

REPORT TO CABINET

Open		Would any decisions proposed :		
Any especially affected Wards	Mandatory/	Be entirely within Cabinet's powers to decide	YES	
	Discretionary /	Need to be recommendations to Council	NO	
	Operational	Is it a Key Decision	NO	
Lead Member: Cllr Nick Daubney E-mail: cllr.nick.daubney@west-norfolk.gov.uk		Other Cabinet Members consulted: Cllr Alistair Beales, Cllr Elizabeth Nockolds		
		Other Members consulted: Cllr Carol Bower, Cllr Paul Beal, Cllr Richard Bird.		
Lead Officer: Jemma Curtis E-mail: jemma.curtis@west-norfolk.gov.uk Direct Dial: 01553 616716		Other Officers consulted: Chris Bamfield, Ostap Paparega, Tim Humphreys, Matthew Henry		
Financial Implications NO	Policy/Personnel Implications NO	Statutory Implications NO	Equal Impact Assessment YES/NO If YES: Pre-screening/ Full Assessment	Risk Management Implications NO
If not for publication, the paragraph(s) of Schedule 12A of the 1972 Local Government Act considered to justify that is (are) paragraph(s)				

Date of meeting: 11 April 2017

HUNSTANTON PROSPERITY – ECONOMIC PLAN & PROSPECTUS

Summary

The report outlines the work undertaken by Hunstanton Prosperity - the Coastal Community Team – to prepare the Hunstanton Economic Plan and update of the Hunstanton Town Centre and Southern Seafront Masterplan (2008) in the Hunstanton Prospectus.

The report has also been prepared to take into account the Notice of Motion submitted by Cllr Richard Bird:

"The Council resolves to initiate, with appropriate other bodies, a comprehensive study of Hunstanton and the adjacent area. This should lead to the formation of a plan for the economic and social development of the area, focused upon local needs and potential."

Recommendation

It is recommended that the Cabinet -

1. Notes the report and endorses the work of Hunstanton Prosperity.
2. Endorses the update to the Hunstanton Town Centre & Southern Seafront Masterplan in the Hunstanton Prospectus.

Reason for Decision

To continue the Council's support to the economic development and regeneration of Hunstanton.

1.0 Background

Hunstanton Town Centre & Southern Seafront Masterplan (2008)

- 1.1 The Hunstanton Town Centre and Southern Seafront Masterplan (2008) underpins the regeneration strategy for Hunstanton and takes an integrated approach to regeneration by tackling physical design, planning and regeneration, transport, tourism and economic issues affecting the area.
- 1.2 Following extensive consultation, the vision identified in the 2008 master plan is for Hunstanton to be:
- An active town – expand the existing Watersports offer
 - A local town – which meets the needs of its residents with an expanded retail core
 - A more attractive seaside destination – where visitors stay longer and spend more
 - A town that respects its heritage – whilst looking to the future
 - An environmental town – making the most of the town's natural assets
- 1.3 Once the masterplan was adopted by the Borough Council, the Hunstanton Regeneration Project Team was formed to progress the actions identified in the plan through to implementation. Membership of the team comprised of Borough Council ward members, County Council division member, representatives from Hunstanton Chamber of Trade and Hunstanton Town Council. Borough and County Council officers attended meetings as necessary.
- 1.4 A significant amount of works and progress has been made since the adoption of the masterplan including;
- Seagate Gateway and highway and access improvements to Southend Road car park, completed 2010
 - Spinney & Town Centre Enhancements, completed 2014
 - Redevelopment of the Hunstanton Sailing and Watersports Club
 - Improved pedestrian signage (finger posts, town centre sign and car park information boards)
 - Hunstanton Heritage Gardens Project, funded through HLF Parks for People programme.
- 1.5 Feedback from recent unsuccessful funding bids has stated that the 2008 Masterplan is now considered to be dated. Funding bodies expect evidence and policy to justify external funding to be more up to date.

Hunstanton Prosperity

- 1.6 Hunstanton Prosperity was established in July 2015 in the first round of Coastal Community Team (CCT) designations by the Department of Communities and Local Government (DCLG). An initial £10,000 of funding was awarded to set up a new team and implement projects of economic benefit to coastal areas.
- 1.7 DCLG stated that the collective aim of the CCT's is to help bring jobs, growth and prosperity back to beach towns and cities in the light of coastal change and social challenges often found in our seaside areas. The teams bring together local business, councils and people to help coordinate regeneration projects in their area.
- 1.8 Due to the existence of the Hunstanton Regeneration Project Team, it was not felt necessary to create a new team but to expand the membership of the existing team

in line with DCLG guidance. Additions to the CCT include representatives from the West Norfolk Tourism Forum, Hunstanton Civic Society, West Norfolk Caravan and Camping Operators, Hunstanton Town Team, Rotary Club, Hunstanton Lions, Round Table.

- 1.9 Meetings of the CCT have taken place on a regular basis since its formation in 2016, in order to achieve deadlines set by DCLG, specifically to submit the Economic Plan by 31st March 2016 and progress key actions identified in the Delivery Plan.

Hunstanton Economic Plan

- 1.10 In April 2016, the CCT published the Economic Plan (appendix 1), a comprehensive socio-economic study prepared in line with guidance from DCLG, which includes

- Social and economic data
- Demographic data
- A SWOT analysis
- Findings and analysis of a business survey (undertaken in October 2015)
- Findings and analysis of a visitor survey (undertaken between October and November 2015)
- Delivery plan – short, medium and long terms actions

- 1.11 To inform the Economic Plan a business survey was undertaken in October 2015. The survey sought to identify the challenges, needs and opportunities facing businesses in Hunstanton. The survey was mailed out to 230 businesses in the town of Hunstanton. 25% of the business completed the survey. There were a number of surveys where not all questions were answered; therefore not all figures will add up to 100%.

- 1.12 When asked what the plans were for the business over the next two years 53% expected their businesses to remain at their current size, 33% planned to grow the business and 12% planned to contract, sell on or close the business.

- 1.13 When asked to identify barriers to development/performance of the business 43% of the businesses identified the seasonal nature of the visitors as a barrier to the performance of their business. Other significant barriers were constraints with existing premises and the recruitment of staff, both 21%.

- 1.14 Businesses were also asked to indicate from a number of options which they considered Hunstanton should build its future on. (Businesses were able to give multiple answers) A significant amount saw Hunstanton's future being built around it as a visitor destination. 74% considered that the future should be on developing Hunstanton as a base for weekend and long stay visits and 57% considered Hunstanton should strengthen its position as a family seaside destination.

- 1.15 All of the information gained from the survey fed into the Economic Plan and identified actions. The full report can be viewed at <http://www.coastalcommunities.co.uk/wp-content/uploads/2016/05/Hunstanton-Prosperity-CCT-Economic-Plan1.pdf>

- 1.16 An ideas workshop took place in March 2016 to determine the priority themes which the CCT will focus its future work on. This was led by the BDP consultants, who devised the 2008 masterplan. Members of the CCT attended along with Borough and County officers.

2.0 Next Steps

2.1 In realising this vision the CCT will be guided by the following principles as stated in the Economic Plan:

- Connectivity – Around the town and with King's Lynn
- Visitor Economy – Ensure tourism remains at the heart of the offer
- Diversification – Diversify the tourism offer and expand where possible
- Effective service centre – Develop the towns role supporting social, cultural and social infrastructure

The Economic Plan states short, medium and long term goals in line with these principles and work is already underway to progress the identified short term goals.

Hunstanton Prospectus (masterplan update)

2.2 An update to the 2008 masterplan in the form of the Hunstanton Prospectus (appendix 2) based on the information gathered from the workshop which took place in March 2016. The themes identified are:

- Tourism, Leisure & Events
- Heritage & Environment
- Employment & Services
- Transport & Movement
- Development Sites

2.3 The final Hunstanton Prospectus includes a detailed action plan setting out short medium and long term priorities for the next ten years. The team will now begin to identify and seek to apply to potential funding streams and start the implementation of actions.

Norfolk One Public Estate

2.4 The work on the Economic Plan and Hunstanton Prospectus is aligned to the work on the Norfolk One Public Estate. The One Public Estate programme is an initiative which is being delivered in partnership with the Cabinet Office Government Property Unit and the Local Government Association. The four key objectives are:

1. Creating economic growth (new homes and jobs)
2. More integrated, customer-focused services
3. Generating capital receipts
4. Reducing running costs

2.5 The Norfolk One Public Estate Board's expression of interest was approved in September 2016 and was awarded £50,000 to further develop the project. The proposed project includes 3 separate strands. These are:

1. Delivering community hubs, led by Broadland District Council
2. Depot rationalisation, led by South Norfolk District Council
3. Regeneration Project, led by the Borough Council of King's Lynn & West Norfolk

2.6 Strand 3 is based in Hunstanton and works in line with opportunity sites which were identified in the 2008 Town Centre and Southern Seafront Masterplan. The key work packages identified include a range of residential, commercial and mixed use developments on underutilized publicly owned land and assets which will meet the four key objectives of the OPE programme.

Visitor Survey:

2.7 Destination Research Ltd was commissioned by the Hunstanton Prosperity CCT to undertake a comprehensive Visitor Survey of staying and day visitors in 2016. The purpose of the survey was to identify key things which would encourage visitors to take a longer stay or visit Hunstanton more frequently in the future. A total of 1465 surveys were completed by staying visitors and 408 face to face questionnaires of day visitors. A Report of the survey findings has been prepared and currently being analysed by officers. Findings of the survey will be considered by the CCT and respective organisations accordingly to inform the action plan for the CCT and actions required to support the further development and regeneration of Hunstanton as a visitor destination.

2.8 The survey findings also provide baseline data for the Hunstanton Heritage Gardens project to evaluate and monitor the success of the project after the capital works have been finished (due for completion June 2017).

5.0 Policy Implications

5.1 This proposal meets the Corporate Business Plan's strategic objectives.

6.0 Financial Implications

6.1 The costs of preparing the Economic Plan, Hunstanton Prospectus have been met through the £10,000 grant from DCLG. The Council has previously committed funding to the Hunstanton Regeneration Programme since 2008 which has included funding towards schemes including Seagate Gateway and The Spinney Town Centre Enhancements. Recent investment also includes funding contributions to the £1.3m Hunstanton Heritage Gardens project which attracted Big Lottery funding from the HLF.

6.2 Funding to support the implementation of the Actions identified in the Economic Plan and Hunstanton Prospectus will need identifying by the CCT on a project by project basis. The designation of CCT status opens up funding opportunities including access to the Coastal Revival Fund administered by DCLG.

7.0 Personnel Implications

7.1 There are no personnel implications.

8.0 Statutory Considerations

8.1 There are no statutory considerations.

9. 0 Equality Impact Assessment (EIA)

(Pre screening report template attached)

10.0 Risk Management Implications

10.1 There are no risk management implications

11.0 Declarations of Interest / Dispensations Granted

12.0 Appendices

1. Economic Plan, Hunstanton Prosperity, March 2016
2. Hunstanton Prospectus, March 2017

Background Papers

Hunstanton Town Centre and Southern Seafront Masterplan, BDP, 2008
Hunstanton Visitor Survey, February 2017



Pre-Screening Equality Impact Assessment

Name of policy/service/function	Regeneration & Economic Development				
Is this a new or existing policy/ service/function?	Existing				
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service rigidly constrained by statutory obligations	The main aims of Hunstanton Prosperity – Coastal Community Team is to help bring jobs, growth and prosperity back to the seaside town of Hunstanton by addressing coastal change and social challenges associated with seaside areas.				
Question	Answer				
<p>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups according to their different protected characteristic, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p>		Positive	Negative	Neutral	Unsure
	Age			√	
	Disability			√	
	Gender			√	
	Gender Re-assignment			√	
	Marriage/civil partnership			√	
	Pregnancy & maternity			√	
	Race			√	
	Religion or belief			√	
	Sexual orientation			√	
	Other (eg low income)			√	
	Question	Answer	Comments		
2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?	No				
3. Could this policy/service be perceived as impacting on communities differently?	No				
4. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	No				
<p>5. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?</p> <p>If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section</p>	No	Actions:			
		Actions agreed by EWG member:			
Assessment completed by: Name Jemma Curtis					
Job title Regeneration Programmes Managers	Date 15 March 2017				

Please Note: If there are any positive or negative impacts identified in question 1, or there any 'yes' responses to questions 2 – 4 a full impact assessment will be required.