

OUR APPROACH

VISION, AIM AND STRATEGIC OBJECTIVES (SEPTEMBER 2018)

OUR VISION

Our coast, its communities and its environment deserve a lasting future. Striving to achieve this drives our Partnership and empowers us. (Note requires further work)

OUR AIM

We will work 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 to enable 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 the coast, maximising opportunities and minimising risk.
- We will Innovate and deliver new approaches to managing the coast and enable individuals and communities to have options for the future.
- As Coast Protection Authorities we will maintain and where possible, 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 Maritime 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.