

# Hunstanton In Bloom

## Portfolio 2015 - 2016



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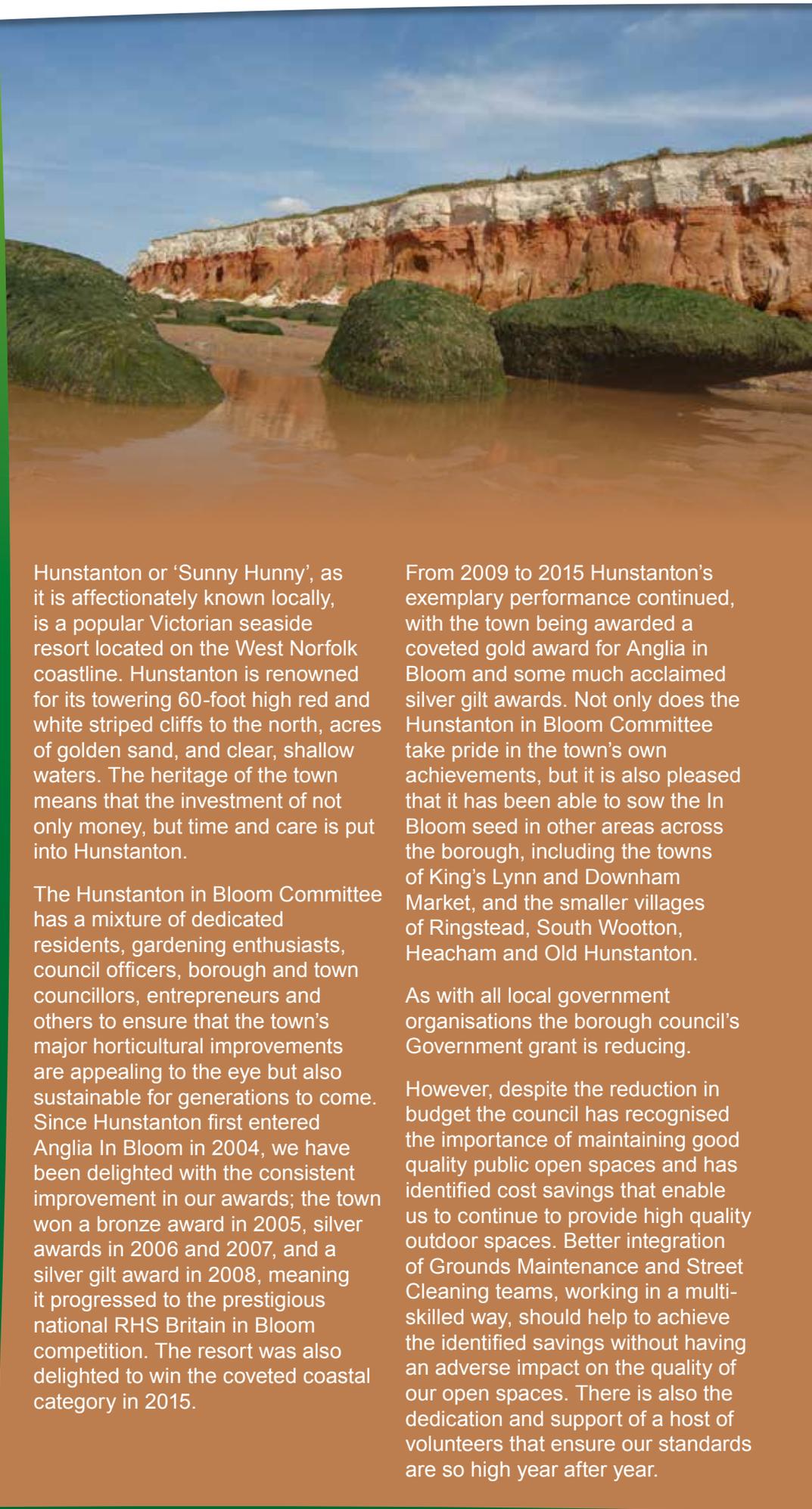
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Hunstanton or ‘Sunny Hunny’, as it is affectionately known locally, is a popular Victorian seaside resort located on the West Norfolk coastline. Hunstanton is renowned for its towering 60-foot high red and white striped cliffs to the north, acres of golden sand, and clear, shallow waters. The heritage of the town means that the investment of not only money, but time and care is put into Hunstanton.

The Hunstanton in Bloom Committee has a mixture of dedicated residents, gardening enthusiasts, council officers, borough and town councillors, entrepreneurs and others to ensure that the town’s major horticultural improvements are appealing to the eye but also sustainable for generations to come. Since Hunstanton first entered Anglia In Bloom in 2004, we have been delighted with the consistent improvement in our awards; the town won a bronze award in 2005, silver awards in 2006 and 2007, and a silver gilt award in 2008, meaning it progressed to the prestigious national RHS Britain in Bloom competition. The resort was also delighted to win the coveted coastal category in 2015.

From 2009 to 2015 Hunstanton’s exemplary performance continued, with the town being awarded a coveted gold award for Anglia in Bloom and some much acclaimed silver gilt awards. Not only does the Hunstanton in Bloom Committee take pride in the town’s own achievements, but it is also pleased that it has been able to sow the In Bloom seed in other areas across the borough, including the towns of King’s Lynn and Downham Market, and the smaller villages of Ringstead, South Wootton, Heacham and Old Hunstanton.

As with all local government organisations the borough council’s Government grant is reducing.

However, despite the reduction in budget the council has recognised the importance of maintaining good quality public open spaces and has identified cost savings that enable us to continue to provide high quality outdoor spaces. Better integration of Grounds Maintenance and Street Cleaning teams, working in a multi-skilled way, should help to achieve the identified savings without having an adverse impact on the quality of our open spaces. There is also the dedication and support of a host of volunteers that ensure our standards are so high year after year.



For the past seven years, Keep Britain Tidy has rewarded the town's efforts in the form of three annual Quality Coast Awards, gaining the Blue Flag.

Our approach to Hunstanton in Bloom is, perhaps rather fittingly, organic. Elements of horticultural excellence have been used to engage communities, and community work has focused on issues of bio-diversity and sustainability. This natural development has informed the way we have constructed the portfolio. Judges will find that we have divided the work between the three overarching principles behind the campaign:

- Horticultural Practice - Page 6
- Environmental Responsibility - Page 14
- Community Participation - Page 18

# Review of the past year

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## September

- Anglia in Bloom results
- Preparation of autumn bedding
- Bulb planting
- Take down seasonal hanging baskets and planters
- Croquet Championship
- Bowls Championship

## October

- Planting winter bedding
- Hedge cutting
- Tree planting
- Delivery of compost to Northfield Allotments

## November

- Christmas light switch-on
- Community bulb planting
- Leaf clearance
- Remembrance Day
- Tree planting
- Mass bulb planting

## December

- Consultation Event held for Heritage Lottery Fund at the Christmas Cracker
- Festival of Christmas Trees
- Tree planting on the open spaces

## January

- Christmas tree recycling service
- Cemetery works started
- Memorial tree planted

## February

- Snowdrop, crocuses, daffodil and ranunculus planting
- Heritage Lottery Fund bid placed

## March

- Bowls green refurbishment
- Weed management begins
- Pruning in Boston Square
- Pruning of roses
- Preparation of flower beds
- Delivery of compost to Northfield
- Allotments
- Tree planting
- Wildflower sowing
- RHS In Bloom launch
- Sowing of Jachere Fleurie flower seeds
- Planting of Orchard trees
- Lavendar and Sedum planting in car parks



## April

Seasonal dog beach ban comes into effect  
 Horticultural Trail launched – 1.5 mile trail  
 Planting of climbers  
 Businesses In Bloom - Sign-up for hanging baskets  
 Preparation for Foot Golf

## May

Continued maintenance of Promenade lighting  
 Blossom Day  
 Bob's Bug Hunt  
 Hunstanton Recreation ground remodelled  
 Clearance of ponds and water features  
 Planting of bedding plants  
 Brownies Competition  
 Soil bunds created at Hunstanton recreation ground  
 Sowing of RHS wildflower seeds  
 St Edmund's Festival  
 Foot Golf Opens

## June

Civic Society Day  
 Green Flag judging for Esplanade Gardens & Boston Square  
 Planting of the Brownie Guide bed on Lower Spinney  
 Hunstanton Town Carnival  
 Front Garden Competition  
 Green Flag announcement for Esplanade gardens /Boston square  
 Ponds and water features cleaned /serviced  
 Installation of the Business In Bloom hanging baskets  
 Town Litter Pick  
 Exchange Day with Halesworth, Suffolk

## July

Hunstanton Town Council community litter pick  
 Anglia in Bloom judges visit and tour  
 Sandringham Flower Show  
 Bowls Tournament  
 Front Garden Competition Presentation

## August

County Tennis Tournament



**50 YEARS**  
 RHS BRITAIN IN BLOOM



**Gold Medal 2014**

# Horticultural practice



Over the years we have worked tirelessly to maintain our beautifully designed gardens and open spaces. This includes working from the bottom up, dead heading and composting through to the larger scale projects such as tree and bulb planting. As we all know this work never ends and we are constantly looking at ways to keep these spaces looking their best.

### 2015/16 horticultural initiatives include:

- A total of 6,000 bulbs have been planted by the committee, volunteers, Town Council and other associated groups within the In Bloom Campaign, their varieties include Crocus, Narcissus, Chionodoxa, Alliums and summer flowering Ranunculus
- The sowing of poppies along road side verges and approach roads
- General maintenance, along with group landscaping projects

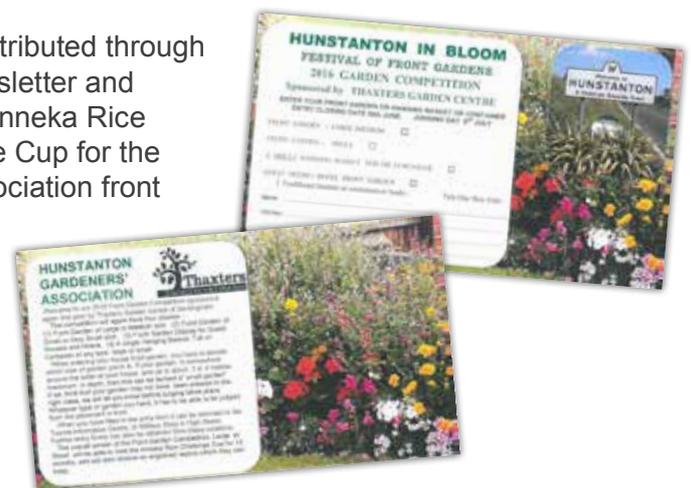


### Residential and Community Gardening Front Garden Competition

For an ninth successive year, we have launched the Front Garden Competition in a bid to encourage local residents to get involved in the campaign. Judging is due to take place in early July by members of the Gardeners' Association. A prize-giving ceremony will take place in mid-July, where the winner will receive vouchers to spend on further improvements and planting at our local garden centre and sponsor – Thaxters



Entry forms were distributed through the Hunstanton Newsletter and in public buildings. Anneka Rice provides a Challenge Cup for the best Gardeners Association front garden.



## Hunstanton Heritage Gardens

A round two application was submitted to the Heritage Lottery Parks for People fund in February 2016. The project focuses on the seafront gardens comprising the Green, a triangular open space near to the town centre, sloping towards the sea, the esplanade gardens, with colourful flowers beds and play area, and the open cliff top. Green spaces were central to the vision during the formation of the purpose built Victorian resort.

The outcome of the project, should the application for funding be successful, will be the comprehensive restoration and interpretation of this important seaside park. Restoration will respect and celebrate both its built and natural heritage, along with a wide ranging programme of events and activities to educate, inform and inspire existing and new audiences.

We will carry out a programme of repairs and renewals throughout the park to put structures, paths and street furniture into good repair and improve lighting and accessibility, increase the play provision and provide a range of interpretative material.

The local community have been essential in the development of the plan for the area. Four consultation events have been undertaken during the development of the project, all were well attended.

In order to inform the design of the area it was important for us to understand how the gardens are currently used and what works well in the area. It was equally as important for us to understand where there are opportunities for improvements.



# Horticultural practice

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## Businesses In Bloom

The Chamber of Trade has continued its commitment, funding seasonal planting in the High Street area, continuing to maintain planters around the town and making a cash donation to In Bloom. Hunstanton set up its own Town Team made up of key community figures such as senior representation from both Town and Borough Councils, local landlords, shopkeepers and other interested parties. The Town Team continues to work on proposals to help assist local shops and businesses adapt to fast changing shopping habits.

In 2011 Hunstanton Town Council identified an area surrounding the town information board as their improvement target and funded a landscaping scheme using perennial flowers, palms, sedum and decorative shingle to improve the space with a low maintenance design. This has been maintained by Town Council members and volunteers.

Businesses throughout the resort sponsored individual hanging baskets and planters in a joint effort with the Borough Council to provide flowering focal points for customers and visitors to enjoy. The Hunstanton in Bloom Committee participate in a joint stand at the Sandringham Flower Show with Tourist Information and the Corn Exchange.

Norfolk Lavender supplied numerous bushes to improve existing gardens throughout the town centre as well as highly scented varieties for the residents of the Driftwood Nursing Home to plant along Homefields Road. The company continues to support this project.

For a eighth consecutive year Hunter's Land Rover has assisted with the In Bloom arrangements by providing two vehicles for the judging tours for the Anglia in Bloom and Britain in Bloom competitions.

Alive Oasis used to sponsor the Oasis Way and Southend Road roundabouts which have been taken over by McDonnells Caravans. Many businesses within the town are showing their support for the campaign by displaying the 'Supporting West Norfolk in Bloom' window cards in their shop fronts.

The Kit Kat site has been reserved as a natural area in an agreement with the developer, it will link in with the Seagate entrance to enhance the seafront.

Holiday parks, hotels and guest houses have acknowledged the role of the In Bloom campaign in making the town a nice place to visit. Many accommodation providers, along with the Chamber of Trade have joined the hanging basket and adopt-a-planter schemes.

The town's two largest holiday parks – Searle's Leisure Resort & Manor Park have used floral colour and permanent planting to make their sites





even more attractive and adopted their own In Bloom style campaign for their seasonal residents. The grassy corner by Manor Park's entrance had a boat bed feature installed and Searles are a major sponsor of this project supplying materials and human effort!.

The site in the centre of the town, adjacent to the bus station, known as the "Old Garage Site" has been a longstanding eyesore. There has been interest in developing the site in to residential apartments, a suitable design has the been agreed that suits all various parties within the town. But with the successful completion of the Spinney project, expectations to regenerate the area as a whole are positive.

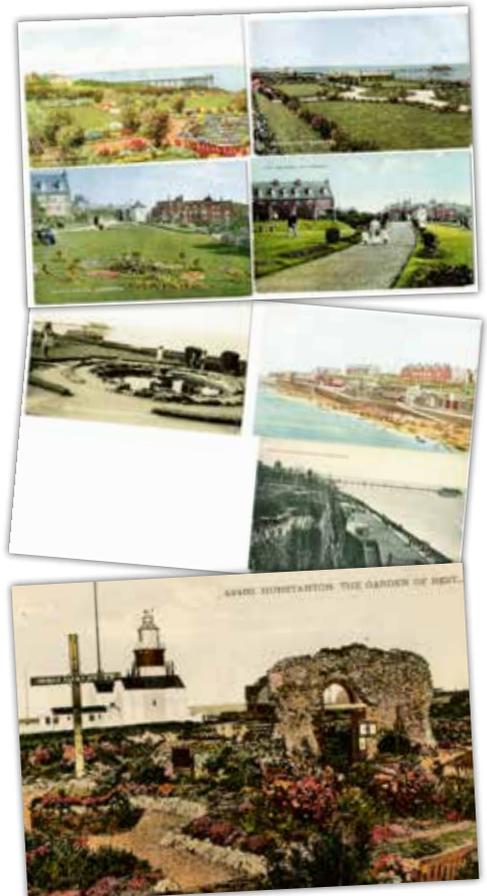


Local seasonal holiday park, Searles has an ongoing commitment to conserve energy where possible. This has resulted in the recent installation of 80 solar panels to their Leisure Complex roof. The annual yearly output of the solar panels is estimated to be around 18,000 kilowatts per hour. It will result in, not just savings on electric costs for the company, but will also save on the electricity being produced, making it more environmentally conscious.

Other energy commitments this year have seen nine of the hire fleet fitted with energy efficient bulbs, water saving devices and condensing boilers.



In Bloom now attends the chamber of trade meetings, and the uptake to hanging baskets has really increased. Generous donations of a wide range of roses and plants, along with a bench have been gratefully recieved from Mr and Mrs Robinson, Moss Bakery, High Street.



# Horticultural practice

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## Green Spaces

The annual Green Flag Award recognises high quality parks and open spaces that are managed in environmentally sustainable ways. Each year sites are judged on their merits and their suitability to the community they serve.

It is seen as a way of encouraging others to achieve high environmental standards, setting a benchmark of excellence in recreational green areas. In doing this the award hopes to raise public expectations of what a public green space can offer and to encourage and increase the use of our parks and gardens. Once again the Esplanade Gardens, Lower Green and Boston Square entered the scheme and have gained the award. Hunstanton will proudly fly the Green Flag.

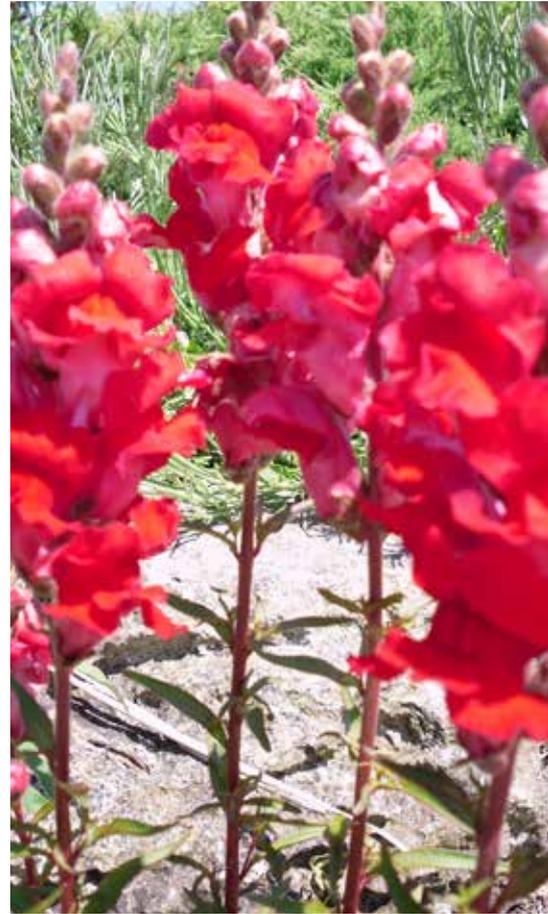
Hunstanton's iconic striped cliffs, shares a unique position with its neighbour, Heacham as they both face West. This means they are the only resorts on the east coast where people can watch the sun set over the sea. This has made it a favourite for centuries' of seaside lovers. The aim has always been to create open spaces that complement the natural assets that Hunstanton boasts, to highlight the town's rich heritage and to enhance tourism which the economy of the town relies on.

## Esplanade Gardens

The 250-m long stretch comprises 50 beds, and is home to the outdoor bowling green and crazy-golf course, popular with locals and holidaymakers alike. The gardens also contain a War Memorial commemorating Hunstanton men who lost their lives in the 1914-1918 war and the Reis Leming Way memorial to those lost in the 1953 floods. With unrivalled views of the sea, the gardens provide a welcome spot for quiet reflection or simply to relax and enjoy nature's bounty. Planting within the Royal National Lifeboat Institute-inspired anchor bed has matured and is thriving with the cliff-top location. The gardens and bowling green benefit from an automatic watering system allowing them to be watered overnight.

The only way the resort has received, and continues to receive, the acclaim it does for its horticultural efforts is due to the loyal and dedicated 'Adopt-A-Bedders.' Throughout the year they look after and develop the beds in all weathers. We have seen more and more people sign up to the scheme every year. Hunstanton would not be what it is without them!

There are large areas of perennial planting which helps to keep down maintenance costs but add to the visual splendour. Sedum planting was added around the footpath leading to the bowling green, and a Royal Rose Garden was created to mark the Diamond Jubilee. A team of three take care of planting the 10,000 bedding plants that make a spectacular summer show on the cliff top, as well as managing the year round maintenance, giving the area the manicured appearance that visitors have come to expect.



# Horticultural practice

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## Boston Square

Boston Square Sensory Garden was created in 1998 on a previously derelict site and is a Green Flag winner. The garden was designed to appeal to all. Access has been considered and planting appeals to the senses so everyone can enjoy the space. Herbaceous plants and native wildflowers including sea lavender, thrift, sea spray and stonecrop have been chosen for their hardiness and tactile qualities. Water features help to create relaxing sounds in the garden with colour and structure provided by mature trees, sculpted lawns and vibrant planting.

The garden has also become a haven for wildlife. Building upon the wildlife initiatives that took place in previous years, Boston Square became the main focus of an interactive bug hunt which saw children of all ages search for some of the garden's residents, alongside our mascot Bob, our intrepid bug hunter!

## St Edmund's Chapel Ruins

The ruined chapel on the cliff top is shrouded in local myth and folklore. In more recent times the site was chosen for a garden of remembrance, created by local Reverend A A Toms in memory of his sons lost in the First World War. Today it provides an attractive haven for wildlife, being planted with espcalinia and persicaria, and continues to be a spot that evokes reflection. The gardens are regularly maintained by Hunstanton Civic Society members.

In 2013 this area was very generously bequeathed a donation for its maintenance and upkeep by a lady who was not local to the area but visited Hunstanton on holiday. This incredible act has ensured that St Edmund's Chapel will always look its best.

## Lincoln Square

This 7,500m<sup>2</sup> area containing memorial benches has long been a popular spot for locals to sit and enjoy views of the sea. An anchor shaped bed, reflective of the town's maritime heritage, continues to be the focal point and is planted with seasonal bedding.

Shrubs have been added to help create a sense of quiet seclusion. The new annual bedding plants including African marigolds make the bed more appealing to passers-by. The square has a large number of benches with additional ones provided for memorials.



## The Green

Including a bandstand, wide open space, and views of the sea, and proudly displaying a Green Flag, The Green is a two-acre community space. Whether it's the archetypal British pastime of tucking into paper-wrapped fish and chips, or settling on the grass to listen to the band, The Green's just the spot. The Green provides the location for live bands, and there are regular weekend bookings of all types of music, along with it providing the ideal pitch for a deck chair when the Salvation Army strikes up their brass band.

Since this time a grass maze has been created and has become a popular feature for children and the young at heart!

In partnership with the Civic Society a host of native trees including Silver Birch and Tamarisk have been a recent addition to The Green, making it even more attractive for wildlife and in years to come create the perfect shade for a picnic.

## Recreation Ground

Located to the north of the resort is the recreation ground - an open expanse of land covering four acres. The grounds host many of the town's local football and cricket club matches and practice sessions throughout the year and is also available to hire by the public. The ground hosts a number of rallies that return year after year, bringing revenue to the area. It is also home of the Hunstanton Croquet Club, one of the top clubs in the country.

The recreation ground is home to some of the finest grass tennis courts in the area. The prestigious County and Hunstanton Tennis Tournaments which are held here in the summer months make good use of the 36 grass courts in play, attracting 1,200 entrants and several thousand spectators at a time.

Due to its practical uses the grounds require hard wearing grasses, trees and shrubs which are generally low maintenance. The tennis courts benefit from an automatic watering system. Recent remodelling for access to the area has led to mounds being created which have been sowed with wildflower seeds.

## Cellar Bar Gardens

The Cellar Bar gardens are a mature area of landscaping that replace a muddy grass bank leading down to the car park. The gardens now provide an attractive entrance to the car park and include a ramp making access to the town easier for wheelchair users. The maintenance of these gardens is now completed by the Community Pay Back Team.



# Environmental responsibility

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## Conservation and Biodiversity

Environmental responsibility and the assurance of sustainable practice has been at the heart of our In Bloom efforts since we launched our first campaign in 2004.

We work to:

- preserve the natural cliff top habitats
- minimise our demand on precious natural resources
- increase recycling levels
- make high quality, sustainable long term improvements
- consider the impact of our work upon the environment

Conservation and biodiversity is an intrinsic part of any plans we make in Hunstanton. Everything we do must work hand in hand with all aspects of local life:-

Hunstanton's eye-catching, multicoloured cliffs are a mix of white and red chalk and carr stone. The vegetation along the 30-m cliff tops creates a natural barrier which:-

- Prevent disturbances to nesting birds
- Stops people from going close to the cliff edge
- Is a natural habitat in its own right

Although only a relatively small area of the cliff face exists, it is used as a breeding place for a colony of Northern Fulmars.

- A walk along the shoreline provides evidence of the many life forms within the sea. Sea weeds, leathery 'Mermaid's Purse', the egg-case of a 'dog fish' or Tope, and, after a particular combination of tide and storm, banks containing millions of wrecked razor shells can be found
- Hunstanton's caravan sites invest heavily in maintaining their landscaped areas to a high standard throughout the year. In addition, Searle's Leisure Resort, has set aside an expansive piece of land as an environmental habitat for wildlife and wild flowers to flourish
- Wooden bird and bat boxes are placed in both the Lincoln Square and Boston Square Sensory Gardens & Community orchard. Numerous small native birds have since been spotted nesting at the two sites including Great Tits, Blue Tits, Wrens, Blackbirds and Chaffinches
- Bees' nests were introduced within the sculpted lawns of the Boston Square Garden to encourage nesting bees into the area, whilst native plants were also used to entice butterflies and birds into the protected parkland
- The outer area of the pitch and putt course, not required for use by the community, has been allowed to grow and develop into a wildflower meadow.
- The sowing of Jachere Fleurie seeds on A149 approach road ensures visitors and locals experience Hunstanton at its best from the moment they get here
- The sowing of the RHS wildflower seeds at Lighthouse Lane by the Brownies
- A fossil hunt took place which engaged the community in discovering and learning our local prehistoric past.



## Recycling and Waste Management

All through the year the Borough Council of King's Lynn & West Norfolk works closely with the community to recycle more and more, from both homes and gardens. Garden waste can be collected using the Brown Bin service, which costs £47 a year. The contents of the Brown Bin is taken to Greenworld Sales, where it is turned into compost. This compost can then be used to get our area ready for West Norfolk in Bloom next year!

Alongside this, we have an Alternate Weekly collection which includes a collection of food waste from homes. This food waste is collected every week and then taken away to be turned into an industrial grade compost, perfect for parks and open spaces. Since the scheme started the response has been overwhelming and the amount of waste that has been diverted from landfill and turned into something useful is fantastic.

For more information please visit [www.west-norfolk.gov.uk/yourbins](http://www.west-norfolk.gov.uk/yourbins)

The Public Open Space team are responsible for the 'Streetscene' issues across the Borough, including:-

- Street cleansing
- Public conveniences
- Upkeep of street furniture
- Grounds maintenance for parks and gardens, along with a number of smaller areas within the area

Other areas of responsibility include the overall management of the borough council's commercial fleet and the depot based on Hardwick Narrows Industrial Estate.

### Highlights of the Target delivery for 2015-16 include:-

- All new vehicles meet Euro stage 5 emissions standard
- Latest vehicles being fitted with stop / start technology with vehicles fitted with speed limiters set at 56mph
- In partnership with other stakeholders the borough council graffiti is cleared across the borough
- The street cleansing service operates a 364 day a year service to ensure the streets stay free of litter
- Regulated programming for street sweeping, and the collection from rural areas are recycled into compost
- Fly tipping and discarded/ used syringes removal service
- Dedicated Freephone (0500 cleanup) and e-mail address to report fly tipping, litter, graffiti, etc.
- Weekly schedule for emptying dog waste bins, which equates to 2 tonnes
- Annual programme for re-painting street furniture
- A planned approach to removing chewing gum



# Environmental responsibility

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## Local Heritage

It is important to sustain and develop the rich and diverse heritage we have in the area:-

### 2009

- An ancient ship's anchor became the focal point of a new Royal National Lifeboat Institute inspired flower bed in the Esplanade Gardens, in a tribute to local crew members past and present. Some of the 20-strong team of RNLI volunteers from nearby Old Hunstanton were joined by town and borough council officials, and members of the public to witness the unveiling of the bed.
- Megan Thomas' lighthouse bed on the town's northern cliff top was completed in September 2009 and has now matured. Designed to enhance the bare area of land surrounding the lighthouse, the garden contains a mixture of locally sourced shrubs and plants including lavenders, irises, geraniums, hebe and crocosmia.

### 2010

- The commemorative wheel became the starting point of a new horticultural trail.

### 2011

- The cenotaph at the centre of the Esplanade's Memorial Gardens received a face-lift following bequest of £10,000 from the late Jean Huggett, to Hunstanton's Royal British Legion. The cenotaph has been cleaned and two new benches, box hedging, new paving and a bricked wall installed.

### 2012

- New railway themed bed planted to commemorate the 150th anniversary of the railway opening in Hunstanton in 1862.

### 2013

- Hunstanton Town Council suggested that the pathway through the Esplanade Gardens should be named the Reis Leming Way after Mr Leming who was responsible for saving the lives of 27 people during the 1953 floods, which was carried through and changed.
- A programme to regenerate the Spinney into a more usable space for everyone. Part of that includes adding a feature wall, carrying photographs of Hunstanton through the years.

### 2014

- Amiens: Arts, Cities and Landscapes, Cross Channel Project - The Borough Council of King's Lynn and West Norfolk and the Maison de la Culture in Amiens, have joined forces to develop their cultural, natural and structural heritage.

### 2015

- Revamp of Lighthouse bed, with carr stone and seating
- The pier bed has been revamped by the Civic Society after judges feedback with coastal plants.

### 2016

- Revamp of the Searles Boat Bed
- Revamp of the Railway Bed, Pier Bed and St Edmunds Ruins in partnership with the Civic Society
- Extension of the Community Orchard





# Community participation

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## Local Environmental Quality

Community enthusiasm and support for the In Bloom campaign has really blossomed since Hunstanton first entered the competition in 2004. Throughout the year, the diverse supporters, which include local societies, businesses and schools, have been actively involved in a vast range of activities from clean ups and planting initiatives to competitions that celebrate the great efforts of local people. The beauty on our doorstep cannot fail to inspire others. All of the street furniture, such as rails and bollards are regularly maintained and painted to ensure that they look their best.

*Abbotts • Anita's Salon • Barclays Bank • Birds Estate Agents • Boots • Borough Council of King's Lynn & West Norfolk • Candy Castle • Chives • Civic Society • Community Orchard Committee • Community Shop • Copper Kettle • Cruso & Wilkins • Crystal Cave • Driftwood Residential Home • Fishers • Gardeners' Association • Hayes & Storr Horizon • Hughes TV & Audio • Hunstanton Third Brownie Unit • Hunstanton Chamber of Trade • Hunstanton Infant School • Hunstanton Tackle • Hunstanton Town Council • Hunstanton TIC • Hunters Land Rover • Kay's Donuts • Jacks barbers • Keelies Beauty Salon • Legges • Londis • M&Co • Martins Estate Agents • Megan Thomas (resident) • Moss Bakery • Natwest Bank • Norfolk Home & Garden • Norfolk Lavender • Norfolk & Suffolk Probation trust • Northfield Allotments Association • Princess Theatre • Alive Oasis • Past & Presents • Patrick & Lesley Richardson (residents) • Pretty Paws • Redgate Junior School • Rendezvous café • Rotary Club • Rounce & Evans • Royal British • Legion Women's Section • Searles Leisure Group • Salad Bowl Café • Searles Leisure Resort • Searles Seatours • Sense • Silfield Gardens • Smithdon High School • Serendipity • Sowerbys • Sue Ryder Care • Tamworth Tearooms • The Barber Shop • The Glebe Primary School • The Golden Lion • The Laundry Basket • The Pet Shop • Town Centres Manager • William H Brown • Wine Cellar & Deli • World of Fun • Waterside Bar • Yesteryears • Searles Sea Tours • Alive Leisure*



## Sowing the Seed - Young People's Involvement in Hunstanton in Bloom

Our gardening future can only continue at this level if we can engage the younger generation. We are proud to say that we have numerous projects to encourage children to be aware of the importance of their local environment and to take an active role in the community. Having children involved also brings fresh ideas to the campaign and a level of energy that only children have!

- Glebe House School and Nursery has bloomed this year with the town's youngest gardeners producing their own fruit and vegetables.
- The 3rd Hunstanton Brownies unit bed features a mixture of seasonal bedding plants and proudly displays the imagination of the winner of the Brownies annual 'design a flower bed' competition.
- Young explorers, aged between four and 12 years old, take part in the Boston Square Bug Hunt, spotting various creepy crawlies and wildlife, including Whitetailed Bumblebees, frog spawn and harvestmen spiders. The Bug Hunt has now become an ongoing part of the local tourist offering and local schools continue to use it for educational purposes.
- The local Scout Group and Guides has got involved with planting in many of the gardens.
- The Orchard has been enjoyed and tended by the Scouts and Brownies

## Community Orchard

The Community Orchard was introduced in 2012. We have been delighted to see that this environment encourages shared activities that include and engage with people of different ages and backgrounds. The Community Orchard is becoming the equivalent of local woodland more than a century ago – a communal asset for the whole parish. The success of the orchard has been so profound that it has been extended to allow for ten more trees to be planted for the community to share. People have also signed up to the ‘Orchard Constitution,’ which is a mutual agreement to look after the area itself along with the volunteers and visitors.

We have found that it has encouraged families to have a better understanding of where our food comes from, and revived the interest in fruit growing. The local Methodist Church is also sponsoring two trees; one is a mulberry, and the other a sweet cherry which has been chosen because it is an eating variety. After flowering, the children can look forward to eating sweet and juicy fruit in June. Children from Redgate and Hunstanton First schools have also planted their own tree, and are frequent visitors to the orchard. They were very keen and worked so hard that it seems only right that they should have their own fruit tree. This year our sponsors also include the Women’s Institute and the Norfolk Ornithologists Association, showing that the orchard is doing what we had envisaged – engaging with the community.

There are numerous wildflowers that bloom – even over the winter including daisies and snowdrops.

Blossom Day was held in May for a third year, as a celebration. The orchard is central to Hunstanton and has many trees planted by community groups, so it was a chance to come together and revel in our achievements.

Volunteers including members of In Bloom manage the area organically, and eventually grass and wildflowers will grow right up to the tree trunks with paths mown through. As the area becomes more bio diverse, surveys will be undertaken to track habitat enrichment and schools will be involved in that. We look forward to Apple Day celebrations, cooking and fruit processing, arts and story telling, wildlife surveys, and peace and quiet as well! The site is being put forward under the Queen Elizabeth II Fields in Trust Challenge in order to protect it as a green space for future generations. It has been nominated for awards from CPRE and also RSPB jointly with the Eastern Daily Press under their community sections, in recognition of all the hard work and teamwork of the many, many people involved.



**Blossom Day**  
 Saturday 30th April 12pm-4pm  
 Discover 101 different fruit trees \*  
 \* Scouts Fun\* Norfolk Wildlife Trust\*  
**Rig-A-Jig-Jig** Fun Dog Show  
 Hunstanton Football Club\*  
 \*Hunstanton Concert Band\*  
 \*Craft & Community Stalls\*  
 \*Children’s Fun Activities\*  
 \*Refreshments\*  
**FREE Entry!**  
**A wonderful Community Event!**  
 For more information/ **Free** stall:  
 tel 01485 534041 kate.dunbar@btinternet.com  
 or any of the Orchard Committee  
**Henry le Strange  
 Community Orchard**  
 Avenue Road, Hunstanton

Fun! Music

HDEFA fit Fields in Trust Northfield Allotments

# Community participation

## Keeping Things Growing - Sustaining Working Relationships

The Town Council continues to organise an annual spring clean-up day. Members of the local community and Hunstanton Town Council target areas that are away from the main routes in and around Hunstanton.

Bennett close hedge team - 3 residents of Bennet Close formed together to maintain the general area boarding Oasis Way, with a great deal of assistance from BCKLWN. Wildflower seeds are sown, bulbs continue to thrive giving annual colour, while the trees that were planted continue to enhance the area. With the residents continuing general maintenance including weeding and watering, it has helped to develop the whole area and the overall view of Oasis Way.

The Hunstanton In Bloom committee took place in an Exchange Day with Halesworth in Suffolk In Bloom team, this was an excellent opportunity to learn and share ideas of best practice.



### Jachere Fleurie Flower Seed

The original idea was founded by Town Councillor John Smith. Whilst driving through France, he suddenly came across fields of brightly coloured flowers. The scheme originally started when French farmers were paid to set aside fields, and decided to brighten them up by sowing flower mixes along roadsides and waste land. The Hunters associations and the French government subsidised the seed, for what became called as Jachere Fleurie seed. [Hunters Flowers]

Despite the subsidies being reduced many farmers continue with the scheme as a direct result of the positive effect it has on the area. A range of specialist mixes is now produced with selected strains of cultivated flowers, which adapt well to poorer soils and can survive without irrigation, use of fertilisers or chemical sprays. Environmentalists now give their widespread support to the scheme as it creates a natural habitat for insects, butterflies and bees. Hunstanton uses a large number of Jachere Fleurie Flower seeds on the entrances of the town. This has been achieved by the combined efforts of the Town Council financing the scheme, BCKLWN use of machinery, and seed being sown by two In Bloom volunteers. The flower mix is called 'jour de fete' or 'Holiday celebration' and is a mix of Cosmos, Corn flowers and Zinnias which will give a carpet of multicoloured flowers to welcome both residents and visitors to the town.

### Adopt-A-Bed Scheme

The scheme continues to flourish with many local residents taking part. Adopt-A-Bed was first introduced in 2007 and invites people to identify community areas that may need an extra bit of tender loving care and take responsibility for their upkeep.

Community Spirit has been out in force with many plaques being displayed within the esplanade gardens.



**HUNSTANTON  
IN BLOOM**

**2015  
ANGLIA IN BLOOM  
GOLD**

# Community participation

## Spreading The Word

A key part of encouraging involvement is making sure that people are well informed about what's happening in the local area. The Hunstanton Newsletter is instrumental in ensuring that residents are up-to-date, encouraging participation and celebrating successes. Local media, both print and audio, have also shown considerable support and interest in the In Bloom campaign. Coverage has been positive and often visible, featuring high impact photographs that capture reader attention.

Awareness raising materials including posters, postcards and window stickers have been distributed to key organisations in the town helping to raise awareness and publicising the website address where information is updated.

All press releases are also published on the Borough Council's main website. Many of these have been featured on the front page and accompanied by a picture, meaning that local residents visiting the website to pay bills or find out about other services will also have a chance to learn of the improvements that are taking place and hopefully be encouraged to get involved.

Hunstanton has come a long way in the 12 years since 2004 when the quality of open space in the resort was generally of poor quality. Maintaining the progress made and continuing with the efforts to involve a wide section of the community will ensure that the progress achieved so far is maintained. The focus of efforts for the next three years for Hunstanton in Bloom will be to:

- Continue to improve community and business involvement
- Keep making small changes which contribute to overall improvement of the whole town
- Work with the bodies involved to maintain the Green Flag
- Continue to participate in Anglia in Bloom and encourage surrounding villages to take part in the scheme
- Visits to hold presentations at local community events including the Womens Institute, golf and yacht clubs

## Hanging Baskets Anglia in Bloom 2016



### Business in bloom

At just £49.61 (plus VAT), a hanging basket, prepared and maintained by the Borough Council, provides a flowering focal point for your business.

### Hassle free horticulture

With the planting, watering and replacement plants taken care of, all you have to do is provide and erect a substantial bracket and enjoy 12-13 weeks (dependent upon weather conditions) of bountiful blooms.

(It is the responsibility of the owner to ensure that the bracket is capable of holding 15 kgs)

### Apply today

Simply complete and return the form below by 3rd June to ensure that your business is blooming in 2016. For more information call 01553 782076

### Application form



I/we wish to order \_\_\_\_\_ hanging basket(s) at £49.61 each (plus VAT)  
totalling \$ \_\_\_\_\_ (Please do not send payment you will be invoiced)

Name & Address \_\_\_\_\_

Postcode \_\_\_\_\_

Contact telephone number \_\_\_\_\_

Return completed application form to:

Leisure & Public Space, Borough Council of King's Lynn & West Norfolk  
Street Scene, Hamlin Way, Hardwick Narrows, King's Lynn, Norfolk, PE30 4NG

**Hunstanton** 

**Neighbourhood Plan**

**Public Presentation Day**

**Saturday 18<sup>th</sup> June 8am-8pm**

**At**  
**Hunstanton Community Centre**

**Ask questions** 

**Have your say!** 

**All welcome!** 

**Come and see the results of the questionnaire**

**See pictures past and present Find out what happens next**

**Meet with Town Councillors and the Neighbourhood Plan Working Party**

**Refreshments available!** 

**£100 PRIZE DRAW TO TAKE PLACE**



# The Future of Hunstanton

## Regenerating Hunstanton

The vision for Hunstanton is to create:

- an active town
- a local town that meets the needs of its residents
- a more attractive seaside destination
- a town that respects its heritage
- one that makes the most of its natural assets

Years later, we are delighted that the Hunstanton Regeneration Team has made progress, but it is more challenging because of dwindling funds. We already have a large sign on the A149 indicating the Town Centre and all car parks have town maps to inform visitors. The street lighting for the town is being improved by continuing the heritage lighting which is at present in the High Street. We have pop-up pods for young entrepreneurs to test the market, specialised markets such as Farmers' markets, French markets and also more opportunities for the coffee culture to flourish.

A Town Team has been set up under the direction of the Chamber of Trade, an active group of people who will seek to enliven and enhance the town centre for 12 months in the year rather than the present seasonal pattern. We want people to enjoy the sights when they are visiting as much in the summer months as they do when they come along to the charity Christmas day swim!



## Financial support

Organisations, businesses and the community contribute annually to the In Bloom work through the funding of various planters, providing their time and labour or through miscellaneous civic schemes. Over the past two years the In Bloom campaign has received contributions from:

BCKL&WN £40,000 Hunstanton Town Council £2,000 Businesses circa £12,000

In addition, a further £240,000 has been spent on Regeneration initiatives with £500,000 earmarked over the next three years.



## Hunstanton in Bloom Committee members

**Cllr Carol Bower** Chairman & Deputy Mayor of the Borough of King's Lynn and West Norfolk

**Hilary Shipton** Hunstanton Civic Society and Allotment Association

**Hayley Culham** Community

**Adrian Winnington** Hunstanton Community Orchard

**Laura Hampshire** Borough Council of King's Lynn and West Norfolk - Regeneration Officer

**Angie Sandercock** Resident

**Kay Arnott** Royal British Legion

**John Fincham** Hunstanton Resident

**Alistair Cox** Borough Council of King's Lynn & West Norfolk - Town Centres Manager

**Patrick & Lesley Richardson** Community Adopt-A-Bedders

**Sally Bettinson** Norfolk County Council Highways Officer

**Chris Durham** Borough Council of King's Lynn & West Norfolk - Ground Operations Manager

**Dave Morton** Borough Council of King's Lynn & West Norfolk - Resort Manager

**Chris Bamfield** Borough Council of King's Lynn & West Norfolk - Executive Director Commercial Services

**Cllr Christine Earnshaw** Hunstanton Town Council

**Diane Hallard** Chamber of Trade

**Liz Searle** Chamber of Trade and Searles Sea Tours

**Becky Kay** Chamber of Trade

**Kate Dunbar** Community Orchard

**Susan & David Boxell** Community residents representatives

**Andrew Searle** Searles Leisure

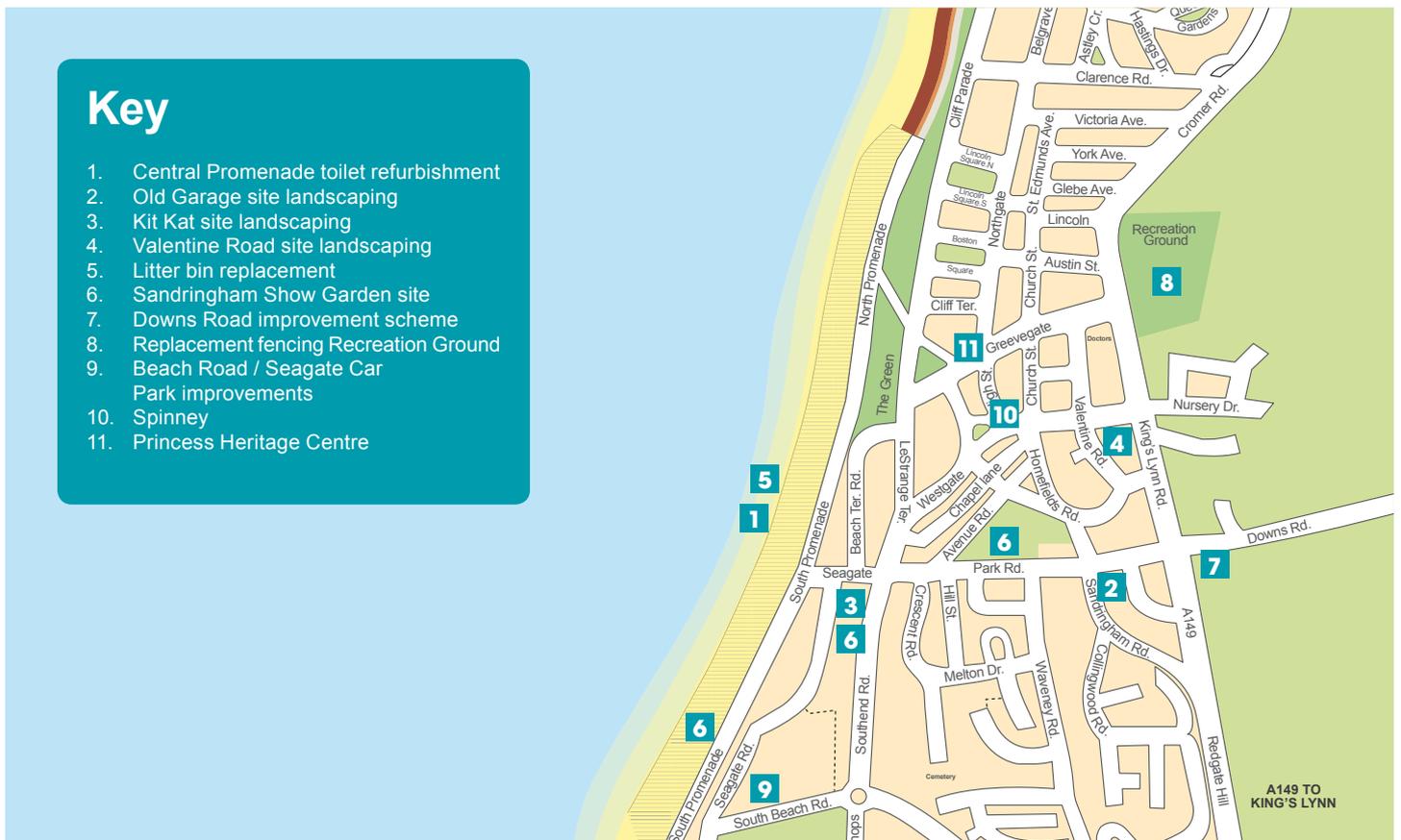
**Andrew Penn** Bennett's Close Residents

**John Fincham** Bennett's Close Residents

**David Wrigglesworth** Bennett's Close Residents

**Mark & Maureen Dyle** Hunstanton Gardeners Association/ Gardening competition organisers

**Margi Blunden** Hunstanton Civic Society



**Key**

1. Central Promenade toilet refurbishment
2. Old Garage site landscaping
3. Kit Kat site landscaping
4. Valentine Road site landscaping
5. Litter bin replacement
6. Sandringham Show Garden site
7. Downs Road improvement scheme
8. Replacement fencing Recreation Ground
9. Beach Road / Seagate Car Park improvements
10. Spinney
11. Princess Heritage Centre

