



HUNSTANTON INVESTMENT PROSPECTUS

A coastal town reimagined for year-round growth



Borough Council of
King's Lynn &
West Norfolk

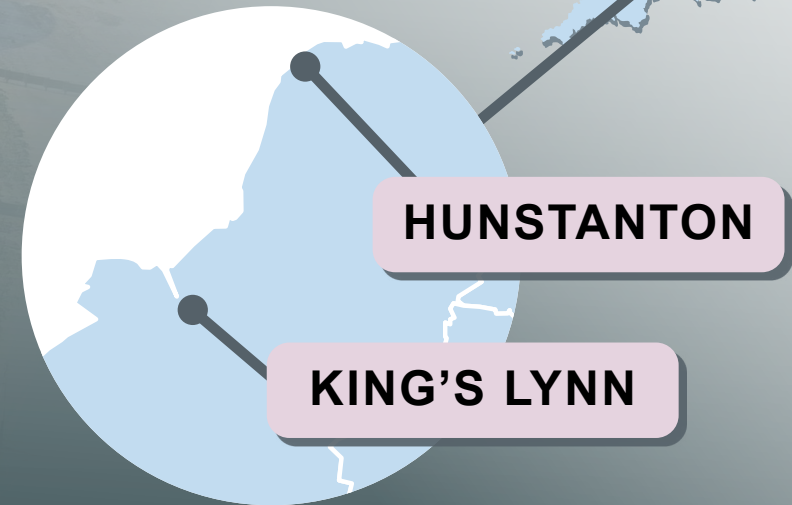


WELCOME TO HUNSTANTON

A unique west-facing seaside town in Norfolk, entering a new era of opportunity

Hunstanton, located on the north Norfolk coastline, is poised for transformation. Supported by a comprehensive new Masterplan led by the Borough Council of King's Lynn & West Norfolk, the town is redefining itself as a **vibrant, resilient, year round coastal destination**. With strong visitor numbers, a distinctive heritage character, and major public investment planned, Hunstanton offers compelling opportunities for developers, leisure operators, hospitality brands, and investors.

With investment planned in upgrading the town's flood defences, a new masterplan for Hunstanton **aims to provide an exciting and cohesive strategy for the town's future development**, creating clarity, confidence, and momentum for investment.



HUNSTANTON INVESTMENT PROSPECTUS




Borough Council of
King's Lynn &
West Norfolk





THE OPPORTUNITY

A strong and growing visitor market

Hunstanton already benefits from a powerful tourism economy:

 **2,103,000**
annual trips

 **£135,622,767**
total tourism value

 **£99,136,767**
annual visitor spend

These figures demonstrate a robust baseline with significant potential for growth—particularly outside the traditional summer season.

A Clear, Council-Backed Vision

The Masterplan provides:

- A long-term development framework that will form part of future planning policy
- A coordinated approach to infrastructure and placemaking
- A foundation for future external investment opportunities
- A supportive environment for private sector investment

It is intentionally flexible, enabling investor-led proposals to shape final uses.

A Distinctive Coastal Setting

Hunstanton's west-facing coastline, Victorian heritage, and compact walkable centre create a unique sense of place that differentiates it from other UK seaside towns. It already benefits from a range of regional and national award winning operators including Searles Leisure Resort, McDonnell's Caravans, Parkdean Resorts, Merlin and L & J Leisure.

STRATEGIC OBJECTIVES

The Masterplan sets out clear priorities that align with commercial opportunity:

- Extend the visitor season and increase off-peak activity
- Strengthen connections between the town centre and seafront
- Deliver high-quality, flexible public realm
- Create new leisure and events destinations
- Integrate planned flood defence works into placemaking
- Support local businesses and employment
- Enhance walking, cycling, and public transport links

These objectives underpin a stable, investable environment.

KEY DEVELOPMENT ZONES

1

The Oasis Site – Major Mixed-Use Leisure Development

A flagship opportunity for a high quality multi-use building, with potential for:

- Indoor leisure and fitness
- Health and wellbeing provision
- Family entertainment
- Hotel
- Food & beverage

The Council is actively seeking an investor and operators to deliver this transformative scheme.



2

Promenade Park – A New Coastal Landmark

Flood defence works will be integrated into a new public realm destination, creating:

- A signature promenade park
- Spaces for cafés, kiosks, and leisure concessions
- Enhanced settings for heritage assets

This will transform the seafront into a place where visitors stay longer and spend more.

2

4

Beachfront Enhancements

Investment opportunities include:

- New beach huts
- Accessibility improvements
- Visitor amenities (waste, seating, facilities)

These upgrades will enhance the visitor experience and support longer stays.

3

Town Centre & Southend Car Park Redevelopment

The Southend Car Park will be redesigned as a **multi-use public space**, improving:

- Town centre integration
- Pedestrian experience
- Active travel links
- Active frontages
- Opportunities for small retail, markets, and hospitality

This creates a new “heart of the town” and strengthens the link to the seafront and supporting the pedestrian connection between the seafront and town centre.

3



INFRASTRUCTURE & CONNECTIVITY

Hunstanton and wider area has recently benefitted from public transport infrastructure enhancements including upgraded Travel Hub and Bus Lanes.


Rail Connections 90mins from London King's Cross to King's Lynn. Regular Coastliner service connecting King's Lynn to Hunstanton and wider Norfolk coast.

The Masterplan vision includes:

- New pedestrian priority zones
- Improved wayfinding
- New and upgraded bus stops

- Enhanced walking and cycling routes
- Redesigned traffic management

These improvements will support increased footfall and create a more attractive environment for businesses and visitors.



DELIVERY TIMELINE

- **2026** – Masterplan adoption
- **Short-term** – Flood defence renewal, public realm upgrades, wayfinding, early events
- **Medium-term** – Major mixed use leisure, hospitality, health and wellbeing development at the Oasis site

- **Long-term** – Promenade Park, town centre improvements

The programme is structured yet flexible, enabling investor-led proposals to shape delivery.

WHY INVEST IN HUNSTANTON

- Strong baseline tourism economy
- Clear, council-backed regeneration plans
- Multiple available development sites
- Major public investment in flood defences and infrastructure planned
- Growing demand for UK leisure destinations
- Resident population over 5,000 but servicing a wider rural hinterland within a 15 mile radius for employment, services, recreation and leisure
- High potential returns from events, hospitality, and leisure markets
- One of the main towns along the north Norfolk coast; a premier destination known for its 45-mile stunning coastline, Blue Flag beaches, and the unique Deep History Coast. It offers an ideal mix of Areas of Outstanding Natural Beauty, expansive wildlife reserves, and year-round activities like walking, bird watching, fossil hunting, and sailing.

NEXT STEPS

Hunstanton is primed for transformation – and investors have the opportunity to shape the next chapter of this iconic coastal town.

Investors and operators are invited to explore:

- Site availability
- Partnership models
- Funding opportunities
- Planning guidance
- Phasing and delivery options

Contact a member of the team to discuss the opportunities further:

Email: economic.development@west-norfolk.gov.uk



INVEST
IN KING'S LYNN
& WEST NORFOLK

