

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, 25th July, 2017 at 6.00 pm at the Hunstanton Sailing and Watersports Centre, North Promenade, Hunstanton

PRESENT: Councillors P Gidney (Chairman), P Beal (substitute for Mrs J Collingham), C J Crofts, Mrs S Fraser (substitute for Mrs E Watson), M Chenery of Horsbrugh, M Howland (Vice Chairman for the meeting), P Kunes, C Manning, T Parish, Miss S Sandell (substitute for Mrs A Wright), D Whitby (substitute for G Middleton).

Portfolio Holders

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

Officers:

Chris Bamfield – Executive Director

Jemma Curtis – Regeneration Programmes Officer

Ostap Paparega – Regeneration and Economic Development Manager

Jason Richardson – Regeneration Project Officer

RD16: **APPOINTMENT OF VICE CHAIRMAN FOR THE MEETING**

RESOLVED: Councillor Howland was appointed Vice Chairman for the meeting.

RD17: **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Beales, Collingham, Long, Middleton, Tyler, Watson and Wright.

RD18: **MINUTES**

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

RD19: **DECLARATIONS OF INTEREST**

There was none.

RD20: **URGENT BUSINESS**

There was none.

RD21: MEMBERS PRESENT PURSUANT TO STANDING ORDER 34

Councillors Bird and Pope for all agenda items.

RD22: CHAIRMAN'S CORRESPONDENCE

The Chairman informed those present that he had received correspondence relating to the King's Lynn Riverfront proposals. The Chairman explained that he had forwarded the correspondence to the relevant officers.

RD23: HUNSTANTON HERITAGE GARDENS UPDATE (20 MINUTES)

A tour of Hunstanton Heritage Gardens had been conducted before the meeting. The Panel was provided with a presentation on the Hunstanton Heritage Gardens, as attached. The following points were highlighted:

- The project was complex and involved a lot of sub-contractors.
- The children's play area had been well received and had increased footfall in the area.
- The Bronze Henry Le Strange statue had now been installed.
- The Butterfly Shelters had been restored at the Heritage Lottery Funds request. Work to the shelters would be finished shortly along with landscaping and pathways. Frosted glass panels and railway posters would also be installed to the shelters.
- There was a three year activity programme to go alongside the Capital Works to run to 2019. Lots of different activities had been planned to encourage residents and visitors to become involved in the Gardens. The Activity Programme would be monitored and feedback would be provided to the Heritage Lottery Fund. A further visitor survey would be conducted in 2018 to determine if footfall in the area and visitor satisfaction had increased.
- Work was slightly behind schedule and this was because of vandalism, weather and additional restoration works which had been required. Works were scheduled to be completed within the next few weeks.
- Project costs were included in the presentation.

The Chairman thanked the Regeneration Programmes Manager and Regeneration Project Officer for the tour and presentation and invited questions and comments from the Panel, as summarised below.

In response to a question from Baron Chenery of Horsburgh, the Panel was informed that the Henry Le Strange Statue was hollow Bronze. Contributions for the statue had been received from local donations, Le Strange Estate, Heritage Lottery Fund and the Borough Council.

The Portfolio Holder for Culture, Heritage and Health, Councillor Nockolds explained that the project had been complex and although some residents would have preferred the project to be carried out in phases, she felt that it was important to get it all done in one season. Councillor Nockolds commented that the Gardens looked good, would last for many years, be well maintained and would be a real benefit for residents and visitors. She thanked the officers involved in the project for their hard work.

The Executive Director explained that without the funding from the Heritage Lottery Fund it was likely that the Council would have had to fund comprehensive maintenance and capital works of this scale to the Gardens in the future.

The Portfolio Holder for Culture, Heritage and Health, Councillor Nockolds commented that the Activities Coordinator had worked hard and engaged with visitors and residents. She had also worked to bring the Soap Box Derby back into Hunstanton.

Councillor Howland referred to the costs for professional fees. The Regeneration Programmes Manager explained that the costs included a range of specialist skills including landscape architects, conservation architects, quantity surveyor and structural engineers. It was a team of around eight people and their support staff and was less than 10% of the overall capital cost of the works. She explained that a requirement of the Heritage Lottery Funding was to demonstrate that a good standard, professional team would be involved in the project. The Executive Director explained that a competitive tender exercise had to be demonstrated to the Heritage Lottery Fund, which was not just price driven, but also took into account quality and past experience.

Councillor Bird addressed the Panel under Standing Order 34. He asked for clarification on the role of the Coastal Community Team in the project. The Regeneration Programmes Manager explained that the Regeneration Project Team, who had evolved into the Coastal Community Team, had initiated the project and had been overseeing progress.

In response to a question from Councillor Howland, the Regeneration Programmes Manager explained that snagging would be carried out, before final sign off by the Clerk of Works.

In response to questions from the Chairman, the Regeneration Programmes Manager confirmed that work to the Butterfly Shelters should be completed within the next two to three weeks. The interpretation package included eleven interpretation boards and two totem columns and would include information on the ecology, geology, history and heritage of the area.

RESOLVED: The update was noted.

RD24: **HUNSTANTON REGENERATION PROSPECTUS UPDATE (40 MINUTES)**

The Regeneration Programmes Manager provided those present with a presentation on the Hunstanton Prosperity Coastal Community Team, as attached. The following points were highlighted:

- In 2008 the Hunstanton Masterplan was created and set out a vision for Hunstanton. Since then the Borough Council and Regeneration Project Team had taken this vision forward.
- In 2015 the Department of Communities and Local Government invited local partnerships to form and prepare a shared vision for coastal towns. The Council applied for Coastal Community Team status and was awarded £10,000 to develop an economic plan.
- The Regeneration Project Team formed into the Coastal Community Team and produced the Economic Plan and commissioned the Hunstanton Prospectus, which was an update of the Masterplan. A visitor survey had been carried out, the results of which were circulated to the Panel in the advance of the meeting. A summary of results was also included in the Presentation.
- The Hunstanton Prospectus had been endorsed by Cabinet in early 2017.
- The Hunstanton Prospectus included priority themes, projects and a masterplan map identifying potential development sites.
- The presentation outlined the CCT priorities and next steps, which included responding to the findings of the Visitor Survey and working with One Public Estate.

The Chairman thanked the Regeneration Programmes Manager for her presentation and invited questions and comments from the Panel, as summarised below.

The Panel discussed the amount of visitors to Hunstanton during peak season. It was explained that the resident population was approximately 4,500 and with the addition of visitors, this could peak to anywhere from 20,000 to 30,000. The Regeneration and Economic Development Manager informed those present that there were approximately 7.7 million day visitors to West Norfolk each year.

Councillor Fraser referred to retail and felt that the offer in Hunstanton needed to be looked at. She asked if work was carried out to encourage larger retailers into the Town. The Regeneration Programmes Manager explained that the resident population of Hunstanton and its seasonality sometimes did not appeal to the larger retailers. Potential development sites had been identified in the Hunstanton Prospectus and there could be opportunities for retail and leisure expansion on these sites in the future.

Reference was made to the potential to create a Marine Lagoon and the Panel was informed that a bid would be made to the Norfolk Business Rates Pool to carry out a feasibility study.

Councillor Bird addressed the Panel under Standing Order 34. He felt that the retirement and care industry was becoming more prominent in the Town and could increase opportunities for full year jobs in the town, rather than seasonal work. He also referred to the A149 and how it was often congested. Councillor Bird referred to the amount of second homes in Hunstanton. With regard to retail, Councillor Bird commented that without the stock of buildings and units it was difficult to encourage retailers into the town.

Councillor Beal commented that he felt that second homes were a strong industry and provided income for a lot of people. He also felt that the availability of products on the internet was affecting retailers in Hunstanton. He commented that the Marine Lagoon would be a great benefit to the Town and would draw in more visitors. Councillor Beal suggested that hotel sites should also be looked at.

Councillor Parish commented that the redevelopment of the Pier should be considered as this would attract more visitors to the resort. He also made reference to the traffic on the A149 and suggested that consideration needed to be given to the amount of development which was taking place along the route to the coast as more development would result in more traffic and congestion.

Councillor Kunes commented that a way to extend the season and encourage people to stay longer could be to have an events venue which could accommodate theatre and live music and hold events all year round.

The Regeneration Programmes Manager explained that a study would be carried out to look at development sites on the seafront if Business Rates Pool funding was awarded.

Councillor Kunes referred to the results of the visitor survey and how visitors had mentioned that beach cleanliness was sometimes an issue. The Executive Director explained that there used to be a beach cleaning machine, but this was ineffective. He explained that usually the beaches were clean and regular litter picking took place.

Members of the Panel discussed the Railway Line between King's Lynn and Hunstanton.

RESOLVED: The update was noted.

RD25: **ENCOURAGING BUS TRIPS INTO KING'S LYNN**

The Panel was reminded that Councillor Crofts had requested that this item be considered by the Panel. Councillor Crofts explained that he felt that not many bus companies offered trips and excursions to King's Lynn. He thought that work needed to be carried out to promote King's Lynn as a destination for coach trips.

The Chairman suggested that the Panel break out into groups to come up with ideas on next steps and how to encourage bus trips into King's Lynn. The Panel made the following comments and suggested:

- It was noted that the Corn Exchange already sent out details of shows.
- A coach drop off point could be incorporated into the Riverfront Development Plan and Councillor Crofts agreed to attend Cabinet under Standing Order 34 when the item was discussed.
- Coach parking/drop off points which had been suggested included NCP Car Park, South Quay, Boal Quay, Baker Lane, King Staithe Square.
- Promote the Heritage and History of the Town to tour operators.
- Create a package for tour operators which could include leaflets, a programme of events, money off vouchers and a driver package.
- Austin Fields was a good place for coach parking, but a more central drop off point was required.
- Driver facilities should be made available to encourage tour operators into the town. This could include chemical toilet emptying facilities, toilets, industrial bins and refreshment provisions.
- The Hardings Way bus route to be opened up to coaches.
- Research to be carried out to ask why tour operators did not come to King's Lynn.
- Ask the Business Improvement District/King's Lynn Town Centre Partnership if retailers would like to be involved in promoting more coach trips into the Town Centre.
- Work with local retailers to see if they would be prepared to provide vouchers for coach trips.

The Chairman thanked the Panel for their input. The Executive Director explained that officers would present a report to a future meeting of the Regeneration and Development Panel to outline the next steps.

RD26: **WORK PROGRAMME**

Members of the Panel were reminded that an eform was available on the Intranet which could be completed and submitted if Members had

items which they would like to be considered for addition to the Work Programme.

The Chairman explained that he had previously asked the Panel if they felt that it would be beneficial to have a list of places of local importance that were not necessarily listed or protected. The Chairman agreed to raise this with officers.

RESOLVED: The Panel's Work Programme was noted.

RD27: **DATE OF THE NEXT MEETING**

The next meeting of the Regeneration and Development Panel would be held on **Tuesday 29th August 2017** at 6.00pm, venue to be confirmed.

The meeting closed at 7.50 pm



Hunstanton Heritage Gardens

Jemma Curtis
Regeneration Programmes Manager
Jason Richardson
Regeneration Projects Officer



Project Aim



‘a comprehensive restoration of this important seaside park, which celebrates and respects the original vision of its founder, Henry Styleman Le Strange.’

220



Programme

2015

- Stage 1 Submission
- Stage 1 Approval
- Consultation

2016

- Stage 2 Submission
- Stage 2 Approval
- Detailed Design & Tender period

Jan 2017

- Contractor appointed

Feb 2017-
August 2017

- Capital works





222











This is an artist's impression of the butterfly shelters following renovation and repair. Colours and finishes may vary.





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HUNSTANTON

HERITAGE GARDENS



Free summer activities 2017

west-norfolk.gov.uk/hunstantonevents

Borough Council of
King's Lynn &
West Norfolk



Project Costs

	£
Capital Works	£1,062,368
Contingency	£47,600
Activities Programme	£141,270
Professional Fees	£80,112.00
Total	£1,331,550

Project Funding

	£
Heritage Lottery Fund	£993,900
Borough Council	£321,650
Third Party Contributions	£16,000
Total	£1,331,550



Project Monitoring

- Capital Works Programme
- Activity Programme
- Visitor Survey 2018



Any Questions?



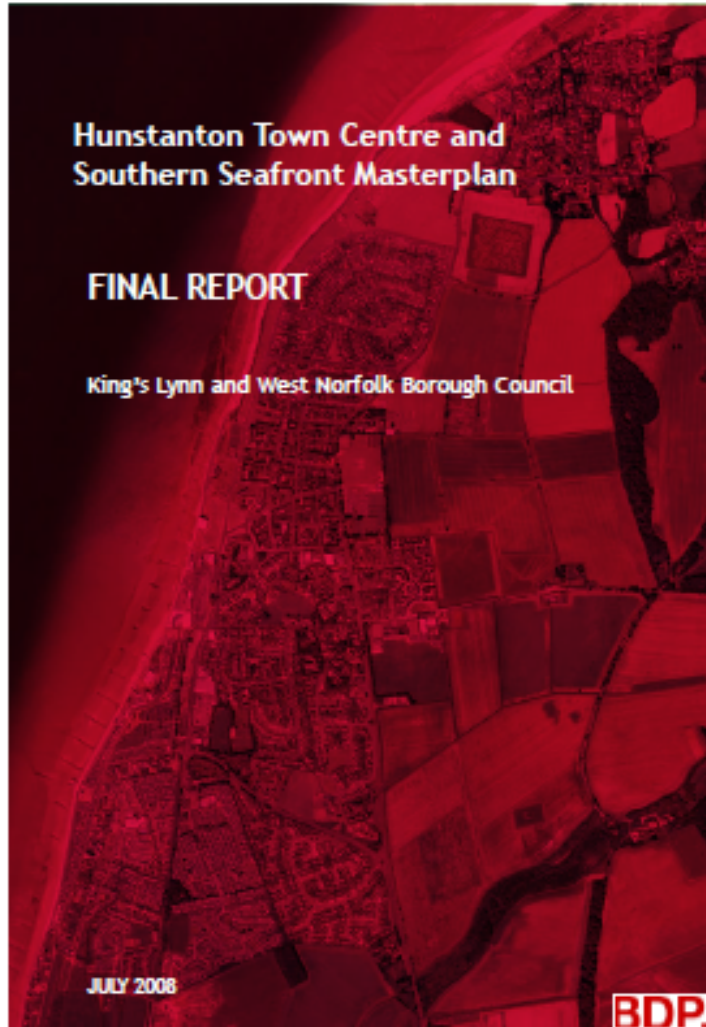


Hunstanton Prosperity Coastal Community Team

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

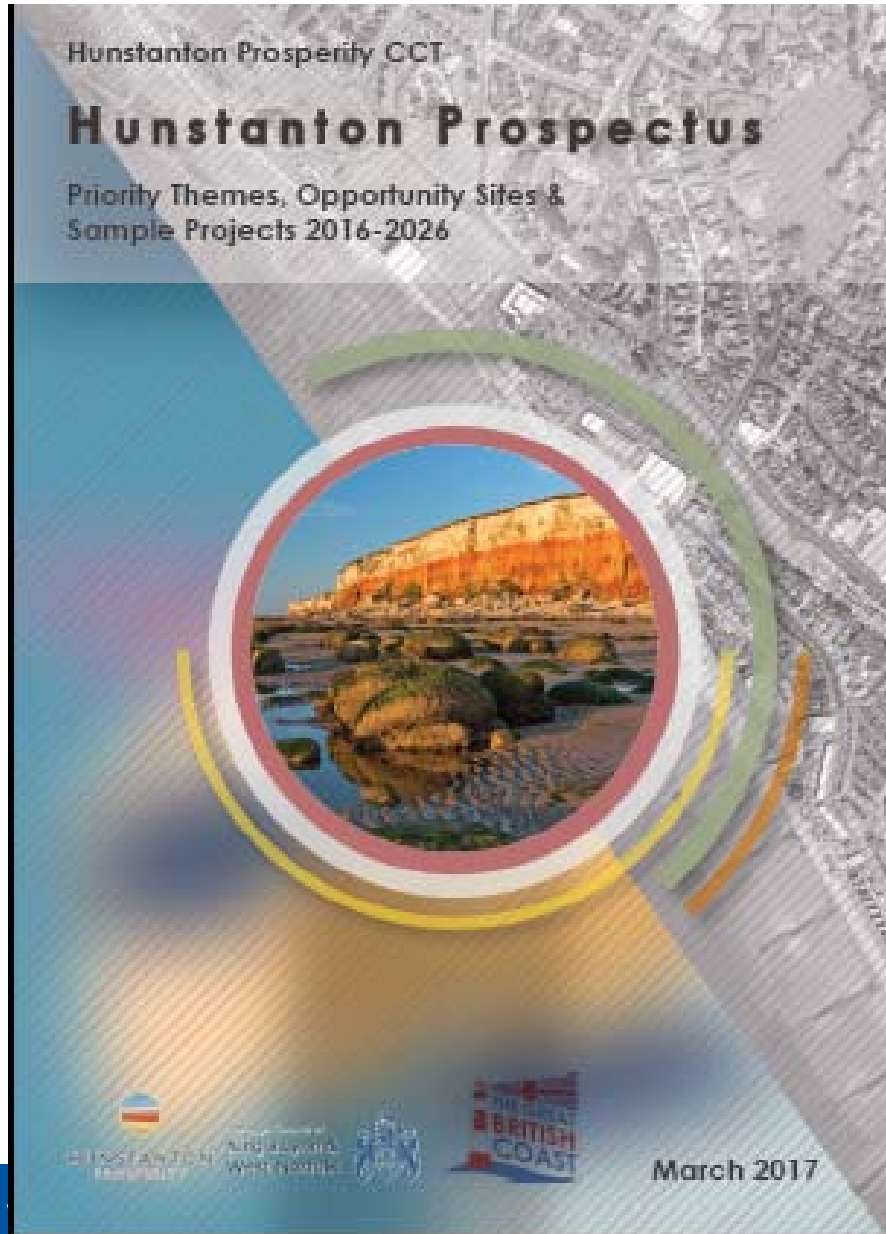
Hunstanton Round Table

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**

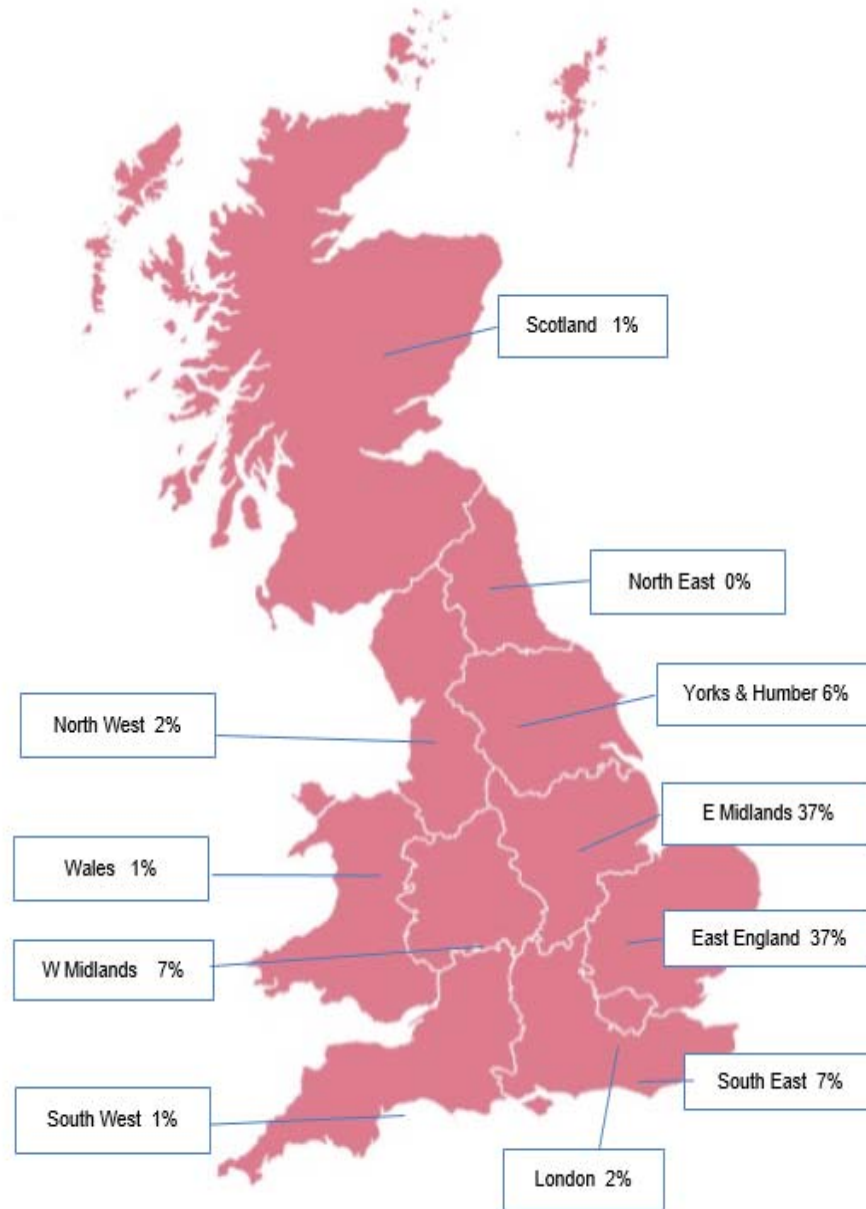




Visitor Survey

- **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)

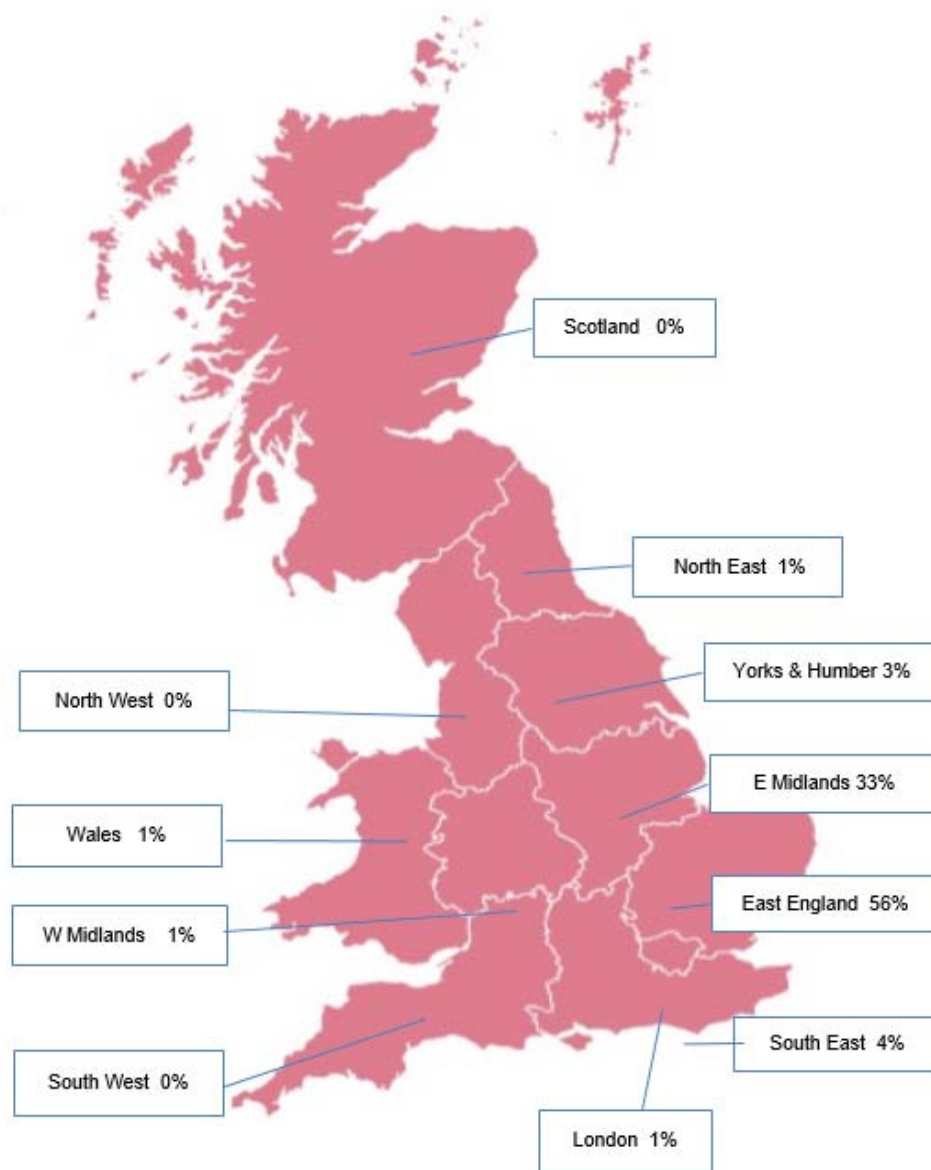




Home origin of staying visitors by region

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





Origin of day visitors

Table 14: 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%

14% of day tippers lived within 20 miles of Hunstanton



Perceptions of Hunstanton

3 words to describe Hunstanton

Staying visitors



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?

