

**Flamborough  
Headland  
Heritage  
Coast**

**Management Strategy  
October 2002**

## **PREFACE**

Flamborough Headland is one of 45 stretches of Heritage Coast around England and Wales. Its spectacular chalk cliffs topped with boulder clay and its unique wildlife and geological interest attract much interest from large numbers of visitors and locals alike.

The Heritage Coast covers 19km (12 miles) of coastline between Reighton in the north and Sewerby in the south, with an inland boundary that encloses 3265 ha (about 13 square miles).

The Headland's heritage, features and qualities that make it so distinctive, consist of:

- Outstanding natural features;
- Areas of great architectural and historical value;
- Internationally important wildlife sites
- A special interaction between people and the local environment

Some elements of the headland's heritage are more visually attractive than others, but all have their interest and represent aspects of what has resulted in the rich mixture of features and activities that are found on and around the headland today. There are many other elements that go to make up the whole picture that is Flamborough Headland Heritage Coast today, however, and reflect how people use and enjoy the area.

The Heritage Coast designation has no statutory protection, but its rich historic value and varied natural beauty is safeguarded by some of those organisations involved with the management of the headland.

Everyone, who lives, works in, visits, or uses the area, has a wider responsibility towards the sustainable development of the Heritage Coast and the conservation of the area's unique qualities that give it a national and international significance. It must be safeguarded for future generations.

This document sets out a broad strategy to guide the work of those organisations involved in the management of the Heritage Coast. The Management Strategy needs to be implemented by a partnership of key stakeholder.

# 1.0 INTRODUCTION

## 1.1 REASONS FOR REVIEW OF THE MANAGEMENT STRATEGY

1.1.1 A management plan for Flamborough Headland Heritage Coast was first published in 1989.

Since that period, many significant changes have taken place within society as concern has grown about global and local issues. There is a growing realisation and acceptance that the economy, health, housing, education, and the environment can not be viewed in isolation to each other. A different approach is therefore being adopted which can balance economic, social and environmental goals to make wise choices for the longer term. This is sustainable development and it is fundamentally about creating a better quality of life for everyone.

1.1.2 The Government published *A better quality of life, a strategy for sustainable development for the UK in May 1999*. The Strategy defines sustainable development as ensuring a better quality of life for everyone, now and for generations to come. It concentrates on meeting four objectives.

**social progress which recognises the needs of everyone;**  
**effective protection of the environment;**  
**prudent use of natural resources;**  
**maintenance of high and stable levels of economic growth and employment.**

1.1.3 This Strategy builds on the previous strategy and looks at the objectives and priorities for sustainable development on the headland. It lays out a framework for how issues can be addressed and opportunities for action taken. It is essential that this is done in an integrated manner and that social, economic and environmental factors are all taken into account. Although the actions are specific for Flamborough Headland Heritage Coast they are consistent with the wider East Riding Integrated Coastal Zone Management Plan.

1.1.4 Sustainable development cannot be achieved by one sector, or organisation, working alone. All the organisations involved in, or with an interest in the Headland need to commit and work together to ensure the objectives in this strategy are turned into actions.

## 1.2 AIMS FOR THE HERITAGE COAST

1.2.1 The original Heritage Coast designation was based on landscape quality, but was revised in 1992 to include flora and fauna (terrestrial, littoral and marine) and heritage features of architectural, historical and archaeological interest, as well as environmental quality (e.g. water quality).

1.2.3 In 2001 the then Heritage Coast Partners agreed new aims and objectives as:

#### **Aims and Objectives of Heritage Coast**

The aim of the Heritage Coast Partnership is to secure a sustainable future for Flamborough Headland Heritage Coast recognised as one of the finest stretches of undeveloped coast in England and Wales. This aim will be achieved by:

Conserving, protecting and enhancing the natural beauty and biodiversity including the littoral and marine environment.

Promoting opportunities for local communities and visitors to enjoy and have access to the area and its coastal features.

Ensuring that the social and economic needs of communities living on the Heritage Coast are addressed.

Promoting forms of social and economic development which are central to conserving and enhancing the natural beauty and heritage features and help to create a prosperous, vibrant and sustainable economy.

To this end the Heritage Coast Partnership will:

Facilitate the conservation, protection and enhancement of the natural beauty and biodiversity of Flamborough Headland and Spurn, including its characteristic land and marine flora and fauna, geomorphology, landscape and heritage features of architectural, historical, cultural and archaeological interest.

Facilitate and enhance the enjoyment, understanding and appreciation of the area and, where appropriate, promote activities that draw on, and are consistent with, the natural character and conservation value of the area. Encourage the local community and visitors to the area, to enjoy available access, good facilities and opportunities for recreation and relaxation in harmony with the environment and other users.

Ensure that the needs of rural communities are central to the management of the Heritage Coasts and that issues such as social exclusion and rural isolation are addressed.

Encourage and support appropriate land use, sustainable economic development, investment and employment consistent with the general character and conservation importance of the coast and inland areas.

## **2.0 LANDSCAPE**

### **2.1 AIM**

*To conserve and enhance the area's characteristic undeveloped landscape.*

### **2.2 BACKGROUND**

- 2.2.1 The coastal landscape remains the basis for Heritage Coast designation, although the original objectives have since become much broader. The area's landscape and wildlife are inextricably linked. The landscape and wildlife habitats, which it contains, are a product of geology, climate, and human use and management. This is what serves to make Flamborough Headland truly special and unique.
- 2.2.2 In landscape terms, the headland is effectively an eastward extension of the Yorkshire Wolds, although the substantial covering of glacial material compared with the Wolds gives it a distinctive character. It shows the continuation of the dip slope of the chalk from north of Bridlington in an ENE direction to Thornwick Bay, becoming more broken hillock eastwards. The scarp slope of the chalk is visible at Speeton, where it leaves the coast to form the steep northern edge of the Wolds.
- 2.2.3 The combination of hard chalk overlain by glacial material gives rise to a coastal landscape type found nowhere else in Britain. Together with the influence of the North Sea, these factors give rise to the presence of wildlife habitats and communities that have unique characteristics. The coastal landscape and wildlife is affected by influences arising both inland and at sea.
- 2.2.4 For the purpose of the management strategy, the Heritage Coast has been divided into eight zones or character areas, for which the general characteristics and features are described in Appendix A.
- 2.2.5 Archaeological remains on the Headland have a positive impact on the landscape, particularly the Scheduled Ancient Monuments of Danes Dyke, Flamborough Castle, and the deserted village of Newsham adjoining Bempton.

### **2.3 FACTS**

- 2.3.1 Derelict features appear in some areas, such as Military structures. Most of these have historic and potential landscape value. Enhancement and retention, or re-use, would be generally advantageous (see Buildings section).
- 2.3.2 There is a proliferation of signs that impinge on the coastal zone in some places. There are many different designs allowing for scope to co-ordinate them and give a uniform style.
- 2.3.3 There are two golf courses on the Headland in prominent positions, one located on the northern side of the headland adjacent to the lighthouse and the other on the south side between Sewerby and Danes Dyke. The Heritage Coast can accommodate some new development that brings a

degree of planning gain and does not detract from the special characteristics of the area and its landscape qualities.

2.3.4 Historically the Wolds landscape has largely been shaped by agricultural practices. Modern farming practices based on subsidies and grants have resulted in the creation of simple arable scenery dominated by a limited number of crops. The landscape remains agricultural, highly productive and responsive to modern economies and changes in the rural economy, such as greater use of farmland for leisure and tourism. Whilst diversification will be essential maintenance for a thriving rural economy, siting of new buildings, car parks or signs can have visual impacts.

2.3.5 An extensive landscape assessment was carried out in 1997 by a consultant (see reference). It classified and defined the different landscapes on the Headland.

## **2.4 POLICIES**

**L1 To work with the tourism and leisure industry to maximise the contribution of existing infrastructure to a high quality landscape**

**L2 To encourage the retention / enhancement of military structures**

**L3 To work with developers to maximise opportunities for landscape improvement in new developments.**

**L4 To conserve and enhance landscape characteristics such as banked hedgerows and plantations**

**L5 To continue to reflect the landscape status of the Heritage Coast through the Development Plan**

## **3.0 BIODIVERSITY**

### **3.1 AIMS**

**To conserve, protect and enhance the natural beauty and biodiversity including littoral and marine environment.**

### **3.2 FACTS**

- 3.2.1 Flamborough Headland is the most northerly coastal chalk exposure in Britain. It comprises 9% of European coastal chalk and is situated on an "oceanic front" between the colder, deeper water of the northern North Sea and the shallower, warmer waters to the south. The chalk platform, with ledges and gullies, extends to over 5 km from the shore in places and supports a rich and unique assemblage of plants and animals.
- 3.2.2 In 1993 the marine environment around Flamborough Headland was identified by English Nature as one of the 27 most important areas around the English coast for marine nature conservation. These areas were known as "Sensitive Marine Areas".
- 3.2.3 A Management Scheme has been developed to fulfil the requirements of the Conservation (Natural Habitats &c.) Regulation 1994 (Regulation 34) for the Flamborough Head European marine site, comprising Flamborough Head candidate Special Area of Conservation (cSAC) and Flamborough Head & Bempton Cliffs Special Protection Area (SPA).
- 3.2.4 Littoral communities are subject to considerable disturbance from the public in easily accessible areas, although presently there seems little evidence of impact. The situation should be monitored to record any changes observed.
- 3.2.5 The entanglement of protected species of seabirds in nets and lost fishing equipment/gear in marine areas adjacent to the SPA site was an issue raised during the Sensitive Marine Area project. Despite this, no significant accidental bycatches have since been recorded.
- 3.2.6 Another important feature of the Habitats Directive that is linked to sustainable development is that it mentions the need to take account of the economic, social, cultural and regional requirements of the site. A majority of the sites designated have been subject to human use for hundreds of years and the implications of the Directive on those patterns of use have to be considered as part of the whole management process.
- 3.2.7 Arable fields and fenced pastures have margins very near to the cliff edges, thus confining semi-natural cliff-top vegetation to a very narrow strip.

### **3.3 POLICIES**

- B1 Encourage the sensitive treatment of the littoral and marine zone by visitors, and by educational groups especially**

- B2 Support the implementation of the Flamborough Head European Marine Site Management scheme**
- B3 Support management of Council owned sites for the benefit of wildlife, as well as visitors**
- B4 Encourage the take-up of Countryside Stewardship Schemes**
- B5 Ensure that organisations on the Headland take into consideration the importance of Local Biodiversity Action Plan targets.**
- B6 Ensure the integrity of currently protected sites is maintained**
- B7 Explore opportunities for habitat creation or restoration through “planning gain”**
- B8 Ensure biodiversity is considered in the management of archaeological sites.**
- B9 Seek to identify opportunities for raising public awareness that encourages a better understanding of the aims of the Heritage Coast.**

## **4.0 WATER QUALITY AND POLLUTION**

### **4.1 AIM**

**To maintain and improve the environmental quality of the headland, in both marine and terrestrial areas.**

### **4.2 FACTS**

- 4.2.1 The quality and safety of the Heritage Coast's beaches and seawater are of great importance to a variety of different, inter-related interests, wildlife, fishing, recreation and tourism being the main areas affected.
- 4.2.2 The beaches at North Landing, South Landing and Danes Dyke are designated as bathing beaches. This means they must conform to certain minimum standards for water quality.
- 4.2.3 As one of England's most important stretches of coastline in terms of landscape and wildlife, and one that is visited and enjoyed by large numbers of people each year, water quality should conform to the highest standards.
- 4.2.4 The effect of oil and gas exploration and extraction work carried out is not known on marine wildlife, damage the chalk platform and increase the risk of pollution.
- 4.2.5 The beaches at Thornwick Bay, and Selwicks Bay, although also heavily used by the public, are not designated as bathing beaches and so are not legally required to meet these standards.
- 4.2.6 Litter both marine and on the beach is an ongoing concern. Marine litter, ranging from plastic bottles to disposable nappies and fishing line to trawler nets is a global problem with obvious local impacts. Marine litter kills wildlife such as sea birds and dolphins and can smother coastal and marine plants.
- 4.2.7 Pollution, in particular agricultural run-off can adversely effect cliff-top vegetation.

### **4.3 POLICIES**

- WP 1 Raise awareness through encouraging community groups to “Adopt a Beach”**
- WP2 Ensure “up-to-date” water quality data is easily accessible at all bathing beaches**
- WP3 Maintain the Seaside Award status at South Landing**
- WP4 Ensure plans are in place to react to a pollution event effecting the Headland.**
- WP5 Protect habitats and species from diffuse sources of pollution**

## 5.0 ARCHAEOLOGY

### 5.1 AIM

#### *To safeguard archaeological resources*

### 5.2 FACTS

- 5.2.1 In common with the Yorkshire Wolds, the Heritage Coast is extremely rich in archaeological sites. Over 130 sites are listed in county records. The Heritage Coast commissioned a consultant to carry out a desk-based archaeological and historical assessment between July 1999 and April 2000. As a result of the assessment, 480 archaeological sites and monuments have been identified on the headland. The report brings together all the currently available information for the headland sites and monuments, setting it against the regional background, and providing an overview of the range, date and condition of the identified resource. Most sites are visible only as crop marks.
- 5.2.2 The national importance of five sites is recognised by designation as Scheduled Ancient Monuments. These are Danes Dyke, Flamborough Castle, the Old Lighthouse; Newsham deserted medieval village and the Anglo Saxon Cemetery at Sewerby.
- 5.2.3 The area contains abundant evidence of occupation by people in the past; from as far back as the late Stone Age. This includes worked flints, burial mounds, remains of ancient farmsteads and settlements, medieval fishponds, ridge and furrow patterns from medieval open field cultivation.
- 5.2.4 Sites of industrial archaeology exist near Speeton where there is the site of an iron foundry to the south and there are records of a mineral extraction industry from the cliffs to the north.
- 5.2.5 In terms of Marine Archaeology, the offshore area is rich in wrecks. Over 50 wreck sites are known to divers, although the identity is uncertain for some of these. Historical records appear to exist for only a small proportion of marine archaeology, most of those recorded in any detail having occurred in the second half of the 19<sup>th</sup> century and the first half of the 20<sup>th</sup>. The amount of information available regarding marine archaeology does not adequately reflect the area's importance in this respect.
- 5.2.6 Archaeological heritage on the coast is under pressure both from development through disturbance or removal of archaeological remains.
- 5.2.7 An increasingly popular activity is the taking of artefacts from archaeological wrecks. A code of conduct has been written to deter this behaviour, but it may well become an issue.
- 5.2.8 Protected sites may be sustaining damage through lack of awareness and management for other purposes (e.g. landscape, recreation); voluntary agreements and incentives need investigating in co-operation with landowners to address the conservation of historical sites.

5.2.9 Although protection and preservation of unscheduled sites is afforded to some extent by the Town and Country Planning system, as set out in PPG16, most of the unscheduled sites that are known have been unwittingly damaged by ploughing.

5.2.10 Whilst the area is recognised to be of high archaeological and historical potential, and records of individual sites are currently held in the Humber SMR (Sites and Monuments Records) and other record depositories, no systematic survey of the area's cultural heritage has been undertaken. An attempt should be made to quantify and summarise the database, or to produce an overall synthesis.

### **5.3 POLICIES**

**A1 Recognise and assist in a co-ordinated approach to archaeological recording and work on the Heritage Coast.**

**A2 Support and liaise with statutory agencies and landowners to conserve archaeological sites.**

**A3 Encourage voluntary agreements to conserve archaeological sites.**

**A4**

**A5 Seek to identify opportunities for raising public awareness of local historic landscapes, their significance and their need for protection.**

**A6 Encourage the gathering and documentation of information on archaeological sites, including marine archaeology.**

**A7 Support the production of archaeological and historical interpretation presented in a number of different, but complimentary formats.**

**A8 Support other organisations where earthwork sites need to be surveyed and described.**

**A9 Help foster awareness with landowners and farmers of the archaeological resource as it relates to their individual holdings, and the wider landscape.**

### **5.4 The Built and Historic Environment**

#### **5.4.1 AIM**

**To encourage and support the sensitive conservation of characteristic buildings/structures and those with historical significance.**

#### **5.4.2 FACTS**

5.4.3 Sewerby Hall is the only Grade I listed building on Flamborough Headland and there are 12 Grade II.\* buildings/structures and 34 Grade II buildings/structures

- 5.4.4 Although few domestic buildings earlier than the 19<sup>th</sup> century survive, the local tradition of building with hard local chalk, with window jambs and quoins in brick, is still strongly apparent, especially in Flamborough village. Chalk as a building material can be found elsewhere in and near the Yorkshire Wolds, but it is particularly noticeable on the headland.
- 5.4.5 Derelict defence structures from WW2 or later are present, including several pillboxes in or close to the coastal zone. The most prominent of these structures is the group of buildings and derelict fencing near Bempton Cliffs.
- 5.4.6 Some derelict structures, although not likely to be generally seen as intrinsically attractive, may have historical interest and be worth preserving.
- 5.4.7 Many of the chalk structures are in a poor state of repair, in particular farm out-buildings. Chalk is a relatively friable material, and the scarcity of knowledge of techniques needed for repair, together with the additional work and expense involved, tend to discourage conversion of building for other uses. There are no grants available for assisting in the conservation of chalk buildings, outside conservation areas.
- 5.4.8 A general increase in farm size, brought about by economic factors, has led to some farmstead buildings becoming redundant and in poor repair or falling derelict.

## **5.5 POLICIES**

**AB1 Support the conservation and enhancement of buildings that contribute to the character of the Heritage Coast.**

## **6.0 ACCESS and VISITOR MANAGEMENT**

### **6.1 AIM**

*To promote understanding, interest and enjoyment for both the local community and visitors in all aspects of the area's special interest, in ways that do not damage or degrade the existing resource.*

### **6.2 FACTS**

6.2.1 Recreation and access to coastal areas are important facets of people's working and social lives. In 1996 over 50% of the population took a day trip to the coast. It is estimated that visitors to the Headland number approximately 111,234 in 1998. Economic benefits of recreation stem from additional employment as a result of the increase in demand for relevant goods and services.

### **6.3 Interpretation**

6.3.1 Making information available and easily understandable to the public increases public enjoyment of the area and it should also lead to greater appreciation of the importance and sensitivity of the Heritage Coast.

6.3.2 The current provision of interpretation has been done in a variety of ways and is pitched at different levels, so that all sections of the public are reached, and have access to more detailed information.

### **6.4 Countryside Access**

### **6.5 FACTS**

6.5.1 The Heritage Coast contains nearly 40km of registered public footpaths and a 2.5km section of bridleway. A public footpath runs around the headland on the cliff top from Sewerby to Speeton, linking with eight footpaths running inland. The coastal footpath is known as the "Headland Way", forming part of the "East Riding Heritage Way" which runs 80 miles from Hull to Filey Brigg.

6.5.2 There are nature trails at Danes Dyke and South Landing, the latter accessible to wheelchair-users. Parts of the RSPB reserve at Bempton Cliffs are also accessible to wheelchair users.

6.5.3 Beaches are accessible to pedestrians via steps at Sewerby, Selwicks Bay, Thornwick Bay and Speeton Sands, via minor roads or tracks at Danes Dyke and South Landing, and via a steep concrete ramp at North Landing. Some parts of the headland have only limited access to the public; this restricts opportunities for circular walks, which do not run along or beside roads.

6.5.4 There is a need for a safe and easily followed footpath link with the coastal path to the north of the Heritage Coast.

- 6.5.5 Access to the Headland generally is restricted for disabled users. There has been little provision made in the way of circular routes other than at South Landing. Interpretation is also aimed at walkers and not set to guidelines for less able bodied individuals.
- 6.5.6 Natural rockfalls or landslips occasionally remove a section of the coastal footpath, or leave it dangerously close to an unstable cliff edge, or damage beach access paths and steps. Coastal erosion rates are low compared to the glacial till coastline to the south of the headland, however.
- 6.5.7 Footpaths in intensively used areas, particularly sections of the coastal footpath, are subject to erosion by pedestrians (and also by all-terrain bicycles to some extent), giving rise to gullying into the boulder clay subsoil.
- 6.5.8 Some footpaths suffer from field margin ploughing and overgrowing crops or natural vegetation. Where no action is taken the paths are indistinguishable.

## **6.6 POLICIES**

- C1 Encourage the development and exploration of access opportunities for as wide a range of the public as possible**
- C2 Support initiatives that enable wide understanding of the heritage of the area.**

## **7.0 TRANSPORT**

### **7.1 AIM**

**To support measures to meet demand for public transport within the Heritage Coast and to increase the general use of public transport.**

### **7.2 FACTS**

- 7.2.1 Popular coastal areas are subject to large influxes of visitors during the tourism season. This makes demands upon the highways and transport infrastructure that are disproportionate to the size of the resident population. The headland is linked to the A165 Bridlington to Scarborough Road by the B1229 in the north and the B1255 in the south. Most visitors arrive by car, with the majority of these approaching via the A166 south west of Bridlington. Flamborough attracts an influx of day-trippers in the summer, many arriving by car.
- 7.2.2 Parking is available at Sewerby, Danes Dyke, South Landing, the Lighthouse, North Landing, Thornwick Bay, and Bempton Cliffs, giving access to the cliff top. Car parks at the Lighthouse, North Landing and Thornwick Bay are close to the cliff-top and visible from substantial parts of the coastal zone. Limited parking is available in the villages.
- 7.2.3 The Hull-Scarborough railway line runs along the western boundary of the heritage coast. The one remaining station now open being at Bempton.
- 7.2.4 There is a lack of modal integration, particularly between bus and rail. There is no reliable co-ordinated rural transport network for tourists and local communities alike apart from the Headlander bus service operating during the summer season.
- 7.2.5 The narrowness of roads and amount of traffic make the use of bicycles at peak times unattractive and possibly unsafe. There is only one legitimate off-road route for bicycles, a bridleway, available at present. Some use of footpaths by all-terrain cyclists takes place.

### **7.3 POLICIES**

- T1 Encourage means of transport on the headland other than private cars.**
- T2 Encourage sensitive landscape improvement of existing car parks.**

## 8.0 RECREATION

### 8.1 AIM

*To encourage recreational activities (including informal recreation) that draw on the area's special qualities and do not conflict with conservation objectives or other legitimate activities.*

### 8.2 FACTS

- 8.2.1 The majority of visitors to the Heritage Coast come simply to enjoy the scenery and sea air; many go for short walks or visit the beach although a fair number may not leave the car park at all. There are, however, a number of other activities that relate to the special characteristic of this area.
- 8.2.2 Large numbers of bird-watchers visit each year, many to see the spectacular seabird colonies on the north side of the headland, but also because the headland is very well known as an area for observing migrant birds in spring and autumn.
- 8.2.3 The proposed Yorkshire Marina in Bridlington will attract more tourists with the provision of a 500-berth marina. It will create greater opportunities for all year round recreational activities.
- 8.2.4 Recreation development should generally be limited to recreational infrastructure, such as campsite facilities, trails, access points and informal recreation.
- 8.2.5 Angling, has become an issue at Bempton where cliff top anglers put themselves in danger by pursuing this activity.
- 8.2.6 Golf course expansion, at present has not become an issue, but applications for increasing the size of courses are received with some regularity.
- 8.2.7 In general, land-based activities that take place at present appear not to conflict to a significant degree with the quiet enjoyment of the Heritage Coast. Possible exceptions are the riding of all-terrain bicycles on footpaths, particularly on the cliff top and the use of motor bikes at Danes Dyke. There are also some dangers posed to wildlife by discarded fishing line.
- 8.2.8 The Flamborough Head European Marine Site Management Scheme has considered whether water-based recreational activities conflict with conservation objectives or each other (this is observation is currently taking place).

### 8.3 POLICIES

- R1 To manage recreation activities that conflict with conservation objectives, other legitimate activities and public safety.**
- R2 Investigate outdoor recreation opportunities along the coast which can contribute to stronger, more diversified economies within coastal communities.**

## 9.0 AGRICULTURE

### 9.1 AIM

*To maintain the economic viability of agriculture on the headland, while maintaining and enhancing farmland biodiversity.*

### 9.2 FACTS

- 9.2.1 Flamborough Headland, in common with much of the East Riding of Yorkshire is a predominantly rural area. In 1998, over half of the population of the East Riding - 162,000 - lived in rural communities compared to 20% in England and 95% of the land is in some form of agricultural use. Agriculture is the dominant land use in the Flamborough area. The land is, in the main, productive and easily worked.
- 9.2.2 A review of land ownership in 1993 indicated that there were over 40 different landowners and/or tenants engaged in agriculture, with holdings varying considerably, from large (up to about 200 ha) blocks to relatively small (7 ha or less) and fragmented parcels of land. Fragmentation is particularly noticeable around the villages.
- 9.2.3 Farmers need to maintain a viable agricultural business. A prosperous local farming industry is important to the health of the local economy and can make an important contribution towards the quality of the rural environment.
- 9.2.4 The total agricultural labour force in the East Riding of Yorkshire has declined by 14% between 1984 and 1994. Since 1994 to the present time it has been estimated (NFU) that the figure for Flamborough has continued at the same rate again (14% decline). There are less full-time jobs now and in contrast part-time jobs have increased.
- 9.2.5 Several farmers have recently diversified into tourism and the holiday trade, including caravan storage; camp-sites, and Bed and Breakfast accommodation. All current Local Plans concentrate on protecting agriculture and the open countryside for reasons of appearance and sustainability. Diversification projects and reuse of rural buildings for employment are permitted subject to conditions.
- 9.2.6 Some changes in the countryside may be generating new jobs, for example in nature conservation, or in manufacture and marketing of speciality rural products. 'Incomers' may create new employment in rural areas. Organic farming is increasing, and has potential for further expansion (as well as contributing to sustainable development). Many farmers are recognising the need to diversify. Initiatives like the Local Product Directory help to support these measures. This is another example of an East Riding of Yorkshire Local Agenda 21 Partnership Project.
- 9.2.7 A more recent examination (2002) of agriculture reflects the regional picture in terms of changes in the industry. There has been a considerable decline in number of farmers on the Heritage

Coast since 1993, now estimated between 32-35 (landowners or tenants), in holdings of 2.02 ha (5 acres) and above.

9.2.8 The importance of agriculture in shaping the landscape makes this a key area for effort in promoting landscape conservation. Changes in agricultural practice, led by changing economic factors, have led to a decline in many traditional landscape and wildlife features.

9.2.9 There has been an amalgamation of some farms to increase the overall size and viability of the business. Smaller ones may not survive on farm-takings alone and, indeed some of the Flamborough farms have a second source of income.

### **9.3 POLICIES**

**Ag1 Encourage the take-up of agricultural grant schemes that contribute to biodiversity and landscape.**

**Ag2 Promote sustainable forms of agricultural diversification, especially tourism related schemes.**

**Ag3 Encourage local outlets for local produce**

## 10.0 TOURISM

### 10.1 AIM

*To support sustainable tourism initiatives that draw on, and contribute towards the conservation of the area's special qualities, and respect the nature of the local community.*

### 10.2 FACTS

- 10.2.1 Tourism should be recognised as a positive activity with the potential to benefit the community and the environment as well as the visitor. Tourism is the largest industry in the Yorkshire region, providing high revenue and employment. Tourism brings economic, environmental and social benefits and supports local services such as transport.
- 10.2.2 To achieve sustainable tourism, it is important to maintain the balance between the needs and demands of visitors, the protection and enhancement of the environment and the interests of local communities.
- 10.2.3 Tourism also plays a major part in the headland's economy. With nearby Bridlington, Flamborough is a traditional holiday area for visitors from South and West Yorkshire. The current climate for tourism is buoyant on the Headland. It is the major marketing tool used in the promotional "Short Breaks" brochure produced by the Hull and East Yorkshire Tourism Association.
- 10.2.4 The traditional activities of agriculture and fishing now involve only relatively small numbers of people; businesses associated with, or relying partly on tourism are likely to be the most important component of the local economy, and there are few alternatives locally.
- 10.2.5 Some tourism-associated developments have a major impact on the coastal landscape. However, tourism could be seen as part of the area's heritage, since it has been popular with holiday-makers since Victorian times. More recent evidence suggests that tourists are demanding a higher level of quality facilities and resources. This should be reflected in general provision and observed when considering planning applications where there is planning gain to be achieved.
- 10.2.6 Tourism from traditional areas appears to be in decline; a number of economic and social factors may be involved. It may be necessary to look to attract new groups to sustain the local economy; "green" tourism, drawing more on the area's special landscape, wildlife and historic qualities, while contributing to their conservation, offers strong possibilities. Numerous areas of green tourism have remained untapped and would be a valuable resource to market. These particular areas are: Archaeology; geology; education; walking; bird watching; the marine environment and photography.
- 10.2.7 The marina project will generate much-needed local employment and jobs will be created and retained in the town arising directly and indirectly from the development. The new investment and income into Bridlington will help improve property and land values – helping to sustain further improvements in the local economy and having a knock-on effect in Flamborough.

- 10.2.8 Government policy supports the integrated development of tourism in ways that contribute to, rather than detract from, the environment and its quality. Visitor management techniques, which mitigate the impact on the environment, should be adopted by managers in the area.
- 10.2.9 Flamborough contains a number of small businesses serving the local community (e.g. builders, joiners, plumbers, radio communications,) but many businesses that provide a service to the local community (village shops and services, pubs, petrol stations etc) probably also rely on additional business from visitors for their viability.
- 10.2.10 It is acknowledged that marketing, as a whole, for East Yorkshire is highly professional, but the Heritage Coast areas demand additional resources so that a dedicated marketing and tourism management plan could be developed. For example, a web site, or link specific to the area is being considered.
- 10.2.11 If problems, such as overcrowding; traffic congestion, wear and tear; or conflict with the local community occur then measures can be taken to alleviate them. These might include management and/or control of the volumes of visitors, either by limiting numbers to match the capacity, or by encouraging them to come outside peak periods, or to visit alternative locations. This would draw visitors away from the ‘Honey-pot’ areas such as Flamborough Lighthouse
- 10.2.12 Alternatively the resource could be adapted in some way to enable it to cope with the volume of visitors and sustain less damage.

### **10.3 POLICIES**

- T1 Support measures that promote Flamborough Heritage Coast as a leisure destination, particularly with a view to extending the season**
- T2 Ensure Flamborough Headland is included in the development of the East Riding Sustainable Tourism Strategy.**
- T3 Market/incentivise the benefits of public transport/cycling through partnerships between tourism providers & public transport operators.**
- T4 Encourage tourism businesses to promote regional attributes/provide outlets for local traders, purchase locally and promote local foodstuffs**
- T5 Ensure tourism development and visitor pressure does not damage the assets on which the future industry depends.**
- T6 Support diversification schemes that assist with promoting tourism and maintain employment.**
- T7 Promote alternative rural tourism based on weekend breaks and special interest holidays where they are consistent with sustainable development aims.**

**T8 Support local community initiatives that initiate small-scale tourism projects which respect the environment, create local employment and promote local culture and traditional skills.**

## 11.0 HEADLAND COMMUNITIES

### 11.1 AIM

*To support measures that meet the social and economic needs of communities living on the Heritage Coast.*

### 11.2 FACTS

- 11.2.1 With the two substantial settlements of Flamborough and Bempton/Buckton, the headland is relatively densely populated compared to the Wolds as a whole. Flamborough, originally a fishing village with boats at both North and South Landings, is the largest settlement on the Headland and is a selected settlement under the local council Structure Plan. This means it is a settlement identified as suitable for further housing development to meet projected figures for the area's future housing needs. The coastal location of the villages gives local communities a distinctive character compared with the Wolds. Many families are involved in tourism-related activities as well as farming and/or fishing, and the lifeboat crew and auxiliary coastguards are made up from local volunteers
- 11.2.2 Flamborough is the largest village in East Yorkshire, with comparatively good facilities which include church and church hall, chapel, post office, primary school, village hall, library, surgery, 4 public houses, hotel, playing field, variety of local shops, 2 garages, police house.
- 11.2.3 Bempton and Buckton, with no easy access to the sea because of high cliffs, developed mainly as agricultural settlements. They are not visible at present from the coastal zone. Bempton is a selected settlement, but Buckton is non-selected, so housing development is much more restricted for the latter.
- 11.2.4 Speeton is a small village based on the farming community and appears to have moved from its original position nearer the coast. The village has a church, and the local post office operates from a residential house. What used to be the local primary school for Speeton and Reighton, about 1 km from the village, is now a public house.
- 11.2.5 North Marine Estate is a collection of chalets on or close to the cliff top at North Landing which developed before effective planning controls came into operation. Many of the chalets, designed initially for holiday purposes, are being used for permanent occupation. This is gradually changing the nature of this "settlement".
- 11.2.6 Bempton and Buckton combined constitute the sixth largest village in East Yorkshire. Facilities are much more limited than in Flamborough, but include a church, chapel, surgery, post office/shop, primary school, garage, public house and railway station.
- 11.2.7 The settlements of Flamborough and Bempton have expanded considerably over the last twenty years. This has inevitably had detrimental effects on the relationship of the older parts of the villages to each other and to the local landscape. The effects of any further proposed expansion on the Heritage Coast landscape need to be considered carefully.

11.2.8 Access to employment, education and training, health services, shopping and entertainment is a key factor in the wellbeing of rural communities; isolation contributes to deprivation and problems of decline. Young people and the elderly experience particular difficulties.

### **11.3 Local history and traditions**

11.3.1 Like any area with a long history of occupation and use by people, the headland has its connections with famous people and events. The Battle of Flamborough Head (1779), in which America inflicted a naval defeat on England, is perhaps the best local example, but there are many other links.

11.3.2 The village and its people still retain traces of the dialect and traditions from the time of Scandinavian settlement that give it the name of "little Denmark". The local fishing coble is said to be derived from the Viking longboat, and at least one old tradition, the Flamborough Sword Dance, is still performed.

11.3.3 There exists a strong and long local history of occupation and use by people of the Headland. The information and links to famous people and events attracts much interest from visitors and generates pride in the local community.

11.3.4 Fishing is an important aspect of the heritage of Flamborough; having shaped its early development played a large part in its prosperity in former years. It still plays an important part in the lives of many local people. Traditional fishing jerseys, or "ganseys" are made with a pattern that is unique to Flamborough and relates to some of the area's characteristic.

11.3.5 Community groups have been set up to run local interest groups. Some of these have explored funding opportunities and produced Heritage Trail Leaflets.

11.3.6 Bempton and Buckton Environmental Action Group carried out a local history and cultural study, working in partnership with the local school. The pupils undertook a study and series of interviews with the older population of Bempton recording their experiences as a narrative. In this way much of the traditional and historical heritage of an area is passed on in verbal form, and is not in danger of being lost.

11.3.7 Changes in the structure of the local community (e.g. people moving to the area to retire) may affect the continuation of traditions.

### **11.4 POLICIES**

**HC1 Support partnerships that explore active local customs and traditions, which add to and conserve the historic heritage of the Headland.**

**HC2 Support community groups in seeking funding and grants.**

**HC3 Encourage the production of Village Appraisals and Village Design Statements to support local communities in assessing their needs, priorities and aspirations.**

**HC4** Help foster and develop closer relationships and partnerships between the public and private sectors to better integrate activities and provision of services on the coast.

**HC5** Support the provision of social / locally affordable housing

## 12.0 FISHING

### 12.1 AIM

*To maintain the viability of the fishing industry on the headland and ensure the protection of marine resources.*

### 12.2 FACTS

- 12.2.1 The waters around Flamborough Headland are renowned as one of the most prolific inshore fishing grounds off the East Coast of England, and are used by boats from Bridlington, Filey and Scarborough as well as by Flamborough fishermen. The traditional and distinctive Yorkshire coble is still used by some inshore fisherman.
- 12.2.2 The importance of fishing as a local activity was recorded as long as go as the thirteenth century, when at least nine boats operated from Flamborough; at its height towards the end of the nineteenth century, about eighty cobbles operated from North and South Landings. There is now little remaining of the Flamborough fleet; only two cobbles were reported working from North Landing and two or three from South Landing in a shellfish survey in 1993.
- 12.2.3 Types of fishing practised locally are fixed salmon and sea trout nets, potting for crabs and lobsters, long lining, gill and trammel nets and trawling.
- 12.2.4 Many small independent operators from Bridlington, Filey and other areas also use the fishing grounds off the headland, as do angling parties in boats from Bridlington and North Landing. The South Landing public boat launch area is used by many private individuals for this purpose.
- 12.2.5 Fishing has played an important part in the history and development of the area, particularly for Flamborough village and North and South Landings. Traditional fishing activities should continue to play a part in local life.
- 12.2.6 The history of local fishing and issues involved are not easily accessible to local people and visitors; better information would add to the interest of the area and give support for traditional activities.
- 12.2.7 Possible effects of current fishing practices on ecological and other considerations in the area are addressed through the European Marine Site Scheme of Management.

### 12.3 POLICIES

- F1 Promote the continuation of sustainable fishing activities, which are consistent with conservation objectives, as part of the area's heritage.**

## 13.0 Implementation, monitoring and review

13.1 The Management Strategy ensures that responsibility for outputs falls equally amongst the stakeholders and key organisations, where everyone can help to shape and secure the future of the Heritage Coast. In this way a more sustainable strategic approach is adopted in managing the Headland.

### 13.2 Monitoring

13.2.1 The role of monitoring will be carried out by the Heritage Coast Officer. A mechanism will be adopted to check whether (and to what extent) tasks identified as actions are carried out as specified. The monitoring process will also consider whether tasks are having the desired effect, or impact on the Heritage Coast.

13.2.2 The two types of monitoring will be considered separately, although they are related to each other. This enables an assessment to be made of the extent to which actions are achieving the desired effects. These types of monitoring should be kept as simple as possible.

### 13.3 MONITORING OUTPUTS/OUTCOMES

13.3.1 Monitoring action involves checking whether actions have been carried out against the targets set. Information about the on-going overview of activities will be maintained and presented in the annual monitoring report.

13.3.2 Monitoring actions carried out by other partner bodies shall be done by co-ordinating and presenting them cohesively. It will be achieved by listing the **outputs** desired and achieved from the action, for example: The successful initiation of three Countryside Stewardship Schemes adopted on the Headland may lead to further **outcomes**. Details of when the output was achieved, by whom in terms of commitment and the recommended lead. It is best if such monitoring is done by the partner bodies themselves, with support from the Heritage Coast Officer. The outputs shall be reported at the Standing Conference. Monitoring of the work carried out by the East Riding of Yorkshire Council itself can be integrated with other actions reported at the Standing Conference and monitored by the Heritage Coast Officer.

13.3.3 The monitoring process could simply be ticked off as completed, but in addition it is valuable to record whether they were completed ahead or behind schedule. Additional records could be made outlining any particular problems or spin off benefits which have occurred in implementing actions.

### 13.4 MONITORING OUTCOMES

13.4.1 Monitoring outcomes changes over time. It is an ongoing process that develops as a result of strategic outputs, so for example if three Countryside Stewardship Schemes were adopted on the Headland a measurable outcome resulting directly from this action would be an increase in the number of bird species attracted to a particular habitat. The outcomes can be measured for purposes of monitoring; comparative data is the most valuable.

- 13.4.2 One-off meetings of topic/focus groups or working groups representing a particular interest can play a significant role in monitoring. For example they may provide data on habitat species, landscape features, surveys.
- 13.4.3 A great deal of ongoing monitoring is undertaken by other bodies in areas of relevance to their own interests. For example, English Nature have their own established programmes for monitoring species and habitat change, while the Countryside Agency uses a comprehensive set of indicators in its annual 'State of the Countryside' reports. One useful function may be to list the different kinds of monitoring that are taking place within the Heritage Coast and the organisations responsible.

## **13.5 INDICATORS**

- 13.5.1 Quality of Life indicators are currently being formulated in the East Riding Policies. These may cover everyday concerns including the economy, levels of crime, road traffic, education and water quality. Links between indicators such as those between transport, health and the environment underline the need for the indicators to be considered together to show whether we are achieving a better quality of life.
- 13.5.2 There are several reasons why setting indicators and targets for the Heritage Coast is important:
- Focuses attention on exactly what kind of action is needed, making it clear to all stakeholders what is expected
  - Help front-line managers to focus effort and resources on priorities
  - Provide a route for involving local people in planning future actions
  - Put national performance standards into a local context

## **13.6 ROLE OF THE STANDING CONFERENCE**

- 13.6.1 The Standing Conference will be an annual event; it is a chance for all interested parties and stakeholders to become involved in the management of Flamborough Headland Heritage Coast. It will provide a completely new approach to achieving the aims and objectives of the Heritage Coast and give those committed to the aims of sustainable development the chance to work together to ensure the goals are met.
- 13.6.2 The Standing Conference will be a mechanism for raising awareness; networking; providing and exchanging information; examining specific areas and issues and looking at new initiatives. It will be an opportunity to direct specific actions and outline a shared responsibility for these. It allows interested parties the scope for reporting back on issues and actions. In short the following areas of work will be undertaken by the Heritage Coast Officer.
- An Annual Monitoring Report will be taken to the Standing Conference
  - An Annual Review of the Actions will be carried out, this will ensure that policies are implemented.
  - An Action Plan will be put to the Standing Conference for agreement

- An Annual Report will be submitted to the Standing Conference showing measurable outcomes (monitoring).
- A Review of the Management Strategy will be carried out every five years unless Actions, or change of Policies needs to be addressed

### **13.7 Actions should:**

- Relate to the Heritage Coast Objectives
- Be achievable
- Have a clear, stable definition so that achievement can be compared over time
- Be easily understood
- Have the support and commitment of all the stakeholders
- Be readily measurable

13.7.1 Under the Best Value process we must consider what effect the Actions will have for example on the environment and consider where they feed into the national indicators

### **13.8 POLICY**

**M1 Support and facilitate the establishment of a Heritage Coast Standing Conference.**