



£0.26 million of the Hunstanton Capital Challenge Fund was devoted to purchasing and improving Boston Square

Attracting new visitors

The compact seaside town of Hunstanton in Norfolk commands a loyal following of visitors who come back year after year for the sea air, the promenade, the bowling greens and trips to the nearby Norfolk Lavender farm. Hunstanton's supporters would have been reluctant to admit a few years ago that the town was starting to look a little frayed. One corner, in particular, was lowering the tone. Boston Square, had the appearance of an acre of inner city that had been lifted up and dropped right into the town's Conservation Area and most genteel neighbourhood.

A few years later, however, this blot on Hunstanton's landscape has been transformed. Boston Square Sensory Garden is giving the town's loyal daytrippers and holidaymakers another reason to stick with the town. Its imaginative plantings and inclusively-designed features

are drawing in new visitors too, according to the guest houses on the square. And the elimination of one eyesore has led to the removal of another, with the conversion of one of Hunstanton's least favourite buildings.

A local eyesore

The Garden House Hotel, on the corner of the square, had originally owned the central space. When the hotel was vacated and left to decay, so was the square.

According to Ruth Hyde, Head of Tourism at King's Lynn & West Norfolk Borough Council, the effect of the deteriorating space on the neighbourhood was stark.

'Boston Square was a real eyesore in the more genteel, well looked-after part of town... Hunstanton is a small town, too, which increased its impact... Boston Square really stuck out.'

RUTH HYDE,
KING'S LYNN & WEST NORFOLK
BOROUGH COUNCIL