

An active town, a local town, a more attractive seaside destination

Hunstanton Masterplan Consultation Responses

We have responded to the key issues raised in the previous consultation held in January and February 2026. The consultation on the final masterplan from 29 June – 27 July has incorporated the first consultation feedback where considered appropriate in line with national policy guidance and deliverable in terms of wider stakeholder support, funding and viability.

The information below provides more details on how we have responded to the specific and reoccurring consultation themes that were raised.

The key issues which were raised were.

1. Project Vision and Uses

Upgrade and Retain the Oasis Leisure Centre

Residents overwhelmingly want the Oasis modernised (not removed or downsized), with a larger pool, better gym and studios, improved accessibility, and maintained seafront location.

Desire for More Indoor, All Weather and Year Round Activities

Popular ideas include roller skating, cinema/theatre use, indoor markets, youth and teen spaces, cultural venues, creative spaces, and weather proof facilities for winter events.

Youth and Teen Provision is Currently Insufficient

Requests for safe, structured spaces for ages 11–17, including skate parks, padel/pickleball courts, creative/media spaces, and affordable all weather activities.

Masterplan response – the current site of the Oasis and South Prom car park is identified in the masterplan as an opportunity site for an upgraded leisure facility. The masterplan shows an indicative multi-use redevelopment of this area that could incorporate of a wide range of uses, to be developed in consultation with investors and the wider public to establish the most desirable and sustainable uses, which could include some or all of the above suggestions.

2. Connectivity between Promenade and Hunstanton Town

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.

Some think links are already good due to short distance, others want clearer signage, better routes at the south end, and improved wayfinding. Need for resting places, mobility friendly routes.

Masterplan response- a key component of the masterplan is the improvement of all links between the promenade and the town centre including new high quality and attractive public realm spaces, improved pavements and wayfinding, all as described in the detailed drawings. Additionally we have developed a Car Parking Strategy which is detailed on the display boards, which develops how parking and access could be improved. Note that the specific issue of pedestrianisation of the High Street and car parking is dealt with in section 4.



An active town, a local town, a more attractive seaside destination

3. Public Realm, Greening & Maintenance

People welcome better seating, greenery, shelters, and a more connected promenade experience. Desire for high quality design, better upkeep.

The Green is the heart of Hunstanton.

Improve signage and pedestrian flow

Concerns over over-greening and loss of parking.

Masterplan response- we think that greening the town is a positive aspiration, and many of the design proposals are focussed on increasing the green and soft landscaping of the town. With respect to loss of parking due to environmental improvements we refer to the Car Parking Strategy comments in section 2, which looks to mitigate impacts and improve the quality of spaces in the town.

4. Transport, Parking, Access and Mobility

There is concern and resistance to reducing or relocating central parking. People stress the town's car dependence, limited public transport, and the needs of elderly/disabled residents.

Mixed Views on Pedestrianisation and Traffic Changes - While some support improved walking and cycling routes, most oppose full pedestrianisation of the High Street, fearing it will harm business and restrict access for elderly residents.

A significant concern was the loss of parking spaces in Southend Car Park due to environmental and landscaping improvements. We have explained how we would change this car park into a short term car park so that more spaces were freed up in peak periods for visitors to the town centre, whilst the new car park at Seagate West would become the main long term car park for day, and longer stay, visitors to the town.

Masterplan response- as stated in section 2, we have developed a car parking strategy which looks to improve the quality of spaces in the town and broaden the town's offer while mitigating impacts on car parking of those improvements.

We also noted the strong concern re pedestrianisation of the High Street, and in particular the effect this may have on the short term "milk and newspaper shopping" visits to the High Street which was important for a town with an older demographic.

Masterplan Response: We have explained in the strategy that the pedestrianisation could be flexible. Subject to further feasibility with the Highway authority, a range of options could be considered including seasonal only pedestrianisation, timed with car access before lunchtime, and the street becoming pedestrian priority in the afternoons and evenings, and blue badge parking being available all day.

5. Protecting Hunstanton's Character, Heritage and Victorian Identity

Many residents are worried about overdevelopment and modern structures replacing the town's historic seaside character.

Masterplan response - this is noted and has been highlighted in the Masterplan Report. In particular we have recommended that a formal Landscape and Conservation Strategy should be developed and adopted by the council to inform future more detailed design phases.



An active town, a local town, a more attractive seaside destination

6. Flood Risk, Defences & Environmental Constraints

People repeatedly called for maintaining, fixing and upgrading existing shelters, shopfronts, and public spaces *before* building new developments.

Masterplan response - These comments are noted. The Masterplan Document includes a number of recommendations on public space improvements, shop front improvement projects and other environmental recommendations as a first phase before major development works happen.

7. Water Sports & North Promenade

Beach Quality, Sand Loss and Water Sports Access Need Urgent Action

The worsening beach condition—erosion, loss of sand, dangerous boulders—has become a major barrier to water sports and general enjoyment. Support for measures such as sand replenishment, slipway extensions and safer sea access. Healthy food options on prom to align with Sailing Club.

Masterplan response - All of these points have been noted in the Masterplan Document. While the loss of sand from the beaches is not something which this masterplan exercise is able to address, the Sailing Club has made positive suggestions which are noted in the document for future action should funds be available, including works to extend the existing ramp further out into the sea to enable better and safer access to the sea.

8. Business and Economy, Impact on Existing Businesses

Support Existing Shops and the High Street before adding new ones. Residents want:

- More diverse independent retail
- Better maintenance and lower business rates
- Markets and pop ups that support, not compete with, existing traders

Masterplan response- the whole purpose of this strategic masterplan is the increase the amount of visitors coming over a longer period to increase the length of the economic year, and to encourage those visitors to stay longer which will help to make the town thrive throughout the year. The masterplan process is unable to deal with the issue of business rates, but the comments have been noted as part of the consultation process.

9. Balance Increased Tourism with the Needs of Local Residents

Residents want improved transport, local services, accessibility, and environmental protection—not just attractions for visitors.

Masterplan response - The Masterplan document recognises all of the above needs to deliver for both tourists and residents. In particular, new facilities, higher quality public spaces, a properly thought through car parking strategy and high levels of inward investment will help to improve the town for both residents and visitors.

10. Engagement & Deliverability

There was low confidence in delivery of proposals due to past plans, and a strong desire to fix what exists before introducing new development. Additionally, there was strong support for further and better engagement throughout the development of future more detailed proposals.



An active town, a local town, a more attractive seaside destination

Masterplan response - the Masterplan Document sets out a clear phasing programme, which is realistic and deliverable. That phasing programme, as previously stated, starts with environmental improvements to the existing fabric of the town before future phases deliver the larger projects.

The programme considers the phasing and delivery of the various elements in the short medium and long term, based on funding availability, the impact of Local Authority reorganisation, opportunity through Devolution and the practicality of carrying out the works, and we would summarise a deliverable phasing plan as follows.

Short term completions – 2-5 years

- Wayfinding and accessibility improvements
- Traffic management, road crossings and improvements to connectivity between town centre and seafront
- Car parking and parking facilities improvements
- Initial public realm improvements (eg street furniture, landscaping, and decoration/public artwork to the promenade to enliven the environment)
- Flood defences upgraded the meet EA requirements
- Seafront promenade improvements
- Environmental improvements (eg Shop front upgrade project, tree planting etc)
- Business incubator unit into Valentines Road building

Medium term completions – 5-10 years

- Potential pedestrianisation/part pedestrianisation of High Street, including potential for timed access, blue badge access etc
- New public realm multi-use space on Southend Car Park
- Sailing club improvements, smaller infill developments along the seafront, and improvements around the entrance to The Sealife Centre
- 'The Yard' concept at indicative sites (to be developed further) and surrounding environment.

Long term completions – 10-15 years

- New high mixed-use quality leisure centre as upgrade/replacement of Oasis centre – could be a medium term completion, but this will be a major project requiring significant outside investment which will likely take time to assemble.
- Promenade Park (linked to lease timescales) and completion of seafront promenade improvements

HUNSTANTON
MASTERPLAN CONSULTATION
29 June – 27 July 2026

Borough Council of
**King's Lynn &
West Norfolk**

