

DRAFT

# HUNSTANTON MASTERPLAN

*June 2026*



Borough Council of  
King's Lynn &  
West Norfolk



# Foreword



## **Councillor Simon Ring**

Deputy Leader of the Council and  
Cabinet Member for Business  
Borough Council of King's Lynn &  
West Norfolk

*I would like to thank everyone who has supported the masterplanning process so far, whether joining in at workshops, one of the drop-in events, or taking part in the previous consultations that have collectively fed into this current vision.*

*Working with the community, we want to take Hunstanton forward, based on its classic offering as a Victorian seaside destination and as a key service centre and amenity for local residents, respecting and capitalising on its unique heritage, culture and character as a high-quality, beautiful place to live and visit.*

*The Masterplan is an important strategic starting point for planning for the future of Hunstanton, to drive regeneration, investment and opportunity over the next 10-20 years. Crucially, it's also designed to be flexible enough to accommodate schemes backed with investment that might emerge with businesses and/or public sector partners, so this is part of an ongoing conversation with the community and partners.*

*If you live in the Hunstanton area, work there or visit, please do take the time to look at the final draft, come along to one of the drop-in sessions if you can, and have your say prior to adoption. Because we want to have a collective vision that everyone feels they can get behind, rooted in the town's strength's, opportunities and people's collective ambitions for Hunstanton.*

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## 1.1 The Vision for Hunstanton

Developing a successful masterplan relies on establishing a clear vision that reflects the aspirations of local people. This vision should be shaped in partnership with the community and supported by broad local consensus. Reaffirming and bringing a shared vision up to date has been a key objective in the preparation of the new masterplan. We want Hunstanton to be;

**An Active Town** – with excellent sport and leisure facilities

**A Local Town** – which meets the needs of its residents and supports local businesses

**A more attractive seaside destination** – where visitors stay for longer over the year 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



## 1.2 Purpose of the Study

Greyfriars Project Management have been appointed to prepare an updated masterplan for Hunstanton, including the town centre and seafront area and the connections with these areas to other parts of the town, and surrounding areas. The new masterplan will build upon previous studies to be brought together to form a comprehensive single masterplan reflecting current national policy and the current status of key sites and areas of the resort. The new masterplan will recognise the opportunities within the previous studies which have been completed, and will look at new opportunities which reflect aspirations of the local community and stakeholders.

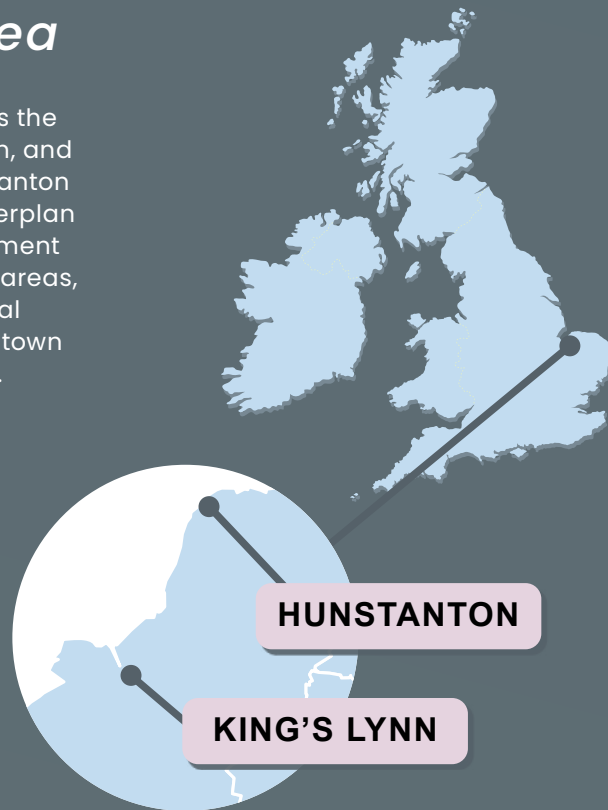
This final document will not be adopted as a statutory planning instrument in itself, but will be a comprehensive and integrated document to inform future planning policy, market engagement and investment opportunities with the private sector, and will provide a baseline to support future funding opportunities created by Devolution and Local Government Reorganisation.

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## 1.3 Study Area

The study area comprises the whole town of Hunstanton, and the linkages to Old Hunstanton and Heacham. The masterplan looks at specific development opportunities in key core areas, and incorporates essential connections to the wider town and surrounding villages.



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## 1.4 Local context

### Character and Identity

Character is a fundamental principle of good urban design. Development should respond to and reinforce the unique qualities of a place, including its built form, landscape, history, and culture. This masterplan embraces these qualities while also looking ahead, seeking to create a vibrant, sustainable, and distinctive future for Hunstanton.

There are two contrasting but complementary areas within Hunstanton: the historic town centre and the southern seafront. Each area possesses its own character and requires a tailored design approach that respects its identity while contributing to the town's overall vision.

### Historic Core

Hunstanton's historic core is defined by its strong sense of place, reflected in its architecture, traditional materials, and established street pattern. The masterplan seeks to preserve and enhance this heritage while supporting the continued vitality of the town centre and The Green.

New development within the historic core should respond sensitively to its surroundings, incorporating contemporary design solutions that respect the scale, form, and character of the conservation area. Traditional materials should be used where appropriate, and public realm improvements should complement the area's historic setting.

Enhanced connections between the town centre and seafront will be crucial in improving accessibility and encouraging greater movement throughout the town.

### Southern Seafront

The southern seafront currently lacks a coherent identity and sense of place. Large undeveloped areas, fragmented development patterns, and inconsistent building styles contribute to a weak urban structure and make navigation and orientation difficult. The quality of the existing built environment and public realm is variable and does not fully reflect the area's potential.

The masterplan envisages the southern seafront as a vibrant and attractive destination that celebrates its coastal setting and supports a diverse range of activities throughout the year. Rather than replicating the traditional architecture of the town centre, the seafront should establish its own distinct identity through contemporary design and high-quality architecture.

There is significant scope for innovative urban design that creates a memorable and distinctive character for the area. Building form, scale, materials, and massing should respond to contemporary needs while reinforcing the seafront's role as a destination. Carefully located landmark buildings could help establish visual interest, improve legibility, and draw activity towards the waterfront.

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## Heritage assets



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## 1.5 The Economic Impact of Tourism

Hunstanton has a strong and growing visitor market with a powerful tourism economy. Hunstanton's westfacing coastline, Victorian heritage, and compact walkable centre create a unique sense of place that differentiates it from other UK seaside towns.

It already benefits from a range of national award winning operators including Searles Leisure Resort, McDonnell's Caravans, Parkdean Resorts amongst many others, demonstrating the commitment and future economic potential of the resort to support continued growth in the tourism sector.

The data (source: Destination Research, 2026) demonstrates a robust baseline with significant potential for growth, particularly outside the traditional summer season.



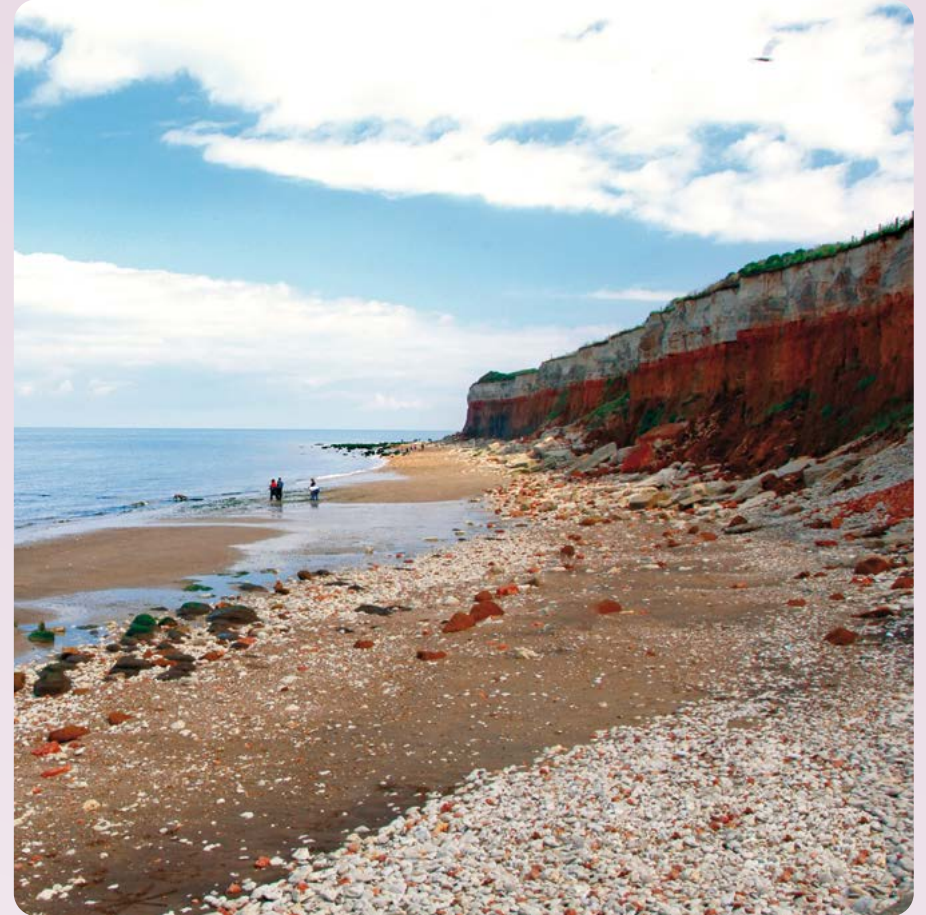
**2,103,000**  
annual trips



**£135,622,767**  
total tourism value



**£99,136,767**  
annual visitor spend



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## 1.6 Process

This study has been undertaken by Greyfriars Project Management, using their in-house Urban Design and Project Management professionals. The process has been informed by a detailed review of all current national and local planning policy and supporting documents, including;

**Hunstanton Town Centre & Southern Seafront Masterplan, 2008**

**Hunstanton Prospectus, 2017**

**Hunstanton South Beach Draft Report, Hemingway Design, 2018**

**National Planning Policy Framework, 2025**

**King's Lynn & West Norfolk Local Plan, 2025**

**Hunstanton Neighbourhood Plan**

**Hunstanton Conservation Area Character Statement**

**Draft Car Parking Strategy**

**Countywide Local Cycling and Walking Infrastructure Plan, 2024**

**Hunstanton Coastal Management Plan, 2019**

**Hunstanton Flood Defence Geotechnical**

**Investigations Report, 2025**

**Business Needs Survey, 2024**

**West Norfolk Economic Strategy, 2025**

**Leisure Centres options report, 2025**

**West Norfolk Tourism Development Plan, 2022-2026**

**Strategic considerations which form a key underpinning of the new masterplan development include;**

### **Flood defences and new requirements for flood defence works**

These works are proceeding as a matter of urgency due to the condition of the promenade and flood defence structures, and the design team has consulted closely with the local authority Environment Team to ensure that strategic proposals are in alignment with, and take account of, the expert advice available from the feasibility for new flood defences.

### **Heritage and Conservation**

A recognition that new design work should respect and enhance the existing heritage assets of the town. We are working with planning and conservation officers at the Borough Council and statutory bodies including Historic England.

### **Wider area connections and wayfinding**

Improved connectivity between the seafront and town centre, and high quality placemaking, integrating the key routes identified in Norfolk's Local Cycling and Walking Infrastructure Plan and Local Transport Plan.

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### **Environmental sensitivities**

Proposals should respect the environmental designations such as National Landscape, SSSI, Ramsar along the seafront up to the front of the promenade.

### **Land and property ownership**

Proposals should recognise existing land ownerships, and the masterplan and future design process should involve consultations with landowners to explore opportunities for future investment and business growth.

### **Parking strategy**

The proposals should inform and integrate with the emerging parking strategy for Hunstanton. This masterplan document makes recommendations on all the above areas to be carried forward as further pieces of work to inform future more detailed design stages.

## ***1.7 Analysis and Consultation***

A key part of the development of the masterplan has been a detailed consultation process involving council officers and members, the local community, local businesses, local landowners, statutory consultees, public transport operators and parish and town councils.

The consultations took place over a series of workshops and presentations. The first public consultation took place Monday 12 January – Friday 6 February 2026, with two public drop-in sessions at Hunstanton Town Hall on 15 January and 2 February.

A second Public Consultation on the draft final masterplan is taking place 29 June – 27 July 2026 with public drop-in sessions on 13 and 21 July. A summary of the outcomes from the community consultations is found in Section 4, and full details of the consultations and all comments and input received will be available in the separate Statement of Community Consultation when the masterplan is finalised.

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# 2.0 The Masterplan

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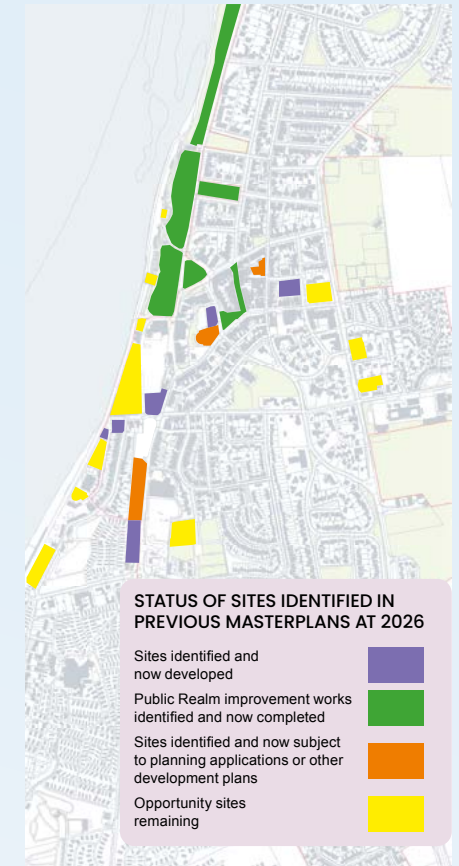
## 2.1 Hunstanton and Southern Seafront Masterplan, 2008

The Town Centre and Southern Seafront Masterplan by BDP in 2008 set out a clear vision, which was relevant to the aspirations and needs of the town at the time.



## Progress to date

A common theme during the community/stakeholder workshops and public consultations was the perception that “nothing ever happens with the masterplans”. As part of the new masterplan process we have carried out an analysis of the opportunities identified in 2008, and that analysis shows that over 50% of those opportunities have been completed or are under consideration. This is an important component of this exercise to illustrate, as it is essential that the community has confidence that masterplans can and do deliver improvements, even if the process can take time in a smaller community like Hunstanton. For the new masterplan in Section 4 we have identified realistic timescales and phasing for delivery in the short, medium and long term.



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## *Vision Objectives identified in 2008*

The Vision Objectives which were developed through workshops and consultation with the local community in 2008 and which underpinned the development of that masterplan were;

**An Active Town –**  
expand the existing water sports and activities offer

**A Local Town –**  
which meets the needs of it's 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

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## Updated Vision

After undertaking an analysis of the original vision, the key objectives that remain relevant as aspirations for the town, but they do require to be updated in order to remain relevant to 2026 and the future.

**An Active Town** – In 2008, the facilities at the sailing club had good access to the sea for a variety of watersports. Expanding these activities was seen as a key opportunity to the town which was successful through significant investment in the Sailing Club facilities. However, in 2026, due to coastal erosion and changing coastal processes, safe access to the sea has become restricted, resulting in limited opportunities to expand water sports. The sailing club has been pro-active in suggestions for improving their facility, which are noted in Section 3, so although there remains the opportunity to support the existing water sports, the 2026 masterplan will focus on expanding other forms of sport and leisure as a key objective.

**A Local Town** – In 2008, the economic demographic was focussed on using town centre retail as a driver of economic vitality. However in 2026, the societal changes in retail habits, online shopping etc means that the expansion of retail as an economic driver is less viable. As the general thoughts on growing local economies now moves towards leisure and experiences, the development of other leisure and event activities to attract new visitors, will become a key objective. Existing retail in the town will however be strongly supported by creating greater integration between the seafront and the town centre, and by the proposals to carry out town centre improvements to attract people and make them stay for longer.

**A More Attractive Seaside Destination** – where visitors stay longer and spend more – this original vision remains relevant in 2026, but will be expanded to include making the town attractive to visitors over a longer visitor year and increasing economic activity during the winter months. We see this as being delivered through new leisure and events which the town currently does not offer, but for which there is an established market regionally and nationally.

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## 2.2 Key Objectives in 2026

From the updated Vision above, and further input from the local community, stakeholders and council officers and members through the consultation process, a series of key objectives were identified to inform the development of the masterplan. These are;

### **Increase visitor numbers and economic activity during the off-peak winter months;**

Key to the expansion of the economic year into the winter months, is to provide new attractions which draw in visitors locally, regionally and nationally. The new masterplan identifies some key development opportunities which deliver these new offers. These new offers need to provide shelter, and be close to parking, which are seen a key to successfully providing attractive winter leisure activities for visitors.

### **Improve integration and connections between the town centre and the seafront;**

An important element identified, particularly by the local business community, was the disconnection between the town centre and the seafront. It is essential that the new masterplan looks at ways of properly improving integration between the seafront and the town

centre in order to ensure that any investment benefits delivered through the masterplan, deliver those benefits across the town.

### **Improve key public realm spaces to create well designed flexible places for people to enjoy;**

The masterplan has identified key public realm spaces which need to be improved in create a much better experience for locals and visitors, particularly in the interfaces between the seafront and the town centre, which will be essential to deliver the integration as mentioned above.

### **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;**

The promenade is, like any town by the sea, a very important urban space, and the quality of that space is key to ensuring the long term success of the town. Part of that quality of space is having vitality, busy-ness and activity at key points and at different times of the year. We have identified new development opportunities that could be positioned at important locations to form activity anchors, which incorporate new high quality entrances to the promenade, and also relate to a parking strategy which reflects the needs of wintertime activity, and which create a critical economic mass at each end of the South Promenade.

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**Improve the town centre environment, and identify the heart of the town;**

While the most significant available development sites are on the South Promenade, it is essential to look at improvements to the town centre, and the masterplan makes some suggestions how this could be achieved. Public Consultation identified The Green as the heart of the town and the key area connecting the town with the seafront. The draft masterplan reflects this approach.

**Improve the promenade and develop a design strategy for ensuring that flood defence works create high quality placemaking;**

As stated previously, it is essential that the promenade has a positive and uplifting sense of place, and is not simply an environment which is a pragmatic response to the civil engineering requirements of flood defences, which it is at the moment. The masterplan looks to create elements such as a promenade park, and piazza spaces at new promenade entrances, which could provide that sense of placemaking and delight which is essential to attract visitors and make them return.

**Integrate with existing walking and cycling strategies, and improve connections with public transport;**

The masterplan will make connections to the existing walking, cycling and public transport connections, and have those connections at the heart of any new development opportunities identified.

**Ensure new proposals enhance and improve the existing heritage assets of the town;**

The masterplan does not look at details of design at this stage, but the strategic approach of the masterplan should help to enhance the existing strategic heritage infrastructure, through the sensitive improvement of public spaces, wayfinding, the more considered management of car parking. This masterplan document also recommends in Section 4, a Landscape and Heritage/Conservation Strategy to be developed and adopted, to properly inform those future more detailed design stages.

**Inform the Hunstanton Parking Strategy;**

The masterplan has suggested a clear strategic approach to parking, which integrates the development opportunities with public realm improvements and a suggested short and long term parking management strategy allowing environmental improvements to take place, while facilitating close to town centre convenience where required. These thoughts will feed into the development of the final parking strategy, informed by the masterplan.

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### **Supporting existing and new businesses to thrive in Hunstanton;**

The package of improvements to create better connectivity between the town centre and seafront, and the public realm improvements, are entirely focussed on the creation of an improved and more integrated town, which together with the potential large scale investment opportunities, will help all businesses in the town benefit. Of particular importance is the potential for new leisure and events spaces which would encourage overnight stays by visitors which would increase the amount of visits to the town centre by visitors, as opposed the current peak usage visitors who are predominantly day visitors, and who stay at the seafront for the duration of their day in Hunstanton. Overnight visitors have the time, and tend to explore their environment, and this is a key focus of the development opportunities in the masterplan.



### **Supporting and improving training and employment opportunities in Hunstanton;**

The successful delivery of the development opportunities identified will increase the quantum and quality of employment opportunities within the town. Additionally the masterplan has identified the opportunity for a new small business incubator unit, which is a facility which does not exist anywhere locally, and which would be invaluable to encourage small entrepreneurial businesses to develop and grow with the right support.

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## 2.3 The Strategic Masterplan

The masterplan has been developed taking account of the Vision adjusted to reflect the required outcomes in 2026, and the Key Objectives.

### 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 identified that the 'Heart of Hunstanton' is The Green and the masterplan now seeks to respond to this.



**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 useable 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 key sites with potential for improvement on the promenade providing 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.



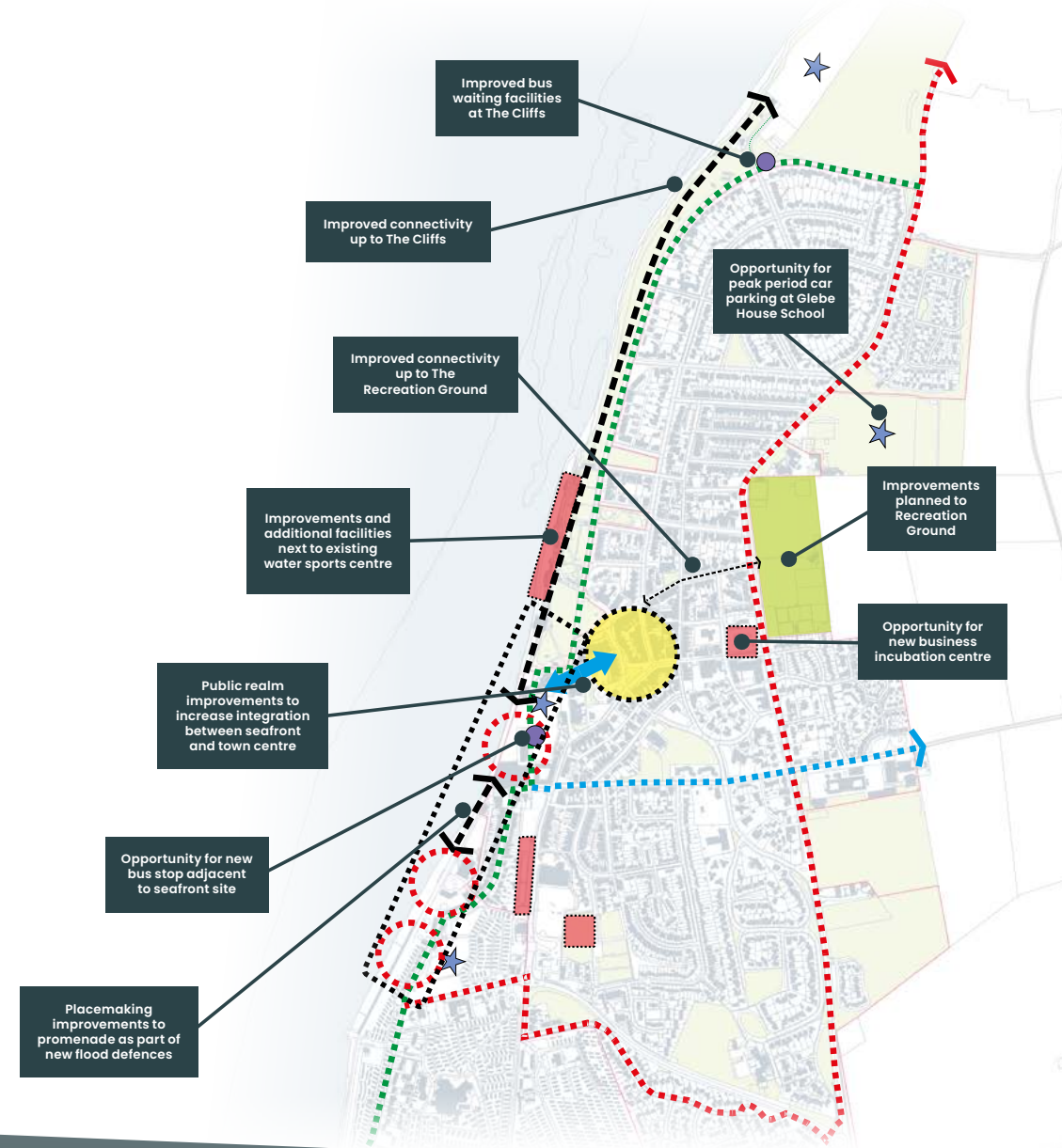
**Strategic car parking sites** – these are sites which could be improved to help with the other environmental improvements which the masterplan examines. The size of the car parks will require assessment and increased/decreased dependant on development/improvements proposed and the impact on parking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



**Potential new/improved bus stops**



**Strategic walking and cycle routes**



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## 2.4 Parking Strategy

The suggested car 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, and for creating additional peak parking areas for longer term visitor parking.

The longer term parking facilities are proposed to the southern end of the South Promenade. Exact numbers and areas of parking required will be subject to separate more detailed study as part of the emerging Parking Strategy. Alongside improved parking provision, feasibility for improving the customer experience and access for parking will be assessed.



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## 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. The car park entrance would be amended to come off Le Strange Terrace, allowing Beach Terrace Road to be fully pedestrianised with access for cyclists and public transport. Bus services could be re-routed to a new bus stop at the new gateway onto the promenade. The relandscaping of Southend Car Park would require the loss of some spaces, but improvements to the accessibility and customer experience could be improved through use of new parking ANPR technology.

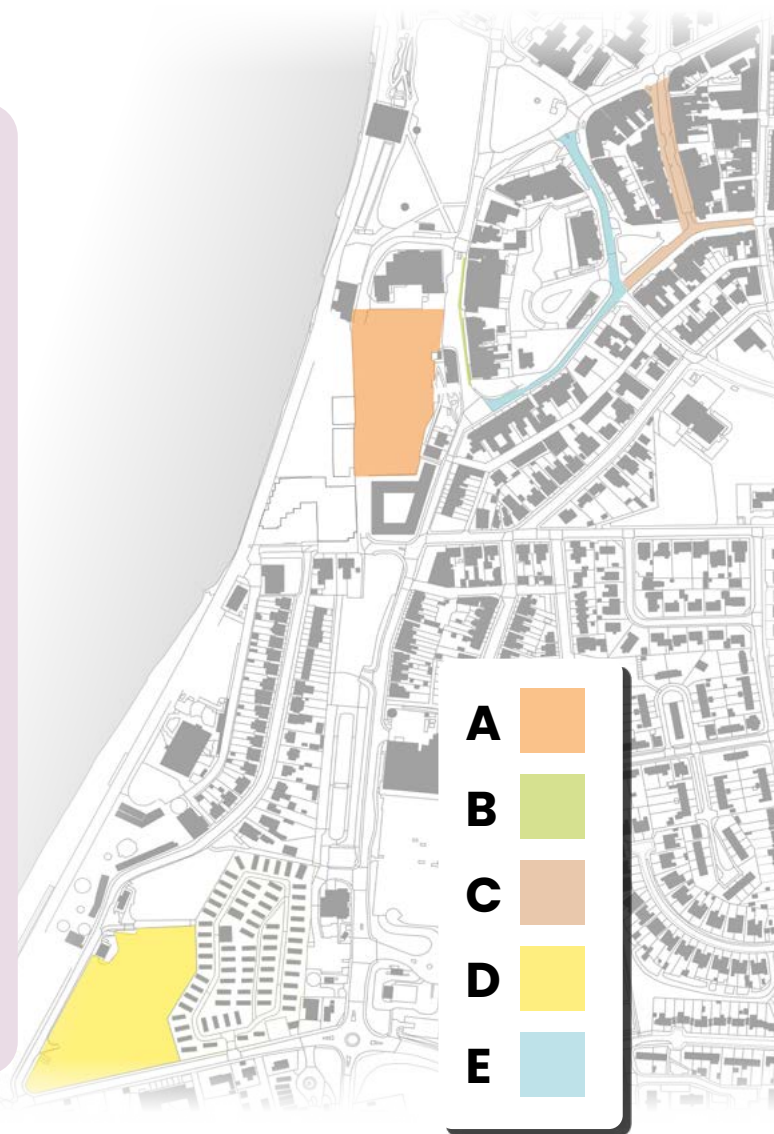
**B** We would propose that parking to the eastern side of Le Strange Terrace is removed to allow the widening of the pavement here, facilitating street furniture, café tables and seating etc, which would improve the streetscape and create a better experience for visitors and locals using this area.

**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 on the High Street, and to give businesses opportunity to expand out into the streetscape to create a more vibrant pedestrian friendly environment, moving away from the current car dominated environment. The key outcome here is to get people to visit the High Street and

to enjoy the experience so that they stay there longer. An important element identified during the public consultation was the desirability for shorter term car parking on the high street for the elderly population to continue to use the High Street for quick shopping visits (milk and papers etc), without the need to negotiate the hills approaching the town centre. 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, with the street becoming car restricted later in the day, when cafes etc may want to occupy the street space. This would be particularly important if the town centre developed more of an evening entertainment offer to attract people to stay longer in the town.

**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. This capacity of this area may need to be increased, subject to more detailed technical studies. The erection of a single parking deck could be considered, should the calculated demand require.

**E** The circuit on the approach to the Bus Terminus up 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 the introduction of short term parking along the eastern side of St Edmunds Terrace, to allow for parking close to the High Street.



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## 2.5 The Cliffs Car Park

The Cliffs car park provides an opportunity for improvement to include;

**Mobile camper parking** – currently there are large amounts of mobile campers who park up Cliff Parade in the peak season. This could be improved by the creation of mobile camping parking and other facilities up at The Cliffs car park.

**New bus stop/transport hub** – there is an opportunity to create an improved bus stop/transport hub which would encourage the use of the bus services which go into town, and help to facilitate more use of the car park in winter months.

**Improved connections down into town centre** – there is opportunity to create better pathways and connections down to The Green and the town centre to encourage use of the car park for town visits. Additionally there are small businesses, café etc along this route which would benefit from pathway/accessibility improvements.

**Birdwatching and nature observation** – Hunstanton and The Wash has a very high reputation nationally and internationally for bird and nature watching. The Cliffs and vicinity could be improved in terms of facilities to encourage and enhance the experience of visitors who come to Hunstanton to take part in this activity, complementing the existing Dark Skies observatory facility that is installed here.

## Glebe House School

The site at Glebe House School east of the Town Centre, could be an opportunity for overspill parking at peak demand periods.

## 2.6 Public transport

A significant element consistently brought up by the local community was the location and lack of bus stops throughout different areas of the town. Although the provision of public transportation is not part of this masterplan brief, the masterplan team has engaged with the local bus provider and Norfolk County Council to raise issues and discuss possibilities. The key outcomes from these discussions have been that;

- The local bus provider would be supportive of a new bus stop outside the new leisure facility and next to the new northern gateway onto the promenade. Additionally this position is on the Norfolk designated walking and cycling route, making it an ideal non-car transport hub.
- The local bus company would support improved bus waiting facilities at the cliffs car park to encourage more use of existing bus services which drive past the car park down into the town centre.
- The local bus company would be supportive of later evening bus services provided that the demand was there to support such a service.

# 3.0 Detailed Proposals and Key Opportunities



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## 3.1 Opportunity Sites

The Strategic Masterplan has been broken down into 6 key areas as key development opportunities that would make a significant contribution to achieving the masterplan vision.

**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 leisure and family entertainment 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.

**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;

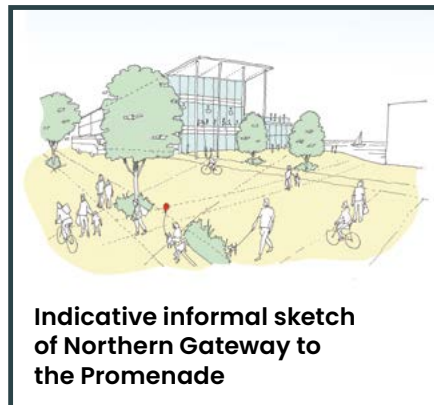
- pop-up bars and food spaces in cabins and booths
- internal sheltered market place which could be used by local businesses
- weekend themed events to attract visitors from all over the country out of season
- European style longer period Christmas market to bring in customers in winter time over a 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.

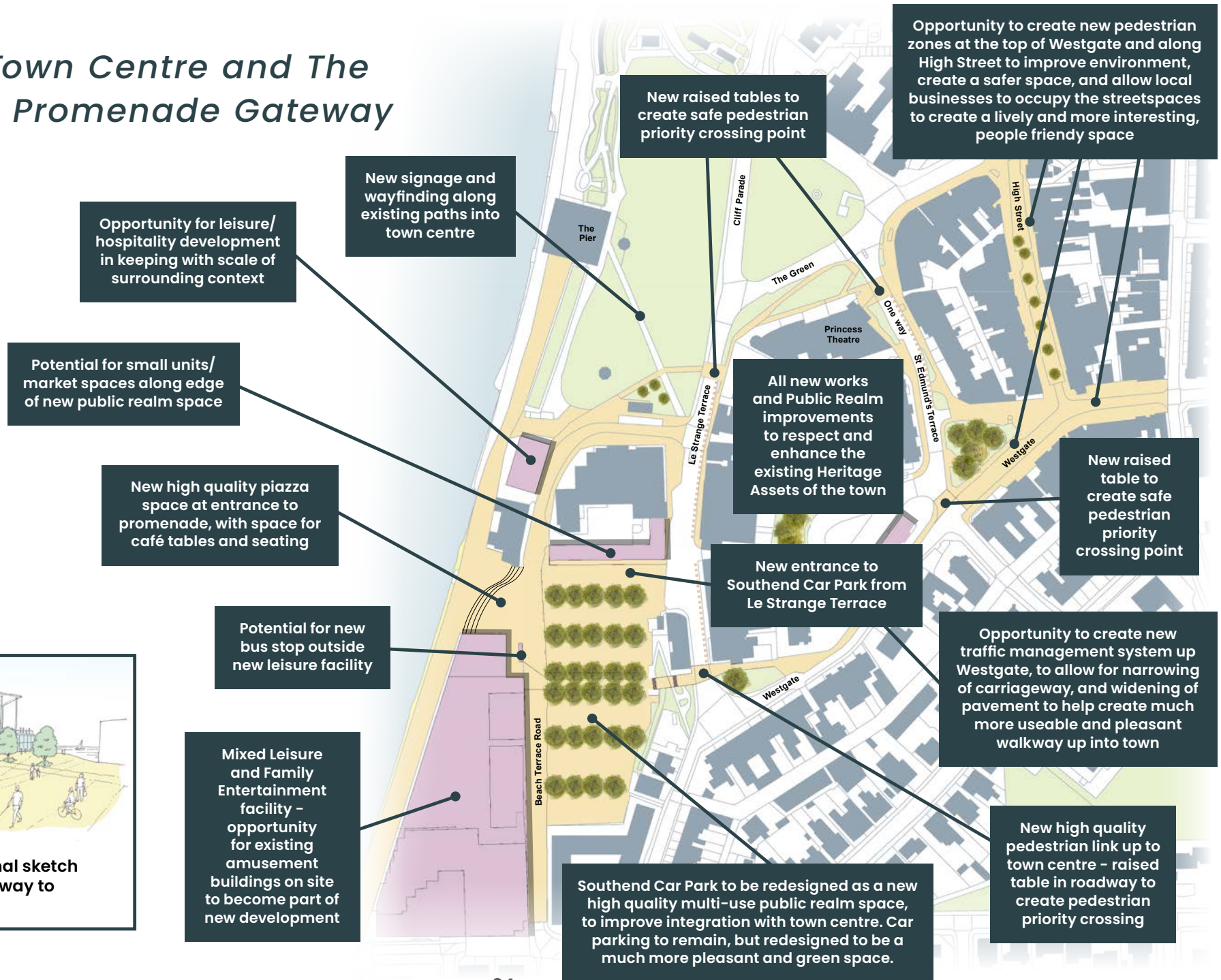
**F The Beach** – improvements to beach facilities, eg accessibility, new beach huts etc. The Masterplan will work with the Council's Environment Team to help develop feasible options for this area.



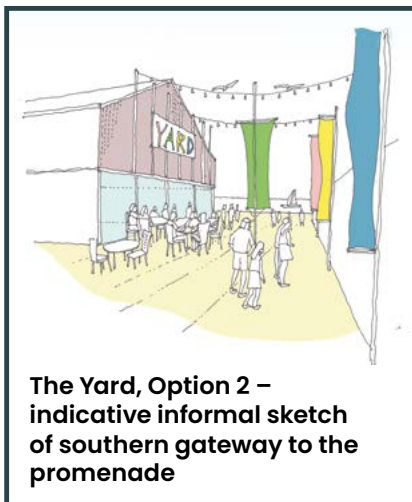
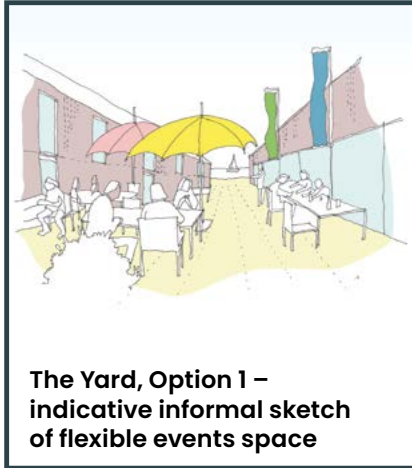
## 3.2 The Town Centre and The Northern Promenade Gateway



Indicative informal sketch of Northern Gateway to the Promenade



### 3.3 The Southern Gateway and The Yard



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

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.

Potential site for relocation of crazy golf.

Site with potential for improved facilities.

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.

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

## 3.4 Water activities and potential lagoon

### The Sailing Club

We have previously mentioned the coastal erosion and coastal processes which has had a major impact on the existing sailing club and it's ability to access the sea, which is obviously a serious impediment to the activities it has traditionally pursued. The sailing club has listed some requirements which would assist it to survive and prosper. These include

- Recharging the beach in front of the clubhouse
- Extend the existing ramp through 90° so it provides a concrete slipway over the top of the exposed bedrock
- Remove bedrock directly in front of the club to improve the existing man-made gangway through the rocks – the members would carry out this work at no cost, only requiring permission and any environmental permissions from the relevant authorities.

The technical, statutory permission, and cost issues are significant, and make delivery unlikely. However, they are recorded in the masterplan document, in order that design teams carrying out future design work are aware of these suggestions, and can examine at the appropriate time to see if delivery could be possible.

### Potential for Marine Lake

In addition to the sailing club requirements, there has also been some feasibility work carried out by Norfolk County Council in 2023 on the creation of a seafront Marine Lake. The Study concluded that;

- As the site lies within an internationally protected designation, the project would cause significant adverse environmental impacts.
- A number of planning and regulatory requirements would need to be addressed including a Habitats Regulations Assessment and Environmental Impact Assessment.
- The project could also impact on coastal processes, this would have to be fully assessed and understood.

However, a strategic, financial and economic assessment of the proposal, found that there is strong strategic justification based on the economic benefit it could achieve for tourism. The high level financial viability considered the capital costs versus the ongoing revenue costs to manage a facility of this nature and concluded a high upfront capital cost that would take circa 25 years to payback based on a minimum of 80,000 visits per year. In conclusion, while the economic and strategic case is strong, the current environmental impacts would be the main barrier to delivery. The proposal is included here for information in case those feasibility issues are reassessed as being more deliverable at a future date, which could be pursued by an investor as an attractive proposal.



Image of lagoon from previous feasibility study (2023)

# 4.0 Community Consultation, Phasing and Next Steps



## HUNSTANTON MASTERPLAN

*June 2026*



Borough Council of  
King's Lynn &  
West Norfolk



## 4.1 Summary of Community Consultations

There has been an extensive process of community consultation from August 2025 to now with the second public consultation. This has involved the local community, local businesses and stakeholders, statutory consultees, local authority officers and council members with the second public consultation now live.



Over 240 people attended the two public drop-in sessions, and we received 109 responses to the questionnaire. The Hunstanton Masterplan webpage was viewed 1,251 times between 12 January and 6 February 2026.

71% of responders were residents of the Borough with business, community groups, landowners and investors, Councillors and Council Officers also completing the survey.

As a whole, the consultation respondents were in general agreement at a high level, with a wide range of mixed views on the details. The main themes which were raised in the consultation can be summarised as;

- Strongest support for the Oasis site development
- Separation of town and seafront – how do we get more integration?
- Car parking and traffic; in particular, concerns over loss of parking and accessibility of parking in relation to access to the town centre
- Some concern for new hotel bed spaces
- Concerns over the pedestrianisation of the High Street
- Character of town and heritage
- Beach, receding sand levels and the impact on watersports, accessibility, topography, distances and access to the beach
- Improvements to town centre and wayfinding
- Existing businesses worried about being excluded from new development

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- Demographics and suitability of uses of new development and impact of masterplan on residents
- Connectivity, bus routes etc.

Generally speaking, most consultation survey responses received over 50% support to proposals.

As the masterplan has developed during the consultations, all of the themes raised have played an important role in the progress of the masterplan development. A Consultation Response document has been produced for this second public consultation, available online and in person, setting out the masterplan's response to concerns raised.



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## 4.2 Phasing and delivery

The masterplan considers the phasing and delivery of the various elements in the short, medium and long term, based on funding availability, the impact of Local Government Reorganisation, and the practicality of carrying out the works, and we would summarise a deliverable phasing plan as follows.

### Short term – 2-5 years

- Seafront promenade improvements
- 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)
- Flood defences upgraded to meet EA requirements
- Environmental improvements (eg Shop front upgrade project, tree planting etc)
- Business incubator unit into Valentines Road building

### Medium term – 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 and surrounding environment

### Long term – 10-15 years

- New high quality mixed-use leisure and family entertainment 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

## 4.3 Recommendations for next stages of work

We have identified some key recommendations for next stages of work which should be carried out before any further detailed design work is carried out. This is to ensure that the proper detail baseline briefing information is available to design teams which will be taking the next stages forward. These recommendations are;

**Conservation Area Appraisal and Shop Front Improvement Study** – in consultation with Historic England, this new appraisal could inform development of future projects and enhancements to shops fronts.

**Accessibility audit** – from seafront to and around the town centre, to help plan out some of the short term actions in respect of improving wayfinding and accessibility.

**Landscape and Heritage/Conservation Strategy** – to inform future design work in terms of strategic approach to landscaping, materials, form, integration, tree planting strategy, and heritage asset management strategies.

**Business Incubator Project** – this could be a discreet very short term piece of work which could deliver high benefits for low cost and fast deliverability.

**Parking Strategy** – the strategic thoughts within this masterplan need to be integrated into the Borough Council Parking Strategy.

**Highways Study** – looking at options for pedestrianisation of the High Street and Westgate and traffic management, looking at the suggested one way system up Westgate and along St Edmund's Terrace to allow for widening of pavements and introduction of parking along St Edmund's Terrace.

**Design development of the promenade flood defence renewal** – to form a robust design brief for proposals which front onto the promenade, in order to ensure that the best creative solutions can be delivered whilst still complying with the requirements of the Environment Agency and the flood defences technical team. Public realm considerations to levels, gateways and access, street furniture specification, permanent kiosk specification, lighting specification, and general specifications and standards for construction in an exposed seafront environment, whilst ensuring the maximum public amenity benefit for residents and visitors.

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