



A VISION FOR HUNSTANTON SOUTH SEAFRONT PROPOSAL

AN OVERVIEW

7.3 Provide an outline of your initial proposals and approach to the commission to demonstrate your understanding of the brief, the local context, your skills and expertise to meet the project requirements and objectives.

We have assembled a team with international, national, regional and local experience to ensure that we bring a wide perspective without losing the important “on the ground” and local insights. Whilst the lead HemingwayDesign are based in London, we have been working on some highly impactful projects in Lowestoft so are in the region on a regular basis .

HemingwayDesign are specialists in coastal regeneration and have worked with local authorities across the country on projects to breathe new life back into seafronts such as Boscombe, Bognor Regis, Margate, Morecambe, Lowestoft and Weston-Super-Mare.

Your brief desires "transformational" and we hope this document proves that we have an unparalleled track record of doing "transformational" in coastal towns.

RESPONSE TO THE BRIEF

We see "run down " and "vacant" as exciting opportunities for a new generation of creative businesses who enjoy " creating silk purses from sows ears " and from Margate , to Hastings and a number of other seaside towns there is a creative led insurgency taking place from a generation that sees the British coast as far more satisfying than the crowded and increasingly sterile Mediterranean offer.

To say that this team is excited by the possibilities of the Marine Lake is an understatement . This team fully understands that the aim must be to 'Secure a financial return for the council that recognises its overall investment and the importance of achieving best value.' We also understand that this commission must align with the objectives of the One Public Estate initiative for Hunstanton to deliver new homes, jobs and an income stream. HemingwayDesign has substantial experience in delivering housing and jobs nationally and locally in Kings Lynn.

CLICK EACH IMAGE FOR MORE INFORMATION

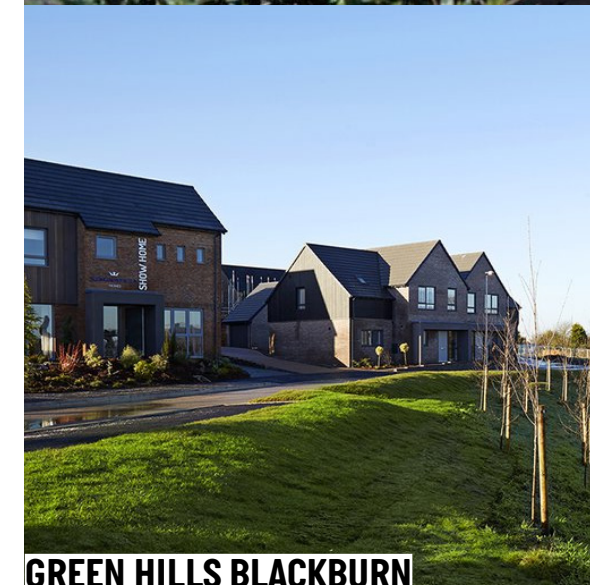


We will be looking at long term value that upholds the brand values that are established within the vision rather than short term financial return. This will be consummate contributing to repositioning Hunstanton to compete regionally, nationally and internationally as a coastal visitor destination.

THE STAITHS



HILLINGTON SQUARE



GREEN HILLS BLACKBURN



BLACKBURN IS OPEN

HEMINGWAYDESIGN METHODOLOGY

The first stage of the process would be for Wayne Hemingway to sit with the HemingwayDesign urban design, brand and events teams, and the key team members from G L Hearn, Oxbury and JBA Consulting and explain the project, take them through the documents as set out in the ITT, maps and plans at our disposal as well as take them on a virtual Google Maps/Google Street View tour of the site. This would be promptly followed up by the team visiting site and meeting with yourself and stakeholders.

From there we will start to build a vision based on national, international precedents and our own extensive experience of coastal design / regeneration projects. This would be a thorough and highly visual draft vision that whilst drawing on precedents worldwide would be rooted in the locale and rooted in reality. The vision would look at successful, relevant precedents in terms of beach front sites, adjacencies retail and residential opportunities, layout / zoning, design (structures, landscape entrances, signage, way-finding etc., brand, marketing/comms, events, pop up food and drink, appropriate meanwhile uses etc).

Whilst we always like to approach projects from a fresh perspective we see no reason to "trash" the eminently sensible existing vision principles:

- "an active town
- a town that meets the needs of its residents and acts as a good local service centre
- a more attractive seaside destination, where visitors return, stay longer and spend more
- a town that respects its heritage, whilst looking to the future
- a town that makes the most of its setting and natural assets, linking town and seafront and emphasising the views"

We will sense check, verify, question and propose updates (where and if necessary) to the designs proposed in the existing masterplan in terms of

- "identifying potential development sites
- improving vehicle and pedestrian movement, public transport, access and parking for residents and visitors
- providing design guidance
- identifying areas for visual improvement and environmental enhancement, particularly in the public realm"

We will most certainly build on the existing water sports and activities offer and have extensive experience here from a number of our projects.

HEMINGWAYDESIGN METHODOLOGY

And your stated intent for

- **A Local Town... which meets the needs of its 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**

all resonate.

The strengths and weakness analysis that has been documented is a strong basis for the team to fully get to grips with the project and makes stimulating reading. We will of course sense check all of this and add where necessary. The stats on visitors and residents both show that Hunstanton would benefit from an increase in the more economically stimulating Gen Z and Millennial groups.

In parallel with the vision HemingwayDesign will create “pen portraits” of all the potential users of the site to ensure that the eventual offer understands the diversity of the potential users of the site. HemingwayDesign would lead on the sense checking

of the vision and co-design of the final vision, working with yourselves in the recruiting of and working with a stakeholder group from the local authority, members of the local and regional business, education and visitor economy communities and a focus group of potential visitors made up from the aforementioned “pen portraits”.

We will engage, substantially, using digital and face to face methodology, with the Hunstanton and regional creative, business, watersports communities and other interested parties. We will establish a steering group to ensure that all proposals are based and grounded in local and regional need. This will be a process that gets under the skin of Hunstanton and delivers ideas and opportunities that are genuinely focused on and rooted in the place, are joined up and progressive.

The people of Thamesmead

People make place and increasingly via social media, it is people that are the best asset in place marketing. We would start to get under the skin of the Thamesmeader. Here is the kind of thinking we would undertake from day one.

We believe that our approach to place marketing and place-making will help create the environment and atmosphere best able to attract a pioneering community whilst raising the aspirations of the existing community. The people of Thamesmead can take on and drive the principles of Thamesmead. Their activities and lifestyle will help to define and promote a strong 'place' identity.

1 - Inner city escapees

Attracted by the environment, the affordability, and the facilities on offer at Thamesmead they have been considering leaving a central London that has already priced out their friends. They are primed and ready to contribute to the pioneering community and bring an “oven ready” entrepreneurial spirit. Thamesmead was after all, an original London overspill town.

2 - Culturally active and physically active young families

4 - Those looking to 'move on up'

Younger people currently working in retail and distribution whose ambition has been piqued by what they are hearing and seeing about Thamesmead. Looking for opportunities to improve their skills and learn more about self-employment and small business development at the courses being run at the Thamesmead Enterprise Centre. Currently living at home with parents in social housing but would like to rent their own place. Thamesmead is seen as a new opportunity but one not far from friends and family. Thamesmead will be a stepping stone to something they thought they may not be able to achieve.

5 - Culturally active and physically active maturing families

Families with teenage children who enjoy “city edge” living giving them as a family access to space but also allowing their children access to the urban attractions that appeal to maturing young adults. The enterprising community network is attractive to parents thinking of leaving the rat race when the kids leave home in the next few years and also sparking young people to get inspired by different, creative or tech careers and the support which Thamesmead offers.

HEMINGWAYDESIGN METHODOLOGY

We propose to use methodology like the engagement portals on the right. We would tailor a system to this project and the great thing about it, is that all the results are only visible by us logging in. This encourages positive and progressive input. It is the system that our place-brand team use, it is tried and tested and produces great results and analysis. With the help of the media (which will be all over us!) and yourselves, we will get significant reach with this.

The output will be a vision statement for the site setting out our ambition, outline identity and the “way forward” to deliver the vision. We will set out and explain previous and current examples of how visions in our coastal regeneration projects (Lowestoft , Margate et al) have been taken forward and been delivered on, including the establishment of steering groups, the “passing of the baton” and succession plans.

For more on our engagement see the separate doc [7.4 Provide an outline of your key stakeholder engagement plan.](#)

[Middlesbrough engagement portal - CLICK HERE](#)

c. Which words or phrases below best describe Middlesbrough?

Choose as many as you like

<input type="checkbox"/> A Growing	<input type="checkbox"/> B Authentic
<input type="checkbox"/> C Friendly	<input type="checkbox"/> D Hi-tech
<input type="checkbox"/> E Diverse	<input type="checkbox"/> F Rich history
<input type="checkbox"/> G Charming	<input type="checkbox"/> H Student-friendly
<input type="checkbox"/> I Close-knit	<input type="checkbox"/> J Sunny
<input type="checkbox"/> K Culturally rich	<input type="checkbox"/> L Progressive
<input type="checkbox"/> M Tourism	<input type="checkbox"/> N Innovative
<input type="checkbox"/> O Untapped	<input type="checkbox"/> P Accessible
<input type="checkbox"/> Q Natural beauty	<input type="checkbox"/> R Business friendly
<input type="checkbox"/> S Undiscovered	<input type="checkbox"/> T Academic
<input type="checkbox"/> U Creative	<input type="checkbox"/> V Quiet
<input type="checkbox"/> W Family-oriented	<input type="checkbox"/> X Elderly-friendly

2% completed

[Thamesmead engagement portal - CLICK HERE](#)

j. What kind of homes should Thamesmead offer?

Choose as many as you like

<input type="checkbox"/> A Affordable to buy
<input type="checkbox"/> B Affordable to rent
<input type="checkbox"/> C Standard design new homes
<input type="checkbox"/> D Modern, architect designed homes
<input type="checkbox"/> E Apartments
<input type="checkbox"/> F Homes with gardens
<input type="checkbox"/> G Self build opportunities

k. Are there any negative aspects of your current home that would make you consider moving (to Thamesmead or elsewhere)?

DETAILS OF RELEVANT EXPERIENCE AND EXAMPLES OF SIMILAR PROJECTS UNDERTAKEN BY HEMINGWAYDESIGN:

**We have built and are continuing to build an extensive portfolio of successful coastal
urban design, regeneration and events projects and below is the document**

THE HEMINGWAYDESIGN APPROACH TO COASTAL REGENERATION



OUR COASTAL REGENERATION PROJECTS

BOSCOMBE OVERSTRAND

[CLICK FOR MORE DETAIL](#)

We revitalised the Boscombe Overstrand in Bournemouth and brought this historic building bang up to date without losing any of its original charm. 59 new vintage-style beach pods are decked out with all the mod cons you'd expect for 21st Century seafront enjoyment. They were designed to accompany Bournemouth's artificial surf reef – the first of its kind in Europe – and attractions such as a surfing academy and a glass-fronted restaurant, which all act together to reinvigorate Boscombe's sense of community. We can confidently say that this award-winning project was the catalyst to Boscombe seafront becoming one of the region's go to destinations.

“Having previously been aware of Wayne's passion for the Great British seaside ... we approached them in 2007 with a unique project to breathe new life back into a derelict 1950s seaside building at Boscombe, Bournemouth. What emerged from that collaboration was the sensational Boscombe Overstrand building featuring 59 vintage-style Beach Pods, each with their own unique visual take on the classic British seaside holiday... The regeneration of



Boscombe seafront has resulted in a 32% increase in visitor numbers and a massive increase in visitor satisfaction, whilst winning countless national and European awards for regeneration.” Andrew Emery, Service Development Manager, Tourism and Corporate Communications, Bournemouth Council

OUR COASTAL REGENERATION PROJECTS

BOGNOR REGIS

[CLICK FOR MORE DETAIL](#)

Bognor Regis is entering an exciting phase of significant regeneration and to support and reinforce this impetus, a place brand for the town is being developed by HemingwayDesign. As part of wider British seaside renaissance, major investment has gone into enhancing the town centre public spaces. Work is underway to create the new 'Tech Park' by the University of Chichester, and The Platform creative digital hub at Bognor Regis train station - with a brand and interior designed by HemingwayDesign. The Platform will encourage creative entrepreneurs and supports the growth of the digital industries in Bognor Regis and West Sussex by providing collaborative and flexible workspace for small businesses and start-ups.

To kick off the place branding project, the views of those who live, work and visit Bognor Regis are being sought to help shape the future of the town, using [a bespoke engagement tool](#) developed by HemingwayDesign.



OUR COASTAL REGENERATION PROJECTS

DREAMLAND, MARGATE

[CLICK FOR MORE DETAIL](#)

HemingwayDesign were appointed by The Dreamland Trust in 2011 to develop a vision, create a brand, tone of voice, and lead on the full design proposition for a re-imagined Dreamland. Since the opening of the Turner Contemporary and the re-opening of Dreamland, Margate's creative community is thriving with independent galleries, shops, bars and restaurants opening regularly, and the media and public goodwill for Margate and Dreamland remains as strong as ever.

"You are bringing real clarity to the project. It was like trying to plait fog till HemingwayDesign came along" - Jan Leandro, The Dreamland Trust.

Dreamland was nominated for a Beazley Designs of The Year Award with an installation at the newly re-opened Design Museum, and won in the Brand & Identity category at the Design Week Awards 2016. Here's what the judges said: "A design, which manages to reconcile the past and the future of the park, while not forgetting its sunny, seaside outlook."



OUR COASTAL REGENERATION PROJECTS

VINTAGE BY THE SEA, MORECAMBE

[CLICK FOR MORE DETAIL](#)

Vintage by the Sea, began back in 2013 and is returning to Morecambe for a sixth consecutive time in 2018. The very best music, entertainment, fashion and design from the 1920s to the 1990s are up for grabs for all to enjoy and admire.

"I have never experienced anything that quite matches this year's Vintage by the Sea Festival which it is estimated to have attracted more than 40,000 to Morecambe for the weekend. We should never lose faith in Morecambe's intrinsic potential. This spectacular success of the event showed... that a real breakthrough has been made in bringing something unique and energising to Morecambe" - Coun Ron Sands, Lancaster City Council

The festival has gone on to win two Lancashire Tourism awards, one Visit England award and was declared one of the best vintage events in the world by [The Guardian in 2014](#).



OUR COASTAL REGENERATION PROJECTS

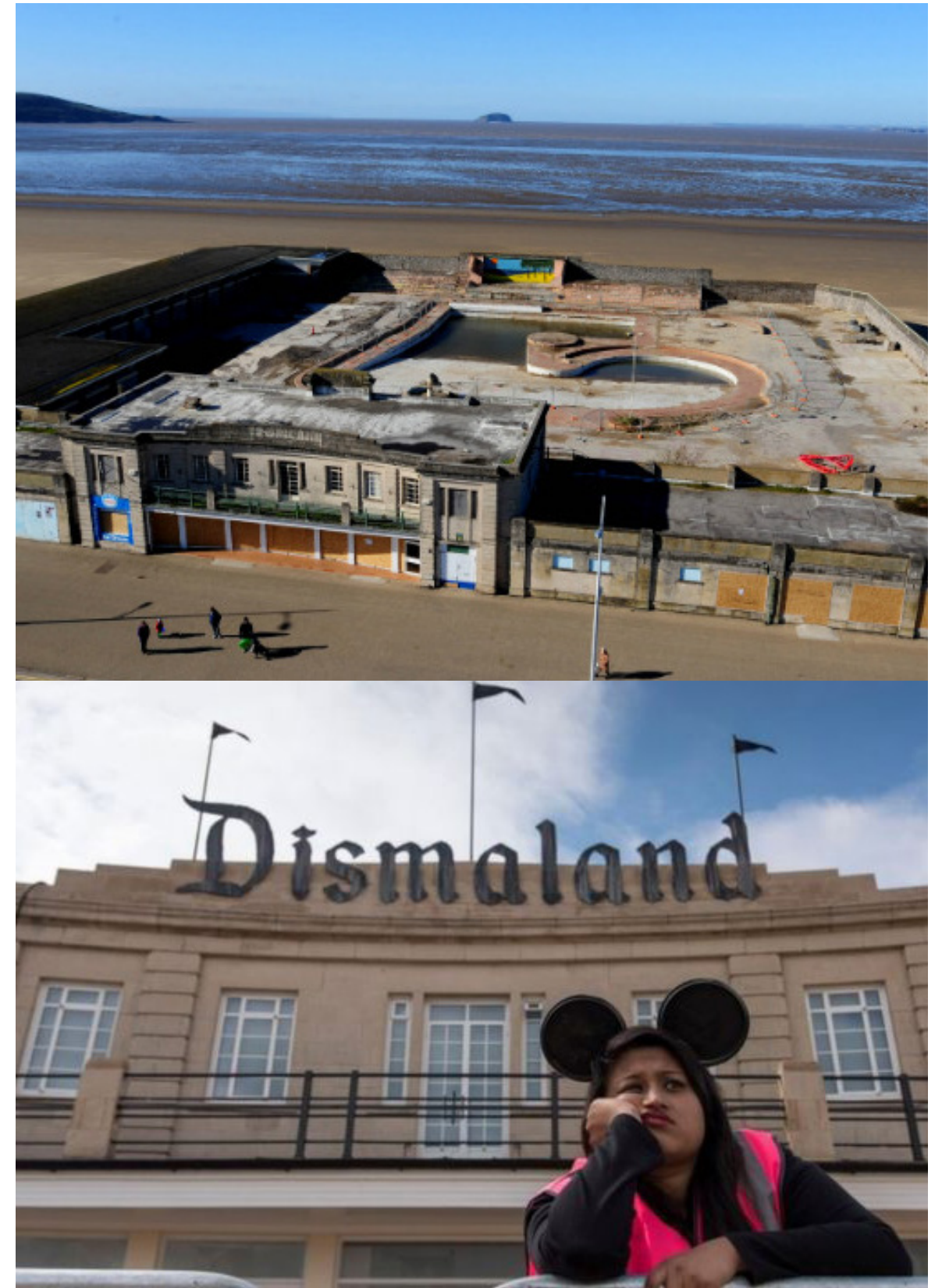
TROPICANA, WESTON- SUPER-MARE

[CLICK FOR MORE DETAIL](#)

In summer 2016 Banksy's Dismaland brought Weston-super-Mare and Tropicana to the attention of a worldwide audience. At HemingwayDesign we didn't need our arms forced up our backs to get involved in helping to create a vision for Tropicana's future.

We led a gathering of creative minds at Tropicana on 9th March 2016 to discuss possibilities for Tropicana's future uses. Over 100 creative thinkers turned up from Weston-super-Mare, Bristol and points south. There were senior representatives from the festivals and events industries, senior folk from the arts and creative industries including theatre producers, practicing artists, musicians, designers and representatives from regional arts and cultural bodies as well as representatives from local government. The discussions were lively and productive and it became immediately clear that there is a love for Tropicana and no shortage of ideas.

We are now part of a team developing these ideas and things are becoming very interesting indeed!



OUR COASTAL REGENERATION PROJECTS

LOWESTOFT SOUTH BEACH

[CLICK FOR MORE DETAIL](#)

In 2017 we were commissioned by Waveney District Council to create a vision and master-plan for Lowestoft South Beach and environs. There is heaps of potential in this town that has suffered in recent times.

"I have read your report on Lowestoft and I think you've got it right. Telling it as it is, with an expert eye is just what we need. Your involvement gives me the confidence that Lowestoft ... has a very bright future" - David Ritchie, Chairman of the Suffolk Coast Forum and Cabinet Member for Planning and Coastal Management at Waveney District Council.

"The approach was one of creative collaboration. They have fostered an approach that is about allowing local voices and groups to contribute ... with the council taking the role of facilitator, not asset owner. This approach has been extremely productive and very refreshing – both for local residents and people within the council. The team understand what makes a place enjoyable to live in and visit" - Kerry Blair, Head of Operations, Suffolk Coastal and Waveney District Councils.



OUR COASTAL REGENERATION PROJECTS

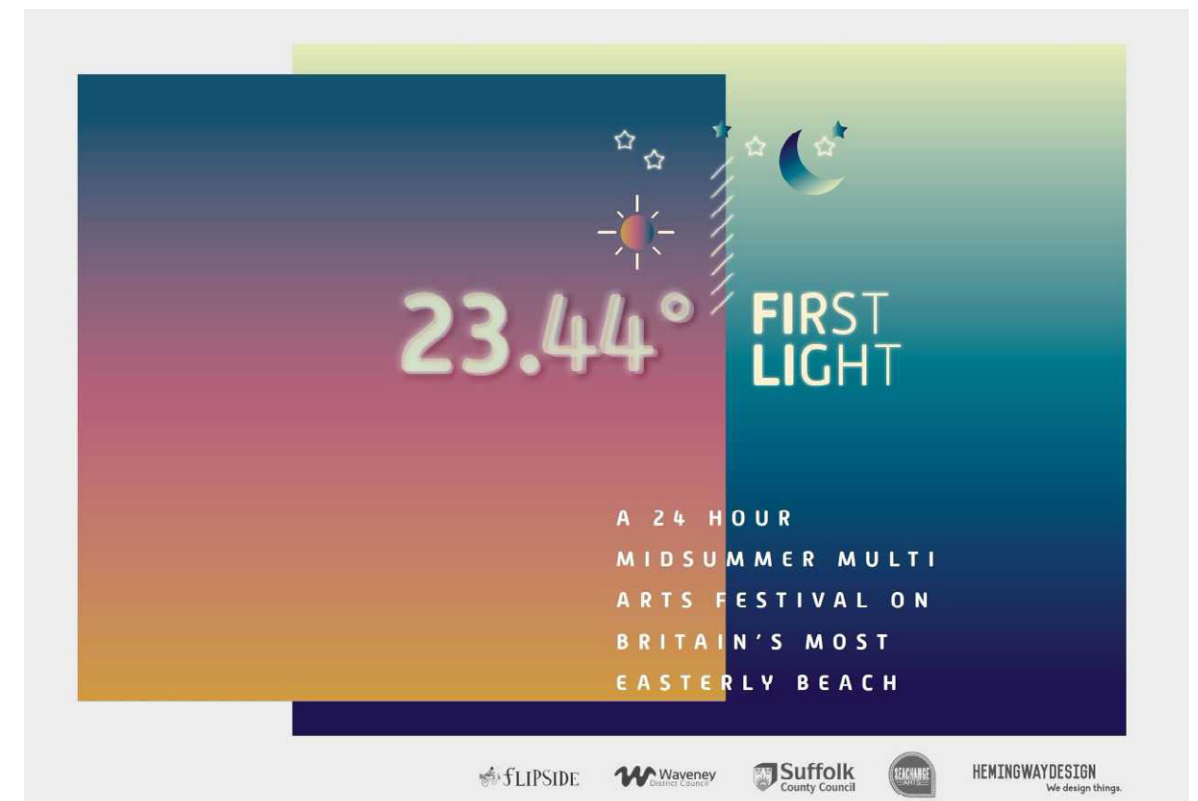
LOWESTOFT SOUTH BEACH CONT.

[CLICK FOR MORE DETAIL](#)

We have also been working with the council on plans for 'First Light Festival', a 24 hour arts festival celebrating the UK's 'First Light' of day on the seafront of Britain's most easterly town.

First Light, which could attract over £1m of investment from Arts Council England and other trusts and organisations has evolved from the ongoing Lowestoft South Beach Vision project; a collaboration between HemingwayDesign, the council and other local partners and businesses. It's an ambitious plan to create an event that would play a major role in making Lowestoft a 'must visit' destination, building a tradition that attracts thousands of visitors to Lowestoft during the festival.

Here is a [link](#) to the current Lowestoft work and an exciting event project that is flowing out from it . A number of the elements in Lowestoft vision document are now in development. This would allow the project to reach and the vision to be tested on "Younger people, families, busy working people, creative and new businesses and more widely as well as those that normally respond to consultation exercises."



OUR URBAN DESIGN PROJECTS

HILLINGTON SQUARE

[CLICK FOR MORE INFORMATION](#)

Hillington Square was an unloved and tatty development in King's Lynn before we got our hands on it. Heading up the team, we worked alongside those living and working in the large, 319-home estate on the 30 million pound regeneration site, to forge a thriving community fit for 21st Century life.

STAITHS SOUTH BANK

[CLICK FOR MORE INFORMATION](#)

Staiths South Bank, a 760-home development on the banks of River Tyne, built by Taylor Wimpey and with Gerardine and Wayne leading the design. Their aim, along with George Wimpey City and architects Ian Darby Partnership, was to create a development that offers choice. Choice of elevation and layout; choice in the mix of house types; and choice in the way that people live their lives. The Staiths has become one of the most discussed, documented and visited housing led regeneration projects of the 21st century.



OUR PLACEMAKING EVENTS

We understand events and how events are often the driver behind successful regeneration. Here are a few examples:

URBAN VILLAGE FETE

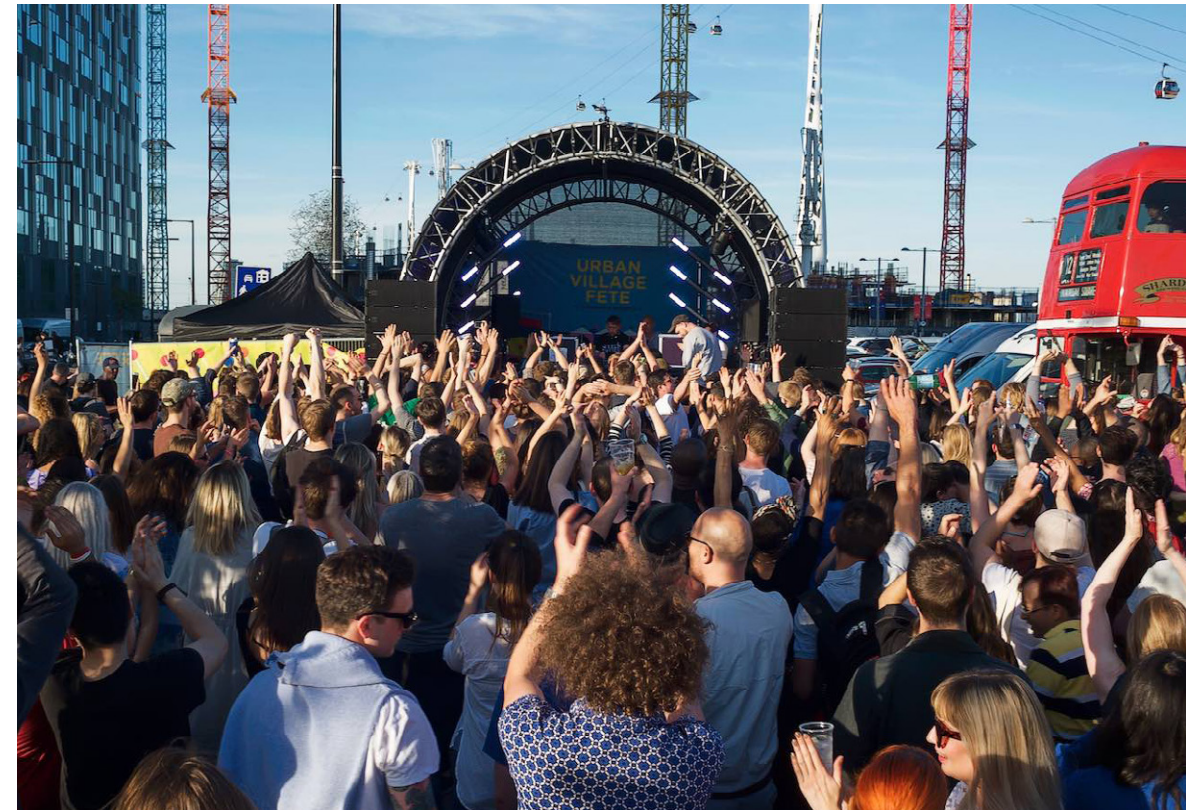
[CLICK FOR MORE INFORMATION](#)

Urban Village Fete is a FREE and annual event for the whole family which takes place in Greenwich Peninsula – one of the capital's most exciting new districts, set to become 'London's ultimate village' - celebrating the best in design, music, art, innovative events and modern craftsmanship. The event draws on local suppliers, designers and performers as well as offering a forum for top local talent, all set against a range of established design stalls and food trucks with an international flavour.

SAMPLE

[CLICK FOR MORE INFORMATION](#)

SAMPLE is a celebration of the start of each new season through fresh produce and modern craftsmanship. SAMPLE showcases the latest emerging creatives from the worlds of fashion, beauty, art, design and homewares with their new collections, archive and one off show-pieces alongside a seasonal food market of fresh ingredients.



OUR PLACEMAKING EVENTS

CLASSIC CAR BOOT SALE

[CLICK FOR MORE INFORMATION](#)

We've held at least two Classic Car Boot sales a year since 2013, and in every one, over 100 vintage vehicles and traders are joined by thousands of shoppers, collectors, vinyl lovers and petrol heads, for a family friendly celebration of all things vintage, collectible and upcycled. Our relationship with Argent (the team behind the highly acclaimed development at King's Cross), flourishes each year and new and exciting projects are currently under development.

FESTIVAL OF THRIFT

[CLICK FOR MORE INFORMATION](#)

The award-winning Festival of Thrift, was a knock out for its fifth year this Autumn. In 2013, we held the very first Festival of Thrift at Kirkleatham, Redcar; a free, fun and family-friendly celebration of everyday living, with upcycling, recycling and sustainability at its core. It had everything: great food, fantastic music, interactive entertainment, market stalls selling beautiful hand-crafted wares, workshops and thought-provoking art. Year on year the festival has grown in magnitude and support, and although we anticipated 25,000 people would join us over the two days, 40,000 festival-goers poured through the gates, eager to experience all that The Festival of Thrift had to offer.



OUR AWARDS

BOSCOMBE OVERSTRAND

- Best Generation Scheme at RICS South West Regional 2010
- Project of the Year at RICS South West Regional 2010
- Regeneration award at the LGC 2010

VINTAGE BY THE SEA, MORECAMBE

- Large Tourism Event Award at the Lancashire Tourism Awards 2016
- Tourism Event Award at the Lancashire Tourism Awards 2014
- Named one of the best vintage events in the world, 2014 by The Guardian
- Visit England Award for Excellence 2015

DREAMLAND MARGATE

- Winners of the Identity Design category at the Design Week Awards 2016
- Nominated for a Beazley Designs of the Year Award (2016) with an installation in the newly re-opened Design Museum

**ABOUT THE
HEMINGWAY
DESIGN TEAM**

The team is a unique blend of old and new, so to speak. Founders Wayne and Gerardine Hemingway bring four decades' worth of award-winning design and entrepreneurial experience to the table, which works in harmony with the bounty of fresh, invigorating ideas from the next generation of HemingwayDesign partners, who all innately understand the desires and needs of 'millennials'.

Together, we're a highly motivated, responsive and creative team, and are never afraid to challenge and collaborate with the client and end users – or to have fun whilst doing so.



Wayne Hemingway
Design Partner



Jack Hemingway
Design Partner



Tilly Hemingway
Design Partner



Nadia Speranza
Designer



Shaye Preston
Project Management



Serena Wilson
Head of Social Media

ABOUT THE HEMINGWAY DESIGN TEAM

WAYNE HEMINGWAY

Design Partner, Creative Director

Wayne co-founded HemingwayDesign in 1981. Other than his BSc degrees in Geography and Town Planning, Wayne is on the Design Council Trustee Board and on the Design Council CABE Committee.

Wayne received an MBE in the Queen's Birthday Honours list of 2006 for services to design. In addition, Wayne is a Professor at Northumbria University and has Doctorates / Fellowships at Leeds Beckett, University of Stafford, Lancaster University, Regents University London, Blackburn and University of Cumbria.

Wayne speaks internationally at workplace Conferences.

Qualifications

BSc Geography and Town Planning

JACK HEMINGWAY

Design Partner, Creative Director

Jack Hemingway is a multi-disciplinary designer and partner at HemingwayDesign, specialising in place-making and regeneration, graphics and identity, exhibition design and event curation.

Jack led the design team and creative vision behind the restoration of the iconic Dreamland pleasure park in Margate. HemingwayDesign led on all public facing touch points including master-planning, the repurposing of rides, interior design, bespoke fixtures and fittings, brand and graphic, marketing and merchandise. Cultural regeneration projects are now underway in Weston-super-Mare at Tropicana, which Banksy famously transformed into Dismaland, and at Portsmouth Guildhall where HemingwayDesign are once again leading the design team and defining the vision for the renaissance of both venues.

His current projects will include working on the interiors for the University of Chichester's new engineering and digital media campus, a 'creative digital hub' occupying forgotten space at Bognor Regis railway station as well as exhibition and large scale event design.

ABOUT THE HEMINGWAY DESIGN TEAM

TILLY HEMINGWAY

Design Partner, Creative Director

Tilly Hemingway, multi-disciplinary designer Partner in HemingwayDesign, graduated from The Bartlett School of Planning (University College London) in 2009 with a BSc in Urban Studies. Tilly leads the design team on a continuing collection of sofas for G Plan Vintage to inspire a new generation of consumers, which has brought G Plan back into the 'design limelight' for the first time since the mid-century, and has designed two successful ceramic ranges for Royal Doulton.

Tilly has led on the furnishings and interior design at East Village – Get Living London, curated National Trust's pop-up exhibition in Flat 130, Balfron Tower and re-designed Unite Students' interior common spaces throughout their estate.

Qualifications

BSc Urban Studies

NADIA SPERANZA

Designer

Nadia graduated from the London College of Communication with a distinction in MA Graphic Design. After completing her course she joined HemingwayDesign studio, where she mostly works on social projects that aim to improve the quality of life for many communities in the UK and the design and implementation of a brand visual language that translates into different systematic media such as way-finding and interior design. At the moment, she is working in the re-branding for St. Modwen and providing the signage and graphic branding elements to the interior design team.

Nadia was born in Argentina, Buenos Aires and moved to London in 2014. She specialises in visual language, social communication, editorial and systematic signage design and design thinking.

Qualifications:

BA Editorial Design – Universidad de Palermo – Buenos Aires

MA Graphic Design – (Distinction) University of the Arts London – London College of Communication

ABOUT THE HEMINGWAY DESIGN TEAM

SHAYE PRESTON

Project Management

Shaye Preston is a project manager working across the spectrum of projects at HemingwayDesign, from the thriving events arm to the dynamic design projects.

Hailing from Perth, Western Australia where she studied Art and Design at Curtin University, Shaye moved to London in 2014 after working in the theatre and public arts sectors.

Shaye oversees Urban Village Fete, SAMPLE and the Classic Car Boot Sale from a planning, operational and logistical perspective as well as managing all the budgets and health and safety operations. Utilizing her background in art and theatre design she also works practically on art installations and design features taking them through from concept, design, implementation and build across all events. Shaye worked on the launch of Dreamland, Margate and implemented the site wide design of the Winter Festival 2016/17 at the Southbank Centre.

Qualifications:

Hons. Art and Design – University of Western Australia

SERENA WILSON

Head of Marketing

A commercially-focused Digital Marketing specialist with extensive experience in producing campaigns for high-profile brands. A highly motivated self-starter with an extensive track record in winning new business, developing and implementing integrated strategies that are fun, exciting, and most importantly, deliver the right results for the client.

She is responsible for driving social media engagement for HemingwayDesign, including strategy development, execution and evaluation of campaigns. She understands how social media fits into the overall marketing strategy and identifies and defines social media opportunities for the brand. Serena works closely and advises the marketing and other external teams on execution of digital programs and best practices.

Qualifications

**Social Media Crisis Management, Henley Business School
Omniure, Leadership Development, Econsultancy/
Digital PR
BA (Hons) in Fashion Design and Textile, London College
of Fashion**

ABOUT THE GL HEARN TEAM

GRAEME TULLEY

Head of Development and Regeneration

Graeme has 30 years' experience in Planning, Development and Regeneration and is Head of Development and Regeneration at GL Hearn. He joined GL Hearn in November 2010 from DTZ where he led the National Planning and Town Centres practices.

Graeme is member of the Royal Town Planning Institute, the British Council of Shopping Centres (BCSC) and the British Property Federation's regeneration and planning committees (BPF). He is a public speaker and expert witness on planning, compulsory purchase, town centre and regeneration matters.

Graeme's specialist area is the planning, development and delivery of major mixed use town centre and area wide regeneration projects, where he is one of the UK's leading advisors to both private and public sectors.

Qualifications

BA (Hons) MSc (Econ) Dip TP MRTPI

MATT KINGHAN

Planning Director

Matt Kinghan joined GL Hearn in 2016 as a Planning Director. He has a range of experience in economics, planning and regeneration.

Matt has managed a range of multidisciplinary planning and masterplanning projects covering urban renewal, town centre redevelopment and neighbourhood and community planning including in Windsor, Barnet, Hatfield, Caterham, Welwyn, Winchester, Shrewsbury, Richmond and Dover. He has also worked on a number of significant new towns and cities internationally.

Matt has key strengths in economic planning including undertaking social and economic impact assessment for the public and private sectors across a range of residential, commercial and town centre schemes, as well as undertaking economic strategies and employment land reviews.

Qualifications:

BA (Hons) MSc MIED AssocRTPI

ABOUT THE G L HEARN TEAM

CHRIS HEMMINGS

Associate Director

Chris is a dual qualified (MRTPI, MRICS) planning and development specialist with over 20 years' experience of advising both local authorities, Government agencies and private developers on development schemes in London and the South East.

Some of his key skills include:

- Project managing major outline planning applications;**
- Representations to development plans and appearance at Examinations;**
- Site or area-wide development viability assessments;**
- Property market assessments, including town centre strategies;**
- Evidence based reports for Local Plans, including Employment Land Studies;**
- Site disposals, through both informal tender and OJEU procurement procedures.**

Qualifications

BA(Hons), MSc, DipSurv, MRTPI, MRICS

ABOUT THE JBA CONSULTING TEAM

Our confidence in delivering this project effectively is based on our experience and knowledge of coastal risk management, our experience of delivering coastal and maritime engineering schemes, our knowledge of the Hunstanton frontage and on our team's acknowledged capability across the range of key skills required to deliver the project successfully. Our approach to the delivery of the project is characterised by:

The competence and experience of our team; giving you confidence in delivery and providing surety in programme.

Innovation and expertise. Our design approach will ensure sustainable design and opportunities for construction cost savings are considered at the earliest opportunity. Our team has a wealth of knowledge in both structural and geotechnical design in the marine environment, bringing the required specialist experience to the design team.

Our Environmental Lead Dr. Dorian Latham is an experienced Project Manager and Environmental Lead and has specialised in coastal scheme review and consenting.

We strongly believe in the benefits of developing an in depth understanding of our client's needs. We will work closely with you to ensure both the specific project and wider council corporate objectives are met throughout the project.

1.1. The company

Jeremy Benn Associates Limited (t/a JBA Consulting) is an independent specialist civil engineering, flood risk management and environmental consultancy, employing over 400 staff in 16 offices in the UK and Ireland. The firm is a private limited company wholly owned by its employees. Turnover in the current year will be in the region of £25 million. Our client base is wide and includes SEPA, Environment Agency, County Authorities (Lead Local Flood Authorities – LLFAs), Risk Management Authorities (RMAs), Coastal Risk Management Authorities (CRMA), Local Authorities, utility companies, Network Rail, the Highways Authority, the RNLI and the private sector.

ABOUT THE JBA CONSULTING TEAM

JBA's recent growth and success has been recognised by prestigious awards such as 'ranked 6th in the New Civil Engineer's Top 100 consultancies of the year 2017'; 2016 winner of the Future Technology – Technology Champion Award by the NCE; Institution of Civil Engineers Awards for Engineering Innovation 2016; and the 2014 Royal Academy of Engineering MacRoberts Innovation Award short list. In 2016 we also received a commendation from the ICE for our innovative design work for the Isle of Man Laxey promenade and seawall scheme. As a company we pride ourselves on our innovative approach and have suggested options where we believe innovation can achieve efficiency for the Hunstanton scheme.

JBA Consulting is a leading employee owned business. You would benefit from the personal, responsive and flexible service that characterise our company.

ABOUT THE JBA CONSULTING TEAM

GRAHAM KENN

**Coastal and Maritime Engineering
Technical Director**

Graham is a chartered civil engineer with over eighteen years' consultancy experience and has worked on the detailed design, options appraisal and strategy development for numerous coastal and maritime schemes around the UK, working for clients including the MoD, EDF Energy, local authorities, the RNLI, the Environment Agency, Natural Resources Wales and Network Rail. Graham has extensive coastal and maritime engineering design experience and has developed detailed designs for sea walls, rock armour revetments, breakwaters, causeways, beach control structures and tidal defence walls. He is currently leading the design team responsible for designing new harbour and coastal defences for seven major harbours on the Isle of Man and two new coastal defence schemes on the west coast of Ireland. He is also leading the detailed design development for the £20m East Rhyl coastal defence scheme. Over the past 3 years he has led the team responsible for developing a coastal asset management plan for Network Rail throughout the south west and north west of England and throughout Wales. Graham is JBA's Lead Coastal Engineer, is a committee member of the Institution of Civil Engineers South Maritime Group and an ICE

Approved Supervising Civil Engineer. Graham has also recently been appointed as a Coastal Engineering Subject Matter Expert for the Network Rail Business Critical Rules programme and is a member of the CIRIA panel tasked with reviewing industry guidance on deterioration and degradation modelling of infrastructure assets. Graham has published a number of papers on the topics of coastal and maritime engineering and asset management.

Graham is professionally qualified to undertake the role of Principal Designer under the CDM Regulations, and has completed the site supervision for numerous coastal and fluvial construction schemes. As JBA's Lead Coastal Engineer Graham is responsible for ensuring that all JBA coastal and maritime design work is compliant with the requirements of the Construction Design and Management Regulations (CDM), this is achieved through a rigorous design risk assessment process and ensuring all staff are aware of their responsibilities as designers.

ABOUT THE JBA CONSULTING TEAM

ALEXANDER DANE

Coastal Engineering Engineer

Alexander is a chartered civil engineer with over five years' experience in the field of coastal engineering. Alexander has extensive design experience in a wide range of flood and coastal defence structures including sea walls, revetments, flood walls, quay walls, breakwaters and beach recharge schemes. These skills cover the suite of design stages from options appraisal, outline and detailed design, through to construction. Alexander has gained a substantial amount of on-site experience covering site supervision, GPS surveying and asset condition assessments.

Alexander spent two years working in the Engineering team in Canterbury City Council, where his work primarily involved the analysis of flood and erosion risk, producing MTPs and PARs to apply for funding for flood defence improvements.

DORIAN LATHAM

**Technical Director
Environment Manger**

Dorian is an experienced project manager with over 25 years' experience in delivering multi-discipline projects for both the public and private sector. He has an established track-record in managing complex commissions, including project delivery through public sector frameworks for Local Authorities, Highways Agency, Transport Scotland, Natural Resources Wales and English Environment Agency. He has managed internal teams and external consultants both as Consultant and Client Project Manager. He developed extensive experience in forest products sectors working with International Paper, Louisiana Pacific, Temple-Inland and Smurfit-Stone (4 of the top paper / fibre products producers in the USA). Since 2001 Dorian has worked mainly on large infra-structure schemes in flood defence and transportation. He has applied his environmental knowledge as a skilled environmental co-ordinator complying Environmental Statements, non-statutory environmental reports for private and public clients. He has acted as expert witness at inquires and planning appeals.

ABOUT THE JBA CONSULTING TEAM

SHANTELE FRIESEN

**Assistant Analyst
Lot 4 – Environmental Scientist**

Shantelle has a BSc in Environmental and Conservation Sciences and an MSc in Wetland Science and Conservation. While working in Canada, Shantelle worked primarily in environmental restoration and reclamation on a range small to large scale projects in the oil and gas, agricultural and forestry industries. Additionally, while in Canada, she conducted rare plant surveys, pre-impact assessments, wetland delineation and irrigation classification. Following her move to the UK, Shantelle began working as an assistant engineer, where she conducted numerous ground investigations. Additionally, her role involved conducting desk top studies and writing coal mining risk assessments and interpretive reports.

Since starting at JBA, Shantelle has been involved in producing the SA and SEA reports for Newcastle and Gateshead Councils, an Environmental Statement for the Runswick Bay Coastal Protection Scheme, Planning Applications, Design and Access Planning Statements, the River Don Feasibility Study, and acquiring Ordinary Watercourse Consent.

MATTHEW ELIOT

**Civil Engineering
Technical Director**

Matt is a civil engineer with twenty-three years of specialist experience as a coastal and maritime engineer. He has undertaken a wide range of projects from small scale (minor coastal structures) through to State and national scale coastal investigations. This knowledge base is supported by a detailed appreciation of coastal processes and applied understanding of analytical and numerical models. Matt actively contributes to regional coastal research. Matt has managed a private business for 15 years, coordinating a small team of coastal engineers and geomorphologists, with partnerships to complementary environmental and planning consultancies. Through this role, he has provided professional support to a diverse range of clients, including regulatory agencies, environmental consultants, resource companies, planners and land developers.

JBA CONSULTING EXPERIENCE

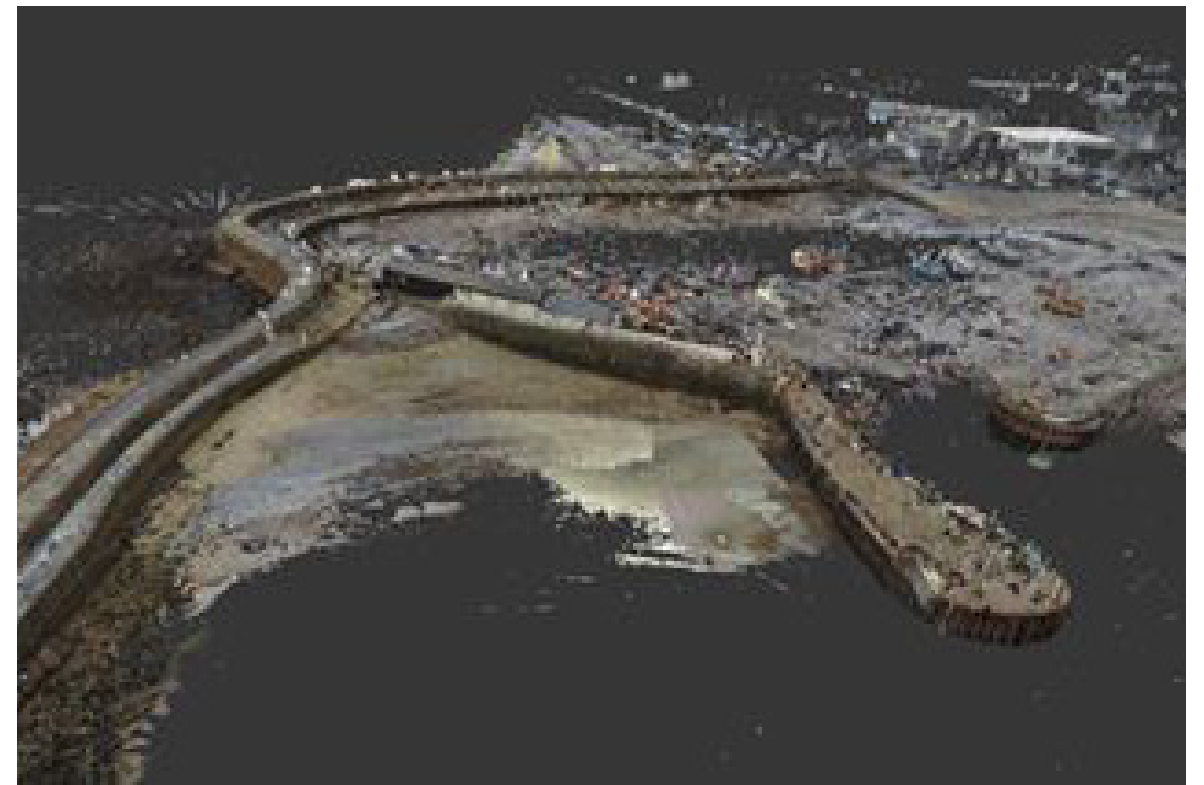
ENGINEERING DESIGN AND APPRAISAL EXPERIENCE

EAST RHYL COASTAL DEFENCE PAR, DETAILED DESIGN AND CONSTRUCTION SUPERVISION (DENBIGHSHIRE COUNCIL)

JBA are currently undertaking the detailed design of this £20m coastal defence scheme. This will be one of the largest coastal defence schemes in Wales and comprises an rock revetment, new sea wall and beach re-charge. As well as detailed design JBA's appointment includes all environmental surveys and consenting and coastal process numerical modelling. JBA will also be responsible for the supervision of the construction works. JBA and completing this Design and Build project in conjunction with Balfour Beatty.

LYME REGIS – THE COBB BREAKWATER - DETAILED DESIGN (WEST DORSET DISTRICT COUNCIL)

Having recently completed the options appraisal for extensive repairs, upgrades and refurbishment of the historic Grade 1 listed harbour structure in Lyme Regis JBA are now undertaking the detailed design for this multi million-pound scheme. A well as the design of all structural and amenity improvements, JBA are leading on the consenting process and all environmental survey requirements.



JBA CONSULTING EXPERIENCE

ENGINEERING DESIGN AND APPRAISAL EXPERIENCE

ABERAVON SEA WALL REPAIRS – ABERAVON, WALES (NEATH PORT TALBOT COUNCIL)

JBA are currently undertaking the detailed design of an extension and repairs to the existing coastal defences at Aberavon. The works comprise the design of a new rock armour revetment, repairs to the existing concrete sea wall and the design of a new slip way. JBA are also leading on all planning and environmental consenting elements.

HURST CASTLE GROYNE FIELD EXTENSION – DETAILED DESIGN, CONTRACT ADMINISTRATION AND CONSTRUCTION SUPERVISION (ENGLISH HERITAGE)

JBA have recently completed the detailed design of a groyne field extension and structure repairs to protect the foundations of Hurst Castle. The Castle is a Henry VIII Scheduled Monument, and has experienced beach losses that threaten to undermine the foundations of the castle. The groyne design has been pragmatically undertaken to offer a cost effective solution on a tight budget.



JBA CONSULTING EXPERIENCE

COASTAL PROCESSES AND SEDIMENT TRANSPORT EXPERIENCE

CHRISTCHURCH HARBOUR – HARBOUR ENTRANCE SEDIMENT CONTROL STRUCTURE DESIGN

Our team completed wave transformation and sediment transport modelling to determine the viability of installing structures to prevent sediment deposition within the entrance of Christchurch Harbour. Four rock armour structure configurations were tested and the length and orientation optimised via the model. Concept engineering design options were then developed.

MILLBAY MARINA – REVIEW OF CONCEPT DESIGN (LINDEN HOMES)

JBA have recently completed the detailed design of a groyne field extension and structure repairs to protect the foundations of Hurst Castle. The Castle is a Henry VIII Scheduled Monument, and has experienced beach losses that threaten to undermine the foundations of the castle. The groyne design has been pragmatically undertaken to offer a cost effective solution on a tight budget.



We have assembled a wider multi-disciplinary team with international, national, regional and local experience and insights that covers property, cost, engineering and environmental skills that can undertake and fully deliver on all of the following:

4.1.1 - Review of existing site information and constraints to develop concept layout and designs for the area, considering infrastructure requirements, building design, highways and public realm improvements.

4.1.2- Prepare design options, taking into consideration the existing site information and constraints, and identify appropriate mitigation measures and interventions required to 'unlock' the sites, considerate of (but not limited to):

- **Urban Design analysis**
- **Flood risk & mitigation requirements**
- **Archaeology**
- **Utilities – existing easements and any upgrade requirements**
- **Land Registry Title Constraints & Easements**
- **Ground Conditions / Geotechnical**
- **Contamination & Remediation**
- **Highway requirements including impact on traffic**
- **Planning requirements**
- **Ecology and Arboriculture**
- **Heritage Impact**
- **Rights of Way**
- **Transport and Movement**

4.1.3 - Prepare an economic impact assessment to support future funding bids.

4.1.4 - Area 1: Development Sites

Assess the feasibility, market demand and viability for mixed use redevelopment options, including the public realm, vacant and underutilised sites identified for redevelopment within the red line boundary (Appendix 1). Specific detailed appraisal of options for the car parks, Alive Oasis and the former KitKat site. Option assessments should consider:

- **the potential to retain a proportion of public car parking within the redevelopment, or maintain existing numbers of car parking spaces with multiple decks.**
- **Identify, assess and test (in consultation with Norfolk County Council Highways) potential solutions to relocate or accommodate any lost public car parking currently provided on the existing public car parks**
- **the potential to remove the existing Alive Oasis structure and reuse of the existing public swimming pool within the redevelopment of the site.**
- **the potential to incorporate bus and coach drop off/stops in the study area**

For sites subject to long leases, in the south of the study area, the study should consider long term options for redevelopment of these sites if it is deemed financially and commercially beneficial while also in line with the regeneration ambitions for the area.

4.2.6 - Area 2: The Promenade

Develop options for public realm enhancements to the Promenade over and above its role as a sea defence.

4.2.7 Area 3: Marine Lake

Informed by the Coastal Management Plan, assess feasibility for the development of a marine lake to retain water and provide an extended offer. The feasibility should consider:

- **Assessment of Bathing Regulations**
- **Topographic assessment of potential marine lagoon locations**
- **Consider potential marine lagoon options (limited to 4no. options)**
- **Consider potential construction methodologies**
- **Complete a site specific extreme analysis of both wave and water levels**
- **Joint probability analysis and sea level rise (climate change) assessment**
- **Assess the overtopping implications**
- **Assessment of impacts on longshore drift and other coastal processes**
- **Initial desk based geological assessment**
- **Consider future maintenance requirements and costs**
- **Initial 'high-level' capital and whole life cost estimates**
- **Initial 'high-level' environmental assessment**
- **Initial 'high-level' water quality implications**
- **Overview of the potential permits and approvals required**
- **Establish the initial Designer Risk Assessment (including public safety)**

Initial appraisal of potential options (limited to 3no. options) that will consider each of the options at a 'high-level' in terms of the following parameters:

- **Location**
- **Functionality**
- **Buildability**

- **Future maintenance**
- **Environmental impacts/benefits**
- **Comparative (indicative) costing**
- **Fundability**
- **Health and Safety**
- **Risks**
- **Public acceptance**

4.2.8 - Prepare a viability appraisal and preliminary cost information for the masterplan. Prepare a project delivery plan incorporating land assembly, programme, risks, cost and funding strategy for the site.

4.2.9 Develop a project concept into a preferred delivery plan for the site, taking into consideration and appreciating the local context, assets and wider economic regeneration potential for the area.

4.2.10 - Prepare an outline cost specification and preliminary cost information, including any costs associated with providing infrastructure outside of the study area (i.e. parking and highway improvements)

4.2.11 - Prepare a viable delivery strategy for implementation of the preferred development plan, incorporating recommended site assembly, programme, funding strategy, delivery vehicle and procurement strategy.

4.2.12 - Liaise with the local planning authority, statutory consultees, key stakeholders (as detailed in 3.9) and undertake public consultation events as