

**BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK****REGENERATION AND DEVELOPMENT PANEL**

**Minutes from the Meeting of the Regeneration and Development Panel held on Tuesday, 11th September, 2018 at 6.00 pm in the Council Chamber, Hunstanton Town Hall, The Green, Hunstanton**

**PRESENT:** Councillor P Gidney (Chairman), Mrs J Collingham, C J Crofts, S Dark, Mrs S Fraser (substitute for T Smith), M Chenery of Horsbrugh, M Howland, P Kunes, C Manning, G Middleton, A Tyler, Mrs E Watson and D Whitby.

**PORTFOLIO HOLDERS:**

Councillor A Beales – Portfolio Holder for Corporate Projects and Assets  
Councillor I Devereux – Portfolio Holder for Environment  
Councillor P Hodson – Portfolio Holder for Economic Development  
Councillor B Long – Leader of the Council

**OFFICERS:**

Chris Bamfield – Executive Director  
Vanessa Dunmall – Performance and Information Officer  
Matthew Henry – Property Services Manager  
Ostap Paparega – Regeneration and Economic Development Manager

**BY INVITATION:**

Wayne Hemingway – Hemingway Design

**RD41: APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Mrs Bower, Mrs Nockolds and Smith.

**RD42: MINUTES**

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

**RD43: DECLARATIONS OF INTEREST**

There was none.

**RD44: URGENT BUSINESS**

There was none.

**RD45: MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

Councillors Beal, Bird and Middleton for item RD47.

**RD46: CHAIRMAN'S CORRESPONDENCE**

There was none.

**RD47: HUNSTANTON SOUTHERN SEAFRONT MASTERPLAN**

The Chairman welcomed Wayne Hemingway from Hemingway Design to the meeting. Wayne Hemingway introduced himself and provided those present with a brief overview of his background in design and his design company. The Panel was informed that Hemingway Design had been commissioned by the borough council to develop a vision and a viable Masterplan for Hunstanton's Southern Seafront area.

Members of the Panel had been on a tour of the Masterplan area prior to the meeting.

Wayne Hemingway provided those present with an overview of his initial ideas and concepts which could potentially be included in the Masterplan.

Those present were informed that a public survey was available and open to all. It could be accessed at: <https://www.hemingwaydesign.co.uk/hunstanton-south-beach/>. As at 4<sup>th</sup> September 2018 585 responses to the survey had been received. The survey would be live until 23<sup>rd</sup> September 2018. Full results from the survey would be published as part of the Masterplan.

The Panel was provided with information on some of the suggestions and comments which had been submitted through the public consultation exercise. These included the importance of the natural environment, making Hunstanton a year round attraction and improvements to sites, attractions and accessibility.

The Panel was informed that a community and stakeholder engagement session had recently been held and feedback from the session would be used to inform the draft Masterplan.

Wayne Hemingway highlighted the following ideas/concepts which could be included in the Masterplan:

- Creation of event spaces, cultural hubs and pop up catering offers.
- How to get young people to live and stay in Hunstanton.
- The promenade and its design, inland green spaces, landscaped areas, a tidal pool and the condition of the beach.

- Public realm improvements including disabled access, cycle access (which was currently prohibited along the promenade), toilets, attractions and street furniture.
- The Oasis site, which was currently operating at a loss.
- Car parks.
- Linking areas such as Hunstanton to Old Hunstanton and a link between the beach, the seafront and inland.
- Kiosks, Beach Huts, art work, sculptures and fountains.
- Restaurants and eateries including pop up restaurants and events.
- Incorporating design into coastal defences.
- Being unique and quirky and community ownership.

Wayne Hemingway stressed the importance of communities and businesses coming together to work for the benefit of Hunstanton as a whole. He commented that it should not just be down to the council to take action. He explained that some of the concepts and ideas in the Masterplan could be quick wins, which he felt would make a difference to the Town and could kick start longer term improvements. He explained that quick wins could include improvements to the catering offer and could include engaging with existing local businesses and getting them to work together for the benefit of Hunstanton as a whole.

The Panel was informed that the draft Masterplan would be published in due course and would include further detail on the suggestions that had been highlighted by Wayne Hemingway at the meeting.

The Chairman thanked Wayne Hemingway for his presentation and invited questions and comments from the Panel, as summarised below.

In response to a question, it was clarified that the Pier did not form part of the Masterplan study area.

Councillor Manning explained that in peak season, traffic was an issue. Wayne Hemingway explained that transport and traffic was not part of his brief. He commented that although it was frustrating, it meant that Hunstanton was a popular destination and the alternative would be no traffic and no visitors which would be bad for Hunstanton.

In response to a question from Councillor Crofts, the Property Services Manager explained that contamination issues would be investigated if areas were to be developed in the future.

Councillor Bird addressed the Panel under Standing Order 34. He commented that residents were often trapped in the summer because of the traffic, there were no rail links and the footpath was incomplete. He commented that the area had some of the best restaurants. He also commented that there was a clash between Town Councillors, Borough Councillors and County Councillors and that Hunstanton provided income to King's Lynn and political issues needed to be overcome. Councillor Bird explained that the cycle plan had previously

bypassed Hunstanton because cycling was not permitted on the promenade. He also referred to water features which had not worked well in the past. He commented that Members should look at Cape May in New Jersey as an example.

Councillor Mrs Collingham commented that if people were encouraged to stay in Hunstanton for longer and overnight, this could potentially have a positive impact on traffic. She explained that to encourage people to stay, there would need to be more of an upmarket offer available.

Councillor Dark commented that the purpose of a Masterplan and concept work was to steer the Council to look at things and from hearing the presentation he felt that this would be achieved and the council would have a lot to think about. He explained that the council would have to look at the quick wins and longer term projects. He asked Wayne Hemingway if he thought that if nothing was done now, would Hunstanton have more catching up to do in the future. Wayne Hemingway explained that he felt Hunstanton needed something, and soon. He referred to retailers and businesses and the seasonal nature of Hunstanton. He hoped that local organisations, businesses and the community would get involved in bringing concepts and ideas forward to benefit Hunstanton as a whole.

Councillor Mrs Watson commented that using pop up food stalls as a quick win was a good idea. She also commented that there were a lot of car parks on the way in to Hunstanton and doing something to improve the frontage of these would be another quick win. She also commented that it was important to improve the promenade and bring back a sandy beach to Hunstanton.

Councillor Beal addressed the Panel under Standing Order 34. He stated that change had to come now. He disagreed with comments made earlier by Councillor Bird in that there was a clash and Councillor Beal stated that we were all part of the Borough and needed to get in that mind set so that opportunities could be looked at. He also commented that the Green was a good place for events, and lots of successful events had been held there but he acknowledged that it would be good to have a flat space for events, such as one of the car parks.

Councillor Middleton addressed the Panel under Standing Order 34. He commented that lots of young people, after leaving school, moved away from Hunstanton. He felt that quirky ideas was what young people wanted and ways to ensure that young people stayed in Hunstanton needed to be looked at. He explained that if it was a cultural hub it would bring people in, and he agreed with Wayne Hemingway in that it needed to be driven by the community.

In response to a question from the Vice Chairman, Councillor Kunes, the Property Services Manager explained that the Borough Council

rented out the spaces for the kiosks, but the kiosks were owned independently. It was explained that in the past the council had worked to control who sold what, to avoid too much competition and too many kiosks selling the same thing, but recent changes to legislation relating to anti-competition rules had made this unenforceable. It was suggested that the borough council monitor when kiosk leases were up for renewal and see if there was an opportunity to work with the kiosk owners. It was also suggested that the Council could purchase kiosks which could be used for pop up restaurants etc.

The Portfolio Holder for Corporate Projects and Assets, Councillor Beales, commented that the kiosk leases were something that could be looked at but would be a political decision for the council. He commented that focus should initially be on the quick wins and then look at how longer term projects could benefit Hunstanton. He looked forward to seeing the final Masterplan and the opportunities that could be available.

Councillor Tyler commented that local artists and sculptors could be used to work with young people and students to bring art into Hunstanton.

The Leader of the Council, Councillor Long commented that Hunstanton needed a unique selling point all year round; it needed a reason for people to come, and come back.

The Chairman, Councillor Gidney commented that consideration should be given to pay to use toilets, the motorcyclists who frequented Hunstanton and transport issues, including the lack of a rail link.

The Chairman, Councillor Gidney, on behalf of the Panel, thanked Wayne Hemingway for attending the meeting.

**RESOLVED:** The presentation and comments from the Panel were noted.

**RD48: WORK PROGRAMME AND FORWARD DECISION LIST**

The Panel was informed that South East King's Lynn Strategic Growth Area/West Winch Relief Road would be added onto the Panel's Work Programme for October.

**RESOLVED:** The Panel's Work Programme was noted.

**RD49: DATE OF THE NEXT MEETING**

The next meeting of the Regeneration and Development Panel would be held on Tuesday 30<sup>th</sup> October 2018 at 6.00pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

**The meeting closed at 7.55 pm**

