Appendix 1

SUMMARY OF KEY QUALiTiES OF NATURAL BEAUTY OF THE NORFOLK COAST

1. DYNAMiC CHARACTER AND GEOMORPHOLOGY OF THE COAST
Movement and interchange of internationally recognised geomorphological features and habitats.

2. STRONG AND DiSTiNCTiVE LiNKS BETWEEN LAND AND SEA
The area's distinctive and unique character is based on the visual, ecological, socio-economic and functional links between land and sea.

3. DiVERSiTY AND iNTEGRiTY OF LANDSCAPE, SEASCAPE AND SETTLEMENT CHARACTER
Key quality is based on maintaining diversity of character types rather than uniformity across the area, including landscapes and seascapes, settlement pattern, building materials and styles.

4. EXCEPTiONALLY iMPORTANT, VARiED AND DiSTiNCTiVE BiODiVERSiTY, BASED ON LOCALLY DiSTiNCTiVE HABiTATS
Recognised by a range of national and international designations. Coastal habitats are particularly important and most famous for birds, supporting iconic species. Inland habitats and species are also important, particularly lowland heath.

5. NATiONALLY AND iNTERNATiONALLY iMPORTANT GEOLOGY
Mainly based on past glaciation and current coastal processes. Includes landforms and landscape scale features as well as individual sites.

6. SENSE OF REMOTENESS, TRANQUiLLiTY AND WiLDNESS
A low level of development and population density for lowland coastal England, leading to dark night skies and a general sense of remoteness and tranquillity away from busier roads and settlements and, particularly for undeveloped parts of the coast, of wildness.

7. RiCHNESS OF ARCHAEOLOGiCAL HERiTAGE AND HiSTORiC ENViRONMENT, PARTiCULARLY THAT RELATiNG TO THE COAST AND iTS CHARACTER.
Evidence and features of human use of the area since prehistoric times and links to current uses and features.