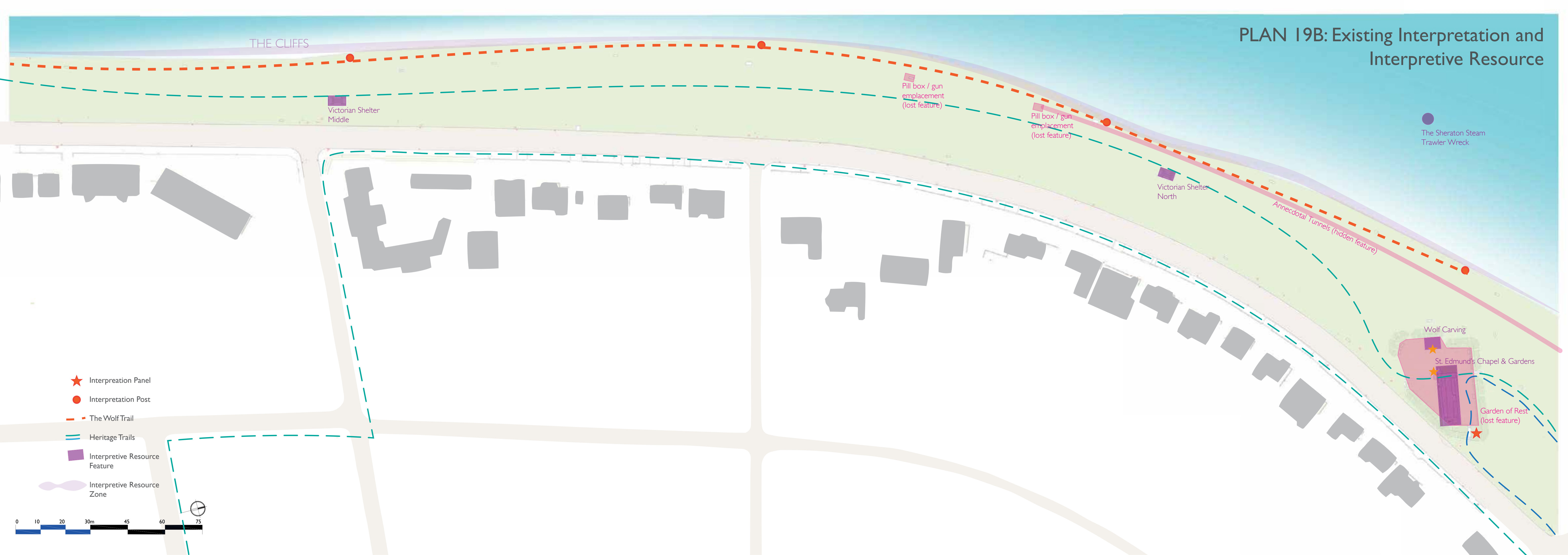


# PLAN 19A: Existing Interpretation and Interpretive Resource





# PLAN 19B: Existing Interpretation and Interpretive Resource





## 7.0 INTERPRETATION STRATEGY *Continued*

### 7.6 Who is Interpretation for?

Visitors to the project site fall into various groups, the most important ones have been identified as:

#### 7.6.1 Local People and Regular Users

Interpretation should maximize on the potential to promote local events and activities. Some interpretation elements might include information that can be kept ‘up-to-date’ on a regular basis such as bird watching or fossil finding tally boards. Promotion of the ‘Friends of’ group should also be included and contact information supplied.

Hunstanton has a large proportion of its population in the ‘over 65’ age bracket, they will benefit from knowing accessible routes through the project site and accessibility of public conveniences. Interpretation of the main themes should be on main routes through the site and key ‘gateway introductions’ should ideally be near seating.

#### 7.6.2 Day Visitors and Holidaymakers

The Destination Management Plan (2016 – 2020) for Kings Lynn and West Norfolk identifies that 94% of trips to West Norfolk are day trips and 6% are staying trips. Therefore, it is likely that many of our out of town visitors will also only be day trippers and as such orientation information for this group will be very important as they will not have time to get to know the local area and what it has to offer. Most of this group will be visiting the site at their leisure and will expect any interpretation to be as enjoyable as it is informative.

#### 7.6.3 Children and Young People

Children and young people have been identified as a group whose needs could be better met within the site, public consultation also supported this. Interpretation geared towards the younger age range may include activities and/or interactive features like brass rubbings. Some of the interpretive resources may be particularly appropriate for children such as The Wolf.

#### 7.6.4 Activity Interest Groups

Our site particularly draws groups of walkers, fossil hunters and birdwatchers amongst other activities. Orientation information showing distances, trails and public rights of way information will be important to this group.

There are also a number of school groups and colleges who visit the site. Whilst the interpretation will be very relevant to them and provide an engaging introduction to the site it is generally the case that these groups bring their own study material to cover particular topics in more depth.

### 7.7 Interpretive Objectives

#### 7.7.1 Learning

Interpretation can help people to better understand heritage and reveal its importance to people of all ages.

We want visitors and locals to understand:

- The uniqueness of the original vision for Hunstanton and its conception as a Victorian seaside town
- The national significance of the cliffs and their geology and erosion processes
- The ancient beginnings of the town
- The impact of environmental events on the town and their legacy that unites communities across the seas
- The story of the lost heritage features and the resonance that they have today

#### 7.7.2 Behavioural

We want visitors and locals to:

- Fully appreciate the depth of Hunstanton’s rich heritage
- Explore more closely what more the site has to offer
- Spend longer visiting the gardens
- To return more frequently
- Respect the historic and natural features
- Engage with activities we are proposing
- Become involved with ‘Friends of the Park’
- Be encouraged to visit particular parts of the Gardens

#### 7.7.3 Emotional

Interpretation is a tool for communicating how special a place is and in turn it helps people to feel engaged and inspired in their discovery and so contributing to the level of enjoyment during their visit.

We want visitors and locals to

- Feel engaged and excited though discovering something new about the site
- Be confident they can access the site comfortably
- Have enjoyed and been satisfied with their visit
- Develop a fondness and sense of guardianship with the site

#### 7.7.4 Economic

We want to:

- Encourage visitors to get involved with events and activities taking place on site and in the local area
- Encourage visitors and locals to use the facilities on site

### 7.8 Interpretive Themes

The interpretive resource can be used to develop a set of themes that will capture the essence of Hunstanton and allow it to be presented in a meaningful way. It is likely that not all of the identified heritage features will need to be interpreted, what is important is that the interpretation remains engaging and interesting whilst showing off what is special about Hunstanton, refer to plans 20A and 20B.

#### 7.8.1 Overarching Themes

***“The past and future of Hunstanton is the story of its relationship with the sea and with its notable people”.***

***“The landscape of Hunstanton Heritage Gardens is one of subtle change with an underlying sense of seamless continuity”.***

#### 7.8.2 Sub-Theme 1

***“Hunstanton developed as a fashionable seaside resort in Victorian times”.***

**Key messages:**

- Henry L'Estrange Styleman le Strange developed his vision for the planned seaside town of Hunstanton with the distinctive open aspect of the green.
- ‘The Town Cross’ was moved to the Green to mark le Strange’s intentions for the start of a new town.
- A number of buildings have been designed by noteworthy architects and can still be seen today, including the first building of the town ‘The Golden Lion Hotel’.
- Popular Victorian activities included admiring the colourful flowerbeds and ‘promenading’ along the seafront.

**Key locations for interpretive material:**

The Green, Esplanade Gardens Entrance

#### 7.8.3 Sub-Theme 2

***“The Cliffs in Hunstanton are some of the most striking in the UK”.***

**Key messages:**

- The Cliffs have a special designation (SSSI) for their unique stripy rock formations.
- They are one of the ‘top ten’ Geological sites in the UK.
- The three distinct bands of colours clearly show three layers of rock formations; Carstone sandstone, Red Chalk Limestone and White Chalk Limestone.
- Evidence of prehistoric marine life can be found in fossils in the fallen rocks on the beach.
- The cliffs are being continuously eroded by the sea and are gradually falling away meaning the coastline is constantly changing.

## 7.0 INTERPRETATION STRATEGY *Continued*

### Key Locations for interpretive material:

The Lookout, The Sailing Club boundary fence

#### 7.8.4 Sub-Theme 3

***“Its notable and unforgotten people help to make Hunstanton the proud town that it is today”***

#### Key messages:

- Edmund was a Christian king who first came to shore at Hunstanton in 854AD to claim his kingdom of East Anglia. He gave his life for his faith some years later after being tortured by Vikings and today is known as a Saint.
- The garden in the Chapel ruins is laid out to the men who lost their lives in the First World War.
- As time goes by remembrance is still given to those Hunstanton men who lost their lives during The War at the Cenotaph.
- Reis Leiming was a hero who managed to save 27 people during the flood of 1953 despite not being able to swim, those who tragically lost their lives are remembered at the Flood Memorial.
- The town’s built environment has benefitted from the work of several noteworthy architects; Skipper, Butterfield, Ibberson (arts and crafts) and Smithson.

### Key Locations for interpretive material:

Esplanade Gardens, St. Edmund’s Chapel

#### 7.8.5 Sub-Theme 4

***“The Cliffs and The Wash make Hunstanton an attractive coastal habitat for diverse wildlife.”***

#### Key messages:

- The Cliffs have a special designation because they are a rare breeding ground for Fulmar.
- There are four rivers that feed into The Wash making it a very dynamic and changing environment suitable to a variety of birds.
- The rich variety of coastal plants and remote cliff edges make a great habitat for a variety of birds and insects.
- The scrub along the cliff edge forms an important

line of vegetation for bees known as the ‘B-line’.

### Key locations for interpretive material:

The Lookout, The cliff-tops

#### 7.8.6 Sub-Theme 5

***“It is not just the cliffs of Hunstanton that show hidden layers beneath the surface, history reveals a number of lost features of the town.”***

#### Key messages:

- The Pier was a main attraction for many Victorians and people right up to the middle of the 20th century before burning down. A modern amusements building dedicated in namesake stands in its place.
- The Railway was part of the original vision of the town, ahead of his time le Strange saw it as a key route in for tourists. Adjacent to the railway was The Sandringham Hotel
- Esplanade Gardens once had a formal entrance kiosk making the act of promenading all the more an event.
- The Japanese Steps gave access to the beach and were removed in 1999
- The war left many marks on the gardens some of which can be subtly observed even today.
- Evidence of changes to the original layout can be seen throughout the gardens if you know where to look.

### Key Locations for interpretive material:

Esplanade Gardens, The Green, Cliff Parade

## 7.9 Interpretive Methods

### 7.9.1 Gateway Markers

When visitors arrive at the gateways to The Green, Esplanade Gardens and Cliff Parade, (refer plan 20A and 20B) they should be able to easily find information to help them plan their visit. New, distinctive gateway markers will be installed to provide this information and to give

clear branding to the site itself, refer Figure 46.

The gateway markers will help to link up the different parts of the site across its full length and firmly establish it as a destination in the minds of visitors and regular users alike.

Each marker will contain a site location map showing:

- You are here
- Key points of interest
- Public conveniences and opening times
- Accessibility routes and walking distances
- Contact details.

The aim of the map is to encourage people to make the most of their visit. Smartphone QR codes will be incorporated into the gateway marker to encourage people to access information available online.

Gateway markers will be tall totem signs with integrated lighting.



Figure 46: Gateway markers

### 7.9.2 Electronic Sign

The beach is a dynamic and changing environment, visitors to a destination seaside resort can expect to receive up-to-date, live health and safety information about the beach and its tide. A new electronic notice board, similar to the existing one on The Green, will display tide times and other important information, reminding visitors of the considerations they should make before going on the beach. The flexible nature of this sign means that it can also be used to tell visitors about upcoming events, planned activities in the gardens or interesting facts for that week.

### 7.9.3 Fingerposts

As people move round the site they will benefit from pointers to local attractions and more specifically distances to these attractions, allowing them to understand where they are and be flexible with their plans.

A new series of coordinated fingerposts with local points of interest and the distances to these points will be located throughout the site. They will help visitors navigate their way and make decisions on the move. The highlighted places of interest will be coordinated with the maps at each gateway, keeping consistency towards the identification of local landmarks.

### 7.9.4 Interpretation Panels

A range of high quality interpretation panels with colour illustration and text and consistent in design will be installed in key locations around the project site, refer Figure 47.

The panels themselves will be one of two styles depending on their location:

1. Lectern style information panels with a metal frame
2. Information panel mounted directly to a wall, fence or integrated in to a shelter

Both will take an A1 size format.

The interpretation panels will focus on each of the interpretation themes according to location. Refer plan 20A and 20B.

## 7.0 INTERPRETATION STRATEGY *Continued*



Figure 47: Interpretation Panels

### 7.9.5 Panoramic Boards

Long views out of the site are already one of the most valued aspects of Hunstanton Heritage Gardens as cited in the public survey. People would benefit from being given the opportunity to more fully understand what they are looking at.

The installation of panoramic boards in selective and appropriate locations will maximize the long views out of the site and make the sightseeing experience all the richer by revealing distant points of interest. Landmarks such as 'The Boston Stump' and the grain towers which are visible on a clear day will be highlighted.

### 7.9.6 Edwardian Pavilion Displays

The Edwardian Pavilion will provide the focus for:

- A range of changing art exhibits from art competitions and workshops in the gardens
- Permanent interpretive display on le Strange and the planning of Hunstanton as a seaside town
- The collection point for trail leaflets (also in TIC)
- A permanent digital sound and film archive using materials obtained from the extensive research for this bid.

### 7.9.7 Bronze Plaques

Visitors using The Wolf Trail Interpretation material

should be able to understand that it is part of a linear trail and the information at each point should make sense by itself. The trail points themselves should also be engaging for children. Engraved bronze plaques will be used to update and refine The Wolf Trail markers. They will have fine illustration work and supportive text that can also be used to create rubbings. The trail will support family activities and will also provide an educational tool for primary schools, refer Figure 48.



Figure 48: Bronze plaques

### 7.9.8 Publications

Whilst the current leaflet for the three heritage trails will remain relevant should the capital works be carried out, it is proposed that when this stock becomes low it is replaced with a new leaflet containing an oblique aerial illustrated map. This type of map is good for conveying the character of the town and its surrounding landscape and helps to orientate people in an easily understood format. The new leaflet will continue to use heritage images, drawing attention to important features and landmarks. It will also continue to combine existing town trails and the Old Hunstanton Trail.

The Wolf Trail leaflet will be amended in line with the new bronze plaque locations with a new map and updated interpretation materials.

### 7.9.9 Self-guided Trail

Groups of families and friends visiting the site can expect to find activities that both reveal aspects of local heritage

and that are suited to a wide age-range, enabling them to enjoy these activities together. 'Beneath the Surface' is a proposed new trail that will focus on the lost and hidden features of the site and the story of the layout as it has developed over time, looking for clues along the way. It will be a self-guided trail that is available as part of the Smartphone App or as an activity sheet with riddles, I-spy clues and link in to the tactile path in the play area and some of the bronze plaques for rubbings.

### 7.9.10 Events and Activities

In a destination resort that has a rich heritage, people can expect to learn about its history and culture in a variety of entertaining ways. A comprehensive range of seasonal events and activities will be planned for the town and Gardens. Details of these activities can be found in the Activity Plan.

### 7.9.11 Personal Interpretation: Town Guides

Guided walks will be run and delivered by local, knowledgeable people from the Civic Society helping to bring aspects of the gardens to life and for both new and regular visitors to gain a more in depth understanding. Further information can be found in the Activity Plan.

## 7.10 Making the Strategy

Proposals and ideas in this interpretation strategy have been formulated in close relation to the opinions, memories and ideas gathered at various public consultation events held in the town, as well as the public survey. (Refer Activity Plan Appendices 1-5 inclusive). In support of this strategy, WWA draws on their own, and RHP's, desktop research as well as liaison with The Heritage Centre and Tourist Information Centre and on-site investigations.

Moving forward and in order to develop the detail of the interpretive content and its storylines for presentation, it is anticipated that more information and collaboration will be needed. The groups identified to assist with this include:

- The Civic Society
- The Heritage Centre

- Local schools
- College of West Anglia
- Members of the local community

Developing interpretation material with the cooperation of local people can help to renew interest and pride in their local community. It is vital that the content of the interpretation will be supported and approved by The Project Board, The Project Delivery Team, The Town Councillors, The Borough Council, The Civic Society, The Heritage Centre and other local people.

## 7.11 Managing the Provision

### 7.11.1 Timescales

With the exception of the Events and Activities, the Smartphone App and the Publications, the completion and installation of all the interpretation elements will be coordinated with the completion of the capital works programme.

### 7.11.2 Monitoring, Review and Evaluation

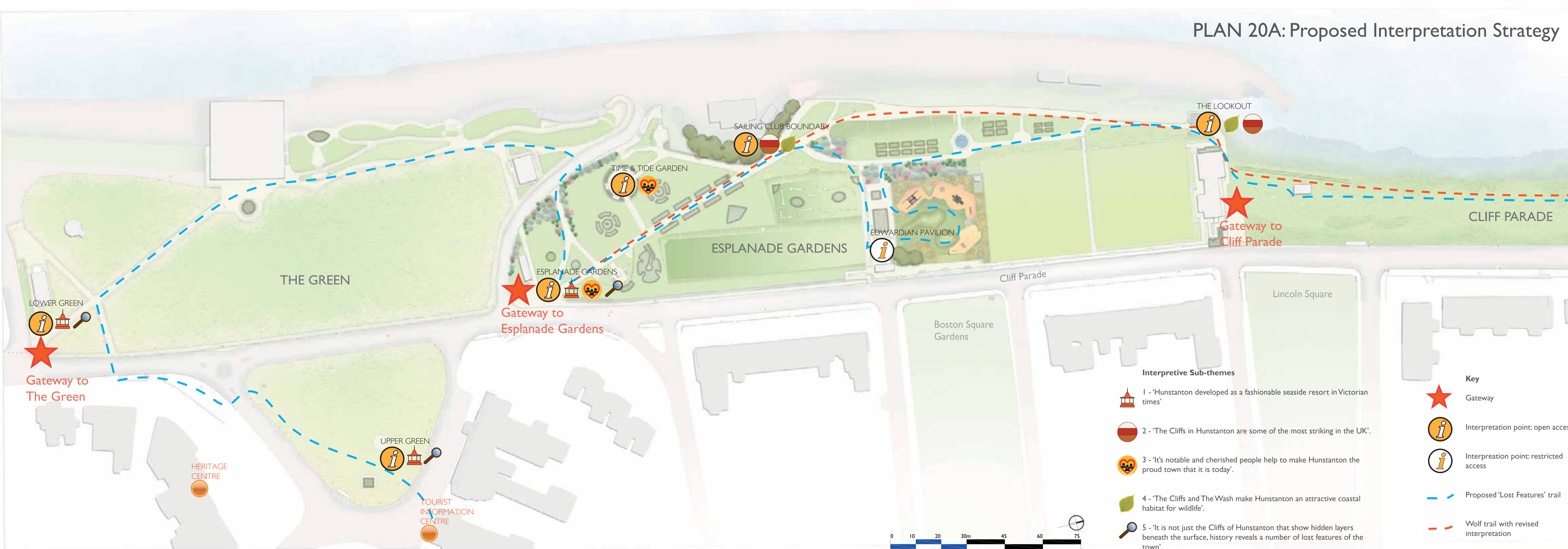
It will be important to monitor how the interpretation is being used and received as well as evaluating how effective and successful it has been. This will form part of the remit of the new post 'Activities Coordinator' that is to be created. Future public feedback surveys should seek to gather specific opinions and measurements of satisfaction in relation to the new interpretive provision.

### 7.11.3 On-going Management and Maintenance

The upkeep, running and maintenance of the interpretation provision will fall under the general responsibility of the Public Open Space Maintenance Team.



## PLAN 20A: Proposed Interpretation Strategy





# PLAN 20B: Proposed Interpretation Strategy





# 8.0 PLAY STRATEGY

## 8.1 Existing Provision

The existing play area and adjacent crazy golf is located in Esplanade Gardens between the Putting Green and the Bowling Greens. The Play Area is a small rectangular space that is sheltered on two sides by large shrubs and on one side by the Edwardian Pavilion, the remaining side overlooks the Putting Green.

The play area is mainly laid with concrete paving slabs surrounding just three items of play equipment each on their own separate areas of rubber tile safety surfacing. Much of the surfacing has deteriorated; tiles are lifting and the joints receding in places meaning it is at the end of its recommended life. The equipment provides minimal play value and does not cater for toddlers or teenagers. It includes a 2.4m high swing frame with two flat seats, a rocking horse estimated to be over 40 years old and a see-saw. The location of the swings conflicts with one of the main entrances and the items themselves look to be near the end of their functioning life.

Entrances located on every other side create desire lines that intersect much of the site leaving few, ideal remaining pockets of space to locate equipment. There is some heritage value in the rocking horse which has been played on by many generations. If it was to be uplifted and re-located from its current position, then it would need bringing up to standard to meet current regulations (BS EN1176) and is likely to require additional parts.

The entrance to the crazy golf is from the play area. There are 12 fibreglass units of varying length, see section 4.3.2, with limited play value. Some of the playing units are damaged. The area is entirely block paved which is not in keeping with the traditional feel of the gardens. It is sheltered with large established shrubs around the perimeter and on islands that create the playing route. The course looks somewhat dated with many of the holes providing limited challenge.

## 8.2 New Play Area

In order to attract more visitors, provide for a wider age range and encourage users to stay longer, the play area needs to significantly increase its play value and therefore also its size. For this reason the new provision has been moved to the site of the existing crazy golf, which is

an ideal position with its planted boundaries and larger footprint. The increase in area allows for the provision of more equipment, larger more exciting equipment and the creation of age appropriate zones. The old planted islands are reformed into mounds to add elements of natural play as well as acting as informal definitions to the different zones. Entrance to the play area is from one side, making for better and safer placement of equipment, with good circulation space.

The new play area has been given a fitting sea theme, reflected in the selection of play equipment. Features include a tall mast and sailing boat and materials like rope and timber that are reminiscent of old ships and which allow for imaginative play as well as being appropriate to the rest of the gardens. For ease of maintenance and its colourful appeal to children, rubber crumb safety surfacing meeting safety regulations BS EN 1177 has been proposed under most equipment that is likely to receive high footfall and where there is risk of falls. Elsewhere the play area is laid to artificial grass incorporating shock pads providing a friendly, fun and inviting surface for rolling, laying, sitting and running around. Ample circulation space has been left free between the two central mounds for children to formulate their own games and activities or space for just sitting and chatting.

The new suite of equipment has been carefully put together as a whole package; taking into consideration what each item of kit offers in terms of its activity, age-range, number of users, level of risk, play value, design, life-span and ease of maintenance.

### 8.2.1 Toddler Zone

The play area should safely encourage all forms of play for children aged around five and under from role play, to active play, supervised play, exploring and risk-taking to fine and gross motor development. It is important that younger children feel like they can play without being intimidated by faster, bigger or more able older children getting in their way and so their zone has been kept to the smaller mound to the east and the space beyond, well away from the fast dynamic kit.

The gentle, 1m high grass mound with embankment slide is just the right scale for younger children to feel confident exploring and playing imaginary games. On a

more sedate level they will enjoy discovering the different textures of the sensory path that might also become the route for an imaginary trip. Two 'baby' swings with cradle seats are tucked away in the corner to be used with adult supervision, specifically designed to allow for a swinging action that is exciting enough for the younger user but not thrilling enough to encourage adoption by older children. A swaying timber sailing boat allows groups of children to play freely together working with each other to get it moving, refer Figure 49. A new see-saw is provided for two small children to play together.



Figure 49: Swaying timber sailing boat

### 8.2.2 Junior Zone

For juniors aged six and over, the play area should provide a range of play experiences and offer an acceptable level of risk with opportunity for increasingly more challenging levels of play and dynamic movement. There should be enough free space for children to play their own games and space for more quiet and reflective play. Play kit should offer the chance for groups of children to play together as well as on their own. A 5 metre high Pirate Tower is the focal point of the junior area with timber cross beams and swathes of rope nets, refer Figure 50. It can accommodate many children at once challenging them to climb up high to enjoy the

long views out to sea from the crow's nest. The Viper rope swing, safely positioned in its own little cove, offers dynamic group swinging where users can either stand or sit. Other items that allow for group play include the repositioned rocking horse and a tastefully designed roundabout in timber and steel. There is a long mound which juniors will find many different ways to combine into their own games as well as taking up the agility challenges it offers from the balancing rope bridge and bouncing jumping discs.



Figure 50: Pirate Tower

## 8.3 Crazy Golf

The new crazy golf provision is located on the lower and smaller of the two putting greens. A new, more sophisticated 9-hole course will replace the tired and dated old circuit. Whilst there are just a few holes less than what was previously on offer, the new course is such that it will offer play that is suitable for children and families as well as more experienced, even professional, mini golf players. Users will enjoy new areas of planting and a more revealing aspect with long views out to sea whilst they wait their turn to play.

# 9.0 PLANTING STRATEGY

Refer Plan L1 and L2

West Norfolk in Bloom and BCKLWN has created the Hunstanton in Bloom Horticultural Trail which provides guidance on various gardens within Hunstanton. The planting strategy in Hunstanton Heritage Gardens will further enrich this trail.

The planting strategy has a number of strands, reflected in various parts of the gardens:

## 9.1 Heritage

The floral displays and traditional Victorian bedding within Esplanade Gardens has been a feature since the early 20th Century, refer Figure 51. These displays are funded and managed with the support of local volunteers, providing a tremendous sense of community pride and involvement. There are a few new planting beds created in close proximity to Esplanade Gardens entrance. These will provide opportunities for new 'Adopt-a-Bed' volunteers to get involved. Rose planting has been a key element of the landscape of the gardens since the 1920's and can be seen on some of the historic images. The rose beds within the gardens have been funded by a local businessman in recent years. The proposals show a new rose garden in the location of the formal play area. It will provide a suitable setting for the Edwardian Pavilion. The type of roses will be subject to agreement with the maintenance team.



Figure 51: Victorian-style bedding

Traditional shrub borders within the gardens will be reinstated and restored with new planting of evergreen coastal-tolerant shrubs such as Olearia, Hebe and Ilex.

## 9.2 Coastal

Traditional coastal gardens once thrived around the ruins at St Edmund's Chapel. These will be reinstated, in part, and the theme will continue within the Time and Tide Garden, around the exposed toilet area and waterfall bed in the Lower Green, refer Figure 52. Typical species will include seathrift, sea holly, forget me-knot, geraniums and valerian. These will provide colourful, low maintenance gardens of benefit for bees and other insects.



Figure 52: Coastal themed planting

## 9.3 Ecology

Biodiversity will be improved throughout the Gardens with diversification and changes to management regimes. Grass along the Cliff Parade walk will be allowed to grow long, in selective areas, during summer months with the objective of improving species diversity and habitat. This will be further supplemented by new hedgerow planting along the cliff frontage.

Bulb planting will be introduced in areas where grass banks make mowing difficult, refer Figure 53. This will provide additional colour, habitat and also reduce mowing requirements in the spring.



Figure 53: Clifftop bulbs and wildflowers

## 9.4 Sensory

Planting within the new play area will be rejuvenated with a focus on sensory planting to complement the work undertaken in the Boston Square Sensory Garden which is close by. This type of planting will provide additional interest within the playground and will increase biodiversity opportunities. Herbaceous plants, native wildflowers and grasses will be used because of their hardiness and tactile qualities.

# 10.0 FURNITURE STRATEGY

## 10.1 Seating

The seating strategy across the site aims to minimise the currently eclectic selection of seats and gain increased continuity in style by reducing the variety of seat types. The strategy will also unify the seating style by area.

On The Green currently the majority of benches are of a serpent style, however these are not all the same size, some are damaged, and some are a different style. Initially, five damaged seats will be replaced with the small sized serpent style bench, and as seating is added or replaced this style should be continuously used.

In Esplanade Gardens there is a greater variety of seating types, and just as much variation in the condition of seating. Hardwood timber garden style bench seating will be used throughout the Gardens. Six benches in Esplanade Gardens will be replaced with the timber garden style bench, and any new benches put in place after this time should also be of this style.

Seating along Cliff Parade will continue in the timber garden bench seating style and although no benches require replacement at this time, should there be any additions or replacements in the future the same style should continue to be used. Selected benches will be moved back from the fence line to provide better long views to the sea from higher ground.

Any necessary relocation or replacement of memorial benches should take place in consultation with those who provided the memorial.

## 10.2 Lighting

At present most of the lighting on site is within the Esplanade Gardens and north west of The Green. There is currently no lighting within Cliff Parade. The site is also partially lit by the street lights which run along the entirety of the eastern edge. It is considered that The Green will benefit from additional lighting to the south, following the line of the main path, however it is considered inappropriate to add lighting to Cliff Parade as historically this area has not been lit.

At present the lamp heads which are used on the site are not consistent. All lamps should be replaced with new

‘Windsor’ style fittings. Painting of the light columns is also inconsistent. As part of this strategy all light columns, old and new, should be painted black only.

## 10.3 Bins

Bins on the site are all of the same type. There are currently 28 bins on The Green, and these are scattered within the site. As part of this strategy the number of bins will remain the same, and they will be repositioned and clustered, so that the view across The Green is much less cluttered. There is only one bin in the Esplanade Gardens and this is positioned in the play area. This bin will be relocated to the new play area. There are three bins along the length of Cliff Parade which are on the eastern edge along Cliff Parade. One of these bins requires replacement due to damage.