

OUR APPROACH

VISION, AIM AND STRATEGIC OBJECTIVES (11TH JANUARY 2019)



OUR VISION

Norfolk and Suffolk have beautiful, dynamic coastlines and the people who live, work and visit here and the environment deserve a well-planned future. We are committed to innovation and to delivering new approaches to managing our coast. Striving to achieve this drives our Partnership and empowers us.

OUR AIM

We will work to achieve our vision without boundaries across our coastal local authorities prioritising our work based on the level of risk and need.

OUR STRATEGIC OBJECTIVES

- Working with strategic partners we will develop our understanding of how and why the Norfolk and Suffolk coast changes, enabling us to make better decisions about its future.
- By providing the most up-to-date knowledge we will support others (such as planners and economic regeneration) with their work on our coast, maximising opportunities and minimising risk.
- We will innovate and deliver new approaches to managing and adapting our coast and estuaries, enabling individuals and communities to have options for the future.
- Where possible as Coast Protection Authorities we will maintain or improve coastal protection for our communities.
- We will create and develop a resilient team with diverse skills striving to ensure our coast, its communities and its environment have a lasting future.
- Will continue to strengthen strategic alliances with risk management authorities and other key partners to deliver more for our communities and environment.
- We recognise the importance of a broader understanding of coastal management, beyond our own area of responsibility. Therefore, we will continue to work with Government, Arms Lengths Bodies and key partners at a national level to enable coastal Local Authorities to have the policies, tools and resources to deliver their work.
- We will utilise all available funding streams to ensure the maximum benefit is gained by coastal communities and minimise the demands of local authority budgets. We are also committed to developing and exploiting new ways of financing coastal management activity.