

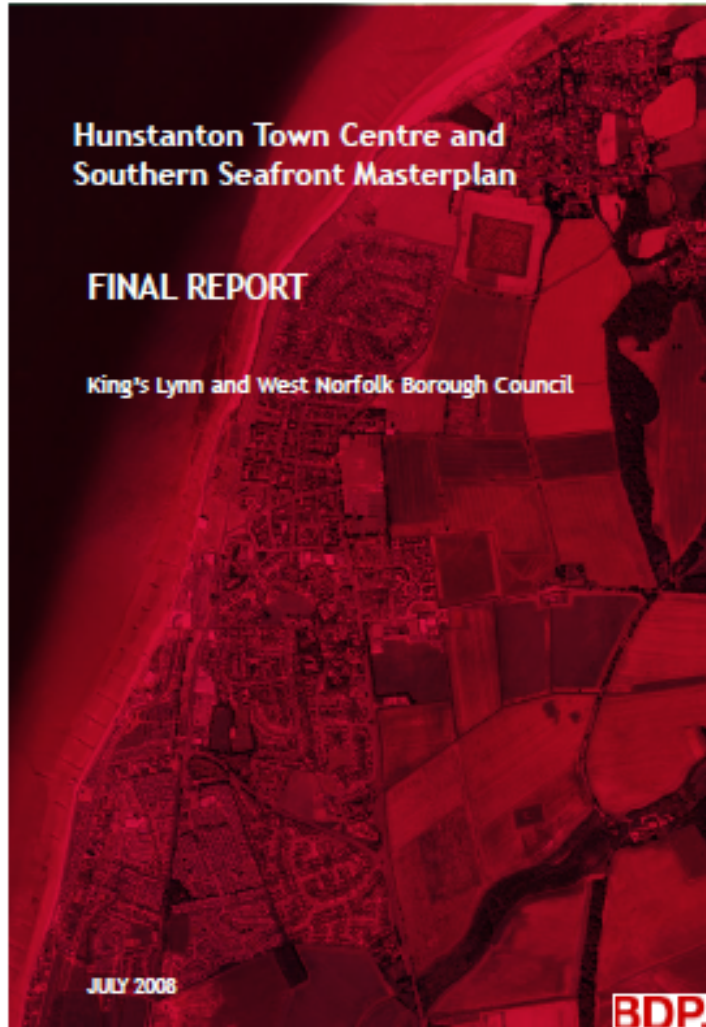


Hunstanton Prosperity Coastal Community Team

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

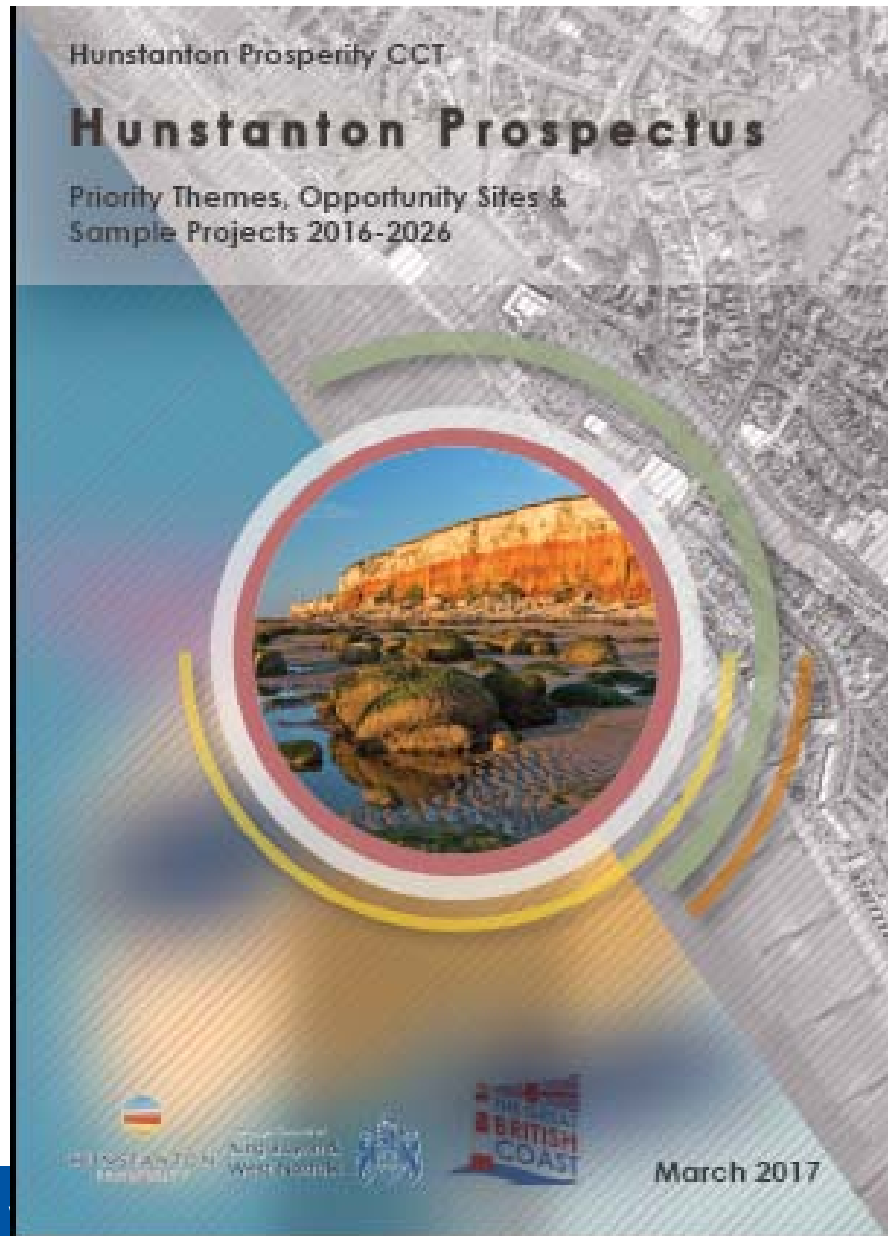
Hunstanton Round Table

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**





Opportunity Site A: Water Sports Hub

Opportunity Site G: Former Infant School Redevelopment Site

Opportunity Site I: Former Whitley Press Redevelopment Site

Opportunity Site F: Integrated Public Services & Community Hubs

Opportunity Site B: Town Centre Expansion

Opportunity Site C: Active Frontages

Opportunity Site D: Kit-Kat Club Redevelopment

Opportunity Site D: Multi Purpose Community/ Visitor Centre

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

Opportunity Site H: Alexandra Road Residential Development

Opportunity Site A: Enhanced Pier

Opportunity Site A: The Green as focus for community activities

Opportunity Site C: Active Seafront Frontages

Opportunity Site C: The Seafront Promenade

Key

- 2017 New Opportunity Sites
- 2008 Masterplan Boundary
- New/ Redeveloped Building
- Existing Building
- Green Space

Scale: 1:5,250

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

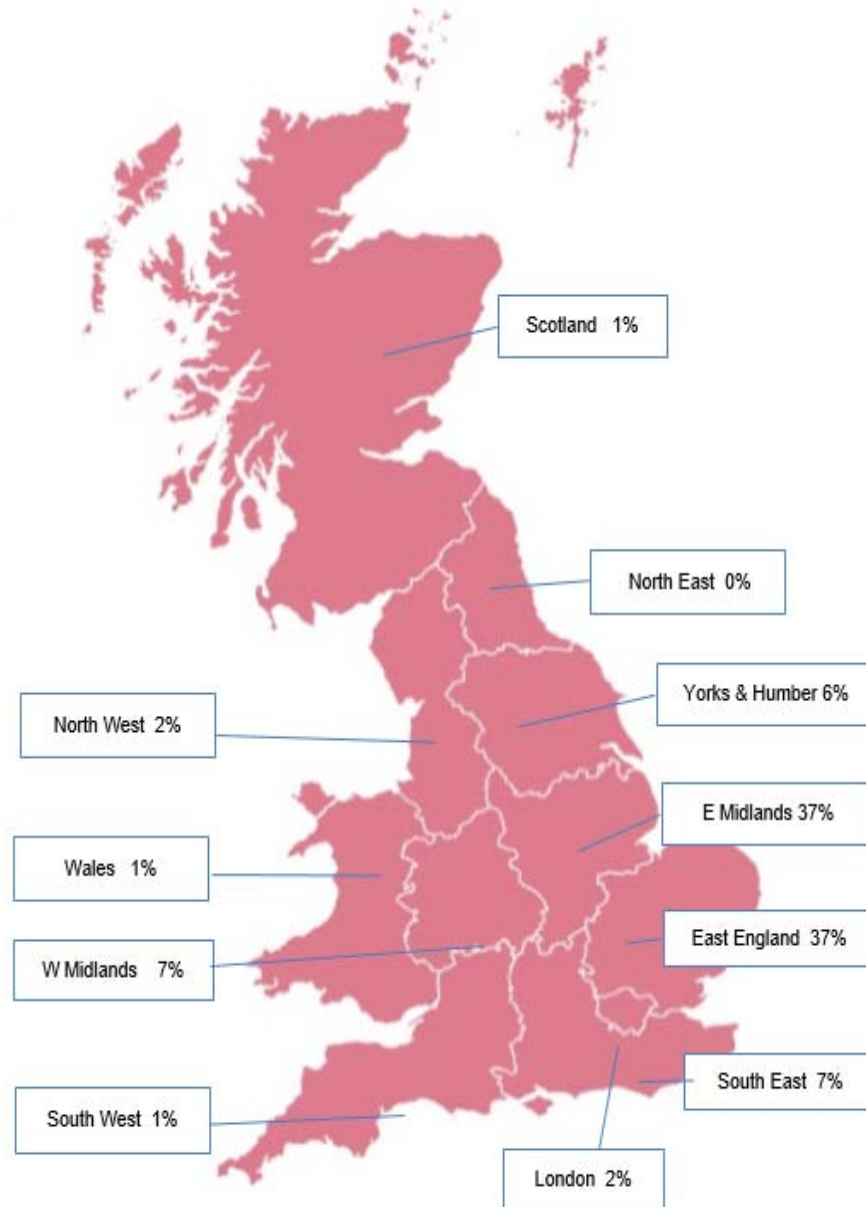


Table 8: County of origin	Percentage
Northamptonshire	9%
Leicestershire	9%
Cambridgeshire	8%
Norfolk	7%
Nottinghamshire	6%
Suffolk	6%
Lincolnshire	6%
Essex	6%
Hertfordshire	4%
Derbyshire	3%
Bedfordshire	3%



Origin of day visitors

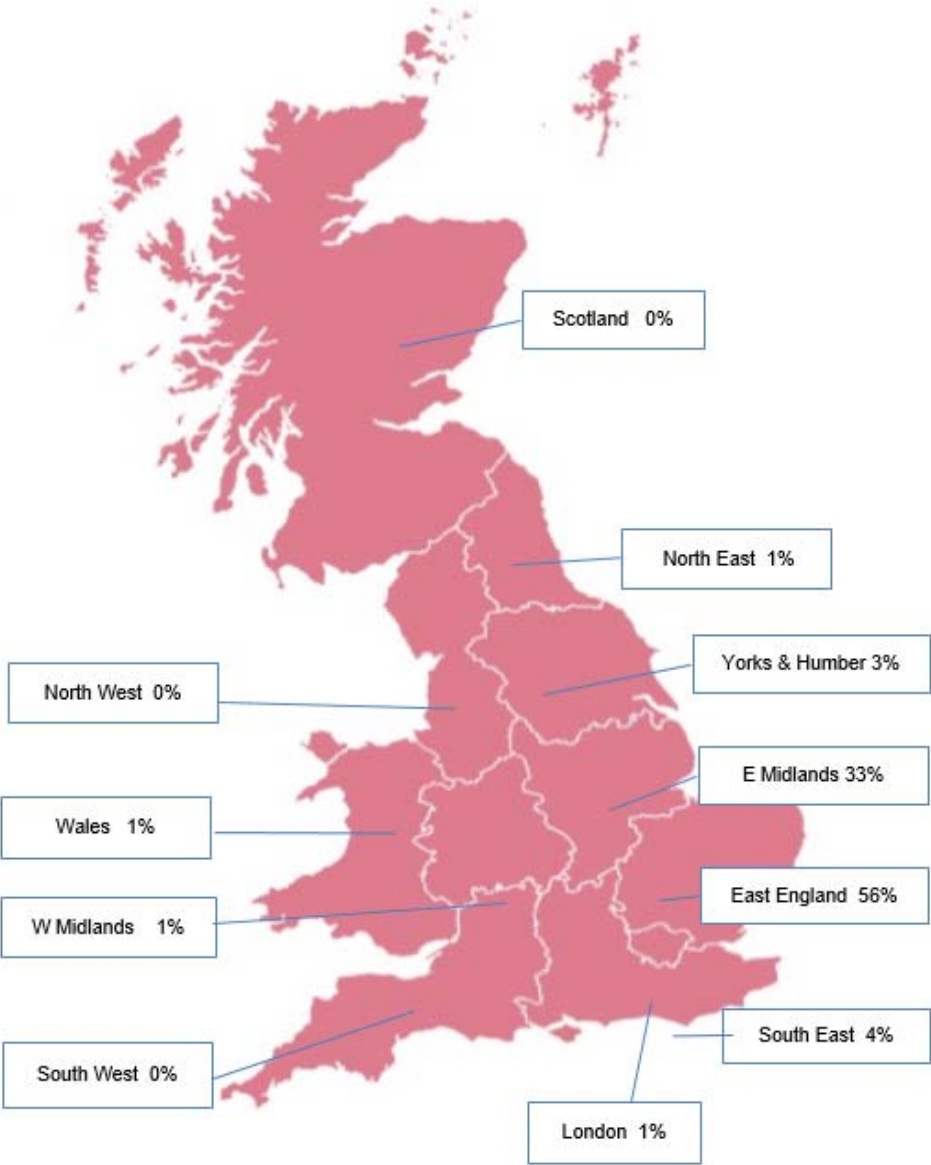


Table 14: County of origin	Percentage
Norfolk	22%
Cambridgeshire	22%
Northamptonshire	17%
Lincolnshire	7%
Leicestershire	5%
Bedfordshire	4%
Suffolk	4%
Essex	3%
Nottinghamshire	2%
Derbyshire	2%
Other	2%

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?

