Hunstanton Prosperity Coastal Community Team

Jemma Curtis
Regeneration Programmes Manager
Background

- **An active town** – expand the existing water sports 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 to the future
- **An environmental town** – making the most of the town’s natural assets
Role of Coastal Community Teams

The overall aims of Coastal Community Teams are to:

- encourage greater local partnership working
- support the development of local solutions to economic issues
- establish a network of teams across England
- encourage the sustainable use of heritage/cultural assets to provide both a focus for community activities and enhanced economic opportunities.
Membership

Borough Council
Portfolio Holder for Regeneration
Ward members for Hunstanton (3)

County Council
Elected member for Hunstanton

Town Council
3 representatives

Chamber of Trade
2 representatives

Hunstanton Town Team

West Norfolk Tourism Forum

West Norfolk Caravan and Camping Site Operators

Hunstanton Civic Society

Hunstanton In Bloom Committee

Youth Group

Hunstanton Round Table

Hunstanton Rotary Club

Hunstanton Lions
Hunstanton Prosperity Coastal Community Team

Work to date:
- Economic Plan
- Hunstanton Prospectus (Masterplan update)
- Visitor Survey

All available to view at www.west-norfolk.gov.uk/hunstantonprosperity
Priority Themes

1. Tourism, Leisure & Events
2. Heritage & Environment
3. Employment & Services
4. Transport & Movement
5. Development Sites
Visitor Survey

• Conducted May – September 2016

• Staying visitor survey
  1465 self completion surveys by visitors to accommodation

• Day visitor survey
  480 interviews conducted at 3 locations on 8 dates.

• Observation survey
  visitors to The Green & Esplanade Gardens
  (7899 observations)
Home origin of staying visitors by region

Table 8: County of origin

<table>
<thead>
<tr>
<th>County of origin</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northamptonshire</td>
<td>9%</td>
</tr>
<tr>
<td>Leicestershire</td>
<td>9%</td>
</tr>
<tr>
<td>Cambridgeshire</td>
<td>8%</td>
</tr>
<tr>
<td>Norfolk</td>
<td>7%</td>
</tr>
<tr>
<td>Nottinghamshire</td>
<td>6%</td>
</tr>
<tr>
<td>Suffolk</td>
<td>6%</td>
</tr>
<tr>
<td>Lincolnshire</td>
<td>6%</td>
</tr>
<tr>
<td>Essex</td>
<td>6%</td>
</tr>
<tr>
<td>Hertfordshire</td>
<td>4%</td>
</tr>
<tr>
<td>Derbyshire</td>
<td>3%</td>
</tr>
<tr>
<td>Bedfordshire</td>
<td>3%</td>
</tr>
</tbody>
</table>
Origin of day visitors

Table 14: County of origin

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norfolk</td>
<td>22%</td>
</tr>
<tr>
<td>Cambridgeshire</td>
<td>22%</td>
</tr>
<tr>
<td>Northamptonshire</td>
<td>17%</td>
</tr>
<tr>
<td>Lincolnshire</td>
<td>7%</td>
</tr>
<tr>
<td>Leicestershire</td>
<td>5%</td>
</tr>
<tr>
<td>Bedfordshire</td>
<td>4%</td>
</tr>
<tr>
<td>Suffolk</td>
<td>4%</td>
</tr>
<tr>
<td>Essex</td>
<td>3%</td>
</tr>
<tr>
<td>Nottinghamshire</td>
<td>2%</td>
</tr>
<tr>
<td>Derbyshire</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

14% of day tippers lived within 20 miles of Hunstanton
Perceptions of Hunstanton
3 words to describe Hunstanton
Staying visitors

- clean
- sunny
- friendly
- relaxing
- beautiful
- enjoyable
- quaint
- family
- scenic
- lovely
Perceptions of Hunstanton
3 words to describe Hunstanton
Day visitors

sunny
relaxing
peaceful
pleasant
old
town
lovely
town
beach

friendly

www.west-norfolk.gov.uk
What visitors most like

Staying visitors
• Beach
• Friendly people
• Promenade
• Gardens

Activities
• Visiting promenade
• Enjoying the beach
• Eating out

Day visitors
• Beach
• Friendliness
• Cleanliness
• Takeaway food

Activities
• Walking
• Eating out
• Visiting beach
Dislikes expressed

**Staying visitors**
1. Need to upgrade promenade and amusements.
2. Cost & availability of car parking.
3. Limited range of food outlets.
4. Noise & mess from dogs and seagulls.
5. Limited shopping.
6. Congestion getting to resort
7. Limited opening hours
8. Lack of seafront facilities

**Day visitors**
1. Cost & availability of car parking.
2. Congestion getting to resort
3. Cleanliness, dogs and stones on beach
4. Need to upgrade promenade and amusements
5. Limited shopping
6. Toilet availability/cleanliness
7. Noise & mess from dogs and seagulls
8. Overcrowding
Observations

• **Staying visitors** - predominantly older, but some say they would like to see more facilities for children.

• Both staying and day visitors suggest a *wider retail and food offer* particularly available later in the day could encourage longer stays.

• Although the cleanliness and friendliness of the resort is much appreciated, visitors do feel that the *promenade and seafront attractions could be enhanced*.

• Although the beach is a significant attractions, visitors *do want to enjoy casual walking, eating out and shopping* as part of their visit.
What Next?
CCT Priorities for 2017/18

• Interventions in response to Visitor Survey results
• Feasibility study Promenade, Southern seafront development sites and Marine Lagoon
• Understanding aspirations of the larger operators in Hunstanton
• Consultee to the One Public Estate initiative
Any Questions?