



Norfolk Coast Partnership  
Unit 7A, Bayfield Brecks Business Park  
Holt, Norfolk  
NR25 7DZ

Tel No. 01603 222773  
Email: [aonb@norfolk.gov.uk](mailto:aonb@norfolk.gov.uk)  
Date: 15 March 2023

County Planning Ref: FUL/2023/0005 Sheringham Recycling Centre

Dear Mr Johnson

**Re: Beeston Regis: Land off Holt Road, Sheringham, NR26 8TW: Creation of a new recycling centre**

Please find below a response from the Norfolk Coast Partnership on behalf of the Norfolk Coast AONB to the above proposal.

The proposed site currently forms part of an agricultural field which, together with adjacent fields either side, forms an arable setting to established woodland to the north and west. The former Holt Road extends along the south boundary and provides access to the existing recycling centre located south-west of the site set amongst woodland. The proposal outlines a change of land use from agricultural to a recycling facility with associated buildings, vehicle access and hardstanding, containers, fencing and an acoustic barrier. We note use of solar panels and landscape proposals which include hedge and tree planting. We have not found any reference to a lighting scheme for the proposed development.

The selected location is within the Norfolk Coast Area of Outstanding Natural Beauty (AONB). This a national designation which seeks to conserve and enhance natural beauty. The AONB is represented by the Norfolk Coast Partnership, funded and supported by the four local authorities with a duty of care towards this region. This includes Norfolk County Council, alongside North Norfolk District Council, the Borough Council of Kings Lynn and West Norfolk, and Great Yarmouth Borough Council. A co-developed AONB Management Plan is available for the area which should be consulted when planning development within the AONB. The 2019-2024 management plan is currently in revision; however, you are referred to the previous Management Plan from 2014-2019 for guidance. This is relevant as paragraph 176 of the NPPF requires for 'great weight' to be given within planning decisions to the conservation and enhancement of the landscape and scenic beauty of this protected landscape.

The key special qualities which make the Norfolk Coast AONB special and distinguish it from other areas are listed within the Management Plan. Of relevance for consideration in this proposal are:

- Diversity and integrity of landscape, seascape and settlement character  
We consider there to be a comparative lack of settlement in the proposed location which is a Wooded Glacial Ridge. The proposed location is next to the mature woodland of Sheringwood and would take place on open agricultural land. The existing facility has had minimal landscape and visual impact which is to be commended. We would also highlight the careful situation of

two quarries close to the proposed location which are well accommodated within the landscape. The introduction of an industrial development in this open location as proposed is likely to have a significant adverse effect on this defined special quality. There are no other visible development in the vicinity of the proposed site

- Sense of remoteness, tranquillity and wildness  
Dark skies are a feature stated within the special qualities of the Norfolk Coast AONB (see 'Sense of remoteness, tranquillity and wildness'). There is no lighting plan associated with this proposal therefore we assume no regard has been paid to this requirement and that there is significant potential for visual impact which could harm this special quality. This is of key concern to the Norfolk Coast Partnership, representing the Norfolk Coast AONB and represents the greatest potential threat to the region. It should be noted that the site lies within Environmental Zone E1, as defined by the Institute of Lighting Professionals, Guidance Note GN01/21 The Reduction of Obtrusive Light which sets out parameters for acceptable light levels to limit light pollution, such as minimal light intensity and zero upward sky glow. It therefore is very concerning that impacts on nocturnal character have been omitted from documentation provided.

We also refer you to the 2014-19 AONB Management Plan objectives which are in support of the key special qualities outlined above:

- OL1 The integrity and diversity of the area's landscapes and seascapes will have been maintained and preferably enhanced, assessed with reference to the Integrated Landscape Guidance for the AONB
- PL1 Refer to and use the Integrated Landscape Character Guidance for the AONB to guide decision making and delivery of conservation objectives across the area
- PL5 Be proactive to reduce and manage adverse impacts on the key qualities of natural beauty from past development and activities, as well as resist and mitigate damaging new impacts and influence decisions by organisations outside the Partnership
- PB3 Ensure that new development, including changes to existing buildings and infrastructure, within their ownership or powers of regulation are consistent with the special qualities of the area and relevant conservation objectives
- PB5 Support new development and conversion that is consistent with local and national planning policy and the principles above, in order to retain and develop residential and employment opportunities that support natural beauty

Based on the information provided, with a particular focus on the omission of a detailed and carefully considered lighting scheme, we consider this proposal to contradict in full or in part the objectives outlined above.

In conclusion, whilst we support the need for improved recycling facilities, we have concerns that the nature of this proposal in its current form will cause harm to the defined special qualities of the AONB and does not meet the requirements set out in paragraph 176 of the NPPF.

Yours Sincerely

Dr Katy Owen

Protected Landscapes Manager