

Borough Council of  
**King's Lynn &  
West Norfolk**



# **Joint Meeting of the Regeneration & Development and Environment & Community Panel**

## **Agenda**

Wednesday, 22nd July, 2015  
at 6.00 pm

in the

**Committee Suite  
King's Court  
Chapel Street  
King's Lynn**



**King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX**  
**Telephone: 01553 616200**  
**Fax: 01553 691663**

Tuesday, 14 July 2015

Dear Member

**Joint Meeting of the Regeneration & Development and Environment & Community Panel**

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Wednesday, 22nd July, 2015 at 6.00 pm** in the **Committee Suite, King's Court, Chapel Street, King's Lynn** to discuss the business shown below.

Yours sincerely

Chief Executive

**AGENDA**

**1. Apologies for absence**

To receive any apologies for absence.

**2. Minutes (Pages 6 - 11)**

To approve the minutes of the previous meeting.

**3. Declarations of Interest**

Please indicate if there are any interests which should be declared. A declaration of an interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

Those declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simple observing the meeting from the public seating area.

**4. Urgent Business**

To consider any business which, by reason of special circumstances, the Chairman proposes to accept as urgent under Section 100(b)(4)(b) of the Local Government Act, 1972.

**5. Members Present Pursuant to Standing Order 34**

Members wishing to speak pursuant to Standing Order 34 should inform the Chairman of their intention to do so and on what items they wish to be heard before the meeting commences. Any Member attending the meeting under Standing Order 34 will only be permitted to speak on those items which have been previously notified to the Chairman.

**6. Chairman's Correspondence**

If any.

**7. Matters referred to the Panel from other Council Bodies and responses made to previous Panel recommendations/requests**

None.

**8. Leisure Trust Update**

To receive an update on the work of the Leisure Trust.

**9. Cabinet Report - Hunstanton Heritage Gardens - Heritage Lottery Fund Parks for People Application (Pages 12 - 49)**

The above report is on the Cabinet Forward Decision List for 28 July 2015 and has been identified by the Chairman for consideration by the Panel.

The Panel are requested to consider the report and make any appropriate recommendations to Cabinet.

**10. Recycling Funding (Pages 50 - 51)**

To receive information from the Policy and Partnerships Manager on the project.

**11. Panel Work Programme and Forward Decision List (Pages 52 - 56)**

To consider the attached Work Programme for 2015/2016.

In considering the draft Work Programme Members' attention is drawn to the Cabinet Forward Decisions List.

**12. Date of the next meeting**

To note that the next Joint meeting of the Regeneration & Development and Environment & Community Panel is scheduled to take place on **Wednesday 2 September 2015 at 6.00pm** in the Committee Suite, King's Court, Chapel Street, King's Lynn.

To:

**Joint Meeting of the Regeneration & Development and Environment & Community Panel:** L Bambridge, Mrs C Bower, Mrs J Collingham, Mrs S Collop, C Crofts, Mrs S Fraser, G Hipperson, M Hopkins, M Chenery of Horsbrugh, M Howland, P Kunes, Mrs K Mellish, J Moriarty, P Rochford, C Sampson, M Shorting, T Smith, Mrs S Squire, J M Tilbury, A Tyler, Mrs E Watson, Mrs J Westrop, D Whitby and Mrs A Wright

**Portfolio Holders:**

Councillor P Beal, Portfolio Holder for Coastal and Tourism  
Councillor A Beales, Deputy Leader and Portfolio Holder for Regeneration and Industrial Assets  
Councillor B Long, Portfolio Holder for Environment  
Councillor D Pope, Portfolio Holder for ICT, Leisure and Public Space

**Officers:**

Chris Bamfield, Executive Director Commercial Services  
Ian Burbidge, Policy and Partnerships Manager  
Jan Clay, Company Secretary - Alive Leisure  
Adam Garford, Sports Development Officer, Alive Leisure  
Geoff Hall, Executive Director, Development and Environment  
Laura Hampshire, Regeneration Project Officer  
Ray Harding, Chief Executive  
Nina McKenna, Marketing Manager, Alive Leisure  
Simon McKenna, Chief Executive, Alive Leisure  
Ostap Paparega, Regeneration and Economic Development Manager  
Roger Partridge, Sports Development Manager, Alive Leisure

**Executive Directors  
Press**

**BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK**  
**JOINT MEETING OF THE REGENERATION & DEVELOPMENT AND**  
**ENVIRONMENT & COMMUNITY PANEL**

**Minutes from the Meeting of the Joint Meeting of the Regeneration & Development and Environment & Community Panel held on Wednesday, 24th June, 2015 at 6.00 pm in the Committee Suite, King's Court, Chapel Street, King's Lynn**

**PRESENT:** Councillor L Bambridge (Chairman)  
Councillors R Blunt, A Bubb, Mrs S Collop, C Crofts, Mrs S Fraser, M Chenery of Horsbrugh, M Howland, P Kunes, Mrs K Mellish, J Moriarty, P Rochford, Mrs S Squire, A Tyler, Mrs E Watson, D Whitby and Mrs A Wright

**Portfolio Holders**

Councillor A Beales, Deputy Leader and Portfolio Holder for Regeneration and Industrial Assets  
Councillor B Long, Portfolio Holder for Environment  
Councillor Mrs E Nockolds, Portfolio Holder for Culture, Heritage and Health  
Councillor D Pope, Portfolio Holder for ICT, Leisure and Public Space

**Officers:**

Chris Bamfield, Executive Director Commercial Services  
Laura Hampshire, Regeneration Project Officer  
Ray Harding, Chief Executive  
Ostap Paparega, Regeneration and Economic Development Manager  
Dave Robson, Environmental Health Manager (Environment)

RD&EC15 **APPOINTMENT OF VICE CHAIRMAN FOR THE MEETING**

**RESOLVED:** Councillor Mrs A Wright was appointed Vice Chairman for the Meeting.

RD&EC16 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Mrs C Bower, G Hipperson, M Hopkins, C Sampson, T Smith, M Tilbury and Mrs J Westrop.

RD&EC17 **MINUTES**

**RESOLVED:** The minutes from the Joint Panel Meeting held on 3<sup>rd</sup> June 2015 were agreed as a correct record and signed by the Chairman.

RD&EC18 **DECLARATIONS OF INTEREST**

There was none.

RD&EC19 **URGENT BUSINESS**

There was none.

RD&EC20 **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

Councillors R Blunt and T Bubb attended for item RD&EC25 – South Quay Area Delivery Plan.

RD&EC21 **CHAIRMAN'S CORRESPONDENCE**

There was none.

RD&EC22 **MATTERS REFERRED TO THE PANEL FROM OTHER COUNCIL BODIES AND RESPONSES MADE TO PREVIOUS PANEL RECOMMENDATIONS/REQUESTS**

The Panel noted the response made by Cabinet to the recommendations from the Joint Panel meeting on 3<sup>rd</sup> June 2015 on the following items:

- Fields in Trust.
- King's Lynn Surface Water and Highway Infrastructure improvements and Major Housing Development at Lynnsport and Marsh Lane – Compulsory Purchase Order.
- EXEMPT – Acquisition of Morston Assets Sites at the Nar Ouse Regeneration Area.

RD&EC23 **EMERGENCY PLANNING & FLOOD AND WATER MANAGEMENT UPDATE**

The Environmental Health Manager (Environment) presented the report which provided an update on Emergency Planning and Flood and Water Management. The report outlined the work on going in these areas.

**(i) Emergency Planning**

It was explained that the Council had a Corporate responsibility and a statutory duty to prepare and plan for civil emergencies. To assist with fulfilling this duty the Council participated in the Norfolk Resilience Forum. The Norfolk Resilience Forum was a multi-agency forum which

maintained emergency plans, provided training and promoted community resilience. The Forum had a dedicated website – [www.norfolkprepared.gov.uk](http://www.norfolkprepared.gov.uk) which held copies of emergency plans and a copy of the Community Risk Register.

The Norfolk Resilience Forum had prepared a Community Risk Register for Norfolk which examined local risks and prioritised them. Presently two local risks had been highlighted as high risk for the area – tidal flooding and pandemic flu.

The Borough Council had its own Emergency Plan which was reviewed on an annual basis and set out how rest centres could be used and the volunteers and officers who would be required to deal with an emergency.

The Environmental Health Manager provided details of issues that the Emergency Planning Department had dealt with over the past twelve months and included:

- 31 Environment Agency Flood Alerts/Warnings across the Borough
- 24 Met Office Weather Warnings
- 15 incidents/emerging issues – sometimes a response was required and sometimes Emergency Planning just kept a watching brief.
- Prepare and publish a Flood Warning leaflet in partnership with the Environment Agency.
- Attending training exercises.
- Participating in engagement events
- Administering the Borough Council's Emergency Warden's Group which was made up of volunteers who provided assistance with rest centres.
- Attendance at the Corporate Business Continuity Group to provide technical advice and training. Updates on Business Continuity were reported to the Audit and Risk Committee.
- Administering the West Norfolk Public Event Safety Advisory Group which provided assistance to event organisers for public events.

## **(ii) Flood and Water Management**

The Environmental Health Manager explained that the recovery from the tidal surge last year had almost been completed and details of the work carried out was included in the report. A variety of grants had been made available for businesses and properties affected by floods to flood proof properties and install flood prevention measures.

The Environmental Health Manager explained that the Borough Council had adopted the Wash East Coast Management Strategy, which was now in the process of being adopted by the Environment Agency. The Strategy provided the framework to manage the coast in three areas: Hunstanton Cliffs, Hunstanton Promenade and the Area from Heacham to Wolferton Creek. A Funding Group and a Stakeholder Group would be established to oversee the

implementation of the strategy and a Community Interest Company had been set up to provide part of the funding requirements.

Other work carried out to deal with Flood and Water Management included the following:

- Dealing with flooding caused by heavy thunderstorms in August.
- Attending meetings of the Corporate Flood and Water Management Group.
- Responding to consultations from the Environment Agency and King's Lynn Internal Drainage Board expansion plan.

The Chairman thanked the Environmental Health Manager for his presentation and invited questions and comments from the Panel.

Councillor Mrs Watson referred to the Wash East Coast Management Strategy and the areas of the coast that it covered. She asked who was responsible for the rest of the coast and the Environmental Health Manager confirmed that it was the Environment Agency's responsibility and that repairs to the flood banks had been completed. The Environmental Health Manager explained that tactical flood plans and maps were available which set out who was responsible for each area.

In response to a question from the Vice Chairman, Councillor Mrs Wright, the Environmental Health Manager explained that the Community Interest Company which would be set up to take forward the Wash East Coast Management Strategy would be funded by voluntary contributions from businesses and individuals. He explained that most businesses had indicated that they would be willing to contribute and a Funding Group would be established to look at different mechanisms for funding.

The Vice Chairman, Councillor Mrs Wright requested that the relevant Ward Members be kept informed of progress with the Community Interest Company and progress towards the Wash East Coast Management Strategy.

The Portfolio Holder for Environment, Councillor Long explained that the current protection along the coast was of varying standard and it would cost a significant sum to bring all of the defences up to the same standard. The Community Interest Company would work to make improvements, but it was acknowledged that the priority would be to ensure that the coast was defended. Improvements to flood defences could be looked at in the future if there was the opportunity to raise larger funds in the future. The Portfolio Holder for Environment explained that the Environment Agency were looking at their costs for assessments and administrations and if costs could be reduced, although it would still be necessary to carry out Environmental Impact Assessments as the area was highly designated.



The Chief Executive commented that the Community Interest Company would seek contributions from individuals, but these would be voluntary, so the amount likely to be charged to Businesses would be calculated on the sum required. The Chief Executive acknowledged that there would be a stage in the future when significant repair work would be required and this would require significant investment.

**RESOLVED:** The update was noted.

RD&EC24 **EXCLUSION OF PRESS AND PUBLIC**

**RESOLVED:** That under Section 100(A)(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Act.

RD&EC25 **EXEMPT - SOUTH QUAY AREA DELIVERY PLAN**

The Regeneration and Economic Development Manager and the Regeneration Projects Officer provided those present with a summary of proposals to develop a Masterplan for the King's Lynn Riverfront Area.

The Regeneration and Economic Development Manager explained that the proposals had been presented to the Panels at an early stage in the process so that Members had an opportunity to comment and make suggestions throughout the process. Further reports and updates would be provided to Members as appropriate.

The Panel was informed that it was important to develop a clear and deliverable vision for the area and identify any opportunities, risks and constraints in the area. Funding opportunities would be investigated.

The Regeneration and Economic Development Manager provided those present with detail of the areas to be considered within the delivery plan and the context of the sites in relation to their proximity with other areas, links with the town centre and other initiatives ongoing in the town centre.

It was hoped that following the initial work a vision for the Riverfront would be created along with a design concept and delivery framework.

The Chairman thanked the Regeneration and Economic Development Manager and the Regeneration Project Officer for their presentation and invited questions and comments from the Panel.

The Regeneration and Economic Development Manager answered a number of questions related to the presentation and stated that future reports would be brought to the Panel.

**RESOLVED:** (i) The update was noted.  
(ii) The Regeneration and Development Panel be kept updated on progress with the Delivery Plan.

RD&EC26 **RETURN TO OPEN SESSION**

RD&EC27 **WORK PROGRAMME AND CABINET FORWARD DECISION LIST**

The Chairman invited Members of the Panel to contact her if they had any items which they would like to add to the work programme.

Councillor Moriarty referred to the recent announcement that the Borough Council had secured £270,000 from Central Government to roll out a two year project to improve recycling rates across the region and asked if an update could be provided to the Panel on what the project would involve.

The Executive Director would arrange for an update to be presented to a future meeting of the Panel.

Councillor Mrs Collop asked if the DVD was available for Members to view on the NEWS site. The Portfolio Holder for Environment agreed to see if it was now available for the Panel to view at a future meeting.

**RESOLVED:** (i) The work programme and forward decision list was noted.  
(ii) That the above items be considered for inclusion on the Panel Work Programme.

RD&EC28 **DATE OF NEXT MEETING**

The next meeting of the Regeneration & Development and Environment & Community Panel was scheduled to take place on Wednesday 22 July 2015 at 6.00pm in the Committee Suite, King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX.

**The meeting closed at 7.35 pm**

## REPORT TO CABINET

<b>Open</b>		Would any decisions proposed :		
<b>Any especially affected Wards</b>	Mandatory/	(a) Be entirely within cabinet's powers to decide YES/NO		
	Discretionary /	(b) Need to be recommendations to Council YES/NO		
	Operational	(c) Be partly for recommendations to Council and partly within Cabinets powers – YES/NO		
Lead Member(s): Cllr Alistair Beales and Cllr Paul Beal E-mail: <a href="mailto:Cllr.Alistair.Beales@west-norfolk.gov.uk">Cllr.Alistair.Beales@west-norfolk.gov.uk</a> <a href="mailto:Cllr.Paul.Beal@west-norfolk.gov.uk">Cllr.Paul.Beal@west-norfolk.gov.uk</a>		Other Cabinet Members consulted:		
		Other Members consulted:		
Lead Officer(s): Ostap Paparega E-mail: <a href="mailto:Ostap.paparega@west-norfolk.gov.uk">Ostap.paparega@west-norfolk.gov.uk</a> Direct dial: 01553 616890 Laura Hampshire <a href="mailto:Laura.hampshire@west-norfolk.gov.uk">Laura.hampshire@west-norfolk.gov.uk</a> Direct Dial: 01553 616891		Other Officers consulted: Jemma Curtis, Lorraine Gore		
Financial Implications YES	Policy/Personnel Implications NO	Statutory Implications (incl S.17) NO	Equal Opportunities Implications NO	Risk Management Implications NO

Date of meeting: 28<sup>th</sup> July 2015

### **HUNSTANTON HERITAGE GARDENS – HERITAGE LOTTERY FUND PARKS FOR PEOPLE APPLICATION**

#### **Summary**

The report details the Stage 1 approval from the Heritage Lottery Fund Parks for People funding programme for the Seafront gardens and associated open spaces of The Green in Hunstanton. The Stage 1 approval provided development funding of £28,800 from the HLF towards the £36,000 total development costs with the Borough Council funding the difference (£7,200).

The basis of the scheme submitted is a total cost of £826,745 with 80% funded by the HLF and 20% (£164,145) by the Council. These estimated figures will be the basis for developing the scheme to Stage 2.

#### **Recommendation**

The Cabinet is recommended to:

- a) Note the Stage 1 project approval from the HLF.
- b) Delegate authority to the Chief Executive in consultation with the relevant Portfolio Holder to develop the proposals to a Stage 2 submission.
- c) Approve the Council's contribution of £164,145 to the project if the stage 2 application is successful as detailed in Section 4.
- d) Request a further report to Cabinet in February 2016 prior to

submission of the Stage 2 scheme.

### **Reason for Decision**

**To enhance the public space and promote the heritage of Hunstanton in line with the objectives of the Hunstanton town centre and southern seafront masterplan.**

## **1. BACKGROUND**

- 1.1 In March 2015 a stage 1 application was submitted to the Heritage Lottery Fund (HLF) Parks for People programme for works to enhance the public realm and promote the heritage of The Green area in Hunstanton. A copy of the application is included at Appendix 1. On 24<sup>th</sup> June the HLF confirmed approval of the stage 1 application for the project. At Stage 1, the HLF agrees to contribute £28,800 to development costs estimated at £36,000 to enable the scheme to be worked up in greater detail including detailed project costs for a Stage 2 application. The Borough Council will fund the remaining £7,200.
- 1.2 The formal offer letter with terms and conditions of the stage 1 approval from the HLF has been received. A meeting is scheduled with the HLF Senior Grants Officer on Friday 17<sup>th</sup> July to discuss the Stage 2 application. Stage 1 approval does not guarantee the award of the grant - the Borough Council has to develop and submit a detailed Stage 2 application that will be assessed by the HLF Board in June 2016.
- 1.3 The project is on the seafront gardens and conservation area in Hunstanton, centred on The Green and adjoining network of public open green spaces comprising the Esplanade Gardens and Cliff Parade. The green space was central to the original vision of Henry Styleman Le Strange for a purpose built Victorian seaside resort. The areas remain pivotal to the town's heritage and seaside facilities today but have deteriorated and heritage assets eroded due to piecemeal and inappropriate design of key features over the years.
- 1.4 The project aims to deliver a comprehensive restoration of this important seaside park, which celebrates and respects the original vision of its founder, Henry Styleman Le Strange. It will leave a lasting legacy of greater awareness and engagement of how the area has developed over time and the skills and training required to maintain parks to a high Green Flag Award standard.
- 1.5 If the Stage 2 application is successful, the capital works will include street furniture, structures, interpretations, etc within the Esplanade Gardens and Green. A complementary activity plan is also proposed, aimed at engaging greater numbers of volunteers in the management and maintenance of the area, develop their skills and to raise awareness of the area's heritage with residents and visitors alike.

## **2 STAGE 2 APPLICATION (Development phase)**

2.1 To develop the proposal in greater details and provide the supporting documentation required for a Stage 2 application the following work will be carried out;

- Conservation Management Plan
- Topographic survey
- Condition and structural survey of structures
- Ecological survey
- Landscape design proposals
- Interpretation strategy
- Consultation programme
- Development of friends group
- Preparation of activity plan
- Visitor surveys to form baseline data
- Preparation of activity plan
- Visitor surveys to form baseline data
- Preparation of monitoring and evaluation plan
- Updated management and maintenance plan
- Draft communications plan

2.2 The HLF approved development costs are broken down as follows:

<b>Cost Heading</b>	<b>Description</b>	<b>Cost (£)</b>
Professional Fees	Landscape and features design and Quantity Surveyor	8,000
Other costs (development phase)	Surveys and plans required (as detailed in 2.1)	22,000
Contingency		6,000
<b>Total Cost</b>		<b>36,000</b>

2.3 The development cost of the stage 2 application will be met as follows:

<b>Income Heading</b>	<b>Description</b>	<b>Total (£)</b>
Borough Council	To be taken from the Hunstanton Regeneration Programme Capital budget	7,200
HLF Grant		28,800
<b>Total Income</b>		<b>36,000</b>

2.4 The current estimated overall cost of the delivery phase of the project is broken down into 3 main areas: Capital, Activity and Other costs. These are then itemised as illustrated in the tables below:

### **Capital Costs**

<b>Cost Heading</b>	<b>Description</b>	<b>Cost (£)</b>
Repair and conservation work	Current structures and amenities throughout the park	361,100
New building work	Shelters throughout the area	103,300
Equipment and materials	Street furniture, play area, interpretation boards	147,300
Professional fees relating to any of the above		51,745
Other costs (capital)	Preliminaries	32,000
<b>Total Costs</b>		<b>695,445</b>

### **Activity Costs**

<b>Cost Heading</b>	<b>Description</b>	<b>Cost (£)</b>
Training for staff	Apprentices training	2,000
Paid training placements	2 x Apprentices	30,000
Training for volunteers	Developing Town guides, horticulture training and planting days, event management and heritage skills	29,500
Other costs (activities)	Workshops for landscape plan, digital archive, development of mobile app, engagement of local schools	17,500
<b>Total Costs</b>		<b>79,000</b>

### **Other Costs**

<b>Cost Heading</b>	<b>Description</b>	<b>Cost (£)</b>
Contingency		30,300
Inflation		16,000
<b>Total Costs</b>		<b>46,300</b>

- 2.5 The total cost of delivery is £820,745 of which 80% is granted funded by the HLF (£656,600) and the remaining 20% contribution from the Borough Council (£164,145).
- 2.6 It is proposed that the development of the scheme to a Stage 2 submission be led by the Hunstanton Regeneration Project Team, which is coordinated and serviced by the Regeneration & Economic Development Department.
- 2.7 The proposed timetable for the development of the Stage 2 application is:
- July 2015: Report to cabinet to confirm Borough Council's funding contribution and approval to work up to Stage 2 submission

- August 2015: Visitor Surveys to form baseline data
- August – December 2015: Procure and commission studies and professional advice required for Stage 2 submission
- January – February 2016: Consultation on proposed scheme
- Late February 2016: Submission of Stage 2 application

2.8 The aim is to submit a Stage 2 application by February 2016 to gain approval by the HLF in June 2016; this would allow commencement of works in Autumn 2016 out of the main peak season.

2.9 To enable the development of a Stage 2 application it is proposed to delegate authority to the Chief Executive in consultation with the relevant Portfolio Holders to approve the details of the project as they are worked up by the Hunstanton Regeneration Project Team.

### **3 FINANCIAL IMPLICATIONS**

3.1 The 2015/16 capital programme includes £7,200 allocated to the Hunstanton regeneration programme to fund the Stage 2 development costs. The HLF will provide £28,800 towards the remaining development funding required for Stage 2.

3.2 The 2016/2017 capital programme includes £164,150 for the Council's 20% contribution towards the implementation of the Parks for People project. The Council will finance its contribution from capital reserves.

### **4. POLICY IMPLICATIONS**

4.1 The project is in line with the Council's Town Centre & Southern Seafront Regeneration masterplan for Hunstanton (2008).

### **5. PERSONNEL IMPLICATIONS**

5.1 The stage 2 application will be developed using in-house staff resources with the exception of specialist studies to be commissioned as listed in 2.1. The stage 1 application proposed recruitment of horticultural apprenticeships as part of the required training and skills element of the project which is in line with the current corporate policy. A further report to cabinet prior to the Stage 2 submission will include the details of the proposed apprenticeships recruitment.

### **6. RISK MANAGEMENT**

6.1 If the stage 2 application is not successful, the Council will need to consider resubmission of a revised application or undertake a scaled down scheme to address the seafront facilities which require repair, refurbishment or replacement (i.e. the Butterfly Shelters, The Green Toilets, Play area).

6.2 Project costs – the costs submitted at Stage 1 were based on a high level site audit and cost plan. As the studies, surveys and proposals are

developed further in Stage 2, the costs may vary. This will be reported to Cabinet prior to the Stage 2 submission.

## **7. STATUTORY CONSIDERATIONS**

- 7.1 None at present, although subject to the development of the detailed design proposals, planning consent and/or flood defence consent may be required to implement the final scheme.

## **8. EQUALITY IMPACT ASSESSMENT (EIA)**

- 8.1 A Pre Screening EIA has been completed for the project. Full Assessment not required.

Appendix 1: Stage 1 Application to the Heritage Lottery Fund

Background Papers:

Hunstanton Town Centre and Southern Seafront Masterplan, 2008





## Notes on completion

### Summary

**Name of your organisation**

Kings Lynn & West Norfolk Borough Council

**Project title**

**In no more than 15 words, please choose a title which you think best describes your project. This will be seen externally, on our website and by our decision makers so please ensure that you choose a title that you are happy for a wide range of people to see.**

Hunstanton Heritage Gardens

**Reference number**

PP-14-06858

**Project summary**

**In no more than 150 words, summarise your project. We will use this text to tell people about your project, including our decision takers.**

The project is on the seafront gardens and conservation area in Hunstanton, centred on The Green and adjoining network of public open green spaces comprising the Esplanade Gardens and Cliff Parade. The green spaces was central to the original vision of Henry Styleman Le Strange for a purpose built Victorian seaside resort.

The areas remain pivotal to the town's heritage and seaside facilities today but have deteriorated and heritage assets eroded due to piecemeal and inappropriate design of key features over the years.

The outcome will be comprehensive restoration of this important seaside park which celebrates and respects the original vision of its founder, Henry Styleman Le Strange. It will leave a lasting legacy of greater awareness and engagement of how the area has developed over time and the skills and training required to maintain parks to a high Green Flag Award standard.

**Have you received any advice from us before making your application?**

Yes

**Please tell us who you received advice from.**

Stuart Hobley

**Is this your first application to the Heritage Lottery Fund?**

No

**Please tell us the reference number and project title of your most recent application.**

TH-11-04992 St Margarets Conservation Area East THI Scheme

## **Section one: Your organisation**

### **1a Address of your organisation:**

<b>Address line 1</b>	Kings Court
<b>Address line 2</b>	Chapel Street
<b>Address line 3</b>	Kings Lynn
<b>Town / city</b>	King's Lynn
<b>County</b>	Norfolk
<b>Postcode</b>	PE30 1EX

### **1b Is the address of your project the same as the address in 1a?**

No

**Enter the address of your project. Please use the post code look up button to find your address so that the Local Authority and Constituency information is generated in the boxes below.**

<b>Address line 1</b>	The Green
<b>Address line 2</b>	
<b>Address line 3</b>	
<b>Town / city</b>	HUNSTANTON
<b>County</b>	Norfolk
<b>Postcode</b>	PE36 6BQ

### **Local Authority within which the project will take place**

King's Lynn and West Norfolk

### **Constituency within which the project will take place**

North West Norfolk

### **1c Details of main contact person**

#### **Name**

Laura Hampshire

#### **Position**

Regeneration Project Officer

### **Is the address of the main contact person the same as the address in 1a?**

Yes

**Daytime phone number, including area code**

01553 616891

**Alternative phone number**

07768 505418

**Email address**

laura.razzell@west-norfolk.gov.uk

**1d Describe your organisation's main purpose and regular activities**

The Borough of King's Lynn & West Norfolk is the administrative body governing the western half of Norfolk. It was formed in 1974 and covers 550 square miles with a population estimated at 147,451 (2011 census). The primary service centre and main economic driver for the Borough is King's Lynn (36,400), the Borough also includes other primary centres, the market town of Downham Market and the coastal resort of Hunstanton and more than 100 villages of varying sizes.

The authority's powers and functions include environmental health and housing, licensing, planning and conservation, investigating benefit fraud, economic development, parking enforcement, street cleansing, cemeteries and crematoria, leisure and public space which includes the management and maintenance of public gardens.

The Corporate Business Plan (2011) sets out the corporate priorities for the 2011/12 - 2014/15 period. The Council will track outcomes around:

- People benefiting from a growing economy
- People living in a quality environment
- People maximising their potential
- People leading safe and healthy lives
- People living in vibrant communities

It is recognised that all of these issues are interlinked and aim to improve quality of life, helping to make West Norfolk a better place for all who live and work here.

The Council's Commercial Services directorate includes the Public Space and Resort Services departments comprising 3 full time and 3 seasonal staff who have an active role in the management and maintenance of the public spaces in Hunstanton. The Public Space Team has a dedicated area team covering 109 square miles along the north Norfolk Coast. This team are responsible for the maintenance and upkeep of the public space areas, street cleansing, playing fields and church yards in Hunstanton. They also apply and are responsible for obtaining the Green Flag award.

The Resort Services Team manage the facilities of the seaside resort including public toilets, promenade, The Bandstand, play areas, crazy golf and beach chalets. This department also coordinates events and activities in the town and assists organisations in event management.

Both of these departments are heavily involved in coordinating and supporting local initiatives like 'Britain In Bloom' and 'Anglia In Bloom.'

**1e The legal status of your organisation**

**Please select one of the following:**

Local authority

**If your organisation is any of the following, please provide the details shown:**

**Company - give registration number**

**Registered Charity in England, Scotland or Wales - give registration number**

**Charity recognised by HM Revenue and Customs in Northern Ireland - give reference number**

**1f Will your project be delivered by a partnership?**

No

**1g Are you VAT registered?**

Yes

**Please provide your VAT number**

106932087

## Section two: The heritage

In this section tell us about the heritage your project focuses on and why it is valued.

### 2a What is the heritage your project focuses upon?

The project will focus on the area of seafront gardens centred around 'The Green' and adjoining network of public open green space and gardens along the promenade of Hunstanton, a Victorian seaside resort. It is separated into 3 key areas which combined make up 'the Park.' These are The Green, Esplanade Gardens and Cliff Parade. These 3 areas cover approximately 6.8 hectares and is the only significant green space within Hunstanton which is used by both residents and visitors.

The town of Hunstanton was the vision of Henry Styleman Le Strange who in 1845 at the age of 21 inherited ten thousand acres that included a 12 mile stretch of coast line. Henry set about improving the estate and developed a vision for a purpose built seaside resort on a green field site. It was Henry's idea that the Green should form the focal point of the town, with the sea following one edge of the triangle and the town developing along the other side, fronting onto the large triangular Green sweeping down to the promenade, shore and with beautiful open views across the Wash.

Henry's architect friend William Butterfield developed the vision into an informal layout. The Conservation Area Character Statement for Hunstanton recognises that this triangular pattern of the Green spaces is the 'centre' of the town and what makes Hunstanton different to other seaside resorts. The town has developed since this time, the original layout for the green network has not changed dramatically but facilities and features have been added (and disappeared) over time.

The Park is adjacent to The Promenade to the west and the main road called 'Cliff Parade' to the east. Stretching along Cliff Parade are tall carstone buildings reminiscent of the Regency homes now used as holiday apartments. The Grade II listed Golden Lion Hotel (opened in 1846) was designed by William Butterfield and relates directly to Le Strange's vision. The Town Hall and Tourist Information Centre, designed by the important Norfolk architect George Skipper, represents the resorts growing success as a late 19th/early 20th century holiday location, its architecture displaying the town's growing civic pride. These important buildings front onto the upper Green clearly defining its northern edge. Also fronting the upper Green along Greevegate is the Princess Theatre and three storey carstone terraces also designed by William Butterfield. These terraces are occupied by local tourism based businesses. These building predominately use local carstone materials and limestone.

Each of the gardens within the park has a range of different features to make up the overall park offer; all of equal importance and significance;

**The Green:** A big open space divided into the lower and upper Green, at the heart of the resort with a natural incline towards the promenade which offers spectacular views and sunsets over the Wash (the only place on the east coast facing west). Historically an 830ft pier joined the lower Green from 1878 until 1976 when it was destroyed by a heavy storm.

The lower Green contains the prominent 'Butterfly Shelters' installed in the 1960s, but have deteriorated beyond repair and will need to be removed for safety reasons in the near future. While aesthetically they hold little heritage value, as a feature they are important to the range of facilities the area provides. The lower green also contains public conveniences (dated circa 1970s), seating, a Bandstand. Overall it is a large flexible green space which provides opportunities to host large events.

The Upper Green contains the Town sign and Grade II listed Town cross which is believed to have been relocated here from Old Hunstanton. The Cross is an original feature which was relocated to Hunstanton when Henry Le Strange founded the resort. At the moment there is no visual explanation on site of what it is or its significance to the town.

**The Esplanade Gardens:** A traditional Victorian promenade garden which offers a peaceful retreat in an otherwise bustling seaside resort overlooking the Wash. The layout remains relatively unchanged since they were established by Henry le Strange in 1846. This area is the centerpiece to the annual 'In Bloom' horticultural displays with a popular 'adopt a bed' scheme in place. Various features have been lost and added over the years, illustrating the evolution of popular seaside resorts. Lost features include a stone pedestrian walkway bridge over one of the paths, removed in the early 1950's due to the need for larger vehicles and

yachts needing access to the then recently developed sailing club. During 1910-45, the gardens also featured artillery during the war as part of the coastline defenses. Later additions include a memorial with the names of 31 people who lost their lives in the great 1953 floods, and a Cenotaph to commemorate the men who fell in World War I & II.

Further north of the formal gardens is a children's play area, public conveniences, bowling green and bowls pavilion, a 'Salad Bowl' kiosk and crazy golf which makes this area ideal for elderly and families to enjoy and an important part of the visitor offer but does not currently fulfill its full potential to attract visitors to the area due to the outdated and poor condition of the facilities. Adjacent the play area and crazy golf, the Hunstanton Civic Society manage the 'Victorian Pavilion' which provides basic interpretation about the history and heritage of the area for visitors.

Cliff Parade: A stretch of green space north of The Esplanade Gardens which provides views over the cliffs to the Wash and quiet areas for picnicking and games. Features include 3 handsome shelters designed by Herbert Ibberson dating back to 1898 and the Grade II listed remains of the medieval St Edmund's Chapel. This medieval chapel was constructed in honour of King Edmund, King of East Angles, who is of historical importance both regionally and locally, with Hunstanton sometimes referred to as Hunstanton St Edmunds.

The heritage of the Green, surrounding gardens and green space relates directly to Henry Le Strange's original vision and continues to be of importance to local residents, businesses, local organisations, groups, Town Council, Civic Society, individuals interested in local history, architecture and design. The quality of the architects involved in the development of Hunstanton is of such quality that there is an appeal to architectural historians nationally.

The Le Strange vision along with the designs of William Butterfield have ensured that the important layout linking buildings and spaces are still very evident and provide the town with its unique aesthetic and design interest. Later work by renowned architects Skipper and Ibberson illustrate the continued importance attached to buildings and landscapes within the town initiated by Le Strange and Butterfield, much of this legacy can still be appreciated today.

The quality of the Esplanade garden areas is of significant importance to the Hunstanton Horticultural Society, Royal British Legion and 'In Bloom' committee. Visitors particularly value the upper and lower Green area during the peak summer season as it provides spectacular viewing area across the wash for those that wish to retreat away from the promenade. This area is of particular natural and geological interest as its foundations are formed from layers of red chalk, limestone and white chalk which can be seen as the Cliffs from the promenade. The cliffs were voted in the top 10 coastal Geosites in the UK by the British Geological Society.

At present there is no formal 'friends of group' but the In Bloom Committee which was established in 2004, comprising representatives from various local organisations are active in the maintenance of the areas horticulture, particularly in the Esplanade Gardens. The Green Management Committee also play an important role in overseeing how the park is managed, ensuring the communities' values are reflected in how it is used and maintained. These groups are particularly keen to see the area's heritage enhanced and celebrated through careful and considerate restoration and refurbishment, ensuring that it will continue to meet the needs of existing and future residents and visitors to the town.

**2b Is your heritage considered to be at risk? If so, please tell us in what way.**

Originally designed and constructed to the high standards Henry had intended, the features, structural fabric and hard landscape of the area are at risk and has fallen into a poor condition which collectively is becoming a serious threat to this important Victorian seaside resort and conservation area.

The Green provides high quality open space close to the town centre and offers a focal point for social and cultural events. However, piecemeal and inappropriately designed alterations have been made to the park over the years which has eroded the heritage and resulted in the park becoming disjointed. Some of the features which are at risk are essential facilities which support the functionality of the park and the events which are held there. Without refurbishment and replacement public conveniences, street furniture and shelters the bare necessities of the resort are not provided and its heritage not enjoyed.

Some of the individual features are at risk due to their condition, specifically the butterfly shelters have been reported as being beyond their structural design life and a detractor from the area. The 3 Ibberson designed shelters on Cliff Parade are also identified as being at risk in the Conservation Area Statement.

Original historic features like the Town Cross which portray and tell the story of the town's development as envisaged by Henry Le Strange have deteriorated and have a detrimental impact on the conservation of the original planned vision to both visitors to the resort and locals who value the park year round.

Through the deterioration of the features, the cultural heritage of the town is threatened and the opportunities to learn and celebrate the heritage have diluted over time. Visitors have limited opportunity to understand how the town came to being and are not encouraged to explore the natural environment and surroundings of the rest of the park once they reach the end of the Green.

**2c Does your project involve work to physical heritage like buildings, collections, landscapes or habitats?**

Yes

**Tell us the name of the building(s), collections, landscape or habitat area**

Improvements to hard landscape across the park, Shelters within the area, Public Conveniences, Victorian Pavilion and St Edmunds Chapel remains. There are additional structures/areas which will also be improved such as play area, crazy golf, the town cross and the town sign.

**Do you, or a partner organisation, own the building, land or heritage items outright?**

Yes

**Do you or a partner organisation have a mortgage or other loans secured on the property or item, or any plans to take one out?**

No

**For landscape projects, please provide an Ordnance Survey grid reference for your landscape**

TF 67255 40951

**2d Does your project involve the acquisition of a building, land or heritage items?**

No

**Please tick any of the following that apply to your heritage:**

**Accredited Museum, Gallery  
or Archive**

**Designated or Significant  
(Scotland) Collection**

**DCMS funded Museum,  
Library, Gallery or Archive**

**World Heritage Site**

**Grade I or Grade A listed  
building**

**Grade II\* or Grade B listed  
building**

**Grade II, Grade C or Grade  
C(S) listed building**

**How many buildings of this type are included in your project?**

2

**Local list**

**Scheduled Ancient  
Monument**

**Registered historic ship**



**Conservation Area**



**Registered Battlefield**

**Area of Outstanding Natural  
Beauty (AONB) or National  
Scenic Area (NSA)**

**National Park**

**National Nature Reserve**

**Ramsar site**

**Regionally Important  
Geological and  
Geomorphological Site  
(RIGS)**

**Special Area of Conservation  
(SAC) or e-SAC**

**Special Protection Areas  
(SPA)**

**Registered Park or Garden**

## Section three: Your project

**In this section, tell us about your project. Make sure you include all your planned activities, and capital works if applicable.**

### 3a Describe what your project will do.

The project will deliver a range of activities and lasting improvements through capital works to restore the park to its former glory and provide a legacy of opportunities for people to enjoy and engage in the history, heritage and on-going horticulture of the area.

#### Activities:

The Borough Council already works closely with a wide range of volunteer community groups to facilitate existing activities which take place within the park for example with the 'In Bloom' and 'Adopt a bed' initiatives. Our project will develop the skills and programme of activities for the existing volunteer groups that are involved in the management of the park and target new audiences to engage them in the existing and new activities to improve their learning and skills of the built environment, heritage and horticulture of the area.

We have identified audiences to target in new and expansion of existing activities, these include;

- Young people
- Existing Visitors
- New visitors
- Local residents and businesses

Initial outline activities include;

- Expand existing 'In Bloom' activities like 'adopt a bed' and 'planting days' for the benefit of existing and new volunteers.
- Work closely with The Green Management Committee and In Bloom committee to establish a 'friends of' group and support the group in developing a greater role in the management and maintenance of the park both in development of this project and its delivery.
- Local history and design workshops with local groups, schools and residents to assist in the development of the landscape plan and design of new features
- Horticulture training days for the existing and new volunteers.
- Horticultural Apprenticeships within the Council's public open space department.
- Develop a volunteer base to provide a Town Guide service for visitors which focuses on the development of Hunstanton
- Heritage skills training sessions with students using the restoration of the heritage assets included in the capital work as live case studies and opportunities for the students to be involved in their physical restoration.
- Use the natural geological heritage of Hunstanton to engage the local schools by incorporating lessons and field trips to the park as part of the National Curriculum.
- Event management training for local groups who are involved or would like to organise local events on The Green.
- Interactive interpretation and learning through the development of a smartphone app to provide the opportunity for visitors and residents to learn about the history and natural geological heritage of the town, including the architectural legacy and the importance of the cliffs.
- Digital Archive - engage local schools and youth groups in conducting interviews of local residents and Civic Society members to digitally record stories from the War, Great Floods and how the town has changed to transfer for use in the digital exhibition in the Victorian Pavilion.

#### Capital works:

The project will deliver a range of capital works focused around the aim to celebrate the vision of Henry Le Strange in 1845 and the evolution of the town since that time. This includes:

- Celebrate the history and heritage of the area through individually designed replacement and appropriate restoration of shelters located on The Green and Cliff Parade. New shelters have the opportunity to incorporate interpretation of Henry Le Strange's original vision in the design. The designs will be developed with the involvement of local groups and residents.
- Integrate and improve the connectivity between the three key areas while ensuring it reflects the original planned layout for the area. This will be done through suitable replacement of street furniture, refurbishment of the footpaths and improvements to the street boundaries which are in poor condition.

- Restoration of key heritage assets including the Town Cross, Town Sign, St Edmunds Chapel, fountains and key building like the Victorian Pavilion, The Bandstand.
- Replacing lost assets, such as railings, which have been removed over time.
- Refurbishment of public conveniences which provide important facilities to visitors of the town, incorporating careful design features to the refurbishment to celebrate Hunstanton's heritage.
- Improvements to features in the Esplanade Gardens including garden displays and works to recognise and reflect Hunstanton's role in World War I & II and the impact on Hunstanton during the great floods of 1953.
- Refurbishment to the community facilities in the area such as the play facilities, public conveniences and exhibition space. Improvements to play facilities like the children's play area and crazy golf will be focused around equipment which will assist in improving the health and well-being of the users.
- New interactive exhibition space in the Victorian Pavilion.
- Improved Interpretation and information of key heritage and natural assets, review and improve site wide interpretation boards and signs, provision of activities and event promotion boards.

### **3b Explain what need and opportunity your project will address**

The Park is faced with the following problems which in turn present opportunities to improve the condition and engagement with public in the heritage of the area.

The management problems currently faced include;

- Deteriorating and poor condition of the physical fabric, key heritage features and facilities which are crucial to the parks ongoing operation and offer. The poor physical condition is also limiting the ability to secure a high level Green Flag pass mark. Because of its pivotal and central location, the condition of the park is critical to the overall social and economic well-being of the town.
- The Conservation Area statement identifies the Butterfly Shelters on the Green as 'obtrusive' and a detractor from the Conservation Area. The shelters on the Cliff Parade have also been identified as at risk. Resources are being spent to keep these open and available for use but are not able to make the comprehensive refurbishment or replacement they require.
- Poor and dated condition of the children and family based facilities like the play area and crazy golf is detracting people from visiting the area

The poor condition of the physical fabric, key features and facilities as described above provide the opportunity to;

- Celebrate the heritage in new or refurbished features through clever interpretation of historical features like the former Pier into the designs of the shelters. Sympathetic design and materials suitable for the conservation area will address these current detractors of the Conservation Area.
- Appropriate relocation and design of hard landscaping, street furniture and shelters provide an opportunity to maximise the spectacular views which was the aim of Henry Le Strange's vision.
- Addressing the physical condition and lack of signage will provide the opportunity to improve connectivity of the park to encourage greater use and exploration of the park overall.
- The works required to restore the condition of the heritage assets like the Town Cross, St Edmunds Chapel and the features like the Town Sign, walls etc provide the opportunity to work with more local organisations, including students ranging from primary age through to post 16 students and will be carried out as part of the project. This would include a variety of elements such as the restoration of heritage features for the older students through to a greater level of understanding of the heritage of the town for the changes which have followed for the primary age
- There is a great opportunity to improve the standard of the offer of facilities and activities which are located in the Esplanade Gardens, the location of the Victorian pavilion and its proximity to these family facilities will not be overlooked. A more interactive exhibition would be placed here to appeal to families and inform them of the heritage of the area.

The Council currently spends circa £55,000 per year on management of the area including contributions to the In Bloom initiative, park and facilities maintenance and overall management. At present £10,000 is spent keeping the outdated and poor conditioned facilities maintained which would be saved by if refurbished and replaced with new/refurbished facilities and infrastructure (i.e. on-going repairs to shelters and play areas, public conveniences, street lighting etc.)

The problems and opportunities relating to how people engage with heritage now include;

- Lack of awareness and limited opportunities for people to learn about the history and heritage of the

area: The existing interpretation boards and exhibition in the Victorian Pavilion are limited and dated which restricts the ability for people to learn and engage with the area's heritage. However, the proximity of the Pavilion adjacent the play area and crazy golf and the open nature of the green area provides lots of opportunities to rethink how interpretation is provided (i.e. through interactive media and smart apps) to attract and engage existing and new visitors to learn about the heritage of the area.

- Limited financial resources to facilitate and train people to increase the volunteer participation in the park's management and maintenance: Existing activities through the In Bloom initiative are limited to maintenance of the flora and fauna of the park rather than the overall built environment or heritage aspects of the park. The enthusiasm of these groups offers the potential to strengthen the role of the existing volunteers by developing their skills with further training to enable them to take a wider role in the management of the area. These existing groups also provide a platform to increase the volunteer base by engagement through an activity plan.

### **3c Why is it essential for the project to go ahead now?**

The Park is the focal point of the Conservation Area with its spectacular views, layout and heritage features. The poor condition of the physical fabric and features are threatening the area's heritage and becoming a serious detractor. If the deterioration of the built environment and heritage assets of the park continues, it will therefore have a detrimental impact on the quality of the Conservation Area and its use.

The pivotal and central role of the Green area in particular makes a significant contribution to the economic well-being of the overall town. If intervention and investment is not secured quickly to reverse the decline of the Park, this could detract residents and visitors from using the area to the level they do today which would have a detrimental impact on the overall attractiveness, viability and sustainability of the town.

The Green itself is seen as the focal point for events because of its open plan layout and the facilities in the area it provides to support this use (i.e. toilets, shelters, street furniture etc.). If these facilities are regarded as inadequate or substandard then there is the danger that event organisers would decide not to host events in the town which would impact on visitor numbers and spend in the local economy. Also as a consequence, there would also be a missed opportunity for those visitors to explore the heritage of the area while visiting.

The Council is also in a position at present where it has the capacity to resource and financially support a project of this nature. With the future reductions in Government Grant planned it might not be in a position to support schemes of this nature in 3 years' time. At present we have the core skills and expertise available and a windfall financial contribution from a development site in Hunstanton which can be used as a financial contribution to the scheme.

In the last 5 years there has been investment in Hunstanton as part of a regeneration programme lead by the Borough Council. As part of the 'Active Town' vision of the regeneration programme, support has been made to expand the existing watersports offer as it attracts all year round activity and visitors. Improvements to the Hunstanton Sailing and Watersports Centre, which is located on the Promenade to the west of the Esplanade Gardens, are underway and as part of their business plan, they aim to increase the number of regional, national and international water sport competitions held which would attract competitors' and spectators to the town.

The Green provides the obvious spectator area because of its natural incline and spectacular views over the seafront and the Wash where the watersport competitions take place. The success of the Sailing & Watersport Centre and quality of the park is therefore intrinsically linked to each other.

### **3d Why do you need Lottery funding?**

The Council has existing capital maintenance budgets which are allocated to carry out general maintenance and repairs to the facilities in the Park. The Council are also anticipating windfall funding from a development site in Hunstanton in 2015/16, which if secured, can be used to contribute financially to the project. In addition, due to the strategic importance and asset the Park is to the town and the wider economic benefits the investment could bring, the Borough Council has also agreed a contribution from the regeneration capital programme for 2015/16/17.

A thorough search has been undertaken to explore other funding streams unfortunately the site falls out of the eligible area for many funding streams. We are therefore requesting the remainder of the project costs to be

met by the Parks for People funding programme.

The combined funding will facilitate the delivery of a comprehensive and all inclusive scheme which will have a wider regeneration impact and deliver significant lasting improvements to the quality and awareness of the town's heritage and offer. If HLF investment is not secured, the existing council funding would only be able to fund minor repairs and piecemeal refurbishment to the items most in need in the park with little or no attempt to deliver activities to support the promotion, awareness and training to maintain and celebrate the heritage of the area.

### **3e What work and/or consultation have you undertaken to prepare for this project and why?**

A Hunstanton Town Centre and Southern Seafront Masterplan was prepared in 2008 to provide a framework for economic regeneration in the town. The masterplan, vision and priorities contained within it, was developed through extensive public consultation with local residents, businesses and key stakeholders.

The overall vision for the town which underpins the masterplan is split into 5 elements. These are:

- An Active Town,
- A Local Town,
- A more attractive Seaside destination,
- A town that respects its heritage and
- An Environmental Town.

This project is in line with the vision and will support all of these elements. The masterplan area includes the park and recognises the strategic importance of the Green. It identifies the opportunity the area has to attract people to the town by maximising the spectacular views and holding year round events to assist in broadening the town's year round offer. This can only be achieved through sensitive and appropriate improvements to the facilities and features in the Park.

Consultation has also been undertaken in the preparation of this specific project.

The Hunstanton Regeneration Project Team conducted a site audit in 2014 which identified the key areas which require physical improvement and opportunities to promote the area's heritage where it has been eroded. This audit along with recommendations gathered from last year's Green Flag Award report and condition surveys of the structures, informed the Scoping Report which presented options to address the problems faced in the area.

The options included;

- Do nothing - would lead to continued deterioration of the park and attractiveness of the overall area.
- Do Minimum (for short term): Undertake necessary repairs to keep the features maintained using existing resources and refurbish the existing interpretation information
- Do Maximum (for long term): delay immediate use of existing resources and use to secure additional funding to deliver a comprehensive restoration scheme to celebrate the heritage and maximise the assets of the area to ensure the area is significantly improved in the long term.

The Hunstanton Regeneration Project Team then conducted a survey with 7 key stakeholder groups that have an active involvement or interest in the park to gauge their views on what they value most about the area, the key areas for improvement and opportunities to works with these groups as part of the project.

The responses from the survey found;

- All of those surveyed view the area as hugely important focal point to the town, comments included;
  - “Hugely appreciated by residents and visitors and needs to be enhanced”
  - “Important to preserve and protect open space for future generations to enjoy”
  - “We are the envy of other towns who don't have access to large open spaces”
  - “A valuable part of the seafront”
  - “We should not be complacent and should seek to enhance it where we can”
- The majority strongly agreed with the areas the Hunstanton Regeneration Project Team identified for improvement.
- Suggestions for training and activities to promote the areas heritage included opportunities to work with the local schools, college and groups to develop the volunteer base and develop a Town Guide scheme.

The Strategic Economic Plans for both LEP's that cover the area recognise the contribution that the visitor economy makes and the need to support its growth. The Borough Council's corporate plan is to improve the vitality and functioning of key settlements as places for people to live, work and visit.

The national play strategy states that the vision is for parks and open spaces to be 'attractive, well maintained and well used' and 'attractive, welcoming, engaging and accessible for all local children'. This project would support both of these elements through this project.

Visit England has developed an action plan which relates to maximising the potential of seaside resorts. One of the objectives identified is to 'develop a coordinated approach towards activities and events to grow the value of tourism in seaside resorts throughout the year'.

## Section four: Project outcomes

**In this section, tell us about the difference that your project will make for heritage, people and communities.**

### 4a What difference will your project make for heritage?

The project will transform the quality of the heritage assets and facilities in this important seaside park and celebrate its historical and natural heritage. The benefits of this project extend to the wider Conservation Area and the overall functionality and offer of the resort for residents and visitors. In recent years the Council has targeted heritage assets as a way to stimulate regeneration in towns across the borough and make a significant contribution to the enhancement of Conservation Areas. This project will provide an exemplary area which will enhance the role of Hunstanton as an important seaside resort on the east coast and stimulus for economic development and tourism.

As a result of the investment in the park and its heritage, it will;

- **Be better managed:**

As part of the development phase a new management and maintenance plan will be prepared. This will include further development of the existing volunteer base that currently focus on the horticulture to expand their skills and interest into the built environment and heritage of the park.

The existing staff resources will have better skills and knowledge on the park to maintain the standards. This will therefore result in more effective and targeted use of resources to ensure the heritage assets do not suffer from in appropriate repairs in the future.

Improvements in the quality of the offer of the play facilities like the crazy golf and Bowling Green (where charges for use apply) will result in increased use and income which can be reinvested back into the site. This along with the savings generated from the reduced maintenance costs due to the improved condition of the facilities will ensure that the park has a secure and sustainable future.

- **Be in better condition:**

Restoration of heritage assets like the Town cross, fountain and remains of St Edmunds Chapel, sympathetic replacement of key features like the Butterfly shelters and refurbishment of the physical infrastructure like footpaths, walls, street furniture, play areas and public conveniences will significantly improve the overall condition and attractiveness of the park. This will ensure there is a high quality public open space at the centre of the resort for the next 20 years which the Council and volunteers can maintain and secure a high level Green Flag Award.

The high quality facilities will also support the year round event programme and watersport competitions to increase the number of visitors to the area. The public realm improvements will strengthen the incentive for visitors to move around and explore the park in its entirety. Due to the open nature of the layout this will also lead to wider exploration of the Conversation Area.

- **Be better Interpreted and explained:**

Interpretation and signage are key to improving people's knowledge and awareness of the park's history, natural geological heritage and heritage assets. It is a key part of the project to modernise and improve the existing interpretation and information through the refurbishment of the Victorian Pavilion with an interactive exhibition, new welcome and information boards, development of a park smartphone app and plaques for individual heritage features of note.

The activities will also include development of a Town Guide service for visitors to learn face to face about the history and geological heritage of the area. This would include the opportunity to learn about the geology formation, story and legend of St Edmund from 855AD to the development of the planned resort by Henry Le Strange up to the present day. The guides Walks will also explain the importance of heritage features and their links to renowned architects William Butterfield, Skipper and Ibberson.

The unique geological interest of Hunstanton's Cliffs and their formation will also be celebrated and the importance of them highlighted through easy to use smartphone apps, the interactive exhibition at the Victorian Pavilion and appropriate interpretation.

- **Identified and recorded:**

A range of surveys will be commissioned during the development phase of the project including ecology and structural and condition surveys which will inform the final landscape design proposals. Any findings of interest will be recorded and incorporated into the interpretation, signage or landscape design where appropriate.

The design of new shelters for The Green area in particular provides an opportunity to cleverly interpret lost historical features into the design as a way to engage and raise awareness of Hunstanton's past.

A digital archive will be created by using local schools and groups to interview the older resident generation, ensuring their memories and knowledge are captured of the significant times in Hunstanton's history through digital technology. The existing older generation in Hunstanton still have a wealth of knowledge and

memories from important events to have taken place in Hunstanton. For example, Hunstanton's role in World Wars , Great Floods of 1953 and the key heritage features that have been destroyed, for example the Pier. This initiative will ensure that living memories and stories will be captured for future generations. Combined, this will result in visitors and residents having the opportunity to learn and engage with Hunstanton's heritage as they have never been able to before while helping to raise the profile that heritage plays in the wider economy of the town.

#### **4b What difference will your project make for people?**

Hunstanton has a population of 4,500 with annual visitor numbers of around 750,000 (based on car park usage data only). The park is valued by residents and visitors alike because of its varied range of offer and flexibility it offers for informal relaxation, recreation and facilities it offers for events. The investment will enable the attractiveness and usage of the Park to be sustained for the enjoyment of all and future generations.

The investment will develop the skills of people by;

- Development of the Town Guide service will teach volunteers the skills and qualifications required to run the service
- Working with the College of West Anglia to teach heritage craft skills to use in the maintenance and restoration of heritage assets.
- Horticulture apprenticeships will provide young people the opportunity to have work based training and hands on experience which they can use for future employment.
- Horticulture training days for the volunteer groups will widen the knowledge and skills of people to use practically in on going maintenance of the park.
- Event management training courses for local groups to gain practical insight and awareness of the issues, regulations and procedures to be taken into consideration to hold events in the Park.

The investment will enable people to learn about heritage by;

- The development of a smartphone app will enable a wider range of people of all ages than at present to learn about the development of Hunstanton, its architecture and natural geological importance.
- The interactive exhibition in the Victorian Pavilion incorporating the digital archive will use technology that is currently not provided in the Park or Hunstanton to attract children, young people and adults to engage and learn about the town's heritage
- The Town Guide service will provide another face to face opportunity for people to learn about the development of Hunstanton over the year, the areas of architectural and natural geological interest.

The investment will increase volunteer time by;

- The existing volunteer base will be developed through the provision of horticulture training days and the other training opportunities to ensure the volunteer base has a wider set of skills and knowledge than at present to use in the park's management.
- The greater range of training available to attract a wider range of people to volunteer depending on their own personal interest.
- The event management training will attract new volunteers to develop the skills and confidence to hold activities and events in the park.
- The development of an accredited and qualified Town Guide service to be run by volunteers will be a provide people with the skills and confidence to promote the park to visitors to share and teach others about the town's heritage.

#### **4c What difference will your project make for communities?**

The project will provide a high quality, attractive area which both residents and visitors will be able to enjoy. Part of the work which will be undertaken by the landscape designers will be to consider the overall attractiveness of the park both from within the park as well as towards the park.

Residents and visitors will be encouraged to visit, use and get involved in the activities which will take place within the park. A number of these activities which will be held as part of the project will contribute to a healthier community and help keep the community active in line with the Hunstanton masterplan vision of an active town.

The creation of a 'Friends of' group and the expansion of existing 'In Bloom' activities like 'adopt a bed' and 'planting days' will install a greater sense of pride and encourage the local residents to have a sense of ownership of the park.

As a result of training provided during the project a greater number of people will be trained in event management. We anticipate this will result in a greater number of events being held in the park by local groups. The success of these events will contribute to an increase in the number of people using the park and



a feeling of pride in the area.

The replacement of inefficient and poor condition items of street furniture with more sustainable and energy efficient replacements will lead to the increased sustainability of the park minimising the negative environmental impact. The new lighting will reduce light pollution but at the same time provide a greater level of illumination. This will contribute to the feeling of a safer environment. The refurbishment of public conveniences will lead to a lower level of water consumption again minimising the negative environmental impact.

By formalising the street furniture style in the park and making it more uniformed visitors will be encouraged to explore the park further. This will encourage a greater number of visitors to walk down to the St Edmunds Chapel remains and learn more about this medieval chapel was constructed in honour of King Edmund, King of East Angles.

Materials along with flora and fauna will be sourced locally to minimise the carbon footprint made by the works undertaken.

As a direct result of the improvements undertaken to the park a more diverse audience will be encouraged to learn about the heritage of the area. At present there is a very limited level of information available digitally. As part of this project we will commission the creation of a mobile app which will seek to provide the opportunity for visitors and residents to learn about the history and natural geological heritage of the town.

A digital archive will also be established which will seek to encourage the younger generation to conduct interviews of local residents and Civic Society members to digitally record stories from the War, Great Floods and how the town has changed since the original vision of Henry Le Strange. The result of this will be exhibited in the Victorian Pavilion located in the Esplanade Gardens. This will offer 2 generations the opportunity to share and learn from each other in a way which has never been conducted in Hunstanton before.

Physical works to the park will aim to make areas more accessible for wheel chair users and pushchairs. We will also seek to improve the experience in the park for those with visual impairments by considering their needs within the interpretation strategy.

The increase in visitor numbers as a direct result of this project will offer a wider economic benefit to local business in the town.

A survey will be undertaken during the development of the stage 2 application which will form the baseline data against which the success of this project will be evaluated.

#### **4d What are the main groups of people that will benefit from your project?**

The main groups which are set to benefit from the projects activities include:

- Young people
- Existing visitors
- New visitors
- Local residents and businesses

#### **4e Does your project involve heritage that attracts visitors?**

Yes

#### **What are your existing visitor numbers?**

250000

#### **How many visitors a year do you expect on completion of your project?**

300000

**4f How many people will be trained as part of your project, if applicable?**

187

**4g How many volunteers do you expect will contribute personally to your project?**

150

**4h How many full-time equivalent posts will you create to deliver your project?**

## **Section five: Project management**

**In this section, tell us how you will develop and deliver your project.**

## Development phase

### 5a What work will you do during the development phase of your project?

The works required up to RIBA Stage 2 are detailed below, and include specialist site surveys and preparation of design proposals.

- Full conservation management plan
- Topographic survey
- Condition and structural survey of structures
- Ecological survey
- Landscape design proposals
- Interpretation strategy
- Consultation programme
- Development of Friends Group
- Preparation of activity plan
- Visitor surveys to form baseline data
- Preparation of monitoring and evaluation plan
- Updated management and maintenance plan
- Draft communications plan
- Detailed project programme and cash flow

We will commission all specialist surveys in line with the Borough Council's Contract Standing Orders where required. Others will be prepared in house with existing staff resources.

### 5b Who are the main people responsible for the work during the development phase of your project?

The delivery team will comprise officers from the Borough Council and volunteers. These are:

Jemma Curtis – Regeneration Programmes Manager who will coordinate the project and take overall responsibility

Laura Hampshire – Regeneration Project Officer who will provide support to the project

Pam Lynn - Conservation Officer who will provide technical conservation guidance on all aspects of delivery

Jane Forder – Technical Support who will provide information relating to the historic elements within the green space and particular advice on appropriate use of materials

Mark Fuller - Principal Project Surveyor who will provide technical building advice on historic features

Nathan Johnson – Public Open Space Manager who will oversee the ongoing management and maintenance of the area once the project is complete

Chris Durham – Operations Manager who will have responsibility for the delivery of the ongoing management and horticultural maintenance of the area once the project is complete

Dave Morton – Resort Operation Manager who will feed information in to the base line data gathered which the project will be evaluated against. He is responsible for the coordination of year round events on The Green and providing guidance to organisers on appropriate and safe use of the park. He is also responsible for the commercial operation of the resort's facilities

Nominated members of existing groups and a new 'Friends of Group' – we recognise the importance of involving the users of the park from the outset and would look for representatives from the current friend of group to contribute to the delivery of the project from scheme development.

Extra support will be provided for the development of specialist surveys which will be produced as required for the project.

Along with the project delivery team a project board will be formed. It is intended that representation on this board will be:

Director of Leisure and Public Space

Portfolio Holder for Shared services and external relations which covers open spaces

All Borough Council Ward members

Two representatives from the Town council

Two representatives from the Civic Society

Chair of in bloom committee

Chair of the Green Management Committee

Regeneration Programme Manager

Regeneration Project Officer

Collectively the Board will be responsible for making decisions and approving changes to the project. The

Board would be chaired by the portfolio holder. Meeting will take place on a monthly basis to monitor the progress initially of the specialist surveys and then the proposed delivery plans which will be implemented.

The services and goods required during the development phase and delivery phase of the project will be procured in line with the Borough Council contract standing orders.

The development of the project will fall within the current work stream of all the officers involved negating the need to appoint a new member of staff to lead the project.

The Borough Council has extensive experience in delivering externally funded projects with a multi-disciplinary team. Most of those identified on the proposed project team have experience in the successful development and delivery of HLF funded projects, this experience will be useful

**5c Complete a detailed timetable for the development phase of your project. Use the 'add item' button to enter additional rows.**

### Development activities

Task	Start month	Start year	End month	End year	Who will lead this task
Activity Plan	October	2015	February	2016	Project Delivery Team
Conservation Plan	July	2015	September	2015	Project Delivery Team
Visitor Surveys to form baseline data and inform activity plan	July	2015	September	2016	Resort Operations Manager
Topographical Survey	July	2015	July	2015	Regeneration Programme Manager
Condition and structural survey of structures	July	2015	September	2015	Regeneration Programmes Manager
Ecological Survey	July	2015	September	2015	Project Delivery Team
Consultation and development of friends group	July	2015	September	2015	Operations Manager
Consultation Programme	July	2015	September	2015	Project Delivery Team
Interpretation Strategy	October	2015	December	2015	Project Delivery Team
Landscape Design Proposals	October	2015	December	2015	Operations Manager
Management and Maintenance Plan	December	2015	February	2016	Operations Manager
Preparation of monitoring and evaluation plan	December	2015	February	2016	Regeneration Programme Manager
Communications Plan	December	2015	February	2016	Regeneration Programmes Manager

**5d Tell us about the risks to the development phase of your project and how they will be managed. Use the 'add item' button to enter additional rows.**

**Development risks**

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation</b>	<b>Who will lead this</b>
Unable to procure experienced organisations to produce specialist surveys	Low	High	Invite at least 5 companies to quote for each survey	Project Delivery Team
Low participation rates or negative reaction to consultation	Low	Medium	Encourage feedback and involvement from residents and visitors at an early stage in the development process	Resort Operations Manager
Site surveys identify unexpected issues resulting in higher anticipated costs	Low	High	Carry out surveys early to enable additional funding to be identified if necessary	Regeneration Programmes Manager
Significant change in Project Delivery Team	Low	Medium	Ensure accurate records are maintained for all aspects of the project	Regeneration Project Officer
Increase in projected cost of capital works	Medium	High	Identify sufficient contingency within budget	Regeneration Programmes Manager
Ecological survey identifies protected species within development area	Medium	High	Survey to be carried out early to allow protective measures to be included in the works	Regeneration Programmes Manager
Reduction in government grant which will effect work load of local authority officers	High	High	Ensure political commitment received at an early stage to ring fence resources	Regeneration Programme Officer

**Delivery phase****5e Who are the main people responsible for the work during the delivery phase of your project?**

The delivery phase will mirror the organisation of the development phase with the Project Board making decisions and approving any changes to the project. Those involved in the project delivery team will not change but additional organisations will be invited to attend as works progress. The project delivery team will deal with the implementation of the project in terms of capital works and ensuring the management and maintenance of the area is adequate and implemented, as stated in the development phase, once the capital works are complete.

Overall responsibility and co-ordination of the project will fall to the Regeneration Programme Manager. The delivery of the project will fall within the current work stream of all the officers involved negating the need to appoint a new member of staff to lead the project. Some elements of the activity plan will be delivered by existing stakeholders such as the In Bloom committee and specialist organisations who have extensive experience in delivering events and activities to the target audience.

Members of the delivery team have extensive experience in managing contractors and working with voluntary groups. This experience will be drawn upon during the delivery of the capital works and the delivery of the activity plan.

Meeting of the project board will take place on a monthly basis to initially monitor the progress of the capital works, once these works are complete the board will assess the effectiveness of the activity plan and ongoing management and maintenance plan. Alterations will be considered where necessary to reflect the success of individual activities undertaken.

**5f Complete a summary timetable for the delivery phase of your project. Use the 'add item' button to enter additional rows.**



## Section six: After the project ends

In this section, tell us about what will happen once your project has been completed.

### 6a How will you maintain the outcomes of your project after the grant ends and meet any additional running costs?

The outcomes which we will achieve will be maintained by both paid members of the staff from the Borough Council who are currently responsible for the maintenance of the amenities and horticulture, supported by the dedicated group of volunteers who already invest so much into the park.

The ongoing maintenance of the park will be met by existing revenue budgets within the Borough Council. The importance of green spaces around the borough is acknowledged with Hunstanton being no exception. The updated management and maintenance plan will provide detail as to what maintenance regimes will need to be accommodated within the existing revenue budget.

The landscape designer will be aware of the need to maintain the park to the high standard after the completion of the improvements and so will need to consider this in the design process.

There will be a reduction in future maintenance cost as a result of the improvements to the park, this would be saved by the refurbishment and replacement of new/refurbished facilities and infrastructure (i.e. on-going repairs to shelters and play areas, public conveniences, street lighting etc.)

Checks are carried out regularly by members of staff and any issues addressed as soon as possible after notification. This process will continue once the improvements have been carried out around the park.

The park currently holds a Green Flag Award; improvements will be made as suggested in the feedback to achieve a higher grade.

The Borough Council has a track record in delivering and maintaining HLF projects to a high standard after completion. Similar HLF funded projects include: The Walks, Grey Friars Tower and more recently the Town Hall: Stories of Lynn and St Margarets Townscape Heritage Initiative. Personnel involved in these schemes are also proposed on this project to share the knowledge skills and lessons learnt to this scheme.

### 6b Tell us about the main risks facing the project after it has been completed and how they will be managed.

#### After project risks

Risk	Likelihood	Impact	Mitigation	Risk Owner
Maintenance not carried out	Low	Medium	Ensure maintenance budget is ringfenced in revenue budget	Operations Manager
Low staff level to carry out on-going maintenance checks and required work	Low	Medium	Ensure area is a high priority and a robust record of checks is maintained	Operation Manager
Park suffers from vandalism	Low	Medium	Carry out regular checks and deal with any issues swiftly	Operation Manager
Park does not achieve Green Flag Award high level pass mark	Low	Medium	Ensure park is maintained to a high standard	Operation Manager
Number of volunteers decreases with time	Low	Medium	Continue to develop the capacity of volunteers and ensure a proactive approach is taken to constantly recruit new volunteers	Operations Manager

**6c How will you evaluate the success of your project from the beginning and share the learning?**

The open nature of the park doesn't allow for automatic counters to be installed as there are so many points of entry and exit due to its location.

As part of the development phase a visitor survey will be carried out this will establish the baseline data.

The success of the project will be measured by:

- Number of volunteers involved in the project
- Level of 'In Bloom' award attained
- Pass mark for the Green Flag Award
- Number of downloads of mobile app
- Number of visitors to digital archive exhibition
- Number of events held in the park

In addition to the quantitative data obtained through the analysis of the above qualitative data will be obtained through comments received at the tourist information centre which is located at the northern corner of the Upper Green.

**Section seven: Project costs**

In this section, tell us how much it will cost to develop and deliver your project.

There is a limit of 20 words per 'description' section when completing the cost tables. A more detailed explanation and breakdown of your costs should be provided as part of your supporting documentation. Please see Section nine: Supporting documents within the programme application guidance for further information.

**7a Development-phase costs****Development costs**

Cost heading	Description	Cost	VAT	Total
Professional Fees	Landscape and features design and Quantity Surveyor	8000		8000
New staff costs				
Recruitment				
Other costs (development-phase)	Surveys and plans required as detailed in 5a	22000		22000
Full Cost Recovery				
Contingency	10% of total excluding VAT	6000		6000
Non-cash contributions				
Volunteer time				
Total		36000		36000

**7b Development-phase income**

Please note that HLF rounds all grant requests down to the nearest £100. With this in mind, please make sure that the total Development-phase income exactly matches the total of your Development-phase costs or the system will not allow you to proceed.



<b>Development income</b>			
<b>Source of funding</b>	<b>Description</b>	<b>Secured?</b>	<b>Value</b>
Local Authority		Yes	7200
Other public sector			
Central government			
European Union			
Private donation - Individual			
Private donation - Trusts/Charities/Foundations			
Private donation - corporate			
Commercial/business			
Own reserves			
Other fundraising			
Non-cash contributions			
Volunteer time			
HLF grant request			28800
<b>Total</b>			<b>36000</b>

### 7c Development-phase financial summary

Total development costs	36000
Total development income	7200
HLF development grant request	28800
HLF development grant %	80

## Section seven: Project costs

### 7d Delivery-phase capital costs

<b>Cost Heading</b>	<b>Description</b>	<b>Cost</b>	<b>VAT</b>	<b>Total</b>
Purchase price of items or property				
Repair and conservation work	Current structures and amenities throughout the park	361100		361100
New building work	Shelters through out area	103300		103300
Other capital work				
Equipment and materials	Street furniture, play area, interpretation boards	147300		147300
Other costs (capital)	Preliminaries	32000		32000
Professional fees relating to any of the above		51745		51745
<b>Total</b>		<b>695445</b>		<b>695445</b>

## Section seven: Project costs

### 7e Delivery-phase activity costs

Cost Heading	Description	Cost	VAT	Total
New staff costs				
Training for staff	Apprentices training	2000		2000
Paid training placements	2 x Apprentices	30000		30000
Training for volunteers	Developing Town Guides, horticulture training and planting days, Event Management and heritage skills	29500		29500
Travel for staff				
Travel and expenses for volunteers				
Equipment and materials				
Other costs (activity)	Workshops for landscape plan, Digital Archive, development of mobile app, engagement of local schools	17500		17500
Professional fees relating to any of the above				
Total		79000		79000

### 7f Delivery-phase - other costs

Cost Heading	Description	Cost	VAT	Total
Recruitment				
Publicity and promotion				
Evaluation				
Other costs				
Full Cost Recovery				
Contingency		30300		30300
Inflation		16000		16000
Increased management and maintenance costs (maximum five years)				
Non-cash contributions				
Volunteer time				
Total		46300		46300

## Section seven: Project costs

### 7g Delivery Phase income

Please note that HLF rounds all grant requests down to the nearest £100. With this in mind, please make sure that the total Delivery-phase income exactly matches the total of your Delivery-phase costs or the system will not allow you to proceed.

Source of funding	Description	Secured?	Value
Local authority		No	164145
Other public sector			
Central government			
European Union			
Private donation - Individual			
Private donation - Trusts/Charities/Foundations			
Private donation - corporate			
Commercial/business			
Own reserves			
Other fundraising			
Increased management and maintenance Costs (maximum five years)			
Non-cash contributions			
Volunteer time			
HLF grant request			656600
Total			820745

**7h Delivery-phase financial summary**

Total delivery costs	820745
Total delivery income	164145
HLF delivery grant request	656600
HLF delivery grant %	80

**7i If cash contributions from other sources are not yet secured, how do you expect to secure these and by when?**

The Council's contributions are already allocated in the financial plan, if stage one is successful we will require cabinet approval to ring fence the funds to this project.

This will be done during the development phase prior to stage two submission.

**7j If you have included Full Cost Recovery, how have you worked out the share that relates to your project?**

Not applicable

**Section eight: Additional information and declaration**

**This part of the form aims to collect the information we need to report on the range of organisations we fund. We will not use this information to assess your application. We encourage you to be as specific as possible about the people your organisation represents.**

**If your organisation represents the interests of a particular group, such as young people or disabled people, tell us which by filling in the tables below.**

**If you are based in Northern Ireland, where legislation requires us to report in detail on the organisations we fund, please complete the tables in full, as applicable.**

If you are based outside Northern Ireland and your organisation represents the interests of a wide range of people and not any particular group, mark this box only.

Age

Disabled people (people with physical or mental problems which have a significant and long-term negative effects on a person's ability to carry out normal day-to-day activities)

Ethnic Group

Marital or civil partnership status

People with dependants (for example, children or elderly relatives)

People living in households with incomes below the national average, or people living in the most deprived local-authority wards in England, Scotland, Wales or Northern Ireland.

Community background (Northern Ireland only)

Religious belief

Gender

Sexual orientation

## **Declaration**

### **a) Terms of Grant**

**You must read the standard terms of grant for this programme on our website.**

**By completing this Declaration, you are confirming that your organisation accepts these terms. For partnership projects, all partners must confirm that they accept the standard terms of grant by adding a contact at the end of the declaration.**

### **b) Freedom of Information and Data Protection**

**We are committed to being as open as possible. This includes being clear about how we assess and make decisions on our grants and how we will use your application form and other documents you give us. As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000.**

**When you complete the Declaration at the end of the application form, you are confirming that you understand the Heritage Lottery Fund's legal responsibilities under the Data Protection Act 1998 and the Freedom of Information Act 2000 and have no objection to us releasing sections 2, 3 and 4 of the application form to anyone who asks to see them. If there is any information in these sections of the form that you don't want made publicly available, please explain your reasons below:**

**We will take these into account when we respond to any request for access to those sections. We may also be asked to release other information contained elsewhere in the form and we will respond to these requests after taking account of your rights and expectations under the Freedom of Information Act 2000 and Data Protection Act 1998. In those cases, we will always consult you first. The Heritage Lottery Fund will not be responsible for any loss or damage you suffer as a result of HLF meeting these responsibilities.**

**When you complete the Declaration you also agree that we will use this application form and the other information you give us, including any personal information covered by the Data Protection Act 1998, for the following purposes:**

- **To decide whether to give you a grant.**
- **To provide copies to other individuals or organisations who are helping us to assess, monitor and evaluate grants.**
- **To hold in a database and use for statistical purposes.**
- **If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of the grant and the activity it was for. This information may appear in our press releases, in our print and online publications, and in the publications or websites of relevant Government departments and any partner organisations who have funded the activity with us.**
- **If we offer you a grant, you will support our work to demonstrate the value of heritage by contributing (when asked) to publicity activities during the period we provide funding for and participating in activities to share learning, for which we may put other grantees in contact with you.**

**We may contact you from time to time to keep you informed about the work of the Heritage Lottery Fund**

Tick this box if you do not wish to be kept informed of our work

**I confirm that the organisation named on this application has given me the authority to complete this application on its behalf.**

**I confirm that the activity in the application falls within the purposes and legal powers of the organisation.**

**I confirm that the organisation has the power to accept and pay back the grant.**

**I confirm that if the organisation receives a grant, we will keep to the standard terms of grant, and any further terms or conditions as set out in the grant notification letter, or in any contract prepared specifically for the project.**

**I confirm that, as far as I know, the information in this application is true and correct.**

**I confirm that I agree with the**  **above statements.**

<b>Name</b>	Ray Harding
<b>Organisation</b>	Borough Council of King's Lynn & West Norfolk
<b>Position</b>	Chief Executive
<b>Date</b>	02/03/2015

**Are you applying on behalf of a partnership?**  
No

## **Section nine: Supporting documents**

**Please provide all of the documents listed at each round, unless they are not applicable to your project. You will be asked to indicate how you are sending these documents to us - as hard copy or electronically.**

**In addition to numbers 1-8 below, you may also be required to submit further supporting documents that are specific to the programme that you are applying under. For further guidance, please refer to the application guidance Part four: Application form help notes. We will not be able to assess your application if we do not receive all the required information.**

## First round

**1. Copy of your organisation's constitution (formal rules), unless you are a public organisation. If your application is on behalf of a partnership or consortium, please refer to the programme application guidance for more information on what you need to provide.**

**If you have sent a copy of your constitution with a previous grant application (since April 2008) and no changes have been made to it, you do not need to send it again. Tell us the reference number of the previous application.**

Already supplied

**Please tell us the reference number of the previous application.**

TH-11-04992

**2. Copies of your agreements with project partners, signed by everyone involved, setting out how the project will be managed (if applicable);**

Not applicable

**3. Copy of your organisation's accounts for the last financial year. This does not apply to public organisations;**

Not applicable

**4. Spreadsheet detailing the cost breakdown in Section seven: project costs;**

Electronic

**5. Calculation of Full Cost Recovery included in your development phases costs (if applicable);**

Not applicable

**6. Briefs for development work for internal and externally commissioned work;**

Electronic

**7. Job descriptions for new posts to be filled during the development phase;**

Not applicable

**8. A small selection of images that help illustrate your project. If your project involves physical heritage, please provide a selection of photographs, a location map and, if applicable, a simple site map or plan. It would be helpful if these are in digital format (either as an attachment or on disk). We will use these images to present your project to decision-makers.**

Electronic

**If applicable, please attach any additional documents as required for the programme that you are applying under. Use the box below to confirm in what format the additional documentation will be submitted.**

Electronic

**Please now attach any supporting documents.** 47

**When you have completed the form click the submit button to submit the form to the server. You can view what you have entered by clicking the draft print button above.**



## **Department for Communities and Local Government Recycling Reward Scheme**

In its Review of Waste Policy in England 2011, the Coalition Government made a commitment to support initiatives which reward and recognise people who reduce, reuse and recycle their waste. The recycling reward scheme aims to change households' behaviour towards increased recycling. Without intervention, local authorities may find it difficult to incentivise households to recycle and increase recycling rates.

Some councils and businesses have already introduced schemes which reward positive behaviour. This scheme is available to authorities which currently operate weekly residual waste and/or free weekly organic/food waste collections to drive behavioural change within their communities resulting in increased recycling rates and less waste going to landfill.

We were successful in applying for £272,606 to deliver an innovative behaviour change programme working with our partners at Do Something Different and Spice Time Credits.

### **Short Description**

Available to all 70,000 households in West Norfolk but initially targeted at those with limited recycling uptake, a behaviour-change programme will drive up the quantity and quality of recycling with a strong grass-roots community and rewards element. This will be driven through the establishment of a network of community recycling 'champions' who will support local recycling activities, and by a viral marketing campaign co-produced with residents. Participants are rewarded for their active involvement and promotion of the programme with West Norfolk Time Credits which they can then 'spend' against defined activities such as leisure or education. The behaviour change element - the Do Something Different ('Do') methodology - helps people change their behaviour by giving them simple tasks to do over a period of time delivered by text/email. The programme will result in higher levels of recycling, lower levels of contamination and less rubbish going to landfill.

### **Project Summary**

Our approach supports people to permanently change their habits around how they handle waste in the home ie reduce/reuse/recycle. It does this through the tried and tested 'Do Something Different' approach to behaviour change. We have been working with the Do Something Different team over the last few years to tackle public health issues such as smoking and obesity. Again this is a tried and tested approach to changing people's behaviour and as such we can be reasonably sure that people will continue to recycle in the future.

The Time Credits reward element is triggered when people complete an online programme that will lead them to change their recycling behaviour. On recommending the programme to others they will receive Time Credits which can then be redeemed against a number of arts, leisure and social activities in West

Norfolk and beyond. This will also unlock their access to additional 'do something different' life and community enhancement programmes that are proven to have wider health and well-being benefits for individuals and families.

This project will deliver higher levels of recycling in our communities. The community-based recycling champions will support people in their community to engage in recycling projects and be local advocates for reduce/reuse/recycling. By linking into the successful West Norfolk Time Credits programme as a reward element we are taking a tried and tested approach and effectively extending it into the area of recycling.

By changing behaviour first and then offering a reward element this is a fundamentally different, and more sustainable approach, than those schemes that primarily seek to use rewards to incentivise recycling. Our scheme is therefore not reliant on the continuation of the rewards element to maintain recycling levels.

### **Outputs and outcomes**

Our approach means that the future levels of recycling in West Norfolk are much more likely to be sustainable as it is not reliant on the continued existence of a costly reward scheme. This proposal directly addresses that issue by focusing on behaviour change first. The scheme's outputs:

- 500 recycling advocates offering advice and support in our communities
- 20,000 residents engaged through the marketing campaign
- 3,500 people complete a Do Something Different recycling behaviour change programme
- an uplift in recycling and a reduction in landfill and an increase in quality (ie decrease in contamination) – see section E
- an additional 20 organisations / community groups signing up to accept time credits

The outcome will be that residents of West Norfolk appropriately recycle most of their rubbish.

### **Timeline**

It is intended to complete the relevant procurement processes in order to commence the programme during 2014/15, and overall the programme will run for two years.

### **For more information**

Chris Bamfield, Executive Director; Nathan Johnson, Public Open Space Manager; Ian Burbidge, Policy and Partnerships Manager

**REGENERATION & DEVELOPMENT AND ENVIRONMENT & COMMUNITY JOINT WORK PROGRAMME  
2015/2016**

**3 June 2015**

- Nominations to Outside Bodies
- Membership of Informal Working Groups
- Update on Black Bin Recycling – Dale Gagen
- Presentation on Internal Drainage Board Boundary Changes – Phil Camamile
- Cabinet Report – Fields in Trust
- Cabinet Report – Compulsory Purchase Order - Lynnsport
- EXEMPT Cabinet Report – Acquisition of Morston Assets Sites at NORA

**24 June 2015**

- Flood and Emergency Planning Update – Dave Robson
- South Quay Area Delivery Plan – Ostap Paparega

**22 July 2015**

- Leisure Trust Update
- Recycling Funding – Ian Burbidge
- Cabinet Report – HLF – The Green, Hunstanton – Ostap Paparega

**2 September 2015**

- Update on the work of the Norfolk Coast Partnership – Tim Venes
- Derelict Land and Buildings Group – 6 monthly update (last went to Panel in February 2015)
- Riverfront Development Plan – Laura Hampshire/Ostap Paparega

**30 September 2015**

- Norfolk Rural Development Strategy Update and Local Strategy for the West Norfolk LEADER Programme – Eliska Cheeseman – Norfolk County Council
- Food Safety Team Annual Update – last went to Panel March 2014
- Overview of Enforcement – Stuart Ashworth
- Overview of Hanseatic Activities - report on Council's involvement, success of events and benefits to the Borough. – all Councillors to be invited.
- Highways Works – Quentin Brogdale from Norfolk County Council to attend

### **28 October 2015**

- Environmental Statement (last considered October 2014) – Melvin Harrison
- Joint working with Norfolk Constabulary and SNAP updates – John Greenhalgh – invite KLACC
- Hackney Carriage and Private Hire Licensing Conditions Review
- Report on the King's Lynn Transport Interchange Project – overview of project – all Councillors to be invited.

### **25 November 2015**

- Leisure Trust Update
- Local Authority Company – Alive Management – Update
- Air Quality Annual update – Dave Robson
- Destination Management Plan – Tim Humphries

### **6 January 2016**

- Norfolk Museums Service Update – last considered Jan 2015 – Robin Hanley

### **27 January 2016**

- Capital Programme
- Budget
- Update on Homelessness – last considered on 7<sup>th</sup> January 2015

### **24 February 2016**

### **23 March 2016**

- Annual Feedback Reports from Outside Bodies
- Food safety team Annual Update – last considered March 2014.

**20 April 2016**

**To be confirmed**

- Tour of the NORA Housing site and King's Lynn Innovation Centre.

## FORWARD DECISIONS LIST

Date of meeting	Report title	Description of report	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
28 July 2015	Contract Standing Orders Update		Non	Council	Leader Asst Dir – L Gore		Public
	Treasury Outturn report		Key	Cabinet	Leader Asst Dir – L Gore		Public
	Constitutional Matters Member/Officer Protocol Planning Protocol Standing Orders Update		Non	Council	Leader Chief Executive		Public
	HLF - The Green, Hunstanton		Key	Cabinet	Regeneration Chief Executive		Public

Date of meeting	Report title	Description of report	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
9 September 2015	The Statement of Community Involvement		Non	Cabinet	Development Exec Director G Hall		Public
	Corporate Business Plan 2015-19		Key	Council	Chief Executive		Public
	Annual Governance Statement		Non	Council	Exec Director – D Gates		Public
	Review of the Effectiveness of the Audit Committee		Non	Cabinet	Leader Asst Exec Dir – L Gore		Public
	Residential Caravan Site Licensing	Report following consultation process	Non	Council	Housing and Community Chief Executive		Public
	Electoral Review		Key	Council	Leader Chief Executive		Public
	Brancaster Parish Neighbourhood Plan		Non	Council	Development Exec Dir – G Hall		Public
	Freebridge Community Housing – Council Representation		Non	Cabinet	Housing & Community Chief Executive		Public

	Planning Protocol Standing Orders Update		Non	Council	Leader Chief Executive		Public
<b>Date of meeting</b>	<b>Report title</b>	<b>Description of report</b>	<b>Key or Non Key Decision</b>	<b>Decision Maker</b>	<b>Cabinet Member and Lead Officer</b>	<b>List of Background Papers</b>	<b>Public or Private Meeting</b>
3 November 2015	Affordable Housing Company		Non	Cabinet	Housing & Community		Public