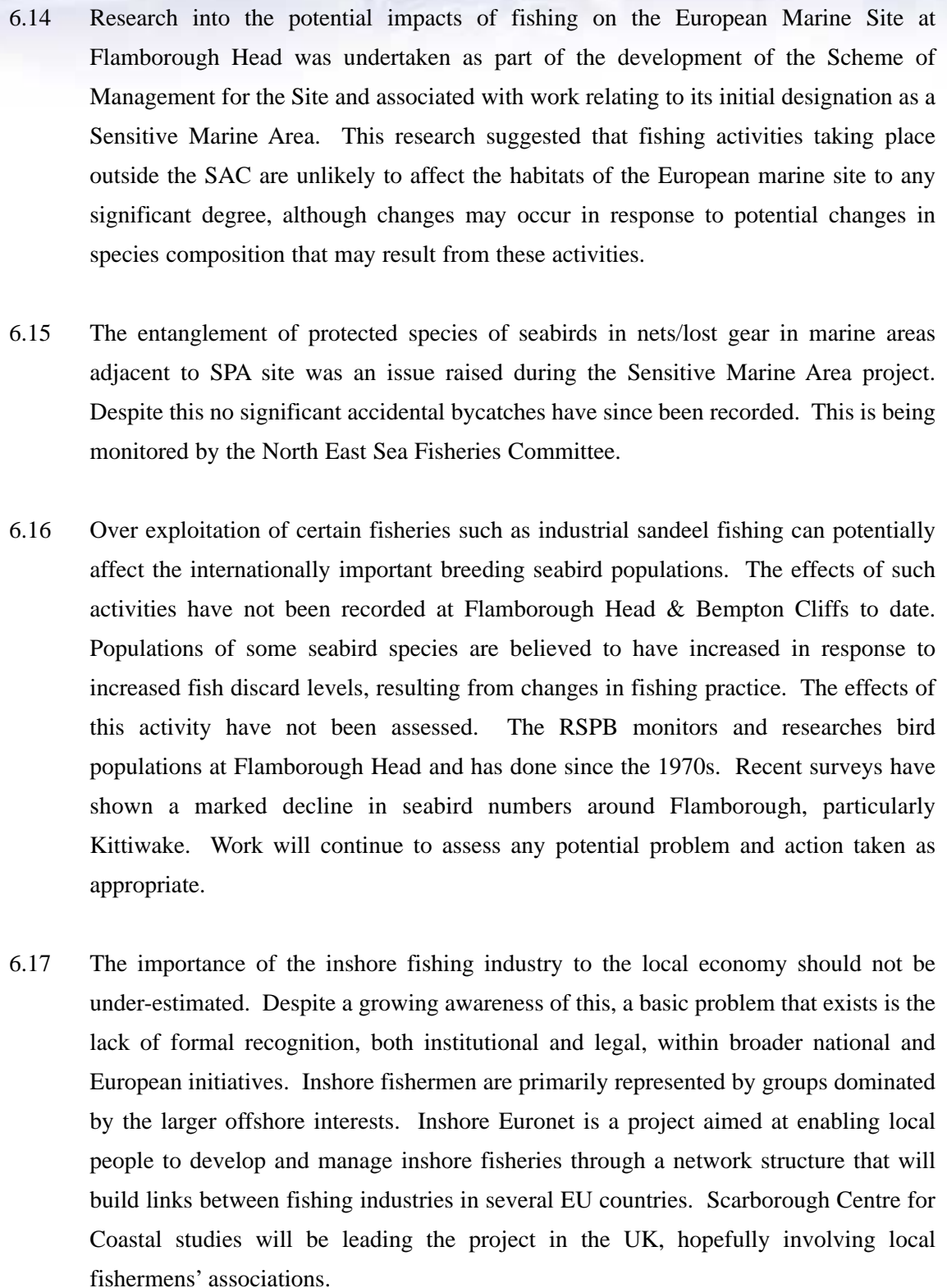
- i) maintain fish populations at levels greater than the minimum biologically acceptable level (MBAL), and ideally at levels that will support viable fisheries and the needs of the local ecosystem;
- ii) create a management regime that protects the long-term viability of commercial fishing activities;
- iii) Not unduly restrict commercial activities so as to discourage the development of commercial opportunities;
- iv) Encourage the development of new sustainable fisheries where appropriate stocks exist;
- v) Create management regimes, which provide for the recreational exploitation of fisheries; and
- vi) Provide an environment for the long-term sustainability of commercial activities.

6.12 Sea Fisheries Committees are empowered by both the Sea Fisheries Regulation Act 1966 and the Sea Fish (Conservation) Act 1967 (as amended). They exercise these powers through a number of Statutory Instruments which enable the introduction of legislation for the purpose of protecting the marine environment from fisheries related activities, or taking into account conservation issues when creating byelaws. All these Acts have come into existence during the past decade: Sea Fisheries (Wildlife Conservation Act) 1992, Conservation (Natural Habitats &c.) Regulations 1994 and the Environment Act 1995.



Sunk Island

6.13 Issues that were identified as particularly important to those representing the fishing industry in the East Riding coastal zone include concerns over development that might have an impact on fishing such as pipelines, the maintenance of slipways and other supporting infrastructure (such as boat compounds) and pollution. Issues relating to pollution can be found in the relevant section.

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- 6.14 Research into the potential impacts of fishing on the European Marine Site at Flamborough Head was undertaken as part of the development of the Scheme of Management for the Site and associated with work relating to its initial designation as a Sensitive Marine Area. This research suggested that fishing activities taking place outside the SAC are unlikely to affect the habitats of the European marine site to any significant degree, although changes may occur in response to potential changes in species composition that may result from these activities.
- 6.15 The entanglement of protected species of seabirds in nets/lost gear in marine areas adjacent to SPA site was an issue raised during the Sensitive Marine Area project. Despite this no significant accidental bycatches have since been recorded. This is being monitored by the North East Sea Fisheries Committee.
- 6.16 Over exploitation of certain fisheries such as industrial sandeel fishing can potentially affect the internationally important breeding seabird populations. The effects of such activities have not been recorded at Flamborough Head & Bempton Cliffs to date. Populations of some seabird species are believed to have increased in response to increased fish discard levels, resulting from changes in fishing practice. The effects of this activity have not been assessed. The RSPB monitors and researches bird populations at Flamborough Head and has done since the 1970s. Recent surveys have shown a marked decline in seabird numbers around Flamborough, particularly Kittiwake. Work will continue to assess any potential problem and action taken as appropriate.
- 6.17 The importance of the inshore fishing industry to the local economy should not be under-estimated. Despite a growing awareness of this, a basic problem that exists is the lack of formal recognition, both institutional and legal, within broader national and European initiatives. Inshore fishermen are primarily represented by groups dominated by the larger offshore interests. Inshore Euronet is a project aimed at enabling local people to develop and manage inshore fisheries through a network structure that will build links between fishing industries in several EU countries. Scarborough Centre for Coastal studies will be leading the project in the UK, hopefully involving local fishermen's associations.

6.18 POLICY AIMS:

- F1. To ensure the continued viability of the inshore fishing industry**
- F2. To ensure that fishing activity does not impact on the marine SAC and the Flamborough Head and Bempton Cliffs SPA**
- F3. To ensure, as far as is reasonable, the maintenance of existing slipways**
- F4. To ensure that beach launching can be accommodated with recreation activity**
- F5. To continue to ensure the needs of the fishing industry are met within the proposed marina development at Bridlington.**
- F6. To improve security for boats and associated equipment**
- F7. To ensure that training opportunities are taken and that statutory requirements are met.**
- F8. To ensure that dredging does not impact on the fishing industry**



Bridlington Harbour

Table 4 – a comparison of fishing effort in the years 1994 and 2000.

Survey of effort Year 1994

Port	Number of boats (potting)	Number Employed	Number of pots	Number of boats (netting)	Number Employed	Number trawling	Number Employed	Lining	Number Employed
Flamborough	4	8	1,725	1	3	0	0	1	3
Bridlington	32	85	24,439	7	15	22	72	0	0
Hornsea	13	28	3,694	0	0	0	0	0	0
Throughout above area (additional)	8	17	174	0	0	0	0	0	0
Tunstall	7	11	1184	2	4	1	2	0	0
Withernsea	8	18	2250	4	8	0	0	0	0
Easington	4	9	340	0	0	0	0	0	0
Spurn Point	4	6	1090	1	2	1	2	0	0

Survey of effort Year 2000

Port	Number of boats (potting)	Number Employed	Number of pots	Number of boats (netting)	Number Employed	Number trawling	Number Employed	Lining	Number Employed
Flamborough	2	9	1,905	1	7	0	0	1	3
Bridlington	40	130	37,740	16	37	8	26	0	0
Hornsea	9	17	4,430	8	17	0	0	0	0
Throughout above areas (unlicensed)	37	45	300						
Tunstall	9	16	2,600	0	0	0	0	0	0
Withernsea	10	20	2,150	1	2	0	0	1	2
Easington	2	5	880	1	3	0	0	0	0
Spurn Point	2	4	650	1	2	0	0	0	0

7.0 THEME SIX – ENVIRONMENTAL QUALITY

7.1 Beach cleanliness

7.1.1 Litter, both marine and on the beach is an ongoing concern to many residents and visitors. Marine litter, ranging from plastic bottles to disposable nappies, crisp packets to oil drums and fishing line to trawler nets is a global problem with obvious local impacts. It is more than just a visual problem. Marine litter kills wildlife such as sea birds and dolphins and can smother coastal and marine plants.

7.1.2 There are economic implications of coastal litter pollution too; litter reduces the aesthetic appeal of a beach, making it less enjoyable for people to visit and thus less valuable in terms of recreation and tourism. Coastal litter pollution can result in the removal of Tidy Britain Group's Awards and Blue Flag awards. It also reduces performance in Tidy Britain Group's National Resort Survey (The result of the awards and survey being promoted to the press throughout the year)

7.1.3 To try and highlight the problems of beach litter East Riding of Yorkshire Council's Countryside Section run an Adopt a Beach scheme around Flamborough Headland, involving community groups in monitoring and collecting litter.

7.1.4 Adopt-a-Beach is a national environmental initiative, co-ordinated by the Marine Conservation Society, involving local communities in caring for their local coastal environment. Groups and individuals all over the UK are given the opportunity to adopt their favourite stretch of coast and take part in beach cleans and surveys to monitor coastal pollution. The surveys are carried out by teams of volunteers on a quarterly basis. Teams collect litter and note down on an easy to use survey form the quantities and types of rubbish they



South Landing

find. The results from these surveys and beach cleans are analysed by the Marine Conservation Society and used to identify the major sources of litter pollution around the UK coast. In addition participants are able to analyse their own data and take positive action to reduce litter that is locally sourced. The information obtained is an essential element in helping to raise awareness of the actions needed to tackle coastal pollution at source.

7.1.5 Four sources have been identified as major contributors to the amount of litter on surveyed beaches. These are:

Recreational beach users	(35.1%)
Fishing activities	(12.4%)
Sewage outfalls	(6.5%)
Shipping	(2.2%)

(Source: Marine Conservation Society 2001 – Nationwide Beach Clean and Survey Report)

7.1.6 While the resort beaches at Bridlington are mechanically cleaned daily during the bathing season, the impact of litter on rural beaches, including South Landing, can be severe. Annual beach cleans run by the Yorkshire Wildlife Trust, East Riding of Yorkshire Council and South Holderness Countryside Society within Spurn Heritage Coast have also shown the extent of the problem away from the resort centres.

7.1.7 Local Authorities, and thus Council Tax payers, bear the financial burden of cleaning litter left, or washed up, on beaches. Repeated beach clean efforts can be expensive and time consuming. It has been estimated that the direct and indirect costs to UK Local Authorities of marine and coastal pollution are in the order of £12 million *(Source: Gilbert 1995)*

7.1.8 Marine litter can also lead to lost revenue for fisheries, due to time and effort involved in sorting debris from the catch, while larger items can actually damage fishing gear. Marine litter is an international problem, it does not observe national boundaries and each incoming tide brings more, sometimes originating from countries the other side of the world. Marine litter is hence a global issue that will require international co-operation to solve, however there are steps that can be taken locally, regionally and nationally to help address the problem.

7.1.9 It is hoped that community or youth groups can be encouraged to become involved in the Adopt a Beach scheme along the length of the coast. People involved in such initiatives, however, need to be made aware that organic debris on the strandline is an important ecosystem that supports highly specialised organisms.

7.1.10 Tidy Britain Group is an independent charity, working for the improvement of local environments. TBG has a specific brief as the national litter abatement agency, for which it is part funded by the Department of the Environment. It administers both the Seaside Awards and Blue Flag campaigns. (see below)

7.2 POLICY AIM:

EN1. To seek to prevent litter, and in the short term to reduce the impact of beach and marine litter and draw attention to measures needed to address the problem.



7.3 Water quality

- 7.3.1 Respondents to the fourth survey of Public Attitudes to the environment in England and Wales, carried out in 1996/7 were most worried about pollution issues. At least 60% said they were very worried about chemical pollution in rivers or sea and sewage on beaches or in bathing waters.
- 7.3.2 The microbiological quality of bathing waters can be affected by discharges of sewage effluent, storm sewage overflows and river borne pathogens (ie pollutants that could affect human health). In 1990 it was found that around 33 per cent of substantial sewage discharges to coastal waters (ie in population equivalent terms those serving more than 10,000) were untreated, some 54 per cent were screened for the removal of solid materials and around 13 per cent had primary or secondary treatment. Since then the situation has been gradually improving as a result of a bathing waters improvement programme which commenced in 1989. Under the Urban Waste Water Treatment Directive all significant discharges of sewage to estuaries and coastal waters will be treated by the end of 2005. Other factors affecting the quality of inshore waters include farm run-off, waste discharged from ships and boats, and litter.
- 7.3.3 Much of the sewerage system in our region's coastal towns was built by the Victorians in the early 1900's. As the tourist industry grew over the years, waste-water in these towns was usually directed to short pipes, known as sea outfalls, that discharged untreated waste water into the sea. This meant that visible waste water solids were sometimes washed back onto our beaches and the coastline.
- 7.3.4 Under the EC Bathing Water Directive, eleven physical, chemical and microbiological parameters are measured including total and faecal coliforms which are generally considered to be the most important indicators of the extent to which water is contaminated by sewage. Samples of bathing water are taken at regular intervals two weeks before and then during the bathing season, which usually covers the period from mid-May to end-September in England and Wales, and from the beginning of June to mid-September in Scotland and Northern Ireland. In the UK a minimum of 20 samples are normally taken at each site. The Directive gives mandatory values (as well as more stringent guideline values) for a number of the parameters. The mandatory value for total coliforms is 10,000 per 100 ml, and for faecal coliforms 2,000 per 100 ml. For a

bathing water to comply with the coliform standards, the Directive requires that at least 95 per cent of samples taken for each of these parameters over the bathing season are less than or equal to the mandatory values. In practice this means that where 20 samples are taken, a maximum of only one sample may exceed the mandatory value for the bathing water to comply, and where less than 20 samples are taken none may exceed the mandatory value for the bathing water to comply.

7.3.5 The European Waste Water Treatment Directive was introduced in the early 1990's. This required water companies to provide 'primary' treatment for coastal towns by the year 2000.

7.3.6 During the 1980's and early 1990's Yorkshire Water started to tackle years of neglect in coastal sewage treatment, by improving the sewerage collection systems and building long sea outfalls. This work helped our bathing waters to comply with new European standards introduced in the 1970's.

7.3.7 More recently Yorkshire Water's CoastCare scheme, a £120 million coastal sewage treatment improvement programme has led to significant improvements in bathing water quality along the East Riding coast.

7.3.8 Modern waste-water treatment plants along Yorkshire's East Coast at Scarborough, Filey, Whitby, and Bridlington have been installed with ultra-violet disinfection technology. This ensures that discharges into the sea are literally thousands of times cleaner than ever before. Together with investment at Hornsea, Staithes, Robin Hood's Bay, Sandsend and Runswick Bay, this work has been widely welcomed and will greatly improve the bathing water quality on Yorkshire's coastline for local people and visitors. The ultimate goal will be to achieve Blue Flag status.



7.3.9 With this work to reduce the pollution from sewage, the main component of pollution in inshore waters will become "diffuse source" pollution (pollution that does not have one single identifiable source) such as agricultural run-off. This will become a priority for action to improve the quality of bathing waters. Urban surface water run off is also a

cause of concern as any contaminants wash straight into water courses and then into the marine environment. In recognition of this, Sustainable Urban Drainage Systems (SUDS) are being promoted as a means of reducing the speed of run off (and so reducing flood risk) while also reducing pollution entering water courses.

7.3.10 The Seaside Award was introduced in 1992 and is given to beaches that are entered into the Awards, and that comply with the European Bathing Water Directive mandatory standards and are clean, safe, well managed and provide appropriate information including details about current and previous water quality. The Seaside

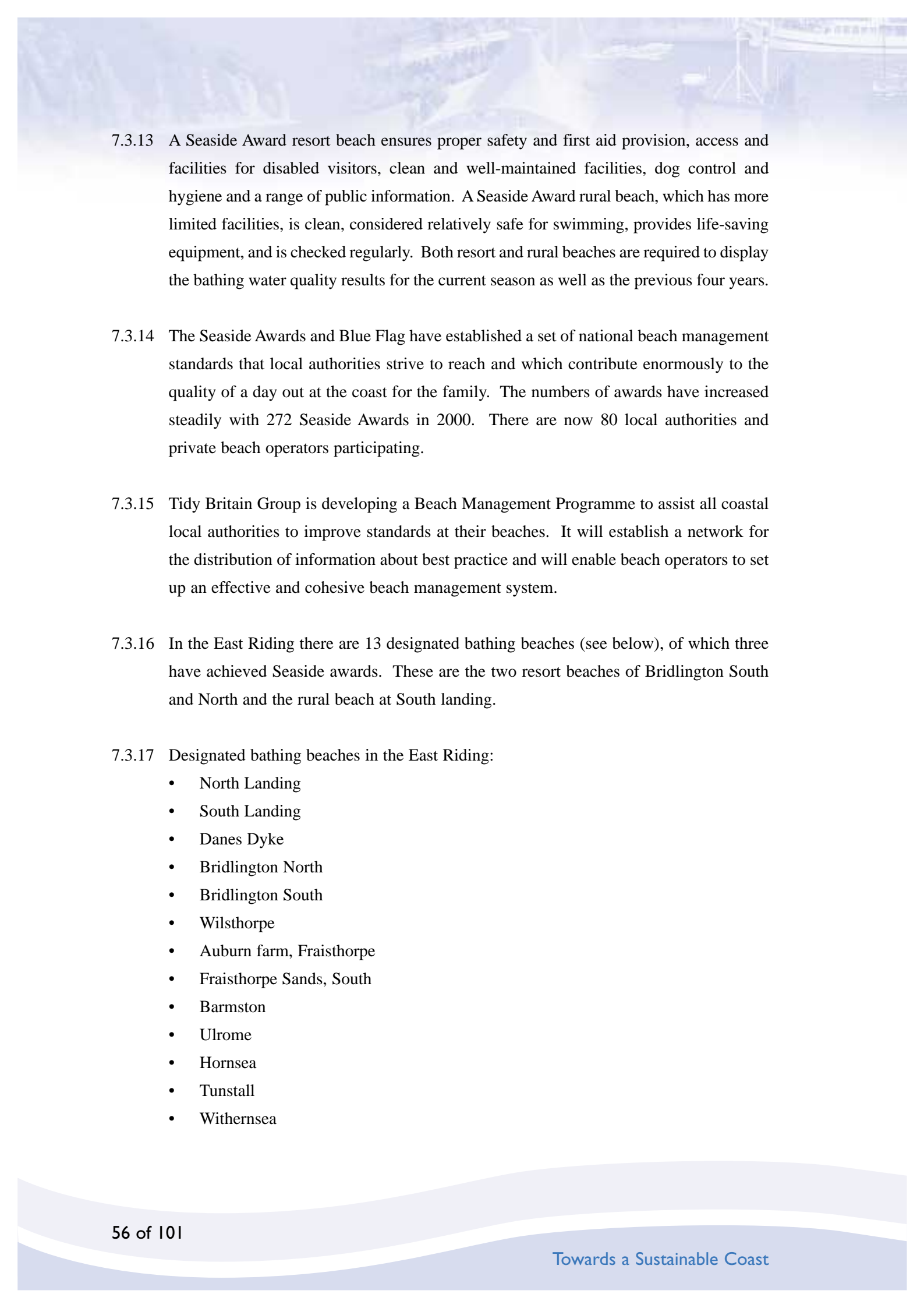


The Humber Estuary

Award is an annual UK award scheme that encompasses both resort and rural beaches. Its primary functions are to help raise standards of cleanliness, hygiene, safety and environmental management at beaches and to provide a comprehensive and free public information service for beach users.

7.3.11 The European Blue Flag Campaign is an initiative of FEEE (Foundation of Environmental Education in Europe) and is administered in the UK by Tidy Britain Group. It was introduced in 1987, the European Year of the Environment and recognises those resort beaches and marinas which are clean, well managed and promote care for the environment. To be considered a beach must have attained the guideline standard of the EC Bathing Water Directive before being assessed for 24 other criteria. A marina must fulfil a similar range of criteria but does not have to fulfil the Bathing Water Directive standards

7.3.12 Beach cleanliness is an essential factor not only in the attraction of Beach Awards, but also the attraction of businesses, supported by the increase in visitor numbers. The impact of waste arising from new, predominantly small business, and the necessity for trade waste agreements with all seaside businesses to ensure proper containment and disposal of waste is an issue that will need addressing. This may offer opportunities to generate increased materials for recycling, via the implementation of kerbside schemes. However, the impact of further businesses needs to be assessed in terms of existing waste disposal facilities in the East Riding.



7.3.13 A Seaside Award resort beach ensures proper safety and first aid provision, access and facilities for disabled visitors, clean and well-maintained facilities, dog control and hygiene and a range of public information. A Seaside Award rural beach, which has more limited facilities, is clean, considered relatively safe for swimming, provides life-saving equipment, and is checked regularly. Both resort and rural beaches are required to display the bathing water quality results for the current season as well as the previous four years.

7.3.14 The Seaside Awards and Blue Flag have established a set of national beach management standards that local authorities strive to reach and which contribute enormously to the quality of a day out at the coast for the family. The numbers of awards have increased steadily with 272 Seaside Awards in 2000. There are now 80 local authorities and private beach operators participating.

7.3.15 Tidy Britain Group is developing a Beach Management Programme to assist all coastal local authorities to improve standards at their beaches. It will establish a network for the distribution of information about best practice and will enable beach operators to set up an effective and cohesive beach management system.

7.3.16 In the East Riding there are 13 designated bathing beaches (see below), of which three have achieved Seaside awards. These are the two resort beaches of Bridlington South and North and the rural beach at South landing.

7.3.17 Designated bathing beaches in the East Riding:

- North Landing
- South Landing
- Danes Dyke
- Bridlington North
- Bridlington South
- Wilsthorpe
- Auburn farm, Fraisthorpe
- Fraisthorpe Sands, South
- Barmston
- Ulrome
- Hornsea
- Tunstall
- Withernsea

7.3.18 The results of the Tidy Britain Group National Resort Survey of 2000/1 are as follows

Bridlington North A85

Bridlington South A87

(Score out of 100)

7.3.19 The quality of bathing waters at beaches along the Yorkshire and Northeast coastline is continuing to improve according to studies conducted by the Environment Agency. The Agency's findings in 2001 show the best ever results for Yorkshire with 100% of beaches passing the mandatory bathing water quality standard for the first time since monitoring began in 1988.

7.3.20 Of the 56 beaches surveyed by the Agency across Yorkshire and the North, several including Tunstall (near Withernsea) were declared as having water of outstanding quality. Just five failed to come up to standard. In 1990 just 70 per cent of beaches along the same stretch of coastline came up to the standards set by the Department of Environment, Transport and the Regions. None of the five beaches that failed to meet the standards are in the East Riding.



Spurn

7.3.21 Pollution from industrial sources can be a problem in some areas. The Environment Agency keeps a database and monitors industrial discharges that are licensed. There are three sites on the Environment Agency's Pollution Inventory within the coastal zone. These are all related to the gas industry and are the two terminals at Dimlington, and the gas storage facilities north of Atwick. The Pollution Inventory contains details on the amount and nature of releases from large industrial sites within England and Wales. It identifies individual substances and substance groups that may be released to air, water, land or produced as waste.

7.3.22 Considerable works have also been undertaken at Muntons and Fisons' maltings plant north of Bridlington. Work completed in 2000 has reduced the amount of organic matter entering Bridlington Bay, a source of concern to some.

7.3.23 The use of Tri-butyl Tin (TBT) as anti-fouling paint on fishing boats and other craft has been a cause for concern since the 1970's. The effects on gastropods such as dog whelks is widely researched and led to legislation being introduced in 1987 to ban the sale and use of TBT based products for boats under 25m in length, as well as fish cages. Certain areas of Bridlington Harbour, where scrubbing of hulls has taken place, are known to be effected but DEFRA do not permit dredging in these areas.



Spurn



7.4 POLICY AIMS:

- EN2. Investigate measures to address diffuse / widespread source pollution and to pursue measures to remedy this**
- EN3. To ensure that bathing water meets the highest standards feasible**
- EN4. To achieve the highest possible quality standards at bathing beaches, within resources available. The priority should be the most heavily used beaches.**
- EN5. To promote the use of Sustainable Urban Drainage Systems in new development**

7.5 Landscape

7.5.1 Landscape quality is an important element of the overall quality of the environment. An assessment of the East Riding landscape was carried out in 1995-6 as part of a wide study of the whole of Humberside. The aim of this was to assist the formulation of Local Authority policies and aid development control as well as enabling a sustainable approach to landscape through policy formulation and action.

7.5.2 The East Riding coastal zone includes areas covered by three regional landscape character areas – Yorkshire Wolds, Holderness and Humber Estuary.

7.5.3 Within the coastal zone the Yorkshire Wolds landscape is principally centred on the coastal high farmland of Flamborough. Key landscape guidelines include conserving the pattern of existing isolated large farmsteads and open views to rural land by avoiding new development in the open countryside, conserving and managing hedgerows and implementing landscape integration projects around existing village edges, caravan parks and other intrusive built structures.

7.5.4 The main emphasis of the strategy for the coastal farmland of Holderness is on enhancement through maintaining traditional landscape elements. Specific actions include effective screening of existing or proposed caravan / holiday sites, the encouragement of new woodlands set back from the immediate coast and the protection of existing hedgerows and hedgerow trees.

7.5.5 Within the Humber Estuary landscape character area there are two distinct local landscape types. These are “Drained Farmland” and “Spurn”. The former comprises the open, flat and uniform landscape of Sunk Island, which is highly productive agricultural land. Dilution of this open and expansive nature should be avoided. However, selective woodland planting should be encouraged, as should the management and re-planting of hedgerows. The emphasis for the unique feature of Spurn is to protect the landscape features, the means of doing this being through the Heritage Coast management strategy.



Spurn Point

7.6 POLICY AIM:

LA.3 To ensure that the landscape qualities of the coastal zone are protected, particularly with regard to the Heritage Coasts and the undeveloped coastal area.



7.7 Pollution incidents and response

- 7.7.1 The proximity of the East Riding coast to the Humber estuary means that there is a significant risk of oil or chemical spillage, due to the high level of shipping in the area, especially that going to or from the Humber ports on the south bank. The Humber Estuary averages over 40,000 ship movements every year. A large proportion of these movements involve vessels carrying petroleum products or crude oil. Whilst the Local Authorities' responsibility in the event of an oil spill is to deal with oil from the shoreline, Associated British Ports (ABP) operate the emergency plan, known as Humber Clean, to deal with oil spills in the Humber, generally up to 250 tonnes. Spills of greater magnitude (known as Tier 3) may require the involvement of the Maritime and Coastguard Agency (MCA) and the activation of the National Contingency Plan. The MCA will deal with spillages at sea.
- 7.7.2 Each year there are a number of incidents where minor quantities of oil are washed onto the shoreline and require manual removal. Such incidents are often linked with discharge from the bilges of vessels for which costs are rarely recoverable.
- 7.7.3 Contingency plans do exist for reacting to incidents both within the estuary and on the open coast, and multi-authority exercises have been held (most recently Humex 2000) to facilitate the co-ordination of reaction to these events. Although Local Authorities have no specific duty for contingency planning relating to coastal pollution, nor the clean up of the shoreline, a duty of care does exist. Local Authority Associations have accepted non-statutory responsibility for dealing with pollution of the shoreline.
- 7.7.4 For a pollution incident involving the East Riding coastal area (Flamborough to Spurn) the procedures in the Humber Unitary Oil Pollution Forum plan would be followed with a Shoreline Response Centre set up at County Hall. The coastal area has been split up into beach cells and information on beach type, access points and clean up methods has been logged.

7.8 POLICY AIM:

EN6. To ensure plans are in place to react in an appropriate manner to pollution incidents and that these involve all relevant organisations



Flamborough Head

8.0 THEME SEVEN – ARCHAEOLOGY & THE HISTORIC ENVIRONMENT

- 8.1 The East Riding coastal zone has a considerably rich archaeological resource – evidence of its past inhabitants and their activities, which can be broadly divided into two main categories: (a) The marine and maritime heritage which lies actually underwater or within the inter-tidal zone, and (b) Archaeological sites and monuments which once stood some distance inland, but now, as a result of constant erosion, lie on the edge of the coast and are clearly at risk of being lost within the next few years or decades.
- 8.2 The archaeological remains range from the pre-historic to the modern representing the last 10,000 years of occupation and human activity along the coastal areas of the East Riding, and range in date from the Mesolithic (or Middle Stone Age) to the end of the 2nd World War. Records of some 17,000 archaeological sites in the East Riding are held by the Humber Sites and Monuments Record in a publicly accessible archive; of these, over 2,000 individual records relate to the Coastal Zone. In addition there is a wealth of marine archaeology.
- 8.3 The land-based sites within the Coastal Zone range from Mesolithic habitation sites (rich in worked flint and bone tools), to Bronze Age burial mounds, the remains of numerous Iron Age and Romano-British farmsteads and settlements, medieval villages and associated field systems, castles, churches, fish-ponds, harbours and landing stages; most of an extensive system of Roman signal stations on the coast has already been lost. The post-medieval sites include lighthouses, coastguard stations, remains associated with the fishing industry, and a wealth of military installations, including major 20th-century defensive works and radar stations. Industrial archaeology is represented near Speeton, by an iron foundry, and a mineral extraction industry from the cliffs to the north. Some of these coastal sites are protected as Scheduled Ancient Monuments (e.g. Skipsea Castle), or Listed Buildings (e.g. many of the fine medieval churches and older buildings within the Coastal Zone – such as the Old Lighthouse at



Flamborough Lighthouse

Flamborough), but many more are sites of regional or local archaeological significance which are slowly disappearing through coastal erosion. While the more obvious structures such as Skipsea Castle are the most noticeable, the relics of defensive structures from both World Wars are becoming valued in themselves as representing an important historical resource. Many pillboxes and other structures have been lost through coastal erosion, while others have been destroyed or broken up on grounds of public safety or to make way for agriculture. There is still a considerable number that remain, however, some in very good condition. Notable amongst these are the forts at Spurn and Kilnsea, the World War Two sites at Flamborough Headland, the radar station at Bempton and the anti-invasion beach defences at Auburn sands near Fraisthorpe. Spurn also had a military railway which operated sail powered vehicles, a fact of world-wide significance in railway history. An interesting facet of wartime structures on the coastline is that many have become important wildlife platforms, colonised by species of seaweed, marine lichen and molluscs not found elsewhere in Holderness.



Flamborough Lighthouse

- 8.4 The Fortress Study Group has been very active recording and describing 20th century defensive structures in the East Riding, especially in the Heritage Coast areas. It is hoped that this work will not only mean that all existing remains are recorded and surveyed, but that peoples' awareness of the importance of 20th century archaeology will be raised.
- 8.5 A specific desktop assessment was carried out by Dr. Stephen Harrison on behalf of the Flamborough Headland Heritage Coast Project in 2000. This showed the vast extent of the archaeological resource in this area – demonstrated by the existence of 480 archaeological and historical sites and monuments on the headland and ranging in date from the pre-historic period to the 20th century.
- 8.6 Terrestrial archaeological sites have been studied in considerable detail for many years and this has resulted in a vast amount of information. By contrast, underwater archaeology has attracted comparatively little attention, with the result that few sites have been studied in any detail, and the information on those is scattered and difficult to locate. Within the last few years the wealth of the resource underwater has been recognised, and the concept of taking a 'seamless' approach to archaeology in the coastal zone is

becoming the recognised ideal. In addition to the known archaeological sites, many more still remain to be discovered or added to the Humber Sites and Monuments Record: some areas have seen comparatively little fresh fieldwork in recent years, whilst the records of other findings may lie in unpublished sources, or in archives scattered among a variety of institutions. The recent desk-top assessment of the Flamborough Headland added more sites to the known resource, and helped to fill a number of gaps in coverage.

8.7 The Humber estuary and the Yorkshire coast are amongst the most hazardous in the country, leading to substantial numbers of wrecks. A substantial proportion of these wrecks represent the thriving medieval and post-medieval, international and coastal trade of the major Humber ports such as Hull, Hedon, Ravenser, Barton, and Grimsby. Further north, wrecks resulted from the extensive coastal trade in commodities reshipped from Hull to the smaller ports such as Bridlington and Scarborough, as well as from the region's nationally important fishing industry. The far-flung trading connections of these ports ranged from the eastern Baltic to Portugal, and as far north as Iceland and the Arctic. Casualties of both World Wars and numerous earlier conflicts (e.g. from both official engagements and from actions with privateers during the Anglo-Dutch naval wars and the American War of Independence), together with the continual loss of vessels through accident will be represented. Comparatively few sites have been studied in any detail, and the information on those is scattered and difficult to locate. None of the wrecks in the area is protected under the 1973 Protection of Wrecks Act.



8.8 Fishing (both inshore and deep-sea) has always been a major industry along this coast, ranging in scale from small boats operating out of minor creeks and inlets, through smaller and medium sized ports engaged in the coastal trade, to major ports engaged in deep-sea fishing and large-scale importation of foreign fish. As such, the coastal zone contains a myriad of remains of groynes, staithes, jetties, mooring posts, fish traps etc.

8.9 In the inter-tidal zone, the remains of structures, which were once sited on land, are sometimes exposed at low tide. Hence, the remains of Bronze Age track-ways and Iron Age roundhouses are sometimes visible, when the silts that have helped to preserve them are temporarily scoured from the deposits overlying these structures. Because the

techniques necessary to excavate and record these are often identical to those used in maritime archaeology, these should now be considered as marine features – as also should the remains of old boats which have abandoned long ago within what were then the mudflats or the foreshores.

8.10 Since the end of the last Ice Age the relative sea level has risen substantially, inundating many areas of former dry land. These areas are important as they contain information about the rise in sea level, useful not only for tracing the earlier history of climatic and sea-level changes, but also for predicting future changes.

8.11 On land, archaeological sites are protected by the *Ancient Monuments and Archaeological Areas Act 1979*, which empowers the government, through English Heritage, to schedule archaeological sites. In addition *Planning Policy Guidance Note 16* identifies how archaeological sites are to be treated in the planning process: this can require protection of sites and archaeological evaluation or excavation, as part of planning consent. This legislation, as well as the planning process, only applies above low water. Below this their place is taken by several, often very specific, pieces of legislation.

- **Merchant Shipping Act 1995**

States that any material brought to the surface must be declared to the Receiver of Wreck, whose aim is to determine the ownership of the object. The finder will always be compensated, either financially or by being allowed to keep the object. The Receiver aims to place all ‘historical’ finds (those over 100 years old) in museums or similar institutions.

- **Protection of Military Remains Act 1986**


This allows for sites to be designated as War Graves, to prevent interference with human remains. This applies to any UK vessel or aircraft, regardless of location, and foreign vessels in UK waters. It covers all vessels or aircraft lost in military service after 4th August 1914, even if locations are unknown and all military vessels and aircraft lost in service less than 200 years old.

- **The Protection of Wrecks Act 1973**

Enables the Government to designate the wreck of a vessel which it considers should be protected from unauthorised interference because of its historical, archaeological or artistic importance; 47 sites in UK waters are currently designated. There are no such wrecks designated off the East Riding coast.



The Sound Mirror, Kilnsea



There are also two significant voluntary codes of practice.

- **Code of Practice for Seabed Developers**

The Joint Nautical Archaeology Policy Committee, in conjunction with other interested parties, has drawn up this non-statutory code. It aims to ensure that an archaeological assessment and evaluation is carried out prior to development, so that archaeological sites can be protected or excavated.

- **ICOMOS Charter**

The International Council on Monuments and Sites, has drawn up a charter for the *Protection and management of the Underwater Cultural Heritage* (1996) This aims to ensure the protection of underwater cultural sites, or their proper excavation, recording, conservation of the finds and publication. The UK is a member of ICOMOS.

- 8.12 The potential damage to archaeological sites by coastal erosion is mostly graphically illustrated by sites such as Fort Godwin; however, many more are being lost annually, and often without record, unless there has been a chance observation of material falling out of the cliff. Iron Age roundhouses have been observed being washed out of the cliff at Barmston and Ulrome, whilst several Bronze Age barrows and a number of Roman occupation sites have been completely eroded by successive inundations at Easington in the last 100 years.
- 8.13 Development of the intertidal and marine areas has the potential to damage archaeological sites. Recently there have been moves to ensure the survival of archaeological sites, without seriously hampering necessary development. The Government's *Planning Policy Guidance Note 20: Coastal Planning* recognises the need to protect and enhance the archaeological coastal heritage. The voluntary *JNAPC Code of Practice for Seabed Developers* described above is recognised by the main groups of potential developers, including the Oil and Aggregates industry. Both *PPG 20* and the *JNAPC Code of Practice* recognise the need for an archaeological assessment of an area prior to development.
- 8.14 Records of archaeological sites and finds are kept in the Sites and Monuments Record (SMR) maintained by the Humber Archaeology Partnership. The former Royal Commission on the Historical Monuments of England (now part of the English Heritage Archaeology and Survey Branch) maintains the National Inventory of Maritime Archaeology for England: this was established in the early 1990s, and is subject to periodic enhancement.

- 8.15 Early coast defence and land reclamation works are poorly recorded, and can be readily damaged by agricultural work and new coastal defence works. New coast defence works can also significantly affect any archaeological site through direct damage or by affecting the local pattern of erosion and deposition on the seabed. An Environmental Impact Assessment is required for any defence works and this should include archaeology. Coastal archaeology has the potential to assist coast protection by providing evidence of the nature, scale and pace of coastal change over long timescales.
- 8.16 Anglers are often attracted to wrecks because of the rich wildlife, though they rarely affect the wreck in any way. Divers, too, make extensive use of wrecks, and there are a large number of known wrecks that are important dive sites. Divers have a major role to play in discovering new wrecks, and the exploration and study of known ones, though sadly they can sometimes cause damage by removing material from them.
- 8.17 Archaeological sites and historic buildings, such as those found at military defence sites, sometimes have the potential to become tourist attractions. It is unlikely that maritime sites will ever have this general appeal owing to the difficulty of access. However notable maritime finds can add to the tourist potential of museum collections and visitor centres.



Spurn

8.18 POLICY AIMS:

- AR1. To ensure a co-ordinated approach to archaeological recording and work on the coast**
- AR2. To work with sub-aqua clubs etc to ensure the protection of marine archaeology, while making use of their activities to record marine archaeology**
- AR3. To ensure the archaeological resource is recorded effectively, and the information disseminated**
- AR4. To continue to ensure that protection of the archaeological resource is fully taken into account in strategic planning and development control**
- AR5. To ensure that recreational or commercial fishing activity has minimal impact on the marine archaeological resource, and that there is a mechanism for the two way flow of information**
- AR6. To ensure, through interpretation and education, a wide appreciation of the marine and terrestrial archaeological resource**
- AR7. To investigate the potential for public access to archaeological sites where appropriate**

9.0 THEME EIGHT – LAND USE PLANNING

- 9.1 The East Riding of Yorkshire Council coastal area is covered by two former Borough Councils Local Plans – East Yorkshire and Holderness. Work on the East Riding of Yorkshire Council Local Plan, including the whole coast, will commence in 2002.
- 9.2 It should be noted that, in relation to coastal processes, both of the Local Plans were drafted during the Shoreline Management Plan (SMP) development process and refer to the need to follow a precautionary approach until the SMP is produced.
- 9.3 The Joint Structure Plan, that covers East Riding and Hull, is currently in preparation. The Structure Plan gives a broader strategic overview of land use and development issues, under which the Local Plan will provide a local focus in terms of specific allocations and local policies. Regional Planning Guidance (RPG), published in October 2001, takes a view of the Yorkshire and the Humber region. This reflects the increasing importance of planning at a regional level. The main purpose of the RPG is to provide a regional spatial strategy within which local authority development plans and local transport plans can be prepared. It provides a broad development strategy for Yorkshire and the Humber that is relevant to 2016 and beyond. The vision for the region and the key objectives set out in the RPG are based on the principles of sustainable development.
- 9.4 The RPG identifies much of the region's coastline as being undeveloped and of environmental value. Development that requires a coastal location should be situated within areas of developed coast and away from those parts of landscape and nature conservation interest. Proposals likely to strengthen the economic viability of coastal settlements or regenerate coastal resorts will be acceptable provided they are well located in relation to existing built up areas and will not unduly affect the local environment. The locational principles include support for proposals for the development of the local economy of coastal towns in a sustainable manner, with particular regard to the needs of tourism, relating to the needs of coastal communities.
- 9.5 Regional regeneration priority areas are established, which include as a second priority the more deprived parts of the older industrial areas and the remote rural and coastal areas. Targeting of funding and the encouragement of mobile investment are expected within the priority areas. A clear emphasis is placed on Urban Renaissance and on existing city and town centres as the main focus for shopping, cultural, social, leisure and business services.

9.6 The RPG also seeks to ensure that due regard is given to the importance of tourism to the regional economy and to its potential to assist economic and environmental regeneration. The need for a sustainable and environmentally responsible approach to the region's coastline is set out, with an emphasis on an integrated approach to the protection of coasts and estuaries.

9.7 As much of the coastal zone, especially around the estuary, is an Indicative Flood Plain, the issue of flooding to development is an important one. The RPG and the forthcoming Joint Structure Plan both reflect DTLR's Planning Policy Guidance Note 25 (PPG25) on development and flood risk. This outlines that it is expected that Local Authorities should apply a risk-based approach to the preparation of development plans and decisions on development control through a sequential test. This gives priority in allocating or permitting sites for development, in descending order from "no risk" zones through to "high risk" zones where there is an annual probability of flooding. Where extensive areas of land fall into the high-risk zones, further development may be needed however to avoid social or economic stagnation. In these cases, the developer and the Local Authority should pay particular attention to design and mitigation measures to ensure that the development remains safe throughout its lifetime.

9.8 East Yorkshire Borough-Wide Local Plan

9.8.1 The general objectives in relation to planning in the coastal zone are :

- To recognise the long term nature and importance of physical processes affecting the coastline and their significance to the coastal cell;
- To ensure that essential development is adequately sited to be protected from anticipated rates of coastal erosion;
- To safeguard the character of the landscape and protect nature conservation interests;
- To promote public enjoyment and appreciation of the coastal zone.

9.8.2 To reflect the different characteristics and planning issues affecting particular parts of the Coastal Zone, the area is divided into 4 sub-zones. These are:

- Flamborough Headland
- Bridlington sea front
- Wilsthorpe
- Holderness Plain

9.8.3 Development within the coastal zone is subject to the same planning restrictions and policies as anywhere covered by the Local Plan. Policies relating to the protection of landscape and restrictions on development in the open countryside are particularly relevant. However, the special nature of the coast is such that several policies have been developed specifically for the coastal zone. The more important of these are shown below.

Policy CZ1 – The Flamborough Headland Heritage Coast

Proposals within the nationally important Heritage Coast will only be permitted where, in terms of their size, siting, design, landscaping and operational characteristics, they will be compatible with the objective of retaining an unspoilt coastline, proposals for caravan sites will be subject to policies CZ4 and CZ5 (caravan site development)

Policy CZ3 – Sea defences on the Holderness Plain

Within the defined Holderness plain coastal area proposals will not be permitted for the protection of land or temporarily occupied property. Where permanent, occupied property is at serious risk of loss, defence measures will only be permitted where it is demonstrated that there are no suitable opportunities available for relocation and the scheme is technically, economically and environmentally acceptable.

Policy CZ4 – New caravan sites in the Coastal Zone

Proposals for new static or touring caravan sites will not be permitted within the coastal zone, except within the terms of policies CZ5, CZ6 and CZ7.

Policy CZ6 – Replacement caravan sites on the Holderness Plain

Proposals for new caravan sites within the Holderness Plain coastal area will only be permitted where they will relocate an existing site at risk of loss through coastal erosion. Planning permission will only be granted where individually or cumulatively with other sites they satisfy the criteria of policy T3 (sites and land character etc) and where legal agreement will secure the removal and restoration of the existing site. New sites will not be permitted within 400 metres of the cliff top but replacement provision may be made by way of limited expansion on the landward side of the existing site provided it would not unacceptably affect the amenities of nearby residential areas.

Policy CZ8 – Wind turbine development in the coastal zone

Proposals for commercial wind energy projects will only be permitted within the Holderness Plain coastal zone where they are supported by information sought under policy EN 25 (renewable energy) and are sited so as not to:-

- Visually dominate the landscape; or*
- Lead to an increase in visitor pressure likely to dominate existing communities; or*
- Harm areas of nature conservation importance; or*
- Be detrimental to highway safety; or*
- Restrict public access to the cliff tops and beaches; or*
- Be within 400 metres of the cliff top*

9.8.4 The justification for these additional policies relate to the impact of development (in terms of visual intrusion) on the coast as well as the dynamic nature of the coast. The general aim of the coastal zone policies is hence to reduce the dominance and visual intrusion of caravan sites. While it should be noted that the policy CZ6 relating to “roll back” refers only to caravan sites and not to domestic dwellings or other forms of development it is also stated that

“until comprehensive measures for the protection and management of the coastal cell are agreed, the Local Plan embodies a principle of “managed retreat”, or setting back the line of defence, to allow the coastline to form its own natural defence to the sea. To assist implementation of this principle the Local Plan policies and allocations will enable the relocation of property and businesses at risk”.

Where relocation sites are proposed, it is preferable that they are situated away from the most sensitive parts of the landscape.

9.9 Holderness District-Wide Local Plan

9.9.1 The general emphasis of planning policy for the area covered by the former Holderness Borough Council is much the same as that above in that the area is in the main undeveloped open countryside and as such policy S7 of the Humberside Structure Plan applies. This states that *“residential development in the open countryside will not normally be permitted except where it is essential for the purposes of agriculture or forestry”.*

9.9.2 One important difference between the plans regards the issue of enabling “roll back”, there being no policy within the Holderness plan in this respect. The development of Local Plan policies that are consistent along the whole coast will be addressed in the near future, through the development of the East Riding wide plan.

9.9.3 The Plan does state that in situations where existing concentrations of development or natural resources are threatened by coastal erosion the Council may allow defence works to be constructed. The emphasis is on ensuring that such protection is technically, environmentally and economically sound and minimises impact on natural physical processes.

9.9.4 While development in the coastal zone is subject to the same policies as for the rest of the district, the following is a general additional policy applying to the coastal zone:

Env 5 The council will only approve development proposals in the Holderness coastal zone which are not likely during the life expectancy of the development to:

- 1. lead to a requirement to construct new or to extend or enhance existing coastal protection or flood defences*
- 2. interfere significantly with natural coastal or estuarine processes;*
- 3. increase the risk of flooding and coastal erosion on site or elsewhere;*
- 4. be affected by the risk of coastal erosion within the developments estimated lifespan;*
- 5. conflict with nature conservation policies of this plan*
- 6. preclude reasonably practical options to conserve or enhance important habitats by managed retreat or soft engineering techniques*

Small scale extensions to existing development will be permitted providing the whole development meets the life expectancy criterion.

9.9.5 Within this general framework the following categories of coastline have been defined:

- Developed coast
- Undeveloped coast
- Conserved coast
- Estuary

9.9.6 The developed coast consists of land behind existing coastal defences. The emphasis is on retaining and concentrating tourist and recreational activities, supported by the following policy:

Env 7 In the developed coast...the Council will allow development in accordance with policy Env. 5 and the relevant policies applying to the specific location. Development will be required to maintain or improve the attractiveness of the local environment and complement the character of the area. Development will not be allowed to extend laterally along the cliff top outside existing coast defences

9.9.7 Over 90% of the Holderness coast is undeveloped. The principal factors determining the siting of new development are coastal erosion and flooding. To protect development from erosion the emphasis is on restricting development as below



Env 8 In the undeveloped coastal zone no development will be allowed to encroach within 30 metres of the cliff edge. Between 30 metres and the coastal zone boundary development of a generally open nature, extensions to or the conversion of existing buildings or structures may be permitted. Development of a temporary nature may also be permitted on the basis of a temporary planning permission and subject to its removal before it is affected by erosion. Where the developer is able to demonstrate that the development has specific locational requirements that make the location outside the coastal zone inappropriate, new development may be permitted within the coastal zone beyond 200 metres of the eroding cliff.

Env 9 Uses of an open nature which do not conflict with the open character of the undeveloped coast including agriculture, forestry, mineral workings and some leisure uses, for example golf courses, playing fields and certain tourist attractions of a generally open nature may be permitted subject to the sustainable principles of the plan.

9.9.8 The areas defined as conserved coast refers to the Spurn Heritage Coast area where the policy seeks to restrict development in order to safeguard the unique landscape and environmental features.

Env 10 In the defined area of the Heritage Coast the Council will only allow tourism, recreational and educational activities which are compatible with the objective of conserving an unspoilt coastline provided that they do not adversely affect heritage features, natural coastal processes, flora and fauna, the coast or access to it by reason of scale, siting, design, noise disturbance or traffic.

9.9.9 The Estuarine area is also considered important and inappropriate development should be constrained.

9.10 A table showing settlements in the coastal zone, whether they are selected as areas for development, and the allocations in the Local Plans can be found below. Note that these allocations do not include the major settlements of Hornsea, Withernsea and Bridlington:



Spurn

Table 5 Coastal settlements and development allocations.

Settlement	Selected?	Residential allocation	Industrial allocation	Conservation area
Aldbrough	Yes	0.88 Ha. (2.17 acres)	0.79 Ha. (2.0 acres)	Yes
Atwick	No	-	-	Yes
Barmston	No	-	-	No
Bempton	Yes	4.1 Ha.	-	No
Bewholme	No	-	-	Yes
Carnaby	No	-	-	No
Easington	Yes	4.09 Ha. (10.11 acres)	0.14 Ha. (1.35 acres)	Yes
East Garton	No	-	-	No
Flamborough	Yes	3.1 Ha.	-	Yes
Hollym	No	-	-	No
Holmpton	No	-	-	Yes
Mappleton	No	-	-	No
Patrington	Yes	4.91 Ha. (12.13 acres)	0.56 Ha. (1.38 acres)	Yes
Roos	Yes	1.86 Ha. (4.60 acres)	-	No
Seaton	No	0.22 Ha. (0.54 acres)	-	Yes
Sewerby	No	-	-	Yes
Skeffling	No	-	-	No
Skipsea	Yes	3.1 Ha.	-	No
Sunk Island	No	-	-	Yes
Ulrome	No	-	-	No
Welwick	No	-	-	No

9.11 The Government has produced a series of Planning Policy Guidance Notes (PPGs) that outline general guidance in relation to planning issues while giving enough flexibility for Local Planning Authorities to take account of local circumstances. Several of these guidance notes have specific relevance to the East Riding coastal zone. These are:

- PPG3: Housing
- PPG4: Industrial and commercial development and small firms
- PPG7: The countryside, environmental quality and economic and social development
- PPG9: Nature conservation
- PPG13: Transport
- PPG14: Development on unstable land
- PPG15: Planning and the Historic environment
- PPG16: Archaeology and Planning
- PPG17: Sport and recreation
- PPG20: Coastal Planning
- PPG21: Tourism
- PPG22: Renewable Energy
- PPG23: Planning and Pollution control
- PPG25: Development and Flood risk

9.12 POLICY AIMS:

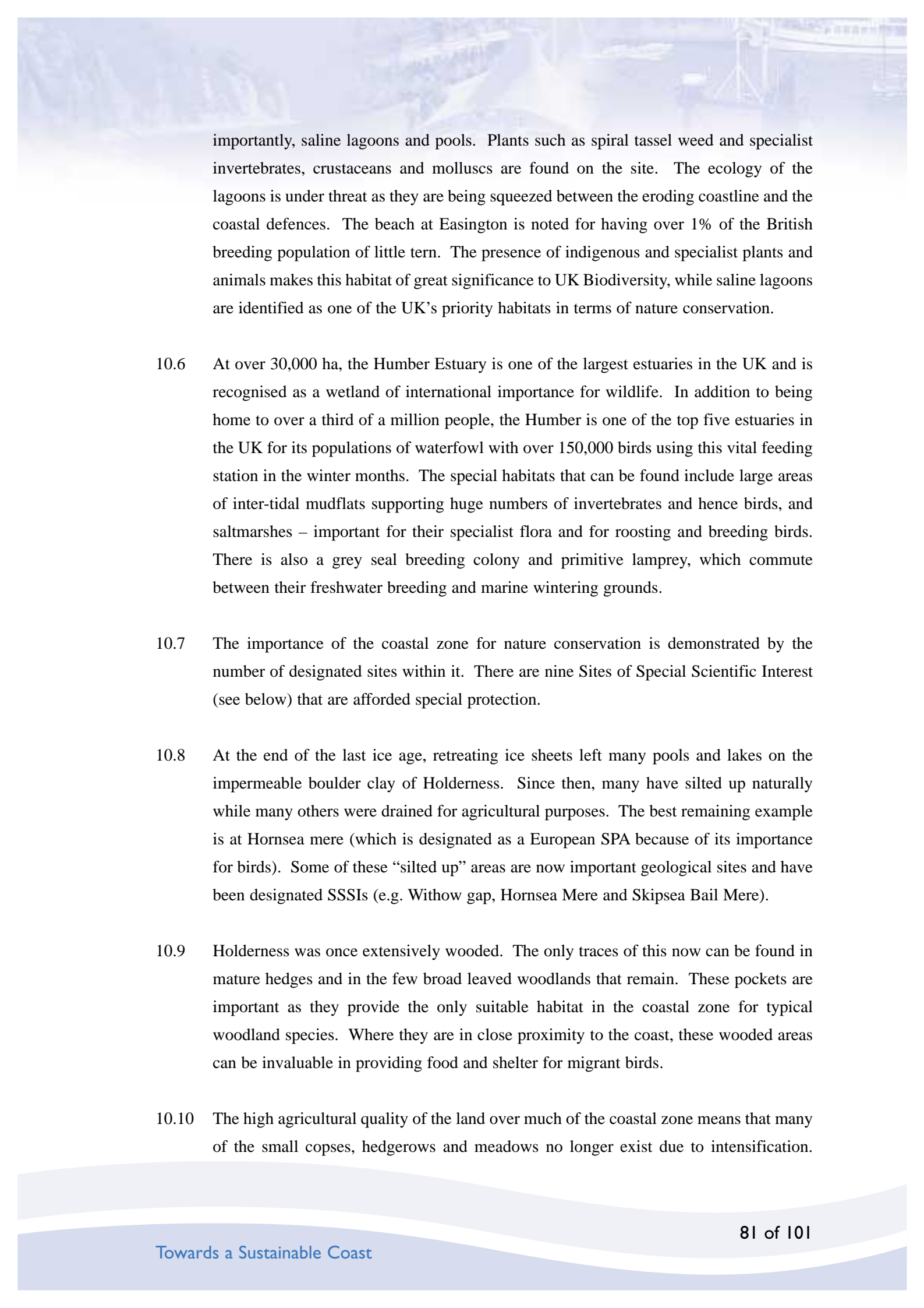
- LA1.** To ensure that development in the coastal zone is of an appropriate nature, scale and siting and, subject to compliance with planning policies, development that meets the social and economic needs of the coastal zone while ensuring protection of the environment, is encouraged
- LA2.** To ensure that the development plan review properly considers the need for clear and consistent policies to enable re-location of infrastructure and property at risk from erosion, where appropriate.
- LA3.** To ensure that the landscape qualities of the coastal zone are protected, particularly with regard to the Heritage Coasts and the undeveloped coastal area.



Patrinton Church

10.0 THEME NINE - NATURE CONSERVATION

- 10.1 Coastal habitats are an important and distinctive feature of the East Riding. They include chalk cliffs at Flamborough Head, soft clay cliffs along the Holderness coast, saline lagoons near Easington, sand and shingle beaches at Spurn, extensive inter-tidal mudflats in the Humber Estuary and Hornsea Mere – the largest natural lake in Yorkshire. Away from the coastal strip, the landscape is dominated by agriculture with only a few small areas of woodland (for instance around Grimston and Hornsea Mere).
- 10.2 Flamborough Head has marine habitats that are considered to be of international importance for their wildlife. The area is a candidate marine Special Area of Conservation (SAC) - a designation under the European Habitats Directive and an agreed Scheme of Management has been drawn up to ensure human activity does not adversely impact on its special features. These features include chalk reefs that support a diverse assemblage of seaweed and invertebrates species, some of which are at their northern or southern geographical limit. Sea caves support rare microscopic chalk-boring algae and lichen communities. The cliffs are amongst the most important cliff-nesting seabird colonies in Europe and as such have a further European designation as a Special Protection Area (SPA) under the Birds Directive. They provide breeding sites for a large number of sea birds including gannets, kittiwakes, guillemots, razorbills, puffins and shag.
- 10.3 The East Riding's coastal waters are rich in plankton and support important spawning and nursery grounds for fish. General commercial netting for salmon is carried out between Spurn Point and Flamborough. However, fishing activity is almost continuous along the coast covering the whole of the coastal zone. The crab and lobster fisheries of the Holderness coast are important elements of the local economy.
- 10.4 Spurn peninsula is made up of sand dunes and sandy vegetated shingle and supports many characteristic species such as sea sandwort, red fescue, marram and sea campion. Sea holly is a characteristic plant of such habitats. Many species of invertebrates are also dependent on shingle vegetation and birds such as terns use shingle areas as breeding grounds.
- 10.5 Saline lagoons are bodies of saline water partially separated from the adjacent sea. The Lagoons SSSI, near Easington, managed by South Holderness Countryside Society, comprises a variety of coastal habitats including saltmarsh, shingle, sand dune and, most



importantly, saline lagoons and pools. Plants such as spiral tassel weed and specialist invertebrates, crustaceans and molluscs are found on the site. The ecology of the lagoons is under threat as they are being squeezed between the eroding coastline and the coastal defences. The beach at Easington is noted for having over 1% of the British breeding population of little tern. The presence of indigenous and specialist plants and animals makes this habitat of great significance to UK Biodiversity, while saline lagoons are identified as one of the UK's priority habitats in terms of nature conservation.

- 10.6 At over 30,000 ha, the Humber Estuary is one of the largest estuaries in the UK and is recognised as a wetland of international importance for wildlife. In addition to being home to over a third of a million people, the Humber is one of the top five estuaries in the UK for its populations of waterfowl with over 150,000 birds using this vital feeding station in the winter months. The special habitats that can be found include large areas of inter-tidal mudflats supporting huge numbers of invertebrates and hence birds, and saltmarshes – important for their specialist flora and for roosting and breeding birds. There is also a grey seal breeding colony and primitive lamprey, which commute between their freshwater breeding and marine wintering grounds.
- 10.7 The importance of the coastal zone for nature conservation is demonstrated by the number of designated sites within it. There are nine Sites of Special Scientific Interest (see below) that are afforded special protection.
- 10.8 At the end of the last ice age, retreating ice sheets left many pools and lakes on the impermeable boulder clay of Holderness. Since then, many have silted up naturally while many others were drained for agricultural purposes. The best remaining example is at Hornsea mere (which is designated as a European SPA because of its importance for birds). Some of these “silted up” areas are now important geological sites and have been designated SSSIs (e.g. Withow gap, Hornsea Mere and Skipsea Bail Mere).
- 10.9 Holderness was once extensively wooded. The only traces of this now can be found in mature hedges and in the few broad leaved woodlands that remain. These pockets are important as they provide the only suitable habitat in the coastal zone for typical woodland species. Where they are in close proximity to the coast, these wooded areas can be invaluable in providing food and shelter for migrant birds.
- 10.10 The high agricultural quality of the land over much of the coastal zone means that many of the small copses, hedgerows and meadows no longer exist due to intensification.

Farmland habitats, however, can be very important for some species in decline, such as grey partridge, skylark and tree sparrow, the East Riding coastal zone being strongholds for these species. The Countryside Stewardship Scheme was developed to enable more environmentally sensitive management of farmland and compensates farmers for loss of production as a result of taking part. Management practises that are eligible include hedgerow management, the creation of field margins and the avoidance of pesticides and fertilisers. The scheme has been promoted by East Riding Council on Flamborough Headland and the scheme at Heads farm, Flamborough (an East Riding smallholding) is seen as a good demonstration for what can be achieved in a target area. Similarly, it is hoped that the Stewardship agreement to be entered into by the Yorkshire Wildlife Trust on its Flamborough Cliffs reserve will show good practice in the future. The importance of all kinds of farmland habitat on the coast makes it a priority area for action and moves are being made by English Nature and the RSPB to ensure stewardship is effectively targeted.

- 10.11 Cowden Range, owned by the Ministry of Defence has, due to its past use, been unmanaged for many years. The habitats to be found here are therefore particularly valuable. The Yorkshire Wildlife Trust and the MOD are working together to monitor the wildlife to be found here. It is hoped that this partnership can be developed to ensure that this valuable habitat can be safeguarded for the future.

Table 6: Sites of Special Scientific Interest in the Coastal Zone

Site	Importance
Dimlington Cliff Easington	1. A nationally important geological site, important from a glaciological viewpoint in providing sedimentary evidence for the superimposition of two till units associated with a single ice sheet.
Flamborough Head Also designated as SPA (under the Birds Directive) and candidate SAC (under the Habitats Directive)	1. Internationally important geological site has numerous features of interest within a rock sequence spanning the Upper Jurassic period, 2. Important for studies of coastal geomorphology` 3. Bempton Cliffs is particularly important for it's exceptionally important breeding seabird numbers. 4. Parts of the site are managed as nature reserves by the RSPB and YWT.

Flamborough Railway Cutting	<ol style="list-style-type: none"> 1. Supports a mosaic of well vegetated areas with patches of bare chalk chippings 2. Supports a variety of grasses. 3. The railway cutting is principally valued for its orchid populations
Hoddy Cows Spring, near Buckton	<ol style="list-style-type: none"> 1. One of only four areas of species-rich fen in the area
Skipsea Bail Mere	<ol style="list-style-type: none"> 1. A geological site – a lake with pollen and organic deposits
Withow Gap, Skipsea	<ol style="list-style-type: none"> 1. A geological exposure of a sequence of mere deposits
Hornsea Mere Also designated as SPA	<ol style="list-style-type: none"> 1. Is a site of international ornithological importance 2. The Mere is principally valued for its importance as a refuge and feeding area for duck. 3. Protected by the Wild Birds (Hornsea Mere Sanctuary) order 1980 Statutory Instrument No. 403 4. Hornsea Mere is the largest natural lake in Yorkshire
Humber Flats & Marshes Spurn Head to Salt End Flats Also a possible SAC under the Habitats Directive Also designated as a SPA and Ramsar site.	<p>Incorporates an extensive area of intertidal mud and sand with fringing saltmarsh, small associated freshwater pools and sand dune system of Spurn Peninsula.</p> <ol style="list-style-type: none"> 1. Supports a diverse invertebrate fauna 2. Fulfils the criteria for designation as a Special Protection Area under the terms of the European Community Directive 79/409EEC on the Conservation of Wild Birds and for inclusion on the list of Wetlands of International Importance under the Ramsar Convention 3. Spurn is managed as a nature reserve by the Yorkshire Wildlife Trust
The Lagoons Holderness coast, 2 kilometres north of Spurn peninsula and south West of Easington village. A potential SPA and proposed Ramsar site	<p>Comprises a variety of coastal habitats</p> <ol style="list-style-type: none"> 1. Saline lagoons are a UK priority habitat 2. Important for its colony of over 1% of the British breeding population of little terns 3. Part of site designated as an Area of Special Protection under Section 3 (1) of the Wildlife and Countryside Act, 1981 by the Easington Lagoons (Areas of Special Protection order 1987)

10.12 In addition there are a number of Sites of Interest for Nature Conservation (SINCs) which are non-statutory designations that reflect local importance. Survey work is currently underway to ascertain the status of sites put forward as possible SINCs and criteria for designation is being developed.

10.13 Several conservation organisations own and manage land on the coast. The Royal Society for the Protection of Birds (RSPB), owns the Bempton Cliffs Nature Reserve on Flamborough Head, the Yorkshire Wildlife Trust owns Spurn as well as Flamborough

Cliffs Nature Reserve and Welwick Saltmarsh. The South Holderness Countryside Society has several reserves within the coastal zone including Beacon Lagoons, Winsetts Bank and Hollym Carrs.

- 10.14 The East Riding of Yorkshire Local Biodiversity Action Plan sets targets for coastal habitats. The plan was formulated and will be implemented through a partnership of statutory and voluntary nature conservation agencies. A draft Biodiversity Action Plan for the Humber Estuary is also in development. In addition there are specific national targets for habitats and species in the National Biodiversity Action Plan.
- 10.15 An issue of national and international concern is the effect that overfishing of certain species might have on populations of seabirds. This is of particular local significance due to the large seabird colonies at Flamborough and Bempton and is discussed further in the fisheries section.



Bridlington

10.16 POLICY AIMS:

- EN7. To support the work of the East Riding Nature Conservation Liaison Group in promoting measures to enhance and restore farmland habitats in the coastal zone, including drainage ditches**
- EN8. To investigate opportunities for re-creation of important habitats in the coastal zone and the conservation of existing areas.**
- EN9. To ensure that endangered flora and fauna species are protected and the geological resource is safeguarded**
- EN10. To investigate any link between fishing and the seabird populations at Flamborough and to lobby for action as appropriate.**
- EN11. To encourage commitment by all parties to the actions in the Flamborough Head European Marine Site management scheme.**
- EN12. To ensure, through interpretation and education, a wide appreciation of the coastal and marine nature conservation resource.**
- EN 13. To ensure that the protection of the coastal nature conservation resource is fully taken into account in strategic planning and development control**

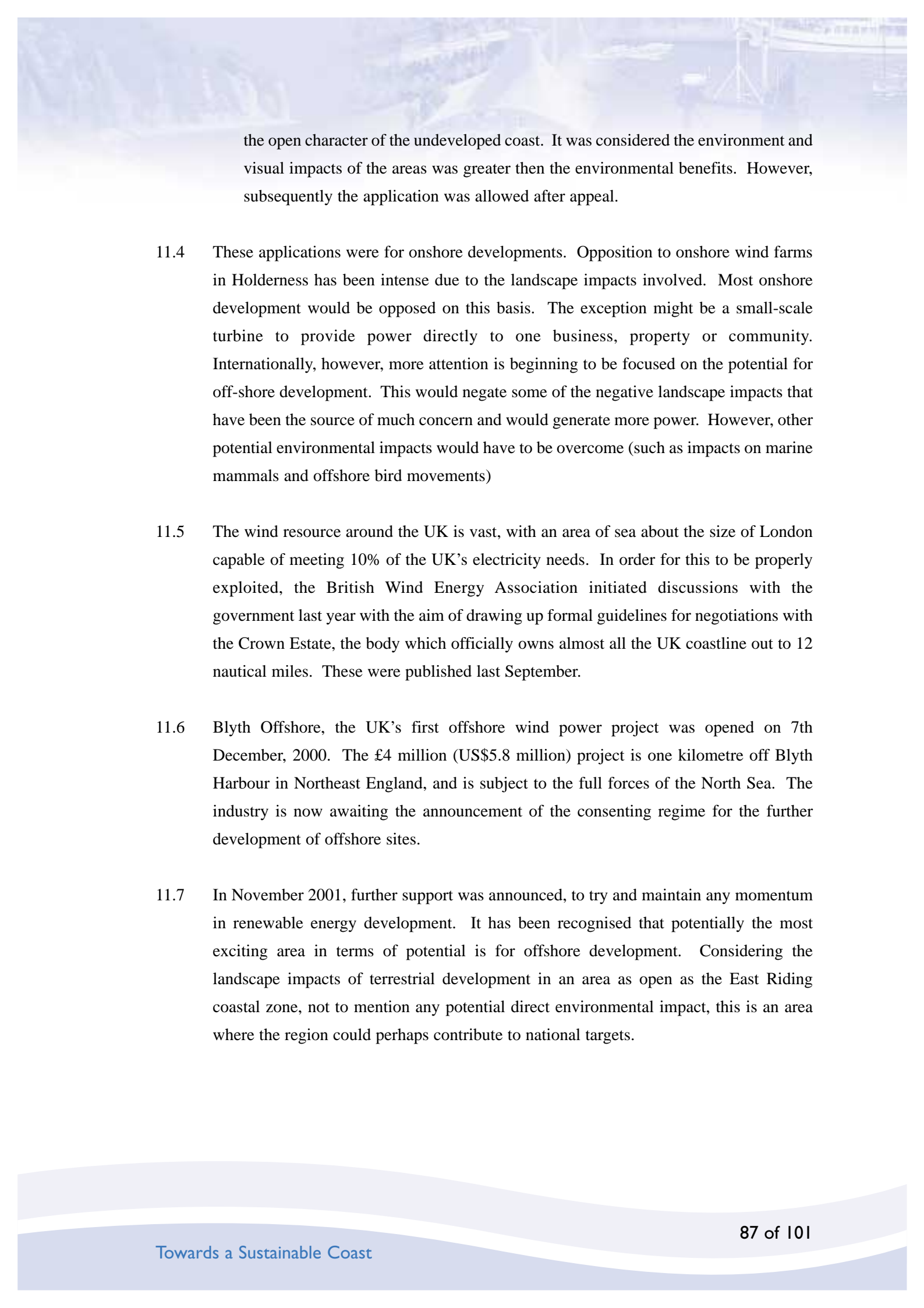
11.0 THEME TEN – POWER GENERATION

11.1 Each EU Member state has a target of meeting 10% of its energy requirements from renewable sources by 2010. This will help the government meet its domestic goal of cutting carbon dioxide emissions by 19% by 2010.

11.2 Renewable energy sources in the UK currently generate almost 3% of the total electricity supply, approximately one tenth of which comes from wind energy. New legislation has set targets on the generation of electricity from renewables at 5% by 2003 and 10% by 2010. Wind energy is one of the best placed technologies to help meet these targets; the UK is the windiest country in Europe with over 40% of the available resource - enough to meet the country's' needs at least twice.


11.3 In the last two years three planning applications have been put forward for 'wind farm development'. These are:

- Outstray Farm, Sunk Island by 'The Wind Company UK Ltd, comprising 3 x 60 kW turbines with associated underground cabling, small switcher house and wind monitoring mast. The application was withdrawn at the last minute by the developers.
- Eastfield Farm, Hollym by 'Renewable Energy Systems Ltd, comprising 13 x 1 MW turbines, with associated underground cabling, access tracks, turbine transformers, control building, grid sub-station and wind monitoring mast. The application was refused because the size and scale would be visually dominant and cause substantial and unacceptable visual impacts upon the area. It was considered the environment and visual impacts of the areas was greater then the environmental benefits.
- Out Newton by 'PowerGen Renewables Ltd comprising 7 x 13 MW turbines with associated underground cables, access tracks, wind monitoring mask and a small switchgear building. The application was refused because the size and scale would be visually dominant and cause substantial and unacceptable visual impacts upon the area. Also the proposed development is of a nature which would conflict with



the open character of the undeveloped coast. It was considered the environment and visual impacts of the areas was greater than the environmental benefits. However, subsequently the application was allowed after appeal.

- 11.4 These applications were for onshore developments. Opposition to onshore wind farms in Holderness has been intense due to the landscape impacts involved. Most onshore development would be opposed on this basis. The exception might be a small-scale turbine to provide power directly to one business, property or community. Internationally, however, more attention is beginning to be focused on the potential for off-shore development. This would negate some of the negative landscape impacts that have been the source of much concern and would generate more power. However, other potential environmental impacts would have to be overcome (such as impacts on marine mammals and offshore bird movements)
- 11.5 The wind resource around the UK is vast, with an area of sea about the size of London capable of meeting 10% of the UK's electricity needs. In order for this to be properly exploited, the British Wind Energy Association initiated discussions with the government last year with the aim of drawing up formal guidelines for negotiations with the Crown Estate, the body which officially owns almost all the UK coastline out to 12 nautical miles. These were published last September.
- 11.6 Blyth Offshore, the UK's first offshore wind power project was opened on 7th December, 2000. The £4 million (US\$5.8 million) project is one kilometre off Blyth Harbour in Northeast England, and is subject to the full forces of the North Sea. The industry is now awaiting the announcement of the consenting regime for the further development of offshore sites.
- 11.7 In November 2001, further support was announced, to try and maintain any momentum in renewable energy development. It has been recognised that potentially the most exciting area in terms of potential is for offshore development. Considering the landscape impacts of terrestrial development in an area as open as the East Riding coastal zone, not to mention any potential direct environmental impact, this is an area where the region could perhaps contribute to national targets.



11.8 Offshore wind power development is expensive and requires a substantial initial investment. Government support is therefore crucial. It is proposed that the power generators are encouraged to examine the feasibility of such installations off the East Riding coast. Any development of this kind may well have the additional bonus of providing some form of reef to reduce wave action and perhaps encourage beach accretion in certain places. However, the effectiveness of reefs in this has been questioned (cf. managing coastal change section) and it is likely that planning permission requirements associated with any such development would strongly reinforce the need to minimise effects on sediment drift patterns.

11.9 POLICY AIMS:

EG1 To encourage appropriate offshore wind power generation.

EG2 To discourage onshore wind power development.



Out Newton

12.0 THEME ELEVEN – RURAL AND AGRICULTURAL ISSUES

- 12.1 Despite the presence of towns such as Bridlington, Withernsea and Hornsea, the coastal zone is mainly rural in nature with a relatively sparse population. Nearly 6% of the workforce in Southern Holderness for instance is in the agricultural and fishing sectors, compared with 1.3% in the whole of the UK. While many residents find the rural nature an attractive element of the area, with its unspoilt village character, it does provide problems too. While many of the issues faced by those living in rural communities on the coast are the same as those found elsewhere, it should be stressed that coastal communities often face heightened problems. This is mainly due to the geography of the coast where settlements have only 180-degree hinterlands. These are mainly centred around isolation and poor access to services.
- 12.2 In terms of agricultural productivity, Holderness is above average and is nationally pivotal in terms of pig production. Agriculture must still be considered to be a core economic activity in the coastal zone, and this needs to be reflected.
- 12.3 The Regional Economic Strategy for the Yorkshire and the Humber region, produced by Yorkshire Forward (the Regional Development Agency) identifies the peripherality of the coast and rural deprivation as weaknesses for the region in economic development terms. This is heightened by coastal erosion. However, opportunities are also identified that have relevance to the coast, in particular in key high growth sectors such as environmental technologies and tourism and the assets of the natural environment.
- 12.4 Southern Holderness has been identified as an area that is particularly remote and isolated. It takes over one hour to travel from Withernsea to Hull by bus along the main route into Hull, while the M1 is two hours drive away by car.
- 12.5 As with many isolated rural areas, southern Holderness suffers from severe economic and social deprivation. The spiral of decline that started with the closure of the railway and the consequent effects on tourism has deepened to leave a community with serious problems. Unemployment rates are consistently high, the economic base is narrow and the job opportunities are limited.



Honey Suckle Farm

- 12.6 The total agricultural labour force in the East Riding has declined by 14% between 1984 and 1994 (Source MAFF 1996) while trends within that show that full-time jobs have declined by 18% while part time jobs have increased by 7.7%.
- 12.7 Increasingly, farmers are looking to diversify beyond agriculture to supplement incomes. This includes activities such as holiday accommodation and other tourist developments, equestrian businesses, farm shops and craft workshops. Other avenues might lie in promoting the production of local produce for local market places. There are examples of diversification within the Coastal zone but also significant opportunities for more, especially in Holderness, linked with the need to expand the tourism sector in the coastal zone, and around the resort of Bridlington. It should be noted, however, that there are capacity and “competitive threat” issues when considering tourism expansion. It should also be noted that diversification, specifically into tourism, does face difficulties as competition with other areas is intense. Marketing on a regional level is crucial to ensure that the overall tourism product can compete with areas such as East Anglia.



Honey Suckle Farm

- 12.8 Schemes that provide grants for farmers to implement environmentally friendly techniques and manage their land for the benefit of nature conservation as well as production are becoming more popular as the economics of farming become more marginal. The Countryside Stewardship scheme provides payments for various sorts of work from the creation of wide field margins and ponds to the avoidance of pesticide use or high density stocking. The Farm Woodland Premium Scheme seeks to encourage the conversion of agricultural land to woodland while the Organic Aid Scheme helps

farmers wishing to convert land to organic production. These are unlikely to have a far-reaching impact in the coastal zone without close advisory, economic and encouraging support. The key agency to enable this is the Farming and Wildlife Advisory Group (FWAG). There are several good examples of very successful Countryside Stewardship schemes in the coastal zone, particularly the Heads Farm scheme on Flamborough Headland, which has been developed in partnership with the East Riding of Yorkshire Council Countryside Section.

12.9 The Government's policies for the countryside are set out in the White Paper *Our Countryside; The Future, A Fair Deal for Rural England*. They are based on ensuring both rural prosperity and the protection and enhancement of the character of the countryside. The White Paper outlines 10 themes:

- Support for vital village services;
- Modernisation of rural services;
- Provision of affordable homes
- Delivery of local transport solutions;
- Rejuvenation of market towns and a thriving rural economy;
- Setting a new direction for farming;
- Preserving what makes rural England special;
- Ensuring everyone can enjoy an accessible countryside;
- Giving local power to country towns and villages;
and
- Ensuring rural needs are taken into account in decision making.



Hornsea Boat compound

12.10 PPG 7 outlines the Government's guidance on planning in relation to the countryside. The guiding principle in the countryside is that development should both benefit economic activity and maintain or enhance the environment. Rural areas can accommodate many forms of development without detriment, if the location and design of development is handled with sensitivity. New development should be sensitively related to existing settlement patterns and to historic, wildlife and landscape resources. Building in the open countryside, away from existing settlements or from areas allocated for development in development plans, should be strictly controlled. In areas statutorily designated for their landscape, wildlife or historic qualities, policies give greater priority to restraint.

12.11 The East Riding of Yorkshire Rural Strategy (1998) provides a framework for action in tackling problems and realising opportunities in rural areas. Many organisations and individuals were involved in its development and much of the work identified is directly relevant to the coastal zone. The Rural Strategy has the following objectives:

- Maintain a prosperous agricultural economy and enable the farming community to respond to a changing economic climate while at the same time protecting the environment for future generations.
- Ensure that the infrastructure and support mechanisms are in place to encourage appropriate inward investment and enable existing and new businesses to be efficient and competitive.
- Diversify the tourism sector, drawing on the potential of the countryside and the heritage of the East Riding of Yorkshire, to create employment for local people and to help support rural services.
- Enable people to gain access to training and employment either locally or in nearby towns or cities
- Ensure that the distinctive transport / access needs of people are met, whilst at the same time recognising the need to reduce traffic and protect the environment.
- Enable people irrespective of socio-economic status to afford good quality, appropriate and well-maintained housing with security of tenure.
- Provide access for all, particularly the elderly, to good quality health and social care.
- Provide access for all, particularly young people, to high quality education and related activities within reasonable travelling distance.
- Support the vital services provided by village shops / post offices, garages and pubs and so enable people, particularly the less mobile, to gain access to a range of goods and services.
- Ensure that people have access to sports, arts and other recreational activities and encourage the use of these tools to promote community development and capacity-building.
- Maintain and enhance the quality of the built environment in villages, farmsteads and market towns, whilst at the same time recognising the need for new housing and commercial development.
- Maintain and enhance the wide variety of landscapes, fauna and flora and ensure



that the quality of air, soil and water, is such that it meets the economic, social and environmental needs of today and of the future.

- Maintain and enhance access to the countryside for recreational pursuits, whilst at the same time ensuring good management and educating people in the care and appreciation of the environment.

12.12 An East Yorkshire Rural Partnership has been established to implement and are currently reviewing the Rural Strategy. The partnership consists of a wide range of organisations, from the public, private and voluntary sectors including parish councils and community-based groups.

12.13 The Countryside Agency is launching a new approach that provides rural communities with an opportunity to improve their quality of life. The new “Vital” Villages programme will include:

- new approaches to village appraisals and plans
- new community services grant schemes
- new parish transport partnership grant schemes

12.14 The Countryside Agency has formed a partnership with Yorkshire Forward (the Regional Development Agency), and Local Authorities to develop a Market Town Initiative in the Yorkshire and Humber region. They are currently in the process of bringing together other key regional agencies to create a more formalised regional body to share information and develop the initiatives. The Initiative brings Countryside Agency and Yorkshire Forward funding for action planning, administration and projects works in selected towns. It aims to act as a demonstration of how a strategic partnership can address the multiple issues facing Market Towns and their rural hinterlands.

12.15 The Market Towns Initiative (MTI) was launched on 29 June 2000 in Malton, North Yorkshire and, following consultation with Local Authorities, the first 6 towns were announced on 12 August 2000. The 6 towns selected for the second phase of the pilot were announced on 1 May 2001. Hornsea has been



Hornsea Mere

selected as one of the pilot towns. The “Lets Go Hornsea” partnership was already in existence while a new partnership has been set up to oversee delivery of the MTL. Following extensive community consultation, an action plan has been developed and approved, a project manager is in post and projects are being considered for approval.

12.16 The cross-cutting theme of geographic adaptation in the Regional Economic Strategy means that the objectives and actions in the strategy are just as applicable to rural areas as they are to urban. It is recognised that rural areas have particular needs that require particular objectives.



Hornsea Mere

12.17 POLICY AIMS:

- RU1. To recognise the importance of agriculture to the rural economy and to encourage the diversification of agricultural businesses where appropriate**
- RU2. To support initiatives aimed at tackling social exclusion and rural isolation**
- RU3. To recognise the importance of coastal towns as service centres for the rural hinterland**
- RU4. To support parish based partnerships, to address local needs**
- RU5. To support schemes that implement environmentally friendly farming techniques**



Hornsea Mere

13.0 THEME TWELVE – BUSINESS AND INDUSTRY

13.1 It should be noted at the outset that the inherent linkages between tourism, rural issues and business and industry mean that there will be considerable overlap between these sections. Much of this section, particularly that referring to the Regional Economic Strategy should be taken, therefore, as applying to all sections. Equally issues raised in other sections will be relevant to this.

13.2 At the core of the Regional Economic Strategy is the concept that the only way to achieve lasting growth is to create integrated sustainable development. In other words, the region, including the coastal zone, needs to raise GDP and reduce social exclusion in an environmentally sustainable way. Amongst the strategic aims are :

- Growing existing and new businesses to achieve high and stable levels of economic growth and jobs; and
- Utilising the full potential of the regions physical and cultural assets and conserving and enhancing the environment to achieve a balanced sustainable economy.



13.3 The six objectives of the economic strategy provide a useful focus for the improvement of economic performance in both rural and urban areas:

- To radically improve competitiveness
- To improve the number of businesses that last
- To attract and retain more investment
- To improve the development of skills
- To implement targeted community-based regeneration programmes
- To get the best out of the region's physical and cultural assets

The emphasis for delivering these objectives is to work through inclusive, effective partnerships involving businesses, communities and public agencies.

13.4 The industrial base in the East Riding coastal zone is confined to southern Holderness and the Bridlington area. The gas terminals at Easington and Dimlington owned by BP Amoco and BG provide jobs for over 10% of the workforce of southern Holderness and as such are important from a local perspective as well as their national importance in terms of strategic infrastructure. The treatment and processing facilities at these sites supply up to 25% of Britain's gas. The economic benefits associated with these facilities in the Shoreline Management Plan approached £30 million.

- 13.5 Associated British Ports (ABP) which owns and manages the ports of Grimsby, Immingham and Hull in the Humber estuary as well as Goole, operate a Vessel Traffic Service (VTS) centre at Spurn Point. This centre co-ordinates vessel traffic movements on one of Europe's busiest estuaries and is vital for the regional economy. At present the servicing of this facility, including pilotage operations is by road. The mobile nature of Spurn, and the levels of erosion over the last few years has meant that considerable sums have been spent maintaining the road link along the peninsula.
- 13.6 In the Seaside towns of Withernsea, Hornsea and Bridlington, most private business has links with the tourism or retail sectors. Each of these towns has identified needs relating to business start-up, support and attracting investment. The Bridlington Regeneration Partnership, Withernsea and South Holderness Regeneration partnership and Lets Go Hornsea are all involved in initiatives to address such issues. Single Regeneration Budget (SRB) has played a major role in Bridlington and Withernsea based on the levels of deprivation in those towns. The SRB scheme in Bridlington is due to finish in 2002 (although it should be noted that the regeneration partnership will continue to source funding to carry on its work) while in Withernsea SRB funding is due last until 2004.
- 13.7 The Carnaby Industrial Estate is the largest area allocated for industrial development in the coastal zone and the only strategic location. The site is approximately 133.6 hectares with 77.7 ha. of this available for development in 1997. While this site is close to the urban centre of Bridlington wider transport links rely on the road network to the M62. Two issues that have been raised in relation to any future development at this site are the possible power shortage and the need for a rail freight link. The locations of strategic sites will be reviewed through the Joint Structure Plan process.
- 13.8 Opportunities exist for small scale light industrial development in various places in the coastal zone, both within urban centres (such as Bessingby way and Pinfold Lane in Bridlington) but also in the more rural areas. The Grange Farm site at Flamborough consists of 8 small units suitable for small businesses. In addition Aldbrough, Easington and Patrington have small areas allocated for light industrial use in the relevant Local Plans. The Beacon Industrial estate in Withernsea has allocated scope for expansion. Small discrete units in largely rural areas can provide an important source of local employment and boost the local economy.

13.9 POLICY AIMS:

- TO1.** To contribute to an increase in the overall spend by visitors to the coastal zone, whether by increasing numbers directly or exploiting particular market segments
- TO2.** To support the development of the Yorkshire Marina, ensuring the principles of sustainability are central
- TO3.** To ensure that micro, small and medium sized businesses in the coastal zone have the ability to benefit from any increase in tourism while at the same time ensuring an increase in product quality
- TO6.** To encourage businesses at risk from erosion to re-locate, and to investigate opportunities for providing assistance in this
- B1.** To raise or expand the skill level within the coastal workforce to enable local businesses to take opportunities for expansion as they arise.
- B2.** To ensure the viability of strategic sites and local industrial units.



Withernsea

14.0 MONITORING AND REVIEW

- 14.1 This Plan will be reviewed annually and a report on progress will be published. The task of implementing the actions contained within the Action Plan is not one that the Council can undertake alone, nor should it be. It is up to all organisations and individuals who are committed to the aims of a sustainable coastal zone to work together to ensure our goals are met.
- 14.2 In order to review progress in the years to come a set of sustainability indicators will be developed that are specific to the coastal zone. Such a set of indicators will be essential to ensure that the actions laid out in this and subsequent reviews of the ICZM Plan are genuinely contributing to our vision of a sustainable coastal zone – a clean and accessible coast with a wealth of wildlife, supporting and supported by thriving local communities and a dynamic economy.
- 14.3 The Integrated Coastal Zone Management process does not end with the production of this plan. It would be truer to say that this is just a start. The Council and its partners are committed to an open, inclusive and ongoing process that enables all to have an input into decision making on the coast. To ensure this a Coastal Forum will be set up. This will, it is hoped, become a “champion” for the East Riding coast and provide a mechanism for open debate and discussion so that management of the coast can be based on consensus. The Forum will be open to anyone with an interest in the coast and will also provide an information network to ensure that all have access to technical or general information relating to coastal management. The Forum will also provide the means of public scrutiny for the organisations charged with implementing actions in the plan. For more information on this or any other aspect of the ICZM process please contact

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The ICZM Plan could not have been developed without the contributions of the numerous organisations, businesses and individuals, listed below:

Age Concern, East Riding • Aldbrough Village Hall Committee • Atwick Parish Council
Associated British Ports • Barcourt Caravan Park • Barmston Parish Council
Bridlington and Flamborough Fishermen's Association • Bridlington Diving Club
Bridlington Harbour Commissioners • Bridlington Regeneration partnership
Bridlington Town Council • Business Link, Humber • Carnaby Parish Council
Centre House Caravan Park • Peter Cook, MBE • Countryside Agency
Countryside Alliance • WF Curtis • Department for Environment Food and Rural Affairs
SA Earle • Easington Parish Council
East Riding and Northern Lincolnshire Local Councils Association
East Riding Archaeological Society • East Riding RSPB Members Group
East Riding Rural Community Council • East Riding Rural Transport Partnership
East Yorkshire Bat Group • Roy Edwardson • John Ellerby • English Heritage
English Nature • Environment Agency • Far Grange Caravan park Ltd
Flamborough North landing Harbour Commissioners • Flower of May Caravan park
Fortress Study Group • Holderness Internal Drainage Board
Holderness Volunteer Centre • Holmpton Parish Council • Hornsea Countryside Society
Hornsea Town Council • Hull British Sub Aqua Club • Hull Natural History Society
Humber Archaeology Partnership • Institute of Estuarine and Coastal Studies
Eddie Knapp • Let's Go Hornsea • Longbeach Leisure • Lowcroft Leisure Park
Maritime and Coastguard Agency • Mill Farm Country park
National Federation of Sea Anglers • National Farmers Union
North East Lincolnshire Council • North Eastern Sea Fisheries Committee
National Federation of Fishermen's Associations • Old Penny Memories
Park Estate Caravan Park • Royal Society for the Protection of Birds
Sand le Mere Caravan Park • Sandy Beaches caravan site
Scarborough Borough Council • Seaside Caravan Park
Skipsea Clifftop Planning Association • Skipsea Friendship Group
Skipsea Parish Council • Soil Association • South Holderness Countryside Society
Sustrans • Jeff Tallant • RG Thompson • Tidy Britain Group
Top View Caravan Park • White House Caravan park and sales
Withernsea and District Fishermen's Association • Withernsea Boating Club
Withernsea Town Council • Polly Worsdale • Yorkshire Naturalists Union
Yorkshire Tourist Board • Yorkshire Water • Yorkshire Wildlife Trust

INTEGRATED COASTAL ZONE MANAGEMENT PLAN – ACTION PLAN

Policy Aim	Action	By When	Who needs to commit	Suggested lead
INVOLVING AND IMPLEMENTING				
A1. Develop and deliver an approach to managing the coast that integrates environmental, economic and social interests on the East Riding coast.	Adopt and publish the Integrated Coastal Zone Management Plan	2002	All	ERYC – Adrian Dawson
	Adopt and publish a delivery timetable	2002 then ongoing	All	ERYC – Adrian Dawson
	Undertake regular reviews of the delivery timetable and monitor progress	2002	All	ERYC – Adrian Dawson
	Seek a partnership funding package to employ a Coastal projects manager	2002	All	ERYC – Adrian Dawson
	Develop a series of coastal sustainability indicators	2002	ERYC, EN, EA	ERYC – Adrian Dawson
A2. Develop an inclusive approach to the management of the coastal zone	Set up an East Riding “coastal forum” / standing conference	2002	All	ERYC – Adrian Dawson
	Set up a coastal information network “ERinfoCOAST”	2002	All	ERYC – Adrian Dawson
A3. Recognise the policy links in the ICZM Plan	Modify working practises where necessary to ensure internal integration within organisations and ensure effective inter-agency liaison	2002	All	All
A4. Ensure consistency and integration Of the ICZM Plan with those of adjacent coastal areas.	Work with external partners on issues of wider coastal significance which will help deliver the aims of the ICZM Plan	Ongoing	ERYC, SBC, NYCC, NELC, All partner organisations	ERYC – Adrian Dawson

MANAGING COASTAL CHANGE

CP1. To support measures to bring about an integrated approach to cost-benefit analysis that takes account of socio-economic and environmental issues:	Develop a joint lobbying strategy through a lobbying sub-group.	2002	All	ERYC - Alan Menzies
	Commission research into economic valuation techniques for social “intangibles”	2002-3	EN , EA, ERYC	ERYC – Adrian Dawson
CP2. To support government compensation or assistance measures, whether direct or indirect, where there have been material changes in circumstance	Lobby for a national response that recognises compensation / assistance as an appropriate mechanism in certain cases.	2003	All	ERYC – Alan Menzies
	To investigate, promote and lobby for “tax relief” as a form of compensation in relation to “roll back”	2003	ERYC, BHHPA,	BHHPA – Mike McCann
CP3. To encourage “roll-back” as a response to erosion for all forms of development, where appropriate	Undertake a pilot study to examine issues with a view to setting guidelines and standards for roll-back, including site clearance, environmental enhancement etc.	2002	ERYC, EN	ERYC – Steve Cook
	Undertake a specific study in relation to “pitch banking”	2002	BHHPA, ERYC, EN	BHHPA – Mike McCann
	To ensure the Development Plan adequately considers encouragement to this response	2003	ERYC	ERYC –Tom Barnes
CP4: To ensure an agreed policy response, as part of the SMP review, that sets out a shared position on issues relating to erosion and coast protection	To develop a high level coast protection policy in consultation with relevant authorities	2002	ERYC, EN, EA, ERNLLCA, HECAG	HECAG
	To develop specific policies relating to individual communities	2002	ERYC, EN, EA, ERNLLCA, HECAG	HECAG

CP5: To ensure that dredging activities do not adversely impact on beach levels and erosion rates and to ensure that operators are accountable	Set up an offshore minerals working group	2002	All, dredging operators	NESFC – David McCandless
	Encourage more stringent policing and monitoring of dredging activity	2003	NESFC, Fishing industry	NESFC – David McCandless
	Lobby government to consider compensation / mitigation / measures in licenses.	2003	NESFC, ERYC	NESFC – David McCandless
CP6: To reflect the social and economic importance of coastal communities, and to fully consider all management options in decision making, through the SMP review.	Ensure social and local economic factors are fully reflected in the SMP review	2002	ERYC, EN, EA, HECAG	HECAG - Chair
	Make all relevant data on the social and economic importance of coastal settlements available to HECAG for use in the SMP review process	2002	ERYC, BHHPA, CA,	ERYC – Adrian Dawson
CP7: To encourage innovative, partnership approaches to roads at risk of erosion where appropriate	To investigate the potential for partnership working in specific locations to integrate solutions to highways and roll back	2003	ERYC, BHHPA, ERNLCCA	ERYC
CP8: To maintain a presumption against permitting private defences, ensuring any proposed schemes are subject to agreed criteria and that structures do not pose a risk to the public.	Remove existing defences deemed unsafe	Ongoing	ERYC, owners	Owners
	To develop criteria for considering private coast defence proposals as Supplementary Planning Guidance	2004	ERYC	ERYC – Adrian Dawson / Steve Cook
CP9: To examine all options for maintaining access to Spurn Point, while protecting the important habitats and the geomorphology of Spurn.	Develop a strategy to examine access issues at Spurn	Ongoing	YWT, ABP, EN	ABP

TRANSPORT

TR1. To support measures to meet demand for public transport within the coastal zone and to increase the use of public transport on the coast	Undertake an awareness-raising programme, through the Rural Partnership, to inform people of Parish Transport Grants.	2002	HWRCC, CA, ERYC	HWRCC –Mary Cornwell
	Develop Carnaby Park and Ride	2005	ERYC, BRP	ERYC – Alan Menzies
	Raise awareness of public transport services available	2002	ERYC, Bus operators, RTP. CA	Bus operators
	Investigate the potential for the extension of mini-bus provision throughout the coastal zone	2003	RTP, ERNLLCA, ERYC, Bus operators CA	ERYRTP - Colin Walker
	Investigate the potential for a Holderness Explorer service	2003	RTP, Bus operators, CA, WSHRP	ERYRTP – Colin Walker
	Withernsea – Spurn Point shuttle pilot	2002	YWT, Bus operators, RTP, CA, WSHRP	ERYRTP – Colin Walker
	Continue the New Deal Wheels to Work Project	Ongoing	ERYC, RTP	ERYRTP – Colin Walker
TR2. To ensure that highway planning takes the risk of erosion into account and the need to maintain road links is balanced with environmental concerns.	Develop a coastal highways policy, through the Local Transport Plan process	2006	ERYC	ERYC – Jason Copper
TR3. To increase opportunities for non-motorised transport within the coastal zone.	Develop NORTRAIL / National Byways infrastructure	2003	ERYC, ERYRTP, National Byways, Nortrail partnership	ERYC – Jason Copper
	Undertake a feasibility study of a bike trailer service in partnership with East Yorkshire transport	2002	ERYRTP, Bus operators,	ERYRTP – Colin Walker

	Undertake a pilot bike trailer project	2003	ERYRTP, bus operator	ERYRTP – Colin Walker
	Undertake a feasibility study examining the extension of cycle links in the coastal zone	2002	ERYC, ERYRTP	ERYC – Jason Copper
	Completion of the East Coast cycle route	2004	ERYC, Sustrans	ERYC – Paul Copeland
TR4. To support partnerships with schools in the development of safe routes to encourage children and parents to walk or cycle to school	Undertake a rural Pilot	2002	ERYC, local schools	ERYC
TOURISM				
TO1. To contribute to an increase in the overall spend by visitors to the coastal zone, whether by increasing numbers directly or exploiting particular market segments	Develop a sub-regional coastal “brand”.	2004	ERYC, YTB, SBC	YTB
	Continue to implement the annual ERYC tourism marketing plan	Ongoing	ERYC	ERYC – Andy Gray
	Continue to develop HEYTA partnership to promote the coastal zone to the short breaks market	Ongoing	ERYC, HCC, YTB, Private sector partners	HEYTA Management Committee
	Continue working in partnership to promote “Yorkshire Coast and Country” overseas Develop the Yorkshire Marina project	Ongoing	ERYC, SBC RDC	ERYC – Andy Gray
TO2. To support tourism developments that meet the socio-economic needs of the area, and the principles of sustainability, such as the Yorkshire Marina.		2002 and ongoing	ERYC, YF, Bridlington Regeneration partnership etc.	ERYC – Alan Menzies

TO3. To ensure that micro, small and medium sized businesses in the coastal zone have the ability to benefit from any increase in tourism while at the same time ensuring an increase in product quality.	Investigate, through the Rural Partnership, opportunities to provide help “on the ground” to communities and small businesses.	2002	ERYRP, HWRCC, CA, ERNLLCA, Business Link	YTB
	Hold a series of “funding workshops” for businesses to make people aware of the grants available	2002-3	ERYRP, Business Link	
	Continue to support the Coastal Tourism Initiative, providing capital and marketing grants for small tourism businesses	Ongoing	ERYC, YTB, SBC , NELCC	
TO4. To ensure that any new tourism development is consistent with the landscape and environmental qualities of the coastal zone and that global environmental issues area also taken into account	Promote the David Bellamy Awards scheme in caravan parks	Ongoing	BHHPA, YTB	BHHPA – Mike McCann
	Develop and gain funding for a sustainable tourism demonstration project	2002	ERYC, CA, YTB	ERYC – Adrian Dawson / Steve Sawyer
	Produce guidance for tourism businesses, to encourage the principles of sustainability	2003	ERYC, BHHPA, YTB, CA	ERYC – Adrian Dawson / Steve Sawyer
TO5. To ensure high quality product standards in all tourism provision and the meeting of national standards	Promote only those serviced accommodation and caravan / camping businesses that take part in national inspection and grading schemes	2002	ERYC, YTB	ERYC- Steve Sawyer
	Promote only those self catering businesses that take part in national inspection and grading schemes	2003	ERYC, YTB	ERYC – Steve Sawyer
TO6. To encourage businesses at risk from erosion to re-locate where appropriate, and to investigate opportunities for providing assistance in this	SEE CP3			

TO7. To ensure that opportunities to develop tourism as part of the regeneration of Withernsea and Holderness are taken	Implement actions identified through the Withernsea and Southern Holderness Tourism Research Project	2003-5	Withernsea and Southern Holderness Regeneration Partnership, Hidden Holderness Group, Yorkshire Forward,	WSHRP
	Implement actions identified through the work of the Hornsea Area Regeneration Partnership and Bridlington Regeneration Partnership	2003	Regeneration partnerships	
TO8. To encourage the principles of sustainability are taken into account in all aspects of tourism provision	Develop a sustainable tourism strategy	2003	ERYC, ETB	ERYC – Steve Sawyer
RECREATION				
RE1. To provide on-site interpretive, information and education materials to educate and inform both visitors and local people.	Develop an interpretation strategy for the Heritage Coast areas	2003	ERYC, YWT, EN	ERYC – Rita Whitcomb
	Promote safe recreation through an education programme and warning signs where appropriate	2003	ERYC, Landowners	ERYC
	Provide water quality information at all designated bathing beaches	2002 and ongoing	EA	EA– John Turner
RE2. To encourage and develop opportunities for water based recreation around resorts, that are consistent with other forms of recreation and the environment.	Develop water sports facilities as part of the Yorkshire Marina development	2005	ERYC	ERYC – Alan Menzies
	Obtain baseline information on the extent of water based activities around the Flamborough SAC	2002-3	ERYC / SBC/ Flamborough maritime forum	LAs
	Monitor any increase in motorised recreation and ensure conflict between user groups is avoided <i>See also action under F6</i>	2004-5	ERYC / SBC/ Flamborough maritime forum	LAs

RE3. To ensure that recreational and tourism opportunities on the coast are accessible to all	Undertake a review of ERYC owned sites, to ensure compliance with the DDA	2003	ERYC	ERYC – Rob Lundie
LAND USE PLANNING				
LA1. To ensure that development in the coastal zone is of an appropriate nature, scale and siting and, subject to compliance with planning policies, development that meets the social and economic needs of the coastal zone, while ensuring protection of the environment, is encouraged.	Investigate the production of a Design Guide for coastal villages including the promotion of the use of traditional cobble or chalk building where appropriate, to be adopted as supplementary planning guidance	2003	ERYC	ERYC – Michele Lucarelli
	Promote the development of Village Design Statements in the coastal zone	2003	ERYC, ERNLLCA	ERYC – Michele Lucarelli
LA2. To ensure that the development plan review properly considers the need for clear and consistent policies to enable re-location of infrastructure and property at risk from erosion.	See CP3	2002 onwards	ERYC	ERYC – Tom Barnes
LA3. To ensure that the landscape qualities of the coastal zone are protected, particularly in regard to the Heritage Coasts and the undeveloped coastal area	Review the and implement Heritage Coast strategies	2002	ERYC,	ERYC – Rita Whitcomb
	Development Plan review	2006	ERYC	ERYC – Tom Barnes

RURAL ISSUES

RU1. To recognise the importance of agriculture to the rural economy and to encourage the diversification of agricultural businesses where appropriate.	Implement actions identified in the Rural Strategy and the LEADER + bid.	2004 / ongoing	ERYRP, NFU, YF	ERYRP – Helen Wright
RU2. To support initiatives aimed at tackling social exclusion and rural isolation	Implement actions identified in the Rural Strategy and the LEADER + bid.	2004 / ongoing	ERYRP , NFU, YF, HWRCC, CA	ERYRP – Helen Wright
RU3. To recognise the importance of coastal towns as service centres for the rural hinterland.	Progress the Hornsea Market Town Initiative	2004	ERYRP, Y F, Hornsea Area Regeneration Partnership	Hornsea Area regeneration Partnership – Jane Crossley
	To pursue funding for the regeneration of Bridlington Old Town as a cultural centre	Ongoing	Bridlington Regen.. Partnership,	Brid. Regen Partnership/Bridlington Old Town revival Association
RU4. To support parish based partnerships, to address local needs	Develop Community Partnerships	Ongoing	ERYC, RCC, ERNLCCA, HWRCC, CA	ERYC – Helen Wright
	To facilitate the continuation of the Community Environmental Action Groups on Flamborough Headland	Ongoing	ERYC, HWRCC,	ERYC – Rita Whitcomb
RU5. To support schemes that implement environmentally friendly farming techniques	To promote Countryside Stewardship to farmers in the coastal zone, through the Holderness Farmland Bird Project	Ongoing	RSPB, EN, NFU, YWT	RSPB – Nicola Melville / Rebecca Barrett
	To promote best practise in relation to management of drainage ditches and other water courses	Ongoing	RSPB, EA, EN, NFU	EA – John Turner

ENVIRONMENT / NATURE CONSERVATION

EN1. To seek to prevent litter, and in the short term to reduce the impact of beach and marine litter and draw attention to measures needed to address the problem.	Continue and expand the Adopt-a-Beach programme, through Parish Councils and voluntary groups	2004	ERNLLCA, Marine Conservation Society, ERYC	Marine Conservation Society
	Raise awareness through a media campaign of the problems associated with marine litter in East Riding	2004	Marine Conservation Society, ERYC, EA, NESFC	Marine Conservation Society
EN2. Investigate measures to address diffuse / widespread source pollution and to pursue measures to remedy this	Identify and target problem areas where diffuse source pollution could affect water quality.	2003	EA,	EA – John Turner
EN3. To ensure that bathing water meets the highest standards feasible	Through the continuing Coastcare capital investment program contribute to continuous improvement in water quality standards at Danes Dyke, South Landing, Bridlington North, Bridlington South, Fraisthorpe, Earls Dyke, Barmston, and Skipsea	Ongoing	YW, EA,	YW – Jane Haczynskyj
	Contribute to improvement in water quality standards at Hornsea, Tunstall and Withernsea.	Ongoing from 2003-4	YW, EA	YW - Jane Haczynskyj
	Ensure effective and diligent operation of all YW coastal assets affecting bathing waters and to work with 3rd parties to investigate other factors affecting bathing water	Ongoing	YW	YW - Jane Haczynskyj
EN4. To achieve the highest possible quality standards at bathing beaches, within resources available. The priority should be the most heavily used beaches	Establish a Beach Working Party to bring together ERYC officers from different departments and key stakeholders	2002	ERYC, YW, Tidy Britain Group, EA	ERYC – Steve Sawyer / EA
	Maintain and increase existing Seaside Award / Blue Flag status	2003 then ongoing	ERYC, YW, Tidy Britain Group	Tidy Britain Group – Deborah Bell

EN5. To promote the use of Sustainable Urban Drainage Systems in new development	Ensure SUDS are considered for major developments, and their promotion is fully taken into account in the Local Plan review	Ongoing	ERYC, EA, developers	ERYC – Adrian Dawson
EN6. To ensure plans are in place to react in an appropriate manner to pollution incidents and that these involve all relevant organisations	Review the oil response plans as appropriate	Ongoing	Humber Emergency Planning Service	Humber Emergency Planning Service –Matt Fox
EN7. To support the work of the East Riding Nature Conservation Liaison Group in promoting measures to enhance and restore farmland habitats in the coastal zone, including drainage ditches.	Develop the Flamborough Cliffs NR as a demonstration project to show good practice in stewardship	2005	YWT, DEFRA	YWT – Karen Davies
	Continue to promote environmental enhancement schemes on East Riding landholdings	Ongoing	ERYC, FWAG	ERYC –
	Investigate the potential for a coastal officer, to advise landowners on good practice in relation to biodiversity and landscape	2002-3	RSPB, EN	RSPB – Rebecca Barrett
	Target Countryside Stewardship to ensure most effective use of resources	2004	RSPB, EN	EN – Lawrence Jones Walters
EN8. To investigate opportunities for re-creation of important habitats in the coastal zone and the conservation of existing areas.	Establish a liaison group for Cowden Range	2002	MOD, YWT, ERYC	YWT – Robert Masheter
	Continue the biological monitoring and evaluation of the Cowden Range site	Ongoing	YWT, MOD	YWT – Robert Masheter
	Ensure that the development plan safeguards areas on the estuary that have the potential for future managed retreat and habitat creation	Ongoing	ERYC, EA, EN, RSPB, ABP	ERYC – Tom Barnes

	Support the protective ownership of land for the purposes of landscape or nature conservation	Ongoing	ERYC, EA, EN, RSPB, YWT etc	All
EN9. To ensure that endangered flora and fauna species are protected and the geological resource is safeguarded	Support the protection scheme at Beacon lagoons.	Ongoing	SHCS , Spurn Bird Observatory, EN, EA	SHCS – Andy Mason
	Support initiatives within the Local Biodiversity Action Plan	2003	Nature Conservation Liaison Group, ERYC, EN, RSPB,	NCLG Chair
	Review biodiversity audit	2003	EN, RSPB	EN – Lawrence Jones-Walters
	Produce the final Humber Biodiversity Action Plan 2002 and ongoing		EN, EA, RSPB, ERYC, ABP etc	EN – Denice Coverdale / EA – Simon Keys
EN10. To investigate any link between fishing and the seabird populations at Flamborough and to lobby for action as appropriate. (Also refer to fisheries section)	To support monitoring work.	2003	RSPB, EN, ERYC, SBC, NESFC	RSPB- Trevor Charlton
	To consider an appropriate response	2003	RSPB, EN, ERYC, SBC, NESFC	NESFC – David McCandless
EN11. To ensure commitment by all parties to the actions in the Flamborough Head European Marine Site management scheme	Monitor progress in delivering actions within the SAC Scheme of Management	Ongoing	EN, NESFC, ERYC, SBC, EA, YW, Bridlington Harbour Commissioners, NYCC, Trinity House, North Landing Harbour Commissioners	English Nature – Denice Coverdale
EN12. To ensure, through interpretation and education, a wide appreciation of the coastal and marine resource.	Continue to provide public events within Flamborough Headland Heritage Coast and Spurn Heritage Coast.	Ongoing	ERYC, YWT, RSPB, EN	ERYC
	To provide public events related to the marine resource	Ongoing	MCS, EN	MCS

ARCHAEOLOGY and THE HISTORIC ENVIRONMENT

AR1. To ensure a co-ordinated approach to archaeological recording and work on the coast	The formation of a specialist working group / network to ensure shared knowledge and a consistent approach	2002	HAP, FSG, ERYC, English Heritage, East Riding Archaeological Society, Sub Aqua Groups, Fishing industry	HAP – Dave Evans
AR2. To work with sub-aqua clubs etc to ensure the protection of marine archaeology, while making use of their activities to record marine archaeology.	Involve Sub aqua groups in the working group.	2002	All the above	HAP – Dave Evans
	Develop a joint information programme to educate and encourage responsible activities and the reporting of finds	2003	HAP / Sub aqua groups	HAP – Dave Evans
AR3. To ensure the archaeological resource is recorded effectively, and the information disseminated	Complete the recording of the Spurn and Kilnsea military defences	2003	FSG / YWT /	FSG – Alan Williamson
	Investigate the feasibility of regular monitoring of cliff exposures, possibly using volunteers	2003	HAP / FSG / East Riding Archaeological Society	HAP – Dave Evans
	Investigate the potential to bid for a project to create a marine data base.	2003	HAP/ EH /	HAP – Dave Evans
	Undertake a study to identify the listed buildings at risk from coastal erosion	2002	ERYC / HAP	ERYC – Adrian Dawson
AR4. To continue to ensure that protection of the archaeological resource is fully taken into account in strategic planning and development control	Undertake a specific study as part of the SMP review.	2002	HECAG	HECAG – Patrick Ferguson
	Develop a project design and bid for a rapid coastal zone assessment to aid future management decisions. The first stage being to evaluate existing data	2002/3	HAP / FSG / EH / Humber wetlands Team	HAP

AR5. To ensure that recreational or commercial fishing activity has minimal impact on the marine archaeological resource, and that there is a mechanism for the two way flow of information	Involve fishing sector in working group	2002	As above	NESFC – David McCandless
	Encourage the reporting of net snags and other evidence of marine archaeology	2003	Fisheries / HAP	NESFC- David McCandless
	Develop a series of pro-active workshops and leaflets, in partnership with the fisheries sector	2003	HAP, Bridlington and Flamborough Fishermen’s Association, NESFC	HAP – Dave Evans
AR6. To ensure, through interpretation and education, a wide appreciation of the marine and terrestrial archaeological resource	Examine the potential to create a series of cultural trails (e.g. castles and towerhouses, churches etc)	2003-4	HAP, EH	HAP – Dave Evans
	Promote initiatives such as “Know your Place” that enable schools to adopt a monument.	Ongoing	HAP, EH	HAP – Dave Evans
	Promote and encourage the “Farm Interpretation grant Scheme”	Ongoing	HAP, EH, FWAG	HAP – Dave Evans
	Promote the “Local Heritage Initiative”	Ongoing	CA, HAP, ERYC	CA -
AR7. To investigate the potential for public access to archaeological sites where appropriate	Undertake a feasibility study of sites in the coastal zone to ascertain the potential for public access and opportunities to fund this. The study should include parking / landowner /status etc.	2004-5	EH / HAP	EH
FISHERIES				
F1. To ensure the continued viability of the inshore fishing industry	To propose extending the existing “no trawling” box as far south as Spurn and to consider extending to 3 miles out.	2002	NESFC,	NESFC – David McCandless
	Investigate opportunities to develop processing facilities locally	2003-4	BRP	BRP

	Investigate opportunities to become partners in the Inshore Euronet bid	2002	ERYC, Bridlington and Flamborough Fishermen's Association, Scarborough Centre for Coastal Studies, Yorkshire Coast Fishing Forum	Scarborough Centre for Coastal Studies – Magnus Johnson
F2. To ensure that fishing activity does not impact on the marine SAC, and the Flamborough Head & Bempton Cliffs SPA	Implement management solutions in the Flamborough SAC Scheme of Management	Ongoing	EN, NESFC, ERYC, SBC	NESFC
F3. To ensure, as far as is reasonable, the maintenance of existing slipways	Undertake a survey of existing slipways and access points, taking into account condition / public safety etc.	2002-3	ERYC,	ERYC – Mike Ball
	SMP review to take slipways into account, with regard to their importance to local communities and the economy	2003	HECAG	HECAG - Chair
	Council owned slipways to be reviewed for safety and accessibility	Ongoing	ERYC	ERYC – Mike Ball
F4. To ensure that beach launching can be accommodated with recreation activity	Where beach launching is necessary, to zone areas for this, and provide clear indications to the public	2002	ERYC, Fishing reps.	ERYC – Vikki Makin
F5. To continue to ensure the needs of the fishing industry are met within the marina development at Bridlington.	Give consideration to improving quality of landing facilities, access, storage etc including incorporating a shellfish market etc.	2005+	ERYC, Bridlington and Flamborough Fishermen's Association, Bridlington Regeneration Partnership	ERYC – Alan Menzies
F6. To improve security for boats and associated equipment	Complete Hornsea and Withernsea boat compounds.	2002-3	ERYC, WSHRP,	ERYC -

F7. To ensure that training opportunities are taken and that statutory requirements are met.	ICZM Chair to write to the MCA to encourage the MCA to undertake more stringent monitoring of training certificates	2002	NESFC, MCA, Fishermens Associations	NESFC – David McCandless
F8. To ensure that dredging does not impact on the fishing industry	Encourage the coastguard to police illegal dredging activity more stringently.	2003	NESFC, Fishermens Associations, Coastguard	NESFC – David McCandless
	Set up an offshore minerals forum, to include representatives of the fishing sector.	2003	ERYC, EN, NESFC, Fishermens Associations	ERYC - Adrian Dawson
POWER GENERATION				
EG1. To encourage appropriate offshore wind / wave power generation	Encourage the undertaking of a feasibility study, examining the potential for wind / wave power generation offshore	2004	ERYC, Power generators	Power generators
EG2. To discourage onshore wind power development	Ensure the Local Plan review takes full account of the need to limit the landscape impacts of wind power development.	2003	ERYC	ERYC – Tom Barnes
BUSINESS AND INDUSTRY				
B1. To raise or expand the skill level within the coastal workforce to enable local businesses to take opportunities for expansion as they arise	Implement specific elements of the Bridlington and Withernsea regeneration programmes	Ongoing	Regeneration partnerships	ERYC – Bob Cutts
	Ensure training / upskilling is incorporated into any Objective 2 bid	2002	ERYC, YF, Community groups, Learning and Skills Council, Local Learning Partnership	ERYC – Bob Cutts
B2. To ensure the viability of strategic sites and local industrial units	Seek ways to improve take up of units at Carnaby	Ongoing	ERYC	ERYC – Bob Cutts
	Review the locations of strategic sites through the Joint Structure Plan	2002	ERYC, Hull City Council	ERYC – Richard Wood

List of Abbreviations used in the Action Plan

ABP	Associated British Ports
BFFA	Bridlington and Flamborough Fishermen's Association
BHHPA	British Holiday Homes and Parks Association
BRP	Bridlington Regeneration Partnership
CA	Countryside Agency
DEFRA	Department for Environment Food and Rural Affairs
EA	Environment Agency
EH	English Heritage
EN	English Nature
ERNLLCA	East Riding & North Lincolnshire Local Council Association
ERYC	East Riding of Yorkshire Council
ERYRP	East Riding of Yorkshire Rural Partnership
ERYRTP	East Riding of Yorkshire Rural Transport Partnership
FSG	Fortress Study Group
FWAG	Farming and Wildlife Advisory Group
HAP	Humber Archaeology Partnership
HECAG	Humber Estuary Coastal Authorities Group
HWRCC	Humber and Wolds Rural Community Council
MCS	Marine Conservation Society
MOD	Ministry of Defence
NESFC	North Eastern Sea Fisheries Committee
RCHME	Royal Commission for Historic Monuments in England
RSPB	Royal Society for the Protection of Birds
SBC	Scarborough Borough Council
SBO	Spurn Bird Observatory
SHCS	South Holderness Countryside Society
SRB	Single Regeneration Budget
TBG	Tidy Britain Group
WSHRP	Withernsea and Southern Holderness Regeneration Partnership
YF	Yorkshire Forward
YTB	Yorkshire Tourist Board
YW	Yorkshire Water
YWT	Yorkshire Wildlife Trust