



VISITOR MANAGEMENT ZONES OF THE NORFOLK COAST AONB
 Guidance map and table
 January 1995

	RED	DARK ORANGE	HATCHED	LIGHT ORANGE	LIGHT GREEN	DARK GREEN
Landscape & habitat sensitivity in relation to existing visitor use	Areas of fragile wildlife habitat (almost wholly of International importance) under considerable visitor pressure.	Areas of fragile wildlife habitat (of International or National importance) with fewer visitor pressures than the Red Zone	Selected nature reserves and rural beaches which, although sensitive to visitor use, are better able to absorb larger numbers of visitors than nearby reserves and beaches.	Intermediate areas with visually sensitive open landscapes, all lying immediately adjacent to fragile wildlife habitats.	More robust area, but sensitive to visitor use given proximity to Heritage Coast and unsuitability of A149 to carry increased traffic.	More robust areas, with few visitor pressures at present.
Visitor management priorities	To overcome existing damage and disturbance problems associated with visitor activities and levels of use (to bring these areas up to Dark Orange Zone status).	To ensure that visitor use does not increase pressure on these areas (to prevent these areas becoming classified as Red Zone).	To transfer use away from more sensitive nature reserves and rural beaches nearby (particularly those in the Red Zone), where this can be accommodated without harm.	To ensure that visitor use does not increase pressure on adjacent fragile areas and maintains its landscape character.	To increase visitor enjoyment where this keeps car use to a minimum and, ideally, shifts use away from the Heritage Coast.	To develop opportunities for quiet enjoyment, especially where these take pressure off the other Zones.
Zone promotion	Do not promote, as under pressure from current levels of use.	Avoid promotion, but recognise that visitors wanting to go to rural beaches or nature reserves are best directed to certain sites (marked by hatching on map).	Provide information in the locality where this draws visitors away from more sensitive reserves and rural beaches, and encourages visitor enjoyment not reliant on the car.	Careful promotion given proximity to sensitive areas, and traffic pressures in this Zone.	Local promotion where this draws visitors away from the Heritage Coast and encourages visitor enjoyment not reliant on the car.	Preferential to highlight this Zone rather than remainder of AONB but promotion should still draw upon its special qualities and encourage quiet enjoyment.
Car parking and traffic	Investigate opportunities to reduce visitors on foot by reducing car parking and associated signing at or adjacent to these sensitive sites.	Prevent any increase in car parking capacity (with the possible exception of areas marked by hatching on map), and seek to reduce capacity and directional signing of car parks used by visitors to the Red Zone.	It may be desirable to increase parking capacity at or near some of these sites in the future, if there was evidence that these areas were being used in preference to others of greater sensitivity and could accommodate further use without harm.	Prevent any increase in car parking capacity (with the possible exception of parking for areas marked by hatching on map), and seek to reduce capacity and directional signing of car parks used by visitors to the Red Zone.	Reduce car traffic along the A149 within this Zone. Any new car parking immediately south of the A149 should be accompanied by a reduction in capacity in nearby Orange and Red Zones. Further inland, any new parking should be small-scale and seek to encourage a shift in use away from the Heritage Coast and A149.	Promote mechanisms which encourage visitors to leave their cars in this Zone before entering other Zones. Any increase in car parking should be linked to public transport and provision for cycling.
Priority for interpretation	To raise awareness of this Zone's importance and sensitivity, to overcome problems of damage and disturbance.	To raise awareness of the importance and sensitivity of this Zone and nearby Red Zone areas, to prevent problems and increase enjoyment.	To raise awareness of the importance of these areas, and of nearby more sensitive areas.	To raise awareness of the sensitivity of nearby fragile Red and Orange Zones.	To increase understanding and enjoyment of the Area involving wider interpretation themes, highlighting the benefits of exploring the Green Zones without the car.	
Other visitor facilities	Ensure that any new provision helps overcome visitor pressures and increases visitor enjoyment and understanding. The role of facilities in influencing visitor numbers and distribution must be carefully considered, as well as their landscape impact. New provision should not increase traffic pressures in these Zones.					Investigate use and development of facilities that encourage use of this Zone in preference to other Zones, aiming to avoid any overall increase in the number of visits to the AONB. Any new facilities should increase visitor enjoyment and understanding, building upon its special qualities.
Resource requirements	<p style="text-align: center;"> HIGH ← Tackling Visitor Pressures → LOW LOW ← Developing opportunities for quiet enjoyment → HIGH </p>					