

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



Regeneration and Development Panel

Agenda

Tuesday, 25th July, 2017
at 6.00 pm

at

**Hunstanton Sailing Club & Watersports
Centre,
North Promenade
Hunstanton, Norfolk
PE36 6GB**



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Monday, 17 July 2017

Dear Member

Regeneration and Development Panel

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Tuesday, 25th July, 2017 at 6.00 pm** at the **Sailing Club & Watersports Centre, Hunstanton** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. Appointment of Vice Chairman for the meeting

2. Apologies for absence

To receive any apologies for absence.

3. Minutes (Pages 6 - 12)

To approve the minutes of the previous meeting.

4. Declarations of Interest

Please indicate if there are any interests which should be declared. A declaration of 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 simply observing the meeting from the public seating area.

5. 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.

6. 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.

7. Chairman's Correspondence

If any.

8. Hunstanton Heritage Gardens Update (20 minutes)

9. Hunstanton Regeneration Prospectus Update (40 minutes) (Pages 13 - 75)

Documents attached for information:

- Hunstanton Prospectus
- Hunstanton Visitor Survey

10. Encouraging Bus Trips into King's Lynn

This item has been added to the Work Programme at the request of Councillor Crofts, who will present his item for discussion.

11. Work Programme (Pages 76 - 77)

12. Date of the next meeting

To note that the next meeting of the Regeneration & Development Panel is scheduled to take place on **Tuesday 29th August 2017** at **6.00pm** in the Education Room, Town Hall, Saturday Market Place, King's Lynn.

To:

Regeneration and Development Panel: Mrs J Collingham, C J Crofts, P Gidney (Chairman), M Chenery of Horsbrugh, M Howland, P Kunes, C Manning, G Middleton, T Parish, A Tyler, Mrs E Watson and Mrs A Wright (Vice-Chairman)

Portfolio Holders:

Councillor Beales, Portfolio Holder for Corporate Projects and Assets
Councillor Hodson, Portfolio Holder for Systems and Economic Development
Councillor Nockolds, Portfolio Holder for Culture, Heritage and Health

Officers

Chris Bamfield, Executive Director

Jemma Curtis, Regeneration Programme Manager

Ostap Paparega, Regeneration and Economic Development Manager

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

REGENERATION AND DEVELOPMENT PANEL

Minutes from the Meeting of the Regeneration and Development Panel held on Wednesday, 28th June, 2017 at 6.00 pm in the Assembly Room - Town Hall, Saturday Market Place, King's Lynn PE30 5DQ

PRESENT: Councillors P Gidney (Chairman), Mrs J Collingham, C J Crofts, M Chenery of Horsburgh, M Howland, P Kunes, C Manning, G Middleton, A Tyler, Mrs E Watson and Mrs A Wright.

Portfolio Holders

Councillor A Beales – Portfolio Holder for Corporate Projects and Assets

Councillor I Devereux – Portfolio Holder for Environment

Councillor B Long – Leader of the Council

Councillor Mrs E Nockolds – Portfolio Holder for Culture, Heritage and Health.

Officers:

Chris Bamfield – Executive Director

Jemma Curtis – Regeneration Programmes Manager

Ray Harding – Chief Executive

Matthew Henry – Property Services Manager

Steven King – THI Project Officer

Ostap Paparega – Regeneration and Economic Development Manager

RD1: APPOINTMENT OF CHAIRMAN FOR 2017-2018

RESOLVED: Councillor Gidney was appointed Chairman for 2017-2018.

RD2: APPOINTMENT OF VICE CHAIRMAN FOR 2017-2018

RESOLVED: Councillor Mrs Wright was appointed Vice Chairman for 2017-2018.

RD3: APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Parish and Smith.

RD4: MINUTES

RESOLVED: The minutes from the previous meeting were agreed as a correct record and signed by the Chairman.

RD5: DECLARATIONS OF INTEREST

There was none.

RD6: **URGENT BUSINESS**

There was none.

RD7: **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

Councillor Bambridge – all items.

Councillor Bird – all items.

Councillor Bubb – RD9

Councillor Devereux – RD9 and RD10.

Councillor Pope – all items.

RD8: **CHAIRMAN'S CORRESPONDENCE**

The Chairman referred to correspondence which had been sent to Members of the Panel relating to the Riverfront Delivery Plan – Final Options Report. He asked Members to consider the contents of the correspondence during discussion of the item.

RD9: **RIVERFRONT DELIVERY PLAN - FINAL OPTIONS REPORT**

The Regeneration and Economic Development Manager and the Regeneration Programmes Manager presented the report which updated Members on progress and development of the final masterplan for the King's Lynn Riverfront area. A copy of their presentation is attached.

The Regeneration and Economic Development Manager clarified that the masterplan was not a planning application and planning consent would be required at the appropriate time. The Masterplan included design principles, potential land uses and a vision for the site. The Panel was informed that as part of the Local Plan sites were allocated within the development area.

The Panel was informed that a public consultation exercise had been carried out and three options were considered. The Panel were provided with information on the three options and were informed that the preferred option was option three. Option 3 included exploring the use of Hardings Way and potentially opening it up to other vehicles. He acknowledged that there had been some objections and concerns raised to this and explained that many options would be considered. The Regeneration and Economic Development Manager explained that if no changes were made to the traffic arrangements there could be an increase in traffic using the other main routes into the town centre.

The Panel was informed that any changes to the road network would be subject to separate processes with Norfolk County Council and a thorough analysis would be required.

The Panel was informed that the masterplan would be submitted to Cabinet and Full Council for approval. If approved delivery options would be looked at and further consultation would be carried out as appropriate.

The Chairman thanked officers for their presentation and invited questions and comments from the Panel, as summarised below.

In response to questions from Councillor Tyler, the Regeneration and Economic Development Manager explained that funding opportunities were available, however it was competitive and a strong bid would be required. The Greater Cambridge Greater Peterborough Local Enterprise Partnership also had routes into funding.

Councillor Crofts informed those present that he supported option three. He acknowledged the concerns about Hardings Way, but felt that the road was underused and consideration needed to be given to the cost benefit of the road. Councillor Crofts referred to air quality issues along London Road and that if traffic was to increase the air quality would reduce. Councillor Crofts also hoped that the riverfront area would be easily accessed to tourists and encourage bus trips to the area.

The Vice Chairman, Councillor Wright referred to the allocation in the local plan for housing and asked if figures were available on how many extra vehicles this could bring into the town centre. The Regeneration and Economic Development Manager explained that the site allocation could be a different figure. The next stage would be to look at what was viable and feasible on the site.

In response to a question from Councillor Mrs Collingham, it was explained the Nar Loop was currently connected to the Ouse but was mainly dry because of reed beds etc. Options could be to keep the Nar Loop as it was or create a barrier to hold water in and create a wetland area.

In response to a further question from Councillor Mrs Collingham it was explained that any ground floor areas of development would need to be looked at in terms of flood risk.

Councillor Bambridge addressed the Panel under Standing Order 34. She explained that car parking was a huge issue in the Friars area. She referred to the Stakeholders meeting and how residents felt that any development in the area needed to be carefully designed and consideration needed to be given to the height of any buildings. She did not think they should be higher than three storeys. Councillor Bambridge also raised concern about the Millfleet and felt building

either side of the Milfleet would be a sensitive issue. She acknowledged that Devil's Alley would be retained as a right of way. The Regeneration and Economic Development Manager explained that design and detail would be looked at as part of the next stage.

The Portfolio Holder for Corporate Projects and Assets, Councillor Beales explained that the regeneration of this part of the town was important and design would be considered carefully. He explained that there would be a balance between commercial and regeneration and all development would need to be high quality. He reminded those present that the Council had a good reputation when it came to developing public realm areas and referred to the Tuesday and Saturday Market Places. He acknowledged the concerns relating to Hardings Way and reminded those present that the project was in its early stages, however the Council needed to take into account the wider benefits of opening up the road. The Portfolio Holder for Corporate Projects and Assets informed the Panel that a pre-Council briefing would be held to update all Members on the Delivery Plan.

In response to a question from Councillor Tyler, the Portfolio Holder for Corporate Projects and Assets explained that before any decision on the future use of Hardings Way was taken careful consideration would be given to any safety issues.

The Leader of the Council, Councillor Long commented that the Council would not go ahead with a scheme which could put people at risk. He referred to the air quality in other parts of the town centre and explained that the levels along London Road had hovered on the limit of what was acceptable and the residents in these areas also needed to be considered. Councillor Long explained that it was important for the Riverfront area to be developed as he felt it would improve King's Lynn's offer. He reminded those present that some of the Riverfront area which was within the masterplan area had historically had development on it.

Councillor Middleton acknowledged the concerns of residents with regards to Hardings Way. He referred to periods when traffic was congested throughout the rest of the town centre and how opening up Hardings Way could alleviate this. He also asked that consideration be given to restrictions on Hardings Way if required, for example a weight restriction or no HGV access.

Councillor Pope addressed the Panel under Standing Order 34. He referred to the development value and asked if there would be a halt point if investors were not forthcoming. The Portfolio Holder for Corporate Projects and Assets explained that costs and funding opportunities would be scoped and then it would be a Council decision if to proceed further. Detailed costings would also be drawn up. The Panel was reminded that this project was a developer led project. Any profit from development would be a capital receipt and it was hoped

that in the future a revenue stream would also be realised which would be a benefit to the Council tax payer.

The Chief Executive referred to previous projects for the site. He explained that this was a commercially led scheme in a sensitive location and would need to be high quality. It would be a Capital scheme and return, but would also have social benefits.

RESOLVED: (i) The Panel supported Option 3 with due consideration to elements of the other two options if required.

(ii) The Panel requested that future consultation be carried out as required and an updated presented to the Panel at the appropriate time.

RD10: **SOUTHGATES WORKSHOP SESSION**

The Chairman invited the Panel to take part in a workshop exercise to look at the potential regeneration of the Southgates area. The Panel were provided with information on the area and the surrounding land which was currently under the control of the Council.

Members broke into separate groups and gave consideration to the following questions:

- Should the Borough Council proceed with purchasing further land around the Southgates?
- What uses would you like to see in this part of the town?
- How should future development look? Taking into account scale, form, mass, views and historic constraints.
- Could regeneration incorporate any highways improvements?

The Panel then shared their suggestions and ideas and the general consensus was that the Council should proceed with purchasing further land around the Southgates and ideas were put forward on how to regenerate the area.

Councillor Bambridge addressed the Panel under Standing Order 34. She felt that the park area opposite the Southgates would be well used if the area was improved. She also suggested that if the area was improved, consideration needed to be given to public transport to the area, as at the moment many of the buses came down Hardings Way instead of London Road.

The Chairman thanked officers and the Panel for their contribution. Officers explained that officers would consider the contributions from the Panel and return to the Panel in due course with an update on progress.

RESOLVED: Officers to consider the comments and suggestions made by the Panel and would bring back an update to Members at the appropriate time.

RD11: **ENTERPRISE ZONE UPDATE**

The Regeneration and Economic Development Manager and Regeneration Programmes Manager provided the Panel with an update on the Enterprise Zone. The Panel was reminded that they had requested updates on the NORA site and at a previous meeting had received an update on the Housing projects. The Panel were provided with a presentation, as attached, which included detail of the location of the Enterprise Zone and the approved uses of the sites.

The Regeneration Programmes Manager provided detail of the infrastructure work required in order to develop the site including the access road and the gas main diversion. She informed those present that a feasibility study had been carried out by National Grid with their preferred option for the diversion. The work would also incorporate the diversion of overhead cables to underground which would broaden development options on the site.

Work would also be required to determine ground conditions, especially on the Mortson site as investigations had not yet been carried out on these pieces of land. The Enterprise Zone area would also have the benefit of Superfast Broadband.

Professional Design Consultants would develop the site infrastructure and design in consideration with the gas main diversion works.

The Regeneration and Economic Development Manager explained that a drop in and information event would take place to inform the public of the proposals. Updates would also be presented to the Regeneration and Development Panel as appropriate. It was anticipated that the scheme would be completed in 2019.

The Chairman thanked officers for their report and invited questions and comments from the Panel, as summarised below.

The Leader, Councillor Long referred to the gas main diversion and asked if consideration had been given to moving the gas reduction site before the pipe came into the town, meaning that a low pressure gas main could be used. The Regeneration Programmes Manager agreed to discuss the issue with National Grid.

RESOLVED: (i) The update was noted.
(ii) The Panel to be kept up to date with progress as appropriate.

RD12: **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.

RD13: **EXEMPT - ONE PUBLIC ESTATE UPDATE**

The Property Services Manager provided the Panel with an update on One Public Estate. Members asked questions about the facilities which would be available at King's Court and the Town Hall.

RESOLVED: The update was noted.

RD14: **WORK PROGRAMME**

RESOLVED: The Panel's Work Programme was noted.

RD15: **DATE OF THE NEXT MEETING**

The next meeting of the Regeneration and Development Panel would be held on **Tuesday 25th July 2017** at a time and venue to be confirmed.

The meeting closed at 8.52 pm

Hunstanton Prosperity CCT

Hunstanton Prospectus

Priority Themes, Opportunity Sites &
Sample Projects 2016-2026



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Contact details

Jemma Curtis

Regeneration Programmes Manager

Regeneration and Economic Development

Borough of King's Lynn and West Norfolk

Introduction

Purpose of Prospectus

Hunstanton Prospectus was commissioned by the Hunstanton Prosperity Coastal Community Team (CCT) to update the original Masterplan prepared in 2008. The Masterplan sets the vision and regeneration strategy for the town by identifying and tackling the physical design, planning, regeneration, transport, tourism and economic issues and opportunities affecting the town.

Much has been achieved since the adoption of the original Masterplan. This prospectus identifies the key priorities for the next 10 years, taking into account new opportunities and the economic environment, which the CCT are working in.

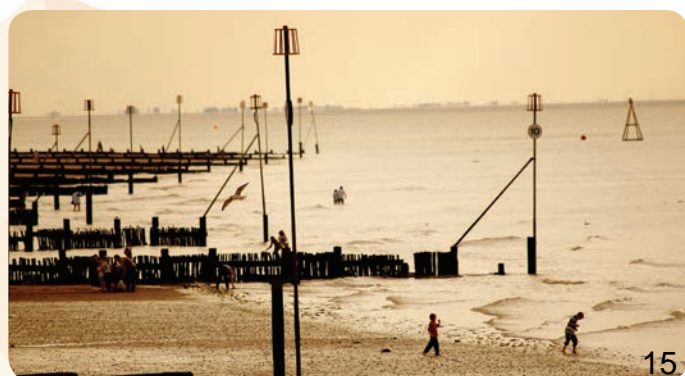
What's special about Hunstanton?

The Victorian seaside, affectionately known as 'Hunston', has many unique characteristics; it is the only west-facing seaside town on the east coast of Britain. At the heart of the town, the historic Green and Gardens overlook the promenade and The Wash where you can view sunsets year round. The town is a popular destination for day trips and longer stays with a range of holiday accommodation, leisure and entertainment amenities for visitors. The shallowness of the water provides ideal conditions for a range of watersports.

Hunstanton Prosperity CCT

Hunstanton Prosperity is the Coastal Community Team (CCT) for the town of Hunstanton in West Norfolk, established in 2015. It has provided a new form of governance for working relationships that had been ongoing for many years. Its membership is drawn from elected members and officers from a range of local and regional organisations, including:

- Hunstanton Town Council;
- Hunstanton and District Civic Society;
- Hunstanton & District Chamber of Trade;
- Hunstanton & District Lions Club;
- Hunstanton & District Round Table;
- Rotary Club of Hunstanton & District;
- King's Lynn & West Norfolk Borough Council;
- West Norfolk Tourism Forum;
- West Norfolk Camping & Caravan Operators;
- Norfolk County Council;
- Smithdon High School;
- Hunstanton District Festival of Arts; and
- Hunstanton In Bloom.



15

Hunstanton Town Centre and Southern Seafront Masterplan (2008)

BDP prepared a Masterplan for the town centre and southern seafront to expand on the guidance contained in the Local Plan and to provide a vision and framework for regeneration for the town. The Masterplan identifies the overall development concept for opportunity sites, incorporating urban design, landscaping, infrastructure, service provision, present and future land uses and built form. The Masterplan was developed through an extensive period of public consultation. The overall vision for the town, which underpins the Masterplan include:

- **An Active Town** - expand the existing watersports and activities offer;
- **A Local Town** - which meets the needs of its residents with an expanded retail core;
- **A More Attractive Seaside Destination** - where visitors stay longer and spend more;
- **A Town that Respects its Heritage** - whilst looking into the future; and
- **An Environmental Town** - making the most of the town's natural assets.

This work has provided evidence to underpin the Core Strategy and guided the Borough Council and its partners' investment priorities in the town.

Economic Plan 2016

In January 2016, Hunstanton Prosperity CCT prepared an Economic Plan for the town to guide its work and the work of partners over the coming 5 years and beyond, based on the masterplan's vision outlined above.

Short term goals include:

- Working with Hunstanton Sailing & Water Sports Clubs to develop the town's watersports offer;
- Raising Hunstanton's profile as a destination for investment and recruitment;
- Survey of local business premises and needs; and
- Conducting a detailed visitor survey.

Medium term goals include:

- Linking the promenade with the Town Centre ;
- Working with the West Norfolk Tourism Forum on shared objectives; and
- Securing funding for major projects.

Long term goals include:

- Extending the traditional holiday season;
- Developing the 'rainy day' offer; and
- Enhancing the promenade and flood defences.

The main focus of the Economic Plan is the Town Centre and southern seafront of Hunstanton, as this area is where the majority of the economic activity, i.e. retail and visitor economy, and community facilities are located.

The Plan was submitted to the DCLG in January 2016 and will be formally endorsed by the Borough Council in Spring 2017.

Planning Policy

The Local Plan for King's Lynn and West Norfolk contains a number of individual planning documents. Currently it consists of the Core Strategy (adopted 2011) and the Site Allocations and Development Management Policies Plan (adopted September 2016).

Core Strategy

The Core Strategy sets out the spatial planning framework for the borough up to 2026, and provides guidance on the scale and location of future development in King's Lynn and West Norfolk. It contains strategic policies on a range of topics that include the environment, employment, infrastructure and housing. Underpinned by the evidence that supported the Masterplan, the Core Strategy contains policies for places, which for Hunstanton, is **Policy CS05**. The spatial vision for the area is:

...ensuring that as a main town it develops its position as a successful service hub for the local area, while strengthening the role as a tourist destination with year-round activities...

The spatial strategy for the Town to:

- *Retain and strengthen the role of Hunstanton as a main town in the borough, a service centre supporting retail, culture and social infrastructure;*
- *Strengthen the town's role as a visitor destination;*
- *Develop a transport and movement strategy for the town to expand upon the information in the Masterplan;*
- *Build upon relationships between Hunstanton and King's Lynn so the town is able to benefit from growth proposals from King's Lynn;*
- *Enhance the local character of the town, promoting high quality design of the local environment and the public realm; and*
- *Seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy and Delivery Plan.*

The Core Strategy was informed by the views of residents, stakeholders, statutory bodies, local communities, individuals, developers and landowners. Following an Examination in Public, the Borough Council formally adopted Core Strategy in July 2011.

Site Allocations & Development Management Plan

The Borough Council adopted the King's Lynn and West Norfolk Site Allocations and Development Management Policies (SADMP) on 29th September 2016 to complement and facilitate the implementation of the Core Strategy by providing detailed policies and guidance. It is consistent with national policy.

This policy provides more detail for Hunstanton Town Centre and proposes Site Allocations on the edge of the Town for housing and employment. These are:

- *Policy F2.1 sets out the detail for Hunstanton - Town Centre and Retailing. Specifically it promotes a year round economy in Hunstanton as a coastal resort and enhance its role as a market town offering a range of services within a rural hinterland;*

- *Policy F2.2 Land to the East of Cromer Road allocates 6.2 hectares of land for residential development of at least 120 dwellings;*
- *Policy F2.3 Land to the South Commercial Park is allocated principally for housing with care, with a supplementary allocation of general purpose market housing to aid viability. The mixed uses comprising: at least 60 housing with care units; approximately 50 general housing units;*
- *Policy F2.4 Land North of Hunstanton Road allocates 12.6 hectares of land for the development of 163 dwellings on 6.2 ha of the site and 6.4 ha for open space; and*
- *Policy F2.5 Land south of Hunstanton Commercial Park allocates 1 hectare of land for employment uses.*

The SADMP can be viewed here: https://www.west-norfolk.gov.uk/info/20093/site_allocations_and_development_plan

Neighbourhood Plan

The Hunstanton Town Council are developing a Hunstanton Neighbourhood Plan <http://www.hunstantontowncouncil.co.uk/hunstanton-neighbourhood-plan>.

Once adopted, it will form part of the Local Plan and will be material considerations in planning applications when opportunity sites are brought forward.

National Planning Policy Framework & National Planning Practice Guidance

The National Planning Policy Framework (NPPF) is the national tier of planning policy. The National Planning Practice Guidance (NPPG) sits alongside the NPPF. Preparation of the Site Allocations and Development Management Plan must be consistent with the NPPF and prepared with regard to the NPPG.

At the heart of the NPPF is a presumption in favour of sustainable development. This presumption guides local planning authorities when they are preparing Local Plans and making decisions on planning applications.

Further details on the Local Plan and emerging plans are available on the Council's website: <http://www.west-norfolk.gov.uk>.



1) Core Strategy

2) Site Allocations and Development management Policies Plan

Vision

Hunstanton Prosperity's vision for Hunstanton is...

- 1 an **active** town...
expanding the existing water sports and activities on offer
- 2 a **local** town...
which meets the needs of its residents with an expanded retail core
- 3 a more attractive **seaside destination**...
where visitors stay longer and spend more
- 4 a town that **respects its heritage**...
whilst looking to the future
- 5 an **environmental** town...
making the most of the town's natural assets



Principles

In realising this vision, Hunstanton Prosperity will be guided by the following principles:

Connect

- Connecting Hunstanton with King's Lynn through improved transport services;
- Connecting the promenade with the town centre and the retail area; and
- Connecting Hunstanton with other areas through sustainable modes of transport.



Welcome

- Enhance the visitor experience to extend visitor's stay;
- Attracting new visitors including overnight and weekend visitors; and
- Understand visitor needs and desires.



Serve

- Developing the town's role as a local service centre for retail, social and cultural offer;
- Retain and enhance the town's role as a local service centre for public services, retail, social and cultural offer; and
- Manage the shoreline to ensure the town is protected from flooding and erosion.



Diversify

- Diversifying the tourist offer to extend the season;
- Develop further the sports, leisure and watersports offer;
- Diversify and extend employment offer; and
- Support all year round events.



Priority Themes

1. Tourism, Leisure & Events

We want to increase the economic value of visits to the town, by strengthening Hunstanton's role as a visitor destination, developing and diversifying its offer and attracting more staying visitors.



2. Heritage & Environment

We want to ensure that the opportunities arising from the future regeneration of these sites are promoted in such a way that have positive impacts upon Hunstanton.



3. Employment & Services

We want to ensure: Tourism remains at the heart of Hunstanton's offer; and Hunstanton functions as a more effective service centre.



4. Transport & Movement

We want to ensure that local connectivity to public transport, cycle and pedestrian linkages are maintained and improved within the town, to the adjoining areas, surrounding villages and beyond to King's Lynn.



5. Development Sites

We want to ensure that the opportunities arising from the future regeneration of these sites are promoted in such a way that have positive impacts upon Hunstanton.



Masterplan





Opportunity Site D:
Kit-Kat Club
Redevelopment

Opportunity Site E:
Active Frontage on to Southend
Road to provide a mix of uses

Opportunity Site C:
Active Frontages

Opportunity Site D:
Multi Purpose Community/
Visitor Centre

Opportunity Site H:
Alexandra Road Residential
Development

Opportunity Site C:
The Seafront Promenade

1 Tourism, Leisure & Events

Where we are now?

Hunstanton is a popular seaside resort and is a main employment centre serving the northern part of the Borough. The local economy is largely dependent on tourism and service sector jobs. The visitor economy provides a significant amount of employment and income during the summer months. However, the seasonal pattern of visitors creates pressure in terms of sustainability services and facilities, and seasonality of employment.

Initiatives undertaken to support this priority theme to date includes: Phased development of the Watersports hub at the Hunstanton Sailing and Watersports Club; Refurbishment of the Sealife Centre; Refurbishment of the Surfside Cafe and investment at the Alive Oasis and Leisure Centre.

Where we want to be?

We want to strengthen the town's role as a visitor destination and diversify Hunstanton's tourist offer.

How do we get there?

To ensure that tourism remains at the heart of Hunstanton's offer we need to protect and maximise the value of Hunstanton's current assets, but at the same time understand and develop future opportunities.

Visitor Survey a comprehensive visitor survey is currently being undertaken, which will provide an understanding on:

- How the facilities and services of the resort meet expectations of visitors to Hunstanton;
- The type of developments which could encourage day visitors to stay overnight and staying visitors to stay longer and visit more often; and
- The characteristics and behaviours of both day visitors and staying visitors.

Results of the survey will be available early spring 2017. A survey of this nature will identify potential projects, strengths, opportunities, threats and weaknesses of Hunstanton as a visitor destination to guide investment priorities. The process of identifying appropriate funding programmes is already underway. As new funds are announced, we will work with our partners to consider whether they are appropriate.

Watersports - one way to diversify the current offer is to expand access to the current watersports facilities. The CCT will facilitate identification of funding to continue development of this further.

Events - The existing calendar of events are a popular attractor to the town. Other potential events will be identified with the aim of attracting more visitors to the area but also to the benefit of residents. .

Work with Private Sector Partners - Hunstanton benefits from a variety of tourism based commercial operators. The CCT will work with operators to support any potential expansion to assist in extending the season and/or diversification of the year round visitor offer.

Review existing brown highway signage and update or renew if necessary.



Hunstanton Events

Extend the existing events programme to increase the impact of Hunstanton events and build excitement about the town as a leisure destination throughout all seasons.



Hotel

Attract a national hotel chain to operate in Hunstanton increasing access to rooms from a known easily accessible provider.



Marine Lagoon

Create a new tidal marine lagoon as a new waterside attraction to provide a sports venue for swimming and sailing based activity. This will diversify the leisure and tourism offer, and help drive the regeneration of the north promenade.

2 Heritage & Environment

Where we are now?

Hunstanton is not only important in terms of its residential and tourism offer, but it also has a wealth of heritage in terms of its environment and history. Part of the town is within a designated Conservation Area. It is internationally significant in environmental terms, falling within the Wash Site of Special Scientific Interest (SSSI) and designated Special Protection Area (SPA) as well as being a candidate for Special Area of Conservation under the Habitats Directive. The Cliffs are also recognised in the Top 10 Coastal Geosites by The Geology Society.

The main tourist appeal in the Borough is based on the unique natural environmental assets and the historic built environment that reflects the heritage of the borough's towns. The quality of public spaces and parks with access to the coast and countryside also make the area appealing.

However, this wealth presents challenges in terms of balancing the need to provide extra homes and associated infrastructure, without causing harm to the quality of the environment.

We aim to ensure continued sea defence against erosion of Hunstanton seafront is needed to support the town's role as a regional centre and tourist destination.

Initiatives to date to support and enhance the quality of the heritage and coastal environment include: Town Centre enhancements around The Spinney and High Street, improvements to the flood defences with new flood gates, installation of new seating along the promenade, improvements to the visual amenity made by the Hunstanton In Bloom partners, launch of the Hunstanton's Shop Front Guide, opening of the Heritage Centre by Hunstanton Civic Society.

Where we want to be?

- A Town that respects its heritage whilst looking into the future;
- An Environmental Town making the most of the town's natural assets;
- Protect and enhance the heritage, cultural and environmental assets and avoid developing in areas at risk of flooding; and
- Respect the heritage of Hunstanton whilst promoting the vibrancy of the Town Centre and The Green.

How do we get there?

Support new development to meet modern requirements while respecting the historic environment in Conservation Areas.

Restoration and enhancement of Hunstanton's Heritage Gardens with the Heritage Lottery Fund's Parks for People funding programme. Due to be completed in 2017.

For flood defences, in **South Hunstanton**: the short term is to hold the existing front-line defences - these being concrete flood defence of the promenade - at the current position. The medium term is to include a mixture of flood defences using existing defences, upgrading old defences or constructing new defences.

For **Hunstanton Town**: as a tourist resort and service centre it needs to be maintained. This requires holding the line shoreline defences where they are now, by sustaining the promenade and the seafront.

23

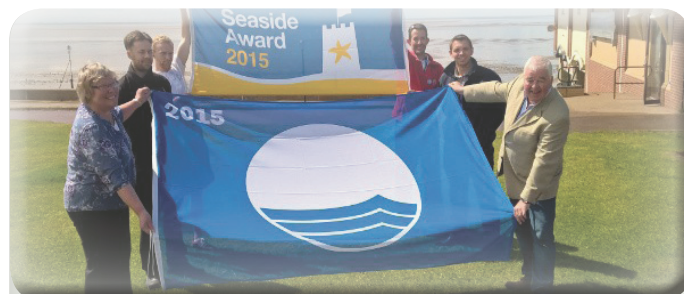
For **Hunstanton Cliffs**: in the first epoch allow the cliffs to erode naturally and provide sediment to help maintain the beaches to the south. Approaching the end of the first epoch (to 2025) a longer term solution to be identified through various pilot schemes to slow down the rate of cliff erosion. During the second epoch (2025 to 2050) active intervention is dependent on the outcome of the pilot schemes.

We will continue to work with the King's Lynn and West Norfolk Borough Council and the Environment Agency to seek capital funding for these projects.



Heritage Gardens

Deliver the comprehensive restoration and interpretation of Esplanade Gardens, the Cliff Top and The Green, celebrating the vision of the town's founder Henry Styleman Le Strange. This will change people's perceptions of Hunstanton and build confidence in the quality of the town as a leisure destination. This will improve access to the gardens, engage residents and visitors in Hunstanton's heritage while achieving a higher pass mark Green Flag award.



Blue Flag & Seaside Award

Hunstanton has previously been awarded blue flag status. People who visit regularly know that there is a strong commitment to providing excellent services and clean beaches. Getting this message out will build confidence in the quality of Hunstanton as a leisure destination.



South Hunstanton

Hold and improve the existing front-line defences including concrete flood defences on the promenade.

3 Employment & Services

Where are we now?

An Economic Plan was prepared by Hunstanton Prosperity in 2015 and identified the strengths, weaknesses, opportunities and threats facing the coastal community.

Hunstanton is a key service centre in the Borough, providing a range of public services for all ages including primary and secondary education, health services, library, leisure facilities etc. As a tourist destination, Hunstanton attracts a large number of visitors which is making a vital contribution to the local economy. However, the seasonal pattern of visitors creates pressure in terms of the sustainability of services and facilities.

There are around 1,800 jobs in Hunstanton, with 96% of these in the service sector which, reflects Hunstanton's role as a local service centre and seaside resort.

The population of Hunstanton is markedly skewed towards the older age groups (41% over 65 compared with 25% for the Borough) with a lower proportion of working age population (48% 16 - 64 years compared to 58% for the borough).

Where we want to be?

Retail, tourism, leisure and cultural industries are key elements of the economic and social vibrancy of Hunstanton and contribute to the regeneration and growth of the area.

Developing the town's role as a local service centre will not only serve the local population but also support the tourism offer. This can be achieved by working with other bodies and agencies to strengthen and support this dual role.

We want to ensure:

- Tourism remains at the heart of Hunstanton's offer; and
- The range of public services remain sustainable and appropriate for the needs of the growing population.

How do we get there?

The town's economic success will be dependent on its ability to develop and maximise value from its key assets and unique selling points.

This includes:

- Sustaining the visitor economy already attracted to the area and attracting new visitor markets through initiatives that enhance the quality of the tourist product;
- Extending the visitor season and create year round employment which in turn will support the sustainability of services;
- Working with the West Norfolk Tourism Forum to promote Hunstanton through a range of marketing tools including publications and digital media;
- Supporting the Local Plan Site Allocations for employment and age appropriate residential accommodation;
- Support the Government's One Public Estate initiative to ensure services remain viable and meet the needs of the whole community;
- Engaging with the town's existing employers to identify ways in which it can support any expansion or diversification plans and staffing needs; and
- Facilitate investment in extra care housing places and support plans to provide people with an alternative to residential care.



Employment and New Homes

Work with our partners to facilitate development of opportunity sites aimed at providing year round employment opportunities and new homes that meets the requirement of the population profile.



Hunstanton as a Business Location

Promote Hunstanton as a business location on the www.investwestnorfolk.com website and utilise the Working in West Norfolk website to attract managers and senior officials to the area.



Visitor Economy

Diversify the visitor economy.

4 Transport & Movement

Where are we now?

The town has limited transport links, with road access to the town limited to the A149. There is a regular bus service to King's Lynn, and also along the Norfolk Coast.

The priority for Hunstanton is to ensure people have access to the services they need. It is therefore important that the public transport network is maintained and improved on key routes to the main towns and service centres.

The Coasthopper bus service has been running since 1996 and now acts as an express service to Kings Lynn.

New traffic layout for Beach Terrace Road was implemented to improve traffic flow and pedestrian safety.

Projects to improve the public realm to prioritise pedestrian and cycle access has helped to make the town easier to navigate include: **New 'welcome & orientation' signs** installed in public car parks. Completion of a **public realm scheme** along Seagate between the town and seafront to improve the area between the Oasis and the former Kit Kat site. **New heritage design street lighting** was installed on St Edmunds Terrace, Greevegate and Westgate to continue the theme of the High Street. **New finger posts** installed in 2015 to improve wayfinding. Improvements to the access and capacity of **Seagate Road car park**.

Where we want to be?

We want to ensure that local connectivity to public transport, cycle and pedestrian linkages are maintained and improved within the town, to the adjoining areas, surrounding villages and beyond to King's Lynn.

How do we get there?

Work with our partners to ensure that the opportunities arising from future development of King's Lynn are delivered and promoted in such a way that they have positive impacts upon Hunstanton.

Work with the Borough Council, County Council and its partners in the development of a transport and movement strategy for the town, to include:

- A parking strategy, including potential for a seasonal park and ride;
- New ways to deliver services such as a range of accessible door-to-door transport services for people with mobility problems in order to increase levels of social inclusion;
- Improvements to public transport, increasing the frequency and reducing journey times of services to King's Lynn, and supporting more frequent services along the coast;
- Improvements to routes, signage and facilities for walking and cycling; and
- Walking and cycling - Support Natural England's project to develop Coast Path from Hunstanton to Sutton Bridge in conjunction with Norfolk County Council's proposal to promote low carbon transport options from Kings Lynn to Hunstanton which will capitalise on the extension of the Norfolk Coast Path.

Support Norfolk County Council in their Coastal Community Fund application for the Coastal Treasures project, to improve access to heritage assets between King's Lynn & Holme. This includes marketing and infrastructure for walking and cycling **25** trails.

Work with our partners to ensure that the opportunities arising from future development in the area provides safe vehicular and pedestrian access, new crossing points (where appropriate) and access to sustainable transport links.

Work with the Highways Authorities to ensure that adequate arrangements for the scale of traffic likely to be generated through new development can be minimised.

Work to improve access to walking and cycling routes for both recreational and alternative transport use.



Park & Ride

Assess feasibility for a seasonal 'Park & Ride' facility which can provide overflow car parking serving the promenade and town centre in high season.

The release of opportunity sites in the town centre and waterfront to achieve the masterplan objectives.



Enhanced Bus Services

Work with bus operators to improve frequency, reliability and speed of services between Hunstanton and King's Lynn, including improved interchange and synchronisation with rail services from King's Lynn station.

This will improve the accessibility of Hunstanton as a leisure, training and employment destination year-round.

Work to improve access to walking and cycling routes for both recreational and alternative transport use.

5 Development Sites

Where are we now?

Since the 2008 Masterplan was published, the Borough Council working alongside its partners, has made significant progress to deliver the vision using the opportunity sites as catalysts. This includes:

- Phases 1 and 2 extension and refurbishment of the Hunstanton Sailing and Watersports Club;
- Completion of a public realm scheme along Seagate between the town and seafront to improve the area between the Oasis and the former Kit Kat site;
- Adoption of the Core Strategy, which commits the Borough Council to provide at least 220 new homes and 1ha of employment land in Hunstanton;
- Adoption of the Site Allocations and Development Management Plan, which allocates land on the edge of Hunstanton for residential and employment development.
- Funding from the Heritage Lottery Fund approved to restore and enhance the Hunstanton's Heritage Gardens; and
- Development of the Old Garage Site on St Edmunds Terrace by McCarthy & Stone.

Where we want to be?

There are further opportunities to be realised through the public property portfolio through the One Public Estate (OPE) initiative. Delivered in partnership by the Cabinet Office Government Property Unit (GPU) and the Local Government Association (LGA), this initiative offers practical and technical support to local authorities to deliver property-focused programmes, in collaboration with central Government and other public sector partners.

The OPE initiative provides an opportunity to invest in a small number of key sites, which would improve the efficiency of these buildings and dispose of, or support redevelopment. In turn, this would reduce the revenue cost for public body partners as well as releasing much needed land for development and regeneration.

We want to ensure that the opportunities arising from the future regeneration of these sites are promoted in such ways that have positive impacts upon Hunstanton, including:

- Growth in business rates;
- Delivery of new homes - market and affordable that meet the needs of the growing population;
- Increase in employment opportunities for local people; and
- Enhanced leisure facilities and recreational opportunities.

How do we get there?

To do this we will work with the Borough Council and its partners in the preparation of initial feasibility and options studies for the key sites. These are:

1. Bus Station on Westgate and the relocation of the library and other public services into the existing office base at Valentine Road;
2. Police Station and Fire Station on King's Lynn Road;
3. Land at Seagate comprising the former Kit Kat site;
4. Redevelopment of the Alive Oasis Leisure Centre for a mixed use scheme to complement the active seafront location;
5. The south eastern portion of the car park on Southend Road;
6. The southern portion of the coach park on Southend Road;
7. Land at the Grove on Alexandra Road;
8. The former infant school site on Valentine's Road; and
9. Redevelopment of the former Whitley Site in the Town Centre.



1) Library and Hunstanton Bus Station site, Westgate



5) Land at Oasis Leisure Centre, Beach Terrace Road



2) Police Station on King's Lynn Road



6) Former Kit Kat site, Seagate



3 and 4) South eastern portion of car park and Southern portion of coach park, Southend Road



Delivery & Implementation Plan

The Hunstanton Prospectus is underpinned by the vision set out in the Masterplan and sets out the priorities for the Coastal Community Team over the next 10 years. It must be realistic in order to provide a robust and deliverable set of recommendations and plans. A comprehensive Action Plan covering the key recommendations of each theme in the Prospectus is set out in this section.

Many actions will be achieved within existing resources, however, this will depend on the help and cooperation from many agencies and partners. Where additional resources are required, they will need to be prioritised alongside other strategic aims of our partners.

Delivery of the Prospectus' priorities will be subject to:

- Results of the visitor survey; and
- Availability of funding sources that align with the strategic aims of the CCT.

The Coastal Community Team will review progress of the Action Plan annually to ensure the continued momentum to achieve the priorities set out in the Prospectus.

Governance

The effective delivery of this prospectus requires a mechanism that brings together the public and private sectors at a senior level. Representatives from the CCT, political leaders, council officers, business leaders, investors, marketeers and some leading national players will be formed– these are all people with a real passion and vision for the town.

Its role will be to champion the Prospectus at the strategic level, review progress against objectives and provide a forum for discussing and resolving key issues and challenges as they arise.

In addition various working groups will be established to progress defined projects or areas of action. The Working Groups will have clearly defined terms of reference and comprise of industry representatives who can bring specialist knowledge and expertise to inform the projects. A key issue for the Working Groups is ensuring that they are effectively resourced. Securing resources from our partners and funding programmes will be an important role for the CCT.

The development process of this prospectus has created a strong momentum and opened a new more inclusive dialogue amongst the CCT. This gives a strong platform on which to develop these mechanisms, strengthen existing partnerships and building on a strong collaborative leadership going forward.



Funding

In order to deliver elements of the action plan external funding will need to be identified with full projects and funding applications developed. To secure resources from partner agencies, funding programmes will be an important role for the implementation group.

Some potential sources of funding are:

- **Coastal Community Fund from The Big Lottery:**
The Coastal Communities Fund (CCF) encourages the economic development of UK coastal communities by giving funding to create sustainable economic growth and jobs. Round 5 of the funding programme is due to open in 2017;
- **Coastal Revival Fund:**
Funding available only to Coastal Community Teams. Awaiting details of future funding rounds;
- **LEADER Funding:** Priority 3 - Support for rural tourism, Priority 4 - Provision of rural services, Priority 5 - Support for cultural and heritage activity.
Sums up to circa £140,000 and 100% of project costs.
www.norfolklags.co.uk/uploads/document/west-norfolk-lag-RBG5.pdf;
- **Rural Development Programme:** funding from the Rural Payments Agency
www.gov.uk/topic/farming-food-grants-payments/rural-grants-payments;
- **European Agricultural Fund for Rural Development (EAFRD) 2014-20** from the New Anglia Local Enterprise Partnership & Greater Cambridgeshire & Greater Peterborough Local Enterprise Partnership
www.gov.uk/european-structural-investment-funds;
- **Big Lottery - Reaching Communities England:**
Sums over £10,000 over a period of up to 5 years
<https://www.biglotteryfund.org.uk/global-content/programmes/england/reaching-communities-england>;
- **Big Lottery - Awards for all:**
Sums of £300 - £10,000
<https://www.biglotteryfund.org.uk/global-content/programmes/england/awards-for-all-england>;
- **Arts Council Funding:**
Sums of £1,000 to £100,000.
www.artscouncil.org.uk/funding/applying-grants-arts#section-1;
- **Sport England Funding:** Funding review currently ongoing awaiting update.
- **Small Grants fund:** £300 - £10,000 still accessible at this time.
www.sportengland.org/funding/small-grants/

Tourism, Leisure & Events

Objective	Short-term project (2016)	Medium-term project (2017-2021)	Output and target	Lead Partner	Cost
To strengthen the town's role as a visitor destination and diversify Hunstanton's tourist offer.	Continue to maintain 'Green Flag' accreditation for beaches in Hunstanton. On-going monitoring of key indicators to maintain status.		Green Flag Documentation. Successfully re-bid for Green Flag status as they become due.	BCKLWN's Parks and Open Spaces team	TBC
	Enhance the watersports offer		Hunstanton Sailing and Watersports Club redevelopment and promotion of the training and events programme.	Hunstanton Sailing & Watersports Club & CCT.	
		Attain 'Blue Flag' accreditation for beaches in Hunstanton.	Bid for Blue Flag status	Representatives from BCKLWN's visitor economy sectors.	
		Investigate potential Marine Lagoon.	Secure funding to undertake a feasibility study for a potential marine lake at the south promenade.	CCT.	£50,000
		Attract a national hotel chain to operate in Hunstanton.	Increased interest in overnight/weekend visits to the town.	CCT.	
		Work with existing operators in Hunstanton to support expansion/diversification of tourist offer	Enhanced tourism offer and facilities.	CCT.	
Understand why people visit Hunstanton and who they are.	Undertake a visitor survey to understand the visitor experience.		Survey findings.	Representatives from BCKLWN's visitor economy sectors.	
Improve the range of events/content of events in Hunstanton.	Work with relevant parties to set up an arts and festival forum.		Arts and Festival Forum established with a platform for securing arts funding.	Representatives from BCKLWN's visitor economy sectors.	Internal resources.
	Investigate potential to expand the existing events programme for Hunstanton.		Increase impact of Hunstanton events	CCT.	
	Deliver the Activity Plan for the Heritage Garden Project		Engage and involve resident and visitors in learning about the heritage of the Gardens through events, activities, training and area management.	BCKLWN.	£141000 (Co-ordinator cost and cost of activities).

Heritage & Environment

Objective	Short-term project (2016)	Medium-term project (2017-2021)	Output and target	Lead responsibility	Cost
2) Respecting the wealth of heritage in terms of its environment and history.	Hunstanton Heritage Gardens project to undertake restoration and enhancement of The Green and gardens, funded by the Borough Council and Heritage Lottery Fund Parks and gardens, funded by the Borough Council and Heritage Lottery Fund Parks for People funding programme		Restoration and enhancement projects completed and higher pass mark of Green Flag Award.	BCKLWN	£1.325m
	Review policies contained within the Local Plan which relate to Hunstanton and the surrounding rural area, ensuring they are adequately considered.		Establish a mechanism for review and supporting planning applications.	BCKLWN's Planning, Regeneration and Economic Development teams and other stakeholders including CCT.	
		Maintain and improve the front line flood defences at South Hunstanton	South Hunstanton and holiday resort area protected from flooding	CCT, BCKLWN & Environment Agency.	
		Investigate long term solution to hold the shoreline defences of Hunstanton Town.	Hunstanton Town tourist resort and service centre projected from flooding.	CCT, BCKLWN & Environment Agency	

Employment & Services

Objective	Short-term project (2016)	Medium-term project (2017-2021)	Output and target	Lead responsibility	Cost
Ensure that the lives of all age groups are recognised with an emphasis being put on services that will make a genuine contribution to improving people's lives.	Develop a community Hub at Valentines Road offices as part of the One Public Estate initiative.		Integrated community services and release of underutilised sites for other redevelopment uses.	BCKLWN	
		Facilitate extra care housing places and support plans to provide people with an alternative for residential care	Details included in the Local Plan Housing places/units delivered and implemented	BCKLWN's Planning and Housing teams and other stakeholders including CCT	
To improve opportunities for residents to become ambassadors for the visitor economy	Develop an ambassador scheme and ask other volunteer groups if they would support this initiative	Information to local people on the value of the visitor economy and the role they can play.	Recruit local people as ambassadors with defined roles and projects. Number of ambassadors and volunteers and number of hours contributed in volunteer time.	BCKLWN	Internal resources
Provision of office and workshop spaces	Investigate feasibility for redevelopment of former Hunstanton Infant School as part of the One Public Estate initiative.		Established costs and assessment of demand for the redevelopment of the site to underpin funding applications.	BCKLWN/NCC	£ 10,000
	Promote Hunstanton as a business location		Wider awareness of Hunstanton as a business location to attract manager and senior officials to the area	BCKLWN	Internal resources

Transport & Movement

Objective	Short-term project (2016)	Medium-term project (2017-2021)	Output and target	Lead responsibility	Cost
Ensure that local connectivity to public transport, cycle and pedestrian linkages are maintained and improved within the town, to the adjoining areas, surrounding villages and beyond to King's Lynn.	Work with the Highways Authorities in Cambridgeshire and Norfolk, Highways Agency and Growth Deal Funding on road and junction investments.	Economic and Regeneration team and CCT to input into sustainable transport projects, town centre projects, the borough council's Business Plan and any relevant strategies	Details included in the Local Plan, Economic Development and relevant Borough Council's strategies.	BCKLWN's Planning, Regeneration and Economic Development teams and other stakeholders including CCT and Highways Agency.	TBC.
	Improved routes, signage and facilities for walking and cycling.		Economic and Regeneration team and CCT to work with Transport Planning team to scope out and implement improvements	BCKLWN's Planning, Regeneration and Economic Development teams and Transport Planning.	
	Develop Parking Strategy for the town to cater for seasonal demand		Improved access and circulation of traffic to ensure efficient use of car parks	BCKLWN	
	Support Natural England's Coast Path project from Sutton Bridge to Hunstanton. Including marketing and infrastructure for walking and cycling trails		Improved access to heritage assets between King's Lynn & Holme.	Norfolk County Council	
	Continue to improve wayfinding signs in the town centre and seek funding for public realm improvements that will benefit the visitor economy.	Delivery of new signage and map. Growth bid for public realm improvement budget	Improved signage and town centre fabric	BCKLWN's Planning, Regeneration and Economic Development and Transport Planning teams and CCT	TBC
		Work with public transport operators to enhance offer to Hunstanton's customers.	Project with public transport operators	BCKLWN's Regeneration and Economic Development and Transport Planning teams, and other stakeholders, including CCT and public transport providers.	

Development Sites

Objective	Short-term project (2016)	Medium-term project (2017-2021)	Output and target	Lead responsibility	Cost
Ensure that further opportunities are realised through the Borough Council's public estate portfolio.	Work with the Borough Council to identify sites, which require investment and/or redevelopment.		External funding secured and projects are completed.	BCKLWN's Regeneration and Economic Development teams and other stakeholders including CCT.	
	Work with the Borough Council's advisers to shape emerging ideas and plans for development sites.	Undertake the project development phase.	External funding secured and projects are completed.	BCKLWN's Regeneration and Economic Development teams and other stakeholders including CCT.	
		Review and input into emerging planning applications	Ensure development sites for the town build/ contribute towards infrastructure capacity and regeneration objectives	BCKLWN's Regeneration and Economic Development teams and other stakeholders including CCT.	



destination**research**
delivering results : measuring what matters

Hunstanton Visitor Survey Report of Findings

Prepared for: Borough Council of King's Lynn &
West Norfolk

February 2017

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EXECUTIVE SUMMARY

1.1 INTRODUCTION

1.1.1 This document presents the key findings of research that was carried out to provide primary research and an analysis of current visitors to Hunstanton. It includes the findings of two surveys, one of current staying visitors and the other of day visitors. In addition, an observation study was carried out around the Esplanade Gardens and Green area of Hunstanton.

1.2 STAYING VISITORS

1.2.1 The questionnaire for staying visitors was made available at all the accommodation providers in Hunstanton. A total of 1465 completed questionnaires were returned and used to produce the results. Of these, 812 were from visitors to holiday parks and 45 were collected by self-catering accommodation providers. The remaining 608 interviews were completed at various serviced accommodation.

1.2.2 The results show that 68% of people stayed between 2 and 4 nights, just 7% stayed one night and 25% spent 5 nights or more.

1.2.3 The main reason for visiting is leisure and holiday purpose.

1.2.4 Three-quarters of respondents had visited before, either in 2016 (25%) or in 2015 (45%), which shows that Hunstanton benefits from a very loyal customer base that visits the town frequently.

1.2.5 Key things that would encourage visitors to take a longer stay or visit Hunstanton more frequently in the future include a wider range of amenities and facilities as well as longer opening hours.

1.2.6 Key activities enjoyed during the visit included visits to the promenade and Hunstanton beach, and eating out (table service) and shopping trips.

1.2.7 About half of all the respondents had visited other resorts during their trip, using Hunstanton as a base to explore other destinations in west and north Norfolk.

1.2.8 On average, visitor groups consisted of 2.9 people per visiting group (2.4 adults and 0.5 children per group). Of all the visiting groups, 411 (or 28% of visiting groups) included

children up to 15 years old. The average visiting groups with children consisted of 2.6 adults and 1.7 children under 15 years of age.

- 1.2.9 Hunstanton reflects an older age profile, as the highest proportion of visitors fell within the 55-64 and over 65 categories, with 16% and 31% of the sample respectively, followed by 45-54 years (14%) and 35-44 years (11%). Female visitors accounted for 55% of all visitors and the remaining 45% were male.
- 1.2.10 Most visitors staying overnight in Hunstanton came from the East Midlands and the East of England (37% each).

Best and worst things about Hunstanton

- 1.2.11 The beach is the most popular appealing feature of Hunstanton. Other words such as 'friendly people', 'the promenade', 'shops' and 'gardens' were also identified as having a positive association with Hunstanton. The town is often described as 'lovely' and 'nice' and many emphasise a general sense of cleanliness.
- 1.2.12 Respondents were asked to mention three things that are unappealing about Hunstanton. Their responses were grouped into key themes. The amusements and arcades by the seafront generated several comments relating to the general aspect and the fact that the promenade looks dated and in need of some upgrades. Some also mentioned the lack of activities and attractions suitable for younger children, including a lack of play areas.
- 1.2.13 Concerns about the weather also rank high in people's minds. Clearly control over the weather is beyond the destination managers' control, although consideration should be given to ensuring that all weather facilities and attractions are included in the marketing campaigns and other publicity.
- 1.2.14 The cost and availability of parking spaces is also seen as a weak point about Hunstanton. Traffic (specially getting in and out of Hunstanton) was mentioned by a significant proportion of respondents. Many people mentioned the limited range of shops and the fact that many businesses close too early. Large numbers of dogs and birds (seagulls, pigeons, ducks) pose some problems related to noise and cleanliness. The beach is mentioned for several reasons, including lack of cleanliness, the presence of dogs and that there are too many stones in some areas.
- 1.2.15 Finally, respondents were asked to describe Hunstanton in three words. It is encouraging to see that the word 'friendly' appears to be the best way to describe the atmosphere

that visitors experienced during their stay. Other words cited frequently were 'clean' and 'relaxing'.

1.3 DAY VISITORS

- 1.3.1 The questionnaire for day visitors was undertaken via face-to-face interviews. A total of 480 interviews were completed, with interviews taking place at the Promenade, the Esplanade Gardens and High Street on 8 specified dates between May and September.
- 1.3.2 The main reason for visiting is leisure and holiday purpose.
- 1.3.3 Four in five respondents were classified as day-trippers. The remaining 20% were touring the area and visiting Hunstanton for the day, as part of their holiday.
- 1.3.4 Respondents were presented with a list of activities and asked to indicate which ones they had enjoyed or planning to take part in during the duration of their visit to Hunstanton. Higher proportions of respondents selected walking (69%) and eating out (66%).
- 1.3.5 There is a high proportion of return visitors (87%). the majority (six in ten respondents) made six or more previous visits.
- 1.3.6 Two fifths (41%) would consider a future overnight stay in Hunstanton. Those who said they would not consider an overnight stay (59% or 206 respondents) were asked what would persuade them to make a staying visit to Hunstanton in the future.
- 1.3.7 About half of those who responded to the question (93 in total) said they would not consider it as they live too close to Hunstanton to stay overnight. Respondents who live far enough away mentioned a wider variety of attractions and amusements for families as a key factor to encourage a longer visit. Some comments related to finding the right type of accommodation and at the right cost. Finally, there were some comments made about personal budget-related limitations.
- 1.3.8 On average, visitor groups consisted of 2.8 people per visiting group (2.1 adults and 0.7 children per group). Of all the visiting groups, 181 (or 38% of visiting groups) included children up to 15 years old. The average visiting groups with children consisted of 2.1 adults and 1.7 children under 15 years of age.

- 1.3.9 Hunstanton reflects an older age profile, as the highest proportion of visitors fell within the 55-64 and over 65 years' categories (14% and 21% of the sample respectively). Female visitors accounted for 57% of all visitors and the remaining 43% were male.
- 1.3.10 As you would expect, the majority of visitors live in Norfolk although a sizeable proportion (33%) arrived from East Midlands. Our analysis shows that about 14% of all day trippers live 20 miles or closer to Hunstanton.
- 1.3.11 Respondents were asked to specify the time of arrival and their planned departure time. Peak arrival times are between 10:00 and 12:00. Then there's a relatively quieter time between 12:00 and 14:00. After that visitors start to leave for the day, with peaks of movement between 15:00 and 16:00 and significant drop in numbers after 19:00.
- 1.3.12 Based on the arrival and departure times it is possible to estimate that the average length of stay in Hunstanton for day trippers is 5 hours and 8 minutes.
- 1.3.13 The survey shows that most visitors to Hunstanton fell within the C1 (45%), which is well above the national average (29%), followed by DE (26%) and C2 (24%) socio-economic groups. Additionally, 5% of visitors were classified within the highest group (AB).

Best and worst things about Hunstanton

- 1.3.14 The beach area and the views of the sea, the friendly atmosphere, shops and the food, specially fish and chips outlets were highlighted as best things about Hunstanton.
- 1.3.15 When asked about the three things that are unappealing about Hunstanton many people mentioned parking (both in terms of its limited availability and costs). However, as was the case in the day visitor section of this report, it is worth mentioning that the cost and availability of parking spaces is a recurring problem with many tourism destinations across the UK and by no means unique to Hunstanton. Traffic congestion was also mentioned frequently as it limits ease of movement around the town.
- 1.3.16 Comments about the weather are beyond the destination managers' control, although consideration should be given to ensuring that all weather facilities and attractions are included in the marketing campaigns and other publicity.
- 1.3.17 The beach is mentioned for several reasons because respondents felt there were too many stones in some areas and because of the lack of cleanliness. The amusements and arcades by the seafront were mentioned by some, including the general aspect and the

need for improving the aspect of the area. A few mentioned the lack of activities and attractions suitable for younger children, including a lack of play areas.

1.4 OBSERVATIONS

- 1.4.1 A series of visitor count and observations took place designed to monitor visitor the numbers and types of users around the Esplanade Gardens and Green. The information recorded included estimated age groups, gender, ethnicity and any visible disabilities.
- 1.4.2 Visitor counting took place between 10:00 and 17:00 on the agreed dates.
- 1.4.3 The daily count chart shows that visitor numbers were higher at weekends and during the summer school holiday period.
- 1.4.4 The time of the day also influenced the volume of visitors. Lunchtime (between 12:00 and 13:00) attracted the highest number of visitors, followed by early afternoon (14:00 to 15:00).
- 1.4.5 A greater proportion of users were middle-aged, accounting for over a third of users.
- 1.4.6 One in every 43 users (or 2% of all users) was deemed to be of black ethnicity or of another minority ethnicity.
- 1.4.7 About one in 27 users had a disability. This represents 4% of all users.

2 INTRODUCTION

2.1 This document

2.1.1 The client (Borough Council of King's Lynn & West Norfolk) is exploring ways to encourage visitors to stay longer and visit Hunstanton more frequently. This document presents the key findings of research that was carried out to provide primary research and an analysis of current visitors to Hunstanton. It includes the findings of two surveys, one of current staying visitors and the other of day visitors. In addition, an observation study was carried out around the Esplanade Gardens and Green area of Hunstanton.

2.2 Staying visitors

2.2.1 All serviced accommodation providers in Hunstanton we invited to take part in the data collection process and about two thirds of establishments agreed to take part. Participating businesses invited their guests to complete the questionnaire. In addition, Norfolk Holiday Homes distributed copies of the questionnaire in all their self catering properties. The questionnaire was designed to capture information relating to the following:

- ⦿ Home location
- ⦿ Date of stay
- ⦿ Length of stay
- ⦿ Name of accommodation
- ⦿ Number of people in the visiting group and number in different age bands
- ⦿ When the most recent visit was
- ⦿ What did you do in Hunstanton during your visit
- ⦿ Where did you visit outside of the resort – open question
- ⦿ What would encourage you to take a longer stay or visit more frequently
- ⦿ Describe Hunstanton in 3 words
- ⦿ Three best things about the resort
- ⦿ Three worst things about the resort
- ⦿ Three things that would improve the resort

2.2.2 A total of 1465 completed questionnaires were returned and used to produce the results. Of these, 812 were from visitors to holiday parks and 45 were collected by self-catering accommodation providers. The remaining 608 interviews were completed at various serviced accommodation (hotels, B&Bs, guest houses) within Hunstanton. The full list of participating establishments is as follows.

Table 1: Participating establishments	Completed questionnaires
Holiday Parks	
Manor Park (Park Resorts)	275
Searles	537
Self-Catering	
Norfolk Holiday Homes (SC)	45
Service accommodation	
Ashleigh Lodge	53
Elinbrook Guest House	42
Gate Lodge	56
Glenberis	117
Kingfisher B&B	5
Miramar	43
Peacock House	50
Rosamaly Guest House	17
The Burleigh	186
The Shellbrooke	8
The White Cottage	31
TOTAL	1465

2.3 Day Visitors

2.3.1 The questionnaire for day visitors was undertaken via face-to-face interviews. A total of 480 interviews were completed, with interviews taking place at the Promenade, the Esplanade Gardens and High Street on the following dates:

- 🕒 Sunday, 29th May
- 🕒 Tuesday, 14th June
- 🕒 Saturday, 9th July
- 🕒 Monday, 25th July
- 🕒 Sunday, 7th August
- 🕒 Wednesday, 24th August
- 🕒 Thursday, 8th September
- 🕒 Saturday, 24th September

2.3.2 The questionnaire for day visitors seeks to capture information relating to the following:

- ⦿ Home location
- ⦿ If they had considered staying at the resort and then asking the reasons, depending on their answer
- ⦿ Number of children in visiting group
- ⦿ When the most recent visit was – find out the regularity of visits
- ⦿ What did you do in Hunstanton during your visit – specific list to be provided
- ⦿ Would you consider making a staying visit of at least one night in Hunstanton
- ⦿ What would persuade you to make a staying visit
- ⦿ Describe Hunstanton in 3 words
- ⦿ Three best things about the resort
- ⦿ Three worst things about the resort
- ⦿ Three things that would improve the resort

2.4 Questionnaire design

2.4.1 Questionnaires were standardised with a mixture of fixed, fixed alternatives (multi-choice) questions and Likert-based scales (i.e. poor to excellent scores) to obtain opinions. Open-ended questions were also included to ensure that qualitative information was obtained. The day visitor survey involved the use of show cards to enable people to choose their answers from a list of options.

2.4.2 To ensure quality control, all survey and observation work was managed directly by Destination Research. This involved the preparation of all survey materials, the design of the interview schedule, the checking of questionnaires, coding the results, running the analysis and report writing. The survey was conducted in accordance with the MRS Code of Conduct:

- ⦿ All fieldwork was carried out by fully trained market research interviewers local to the area, many of whom had worked on similar projects
- ⦿ Only one person per group was interviewed
- ⦿ Only visitors over the age of 16 were interviewed, as set down by the MRS Code of Conduct

2.4.3 Interviewing was quality controlled in terms of random checks on-site and the back-checking of questionnaires. Furthermore, we held a debrief session with the fieldworkers

at the end of the survey period to get maximum value from the more anecdotal intelligence that face-to-face interviewing yields.

- 2.4.4 Data from the completed surveys was inputted into SNAP survey software. This is a powerful survey software that enables us to obtain key insights, generate tabulation, percentages and statistical testing for accuracy, thus ensuring the quality and reliability of the results.

2.5 Observations

- 2.5.1 A series of visitor count and observations took place at the Esplanade Gardens and Green in Hunstanton, as part of a Heritage Lottery Fund (HLF) funded project called 'Parks for People'.

- 2.5.2 As part of the project, there was a requirement to monitor the numbers and types of users around the Esplanade Gardens and Green. The observation work will help to measure the extent to which, as a result of the HLF funding, more people and a wider range of people are engaged with heritage in the area of study.

- 2.5.3 Observations took place from an area around the butterfly shelters, which provided a good viewing point for those who were in the Esplanade Gardens, as well as those on the Green. Visitors were recorded as they passed a given point. To ensure that visitors were not recorded twice, a note was made of any of their distinguishing features, such as clothes.

- 2.5.4 The observations were conducted from the end of May until the end of September, as per the following schedule.

- 📍 Sunday, 29th May
- 📍 Tuesday, 14th June
- 📍 Saturday, 9th July
- 📍 Monday, 25th July
- 📍 Sunday, 7th August
- 📍 Wednesday, 24th August
- 📍 Thursday, 8th September
- 📍 Saturday, 24th September

2.6 Presentation of results and key findings.

- 2.6.1 The findings are presented under the following headings:
- 📍 Report of findings: Staying visitors

- ⦿ Report of findings: Day visitors
- ⦿ Report of findings: Observations
- ⦿ Appendices

3 REPORT OF FINDINGS: STAYING VISITORS

3.1 Number of nights spent in the area

3.1.1 Respondents were asked to specify the number of nights spent at the establishment where they completed the survey. The results show that 68% of people stayed between 2 and 4 nights, just 7% stayed one nights and 25% spent 5 nights or more.

Number of nights spent	Percentage
1	7%
2	18%
3	24%
4	26%
5	4%
6	3%
7	17%
8+	1%

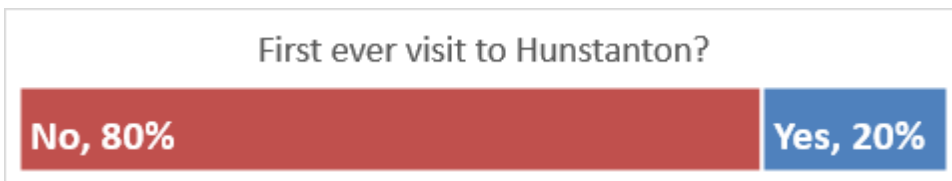
3.2 Main reason for visiting

3.2.1 The clear majority of responders visited Hunstanton for holiday purposes.

Table 3: Main reason for visiting	Percentage
Leisure/holiday	94%
Visiting friends or relatives	4%
Business/attending a conference	0%
Other	2%

3.3 Previous visits

3.3.1 Four out of five respondents (80%) had visited Hunstanton previously at the time of completing the survey.



3.3.2 Repeat visitors were asked to specify the time when the last visit took place. The results showed three-quarters of respondents had visited before, either in 2016 (25%) or in 2015 (45%), which shows that Hunstanton benefits from a very loyal customer base that visits the town frequently. See Table 4.

Table 4: When did you last visit?	Year
2016	25%
2015	45%
2014	9%
2013	5%
2012	2%
2011	2%
2010	1%
2009 or earlier	10%

3.3.3 20% of the respondents who were visiting Hunstanton for the first time were asked to state if there was anything that would encourage them to take a longer stay or visit Hunstanton more frequently in the future. About half of all first-time visitors provided one or more answers to this question. These are summarised below. Note that their responses were grouped into key themes to make the analysis more useful.

3.3.4 About a third of respondents (45 out of 131 respondents) mentioned the range and quality of facilities. The most common request related to outdoor attractions such as pools, water slides and other facilities for kids. A wider variety of places to eat, including vegetarian options was also a common request. Similarly, a wider range of shops would also be welcomed and would encourage repeat visits.

3.3.5 Other, less common requests relating to facilities referred to better public transport (including, trains from King’s Lynn and leisure trips such as Skegness by boat), more cultural events, improved quality of accommodation and access to free Wi-Fi.

3.3.6 A second larger group of comments, also mention by about a third of respondents, relates to the willingness to visit again based on the positive impression of their first visit and the perception of Hunstanton as gateway to further exploring the wider area, including the Norfolk coast, nature, beaches, walks and historic sites.

3.3.7 Smaller percentages of respondents claimed they would find it difficult to visit again in the future. Some respondents (8%) commented the lack of time for a future visit. A similar group of respondents suggested that better weather would encourage them to visit again. Whilst destination managers have no control over weather conditions, it is

important to emphasise the range of all-weather attractions available in and around Hunstanton.

3.3.8 Finally, there were a few requests for attractions and shops to open longer hours. Some comments (7 individual comments or 5% of all comments) related to the availability and cost of parking. Finally, improved cleanliness was mentioned nine times. This includes the beach area, which was mentioned several times in terms of improved cleanliness. Furthermore, one respondent asked for dogs being allowed on the beach, although another respondent felt dogs should not be allowed.

3.4 Activities enjoyed during the visit

3.4.1 Respondents were presented with a list of activities and asked to indicate which ones they had enjoyed or were planning to take part in during the duration of their visit to Hunstanton. The highest proportion of respondents selected visits to the promenade (79%), Hunstanton beach (75%) and eating out (table service), which was selected by 74% of all respondents. Shopping trips and visits to Old Hunstanton beach were also popular choices, selected by 54% and 50% respectively

Table 5: Activities enjoyed during visit	Percentage
The promenade	79%
Hunstanton beach	74%
Eating out (table service)	74%
Shopping	54%
Old Hunstanton beach	50%
Amusements arcades or fun fair	38%
Visiting gardens	37%
Walking on Norfolk Coast path /other signed walking routes	33%
Visiting pubs or clubs	32%
Eating out (take away)	32%
Exploring heritage	28%
Sealife Sanctuary	26%
Visiting the market	25%
Visiting art/craft galleries	22%
Tourist Information Centre	20%
Going on a sea tour	19%
Birdwatching	18%
Pitch and putt, putting or foot golf	17%
Visiting Princess Theatre	11%
Oasis pool or leisure centre facilities	9%
Outdoor bowls	4%
Water sports	1%

3.4.2 About half of all the respondents (745 people out of 1465) had visited other resorts during their stay in Hunstanton. The clear majority visited more than one destination, meaning they used Hunstanton as a base to explore other destinations in west and north Norfolk during their stay. The following word cloud summarises the key destinations and highlights the importance of Wells-next-the-Sea as a visitor destination.



3.4.3 About two-thirds (63%) of respondents who were visiting other destinations outside Hunstanton had visited other beaches. Half (49%) ate out and about two in five (43%) visited historic houses, castles and churches.

Table 6: Activities enjoyed outside Hunstanton	Percentage
Visiting other beaches	63%
Eating out	49%
Historic houses/castles/churches	43%
Nature reserves/wildlife parks	29%
Walking trails	29%
Other towns	28%
Arts centre & galleries	13%
Events	7%
Cycling	4%
Sports	3%

3.5 Best and worse things about Hunstanton

3.5.1 The beach is the most popular appealing feature of Hunstanton. The word cloud also identified ‘friendly people’, ‘the promenade’, and ‘gardens’ as having a positive association with Hunstanton. The town is often described as ‘lovely’ and ‘nice’ and many emphasise a general sense of cleanliness.

3.5.5 Other secondary themes identified in our analysis relate to limited phone signal, general cleanliness, availability and cleanliness of public toilet facilities, accessibility, a lack of cultural facilities and the time it takes to reach Hunstanton.

Table 7 – Worse things about Hunstanton (Staying visitors)		
Category	Count	Sub-categories
Attractions	166	Amusement arcades (81) Promenade looking dated (50) Limited offer for younger kids
Weather	166	Wind / rain / General weather
Car Parks	145	Parking in general (48) Car parking charges (45) Limited availability (43)
Food and Drink	142	Limited variety (100) Price / Other comments
Animals	121	Dogs (69) - <i>Too many / dog mess / on the beach</i> Seagulls / pigeons / ducks (52)- Noise / mess
Shopping	116	Limited range of shops (69) Empty shops / Quality of shops
Traffic	104	Getting in and out of Hunstanton Town traffic / roadworks
Opening hours	103	Limited opening times Limited offer out of main season
Seafront / facilities	103	New developments / Lack of Pier Need for more seating areas Various others
Beach	65	Too many stones Too many dogs on beach / Lack of pet friendly areas Rubish / dirty
Overcrowded / noise	48	Too busy in summer Overcrowded Cyclists on seafront
Phone signal / reception	47	Limited phone coverage / WiFi
General cleanliness	46	Litter / Lack of recycling facilities
Public Toilets	43	Limited availability Cleanliness
Access	41	Hills / steps / limited wheelchair access Paths and lighting
Public transport	34	Raillinks / buses (evening) / coastal hopper
Limited cultural offer	30	Cinema Theatre / shows Evening entertainment / nightlife
Location	29	A long distance from home
Accommodation	23	Quality / cleanliness Cost of accommodation

Feeling of welcome	15	Anti-social behaviour Poor customer service
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3.5.6 The following word cloud summarises the three words that respondents used to describe Hunstanton. It is encouraging to see that the word ‘friendly’ appears to be the best way to describe the atmosphere that visitors experienced during their stay. Other words cited frequently were ‘clean’ and ‘relaxing’.

3.5.7 Overall, the response rate for these questions (best thing, worse thing and three words to describe Hunstanton) were high, with 94% of respondents listing at least one thing that’s good about the town and 61% providing at least one example of what’s worst about Hunstanton. When asked to describe Hunstanton in three words, 89% of respondents provided at least one word and two in three (66%) gave three words to describe Hunstanton.

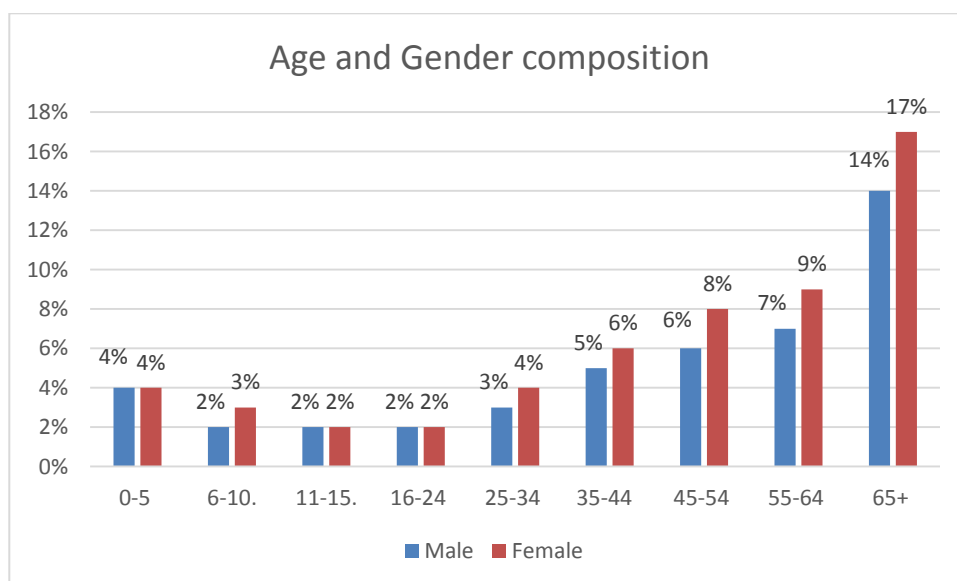


3.6 Age Groups

3.6.1 On average, visitor groups consisted of 2.9 people per visiting group (2.4 adults and 0.5 children per group). Of all the visiting groups, 411 (or 28% of visiting groups) included children up to 15 years old. The average visiting groups with children consisted of 2.6 adults and 1.7 children under 15 years of age.

3.6.2 Hunstanton reflects an older age profile, as the highest proportion of visitors fell within the 55-64 and over 65 categories, with 16% and 31% of the sample respectively, followed by 45-54 years (14%) and 35-44 years (11%). Female visitors accounted for 55% of all visitors and the remaining 45% were male.

Age groups	Male	Female	Total
0-5	4%	4%	8%
6-10	2%	3%	5%
11-15	2%	2%	4%
16-24	2%	2%	4%
25-34	3%	4%	7%
35-44	5%	6%	11%
45-54	6%	8%	14%
55-64	7%	9%	16%
65+	14%	17%	31%
Total	45%	55%	100%



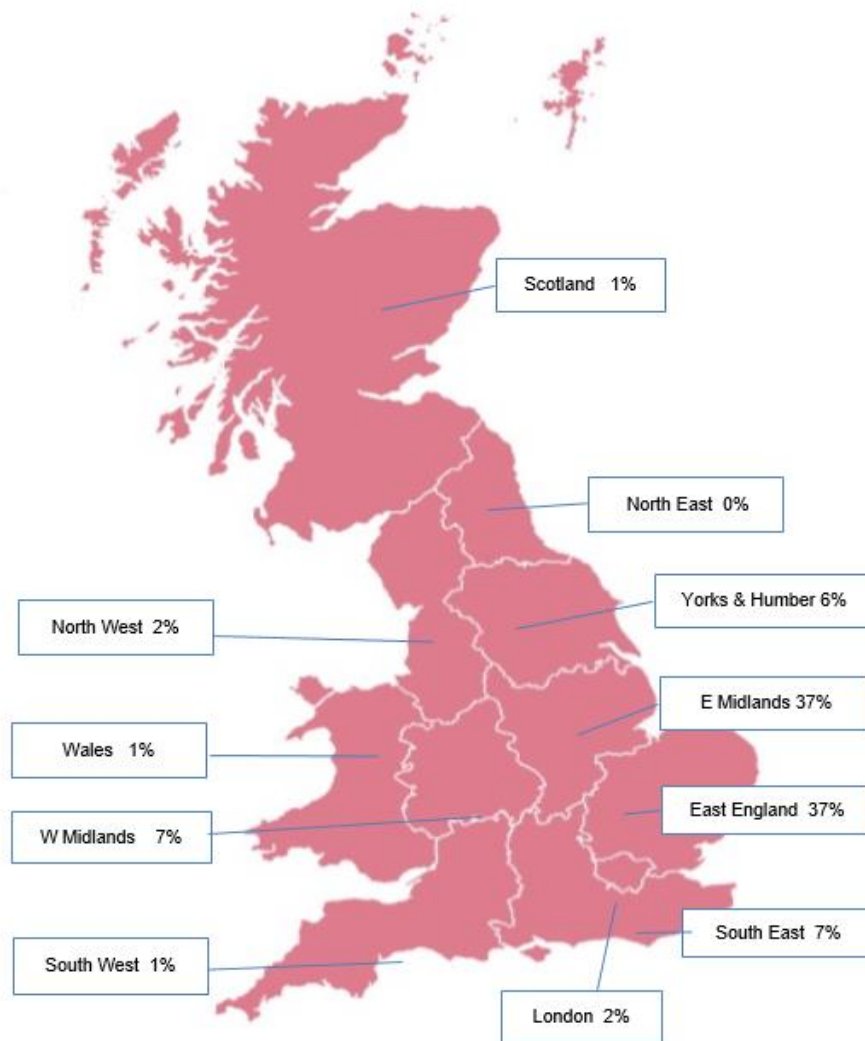
3.7 Origin

3.7.1 Most visitors staying overnight in Hunstanton came from the East Midlands and the East of England (37% each). In terms of counties of origin, the largest proportion of visitors originated from Northamptonshire and Leicestershire (each making up 9% of the total sample), followed by Cambridgeshire (8%) and Norfolk (7%).

3.7.2 The following two maps show the distribution of visitors by region and postcode clusters.

Table 9: County of origin	Percentage
Northamptonshire	9%
Leicestershire	9%
Cambridgeshire	8%
Norfolk	7%
Nottinghamshire	6%
Suffolk	6%
Lincolnshire	6%
Essex	6%
Hertfordshire	4%
Derbyshire	3%
Bedfordshire	3%

Map 1: Origin of staying visitors to Hunstanton by region of origin



Map 2: Origin of staying visitors to Hunstonton by postcode clusters



4 REPORT OF FINDINGS: DAY VISITORS

4.1 Type of visitor

4.1.1 Four in five respondents were classified as day-trippers, as they travelled to Hunstanton on the day of the interview and were planning to return to their homes that same day. The remaining 20% were visiting Hunstanton as part of a tourism holiday. The results show that these respondents spent an average of 4.9 nights away from home.

4.1.2 Most of those touring the area were staying in locations nearby and within Norfolk, as shown in the following word cloud.



4.2 Main reason for visiting

4.2.1 Nine out of ten respondents (91%) visited Hunstanton for a leisure visit and 5% were visiting friends and relatives.

Table 10: Main reason for visiting	Percentage
Leisure/holiday	91%
Visiting friends or relatives	5%
Shopping trip (special/non-reg.)	1%
Other	2%

4.3 Activities enjoyed during the visit

4.3.1 Respondents were presented with a list of activities and asked to indicate which ones they had enjoyed or planning to take part in during the duration of their visit to Hunstanton. Higher proportions of respondents selected walking (69%) and eating out (66%).

4.3.2 Going to the beach and shopping trips were also popular choices, selected by 52% and 40% respectively.

Table 11: Activities undertaken	Percentage
Walking	69%
Eating out	66%
Beaches	52%
Shopping	40%
Visitor Attractions	18%
Parks and Gardens	17%
Local Markets / Food and Drink	10%
Pubs/Clubs	9%
Leisure Centre	8%
Exploring Heritage	7%
Nature Reserves / Wildlife Parks	5%
Birdwatching	4%
Cycling	2%
Events	2%
Theatre/Shows	1%
Museums/Art Galleries	1%
Other	11%

4.4 Previous visits

4.4.1 Repeat visitors made up the last part of the sample, with 87% stating they had visited Hunstanton before.



4.4.2 Repeat visitors were asked to specify the number of times they had visited the town previously. Table 12 shows that almost 6 in 10 respondents are regular visitors to Hunstanton, having been to the town more than six times previously.

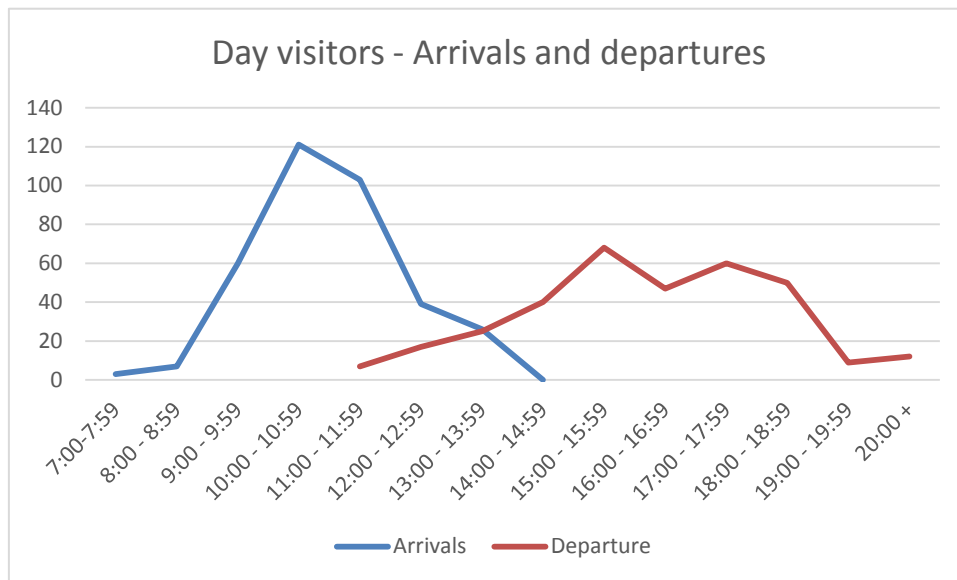
4.4.3 Over a quarter of these previous visits involved an overnight stay in Hunstanton.

Table 12: Previous visits	Percentage
1 or 2 times	17%
3 or 4 times	14%
5 or 6 times	10%
More than 6 times	59%

4.5 Length of stay

4.5.1 Respondents were asked to specify the time of arrival and their planned departure time. The chart below shows that the peak arrival times are between 10:00 and 12:00. Then there's a relatively quieter time between 12:00 and 14:00. After that visitor start to leave for the day, with peaks of movement between 15:00 and 16:00 and significant drop in numbers after 19:00.

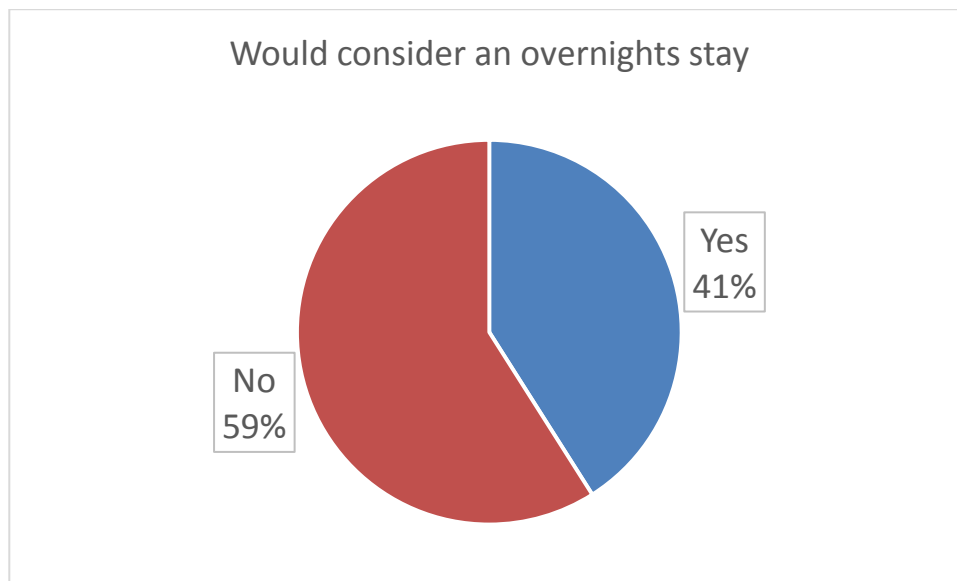
4.5.2 Based on the arrival and departure times it is possible to estimate that the average length of stay in Hunstanton for day trippers is 5 hours and 8 minutes.



4.6 Overnight visits

4.6.1 Repeat visitors were asked whether their previous visits to Hunstanton had involved an overnight stay in the town. Just over a quarter (27%) stayed overnight in the past.

4.6.2 The remaining three-quarters (73% or 350 respondents) were asked whether they would consider an overnight stay in Hunstanton. It is encouraging to see that that two-fifths of them (41% or 144 visitors) responded positively to that question.



4.6.3 When asked about the type of accommodation they would be most likely to stay in, the results of the survey show that just over a quarter (28%) of potential overnight visitors would choose to stay in an B&B or Guest House and a similar proportion of respondents (26%) would prefer to stay in a hotel. About a fifth (18%) said they would be most likely to stay in a static caravan or holiday village.

Table 13: Accommodation choice	Percentage
B&B/Guest House/Inn	28%
Hotel	26%
Static caravan / Lodges/ Holiday village	18%
Touring caravan / Camping	15%
Rented self-catering accommodation	11%
Hostel	1%
Home of friend / relative	1%
Second home of family or friend	1%
Other	0%

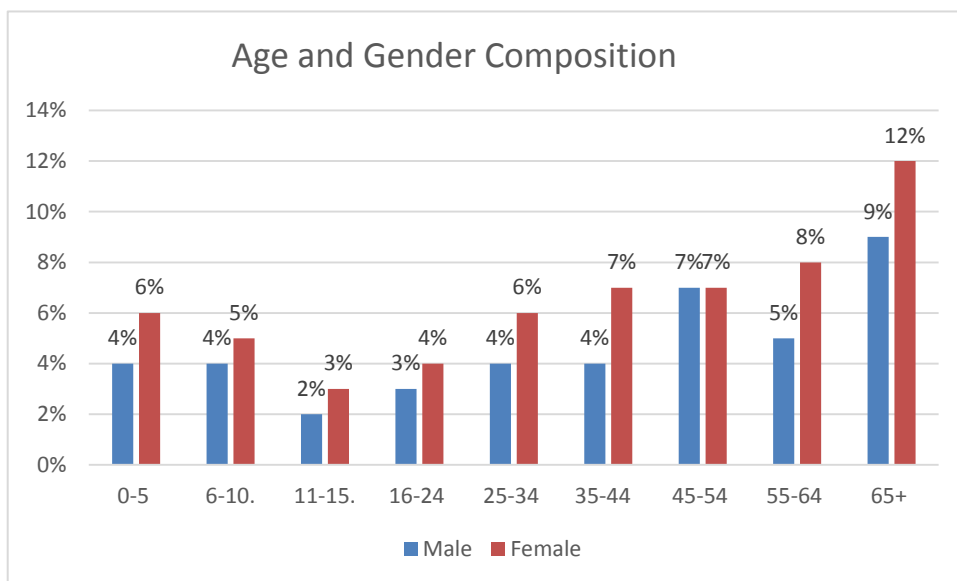
- 4.7.3 Comments about the weather are beyond the destination managers' control, although consideration should be given to ensuring that all weather facilities and attractions are included in the marketing campaigns and other publicity.
- 4.7.4 The beach is mentioned for several reasons because respondents felt there were too many stones in some areas and because of the lack of cleanliness.
- 4.7.5 The amusements and arcades by the seafront were mentioned by some, including the general aspect and the need for improving the aspect of the area. A few mentioned the lack of activities and attractions suitable for younger children, including a lack of play areas.
- 4.7.6 Other secondary themes identified in our analysis relate to the presence of dogs and sea birds (noise, mess), the limited range of food outlets, shops closing too early, insufficient phone signal and general cleanliness.
- 4.7.7 Some respondents commented on the limited range of shops. The state of the toilet facilities (both their availability and cleanliness) was also a cause of concern for some of the respondents.

The worse three things about Hunstanton are...

Table 14 – Worse things about Hunstanton (Day visitors)		
Category	Count	Sub-categories
Car Parks	46	Car parking charges Limited availability
Weather	38	Wind / rain / General weather
Traffic	34	Getting in and out of Hunstanton Town traffic / roadworks
Beach	29	Too many stones Rubish / dirty
Attractions	26	Amusement arcades Promenade looking dated Limited offer for younger kids
Shopping	19	Limited range of shops Empty shops
Public Toilets	19	Limited availability Cleanliness
Animals	16	Dogs Seagulls
Overcrowded / noise	15	Too busy in summer Overcrowded
Food and Drink	10	Limited variety / Price
Opening hours	8	Limited opening times

followed by 45-54 years (13%) and 35-44 years and 25-34 years groups (each accounting for 11% of visiting groups). Female visitors accounted for 57% of all visitors and the remaining 43% were male.

Age groups	Male	Female	Total
0-5	4%	6%	10%
6-10	4%	5%	9%
11-15	2%	3%	5%
16-24	3%	4%	6%
25-34	4%	6%	10%
35-44	4%	7%	11%
45-54	7%	7%	14%
55-64	5%	8%	13%
65+	9%	12%	21%
Total	42%	58%	100%



4.9 Socio-economic groups

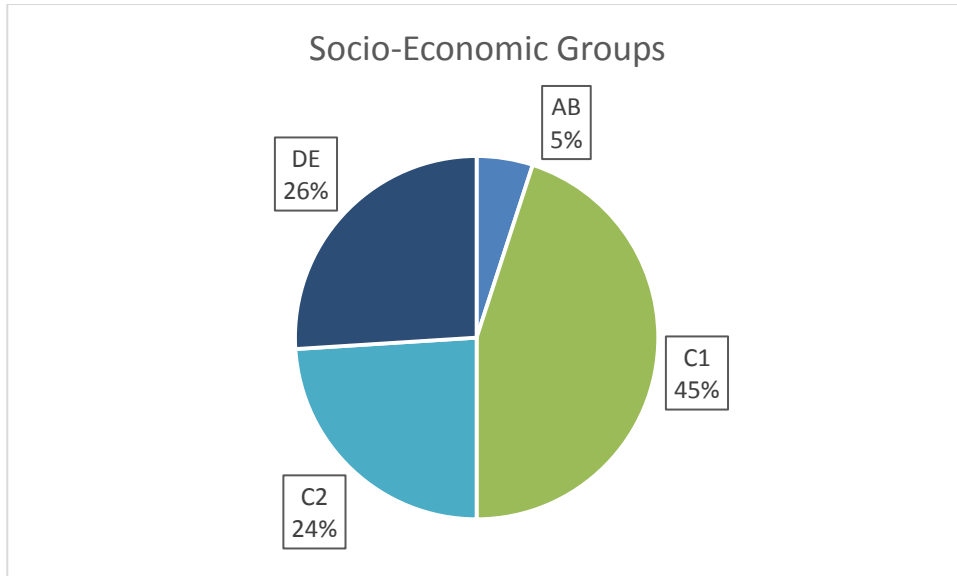
4.9.1 The following table outlines the six socio-economic groups defined in the UK.

Table 16: Definitions of each socio-economic group

Grade	Socio-economic status	Occupation type	% of the UK
A	Upper middle class	Higher managerial, administrative or professional	4%
B	Middle class	Intermediate managerial, administrative or professional	23%
C1	Lower middle class	Supervisory or clerical, junior managerial, administrative or professional	29%
C2	Skilled working class	Skilled manual workers	21%
D	Working class	Semi and unskilled manual workers	15%
E	Welfare dependent	Those entirely dependent on the state long-term, through sickness, unemployment, old age; casual workers	8%

4.9.2 These classifications were used to assign each respondent with a social group, which was based on the occupation of the chief income earner for their household. Due to the sample sizes, we have grouped the above categories as AB, C1, C2 and DE.

4.9.3 The survey shows that most visitors to Hunstanton fell within the C1 (45%), which is well above the national average (29%), followed by DE (26%) and C2 (24%) socio-economic groups. Additionally, 5% of visitors were classified within the highest group (AB).



4.10 Origin

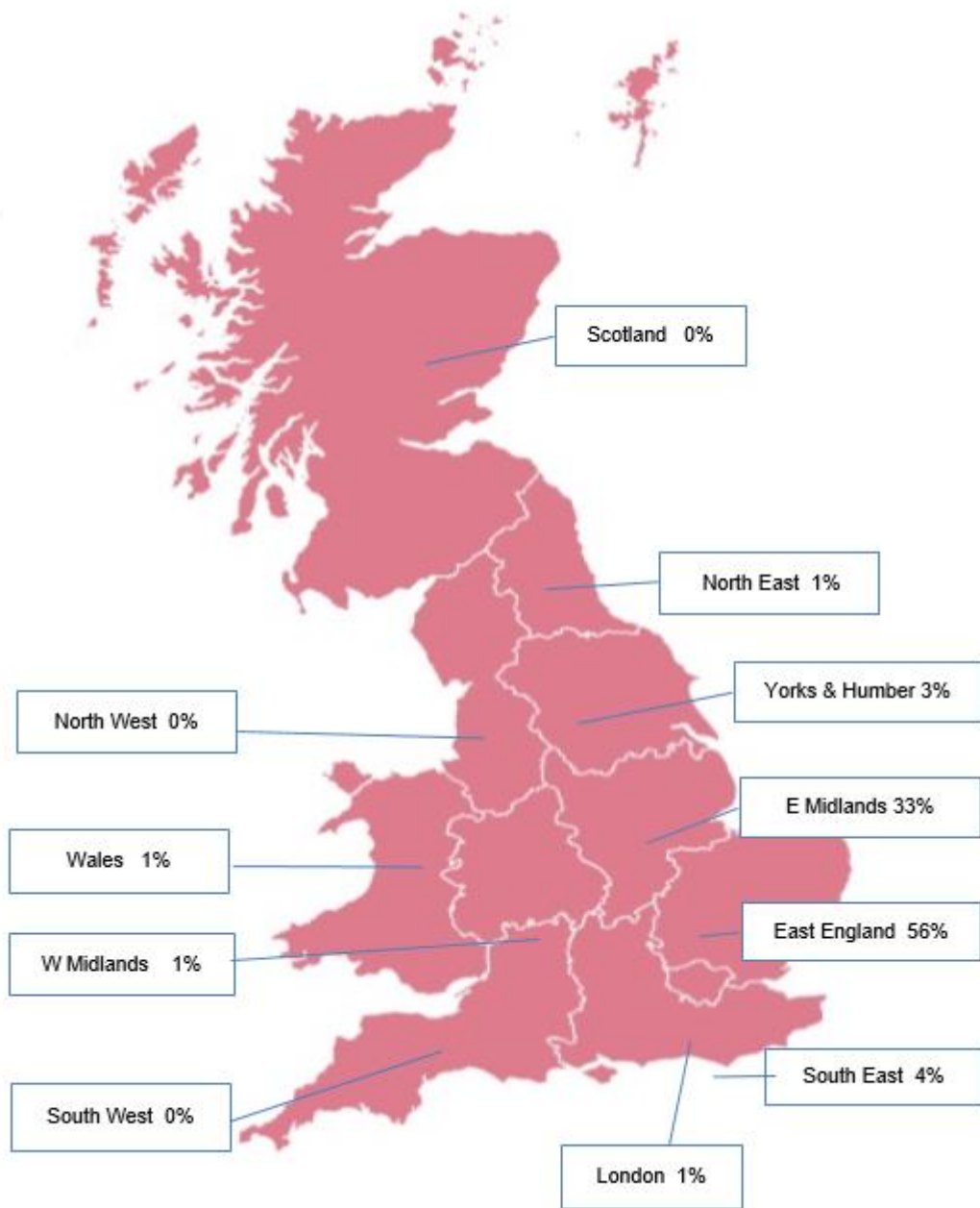
4.10.1 Most day trippers to Hunstanton came from the East of England (56%) and East Midland (33%). In terms of counties of origin, the largest proportion of visitors originated from Norfolk and Cambridgeshire (which made up 22% of the total sample each), followed by Northamptonshire (17%).

4.10.2 About 14% of all day trippers live 20 miles or closer to Hunstanton (postcode areas NR21, NR22, NR23, PE24, PE25, PE30, PE31, PE32, PE33, PE34, PE35 and PE36).

4.10.3 The following three maps show the distribution of visitors by region, postcode clusters and a 20-mile drive-time from Hunstanton town centre.

County of origin	Percentage
Norfolk	22%
Cambridgeshire	22%
Northamptonshire	17%
Lincolnshire	7%
Leicestershire	5%
Bedfordshire	4%
Suffolk	4%
Essex	3%
Nottinghamshire	2%
Derbyshire	2%
Other	2%

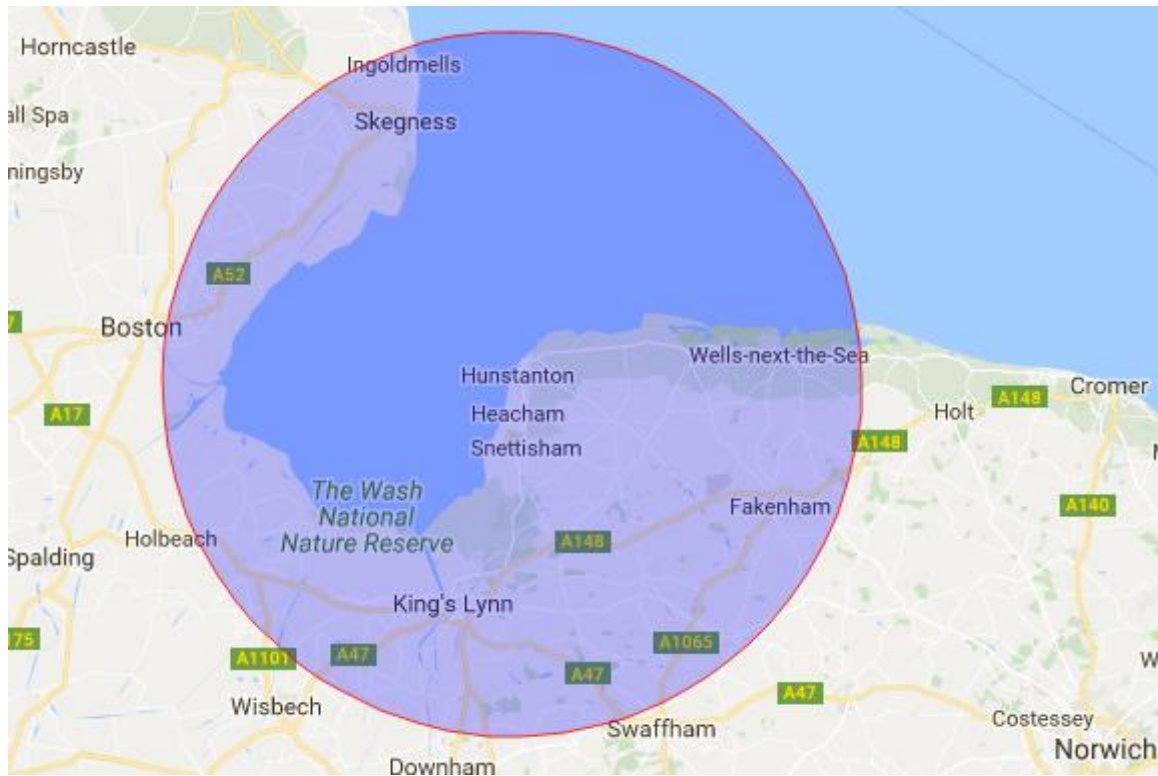
Map 3: Origin of day visitors to Hunstanton by region of origin



Map 4: Origin of day visitors to Hunstanton by postcode clusters



Map 5 – 20-mile radius analysis



20-mile radius including postcode areas NR21, NR22, NR23, PE24, PE25, PE30, PE31, PE32, PE33, PE34, PE35 and PE36

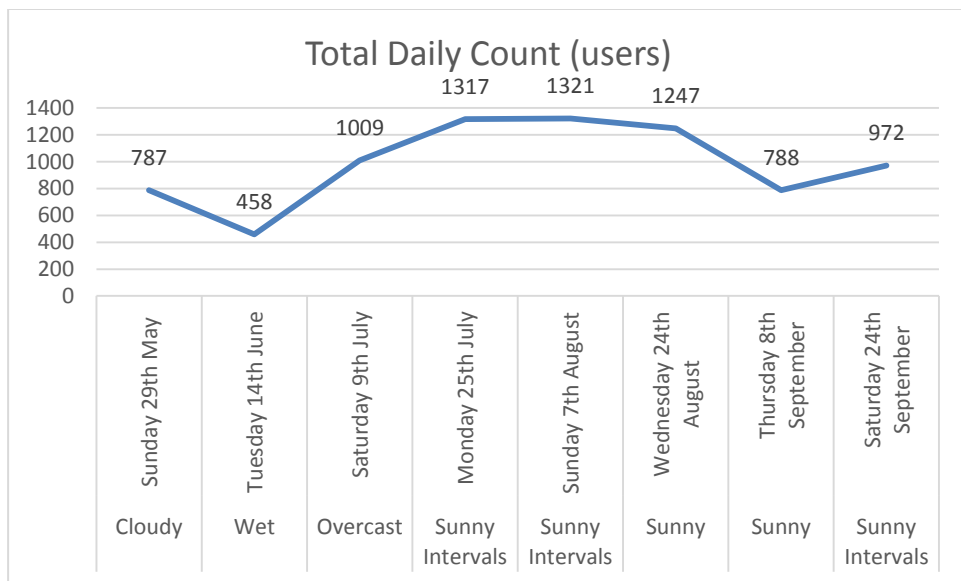
5 REPORT OF FINDINGS: VISITOR OBSERVATIONS

5.1 Visitor count

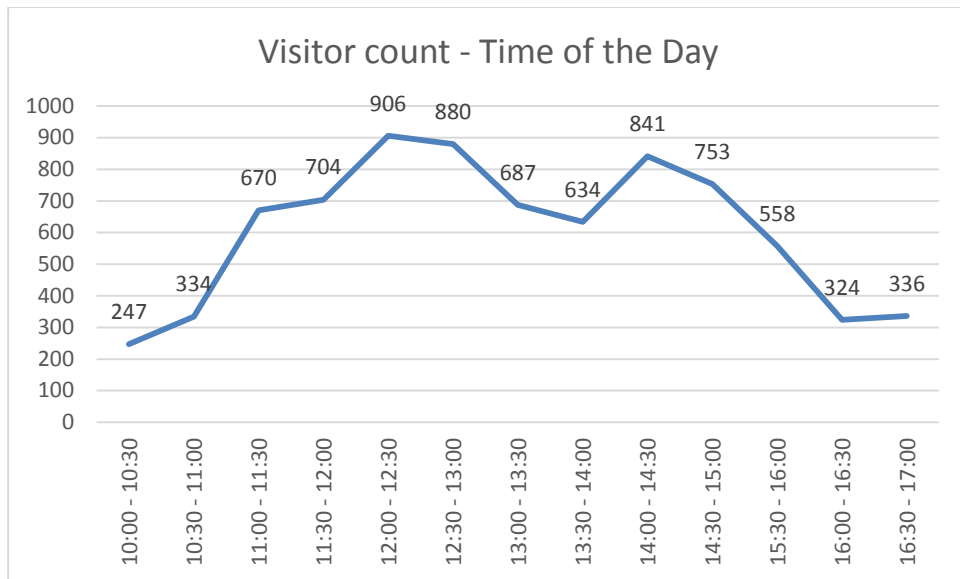
5.1.1 A series of visitor count and observations took place at the Esplanade Gardens and Green in Hunstanton, as part of a Heritage Lottery Fund (HLF) funded project called 'Parks for People'.

5.1.2 Visitor counting took place between 10:00 and 17:00 on the agreed dates. The charts below show the total count for each day, as well as each time of the day. These are split into 30-minute intervals.

5.1.3 The daily count chart shows that visitor numbers were higher at weekends and during the summer school holiday period.



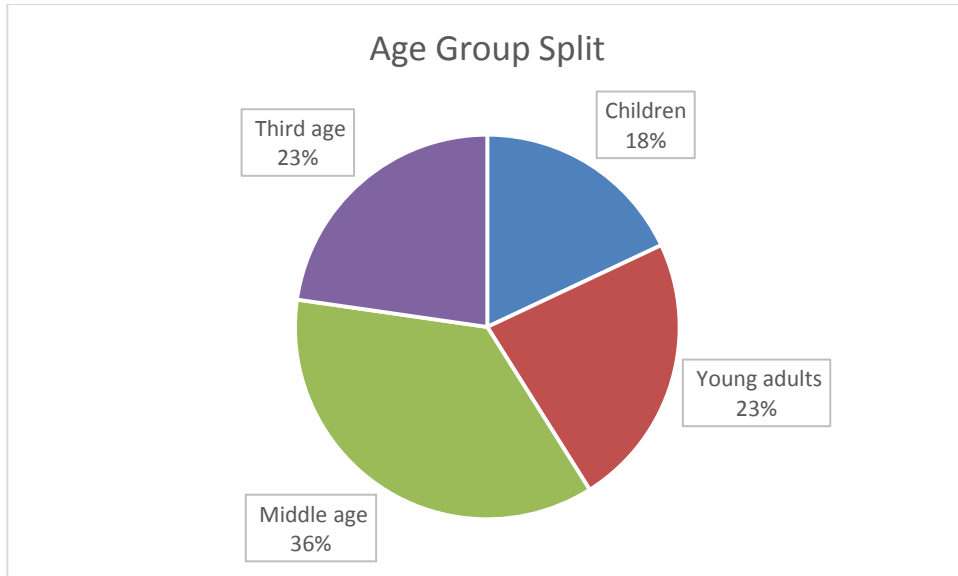
5.1.4 The time of the day also influenced the volume of visitors. Lunchtime (between 12:00 and 13:00) attracted the highest number of visitors, followed by early afternoon (14:00 to 15:00).



5.2 Age groups

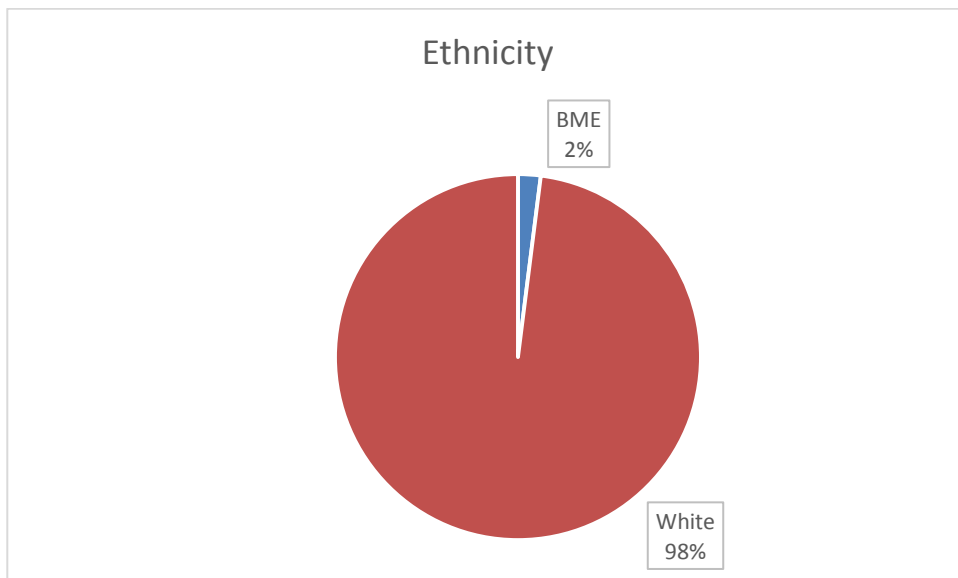
5.2.1 Table 18 below shows both the daily and total count split into four life stages. The results of the observations would suggest that a greater proportion of users were middle-aged, accounting for over a third of users. See chart below.

		Sunday 29th May	Tuesday 14th June	Saturday 9th July	Monday 25 th July	Sunday 7th August	Wednesday 24th August	Thursday 8th September	Saturday 24th September	Total
Children	M	66	17	108	146	157	153	25	42	714
	F	55	18	73	174	160	137	29	62	708
Young adults	M	96	80	126	154	120	99	73	89	837
	F	102	61	108	199	181	151	67	115	984
Middle age	M	167	101	222	234	219	198	133	119	1393
	F	144	98	186	271	256	226	141	146	1468
Third age	M	77	45	99	73	110	121	151	202	878
	F	80	38	87	66	118	162	169	197	917
TOTAL Daily count		787	458	1009	1317	1321	1247	788	972	7899



5.3 Ethnicity

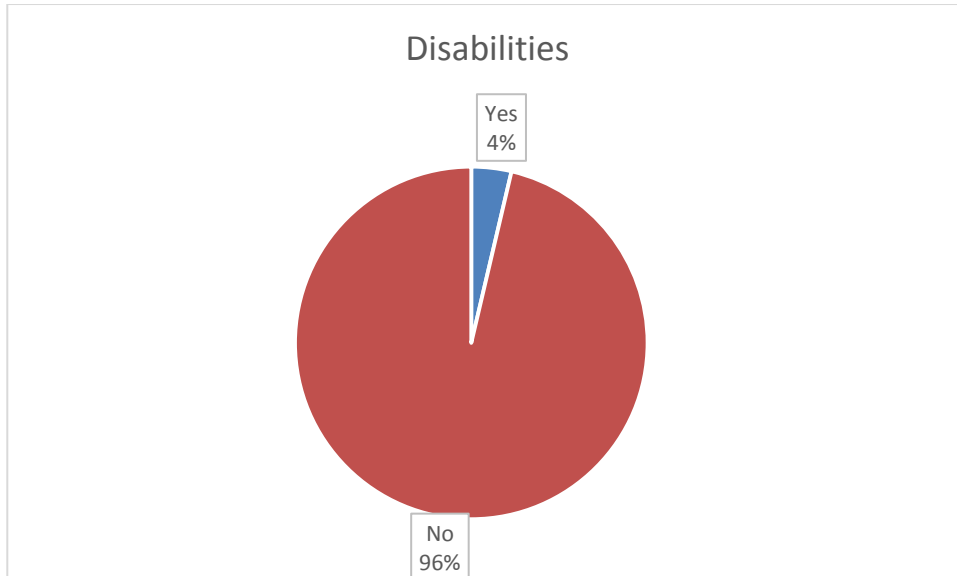
5.3.1 As part of the observation process, each user was classified as either white (British) or BME (Black and Minority ethnic). One in every 43 users (or 2% of all users) was deemed to be of black ethnicity or of another minority ethnicity.



5.4 Disabilities

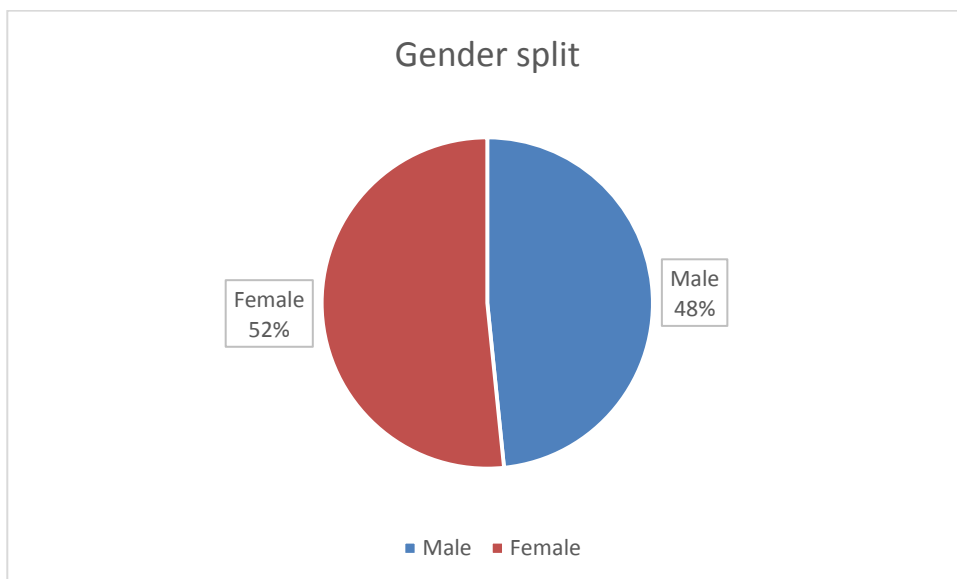
5.4.1 While monitoring disabilities, we were aware that we could only capture a proportion of disabilities, as not all are visually apparent. We accept that the results may be slightly

skewed for this reason. The results of the observations show that about one in 27 users had a disability. This represents 4% of all users



5.5 Gender

5.5.1 There were slightly more female users than male users, with a split of 52% and 48% respectively.



6. APPENDIX - Observations – Instructions provided to fieldworkers

Visitor count and observation form

Time: Please use the time codes (right of form)

Visitor count: Please count each individual and record gender (M: male / F: female) and age group (Children / Young Adult / Middle Age / Third Age). Please use your initiative to classify each individual under one of the above categories. The most important thing is that you are consistent in your assessment.

Race: Classify each individual as either white (British) or BME (Black and Minority ethnic). As above, please try and be consistent in your judgement.

Disability: We are aware that we can only capture a proportion of people with disabilities, as not all disabilities are visually apparent. We accept that the results may be slightly skewed for this reason. Please use the 'Other remarks' section to make any comments regarding disability that will help us to understand this section fully.

Dogs: Count if present.

Weather: Use code to describe the weather conditions. Please be consistent in your judgement.

APPENDIX I – OBSERVATIONS FORM

Hunstanton - Esplanade Gardens and Green - Visitor Count and Observation Form																
Date: _____																
Time (Code)	Children		Young adults		Middle age		Third age		Race		Disability	Dog(s)	Weather	Other Remarks		
	M	F	M	F	M	F	M	F	White	BME	Yes / No	Count if present	(Code)			
(Count)									(Select / tick one)		(Select one)			Time	Code	
															10:00 - 10:30	1
															10:30 - 11:00	2
															11:00 - 11:30	3
															11:30 - 12:00	4
															12:00 - 12:30	5
															12:30 - 13:00	6
															13:00 - 13:30	7
															13:30 - 14:00	8
															14:00 - 14:30	9
															14:30 - 15:00	10
															15:30 - 16:00	11
															16:00 - 16:30	12
															16:30 - 17:00	13
														Weather	Code	
														Wet	1	
														Cloudy (complete overcast)	2	
														Cloudy	3	
														Sunny intervals	4	
														Sunny	5	
														Cold	6	
														Warm	7	

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REGENERATION AND DEVELOPMENT PANEL WORK PROGRAMME 2017/2018

DATE OF MEETING	TITLE	TYPE OF REPORT	LEAD OFFICER	OBJECTIVES AND DESIRED OUTCOMES
28 th June 2017	Enterprise Zone Update	Update	Ostap Paparega	
28 th June 2017	Riverfront Delivery Plan – Final Report	Policy Development	Jemma Curtis	To comment on the final report before consideration by Cabinet.
28 th June 2017	One Public Estate Update	Update	Matthew Henry	To receive an update. Last update presented to the Panel was in November 2016
28 th June 2017	Southgates	Policy Development	Matthew Henry	Workshop Session
25th July 2017 – Venue Hunstanton – to be confirmed – 4.45pm – tour and meeting to start at 6.00pm				
25 th July 2017	Tour of Hunstanton Heritage Gardens to take place before the meeting at 4.45pm			
25 th July 2017	Bus Trips		Councillor Crofts	Councillor Crofts to present suggestions on what could be done to encourage more bus trips into the town centre.
25 th July 2017	Hunstanton Heritage Gardens	Update	Jemma Curtis/ Ostap Paparega	Update following tour before meeting
25 th July 2017	Hunstanton Prospectus Update	Update	Jemma Curtis/Ostap Paparega	To receive and update on the work of the CCT
29 th August 2017 - Tour of Lynnsport Housing site before meeting – details to be confirmed				
29 th August 2017	Lynnsport Major Housing Project and Tour of the Site	Update	Dale Gagen.	
29 th August 2017	St George’s Guildhall update	Update	Chris Bamfield	
29 th August 2017	Transport and Brownfield Sites in King’s Lynn		Chris Bamfield	
29 th August 2017	Heritage Action Zone – Update	Update	Ostap Paparega	To receive an update and make

	and Options			comments
29 th August 2017	Infrastructure Delivery Plan	Update	Nikki Patton, Alan Gomm	Follow up as requested by the Panel in March.
29 th August 2017	THI 2 – follow up from Workshop Session	Policy Development	Jemma Curtis/Ostap Paparega/Steven King	To receive an update following the Workshop sessions held in April 2017.
3 rd October 2017				
21 st November 2017	Design proposals for Morston Land		Dale Gagen	
21 st November 2017	West Winch Development		Alan Gomm/Nikki Patton	
10 th January 2018				
20 th February 2018				
3 rd April 2018				