

NEWS RELEASE

Borough Council of
King's Lynn &
West Norfolk



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For Immediate Release

Award-winning Hemingway Design appointed for Hunstanton project

Hemingway Design, a multi-disciplinary design agency, has been appointed to create a masterplan for Hunstanton's southern seafront, including public realm enhancements, the potential for and feasibility of a marine lake, and options for sites behind the sea defence.

The southern seafront area was identified, as a priority for the next phase of regeneration in the town, by Hunstanton Prosperity - the town's coastal community team.

Hemingway Design, led by Wayne Hemingway, were selected following a competitive tendering process. They have been involved in numerous coastal regeneration projects including Margate, Lowestoft, Bognor Regis and Morecombe to name a few.

Cllr Peter Hodson, Borough Council of King's Lynn & West Norfolk Cabinet Member for Economic Development, said: "We are delighted to have secured the services of Hemingway Design. They bring a community-focused approach to their work and a philosophy of improving things that matter. Many of their coastal schemes have won awards, so we are confident that they have the right expertise, experience, ethos and passion to develop a masterplan that works and that will reflect what matters to local people and potential visitors."

This £100,000 project, which has been funded 50/50 by the Norfolk Business Rates Pool and the Borough Council of King's Lynn & West Norfolk, will run through to the end of 2018.

This project will update the 2008 Masterplan and explore the feasibility of some specific schemes, such as the marine lake. Once complete, the masterplan will provide a comprehensive and integrated plan that aligns the key elements of the Hunstanton Prospectus, the 2008 masterplan and the One Public Estate initiative that is underway in the town. The aim is to create a vibrant seafront which is able to cater for residents, attract visitors and has strong links to the town centre. The economic outcomes will be the creation of new homes and additional jobs.