

Hunstanton Masterplan

Regeneration and Development Panel
2nd March 2026

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Borough Council of
King's Lynn &
West Norfolk



Summary of Public Consultation

- Consultation Period 12th January – 6th February 2026
- 2 Drop-in events at Hunstanton Town Hall: 15th January and 2nd February.
- Over 240 attendees to the two public drop in sessions
- 109 responses to questionnaire both online and physical copies
- 1251 views for the Hunstanton Masterplan Webpage between 12th January – 6th February 2026
- 71% of responders were residents of the Borough with business, community groups, landowners and investors, Councillors and Council Officer also completing the survey.



Public Consultation 12 January – 6 February 2026

HAVE YOUR SAY AND NEXT STEPS

These draft objectives and concept designs have directly responded to previous initiatives, further shaped by initial engagement with local stakeholders, businesses and interest groups.

We would now like you to have your say before refining the Masterplan. The public consultation on the Masterplan will run from **12 January to 6 February 2026**.

These exhibition boards can also be viewed online at west-norfolk.gov.uk/hunstantonmasterplan

Drop in events will be held at the Hunstanton Town Hall, with the opportunity to speak to the team developing the masterplan.

Thursday 15 January 10am–7pm
Monday 2 February 10am–7pm



How do I respond?

Please take the time to read the consultation material provided on the boards. Once you have done so, we invite you to tell us what you think by completing a short questionnaire, available at the link above or on paper at the in-person displays.

What Next?

After this public consultation, the feedback received will be used to refine the Masterplan, to ensure it reflects comments made by people living and working in Hunstanton before it is updated, finalised and adopted by BCKLWN.

The final Masterplan will be used to guide future funding, investment and policy for both short-term improvements and long-term regeneration ambitions for Hunstanton over the next 10–20 years. It will set priorities for projects coming forward in the shorter and longer term, which are likely to be subject to further consultation either before or after submitting planning applications, before they are brought forward.

**HUNSTANTON
MASTERPLAN**



Summary of Public Consultation - How important are these issues?

1. Attracting more visitors to the town for a longer period of the year extending into winter.

- Very Important/Important: **79%** Not so Important/Not At All Important: 21%

2. The creation of new high quality public spaces

- Very Important/Important: **74%** Not so Important/Not At All Important: 26%

3. The improvement of public transport links.

- Very Important/Important: **89%** Not so Important/Not At All Important: 11%



Summary of Public Consultation - How important are these issues?

4. The improvement of walking and cycling links

- Very Important/Important: **65%** Not so Important/Not At All Important: 35%

5. Better management of cars, and prioritising of pedestrians and cyclists

- Very Important/Important: **58%** Not so Important/Not At All Important: 42%

6. The creation of better links between the seafront and promenade, and the town centre

- Very Important/Important: **57%** Not so Important/Not At All Important: 43%



Summary of Public Consultation - How important are these issues?

7. The improvement of the seafront and promenade to create a more attractive seaside destination

- Very Important/Important: **83%** Not so Important/Not At All Important: 17%

8. The creation of better more usable and beautiful spaces on the promenade and seafront for people to feel good and enjoy using, and to stay and linger and enjoy the views out of the sea

- Very Important/Important: **78%** Not so Important/Not At All Important: 22%

9. The provision of more shelter on the seafront to make it more useable for a longer period in the year.

- Very Important/Important: **61%** Not so Important/Not At All Important: 39%



Summary of Public Consultation - How important are these issues?

10. The opportunity for new and enhanced leisure at the wider Oasis site area, including potential uses such as a new cinema, sports facilities, bars and restaurants, snooker, darts and other leisure facilities

Very Important/Important: **73%**

Not so Important/Not At All Important: **27%**

Key themes from comments

1. Upgrade the Oasis

- Strongest Consensus
- 25m modern pool, family-friendly depth, flumes, splash zone
- Larger gym, better studios, improved changing rooms
- Sauna/steam room, jacuzzi
- Indoor bowls, maintained for existing club
- Better disabled access (slope, automatic doors)

Keep the existing pool open until a new one is built.

2. Indoor Activities & All-Weather Facilities

Interest in:

- Soft play, climbing walls, trampolines, Ninja-style courses
- Youth club / teen creative space
- Internet café / digital hub
- Art gallery, craft centre, small museum
- Ice rink, outdoor lido, boating pool (multiple mentions)

3. Cinema

- Mixed Views
- Supporters: A cinema would be *"really important"* and fill a local gap.
- Opponents: Princess Theatre already shows films; streaming reduces demand.
- Several suggest using the Princess Theatre for more contemporary screenings.

4. Parking & Access

- Concern and opposition to removing or relocating central car parks.
- High Street businesses emphasise:
 - Elderly and mobility-impaired customers need close parking
 - Deliveries require vehicle access
 - Winter trade would suffer
- Requests for **resident parking passes** or discounted parking.

5. High Street & Town Centre

- Resistance to pedestrianisation: seen as harmful to trade.
- Desire for more independent shops; opposition to chains and more charity shops.
- Calls to support local businesses and fill long-vacant units.
- Need for better public toilets, lighting, and cleanliness.

6. Broader Town Improvements

- Rebuild the pier and boating lake.
- Improve traffic flow into town to reduce long queues.
- Restore bike hire and mobility hire.
- Maintain the relaxed, family-friendly feel of the seafront.

7. Youth & Teen Provision

- Skateboard facilities, indoor padel courts, youth drop-in centre.
- Affordable indoor activities for bad weather.



Summary of Public Consultation - How important are these issues?

11. The provision of more hotel bedspaces to attract more year round-visitors

- Very Important/Important: 46% Not so Important/Not At All Important: **54%**

12. The improved provision of uses for all generations, from young children to those retired .

- Very Important/Important: **79%** Not so Important/Not At All Important: 21%

- Key themes from comments

- **Indoor, all-weather activities:** roller skating, discos, soft play, climbing, padel/pickleball, youth clubs, cultural/arts spaces, internet hub.
- **Upgrade the Oasis:** modern 25m pool, larger gym, studios, sauna/steam, flumes, creche, indoor play, accessible design.
- **Youth & family provision:** skate ramps, music events, teen spaces, donkey rides, boating lake revival, better cycle routes.
- **Food & retail:** seafood and world food on the prom, healthy cafés, higher-quality retail, support for existing businesses.
- **Accessibility & mobility:** improved beach access, mobility scooter hire, covered seating, safer cycle routes.
- **Outdoor & seasonal ideas:** lido/sea-water pool, pétanque, pitch & putt, open-air cinema/theatre, enhanced cliff gardens.
- **Education & visitor support:** geographical/learning centre for school groups, better transport links and parking.



Summary of Public Consultation - How important are these issues?

13. The improvement of water sports and sea activities

- Very Important/Important: **58%** Not so Important/Not At All Important: 42%
- Key themes from comments
 - Loss of sand and dangerous boulders blocking safe access to the sea
 - Slipways too short; sailing, windsurfing, kayaking now difficult
 - Poor water quality reducing confidence in sea swimming
 - Underused facilities and limited access
- What People Want
 - Restore the beach
 - Safe, managed zones for swimmers, paddlers, surfers, jet skis
 - Environmentally responsible approach that protects wildlife in The Wash
 - Affordable, accessible water sports for residents and visitors
 - Better sea-swimming options: lagoon/sea pool, outdoor pool revival
 - Improved disabled access: floating pontoons, beach wheelchairs
- Overall Message - Hunstanton's water-based activities have huge potential, but the beach and safe access to the sea are considered essential.



Summary of Public Consultation - How important are these issues?

14. The creation of inside and outside spaces which can be used by existing and future local businesses (e.g market spaces etc.)

- Very Important/Important: **62%** Not so Important/Not At All Important: 38%

15. The setting up of a business incubator unit to help small business start-ups to develop and grow.

- Very Important/Important: **59%** Not so Important/Not At All Important: 41%



Summary of Public Consultation - How important are these issues?

16. The creation of spaces which could be used for off season/winter uses, e.g ice skating, Christmas markets etc

- Very Important/Important: **64%** Not so Important/Not At All Important: 36%
- Key themes from comments
 - Weather exposure: winter winds and cold make prom-side spaces less viable
 - Support existing venues (Princess Theatre, Town Hall, Oasis, Searles) rather than replacing them
 - Footfall challenges: winter visitor numbers are low; events must be realistic and sustainable
 - Town-centre focus preferred over prom for winter activities
 - Avoid harming existing businesses—markets shouldn't take trade away from shops
 - Hunstanton needs sheltered, indoor or weather-proof spaces and high-quality, well-located winter events, building on what already works rather than creating exposed or underused new areas.
- What People Support
 - Christmas markets (popular but must be well-located, sheltered, and high-quality)
 - Ice skating / roller skating
 - Indoor activities: cinema, theatre, sports hall, laser tag, climbing wall, covered play, warm spaces, pop-up events
 - Regular markets: weekly, farmers, crafts, food & drink
 - Family-friendly events: light switch-on, winter trails, music, festive films
 - Better seafront hospitality: improved cafés, bars, restaurants



Summary of Public Consultation - How important are these issues?

17. The creation of a flexible event space, e.g for music, performance etc

- Very Important/Important: **61%** Not so Important/Not At All Important: 39%

18. The improvement of wayfinding and signage around the town, and between the town and the seafront/promenade as well as the recreation ground

- Very Important/Important: **61%** Not so Important/Not At All Important: 39%



Summary of Public Consultation - How important are these issues?

19. The celebration of the town's heritage and culture, and the reflection of this in any proposals

- Very Important/Important: **82%** Not so Important/Not At All Important: 18%

20. The respect for the environment and making the most of the town's natural assets.

- Very Important/Important: **96%** Not so Important/Not At All Important: 4%



Summary of Public Consultation

21. Do you agree with the proposed Strategic Spatial Strategy for the improvements to the seafront and promenade, the new public spaces, and the improved connections between the town and the seafront/promenade

- Strongly Agree/Agree: **53%** Disagree: 32% Don't Know/Unsure: 15%

- Key themes from comments
- What People Support

- Improving the promenade, Oasis site, and tired areas of the seafront
- Better connections between town and seafront (signage, walkability)
- More year-round activities, events and sheltered spaces
- Protecting heritage and enhancing the town's Victorian character
- Enhancing watersports, youth facilities, and public spaces

- Main Concerns

- Loss of parking – fear it will harm tourism, accessibility, residents
- Pedestrianisation seen as damaging to High Street businesses and older residents
- Insufficient public transport to offset reduced parking
- Lack of clarity on funfair, crazy golf, and other key existing attractions
- Worries about overdevelopment: too many flats, risk of losing charm
- Poor condition of beach, promenade, and sea defences

- Key Messages from Residents

- Improve what exists before adding new things
- Balance needs of residents and visitors
- Protect seafront views, character, and green spaces
- Ensure proposals are realistic, affordable, and delivered in phases
- Prioritise the beach, accessibility, and essential infrastructure

STRATEGIC SPATIAL STRATEGY



KEY ELEMENTS OF THE MASTERPLAN

- Town centre improvement area** - the masterplan will look at high level opportunities to improve the town centre environment to make it more attractive and pedestrian friendly. The public consultation will try and ascertain where the local residents think the "Heart of Hunstanton" is to inform further design work.
- Seafront/promenade improvement area** - the masterplan will look at the seafront and promenade to look at what improvements are possible, in particular the possibility of creating some high quality placemaking using the works to be carried out as part of the flood defences work.
- Improved integration between town centre and seafront/promenade** by creating better quality more usable connections, and key high quality public realm improvements which make the journey between the town and the seafront a pleasing and attractive experience.
- Key seafront anchor sites** - we have identified that the two key sites for improvement on the promenade provide good opportunities to meet the key objectives of improving and expanding the sport and leisure facilities, and of creating a multi-function events space to draw visitors to the town out of the summer season.
- Other development opportunity sites** - these are sites which could be available for development, the uses of which will be subject to viability studies for market demand.
- Strategic car parking sites** - these are sites which could be improved to help with the other environmental improvements which the masterplan examines. The size of the car parks will require assessment and increased/decreased requirements to be ascertained in future more detailed design stages.
- Potential new/improved bus stops**
- Strategic walking and cycle routes**

Summary of Public Consultation

22. Do you agree with the potential building types and potential uses identified in the Principle Masterplan Area

- Strongly Agree/Agree: **43%** Disagree: 30% Don't Know/Unsure: 27%
- Key themes from comments
 - Broad support for regeneration if it protects Hunstanton's character and avoids overdevelopment.
 - Overdevelopment Concerns: Strong opposition to more flats, chain hotels, or large-scale builds that risk losing Victorian seaside character.
 - Azzam's Site: Widely seen as unattractive; support for demolition and redevelopment with small, attractive, mixed-use units.
 - Location & Footfall: Preference for investment in the central and northern prom; southern prom considered too far from town centre for year-round use.
 - Parking & Access: Concerns about loss of parking; town is car-dependent and needs accessible, affordable spaces.
 - Leisure Centre: Strong support for a new or upgraded Oasis with modern facilities, good parking, and minimal disruption during construction.
 - Design & Character: Buildings must fit local vernacular (carrstone, flint, Victorian references) and withstand harsh coastal weather.
 - Facilities Wanted: Cinema, makers market, small venues, indoor activities, creative spaces—year-round attractions for all ages.
 - Protect Existing Assets: Prioritise maintenance (gardens, cliffs, existing buildings) and reuse vacant properties.
 - Other Concerns: Noise, light pollution, infrastructure capacity, sewage issues, and risk of losing the town's charm.



Public Consultation 12 January – 6 February 2026

PRINCIPLE MASTERPLAN AREA



KEY AREAS AND HIGH LEVEL THOUGHTS

1. **The Town Centre Improvement area** and well designed connections down to the seafront. A key parameter for all design work will be a respect and enhancement of the existing heritage assets.

2. **New gateway to The Promenade** - new high quality flexible public realm spaces with improved links and wayfinding up to the town centre, retaining parking provision, a new piazza space at the entrance to the promenade, and safe pedestrian and cycling priority spaces. All Public Realm works and improved connectivity to respect and enhance the existing Heritage Assets.

3. **New leisure facility** - utilising the opportunity for new and enhanced leisure at the wider Oasis area site, creating a very high quality multi-use building, including fitness and sport, cinema, hotel, amongst other uses. The exact composition of these uses would be subject to investor input and market testing.

4. **Promenade Park** - a new high quality public realm space, incorporating flood defence works, but designed to be excellent placemaking. This space would give a sense of place

to The Promenade, creating a beautiful place where people will want to rest and stay. These works may require the relocation of the cosy golf site currently in this area. The new park space will give the opportunity to enhance the setting of the existing Heritage Assets in this area. There is also the opportunity to improve the public realm spaces in the vicinity of the Sea Life Centre entrance.

5. **The Yard** - a multi use and very flexible events space, which would be a key element in attracting visitors off-season and throughout the year. This would be a simple lightweight sheltered structure (inside/outside space), but would allow many uses that could include:

- pop-up bars and food spaces in cabins and booths

- internal sheltered market place which could be used by local businesses

- weekend themed events to attract visitors from all over the country out of season

- European style longer period Christmas market to bring in customers in winter time over a period of 2-3 months

- mobile ice skating and other wintertime activities

6. **The Beach** - improvements to beach facilities, eg accessibility, new beach huts etc

HUNSTANTON MASTERPLAN



Summary of Public Consultation

23. Do you agree with the proposal to create new high quality external public spaces, with priority given to walking, cycling and local business use, over cars.

- Strongly Agree/Agree: **50%** Disagree: 41% Don't Know/Unsure: 9%
- Key themes from comments
 - Cars remain essential for visitors, elderly residents, disabled users, and rural communities due to poor public transport.
 - Concern about reducing or relocating parking, especially seafront and central areas; fears of harming businesses and excluding vulnerable groups.
 - Pedestrianisation views are split – some support safer, calmer streets; many fear loss of accessibility, impact on High Street trade, and comfort in poor weather.
 - Cycling views are mixed – some want more and safer cycle lanes; others oppose any expansion, citing safety concerns.
 - Support for health, wellbeing & new public spaces, but only if balanced with practical parking solutions.
 - Tourism impact is a major worry – visitors arrive by car and need easy, reasonably priced parking.
 - Key message: seek balance, not prioritisation of walking/cycling over cars; maintain access, affordability, and proximity.



Summary of Public Consultation

24. Do you agree with the proposed town centre improvements and connections to the seafront

- Strongly Agree/Agree: **52%** Disagree: 31% Don't Know/Unsure: 17%
- Key themes from comments
 - **Concerns over Pedestrianisation of the High Street.** Many fear it would harm local shops, remove vital parking, and reduce access for elderly/disabled people. Some support it for improved safety and modernisation.
 - **Objections to losing parking spaces.** Calls for more disabled parking and suggestions for a multistorey solution.
 - **Connections to seafront** - Some think links are already good due to short distance, others want clearer signage, better routes at the south end, and improved wayfinding
 - **Access & mobility** - Need for resting places, mobility-friendly routes, and continued delivery access for businesses.
 - **Town centre vitality** - Concern that changes could reduce footfall. Desire for cleaner, better-maintained spaces, updated buildings, and more business variety.
 - **Other suggestions** - Shuttle bus/Searles train connections, staffed Tourist Information Centre, avoid losing green space.

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TOWN CENTRE IMPROVEMENTS AND CONNECTIONS TO THE SEAFRONT

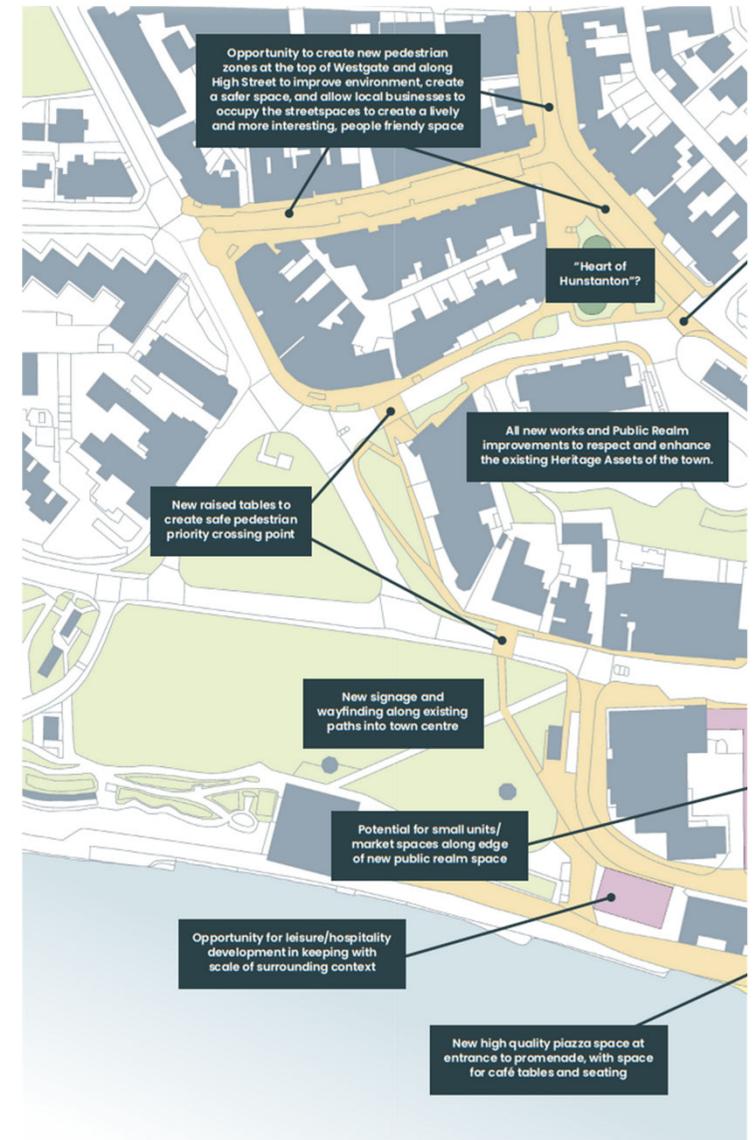


**HUNSTANTON
MASTERPLAN**

Summary of Public Consultation

25. Where do you feel the "Heart of Hunstanton" is and how can the masterplan support creating a cohesive and joined up town around this

- Key themes from comments/overall answer?
 - Strong consensus: The Green (Upper & Lower Greens, bandstand, Golden Lion area)
 - Secondary centres: High Street and Seafront/Promenade
 - The Spinney was considered less of a focal point overall.
- Why The Green Matters
 - Historic and iconic setting
 - Natural gathering point for events
 - Connects seafront and High Street
 - Offers views, open space, and heritage character
- Key Improvement Priorities
 - Enhance The Green: more seating, shade, flowers, event facilities
 - Strengthen links between High Street and seafront
 - Improve signage and pedestrian flow
 - Tidy and update the seafront; reconsider pier building
 - Support small independent retail and indoor attractions
 - Maintain High Street vehicle access; increase edge-of-town parking
 - Protect heritage and character
 - Avoid over-modernisation
 - Keep the town clean, traditional, and welcoming
 - Recognise importance of beach, watersports, and local identity



Summary of Public Consultation

26. Do you agree with the potential to relocate some cars from Southend Car Park to make more flexible space to an improved and potentially expanded car park to the south of the promenade off Seagate Road

• Strongly Agree/Agree: 33% Disagree: **46%** Don't Know/Unsure: 21%

• Key themes from comments

- Keep Central Parking: concerns that moving spaces south / away from town will deter visitors, harm shops, and disadvantage the elderly, disabled, and families.
- Car Parks Already Lost: concern over previous car parks turned into flats that remain largely unused/unoccupied. Resistance to further reductions.
- Need for More & Better Parking: Requests for resurfacing, dust control, better disabled provision, short-stay bays, and more campervan/motorhome spaces.
- Alternative Ideas: Multi-storey near The Honestyone; park & ride or shuttle/, cheaper council-run parking and resident permits.
- Distance Concerns: Many feel Seagate Road is too far from High Street and main attractions.
- Mixed Views on Public Realm: Some support more event space, others say the town green and prom will always be preferred so don't sacrifice parking.



Summary of Public Consultation

27. Do you agree with the proposal to create new gateways at the north and south ends of the identified area of the promenade to improve access and create high quality pleasant spaces as the promenade is entered and exited.

- Strongly Agree/Agree: **65%** Disagree: 16% Don't Know/Unsure: 19%
- Key themes from comments
 - Access & Connectivity - Access currently difficult in places; desire for improved, accessible routes.
 - Mixed views: some say access is already fine; others want a better north–south connectivity.
 - Gateway Proposals - Some support improved entrances to make the area more inviting. Some feel details are unclear; concerns about having two gateways; preference for focusing on Oasis site.
 - Town Centre and Promenade - Strong concern about diverting visitors away from the High Street. Calls for investment in local shops through lower business rates and incentives.
 - Promenade Improvements - Requests for better maintenance, repairs, planting, seating, and softening of concrete. Support for safer pedestrian and cycle routes; interest in tidying and enhancing existing spaces.
 - Parking & Traffic - Divided views: some want reduced traffic; others say central parking is essential for high season. Concerns about where vehicles would go under new layouts.



Summary of Public Consultation

28. Do you agree with the proposed locations and uses of the new gateways at the north and south ends of the identified area of the promenade.

- Strongly Agree/Agree: **42%** Disagree: 23% Don't Know/Unsure: 35%
- Key themes from comments
 - Existing routes preferred: Many believe current access—especially via The Green and the bollarded road by Azam's—already functions well.
 - Safety concerns: Issues raised about crossing Le Strange Terrace, narrow pavements, and ensuring gentle gradients.
 - Value for money: Strong feeling that investment should instead focus on improving the promenade, facilities, maintenance, and tidying outdated areas.
 - Town centre impact: Concern that new gateways could divert visitors away from the High Street.
 - South gateway doubts: Fear it will be underused / a “white elephant.”
 - Other points: Disagreement on coach parking location; some note the upcoming Wash Barrier may affect long-term visitor numbers.



Summary of Public Consultation

29. Do you agree with the proposal to integrate the Norfolk County Council Countrywide Local Cycling and walking Infrastructure Plan into the masterplan

- Strongly Agree/Agree: **59%** Disagree: 24% Don't Know/Unsure: 17%
- Key themes from comments
- What People Support
 - Better, safer walking routes and off-road cycling paths.
 - A continuous, separated cycle route (especially parallel to the A149).
 - Improvements that boost health, tourism, and year-round access.
- Key Concerns
 - Opposition to cycling on the promenade; many cite safety issues.
 - Concerns about shared paths, some see cyclists as fast or unsafe.
 - Fear of losing parking or narrowing key roads. Local roads viewed as unsafe or too narrow for additional cycling infrastructure.
- Awareness & Clarity - Many people don't know about NCC's LCWIP plan.



Summary of Public Consultation

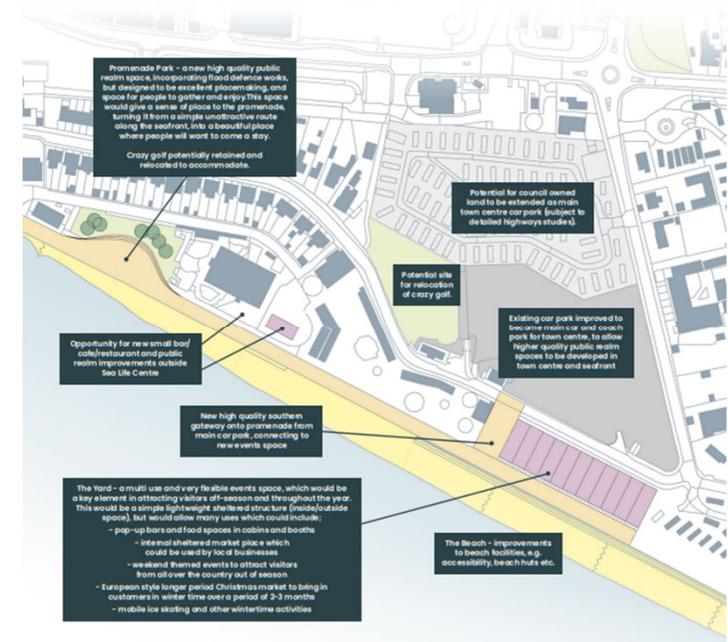
30. Do you agree with the proposal to create a new Promenade Park space and consider re-locating the existing outdoor crazy golf to a nearby location to allow people to gather and meet in a beautiful environment to enjoy the seafront views and amenity.

• Strongly Agree/Agree: **48%** Disagree: 35% Don't Know/Unsure: 17%

• Key themes from comments

- General Support for Improvements: People welcome better seating, greenery, shelters, and a more connected promenade experience.
- Concern/Resistance to Relocating Crazy Golf: Most feel it is popular, traditional, successful, and well-located; fear of harming the business if moved.
- Concerns About Proposed New Site: Seen as too close to housing, parking pressure, disconnected from promenade, loss of sea views, and less footfall.
- Preference for Improving Existing Spaces: Many suggest enhancing underused areas (Sea Life Centre frontage, greenspace near Seagate Rd, existing crazy golf footprint) rather than displacing attractions.
- Aesthetic & Maintenance Priorities: Desire for high-quality design, better upkeep, and avoiding unsightly surrounding buildings.
- Other Notes: Residents want more all-weather seating, green spaces, and a cohesive seafront plan; some fear anti-social behaviour if poorly designed.

SOUTHERN GATEWAY TO THE PROMENADE



Summary of Public Consultation

- 31. Do you agree with the design approach to the areas identified in the masterplan?

	Agree	Disagree	Don't Know
1 - Town Centre Improvement Area	51%	31%	18%
2 - Northern gateway onto the promenade, and improved public realm space and connections up to the town centre. Opportunity for bus stop and integration with Norfolk County Council Countywide Local Cycling and Walking Infrastructure Plan	56%	22%	22%
3 - New multi-use leisure complex.	70%	16%	14%
4 - The Promenade Park	65%	20%	15%
5 - The Yard - extremely flexible use space with an emphasis on community uses, a wide range of potential events, and informal pop-up eating and drinking.	57%	31%	12%
6 - The Beach			



Summary of Public Consultation

- Key themes from Question 36. Do you have any other comments...
 - Low confidence in delivery due to past plans. Strong desire to fix what exists before introducing new development.
 - Maintenance first: Improve seafront, promenade, shelters, Pier building, beach quality, public spaces.
 - Protect the coast: Address erosion, groynes, receding sand; strong opposition to Wash barrier; improve water access for sailing/watersports.
 - Parking & transport: Protect parking spaces; consider permits/multi-storey; address overnight camping; improve bus routes (A149, medical centre, library); ensure disabled access.
 - Residents' needs: More focus on local services, infrastructure, green space and transport—not just tourism.
 - Character & identity: Preserve traditional Victorian seaside feel; concerns about modern overdevelopment.
 - Town centre & economy: Support local businesses; markets/pop-ups; tackle empty shops; address summer waste issues.
 - Key sites: Major opportunity at North Prom; protect Recreation Ground; support existing clubs and community facilities.
 - Community services: Youth spaces, medical drop-in options (e.g., Valentine Rd), retain Oasis and indoor bowls.
 - Tourism accommodation: Caravan owners value access and economic contribution year-round.
- Overall message: Mixed views—some welcome investment; others want minimal change—but most want realistic, deliverable improvements that protect Hunstanton's character and prioritise residents.



Summary of Public Consultation

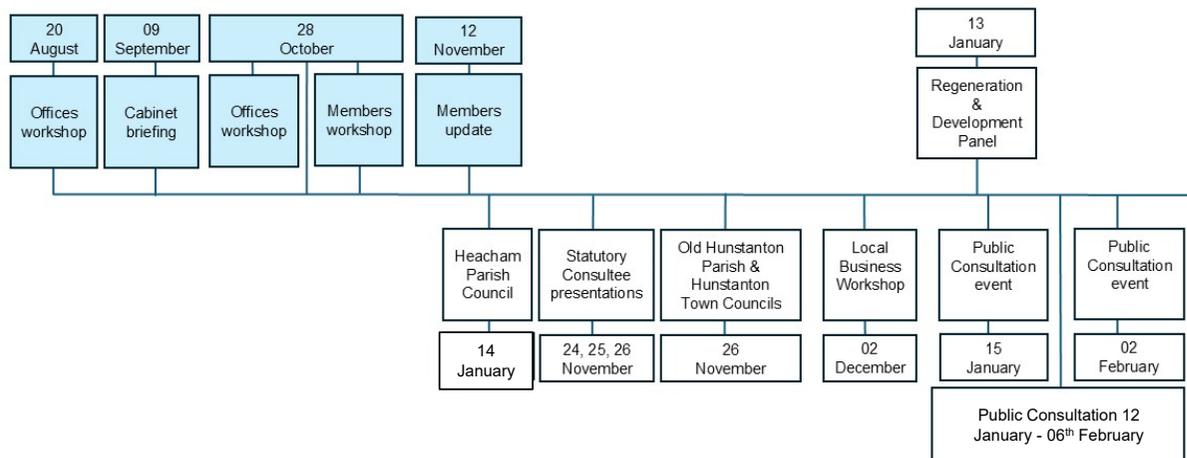
- General Agreement at a high level with a wide range of mixed views.
- Strongest support for Oasis site development.
- Some key issues around:
 - loss of parking
 - accessibility of parking/location
 - less support for new bed spaces
 - potential pedestrianisation of the High Street.



Engagement and Next Steps

Engagement so far...

INTERNAL ENGAGEMENT



EXTERNAL ENGAGEMENT

Next Steps...

- **Develop final Draft Masterplan following public consultation** - the final masterplan will seek to address issues raised (car parking, pedestrianisation etc), either as design or policy issues which may be subject to further studies.
- **Regeneration & Development Panel update – 02nd March**
- BCKLWN Officer briefing – March
- Public Consultation on final Draft Masterplan – April (subject to pre-election period)
- Final refinements to Masterplan
- BCKLWN R&D: 2nd June and Cabinet 9th June

