

Hunstanton Neighbourhood Development Plan 2020-2036

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Hunstanton Neighbourhood Development Plan (HNDP)

Background – The Localism Act

1. The Localism Act was introduced in November 2011.
2. Its aim was to devolve more decision-making powers from central government and provide:
 - new freedoms and flexibilities for local government;
 - new rights and powers for communities and individuals;
 - reform to make the planning system more democratic and more effective;
 - reform to ensure that decisions about housing and infrastructure are made locally.
3. Through the development of a Neighbourhood Plan (NP), Hunstanton will now be able to propose the direction and degree of its own future development.
4. The Localism Act of 2011 introduced Neighbourhood Planning into the hierarchy of spatial planning in England. Once a Neighbourhood Plan has been ‘made’, it becomes a legal document and then sits alongside the Core Strategy (CS) and the Site Allocations and Development Management Policies document (SADMP) and the County Minerals and Waste Plans (CMWP). It informs all future planning decisions that the local planning authority (LPA) makes about that particular community.
5. The HNDP describes a vision for the future of Hunstanton, which has been established through engagement with local residents and extensive consultation throughout the area (see Statement of Consultation). It takes into account their comments, observations and concerns about its future and brings them, together with census information, strategic and statistical information, into one document that voices the town’s objectives, together with the policies required for their realisation. The community’s overwhelming desire is to make Hunstanton an even better place to live and work, both now and for future generations.
6. Hunstanton Town Council was given the authority to prepare a Neighbourhood Plan for the entire area of its parish on 5 February 2013. (See map of parish area *Map 1* which includes a strip along Old Hunstanton beach as far as Holme-next-the-Sea.)



Consultation statement

8. The Plan has been developed by a working party consisting of town councillors, members of the Civic Society, representatives from the Schools and the Town Clerk. It takes into account a Viewfinder Survey and Hunstanton Parish Plan of 2004 as well as the results of a Questionnaire which was sent out in 2016, feedback from Public Presentation Days in 2016 and feedback received from statutory consultees. Full details are provided in the HNDP Consultation and Basic Conditions Statement document.

Role of the Hunstanton Neighbourhood Development Plan

9. The Hunstanton Neighbourhood Development Plan (HNDP) provides development management policies to help enhance the quality and contribution of future development within Hunstanton Parish by providing additional policy tools for:

- i. Hunstanton Town Council to consider and refer to when providing consultation responses to new applications for planning permission;
- ii. Borough Council of King's Lynn & West Norfolk as Local Planning Authority (LPA) to use in the formal consideration and determination of applications for planning permission;
- iii. Norfolk County Council as the local authority responsible for determining minerals and waste planning applications and County Council development proposals e.g. for schools, libraries and youth provision;
- iv. The Planning Inspectorate to consider in the event of an appeal against any refusal of planning permission issued by the LPA that cites HNDP policies as part of the reasons for refusal.

General Introduction

10. The Town of Hunstanton is situated on the East side of the mouth of The Wash at its junction with the North Norfolk Coast. Because of its west-facing position, it enjoys views of the sun setting across The Wash beyond the Lincolnshire coast. Immediately to the south is the large village of Heacham. King's Lynn is 16 miles and London 120 miles in a southerly direction. To the east is the village of Old Hunstanton and then a number of small villages lead along the A149 towards Wells (17 miles) and then Sheringham and Cromer.

11. The town developed as a result of the vision of the local squire, Henry L'Estrange Styleman le Strange. In the 1840s he foresaw it becoming a purpose-built sea bathing resort. The first building, probably designed by William Butterfield, was the 'New Inn' opened in 1846 and now named the Golden Lion Hotel. Further development was slow until the arrival of the railway in 1862. Most of the properties in the central area date from the Victorian era and Herbert George Ibberson designed several in the arts & crafts style. Housing estates to the north and south were built during the 1950s and 1960s. Glebe House School, Downs Road House, the fire and police stations were the only buildings on the east side of the A149 until Smithdon High School was built in 1953. Estates were then built on that side in 1980s and 1990s as well as the Manorfields estate of bungalows to the south of the town.



Photo 1: Golden Lion



Photo 2: Town Hall



12. The Town Council meets in a Grade II listed Town Hall designed by George Skipper. It fronts onto The Green with views over The Wash. The town centre has a variety of mainly independent retail shops. Residents are very aware of the natural environment and are anxious to preserve that as well as a separation from Heacham to the south and Old Hunstanton to the east.

13. The town has its own unique identity. It has a quadruple function of being 1) a service hub for surrounding villages, 2) a seaside resort, 3) a popular retirement area and 4) a dormitory for the sub-regional centre of King's Lynn.

14. Although none of the parish is included within the Norfolk Coast Area of Outstanding Natural Beauty it is almost adjacent to it. The cliffs with their bands of carrstone, red and white chalk are quite unique and they have been named in the top 10 geological sites in the UK and Ireland. The Wash is a Site of Special Scientific Interest (SSSI), Special Protection Area (SPA), Special Area of Conservation (SAC) and is an internationally important wetland (Ramsar site).

Photo 3: Hunstanton cliffs



Demographics

15. In comparison with neighbouring parishes, the land area of the town of Hunstanton is quite small. The total area within the parish, excluding the strip along the beach, is only 30% of the area of Holme-next-the-Sea and 15% the area of Heacham. Although we think of Hunstanton as having the wide green open spaces that our founder Henry le Strange envisaged, the green space area is only a little more than the area of the domestic gardens and is about a tenth of the areas within Holme and Old Hunstanton and about 6% of those within Heacham and Ringstead. The amount of ground covered by domestic buildings in Hunstanton (8.5%) and by non-domestic buildings (2.8%) is far higher than in neighbouring parishes.

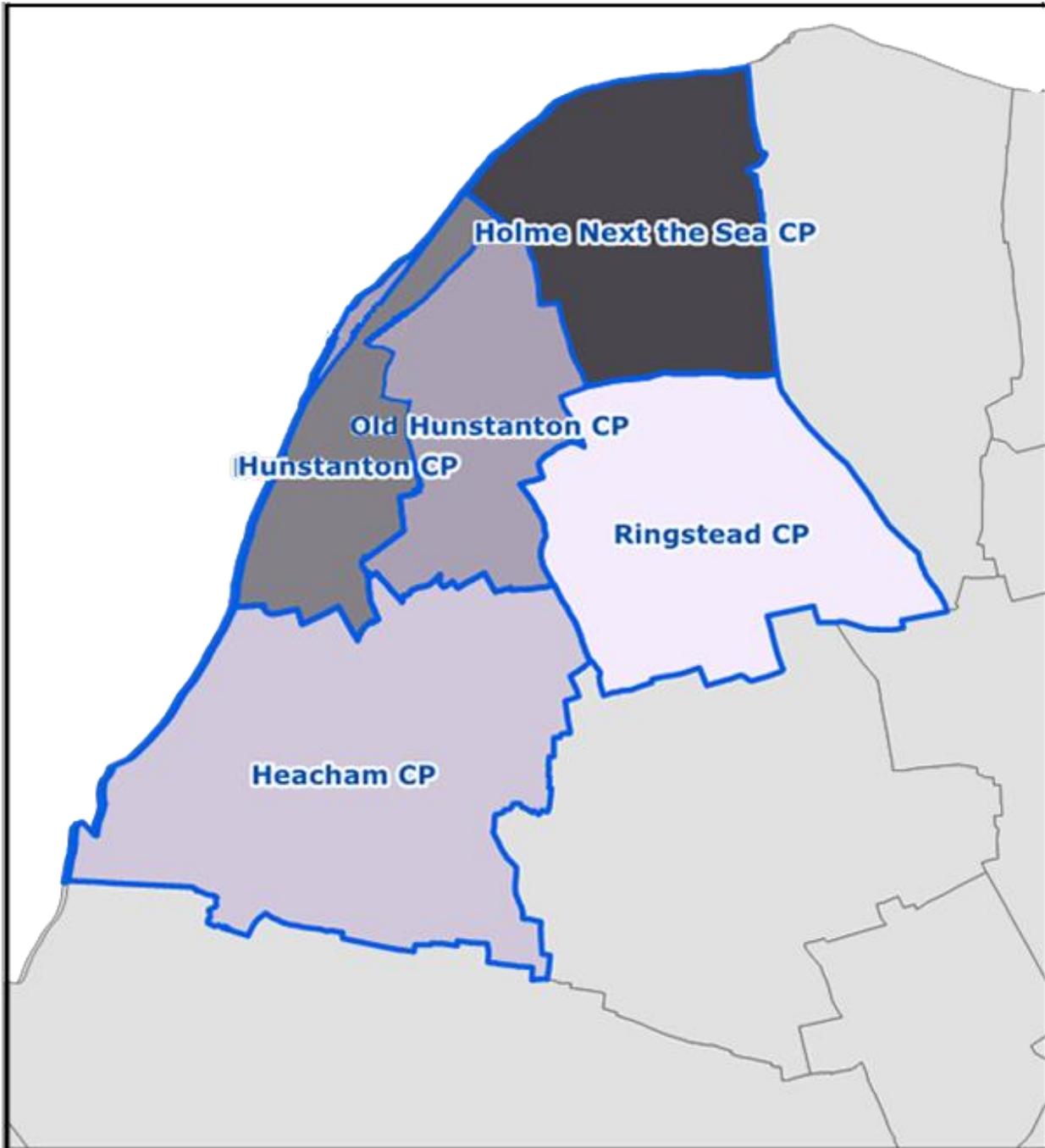
Figure 1: Physical environments & land usage

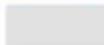
Parish	Total area '000 sq.m	Domestic Buildings	Non-Domestic Buildings	Roadways	Dom Gardens	Green Space
Heacham	14510	240	38	312	112	12431
Holme nts	7365	33	5	59	208	6672
Hunstanton	2250	192	65	296	662	734
Old Hunstanton	19579	54	20	91	214	7051
Ringstead	11504	24	14	85	115	11230
Totals	55208	543	142	843	1311	38118

Figures taken from Office for National Statistics – Physical environment- Jan 2005



Map 2: Hunstanton Parish boundaries and adjacent parishes



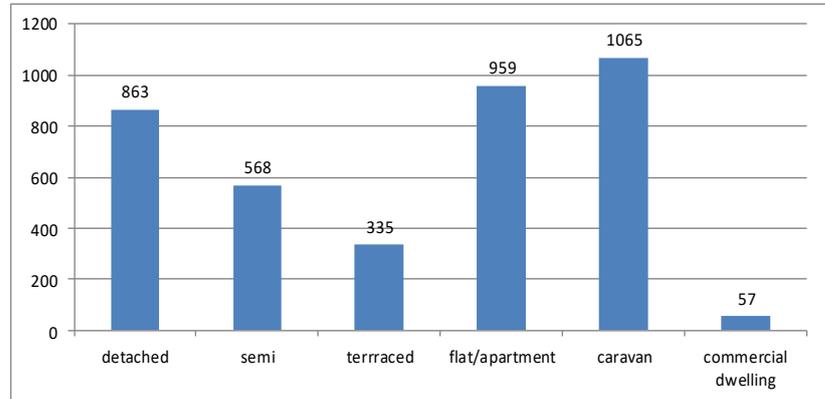
Map 2: Hunstanton Parish boundaries and adjacent parishes	Legend
	 Parish boundary Hunstanton and adjacent parishes
	 BCKLWN other parishes



16. The figures produced by the 2011 Census show that the residents of 2090 households were in unshared accommodation of which 1505 (72%) were houses or bungalows, 581 (27.7%) in flats or apartments and 4 (0.2%) in caravans. 591 (28%) households did not have a car or van and 47 (2%) did not have any central heating. The total number of household spaces using census data was 3847 but of these only 2093 had one or more usual residents. The remaining 1754 (with no usual residents) includes 1065 caravans and 689 holiday or second homes.

Figure 2a:- Persons and dwellings in 2011- Parish demographics

- Resident population 4229
 - 440 under 16
 - 2079 16 to 64
 - 1710 65 and over
- Dwellings 3847
 - Detached 863
 - Semi 568
 - Terraced 335
 - Flat/apartment 959
 - Caravan 1065
 - Commercial dwelling 57



17. The number of non-principal (second) homes (via taxbase data and hence data will differ, from census information) shows that the number of non-principal homes in 2017 was 17.9% of the taxable housing stock in the town (figure 2b). In parishes along the coast this figure rises, Brancaster Neighbourhood Plan (approved 2015) gave an estimate that 65% of the Brancaster’s housing stock is non-principal homes. As housing stock availability declines in these areas, the consequence will be increasing pressure and demand for non-principal homes within the Hunstanton Parish area.

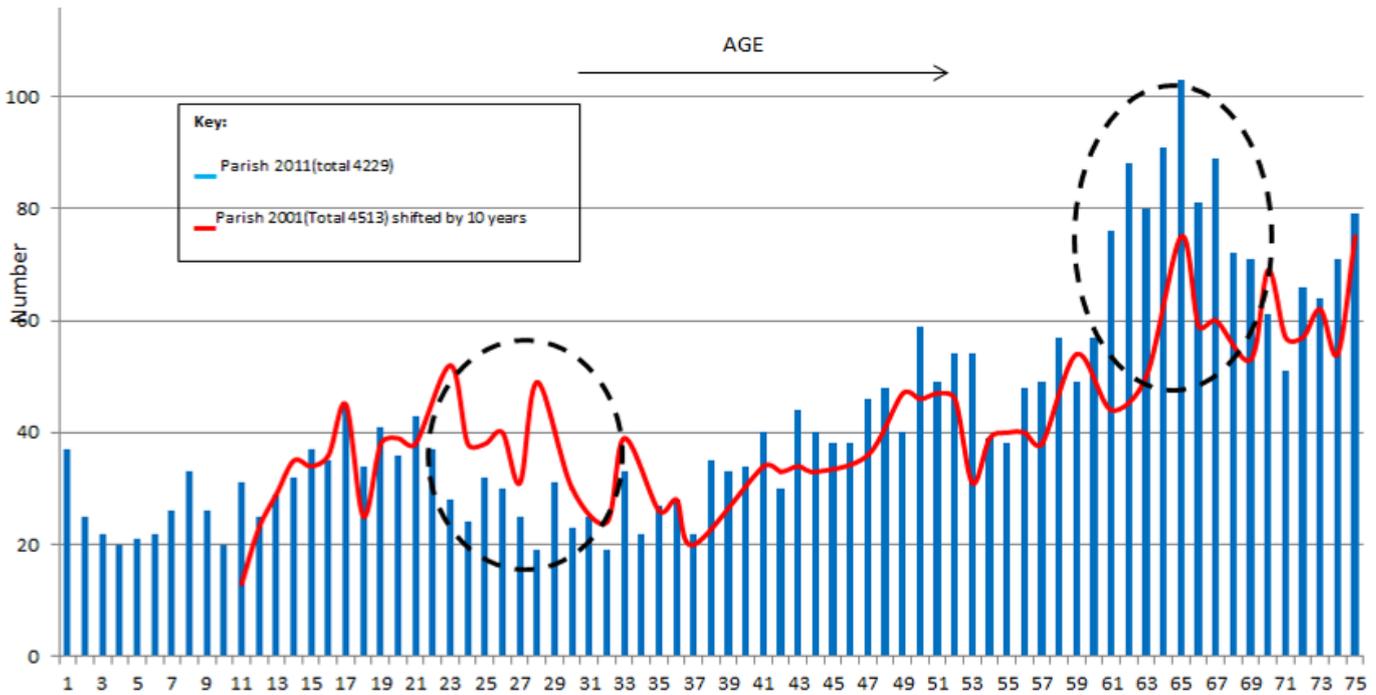
Figure 2b: -Hunstanton Taxbase Report for Second homes from Nov 2010 to October 2017(data BCKLWN)

Figures set year	Number of total properties	Number of second homes	% Second Homes
Nov 2010	2,838	358	12.6%
Nov 2011	2,862	378	13.2%
Nov 2012	2,864	492	17.2%
May 2013	2,858	505	17.7%
Oct 2013	2,872	502	17.5%
Oct 2014	2,861	521	18.2%
Oct 2015	2,878	510	17.7%
Oct 2016	2,871	505	17.6%
Oct 2017	2,894	517	17.9%



18. Including 181 people in communal establishments (mainly nursing homes), the total population of the town was 4229. *Figure 3* shows the numbers of persons of each year of age in 2011 with the overlain red line showing the numbers that might be expected had the population in 2001 merely grown older by 10 years. It can be seen that there is a massive loss of 20 to 34 year olds but an influx of 60 to 68 year olds.

Figure 3: Comparing populations – Parish demographics (2)



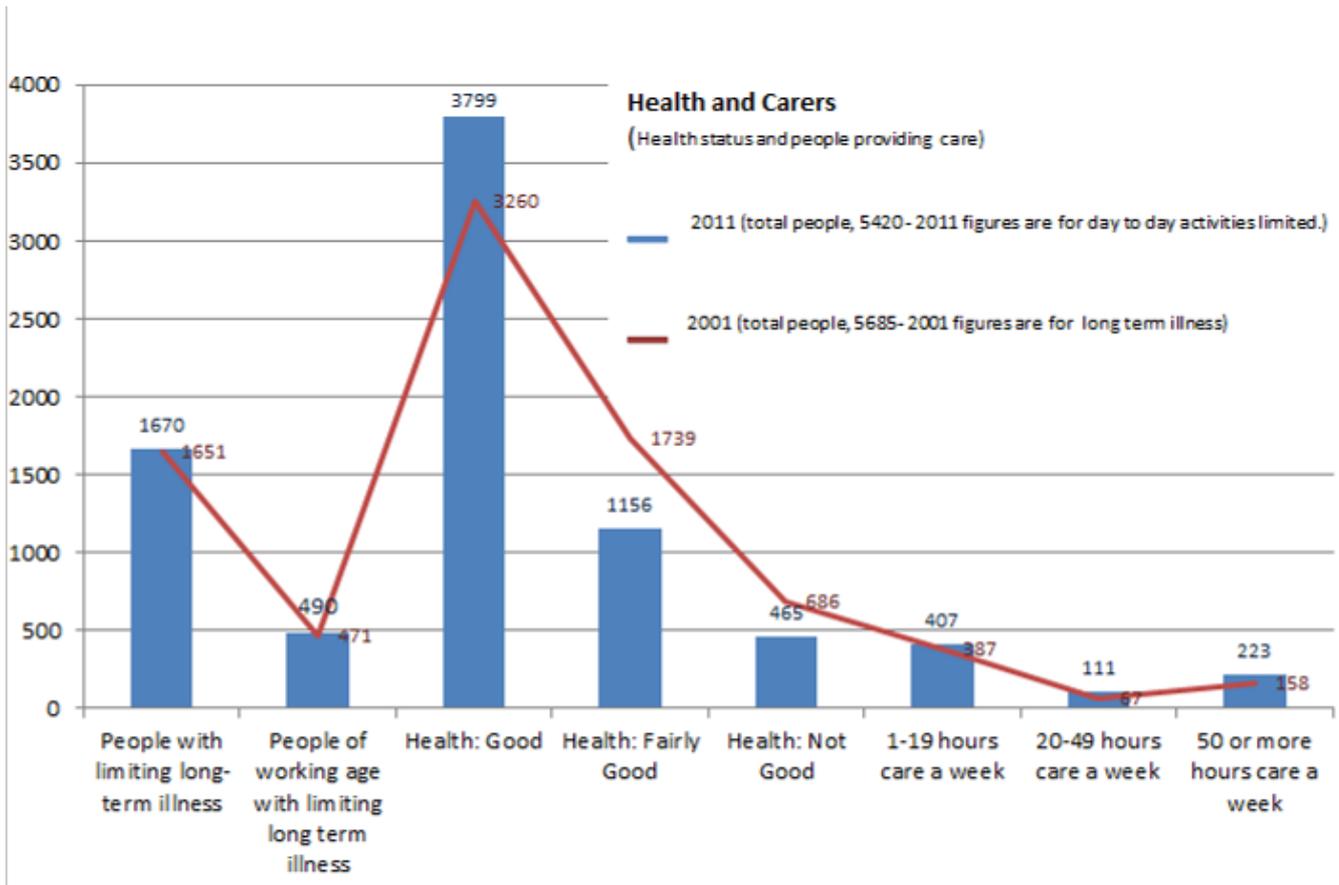
The Blue bars show the number of people of each age in the 2011 Census.
 The Red line represents the number of people of each age in the 2001 Census but moved on by 10 years to permit a comparison of the age structures.

- We see a net gain in most areas, with the most significant increase seen in retirement age of 60 -70.
- But a massive loss in numbers in the age group 21 to 33!
 - Possibly scholars moving to University or city based jobs?
 - Need to do more to retain them –housing, **Jobs** and activities.

19. 806 people live on their own, 161 of these are aged 65 to 74 but 349 are 75 or over. 676 reported that their activities were limited a little and 707 were limited to a large extent. 311 reported to be in bad health and 85 in very bad health. (These figures relate to Hunstanton Ward in 2011 rather than just the town.)



Figure 4: Health and carers- Parish demographics (3)

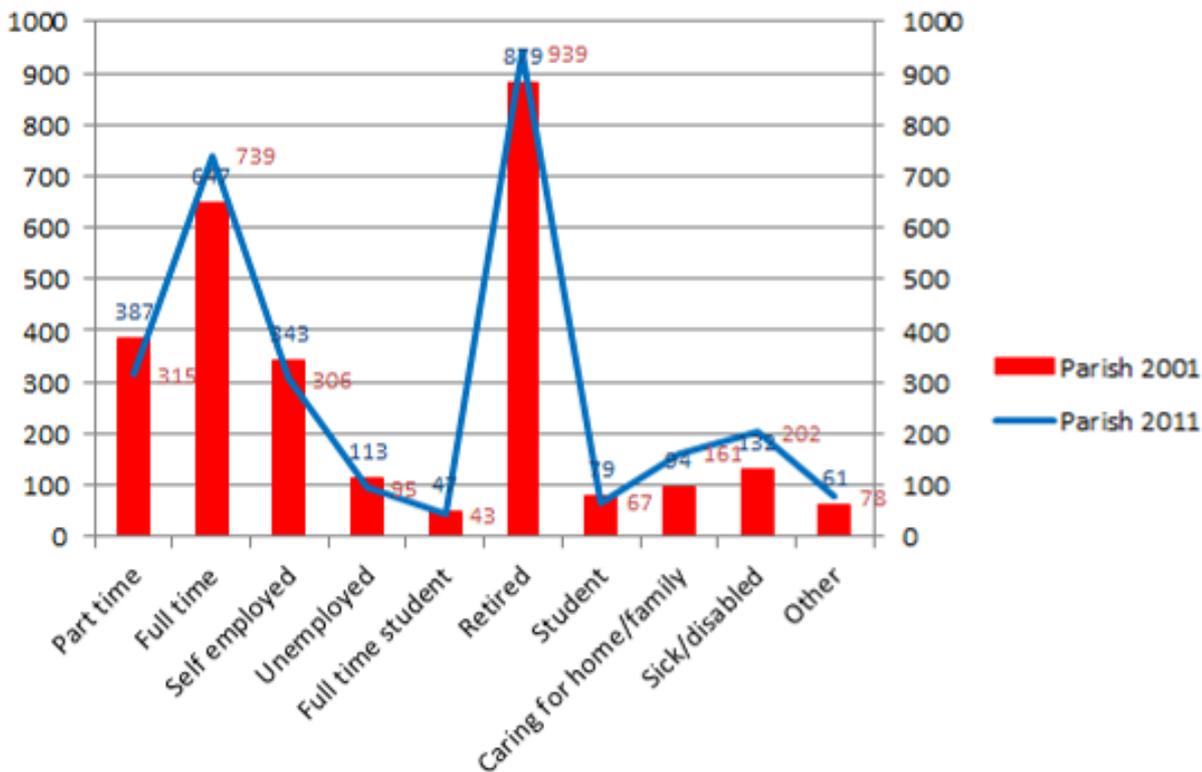


20. In 2011 there were 2782 people aged between 16 and 74. Of these 1537 were economically active with 343 self-employed, 647 working full time and 387 working part time, 113 unemployed and 47 students.

21. There were 1184 economically inactive including 879 retired, 79 students, 94 looking after home and 132 with long term sickness.



Figure 5: Economic activities- Parish demographics (4)



22. The Census data is analysed according to areas. The smallest areas are termed Lower Super Output Areas (LSOA) that contain between 1000 and 3000 people, 400 to 1200 residences. The Middle Super Output Areas (MSOA) combine a few of the LSOAs to contain between 5000 and 15000 people. The fact that Hunstanton contains a LSOA (001A) where 31% of those of working age are claiming benefit and 16% are on incapacity benefit is an important characteristic of the town. It shows that poverty and prosperity can exist side by side and is important in that it may help to secure targeted funding for the town. These indices of deprivation of 31% and 16% are over twice the rate for the other parts of Hunstanton Ward, the Borough, the East of England and for England as a whole. They are on a par with an area of Gaywood and locally are only exceeded by an area of North Lynn. (See Table 1a)

Table 1a – Deprivation indices employment

Area	001A	001B	001C	001D	BCKLWN	East England	England
Working age claiming benefit %	31	12	11	15	15	12	15
Claiming Job Seekers Allowance %	4	1	2	2	3	3	4
Incapacity Benefit %	16	7	6	8	7	5	7



Table 1b – Deprivation indices general

Area	Index of Multiple Deprivation	Index of Multiple Deprivation	Income Rank	Income Decile	Employment Rank	Employment Decile	Education, Skills and Training Rank	Education, Skills and Training Decile	Health Deprivation and Disability Rank	Health Deprivation and Disability Decile
001A	3,812	1	6,392	2	1,177	1	1,410	1	1,751	1
001B	13,922	5	23,673	8	16,641	6	8,736	3	13,990	5
001C	16,889	6	15,290	5	13,592	5	13,533	5	8,310	3
001D	9,386	3	10,574	4	10,639	4	6,272	2	8,020	3

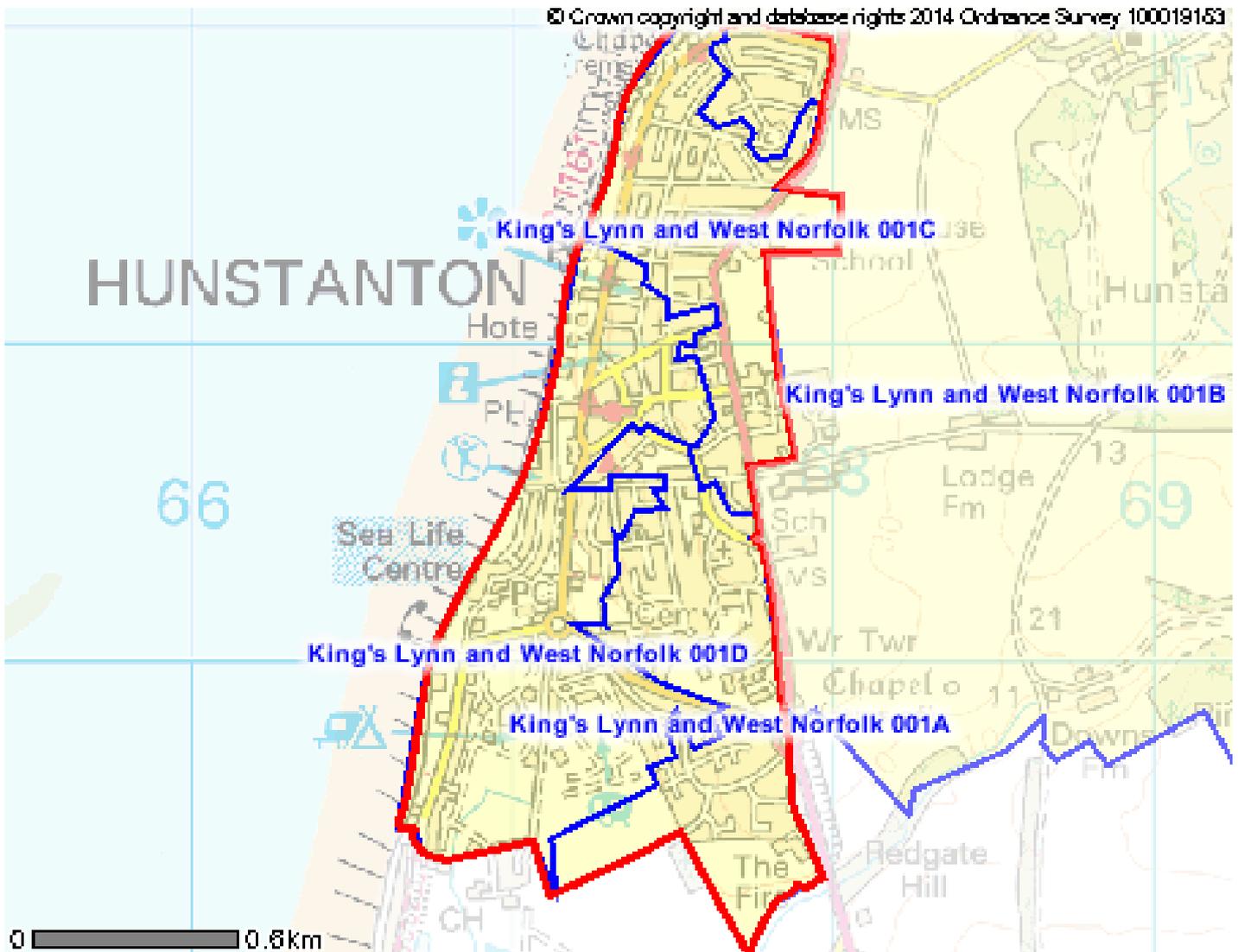
(where 1 is lowest and represents the most deprived 10% of LSOAs)

Lower Super Output Areas of Hunstanton

Area 001A is an irregular area on the west of the A149 including Chapel Lane, Avenue Road, Park Road, Waveney Road, Sandringham Road and the top half of Bennett's estate. (Data from, National Statistics, English Indices of deprivation 2019, published 26th Sept 2019). The English Indices of Deprivation measure relative levels of deprivation; it is compiled from the 32,844 neighbourhoods that exist in England.



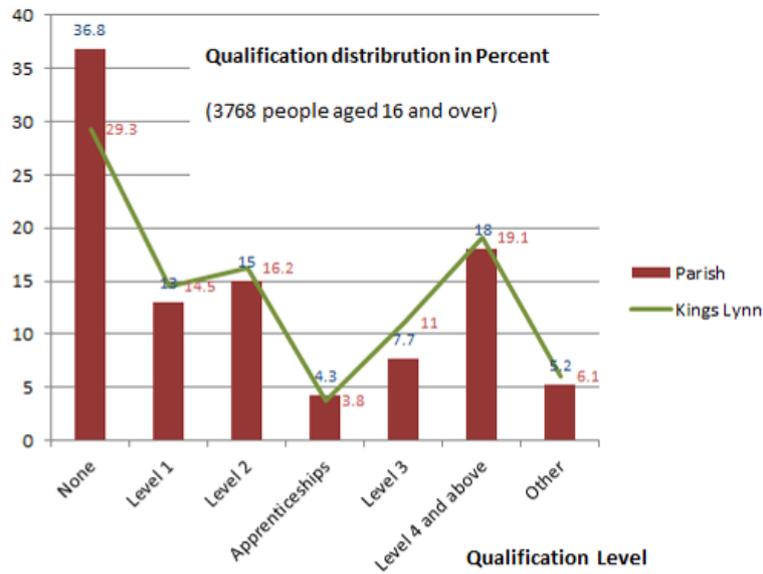
Map 3: Lower super output areas 001A/B/C and D



23. With reference to occupations, there is an over representation of Elementary Occupations (which require no qualifications), Sales and Customer Services, Skilled Trades and Managers in the Hunstanton Ward but a relative lack of Professional, Technical, Administrative and Machine Operatives. The number of people with Level 4 (HND /Degree) or above qualifications is low.



Figure 6: Qualification distribution in percent – Parish demographics (5)



Special Features of the area

24. Hunstanton includes some very significant nationally designated heritage assets. These are the grade II listed Lighthouse, ruins of St. Edmund's Chapel, The Golden Lion Hotel, the Town Hall, the Cross on The Green, St Edmund's Church, the Water Tower and grade II* listed Smithdon High School.

Photo 4: Smithdon High School

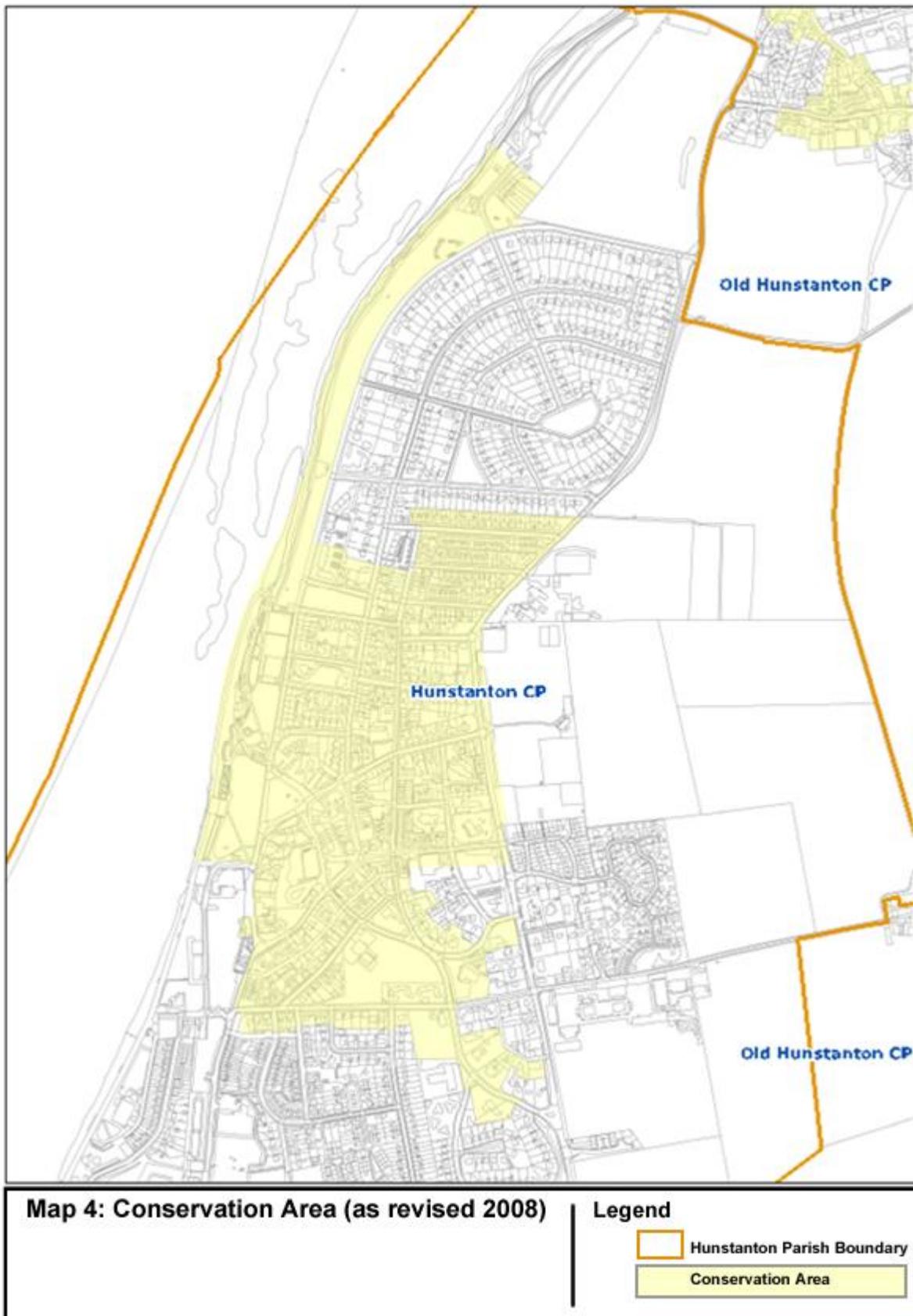


Photo 5: Lighthouse



25. The Conservation Area was first designated in 1984 and extended in 2009.

Map 4: Conservation area (as revised 2008)



Background to the Neighbourhood Plan project and the rationale behind the questions asked in consultation documents

26. Hunstanton Urban District Council was the local authority from 1894 until 1974 when it became part of the District of West Norfolk. This was renamed in 1981 to become the Borough of King's Lynn and West Norfolk (BCKLWN). The town of King's Lynn some 16 miles to the south is the sub-regional centre. Downham Market and Hunstanton are the two other towns in the Borough. The Core Strategy adopted in 2011 determined that the majority (68%) of development should be in these three towns and the Wisbech fringe.

27. In 2011, the town's resident population was lower than it has been in the past (4048 in 2011 but 4266 in 2001) but is boosted during the summer season by visitors staying in the area and by people on day visits. Since 2011, mid-year population estimates suggest that the population of the Borough is increasing. The number of dwellings in Hunstanton is also increasing considerably. Latest population estimate is 5255 (2018 BCKLWN)

28. Permissions have been granted for three major new developments to occur. In particular these are 166 dwellings on land to the south of the town but accessed from Heacham via a new roundabout on the A149 at the bottom of Redgate Hill; 120 homes to the east of the A149 opposite Old Town Way; and a mixed development to the south of the Industrial Estate, also east of the A149. This is something over which parishioners have had little influence. Construction of the first two started in 2019.

29. Most of the respondents to the questionnaire are opposed to these large housing estates and in fact further development because of the extra pressure they will put upon local services, particularly the medical practitioners, tap water supply, sewage treatment and the road network.

30. The Neighbourhood Plan will ensure that the new houses which will be built not only fit with Local plan and NPPF but also take account of local people's views, experience and knowledge of living in the area.

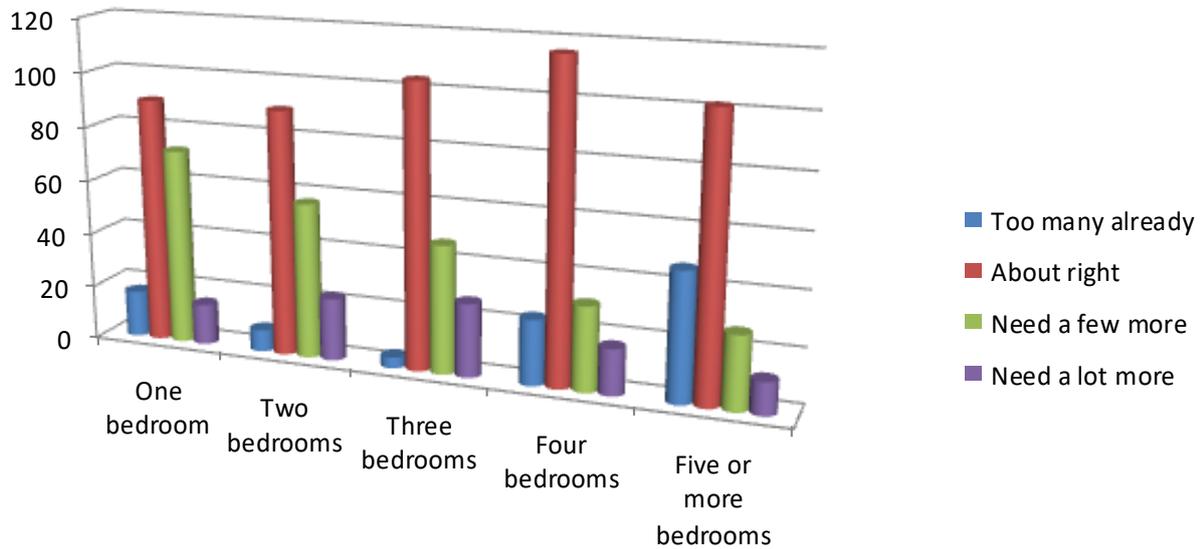
31. The King's Lynn and West Norfolk Borough Local Development Framework Core Strategy recognises the need to ensure that we are able to meet the housing needs of future generations so, having regard for this and the National Planning Policy Framework (NPPF), Hunstanton Town Council decided that the focus of this Neighbourhood Plan would be on the size and style of houses which will be built in the town. The 2016 questionnaire tried to ascertain what parishioners felt were appropriate buildings that would be functional and useful to the residents both now and in the future, and would preserve and promote the character of the town whilst taking account of national and regional policies.

31a. It is hoped that these policies will be helpful in the development of Hunstanton over the plan period, but the Town Council is aware that this Neighbourhood Plan is not comprehensive of all aspects of the town. This is partly because the Borough Council manages the sea front and its tourism attractions. The HNDP does not intend to replicate the work of the Shoreline Management Plan (SMP), the Wash East Coast Management Group (WECMG), or the Southern Seafront Masterplan. (SSMP) but to be compatible with them. Hunstanton Town Council will monitor the performance of the plan on a yearly basis and consider the relevance of its plans in light of new information and evidence. The neighbourhood plan will be reviewed when evidence suggests it is necessary to do so.



Figure 7: What do you think about the size of homes in Hunstanton? (Questionnaire response)

Full-Time Residents



32. There is an acceptance that our town is changing and people living here are likely to be retired or to travel to work outside the town. There is a population imbalance with the age distribution markedly skewed towards the elderly. The number of second homes is increasing and tourism is a large part of our economy. The challenge seems to be to provide housing that can accommodate the changing pattern whilst still providing for all sectors of the community in the future. Our aim is not to restrict necessary development; we want to ensure the sustainability and growth of our community and to ensure appropriate housing for those living in the town and to support the social, environmental and ecological qualities of this special area.

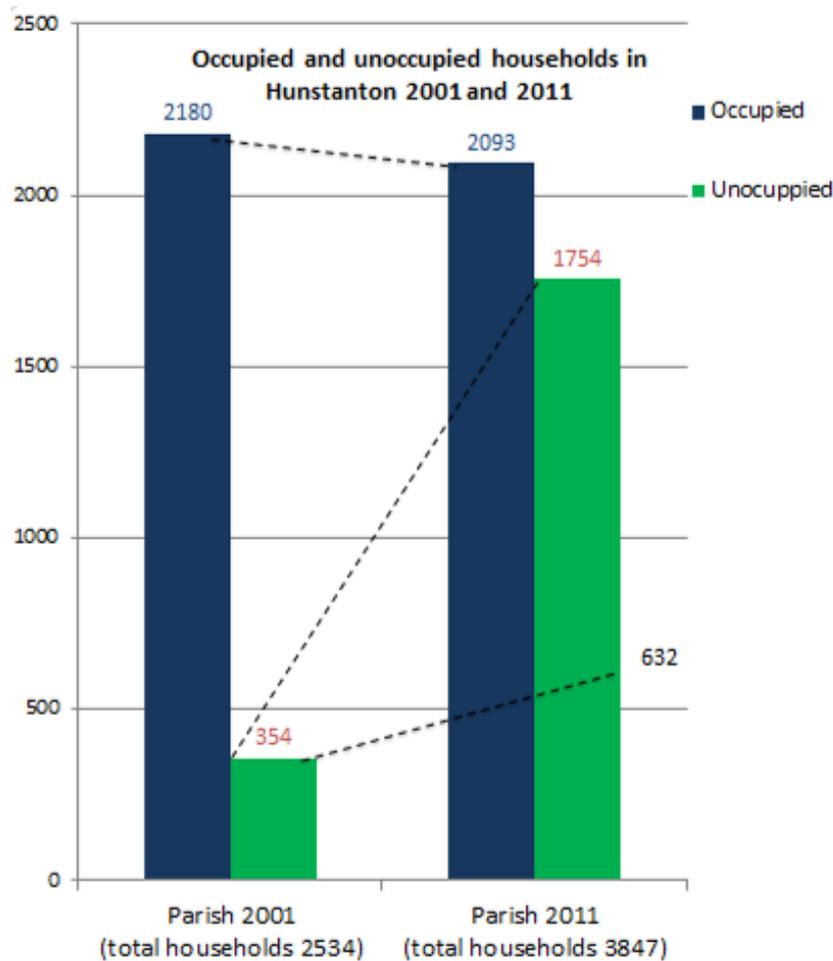
33. Residents see Hunstanton as a pleasant and safe place to live and wish to retain its distinctive character. They wish to see the open vistas and “semi-rural” nature of the town maintained but also enhanced, acknowledging and reinforcing the town’s character. It is accepted that a contribution has to be made to accommodate future requirements for housing as identified by the Borough Council’s Core Strategy.

34. New development must provide adequate provision for community facilities and services. Residents wish to see the character of the town acknowledged through new developments with the adoption of appropriate building styles, choice of local materials and appropriate densities and levels of green infrastructure that reflect the town’s heritage. Within new developments, adequate provision should be made for community facilities, including healthcare, improvements in transport infrastructure, cycle and footpaths, as well as green open spaces.

35. There is evidence that young people (20- 38-year olds) move out of the town. This may be to seek education or employment opportunities elsewhere or it may be in order to find accommodation that they can afford. The number of holiday homes or lets is perceived to be increasing and inflating the price of housing.



Figure 8: Occupied and unoccupied households in Hunstanton – Parish demographics (7)



The occupied households (blue bar) have declined commensurate with the fall of population.

The apparent increase in unoccupied households in 2011 may be because caravans were not included in 2001 Census. Taking caravans into account – in 2011 the number of caravans is 1065 (and 57 commercial dwellings). Removing these from the figures takes the unoccupied households down to 632. In 2001 this figure was 354.

This shows an increase of 278 unoccupied households in 2011.

36. Of the 1575 people working in the Hunstanton Ward area in 2011, only 36% lived within the Ward, 6% lived along the north coast, 27% lived in Heacham, 9% lived in Dersingham, 14% lived in or this side of King's Lynn but 8% lived further away. It is thought that many shop keepers and employees do not live in the town because the price of houses is so high. A recent survey published in the Eastern Daily Press showed that house prices in the post code area PE36 6---- to be the second highest in Norfolk.

37. There are employment opportunities within the town but many of those are of a seasonal nature. Residents currently experience delays and difficulties in obtaining appointments to see General Practitioners and fear that that situation will worsen when further development occurs.

38. Road congestion particularly along the A149 to King's Lynn is a great concern in that it discourages tourism and inconveniences residents. Our consultations demonstrate that alternatives in the form of a Coastal Footpath, Cycleway and restoration of a rail service would be strongly supported.



39. There is a compelling need for affordable homes for young people to provide accommodation for them so that they can live and work in the town. The elderly retired population can provide some employment (e.g. gardening, maintenance and housekeeping).

40. Residents consider that tourism, whilst important, should not be the dominant factor in development. A balance is required. The production or enhancements of facilities that are welcomed by the local residents are also likely to appeal to the visitors.

41. There is support for small business premises and small-scale industrial workshops.

42. The character of new development must be focused on the creation of ‘places’ around spaces in accordance with the original vision of Henry le Strange. Landscape features attractive to wildlife can truly augment this community. These should be provided through extended foot and cycle path links and services designed to enhance the integration of the already outlying areas as well as any new areas.

43. In order to do the above, and ensure that the houses built over the next few years will provide what the Government needs in terms of housing stock (houses that are used rather than stand empty) we need to look very carefully at the type of houses that are being built. The strategy has to consider the accommodation required for a full-time population, including elderly people wishing to down-size, as well as for second homeowners and holiday lets.



Figure 9: Properties council tax bands and number of rooms – Ward demographics (8)

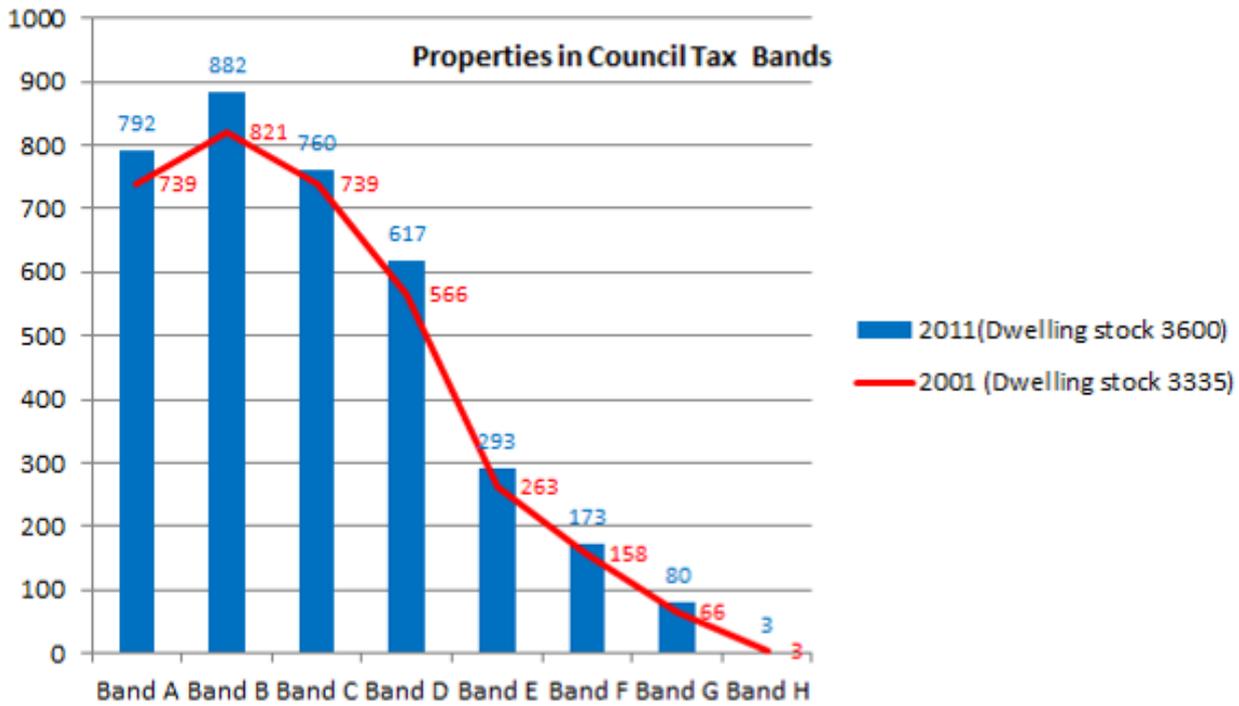


Figure 9a: Number of properties in Bands E-H is rising. Increasing from 480 (2001) to 549 (2011), an increase of 69 properties.

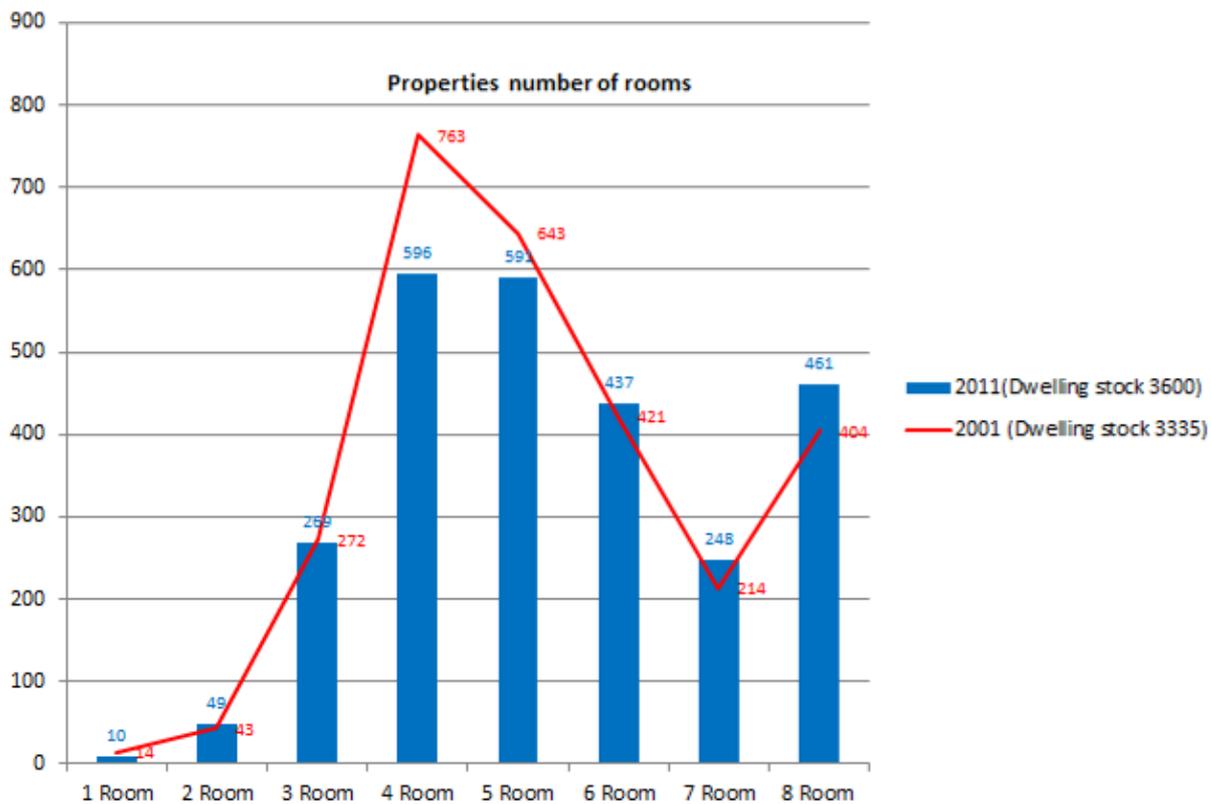


Figure 9b: Number of dwellings with 6 or more rooms is rising. Increasing from 1039 (2001) to 1146 (2011) an increase of 107 properties.



44. Views have been expressed along the lines that large houses do little to benefit the needs of local people/community. They are seen as being built for the second home market and can push housing prices up and out of the range of local people. As second homes, they may remain empty for part of the year. The Neighbourhood Plan aims to promote the provision of reasonably sized, adaptable homes to meet the needs of the community.

45. In order to provide the housing for the elderly who wish to downsize and that required for people who wish to live and work in the town, as well as for second homes and holiday lets, the provision of two or three bedroom, one or two storey housing is encouraged. New homes can be built of a mixture of materials providing that the design is such that it blends in with adjacent properties and maintains the character of the town.

46. The Neighbourhood Plan notes that gardens are important for family homes – to give children room to play – and also for wildlife and water management. The NPPF (Section 12, paragraphs 125 & 127 c & f) says in its Ministerial foreword that ‘our natural environment is essential to our wellbeing’. In these days of intensive development because of the need for housing, our gardens are places where we can, to a small extent, preserve this natural environment.

47. Although, it is felt that buildings should not cover more than 50% of the area of a dwelling’s plot, it is recognised that some of our attractive, traditional housing might not comply with this criterion; however when that housing was built there were far more communal areas available for children to play in, wildlife had more countryside to exist in, and there wasn’t such a need for vehicular parking and storage.

48. Although there is a concern about the number of large holiday houses, second homeowners are a part of the community in this area in the 21st century. Second homes provide work for local people (gardening, cleaning, maintenance etc.) and their owners play their part in the community even though they may be here for only a limited amount of time. The concern is more related to the size and type of the houses that are being built for this second home market and the limitations of this housing stock for use as accommodation for other sectors of our community.

49. Affordable/shared ownership accommodation is needed for young people and families in order to ensure that the town has a sustainable permanent population. If these people cannot afford to live here, they move elsewhere and thus the continued existence of the amenities that we do have (school, shops etc.) is threatened.

50. Dispersal of the population and its effect on the community because of the unavailability of appropriate accommodation is very much a concern of the Borough, which is committed to affordable housing. However, our respondents clearly make the point that affordable housing must be provided according to need and allocated sensitively and appropriately to support the community.

51. Affordable housing can, as identified in the Borough Core Strategy, be delivered through section 106 planning agreements and can meet the NPPF (Section 5, pars 61, 62, 63, 64, 65, 69 & 71) suggestion that housing density can be set to reflect local circumstances.

52. The Borough Core Strategy talks about improving the facilities for young people so that they don’t need to leave the area, about developing a place where skilled people want to live and work and about improving skills and raising aspirations. In addition, 7.2.14 (Borough Core Strategy) discusses the need to provide the housing necessary to support local employment opportunities and also the need to make housing accessible and inclusive. The feeling of our respondents is that the young and people on lower wages have considerable difficulty in this regard. If they have to live elsewhere and travel here to work we are perpetuating unsustainable transport patterns, but the size and price of housing is such that they have to disperse in order to find somewhere suitable and affordable to live. We need to support the building of appropriate houses if we



are to retain and nurture a sustainable community – something that the Borough Core Strategy has at the heart of its planning agenda.

Strengths, Weaknesses, Opportunities, Challenges (53-56)

In order to assist the formulation, development and implementation of the Hunstanton Neighbourhood Plan, strengths weaknesses, opportunities and challenges, which face Hunstanton, now and in the future were considered. This was done as part of the consultation process and within the working party.

Strengths

- A vibrant and committed community
- A very attractive environment
- A market town with 2 banks, 6 churches, main post office, sorting office, police, fire and ambulance stations, a primary school and a secondary school.
- Well managed busy sea front

Weaknesses

- Poor connectivity due to position with sea on west and north sides –
- the catchment area has only a 110 degree arc
- Access problems because of congestion on the A149 during the summer
- No direct rail connection
- Insufficient residential parking in some areas
- Diminishing social support for the young and elderly
- Limited public transport provision, few destinations served and a restricted service to and from the town in the evenings.

Opportunities

- To bolster the strengths of the town as a centre for the surrounding villages.
- To shape and control the future planning decisions and thus development of the town in conformity with the expressed desires of the residents.
- To identify viable community assets to protect them from inappropriate development proposals.
- To promote and safeguard green public open spaces.
- To encourage employment opportunities through supporting retail and other commercial business provision.
- To support improved transport links – perhaps re-instatement of the rail link to King's Lynn.
- To promote safer cycling and walking routes.

Challenges

- To work closely with all sections of the community to integrate with each other by the provision of services and facilities.
- Provision of adequate medical facilities and sewage services to meet the increased population.
- Off-shore development e.g. wind farms or oil exploration which could impact on sea views.
- Developments that may impact on drainage of both storm and foul water.
- The future effects of cliff erosion and gradual rising sea levels.
- Provision of adequate support for our community that has a high average age (Mean age 53.9 in 2011)



The Vision & Summary of Local Concerns and Aspirations

Vision for the Hunstanton Neighbourhood Development Plan

The vision for the Hunstanton Neighbourhood Plan has been developed on the basis of the views and opinions of the local population.

57. Hunstanton is an ambitious town that positively embraces sustainable development and change, whilst respecting the town's significant historical roots and natural assets. Hunstanton should be a creative and distinctive town where residents are supported and visitors welcomed into the community. The future of the town should seek to ensure the highest possible standards in all forms of development that meet the needs of its industry and residents. Sea front developments should reflect the need of the tourism industry, visitors and locals. Access to the sea front and a permeable design philosophy (access to sea front and retention/development of sea views) is key to this being achieved.

58. There was deep feeling locally that the area needed to be nurtured, protected and guided into the future – and that the best people to do this are those who live here.

From the vision, the objectives have been developed and the policies of the Plan have been designed to deliver this vision and objectives. Neighbourhood Plans must demonstrate they contributed to sustainable development and these goals and objectives are closely aligned to ensure this.

Our Goals and objectives are:

- A. Encourage balanced and sustainable development
- B. Environmental – Preserve the character and open aspects
- C. Economic – support business and employment.
- D. Housing – Ensure that sufficient housing provides all sections of the population with dwellings for their needs and a good quality of life.
- E. Building Standards and Design – Sustainable, high quality and consistent with values of town.
- F. Social – Improve quality of life through accessible community facilities.
- G. Infrastructure – Use development to improve infrastructure.



Goals and Objectives A to G

A. Encourage balanced and sustainable development

- Amenities and infrastructure should keep pace with housing development in Hunstanton so as to provide an excellent quality of life for all residents.
Informs policies J1, J4, J5, K2, L1, L2, L3, M1
- New development in Hunstanton should be located where it has good access to local services and facilities, preferably on foot, and in locations that are suitable for the use proposed.
Informs policies J7, K2, L3,
- Hunstanton, Heacham and Old Hunstanton should remain as separate settlements.
Informs policies J7,
- To work towards being carbon neutral and mitigate the expected effects of global warming.
Informs policies K2

B. Environmental – Preserve the character and open aspects

- To ensure that development respects the character of the town, its heritage assets, the coastline including the cliffs and contributes towards local distinctiveness.
Informs policies J2, J3, J5, K1, K2, K3
- To protect the important views in and out of the Conservation Area, those of the sea and surrounding countryside.
Informs policies J1, J2, J3, J5, J6
- To ensure that where development borders countryside, the edge of the built area is designed so as to achieve a soft transition into open countryside.
Informs policies J1, J2, J5, J7, K1,
- To protect the landscape and character of the area from inappropriate development on residential gardens.
Informs policies J1, J2, K2, K3
- To maintain and enhance green infrastructure including reduction of cliff erosion.
Informs policies J1, J2, J3, J5, J7, K3
To ensure that there is no loss of biodiversity (ideally a net gain) and that proposals provide suitable compensation for the loss of any semi natural habitat.
Informs policies J1, J2, J3, J5, J7, K1, K2, K3
- To support measures designed to improve the quantity of the sand on the beach, the sea front and its attractions as a family holiday resort.
Informs policies J1, J2, L1
- To minimise light pollution and promote dark skies.
Informs policy J6

C. Economic – support business and employment.

- To promote the town as a service centre for the surrounding villages.
Informs policies K2, L1, L2, L3
- To retain existing business premises and support their growth to provide additional employment opportunities.
Informs policies L1, L3, L5, L6
- To encourage new business enterprises.
Informs policies L1, L2, L3,



D. Housing – Ensure that sufficient housing provides all sections of the population, with dwellings appropriate for their needs and a good quality of life.

- Provide the right mix of housing in terms of size, tenure, design and affordability to meet the needs of all sections of the population.
Informs policies K1 to K5,
- Meet the local need for housing for young adults and the elderly, enabling residents of all ages to remain within the town.
Informs policies K1 to K5
- Improve access to ‘affordable housing’ for people with local connections.
Informs policies K1 to K5

E. Building Standards and Design

- Ensure that all development is sustainable, of high-quality design and of a density consistent with the character of the town.
Informs policies J1, K1 to K5
- Minimise the impact of development on the environment including water run-off.
Informs policies J1, J2, J5, K2, K3
- Promote use of traditional materials, especially those sourced locally and materials of low ecological impact.
Informs policy K2

F. Social – Improve quality of life through accessible community facilities.

- Support the vitality, health and safety of the community by the development of health facilities to keep pace with further housing expansion.
Informs J1, J3, J4, M1
- Enhance the recreational and other community facilities in the Plan area.
Informs policies J2, J3, J4, J5, M1
- Support expansion of educational facilities.
Informs policy M1

G. Infrastructure – Use development to improve infrastructure.

- Where appropriate, locate facilities and amenities centrally in order to encourage reduction of car journeys. Also improvement in Mobile Signal and Broadband Connections
Informs policies L3, L4
- Identify infrastructure priorities for new development, to ensure improvements through S106 agreements/CIL amongst others.
Informs policies L5, M1
- Ensure that new developments create cycle and pedestrian connections to minimise car trips and enhance the existing network of paths.
Informs policies K2, L3
- Aim to improve connectivity with the surrounding villages and King’s Lynn by provision of better footpaths, cycle ways and public transport services with extended timetables to facilitate employment.
Informs policies J1, J3, J5, K2, L1



Neighbourhood Plan Policies

60. Note: – The Policies can only involve the use of land and are relevant to determination of applications submitted to the Local Planning Authority. It is not necessary for policies to repeat what is already in the NPPF or in the Local Plan Core Strategy or Site Allocation and Development Management Policies.



The Plan Policies J to M

Section J Sustainability and the Environment

Policy J1 – Fundamentals

Development must respect local character and integrate with its surroundings

Justification and Evidence

The town developed as a result of the vision of the local squire, Henry L'Estrange Styleman le Strange. In the 1840s he planned to convert sheep fields into a purpose built sea-bathing resort. His architect friend William Butterfield probably advised on the distinctive layout of the town with its open spaces and permeability which allowed many places to have views of the sea. This is covered in more detail in the Hunstanton Conservation Area character statement (2008). Much of the development outside of the conservation area follows similar design rules in looks, feel and environment to the conservation area, giving the town an appeal to tourists and its special identity." Although none of the parish is included within the Norfolk Coast Area of Outstanding Natural Beauty it is almost adjacent to it. The cliffs with their bands of carrstone, red and white chalk are quite unique and they have been named in the top 10 geological sites in the UK and Ireland. The Wash is an area of Special Scientific Interest (SSSI), Special Protection Area (SPA), Special Area of Conservation (SAC) and is an internationally important wetland (Ramsar site).

Conservation area guide 2009

Policy J2 - Natural Environment

Enhancements to biodiversity will be supported. Development should minimise its impact on and provide net gains for, biodiversity

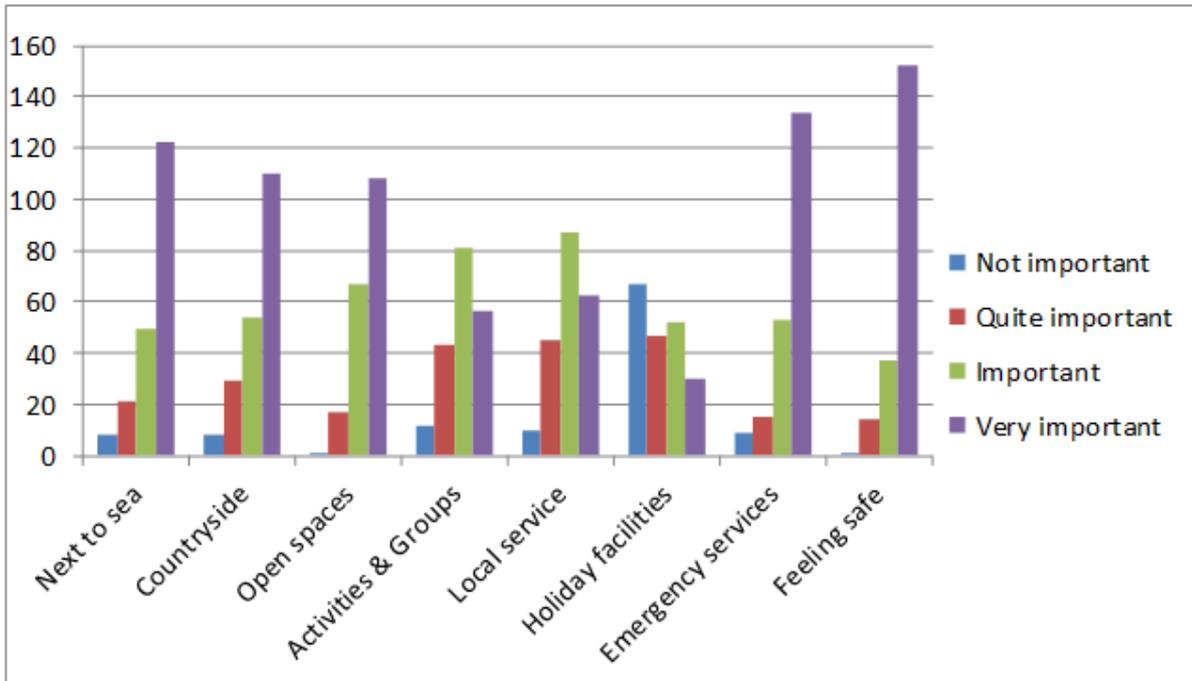
Justification and Evidence

The appeal of Hunstanton as a resort, a place to bring up a family or as a place for retirement is fundamentally dependant on its location and environment; however, that is fragile and requires protection. Undeveloped natural green space is very limited within the parish boundaries. Figures for green space as a whole are illustrated in figure 1 Physical environment and land usage. 81% of our questionnaire respondents considered easy access to the countryside to be important or very important and 85% considered being next to the sea to be important or very important.



Figure 11: What do you like about living in or around Hunstanton?

Full-Time Residents



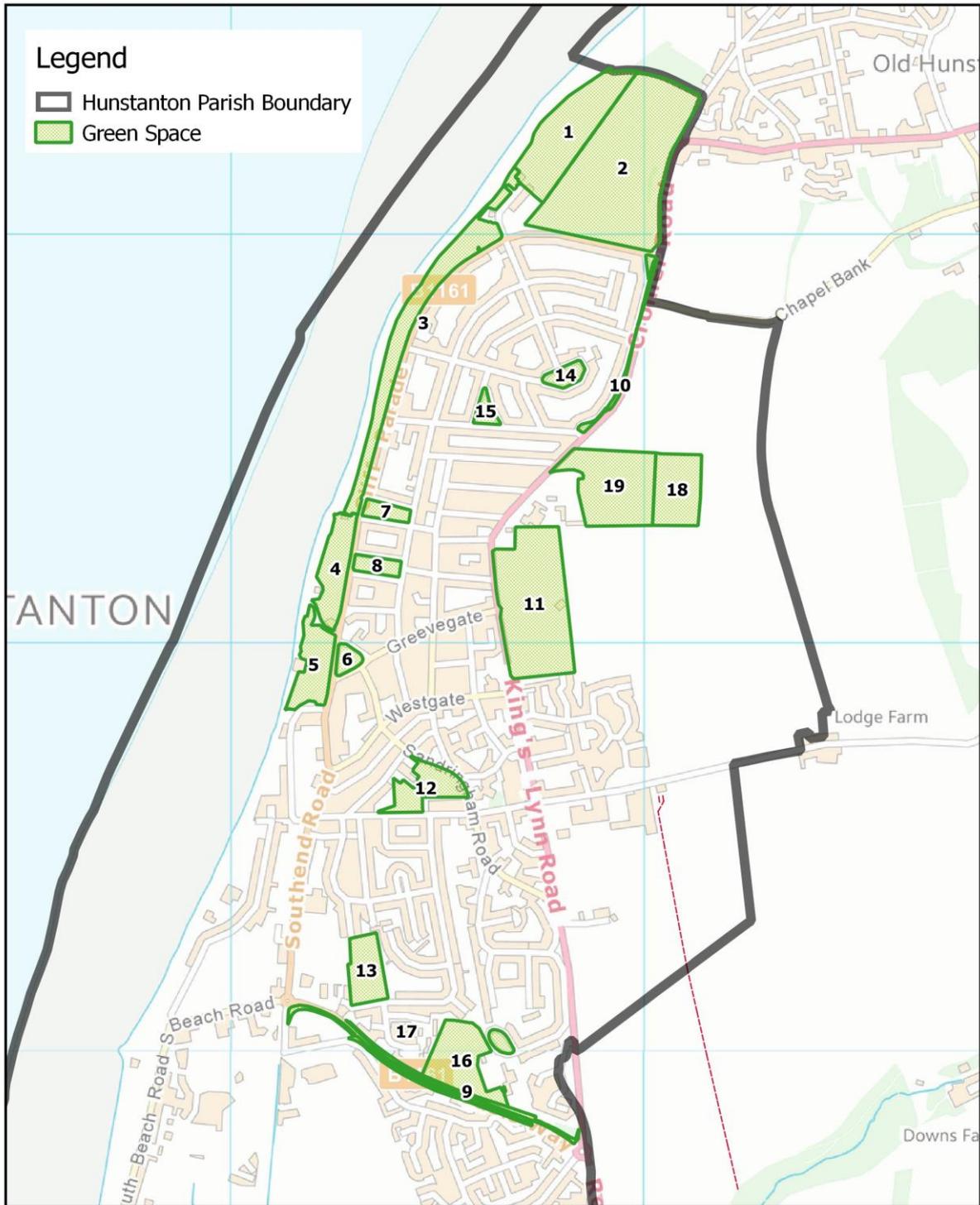
Policy J3 – Open Spaces, and Local Green Spaces

The areas listed and shown on the plans below are designated as Local Green Space. The management of development within areas of Local Green Space will be consistent with that for development within Green Belts.

1. *Cliff Top Car Park;*
2. *Pitch & Putt Golf Course;*
3. *Cliff Top;*
4. *Esplanade Gardens;*
5. *The Lower Green;*
6. *The Upper Green;*
7. *Lincoln Square;*
8. *Boston Square Sensory Park;*
9. *Oasis Way Verges;*
10. *Old Town Way Verge;*
11. *The Recreation Ground;*
12. *Community Centre Field and Orchard;*
13. *The Cemetery;*
14. *Queens Gardens Green;*
15. *Astley Crescent Green;*
16. *Collingwood Road Green;*
17. *Elizabeth Close Play Area;*
18. *Northfields Allotments;*
19. *Bennett’s Green.*



Map 5: Local Green Space



Borough Council of
**King's Lynn &
West Norfolk**
Tel. 01553 616200
Fax. 01553 691663

Map 5: Local Green Space



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Justification and Evidence

Hunstanton coastline forms part of the Wash Site of Special Scientific Interest (SSSI) and to the east of the Parish we have the North Norfolk Area of Outstanding Natural Beauty (AONB), the NPPF notes the amenity value and ecological importance of “wildlife corridors and the stepping stones that connect them”. These spaces contribute directly to the continuity and integrity of natural features and support the spread of flora and fauna within the built environment. These hold significant economic, amenity and environmental value for a tourist destination like Hunstanton.

The conservation area character statement highlights the vital role the green spaces have in preserving the character and nature of the town. Outside the conservation area, the green spaces reflect the way in which Henry le Strange Styleman incorporated open spaces and sea views (and permeability to the sea) in his planning for the town in classic Victorian seaside town style. As such, these are a vital part of the town. 91% of our questionnaire respondents consider the green and open spaces to be important or very important. Hunstanton is a tourist destination; its green character has been recognised with regional and national awards ‘In Bloom’ awards, and this increases the town’s desirability as a tourist destination.

The government policy paper ‘Biodiversity 2020: A strategy for England’s wildlife and ecosystem services’ states in Planning and development priority action 3.4: Through reforms of the planning system, take a strategic approach to planning for nature within and across local areas. This approach will guide development to the best locations, encourage greener design and enable development to enhance natural networks. We will retain the protection and improvement of the natural environment as core objectives of the planning system.

More details can be found in - Appendix 2: HNDP Hunstanton Green Spaces and Trees.’

Policy J4 - Allotments

Proposals for the provision of additional allotments will be supported where: –

- 1. There is an established or anticipated need.***
- 2. They can be suitably screened.***

Justification and Evidence

Northfields allotments provides the statutory requirement to provide allotments by the parish council. To meet local needs for plots there has been some division of the 38 original plots at Northfields into smaller areas. This has reduced the waiting list. There are currently 75 well used allotments and a waiting list in double figures. It’s position behind Glebe House School and the use of hedging and trees, screens the allotments and provides a nature rich environment

Policy J5 - Community Green Space Design

Developments of ten or more dwellings should provide for the planting and long-term maintenance of native and/or fruiting trees and existing trees should be retained wherever possible.

Justification and Evidence

The character of the town, wildlife areas and an adequate portion of green spaces must be maintained. Such areas need to be suitably managed in perpetuity. It is suggested that for guidance the Borough Tree strategy is



referred to and for suitable native trees in developments information provided by the RHS is used, to determine suitable tree species. (<https://www.rhs.org.uk/advice/profile?pid=848>)

Policy J6 – Dark Skies

Development should respect the area's dark skies and wildlife and minimise the impact of light pollution from artificial light.

Justification and Evidence

Dark skies are important for nocturnal wildlife, especially in a rural context so rich of biodiversity and wildlife such as Hunstanton and the surrounding area that includes an SSI and AONB. The NPPF also states that good design can help limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation.

Policy J7 - Green Separation Zones

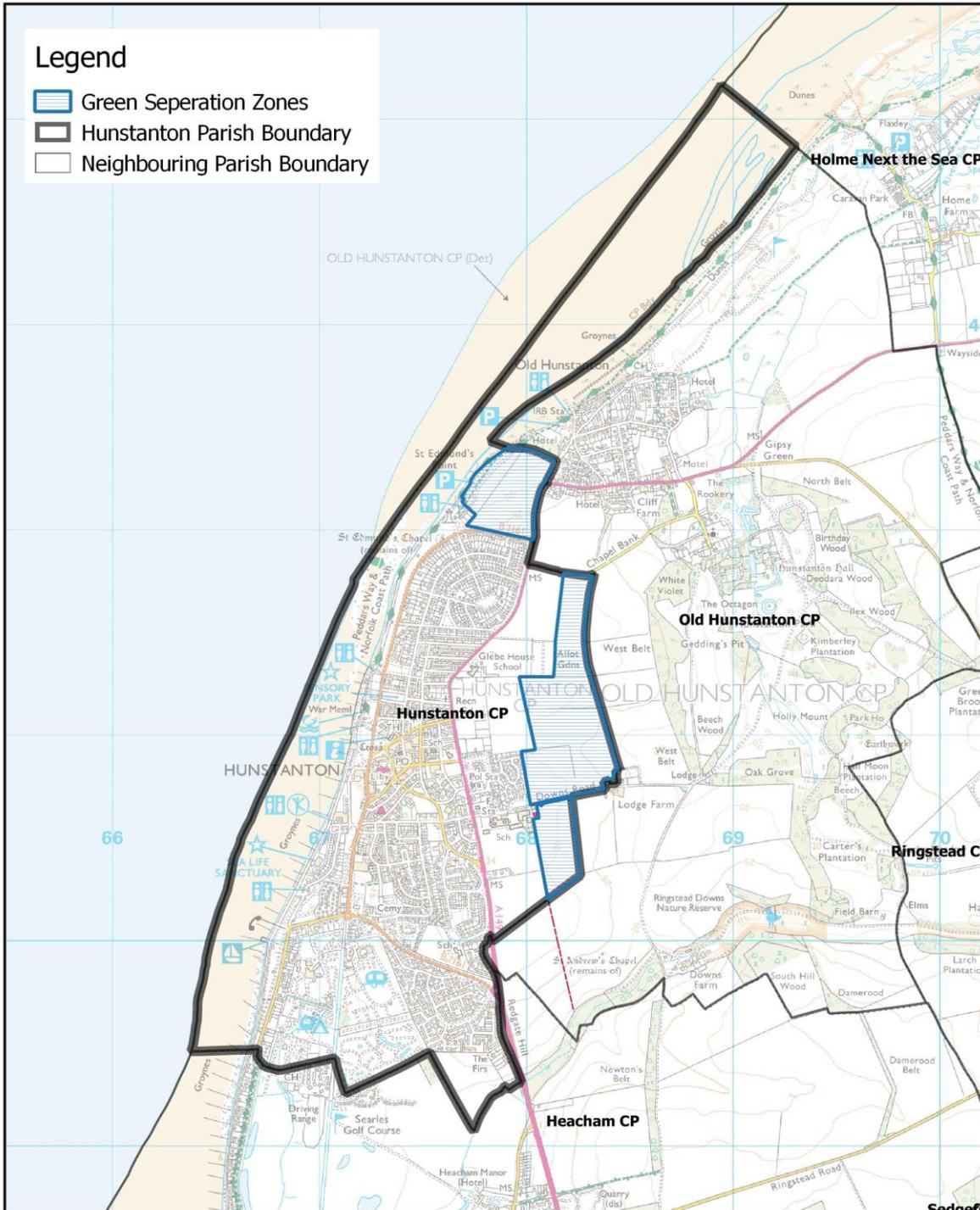
Development proposals in the defined separation zones identified on map will only be supported where they will not harm the landscape setting and distinct identity of Hunstanton and will not undermine the visual separation of Hunstanton from Heacham or Old Hunstanton or the views or settings of the AONB. Any development should not result in the coalescence of Hunstanton with Heacham or Old Hunstanton.

Justification and Evidence

In order to maintain a separation between the town and the settlements of Heacham and Old Hunstanton, open green separation spaces, within the landscape as shown on the map 6 should be maintained. 81% of respondents consider that easy access to the open countryside is important or very important.



Map 6: Green Separation Zones



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King's Lynn &
West Norfolk**
Tel. 01553 616200
Fax. 01553 691663

Map 6: Green Separation Zones



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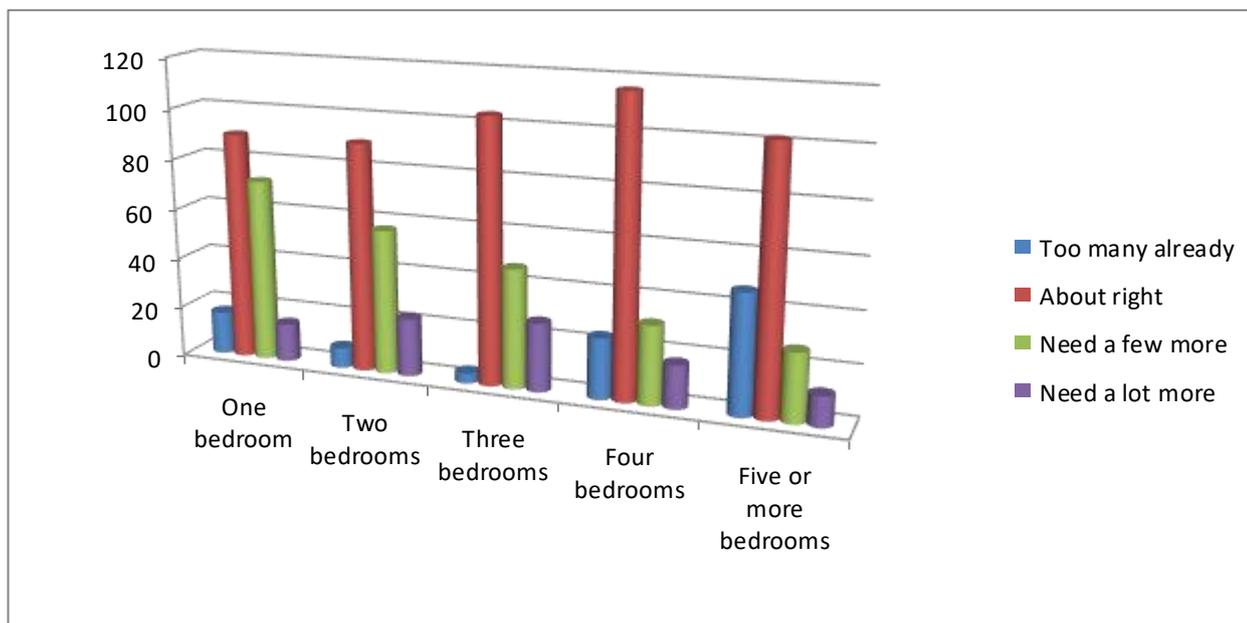
Section K – Housing, parking and garages

Policy – K1 Size and Mix of Houses – Housing need

The development of a range of property sizes and tenures suitable to meet local housing need will be supported. The provision of development that meets local needs for sheltered, supported and/or extra care housing will be supported.

Figure 12: What do you think about the size of homes in Hunstanton?

Full-Time Residents



Justification and Evidence

The Neighbourhood Plan supports the provision of housing where it is needed and supports development that meets the needs of groups with specific housing requirements

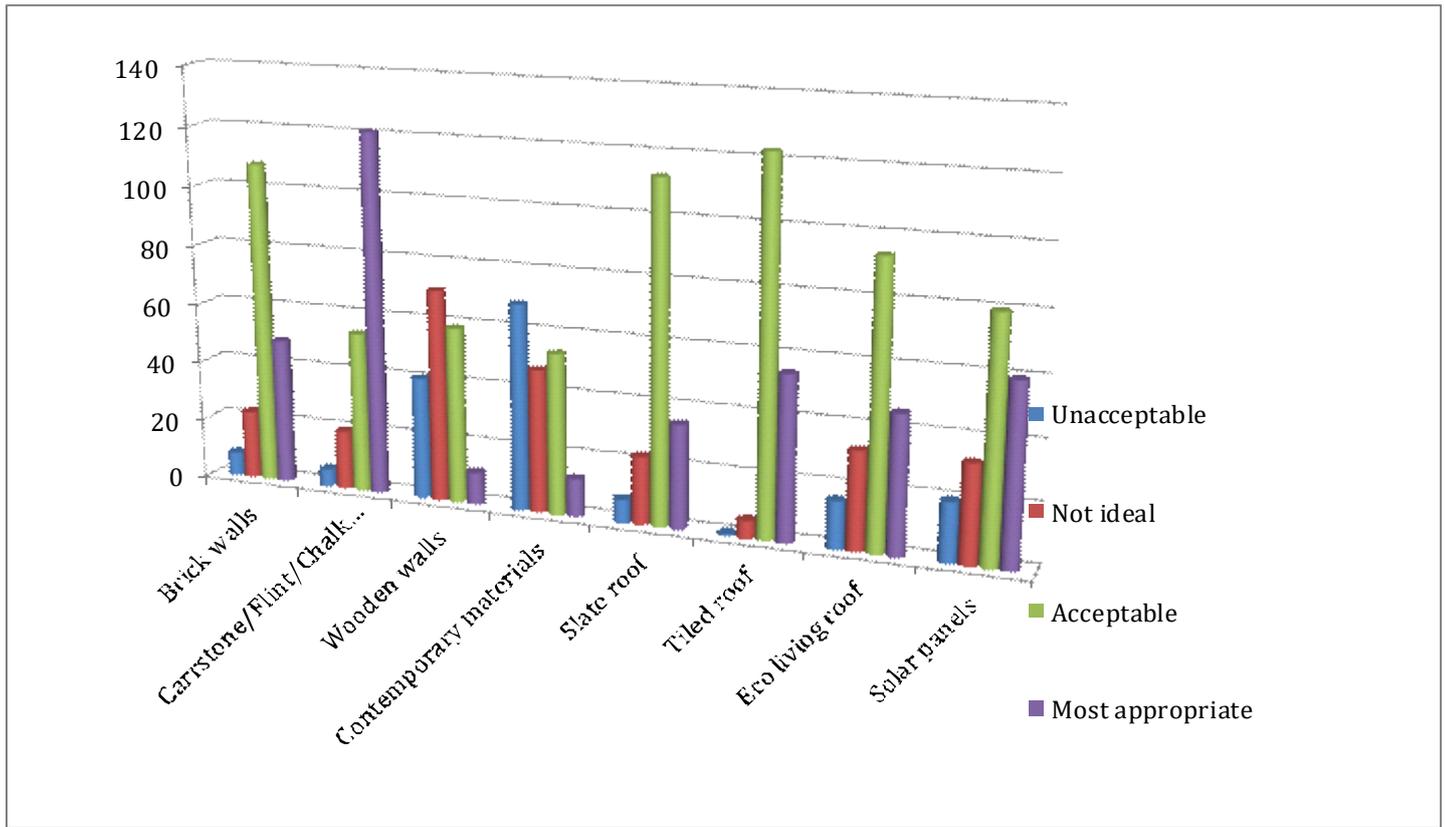
Policy K2 - Design, Style and Materials

All development in Hunstanton Neighbourhood Area must be of a high quality and make a positive contribution to local character. Residential development will be supported where it respects and appears in keeping with its surroundings, and where it respects the amenity of neighbours and highway safety. Development should have regard to local characteristics and distinctiveness, including historic character, materials and boundary features and existing trees and hedgerows. Development within the Conservation Area or its setting will be required to conserve or enhance the significance of the heritage asset.



Figure 13: What building materials would you like to see in any new development?

Full-Time Residents



Justification and Evidence

The highest design standards should be maintained in the plan area, particularly in the Conservation Area. The proportions of our respondents who rated this as important or very important were 90% for adequate off road parking; 86% for easy access to public transport; 75% child friendly areas; 67% for adequate public open space. 87% considered carrystone/ flint/ chalk walls to be appropriate or most appropriate.

The Town Council produced a “Parish Plan” in 2004. A shop front guide was produced alongside the extension to the Conservation Area in 2008. They are still relevant and important references for good design. It is important that sustainable design solutions are achieved and in this area the use of traditional materials sourced locally is to be encouraged to retain the distinct local character of the area. It is not necessary to be restricted to uniform design solutions. There is scope for variety in complementary traditional design and the use of appropriate materials from local sources. An example would be ‘eco’ roofs.

Policy K3 ‘Affordable’ / Shared Ownership Homes

In major developments, affordable housing should be dispersed throughout the development site. It should be of the same general design as other dwellings in the development and must not be conspicuous.

Justification and Evidence

76% of our respondents considered that there is a need for more starter homes to buy and 66% consider there is a need for more affordable rental accommodation.



The responses to our surveys have indicated the desire for much more shared ownership and affordable homes to be built in the area so that young people are not forced to move away and further distort the age structure. These houses need to be dispersed (pepper pot) in small groups to promote social diversity but they should not be obviously different from the remainder of the development.

Policy K4 – Parking Provision

Car parking should be integrated within the landscaping of the scheme to minimise its visual impact but it should also serve its intended use and encourage natural surveillance.

New dwellings (including flats and maisonettes) will be required to include car parking to the following minimum standards: One bedroomed unit – 1 space per dwelling; two or three bedroomed unit – 2 spaces per dwelling; four or more bedroomed unit – 3 spaces per dwelling. Hunstanton is a very rural area (16 miles from the nearest major town), and it currently has very limited public transport links. Proposals for developments not meeting these parking standards will not be supported.

Justification and Evidence

90% of respondents consider this as important or very important. On road parking causes congestion and compromises safety within the town. Hunstanton is a rural service centre and holiday resort, at times throughout the year there are severe parking problems and congestion in nearly all areas of the town. The rural location of Hunstanton (16 miles away from the nearest big town), the needs of working people, to access work and services, outside the current limited public transport provision, mean for many people that travel by car and hence parking provision is essential.

Policy K5 –Off road parking

All new dwellings should include provision for vehicle electric charging points. Car parking surfaces should be permeable.

Justification and Evidence

Government legislations plans to abolish the sale of petrol and diesel cars by 2035. Permeable surfaces to allow for drainage and soak away of rain water where appropriate to prevent runoff and localised flooding.



Section L Employment and Businesses

Policy L1 - Development of Shops, Workshops and Businesses

Shop front design in the Conservation Area and its setting must be sympathetic to its surroundings and should be in accordance with the 2008 Shop Front Guide.

Justification and Evidence

[The 2008 Shop Front guide](#) sets standards for appearance and design of all shopfronts within the conservation area. Helping to preserve the look and character of the town.

Policy L2 – Employment and Access

New employment development must respect local character, the amenity of neighbours and highway safety.

Justification and Evidence

Hunstanton acts as a rural service centre for the surrounding villages, it is also a tourist destination in the summer. Limited public transport (only coastal villages are served, with restricted timings) puts a reliance on private transport to access employment and services. Demands on parking during the summer tourist season requires dedicated parking to ensure highway safety.

Policy L3 – Mobile Phone and Broadband Provision

Where possible, all new dwellings should provide broadband access via “Fibre to the Premises”.

Justification and Evidence –

The Town Council recognises the need for high quality mobile and broadband provision.



Section M – Infrastructure

Policy M1 – Protection of Local Community Facilities

The following community facilities will be retained for the benefit of the community unless it can be demonstrated that they can be replaced by facilities of a similar or improved quality in a no less accessible location for users, or it can be demonstrated that the facility is no longer viable or necessary:

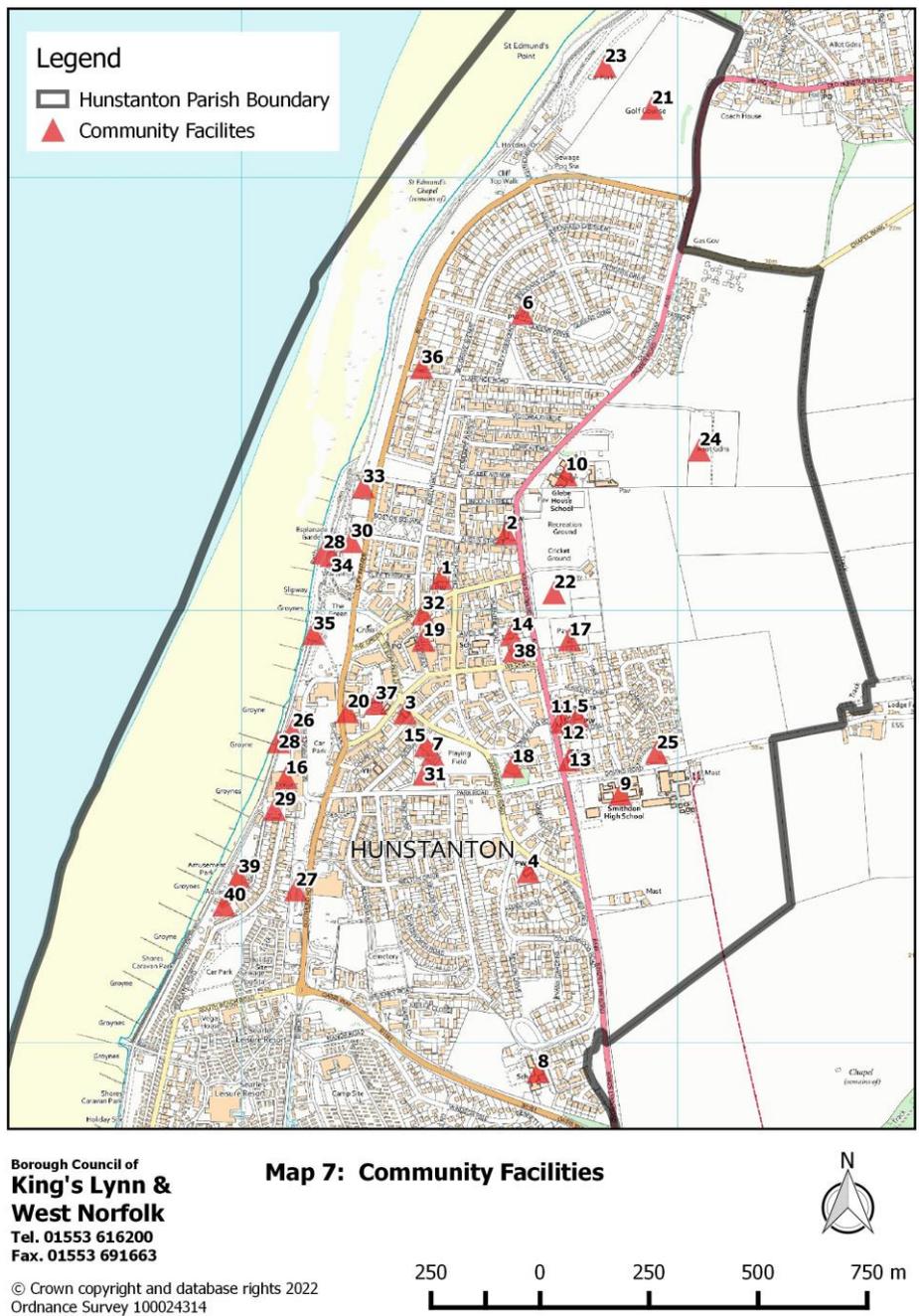
1. *St Edmund's C of E Church;*
2. *Methodist Church;*
3. *Union Church;*
4. *Roman Catholic Church;*
5. *Way Christian Centre;*
6. *Christian Science Church;*
7. *Early Learning Centre;*
8. *Hunstanton Primary School;*
9. *Smithdon High School;*
10. *Glebe House School;*
11. *Police Station;*
12. *Ambulance Station;*
13. *Fire Station;*
14. *GP Surgery and pharmacy;*
15. *Community Centre;*
16. *Oasis Leisure Centre;*
17. *Croquet Club and Bowls Club;*
18. *United Services Club;*
19. *Conservative Club;*
20. *Wash and Tope;*
21. *Cliff Top Pitch and Putt;*
22. *Recreation ground and play area;*
23. *Cliff top car park;*
24. *Northfields Allotments;*
25. *Styleman Crescent (Campbell Close) play area;*
26. *Beach Terrace Road car parks;*
27. *Southend Road Coach Park;*
28. *Northern and Southern Promenade;*
29. *Kit Kat Site;*
30. *Esplande Gardens;*
31. *Henry le Strange Orchard;*
32. *Barclays Bank;*
33. *Salad Bowl & Bowling club;*
34. *Sailing club;*
35. *Pier Entertainment Centre ;*
36. *Marine Court;*
37. *Bus station;*
38. *Library;*
39. *Sea Life Centre;*
40. *Rainbow Park Fairground.*



Justification and Evidence

Throughout the consultation process the local community has identified the need to protect local community facilities. They are vital in the role of providing a tourist destination/attraction in the summer months and are vital in Hunstanton's role as a local service centre to surrounding villages. The location of Hunstanton is such that it is isolated, it is 16 miles from our nearest big town, alternative facilities are not an option. A significant journey time on public transport (that is limited in times of operation) is needed to access other provision. To maintain its role to the very rural local area community facilities are vital for Hunstanton.

Map 7: Community Facilities



Appendix

Heritage Assets and Community Facilities

The assets have been broken down into those within the conservation area and those out of it. (Please note that some assets listed as Heritage Assets may also be considered as community assets this is shown in italics),

Heritage Assets

Key – within the Conservation Area “C”

1. Places of Worship – *St Edmund's C of E Church - grade II + hall*
2. Community Facilities – Pavilion on Recreation Ground
3. Education – Former Infant School – C
Smithdon High School grade II + field*
Glebe House School + field
3. Administrative & Services– *Town Hall grade II – C – Skipper*
Valentine Road offices
4. Social Venues – *Golden Lion – grade II – C --Butterfield*
Princess Theatre – C
5. Open Spaces – *The Green – 7 parts including Spinney – C*
Boston & Lincoln Squares – C
Lincoln Square – C
Cliff Top – C
Heritage/Esplanade Gardens – C
6. Monuments – Cross on Green – C
St Edmund's Chapel ruins – grade II – C
Cenotaph – grade II - C
Recreation Ground memorial plaque – C
Flood memorial - C
7. Notable buildings – Lighthouse – grade II – C
Coastguard lookout – C
Heritage Centre – Former Natwest Bank – C
Ibberson buildings – Boston Sq, Lincoln Sq, Northgate, Austin St. – C
Cliff top shelters x4, Butterfly shelters, Shelter on South Green –
Former dairy on High St. – C
Skopolos, Sandringham Road – C
Pier site (plans ongoing, community based group to resurrect the pier) –C



b) Community Assets

Key – within the Conservation Area “C”

1. Places of Worship –
 - St Edmund’s C of E Church – grade II + hall – C
 - Methodist Church + hall – C
 - Union Church + basement – C
 - Roman Catholic Church – C
 - Way Christian Centre
 - Christian Science Church

2. Education –
 - Early Learning Centre – C
 - Hunstanton Primary School + field
 - Smithdon High School grade II* + field*
 - Glebe House School + field*

3. Administrative & Services –
 - Police Station, Ambulance Station & Fire Station

4. Health facilities –
 - GP Surgery + pharmacy – C

5. Community Centre
 - Community Centre – C

6. Sports Facilities –
 - Oasis Leisure Centre

7. Social Venues –
 - Croquet Club & Bowls Club
 - United Services Club – C
 - Conservative Club – C
 - Wash & Tope – C

8. Open Spaces –
 - Pitch & Putt
 - Recreation ground + play area
 - Cliff top car park
 - Queens Gardens & Astley Crescent
 - Northfields Allotments
 - Styleman Crescent play area
 - Old Town Way
 - Lynn Road & Redgate Hill
 - Oasis Way
 - Beach Terrace Road car parks & Southend Road Coach Park
 - Northern & Southern Promenade
 - Location of Former Pier – defined in 1868 Act
 - Kit Kat Site
 - Charles Rd, Tudor Cres, Bennett's Close, Anne's Drive, Margaret Cl.
 - Windsor Rise, Andrews Place
 - Collingwood Rd. Nelson Dr. Evans Gdns.
 - Cemetery
 - Willow Road
 - Elizabeth Close play area



- The Green – 7 parts including Spinney – C
Boston & Lincoln Squares – C
Lincoln Square – C
Cliff Top – C
Heritage /Esplande Gardens – C
Henry le Strange Orchard – Field in Trust – C
9. Notable buildings –
Barclays Bank – C
Salad Bowl & Bowling club – C
Sailing club – C
Pier Entertainment Centre – C
Marine Court
10. Public Toilets –
Bus station, – C
North Green, – C
Salad Bowl – C
Cliff top car park
Seagate (Oasis) and Seagate Road (fairground)
11. Library – C
12. Notable Tourist attractions –
Sea Life Centre
Wash Monster (Searles Sea Tours)
Fairground
Cliff top pitch and putt

Green further info – (please refer to Appendix 2: HNDP Hunstanton Green Spaces and Trees.doc)



Glossary

AONB – Area of Outstanding Natural Beauty

BCS – Borough Core Strategy (of the Borough Council’s Local Plan)

BCKLWN – Borough Council of King’s Lynn & West Norfolk

CCT – Coastal Community Team

CoT – Chamber of Trade

Densification – Increasing the number of units on a building plot, providing less parking than national guidance, relying on proximity to services and good (public) transport links to create sustainable development

HDFA – Hunstanton District Festival of Arts

HNDP – Hunstanton Neighbourhood Development Plan

HTC – Hunstanton Town Council

LP – Local Plan consisting of the Core Strategy and the Site Allocation and Development Management Policies

LPA – Local Planning Authority i.e. BCKLWN

LSOA – Lower Super Output Area – the smallest area for analysis on census data – contains between 1000 and 3000 people or 400 to 1200 residencies.

MSOA – Middle Super Output Area – a combination of a few LSOAs to contain between 5000 and 15000 people.

NCC – Norfolk County Council has responsibility for planning of schools, services, mining and waste management.

NP – Neighbourhood Plan

NPPF – National Planning Policy Framework – produced by HM Government June 2019 – all local plans and neighbourhood plans must be in conformity with this document.

ONS – Office of National Statistics

Pav – on map – pavilion

PO – on map – post office

Principal Residence – is where the owner normally lives unless working away from home and where the owner is on the electoral roll and registered with the local health services.

PW – on map – place of public worship

Ramsar Site – protected area of wetland

RHS – Royal Horticultural Society

SAC – Special Area of Conservation

SADMP – Site Allocations and Development Management Policies – adopted 2016

SHMA – Strategic Housing Market Assessment

SPA – Special Protection Area

SSSI – Site of Special Scientific Importance



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