

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

# HUNSTANTON MASTERPLAN

## THE MASTERPLAN VISION

AN ACTIVE TOWN • A LOCAL TOWN  
A MORE ATTRACTIVE SEASIDE DESTINATION  
A TOWN THAT RESPECTS ITS HERITAGE  
AN ENVIRONMENTAL TOWN

Since Autumn 2025, we have consulted councillors, statutory bodies, businesses and residents through workshops, one to one meetings and drop ins held as part of the public consultation that took place 12 January - 2 February 2026.

Over 250 people have been engaged through this process with 109 responses to the questionnaire.

71% of responses were from residents

of the borough.

There was overall agreement with the masterplan vision, objectives and proposals, with a wide range of views on specific elements of the masterplan.

These are detailed in a consultation response summary document available on the website [www.west-norfolk.gov.uk/hunstantonmasterplan](http://www.west-norfolk.gov.uk/hunstantonmasterplan) and at the drop in sessions.

HUNSTANTON  
MASTERPLAN  
CONSULTATION

29 June - 27 July 2026



Borough Council of  
King's Lynn &  
West Norfolk



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

# KEY OBJECTIVES

## Key objectives for the 2026 Masterplan are;

- Increase visitor numbers and economic activity during the off-peak winter months;
- Improve integration and connections between the town centre and the seafront;
- Improve key public realm spaces to create well designed flexible places for people to enjoy;
- Identify key anchor sites on the promenade for new leisure and events facilities, including the opportunity for new and enhanced leisure at the wider Oasis site area;
- Ensure new proposals enhance and improve the existing heritage assets of the town;
- Improve the town centre environment, and identify the heart of the town;
- Improve the promenade and develop a design strategy for ensuring that flood defence works create high quality placemaking;
- Integrate with existing walking and cycling strategies, and improve connections with public transport;
- Inform the Hunstanton Parking Strategy;
- Offer support to help new and existing businesses thrive in Hunstanton; and
- Support and improve training and employment opportunities in Hunstanton



HUNSTANTON  
MASTERPLAN  
CONSULTATION  
29 June – 27 July 2026



Borough Council of  
King's Lynn &  
West Norfolk



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

## RESPONSES FROM CONSULTATION TO DATE

The key elements which were highlighted consistently from the previous public consultation in January and February 2026 included;

### 1. Project Vision and Uses

Upgrade and Retain the Oasis Leisure Centre. Residents overwhelmingly want the Oasis modernised, with a larger pool, better gym and studios, improved accessibility, and maintained seafront location and more indoor, year-round activities.

*Masterplan response: The proposed improved leisure facility would be multi-use, and significantly larger than the existing Oasis Centre, to enable incorporation of a wide range of uses.*

### 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. Desire for clearer signage, better routes at the south end, and improved wayfinding.

*Masterplan response: The masterplan shows options to connect the promenade and the town centre including new high quality and attractive public realm spaces, improved pavements and wayfinding. The options in relation to potential pedestrianisation will have a wide range of scope and scale, and all these options will be subject to further consultation at the more detailed design stage.*

### 3. Public Realm, Greening & Maintenance

People welcome better seating, greenery, shelters, and a more connected promenade experience. Desire for high-quality design, with better upkeep. The Green is the heart of Hunstanton.

*Masterplan response: We think that greening the town is a positive aspiration, and this is an important aspect of the masterplan alongside the public realm improvements.*

### 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.

*Masterplan response: Please refer to the Parking Strategy, which looks to mitigate impacts and improve the quality of spaces in the town.*

### 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 reflected in the Masterplan.*

### 6. Flood Risk, Defences & Environmental Constraints

Desire for maintaining and fixing the beach, promenade, groynes, shelters, shopfronts, and public spaces "before" building new developments.

*Masterplan response: These comments are noted. The Masterplan includes a number of recommendations on public space improvements, before major development works happen. This will all be subject to further consultation.*

### 7. Water Sports & North Promenade

Beach quality, sand loss and water sports access needs urgent action. The worsening beach condition—erosion, loss of sand, dangerous boulders—has become a major barrier to water sports and general enjoyment.

*Masterplan response: The loss of sand from the beaches is not something which this masterplan exercise is able to address directly, but the sailing club has made positive suggestions which are noted and will be considered by the Council's Flood and Water Management Team when opportunities arise.*

### 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 and markets and pop-ups that support, not compete with, existing traders.

*Masterplan response: The masterplan will 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. The Masterplan will encourage more overnight stays which will support sustainability of existing businesses and potential new ones.*

### 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 new facilities, higher quality public spaces, a properly thought through parking strategy and high levels of inward investment will help to improve the town for both residents and visitors. We have been working with both Norfolk County Council and local operators for both buses and active travel enhancements.*

### 10. Engagement & Deliverability

There is low confidence in delivery due to past plans and a strong desire to fix what exists before introducing new development. There is strong support for further community engagement.

*Masterplan response: The Masterplan sets out a potential phasing programme, which is realistic alongside creating opportunities for private sector investment that supports delivery of the masterplan.*

HUNSTANTON  
MASTERPLAN  
CONSULTATION  
29 June – 27 July 2026



Borough Council of  
King's Lynn &  
West Norfolk



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

# PARKING AND ACCESS STRATEGY

The suggested parking strategy looks to create managed parking which allows for the improvement of key public realm spaces while maintaining availability of parking closer to the town centre using shorter term parking (1-2 hrs), and for creating additional peak parking areas for longer term visitor parking (24hr+).

The new expanded longer term parking facilities are placed adjacent to the new events facility and the new high quality gateway to the southern end of the South Promenade. Exact numbers and areas of parking required will be subject to a separate more detailed study as part of the Parking Strategy currently being developed in parallel with the masterplan.

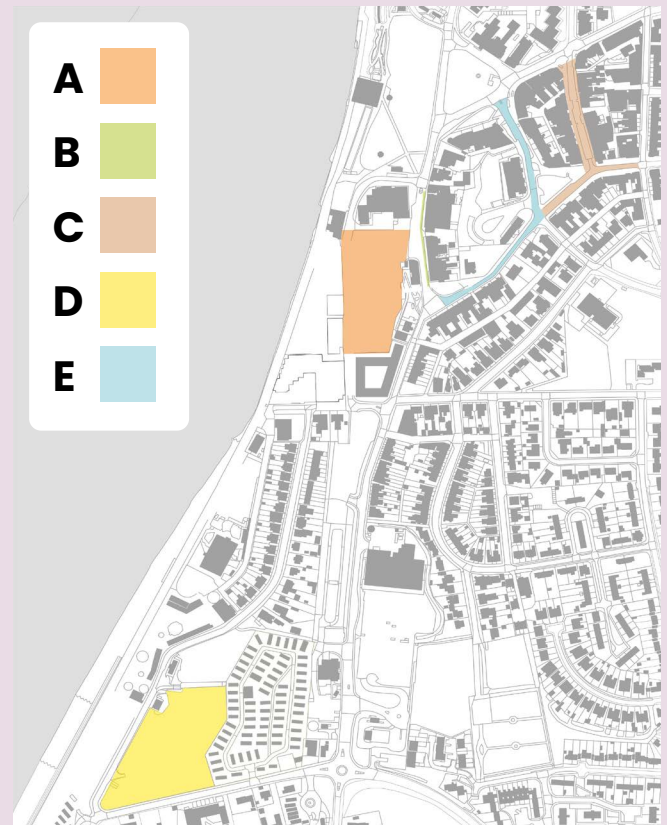
## Key components of the Parking Strategy include

**A** Environmental improvements to Southend Car Park to create a high quality multi-use public realm space. The car park would be improved through tree planting and landscaping, new high quality surface materials, street furniture and high quality lighting.

**B** We would propose that on-street parking to the eastern side of Le Strange Terrace is removed to allow the widening of the pavement here, facilitating street furniture, café tables and seating etc, which would improve the streetscape and create a better experience for visitors and locals using this area.

**C** We are proposing that a study should be carried out into the pedestrianisation (in part or whole) of the High Street and the east end of Westgate, to create an improved streetscape and to give businesses opportunity to expand out into the street to create a more vibrant pedestrian friendly environment. An important element identified during the public consultation was the desirability for very short term car parking on the high street for the elderly population to continue to use the High Street for quick shopping (milk and papers etc), We suggest that a strategy could be to allow for blue badge parking at strategic points, and to adopt a flexible time model for pedestrianisation, allowing morning time car access for those quick visits.

**D** The existing casual car parking at Seagate West, to be formalised as the main long term parking area (ie 24hr +) for the central area and promenade.



**E** Westgate and along St Edmund's Terrace could be remodelled as a one way circuit. This would require a less wide carriageway which would allow for the widening of the pedestrian link up to the High Street along Westgate, and would also allow for parking along the eastern side of St Edmunds Terrace.



HUNSTANTON  
MASTERPLAN  
CONSULTATION  
29 June – 27 July 2026



Borough Council of  
King's Lynn &  
West Norfolk



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

# STRATEGIC SPATIAL PLAN

## KEY ELEMENTS OF THE MASTERPLAN



**Town centre improvement area** – the masterplan has looked at high level opportunities to improve the town centre environment to make it more attractive and pedestrian friendly.



**Seafront/promenade improvement area** – the masterplan has looked 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 and the formation of a high quality public space, The Promenade Park.



**Better connections between town centre and seafront/promenade** – create better quality more accessible and safe connections, and very 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 there are three potential 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.



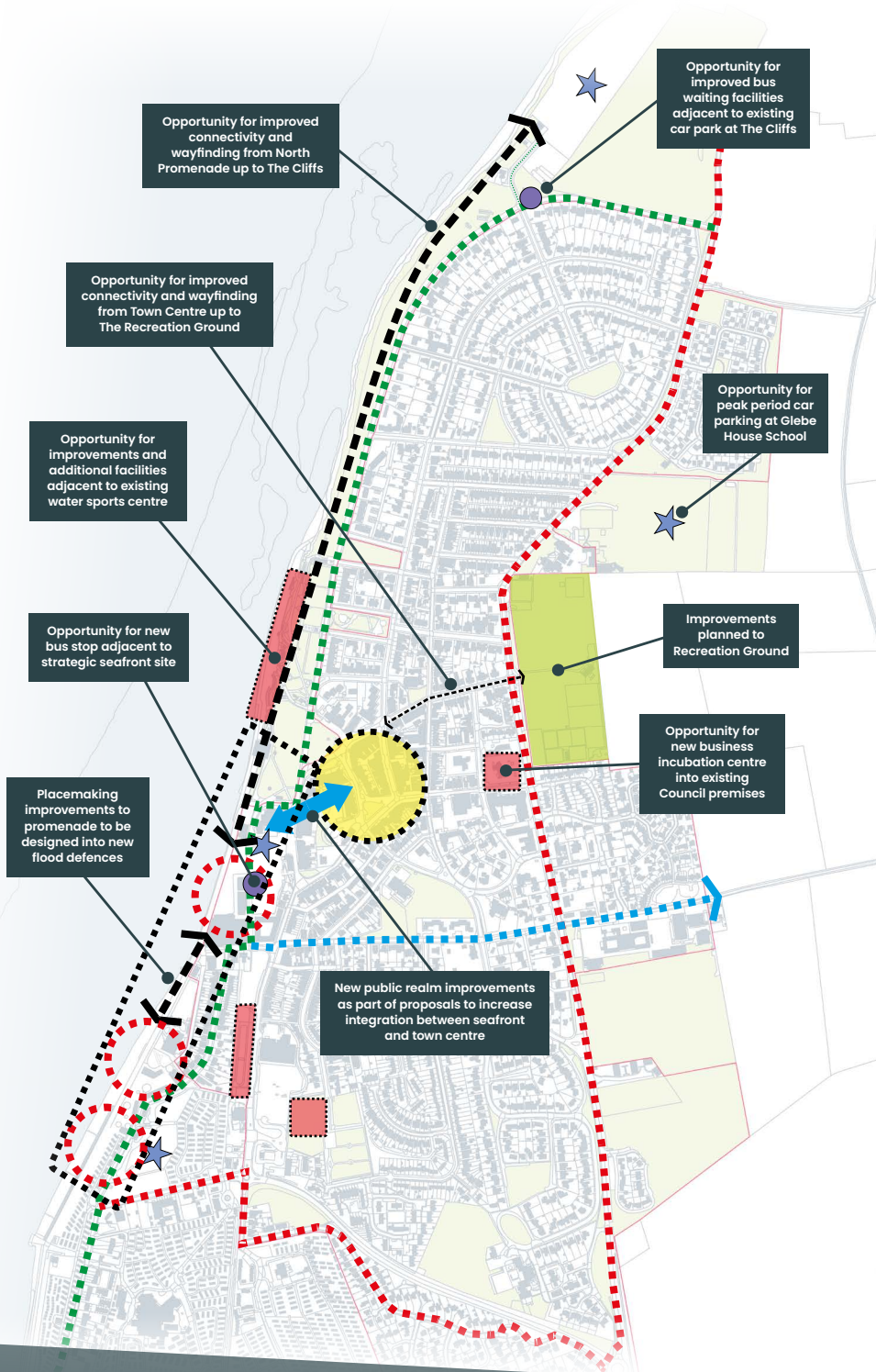
**Strategic car parking sites** – these are sites which could be improved to help with the other environmental improvements which the masterplan examines. The size of the car parks will require assessment and increased/decreased dependant on development/improvements proposed and the impact on parking requirements to be ascertained in future more detailed design stages.



**Potential new/improved bus stops**



**Strategic walking and cycle routes**



HUNSTANTON  
MASTERPLAN  
CONSULTATION  
29 June – 27 July 2026



Borough Council of  
King's Lynn &  
West Norfolk



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

# MAIN MASTERPLAN AREA

## INDICATIVE CONCEPTS OF KEY AREAS

**A** 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 Conservation Area and existing heritage assets.

**B** 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 character of the town, the Conservation Area and existing Heritage Assets.

**C** New mixed use leisure and family entertainment facility, utilising the opportunity for new and enhanced leisure at the wider Oasis area site, providing the potential for 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.

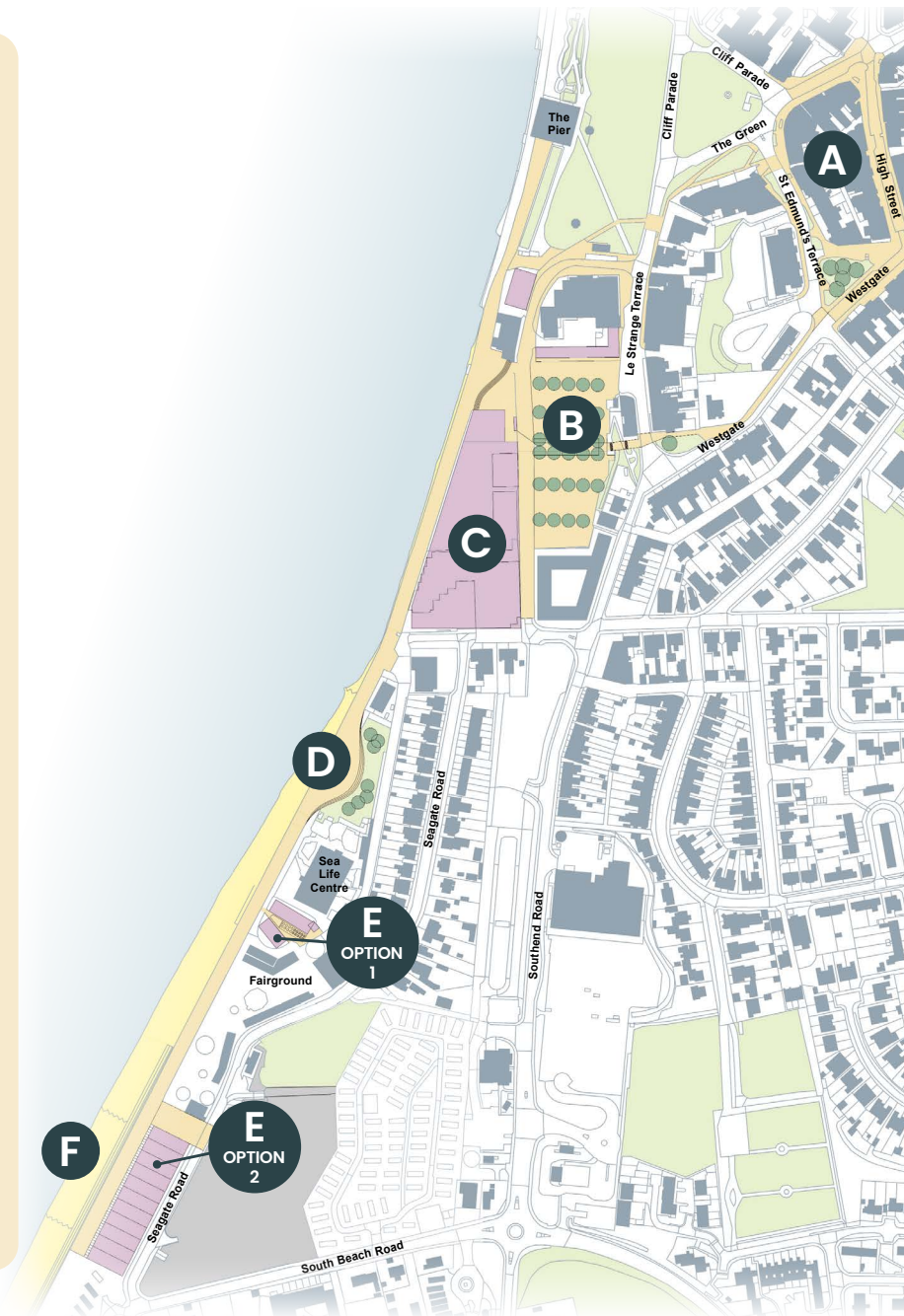
**D** Promenade Park - a new high quality public realm space, incorporating flood defence works, but designed to create a sense of place on The Promenade, a beautiful area where people will want to rest and stay. These works may require the relocation of the crazy golf site currently in this area. The 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.

**E** 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

Two options are shown for this opportunity, one smaller, one larger, with the details designed to suit the appropriate spaces.

**F** The Beach - improvements to beach facilities, eg accessibility, new beach huts etc. Opportunities to ensure the beach front and promenade amenities will be explored alongside the plans to upgrade the flood defences, subject to funding being secured.



HUNSTANTON  
MASTERPLAN  
CONSULTATION

29 June – 27 July 2026



INVEST  
IN KING'S LYNN  
& WEST NORFOLK



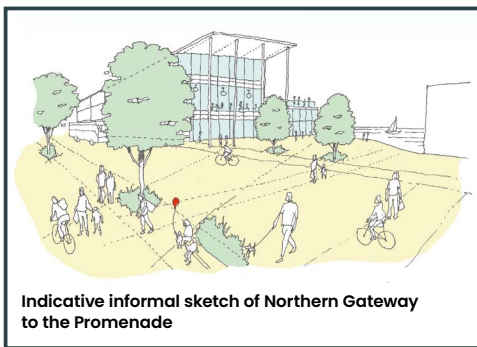
GREYFRIARS  
PROJECT MANAGEMENT

Borough Council of  
King's Lynn &  
West Norfolk



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

# TOWN CENTRE IMPROVEMENTS AND CONNECTIONS TO THE SEAFRONT



Opportunity for leisure/hospitality development in keeping with scale of surrounding context

Potential for small units/market spaces along edge of new public realm space

New entrance to Southend Car Park from Le Strange Terrace

New high quality piazza space at Northern Gateway to promenade, with space for café tables and seating

Potential for new bus stop outside new leisure facility, Beach Terrace Road to be pedestrians, cycles and public transport only

New mixed use leisure and family entertainment facility - opportunity for existing amusement buildings on site to become part of new development

Southend Car Park to be redesigned as a new high quality multi-use public realm space, to improve integration with town centre. Car parking to remain, but redesigned to be a much more pleasant and green space. Car park to be short term (eg 2 hrs) to facilitate more spaces for local town centre access. Long term parking for visitors/promenade access to be in Seagate Road car park

St Edmunds Terrace to be one way to create space for parking to serve High Street along eastern pavement

New raised tables to create safe pedestrian priority crossing point

New signage and wayfinding along existing paths into town centre

Opportunity for affordable housing scheme at site adjacent to bus station. Potential for library relocation subject to further consideration

Opportunity to create new pedestrian zones at the top of Westgate and along High Street to improve environment, create a safer space, and allow local businesses to occupy the streetspaces to create a lively and more interesting, people friendly space. Pedestrian zone could have timed (eg mornings) car access, along with designated blue badge access. The exact extent of pedestrianisation could have a wide range of scope and scale, and this will be the subject of further consultations at the more detailed design stage.

New raised table to create safe pedestrian priority crossing point

Opportunity to create new traffic management system up Westgate, to allow for narrowing of carriageway, and widening of pavement to help create much more useable and pleasant walkway up into town

Parking removed from the east side of Le Strange Terrace to allow widening of pavement for businesses to use as sitting/leisure space

All new works and Public Realm improvements to respect and enhance the existing Heritage Assets of the town

New high quality pedestrian link up to town centre - raised table in roadway to create pedestrian priority crossing.

HUNSTANTON  
MASTERPLAN  
CONSULTATION  
29 June - 27 July 2026

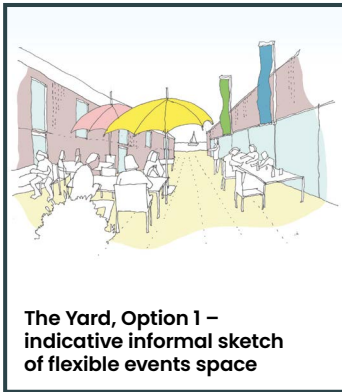


Borough Council of  
King's Lynn &  
West Norfolk

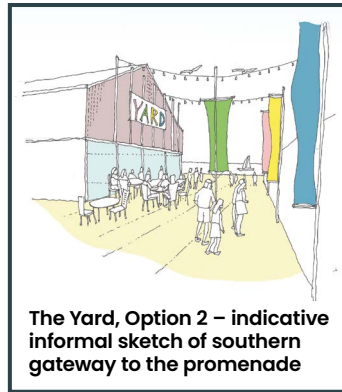


An active town, a local town,  
a more attractive seaside destination

# SOUTHERN PROMENADE GATEWAY AND THE YARD



The Yard, Option 1 –  
indicative informal sketch  
of flexible events space



The Yard, Option 2 – indicative  
informal sketch of southern  
gateway to the promenade

Promenade Park – a new high quality public realm space, incorporating flood defence works, but creating a beautiful space for people to gather and enjoy. This new park would give a sense of place to the promenade, turning it from a simple unattractive route along the seafront, into a place where people will want to come a stay. Crazy golf could be potentially retained and relocated to accommodate this new park.

The Yard – Option 1 – a smaller 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) along with a more permanent bar, events space, which would allow many uses which could include;

- pop-up bars and food spaces in cabins and booths, and sheltered outside space autumn and winter use
- 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

Opportunity for public realm improvements outside Sea Life Centre

New high quality Southern Gateway onto promenade from main car park, connecting to new events space. New safe crossing point formed across Seagate Road.

The Beach – improvements to beach facilities, e.g. accessibility, beach huts etc.

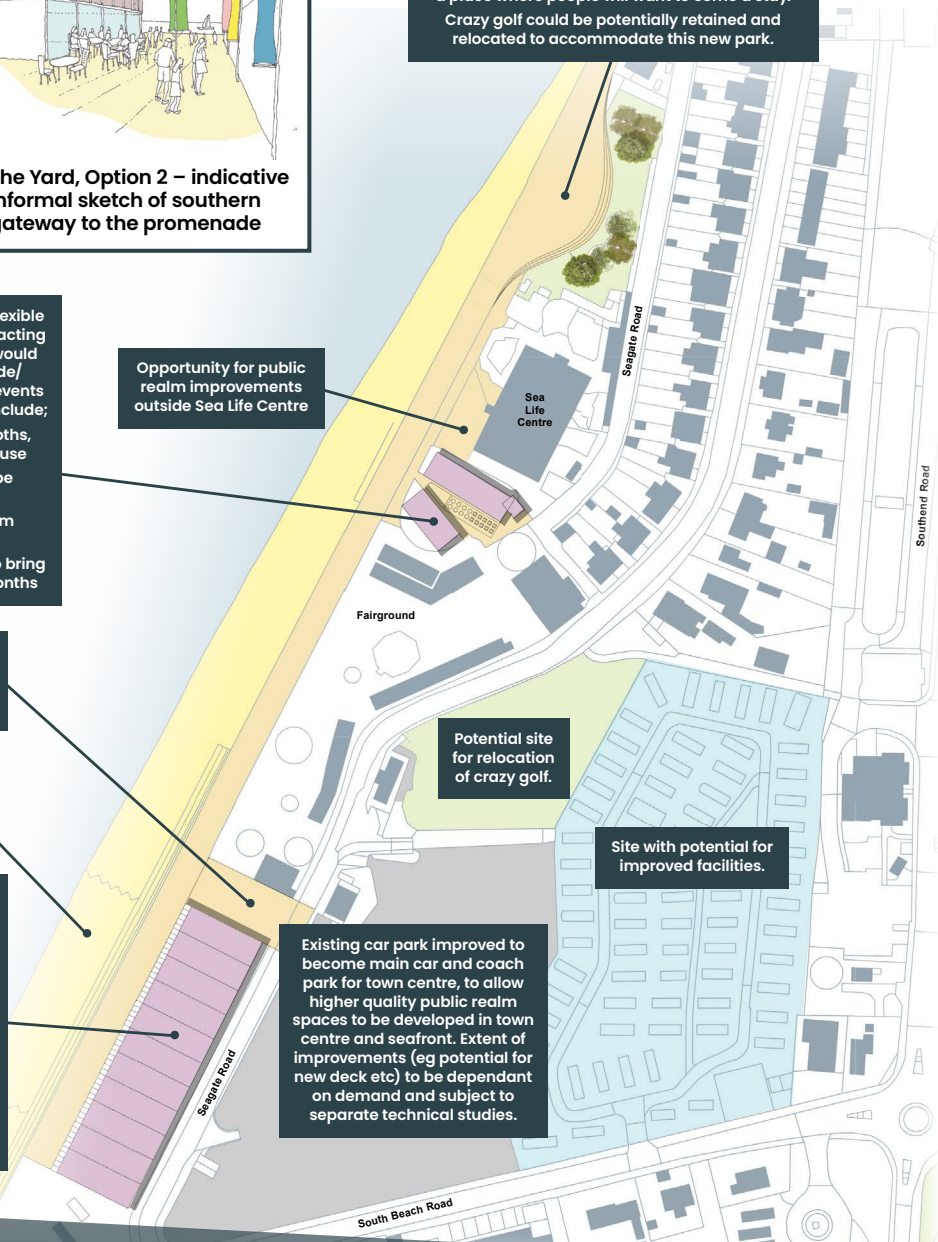
The Yard – Option 2 – a larger multi use and very flexible events space, which would be a key element in attracting visitors off-season and throughout the year. This would be a simple lightweight sheltered structure (inside/outside space), but would allow many uses which could include;

- 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

Existing car park improved to become main car and coach park for town centre, to allow higher quality public realm spaces to be developed in town centre and seafront. Extent of improvements (eg potential for new deck etc) to be dependant on demand and subject to separate technical studies.

Potential site for relocation of crazy golf.

Site with potential for improved facilities.



HUNSTANTON  
MASTERPLAN  
CONSULTATION  
29 June – 27 July 2026



Borough Council of  
King's Lynn &  
West Norfolk



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

# HAVE YOUR SAY AND NEXT STEPS

The high level concept designs presented today have directly responded to previous consultations, and engagement with local stakeholders, businesses and interest groups.

We would now like you to have your say before finalising the Masterplan.

The public consultation on the Masterplan will run from **29 June to 27 July 2026**.

The exhibition boards and questionnaire can also be viewed online at [west-norfolk.gov.uk/hunstantonmasterplan](https://west-norfolk.gov.uk/hunstantonmasterplan)

The following drop in events will be held:

**Monday 13 July, 10am–6pm**    **Hunstanton Town Hall**  
**Tuesday 21 July, 12pm–4pm**    **Oasis Leisure Centre**

The exhibition boards will be on display at the Oasis Leisure Centre throughout the consultation period.

SCAN TO VIEW  
THE BOARDS AND  
COMPLETE THE  
QUESTIONNAIRE



## 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.

Completed questionnaires can be returned to the Oasis.

## What next?

After this public consultation, the feedback received will be used to finalise the Masterplan, to ensure it reflects comments made by people living and working in Hunstanton before it is updated and adopted by the Borough Council of King's Lynn & West Norfolk.

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 indicative proposals and opportunities for the public and private sector to bring forward in the short and long term, which are likely to be subject to further consultation and relevant consents required.

**HUNSTANTON  
MASTERPLAN  
CONSULTATION**  
29 June – 27 July 2026



Borough Council of  
King's Lynn &  
West Norfolk

