

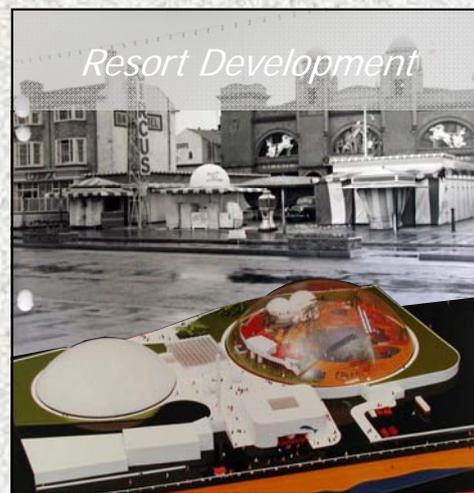
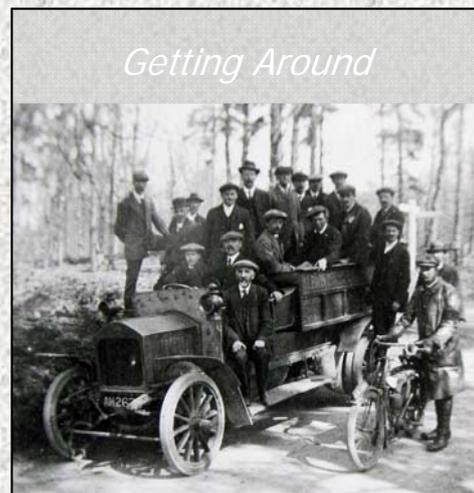
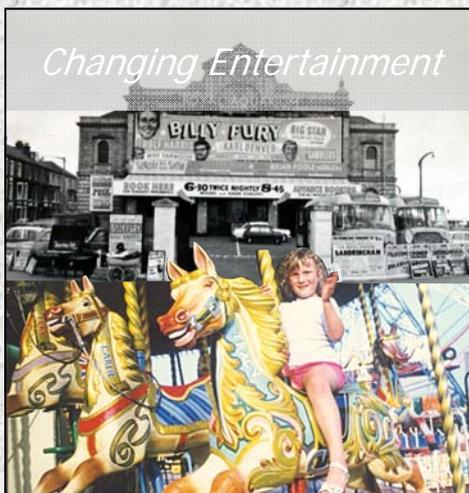
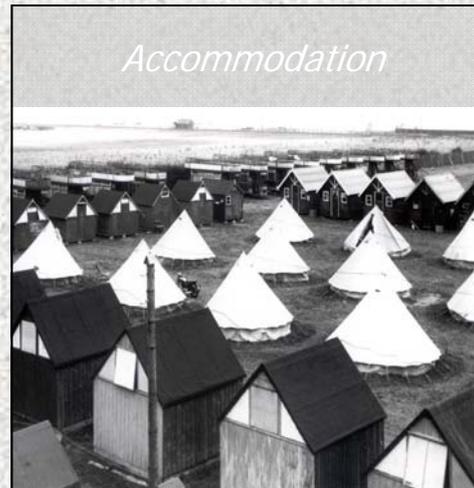
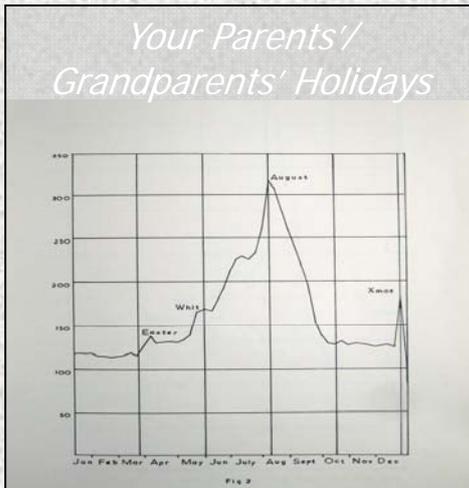
# How has leisure and tourism changed in Norfolk and how can it be shaped for the future?

Each topic contains thumbnails detailing the title and reference of each document, large images, transcripts and sound recordings of the documents where appropriate, and a notes page.

A DVD providing interviews to accompany the pack can be provided free of charge by contacting the Norfolk Record Office.

Some of the documents in this pack are provided by kind permission of the University of East Anglia Archive, Peter Jay, Archant, the *Great Yarmouth Archaeological Society*, and Great Yarmouth Borough Council, and this is stated within the topic.

All other documents are held in the Norfolk Record Office.



### Coast birds and plants face 'extinction by tourism'

Many breeding birds and rare flowers on the Norfolk coast are in danger of extinction because of the impact of tourism, a report has warned.

Waveney District Council says that the amount of tourists it can hold without detriment to wildlife is being studied. More visitors could destroy the very thing they are coming to look at, he said.

"These are very sensitive plant communities. If they are disturbed it can take decades, even centuries before the communities can recolonise again," said Dr Beardall.

Public awareness of how damage is caused to shingle beaches is seen as part of the solution to the problem.

"We don't want to be seen as an organisation wanting to ban tourists, but a balance has to be struck between the needs of wildlife and the needs of tourists."

Click on a topic to start



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Locality of Case Studies in Norfolk



# How do holidays today differ from those in your Parents' and grandparents' time?

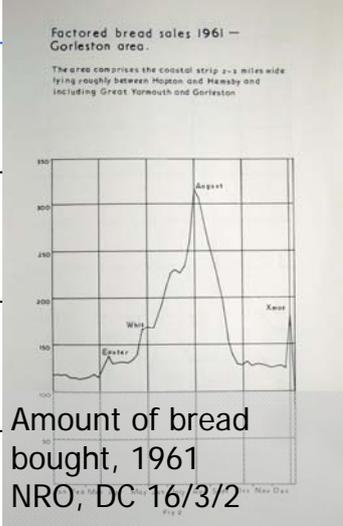
Click on an image to see full size version

## Grandparents

**HOLIDAYS TAKEN BY ADULTS 16+ 1968**

Great Britain only	46%
No holiday	42%
Abroad only	8%
Island	2%

Number of holidays taken, 1968  
NRO, DC 16/3/14



On a national assessment there has been a decline in the percentage of people taking main holidays at well-established main seaside resorts - 72% in 1955 falling to 61% in 1960 - but, owing to the increase in the total number of holidaymakers, business at these resorts remained much the same. The small resorts, particularly those with caravan facilities, now take many more holidaymakers. So far as holiday accommodation is concerned, it seems that licensed hotels are growing in popularity with holidaymakers, and caravanning and tented camping have also expanded rapidly in recent years. On the other hand, unlicensed hotels and boarding-houses have been in decline. A particularly striking feature is the number of people who stay with friends and relatives. In 1955 as many as 31% did so; by 1960 the proportion had risen slightly to 32%, though there was a slight falling off in 1961.

For statistical purposes the British Travel and Holidays Association has divided the country, including Scotland and Wales, into eleven holiday regions. In 1961 the South-West was easily the most popular of these, as it has long been, and 17% of all main holidays were spent there. The South took over second place from the North-West. The East region, comprising the counties of Norfolk, Suffolk, Essex, Cambridgeshire, Huntingdonshire, Bedfordshire and Hertfordshire, received only 8% of the main holiday trade. This proportion had hardly changed during the previous ten years, and only London and the Midlands attracted fewer visitors.

Foreign travel is becoming increasingly popular. In 1960, 12% (about 32 millions) of all British people having a main holiday went abroad, compared with 10% in 1955. The proportion of people who only had a short holiday in 1960 was 15% compared with 14% in 1955. There is a growing interest in people taking their cars abroad, but the aeroplane is becoming more popular. The proportion of British holidaymakers abroad is declining steadily, but there is a boom in the early and mid-50's, has become less popular in recent years.

**Accommodation report, 1968**  
NRO, DC 16/3/2

	Licensed Hotels	Un-licensed Hotels	Caravans	Apartments	Holiday Camps	Youth Hostels	Beds	Total no. of people
King's Lynn M.R.	100	150	-	-	-	-	-	250
Cromer U.D.	850	1400	400	600	-	-	-	3050
Hamstanton U.D.	300	900	3400	100	-	-	-	4600
Sheringham U.D.	200	400	500	400	-	50	-	1550
Wells U.D.	35	70	2000	20	-	-	-	2125
Bliffield & Plegg R.D.	300	400	14000	1600	2250	-	-	18450
Docking R.D.	330	250	5750	2250	-	-	-	8480
Eppingerham R.D.	440	1200	6500	1000	-	-	-	9140
Freebridge Lynn R.D.	25	25	-	-	-	-	-	50
Swallburgh R.D.	45	350	3000	2300	380	-	-	5075
Walsingham R.D.	190	100	200	500	-	-	-	990
<b>Broads</b>	<b>600</b>	<b>350</b>	<b>650</b>	<b>1125</b>	<b>-</b>	<b>-</b>	<b>10000</b>	<b>12725</b>
Island	550	350	100	-	-	-	-	1000
<b>Total</b>	<b>3905</b>	<b>1040</b>	<b>25500</b>	<b>4825</b>	<b>2630</b>	<b>50</b>	<b>11000</b>	<b>67665</b>

## Parents

**EAST ANGLIA**

1976

**Facts of Tourism**

The East Angles Tourist Board is one of those regional bodies set up and supported by the Government. It was set up in 1968. The Board is an advisory regional body in the counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Hants and Sussex, but covers the whole of the East Angles region. It is a regional body for the East Angles region and is supported by the British Tourist Authority, the English Tourist Board and the local authorities and the English Tourist Board is set up by the tourist industry in the region.

147879 car miles of main roads, including and junctions, stimulating development and investment in tourism, maintaining the quality of accommodation, encouraging spending in the industry and tourism generally.

**RESEARCH REPORTS FROM EAST ANGLIA TOURIST BOARD**

**VISITS TO ATTRACTIONS 1965**

Attraction	Number	Percentage of total
All attractions	10,000	100%
Historic Sites	4,000	40%
Museums	3,000	30%
Reservoirs & art galleries	2,000	20%
Other (including zoos)	1,000	10%

**TOURISTS' SPENDING PATTERNS 1965**

Category	Percentage
Total spending	100%
Category of spending	70%
Package tours	10%
Non-package tours	20%
Spending on hotels	10%
Spending on other	10%
Spending on transport	10%
Spending on food	10%
Spending on shopping	10%
Spending on other	10%

**TOURIST ACCOMMODATION**

Year	No. of establishments	Capacity
1965	100	1000
1966	110	1100
1967	120	1200
1968	130	1300



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## HOLIDAYS TAKEN BY ADULTS 16+ 1968

Great Britain only	46%
No holiday	42%
Abroad only	8%
Great Britain and Abroad	2%
Ireland	2%

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## Factored bread sales 1961 — Gorleston area.

The area comprises the coastal strip 2-3 miles wide lying roughly between Hopton and Hemsby and including Great Yarmouth and Gorleston

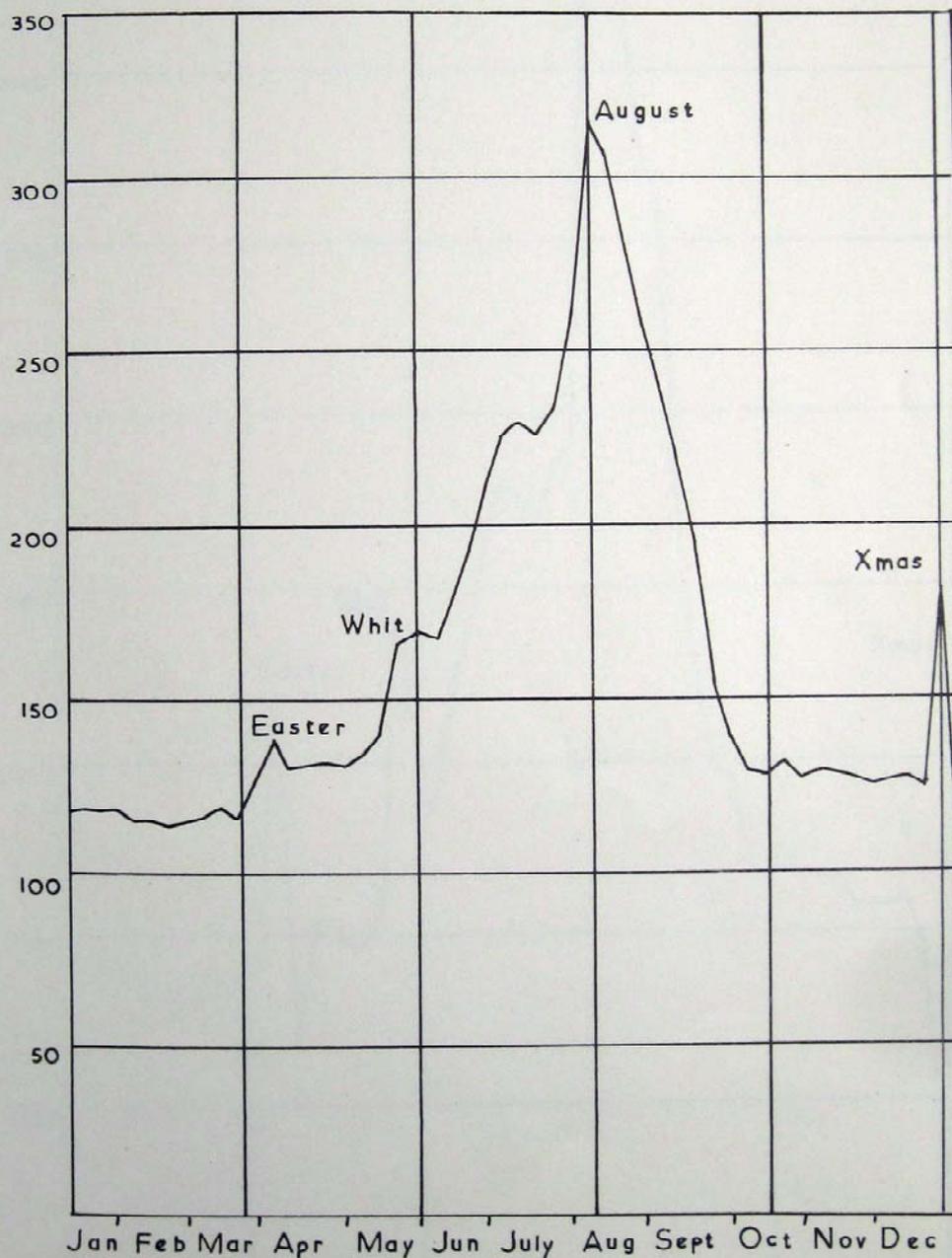


Fig 2

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Foreign travel is becoming increasingly popular. In 1960, 12% (about 3½ millions) of all British people having a main holiday went abroad, making an average stay of 13 days including travelling time. In 1955 only 8% had done so, but latest figures show that in 1961 the proportion had risen to 15%. Most people in 1960 still travelled by sea, but the aeroplane is growing in popularity, and more people are taking their cars abroad. On the other hand, rail travel by British holidaymakers abroad is declining in proportion, and coach travel, after a boom in the early and mid-50's, has become less popular in recent years.

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	Licensed Hotels	Un- licensed Hotels	Caravans	Apart- ments	Holiday Camps	Youth Hostels	Boats	Total no. of people
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Smallburgh R.D.	45	350	2000	2300	380	-	-	5075
Walsingham R.D.	190	100	200	500	-	-	-	990
Broads	600	350	650	1125	-	-	10000	12725
Inland	550	350	100	-	-	-	-	1000
<b>Total Number of People</b>	<b>3665</b>	<b>5945</b>	<b>35500</b>	<b>9895</b>	<b>2630</b>	<b>50</b>	<b>10000</b>	<b>67685</b>

It is reasonable to assume that all this available accommodation is taken at the peak of the season.

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### VISITS TO ATTRACTIONS 1995

	Number	Overseas visitors as a proportion of all visitors
	thousands	%
All attractions	26,882	9
Historic Houses	4,890	16
Gardens	572	9
Museums & art galleries	3,649	14
Zoos & wildlife attractions	2,915	3
Other attractions	14,856	6

### HOTEL OCCUPANCY

	1992	1993	1994	1995
	%	%	%	%
<b>Room Occupancy</b>				
East Anglia	53	55	56	57
England	48	48	52	53
<b>Bedspace Occupancy</b>				
East Anglia	42	45	46	46
England	38	39	43	44
<b>Proportion of Guests from Overseas</b>				
East Anglia	13	12	13	9
England	23	24	22	19

### RESEARCH REPORTS FROM EAST ANGLIA TOURIST BOARD

Tourism Policy for East Anglia	£10.00
Tourism Fact Sheets - East Anglia	£15.00
Series of Development Guides produced in conjunction with Barclays Bank:	
Developing a Bed and Breakfast Business	
Developing a Self-Catering Business	
Developing a Touring/Caravan Park	
Financing a Tourism Business	
Each Guide provides advice and guidance on developing business in each of the above markets. Price £10.00 each.	
(please add £1.50 for p. and p.)	

### TOURISTS' SPENDING PATTERNS 1995

UK Tourists' spending	
Total spending	£1,175 million
<b>Category of spending</b>	<b>%</b>
Package trip	3
Accommodation (non package trip)	32
Travel	17
Services or advice	.
Buying clothes	4
Eating and drinking	26
Other shopping	10
Entertainment	7
Other expenditure	1
<b>Spending per person</b>	
Average spending per trip	£ 81.26
Average spending per night	£ 21.88
*Less than 0.5%	

1996  
T/17

### TOURIST ACCOMMODATION

	No. of establishments	Capacity
Hotels, motels, inns, guest houses	1,366	50,557 bedspaces
Bed & breakfast	1,401	8,856 bedspaces
Farmhouses	197	1,187 bedspaces
Group & youth accommodation	49	8,433 bedspaces
Self catering	985	2,410 units
Caravan & camping sites	231	17,788 touring pitches
Holiday centres	15	6,486 static pitches for hire
		3,878 units

# EAST ANGLIA

## Facts of Tourism

The East Anglia Tourist Board is one of eleven regional bodies set up and supported by the English Tourist Board following the Development of Tourism Act (1969). The Board is an autonomous regional body covering the counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk, but works in close harmony and in pursuit of common objectives with the English Tourist Board and the British Tourist Authority. It is financed jointly by local authorities and the English Tourist Board, as well as by the tourist industry in the region.

EATB's main areas of work include marketing and promotion, stimulating development and investment in tourism, information for visitors, business advice, research, assuring the quality of accommodation, encouraging training in the industry and tourism policy issues.



East Anglia Tourist Board  
Toppesfield Hall  
Hadleigh, Suffolk IP7 5DN  
Tel: (01473) 822922

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# What types of accommodation are there for tourists, and how can these be improved?

Click on a thumbnail to view case study

## Other accommodation



### Case studies–

- Great Yarmouth and Caister
- The Broads
- North Norfolk coast
- Outside Norfolk

Newspaper cuttings with permission from Archant

NRO, ACC 2004/307 with permission from Great Yarmouth Borough Council

## Holiday Village



### Case study

- North Walsham



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Click on an image to see full size version

## Other Accommodation

### Great Yarmouth and Caister

#### YHA goes for new image

BIG strides are being taken at some of Norfolk's youth hostels as part of a nationwide campaign for recruitment.

Up to £100,000 has been spent on upgrading the 50-bed hostel at Hunstanton.

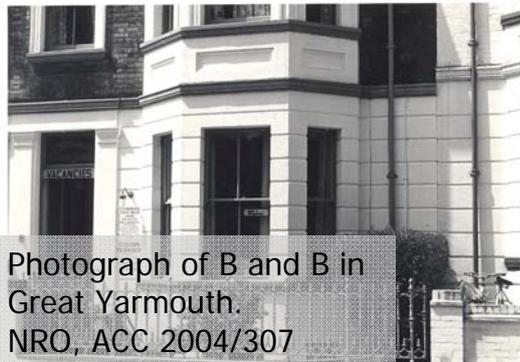
At Yarmouth, the Sandown Road hostel is gradually being refurbished to provide rooms for family hostellers and work is under way on a £25,000 improvement scheme in Norwich.

The Youth Hostels Association is undergoing widespread change to reverse a downward trend in young membership — from

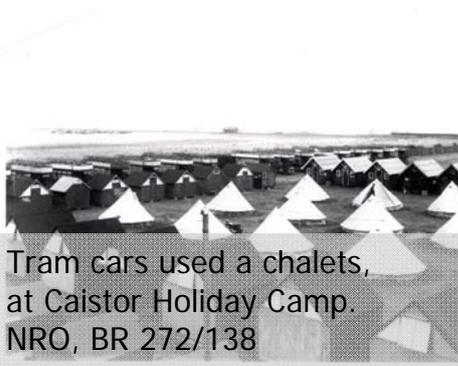
#### Newspaper cutting about the YHA, 21 January 1986.

The new generation of young people have a different attitude to the basic principle of low-cost holidaying.

There has been a huge increase in the number of hostellers in the east of England, says Gaffney, eastern regional manager, told the EDP.

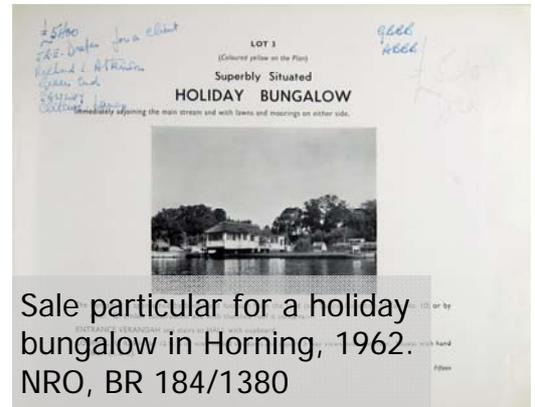


Photograph of B and B in Great Yarmouth.  
NRO, ACC 2004/307

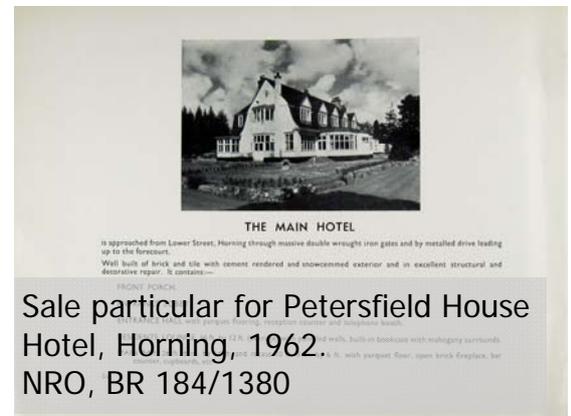


Tram cars used as chalets, at Caistor Holiday Camp.  
NRO, BR 272/138

### The Broads



Sale particular for a holiday bungalow in Horning, 1962.  
NRO, BR 184/1380



Sale particular for Petersfield House Hotel, Horning, 1962.  
NRO, BR 184/1380

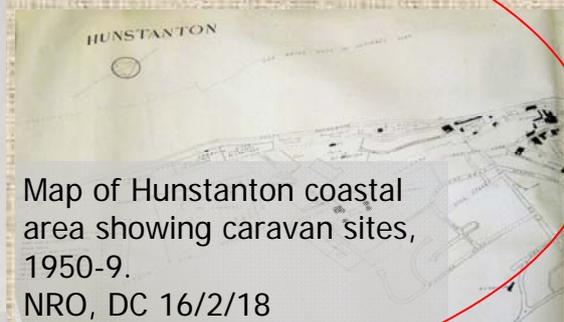
### North Norfolk Coast

2 DOUBLE BEDROOMS	9'0" x 8'3" and 9'0" x 9'0"
	Fitted wardrobe in each. 13-amp socket in each.
LOUNGE	15'0" x 9'0" 2 x 13-amp sockets.
KITCHENETTE	Single drainer sink unit with worktop and cupboard under. Worktop with space for 'fridge under. 3 x 13-amp sockets and cooker supply.
FLOORS	Marley Tiles throughout
OUTSIDE	Concrete

Sale particular for a chalet at Walcott.  
NRO, BR 184/2405

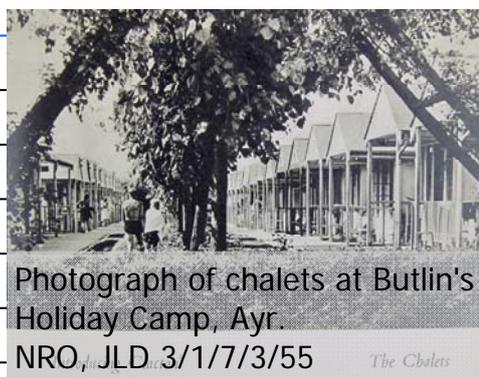


Sale particular for a hotel in Cromer, 1944.  
NRO, BR 184/1199

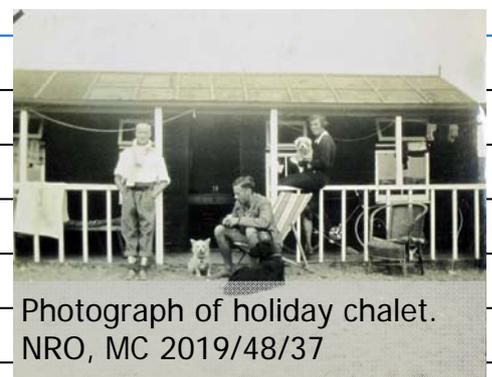


Map of Hunstanton coastal area showing caravan sites, 1950-9.  
NRO, DC 16/2/18

### Outside Norfolk



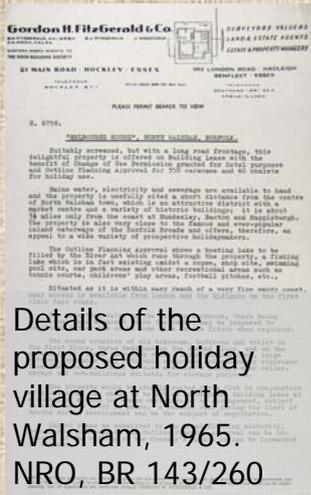
Photograph of chalets at Butlin's Holiday Camp, Ayr.  
NRO, JLD 3/1/7/3/55



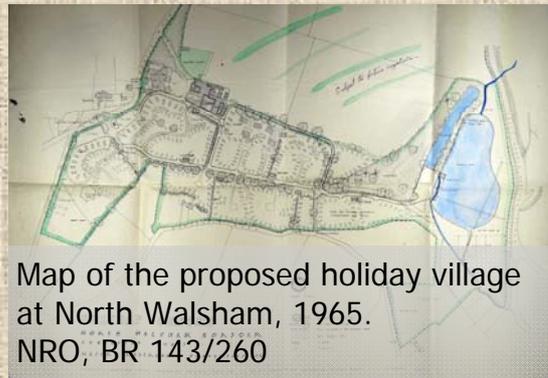
Photograph of holiday chalet.  
NRO, MC 2019/48/37

# Holiday Village– North Walsham

Click on an image  
to see full size version



Details of the  
proposed holiday  
village at North  
Walsham, 1965.  
NRO, BR 143/260



Map of the proposed holiday village  
at North Walsham, 1965.  
NRO, BR 143/260

# YHA goes for new image

BIG strides are being taken at some of Norfolk's youth hostels as part of a nationwide campaign for recruitment.

Up to £100,000 has been spent on upgrading the 50-bed hostel at Hunstanton.

At Yarmouth, the Sandown Road hostel is gradually being refurbished to provide rooms for family hostellers and work is under way on a £25,000 improvement scheme in Norwich.

The Youth Hostels Association is undergoing widespread change to reverse a downward trend in young membership — from 190,000 under-21s ten years ago to 99,000.

The new generation of spruced-up hostels will have more comforts, a wider range of activities and possibly fewer rules — though the basic principle of low-cost accommodation remains unchanged.

"We have made a huge investment in our hostels to drum up a new type of hosteller," Mr. Roger Gaffney, the association's eastern regional manager, told the EDP.

## Diehards

But diehard YHA traditionalists, who prefer the old spartan image, will still be encouraged.

"We are still going to have plenty of places in East Anglia to suit them," said Mr. Gaffney.

The Hunstanton hostel, a turn-of-the-century carrstone building in Avenue Road, is the epitome of the new look.

Before becoming a youth hostel it was used to give seaside breaks to the servants of wealthy visitors to the resort. To some extent, the legacy of this lingered on when the YHA moved in.

"There were bare floors and damp dingy rooms," said Mr. Gaffney.

In the space of a few years, it has been upgraded from "simple" standard to "superior" grading.

Fitted carpets, gas central heating and modern fittings enhance the cosiness of the place. There is a new members' kitchen and other improvements include a new fire alarm system and rewiring. But a night's stay still costs well under £4.

## Chores

"It is much brighter, a lot more welcoming and more convenient," enthused the assistant warden, Ms. Sue Bailey, yesterday.

Hostellers will find they are no longer cajoled into doing the chores before they depart. Volunteers will still be welcome, but Ms. Bailey stressed: "It certainly won't be regimental."

At the 70-place Norwich hostel off Dereham Road, improvements include creating more family rooms and a proper classroom for urban studies.

"We hope they will all be finished by June," said Mr. Gaffney.

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£5400  
J.H.E. Draper for a client  
Richard L. Atkinson  
Green End  
SAWLEY  
Clifford Lane

9BBB  
ABBB

£5400  
Draper

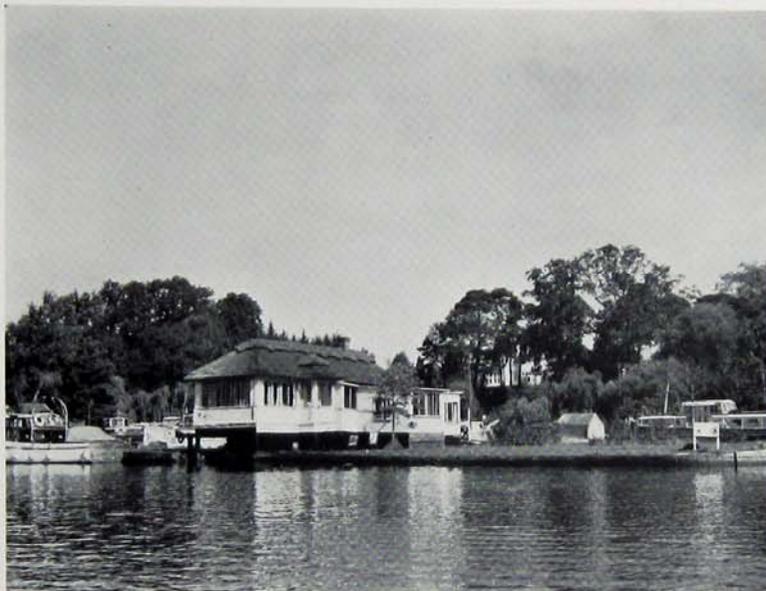
LOT 3

(Coloured yellow on the Plan)

Superbly Situated

# HOLIDAY BUNGALOW

Immediately adjoining the main stream and with lawns and moorings on either side.



The Bungalow is approached by bridge and footpath from the road (see Special Condition of Sale No. 10) or by river. Of timber construction and with thatched roof it contains:—

ENTRANCE VERANDAH and stairs to HALL with cupboard.

LOUNGE, 15 ft. 9 in. by 12 ft. 6 in. with leaded windows and superb 3-way views over the river. Recess with hand basin (h. & c.).

BEDROOM 1, 14 ft. by 12 ft. 6 in. with hand basin (h. & c.), fireplace and wardrobe cupboard.

BATHROOM, with panelled bath (h. & c.), hand basin (h. & c.), splash back and mirror. Separate W.C. with low level suite.

BEDROOM 2, 16 ft. 6 in. by 10 ft. 9 in. with handbasin (h. & c.).

BEDROOM 3, 10 ft. by 10 ft. with hand basin (h. & c.).

**SERVICES:**

MAINS ELECTRICITY AND WATER.

SEPTIC TANK DRAINAGE.

## THE LAWNS

stretch on either side of the bungalow along the river front and to the rear with extensive MOORING SPACE.

There is a BOATHOUSE underneath the bungalow and there is the right to park a car on the space reserved in Lot 2.

## VACANT POSSESSION

ON COMPLETION

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## THE MAIN HOTEL

is approached from Lower Street, Horning through massive double wrought iron gates and by metalled drive leading up to the forecourt.

Well built of brick and tile with cement rendered and snowcemmed exterior and in excellent structural and decorative repair. It contains:—

FRONT PORCH.

ENTRANCE LOBBY.

ENTRANCE HALL with parquet flooring, reception counter and telephone booth.

RESIDENTS LOUNGE, 16 ft. by 12 ft. (average) with panelled walls, built-in bookcase with mahogany surrounds.

MAIN BAR, 26 ft. 6 in. by 14 ft. and recess 10 ft. 3 in. by 6 ft. with parquet floor, open brick fireplace, bar counter, cupboards, etc.

DINING/BALLROOM, 32 ft. by 16 ft. with parquet floor and open brick fireplace, French Doors to Garden.

DINING ROOM, 21 ft. by 14 ft. and recess 10 ft. 3 in. by 6 ft. open fireplace with copper surrounds.

SIDE HALL and Ladies Cloakroom with hand basin (h & c), separate W.C. and Cupboard.  
Gents Cloakroom with 2 hand basins (h & c).

Door leading to Domestic Offices comprising:—

WINE STORE with fireproof door.

KITCHEN with half tiled walls and 4-oven Aga Cooker.

STILL ROOM with sink (h & c), draining boards and cupboards with sliding glass doors.

SCULLERY with half tiled walls, sink (h & c), hot water cylinder.

BACK HALL with Perkins oil fired boiler.

PANTRY with shelves.

WINE STORE: CLOAKROOM with W.C. COLD ROOM.

### **ON THE FIRST FLOOR:**

LANDING with Store Cupboard.

DOUBLE BEDROOM 1, 20 ft. by 19 ft. (average) with bay extension with pedestal hand basin (h & c), splash back, shaving mirror and strip light, wardrobe cupboard and slot meter.

MODERN BATHROOM 1, with half tiled walls, green suite comprising low bath, bidet, heated towel rail and low flush w.c.

DOUBLE BEDROOM 2, 17 ft. 6 in. by 11 ft. with hand basin (h. & c.) and slot meter.

DOUBLE BEDROOM 3, 17 ft. 6 in. by 11 ft. 3 in. with hand basin (h. & c.), splash back, mirror and strip light, slot meter.

DOUBLE BEDROOM 4, 17 ft. 6 in. by 11 ft. with hand basin (h. & c.), splash back, mirror, strip light and slot meter.

DOUBLE BEDROOM 5, 18 ft. by 13 ft. (average) with hand basin (h. & c.), shaving mirror and slot meter.

Seven

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LEASEHOLD : £4,150 Detached.  
£3,750 Semi-detached.  
£3,400 Centre Chalet in block  
of three

this figure includes

BATHROOM Coloured bath suite with matching tiles.  
Airing cupboard.

2 DOUBLE BEDROOMS 9'0" x 8'3" and 9'0" x 9'0"  
Fitted wardrobe in each.  
13-amp socket in each.

LOUNGE 15'0" x 9'0"  
2 x 13-amp sockets.

KITCHENETTE Single drainer sink unit with worktop and  
cupboard under.  
Worktop with space for 'fridge under.  
3 x 13-amp sockets and cooker supply.

FLOORS Marley Tiles throughout.

OUTSIDE Concrete path leads to each Chalet.

Each Chalet is sold on a 99-year lease at a ground rent of £70. per annum  
which includes maintenance of landscaped area, roads, car park, paths and  
sewers.

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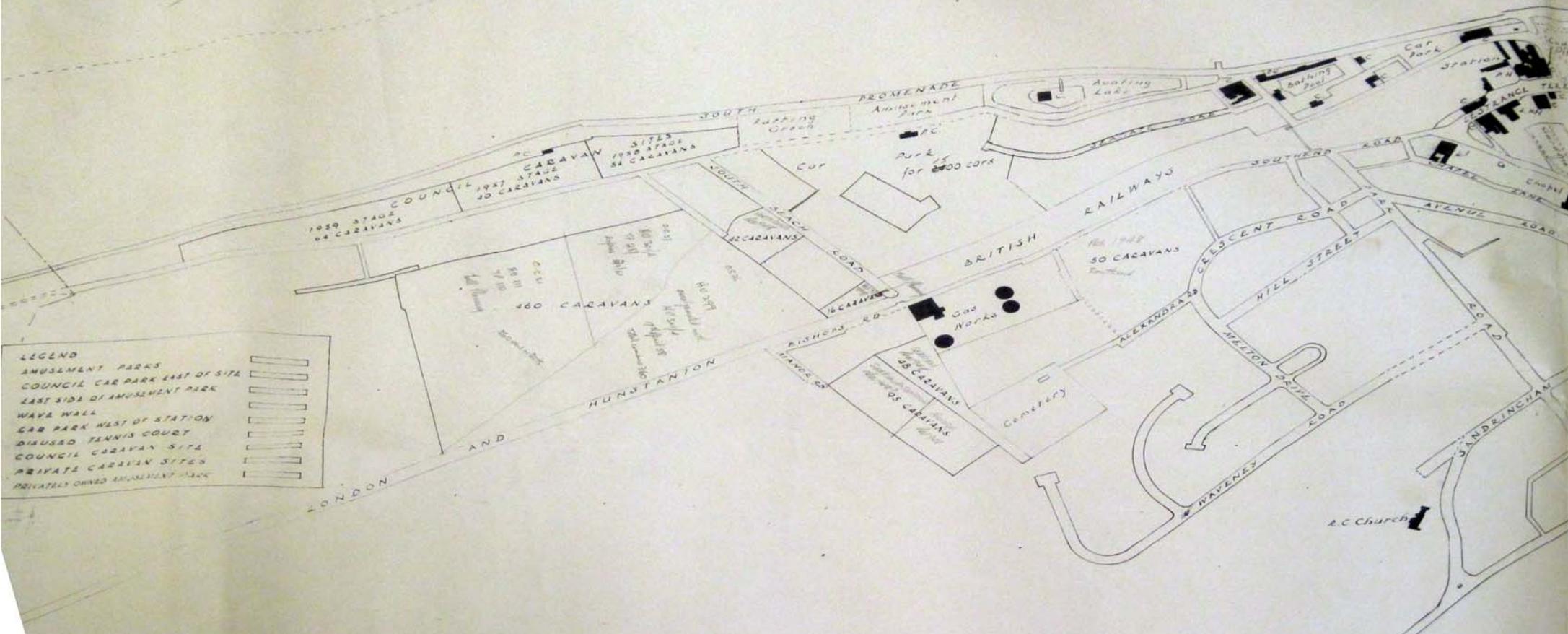


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# HUNSTANTON



20M WATER MARK OF ORDINARY TIDE



**LEGEND**

- AMUSEMENT PARKS
- COUNCIL CAR PARK EAST OF SITE
- EAST SIDE OF AMUSEMENT PARK
- WAVE WALL
- CAR PARK WEST OF STATION
- DISUSED TENNIS COURT
- COUNCIL CARAVAN SITE
- PRIVATE CARAVAN SITES
- PRIVATELY OWNED AMUSEMENT

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Particulars and Conditions of Sale

OF

# *The Marlborough Hotel Cromer*



FOR SALE BY AUCTION  
AT THE ROYAL HOTEL, NORWICH  
ON SATURDAY, 12<sup>TH</sup> FEBRUARY, 1944

AT 2 P.M.

*Auctioneer:*

J. R. E. DRAPER,  
Wroxham; and  
19, Castle Street, Norwich.

*Telephone:* WROXHAM 35.  
NORWICH 24424.

*Vendors' Solicitors:*

Messrs. MILLS & REEVE,  
74, Upper Close,  
Norwich.

2 hours.  
Lot 1.  
Roxley Wroxham  
300  
460 Blyth  
Lot 2.  
Lendal Hill Peak  
350  
505 Blyth.

*Asked £15,000*

## Particulars

THE SUBSTANTIALLY-BUILT AND FULLY-LICENSED\*  
FREEHOLD PROPERTY

known as

# THE MARLBOROUGH HOTEL CROMER

standing in a commanding position, quite close to the Sea, and having a frontage to Prince of Wales Road of about 151 feet, with a return frontage to New Street of about 153 feet. It is constructed in red brick, with stone facings, and contains (on three floors):—

LARGE ENTRANCE HALL AND RECEPTION OFFICE;  
COCKTAIL BAR;  
STILL ROOM;  
WRITING ROOM 12ft. x 11ft. 3in.;  
DRAWING ROOM 18ft. x 15ft. 9in.;  
LOUNGE 23ft. x 19ft. 6in.;  
SITTING ROOM 26ft. x 28ft. 9in.;  
BILLIARD ROOM 29ft. x 25ft. 6in.;  
DINING ROOM 99ft. x 29ft. 6in.;  
SERVICE ROOM 43ft. x 14ft.;  
MANAGER'S OFFICE 12ft. 3in. x 11ft. 3in.;  
LADIES' AND GENTLEMEN'S CLOAK ROOMS,  
with ample Lavatory accommodation;  
MAIN KITCHEN 30ft. 6in. x 20ft. 3in.;  
SCULLERY; LARDERS; STORE ROOMS;  
LINEN ROOM 19ft. 10in. x 15ft. 6in.;  
SERVICE LIFT, etc., etc.;  
75 GUEST BEDROOMS;  
12 STAFF BEDROOMS;  
10 BATHROOMS, etc.

Hot and cold running water is installed in most of the principal Bedrooms.

A range of Brick and Tile Buildings include: 9 Lock-up Garages, Garage for 30 cars, Workshop, Staff Rooms and ample storage. There is also a large Car Park.

The Hotel is supplied with Mains Electricity, Gas, Water and Sewerage.

\* See General Remarks.

*Sold immediately after by p/c  
price believed to be £10,000.*

*M000  
£8450 4/0*



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*'Introducing Clacton'*

*The Chalets*

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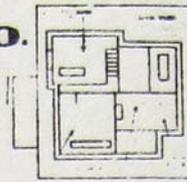


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# Gordon H. FitzGerald & Co.

G.H. FITZGERALD, AVI., M.R.S.H. S.J. FITZGERALD J. WOODCOCK  
C.D. MICHIE, F.A.L.P.A.

EASTERN ESSEX AGENTS TO  
THE ROCK BUILDING SOCIETY



SURVEYORS · VALUERS  
LAND & ESTATE AGENTS  
ESTATE & PROPERTY MANAGERS

21 MAIN ROAD · HOCKLEY · ESSEX

382 LONDON ROAD · HADLEIGH  
BENFLEET · ESSEX

TELEPHONE  
HOCKLEY 571

OFFICE HOURS MON SAT 9am 5pm

TELEPHONE  
SOUTHEND - ON - SEA  
559341 (3 LINES)

PLEASE PERMIT BEARER TO VIEW

R. 6758.

## "MELBOURNE HOUSE", NORTH WALSHAM, NORFOLK.

Suitably screened, but with a long road frontage, this delightful property is offered on Building Lease with the benefit of Change of Use Permission granted for Hotel purposes and Outline Planning Approval for 350 caravans and 60 chalets for holiday use.

Mains water, electricity and sewerage are available to hand and the property is usefully sited a short distance from the centre of North Walsham town, which is an attractive district with a market centre and a variety of historic buildings; it is about  $3\frac{1}{2}$  miles only from the coast at Mundesley, Bacton and Happisburgh. The property is also very close to the famous and ever-popular inland waterways of the Norfolk Broads and offers, therefore, an appeal to a wide variety of prospective holidaymakers.

The Outline Planning Approval shows a boating lake to be filled by the River Ant which runs through the property, a fishing lake which is in fact existing amidst a copse, shop site, swimming pool site, car park areas and other recreational areas such as tennis courts, childrens' play areas, football pitches, etc.,

Situated as it is within easy reach of a very fine sandy coast, easy access is available from London and the Midlands on the first class fast roads.

The potential value of the site is enormous, there being additional land adjacent which the owners may be prepared to negotiate either now or at some time in the future when required.

The house consists of six bedrooms, bathroom and toilet on the first floor, three bedrooms on the second floor, and on the ground floor, three reception rooms, large morning room, large kitchen, entrance hall with main staircase and secondary staircase from the kitchen. There is also a butler's pantry, wine cellar, garage and out-buildings suitable for storage purposes.

The property would be ideally suited for a Club in conjunction with the site, the whole to be let on an 84 years building lease at a rental of £5,500 per annum exclusive or by arrangement, subject to rent review every 21 years. A reduced rent during the first 18 months during development can be the subject of negotiation.

Layout plans as submitted to the Local Planning Authority, together with a copy of the Outline Planning Approval can be inspected at the offices of the Company's Agents or can be forwarded on request.

**NOTE:** The above particulars are intended to give a fair description of the property but their accuracy cannot be guaranteed, nor do they form part of any offer or contract. Offered subject to the property being unsold. These particulars are issued on the understanding that all negotiations are conducted through GORDON H. FITZGERALD & CO.

1. The initial permission hereby granted under Regulation 5 (2) of the Town and Country Planning General Development Order, 1950, relates only to the outline application.

No development whatsoever shall take place until plans and descriptions of the proposed development, including plans and descriptions of layout shall have been submitted to, and approved by, the Local Planning Authority, and the development shall conform to such plans and descriptions as approved. Plans and particulars (in triplicate) should be sent with a written application to the undermentioned Council. If Building Byelaws permission is also required an additional set of plans will be required - a total of four sets of plans. (See "Notes" on the reverse side of the Application Form.)

2. The detailed plans shall provide for a layout similar to that shown on the plan dated October 1964 accompanying the application.
3. This permission shall not save as hereinafter set out authorise the use of the land for the standing of caravans except for holiday purposes during the period from the 20th March to the 31st October in each year.
4. During the period from the 1st November to the 19th March, the site shall be cleared of caravans unless the approval, in writing, of the Local Planning Authority is given either generally or specially in which case caravans must be moved from all standings used during the period from the 20th March to the 31st October before or within one week after the 31st October in each year.
5. No railway vehicle, tramcar, omnibus body, aeroplane fuselage, packing case or similar structure, whether on wheels or not, and howsoever adapted shall be stationed or erected on the site, and no shed or shelter, other than properly designed canvas awnings, shall be erected beside any caravan.
6. The total number of caravans on the site shall not any time exceed 350.
7. No caravan shall be placed on the land until plans to a scale of not less than 1/500th showing the following items have been submitted to and approved by the Local Planning Authority, or, in default of agreement, by the Minister of Housing and Local Government, on appeal -
  - (i) The access to the site;
  - (ii) the location and design of toilet blocks, stores, shops, recreation rooms and any other buildings;
  - (iii) the layout of any proposed road, which shall have a carriageway of not less than thirteen feet wide or, if it forms part of a one-way traffic system nine feet wide, and provided so that no caravan or toilet block is more than one hundred and fifty feet from a road.
  - (iv) the proposed standings of the caravans which shall be placed so that every caravan is not less than twenty feet from any other caravan in a separate occupation, and not less than ten feet from a carriageway.
  - (v) The position of the proposed car parks and space shall be provided to accommodate up to one car per caravan.
  - (vi) the area allocated for recreational purposes which shall be approximately as shown on the plan dated October 1964 attached to the application.
  - (vii) the landscape treatment of the site, including the planting of trees and shrubs.

signed: /C'td.

8. The proposed sailing lake shall not be constructed until detailed plans of the excavation, embankments and means of maintaining the level of the lake have been submitted to and approved by the Local Planning Authority and such proposals shall have full regard to the proximity of the existing Sewage Disposal Works.
9. This permission shall authorise the use of the proposed chalets only for summer residences during the period 20th March - 31st October in each year and the chalets shall not be used for human habitation during the period 31st October in one year and 20th March in the following year.

Reasons for the additional conditions:-

2. The Local Planning Authority considered the proposal on the basis of this plan.
- 3-7 These are the standard conditions required by the Local Planning Authority in connection with the Caravan Sites and Control of Development Act, 1960.
8. In order to prevent development which might create a public health hazard.
9. The siting and layout of the proposed chalets is unsuitable for permanent residential use.

signed;

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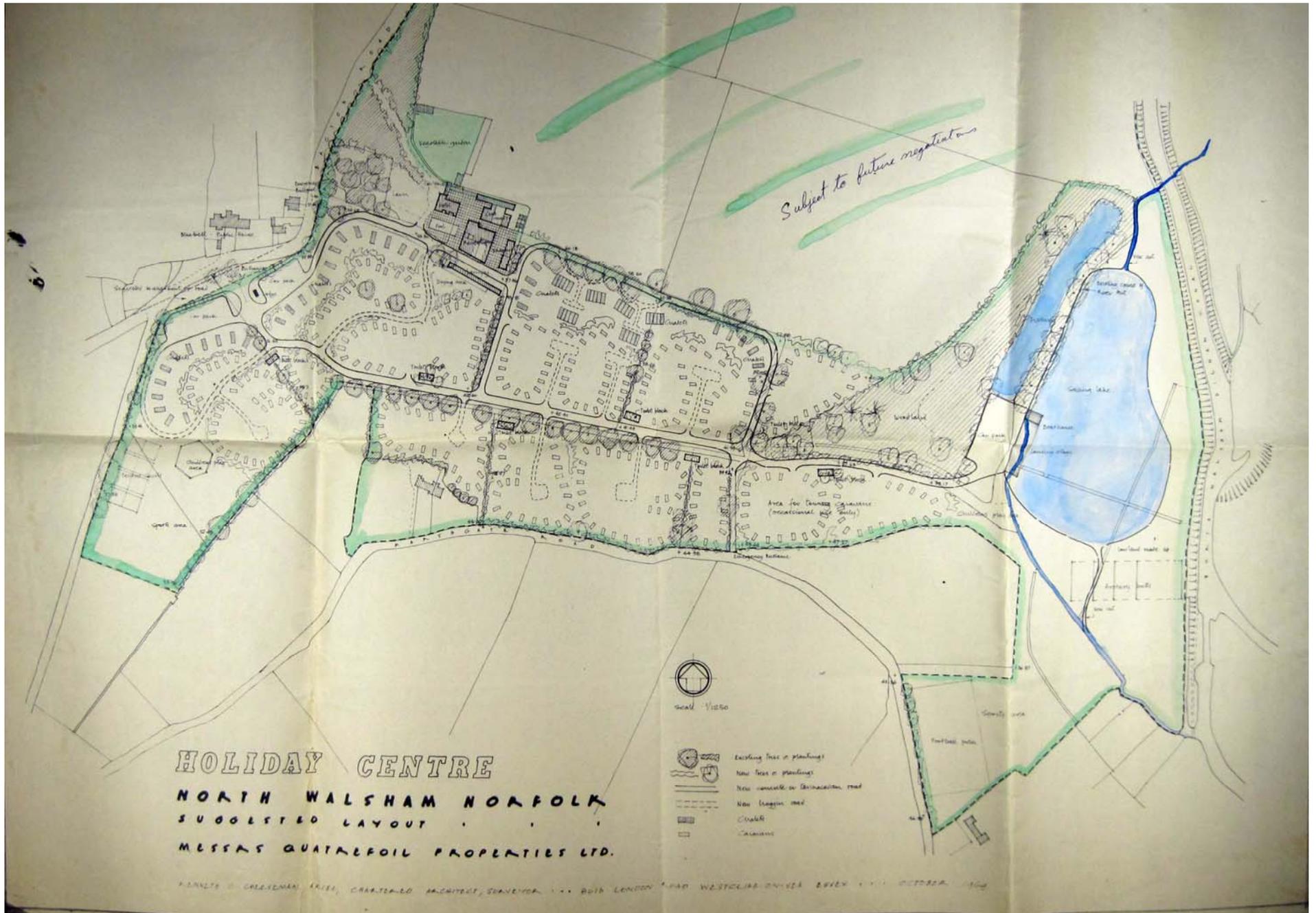
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# How has entertainment changed?

Click on a thumbnail to view case study

## Entertainment- case studies



## Hippodrome, Great Yarmouth



Case studies–

- Hunstanton
- Great Yarmouth

NRO, ACC 2004/307  
images with  
permission from  
Great Yarmouth  
Borough Council



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# Entertainment- case studies

Click on an image to see full size version

## Hunstanton- 1970s



Proposed Entertainment Centre, Hunstanton, c. 1970.  
NRO, DC 16/3/4

Apart from the pool surround, some 19,000 sq.ft. of gross area remains in the main body of the Solarium and this is supplemented by the first floor terrace, say 15,000 sq.ft.

The final deployment of activities would be in the hands of management, but in our view the guiding principle with regard to the uses of the building should be that the Solarium provide an exciting 'tropical' environment which favours a wide range of activities carried on during seaside holidays, often in the open. A list of possible activities is given below:-

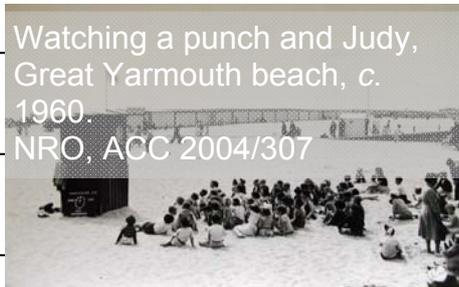
- Amusement arcade, machines
- Artificial Sun-bathing
- Aquarium
- Beer Garden
- Biogo
- Catering

Events at proposed Hunstanton Entertainment Centre, 1970:  
NRO, DC 16/3/14

## Great Yarmouth- 1960s



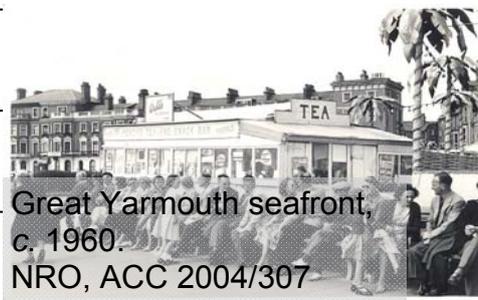
Postcard shop, Great Yarmouth, c. 1960.  
NRO, ACC 2004/307



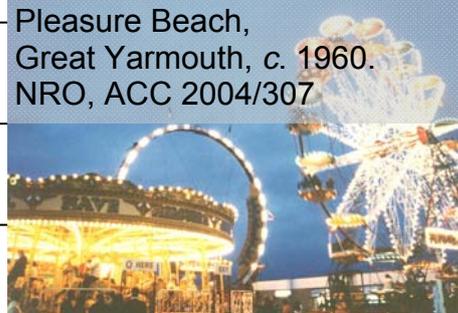
Watching a punch and Judy, Great Yarmouth beach, c. 1960.  
NRO, ACC 2004/307



The Aquarium, Great Yarmouth, 1960s  
NRO, ACC 2004/307

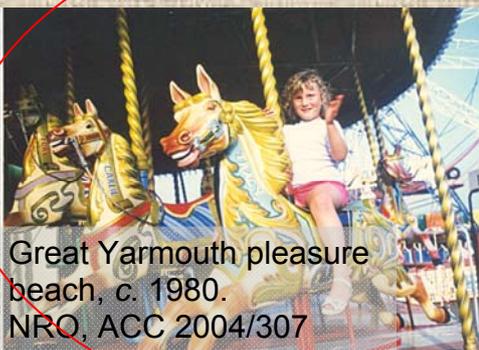


Great Yarmouth seafront, c. 1960.  
NRO, ACC 2004/307



Pleasure Beach, Great Yarmouth, c. 1960.  
NRO, ACC 2004/307

## Great Yarmouth- 1980s

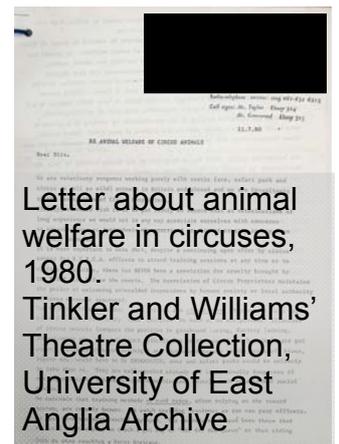


Great Yarmouth pleasure beach, c. 1980.  
NRO, ACC 2004/307



Pitch and Putt at Great Yarmouth, c. 1980.  
NRO, ACC 2004/307

## General- 1980s

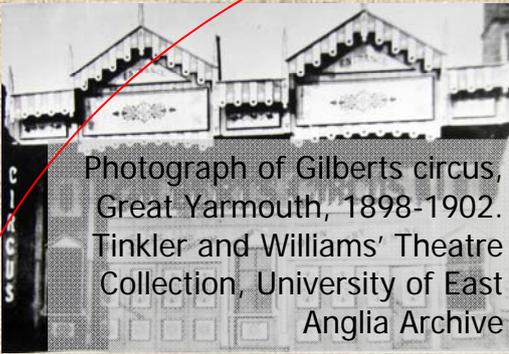


Letter about animal welfare in circuses, 1980.  
Tinkler and Williams' Theatre Collection, University of East Anglia Archive

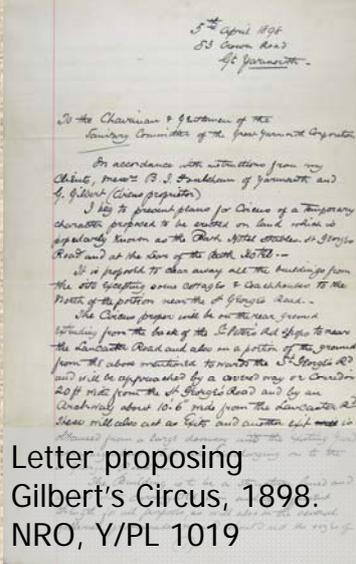
# Hippodrome

Click on an image to see full size version

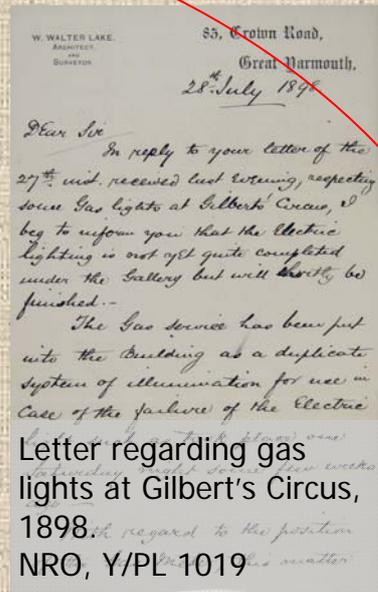
## 1898– Gilbert's Circus



Photograph of Gilbert's circus, Great Yarmouth, 1898-1902. Tinkler and Williams' Theatre Collection, University of East Anglia Archive



Letter proposing Gilbert's Circus, 1898. NRO, Y/PL 1019

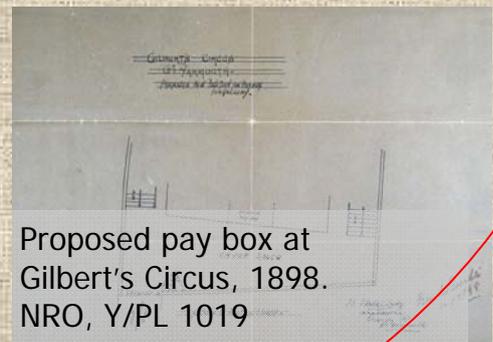


Letter regarding gas lights at Gilbert's Circus, 1898. NRO, Y/PL 1019

Report of Great Yarmouth Town Council meeting, 1898, from the *Eastern Daily Press*. Tinkler and Williams' Theatre Collection, University of East Anglia Archive



Plan of Gilbert's Circus, 1898. NRO, Y/PL 1019

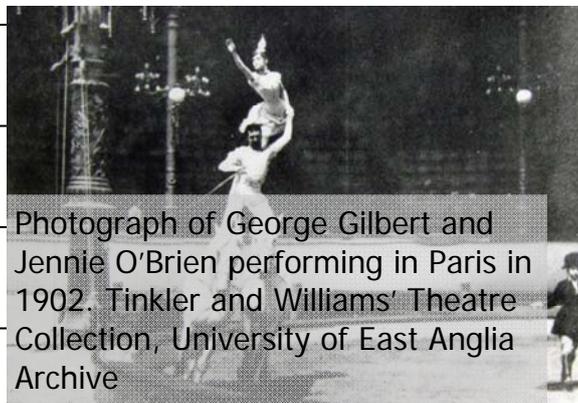


Proposed pay box at Gilbert's Circus, 1898. NRO, Y/PL 1019

## 1902– Building of the Hippodrome



Building notice for the Hippodrome, 1902. NRO, Y/PL 1722



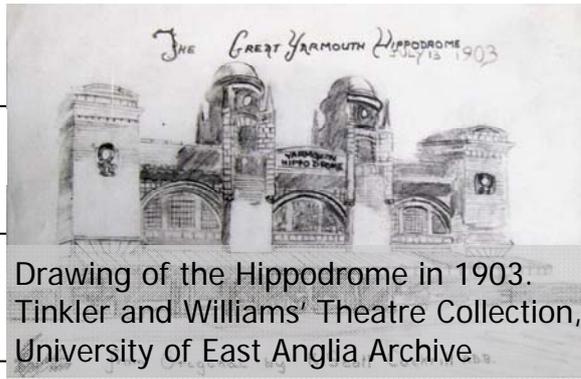
Photograph of George Gilbert and Jennie O'Brien performing in Paris in 1902. Tinkler and Williams' Theatre Collection, University of East Anglia Archive



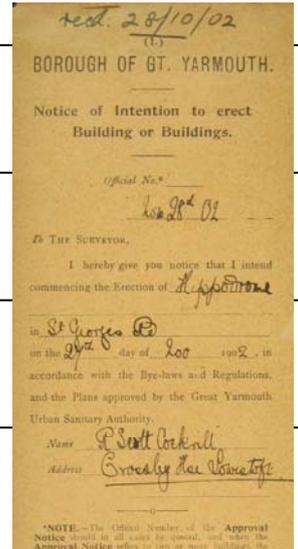
Programme for opening night of the Hippodrome, 1903. Tinkler and Williams' Theatre Collection, University of East Anglia Archive

Click on an image to see full size version

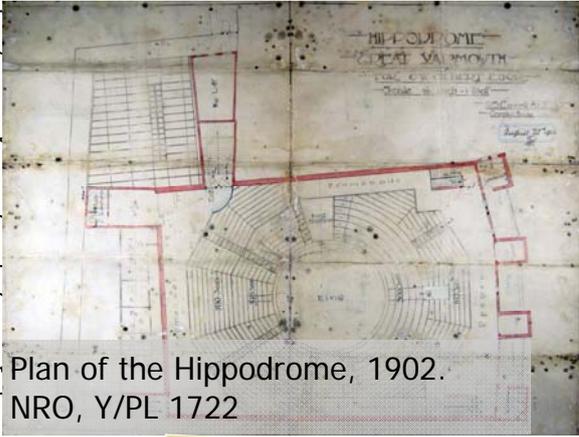
1902- Building of the Hippodrome



Drawing of the Hippodrome in 1903. Tinkler and Williams' Theatre Collection, University of East Anglia Archive



Notice to build Hippodrome, 1902. NRO, Y/PL 1722



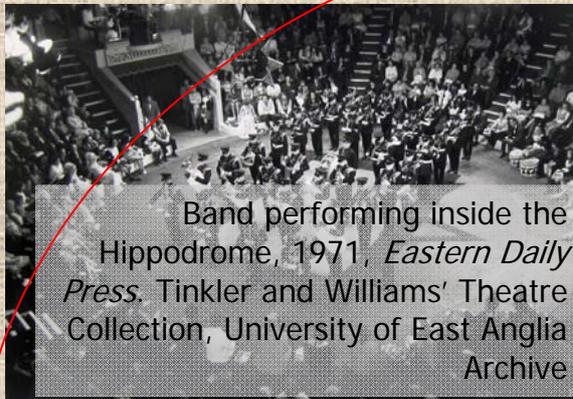
Plan of the Hippodrome, 1902. NRO, Y/PL 1722



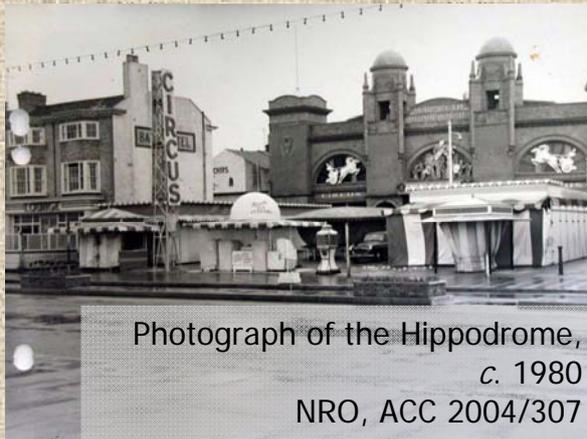
Interior of the Hippodrome. Tinkler and Williams' Theatre Collection, University of East Anglia Archive

Permission from Peter Jay

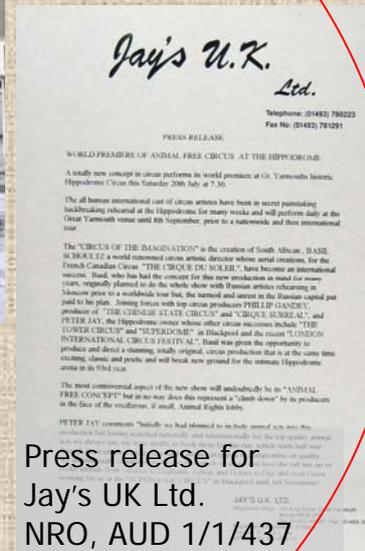
1960s, 70s and 80s- The Hippodrome



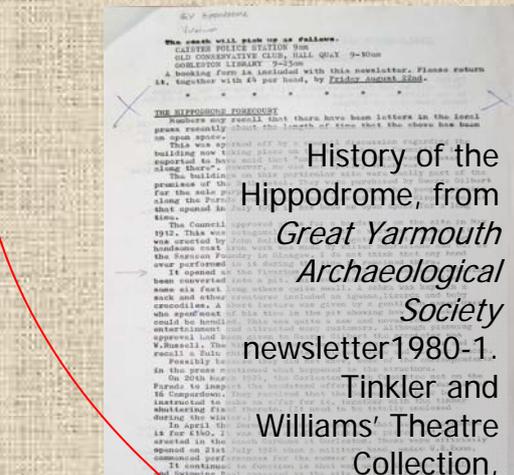
Band performing inside the Hippodrome, 1971, Eastern Daily Press. Tinkler and Williams' Theatre Collection, University of East Anglia Archive



Photograph of the Hippodrome, c. 1980 NRO, ACC 2004/307



Press release for Jay's UK Ltd. NRO, AUD 1/1/437



History of the Hippodrome, from Great Yarmouth Archaeological Society newsletter 1980-1. Tinkler and Williams' Theatre Collection, University of East Anglia Archive



Photograph of the Hippodrome. NRO, ACC 2004/307

Permission from Peter Jay

Permission from Great Yarmouth Archaeological Society



ENTERTAINMENT CENTRE HUNSTANTON  
SILKINSON BARNETT & PARTNERS - ARCHITECTS - LEAS.  
J PHILIPS LEWIS & PARTNERS - LEAS.  
LOUGHBOROUGH RECREATION PLANNING CONSULTANTS.

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### Non-Swimming Area:

Apart from the pool surround, some 19,000 sq.ft. of gross area remains in the main body of the Solarium and this is supplemented by the first floor terrace, say 15,000 sq.ft.

The final deployment of activities would be in the hands of management, but in our view the guiding principle with regard to the uses of the building should be that the Solarium provide an exciting 'tropical' environment which favours a wide range of activities carried on during seaside holidays, often in the open. A list of possible activities is given below :-

Amusement arcade, machines

Artificial Sun-bathing

Aquarium

Beer Garden

Bingo

Catering

- restaurant, cafeteria,  
vending machines, kiosks

Children's playground

Concerts (using pool stage) - 'Palm Court', Holiday Revues,  
Personality performers,  
Folk Concert.

Contests (Beauty)

Conventions

- special sales (boats)

Crazy Golf

Creche

Demonstrations

Exhibitions

- attractive setting

Fashion Shows

Functions

- parties, receptions

Puppet, Punch & Judy, etc.

Sauna's

Television

- large screen/colour  
wet weather programme  
Children's hour,  
late night films

Ten Pin Bowls

- miniature

Trampolining

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Accompanying  
sound clip  
on CD.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

11.7.80

RE ANIMAL WELFARE OF CIRCUS ANIMALS

Dear Sirs,

We are veterinary surgeons working purely with exotic (zoo, safari park and circus as well as wild) animals in Britain and abroad and we are Consultants to the Association of Circus Proprietors.

Firstly, we would wish it to be put firmly on record that as veterinarians of long experience we would not in any way associate ourselves with concerns or organisations or individuals who practised or allowed cruelty in any form to their animals.

It is most important to note that, despite a continuing open offer by circus owners for R.S.P.C.A. officers to attend training sessions at any time or to visit circus sites, there has NEVER been a conviction for cruelty brought by the R.S.P.C.A. before the courts. The Association of Circus Proprietors maintains its policy of welcoming unheralded inspections by humane society or local authority officers whenever requested.

The majority of circus animals in Britain are circus-born; they are in many ways quite different from truly 'wild' animals. We know of no 'occupational illnesses' of circus animals (compare the position in greyhound racing, factory farming, show-jumping etc. where distinct ailments due to the use of which animals are put occur). Disband circuses overnight and what would happen to the animals? Lions, tigers etc. would have to be EUTHANASED; zoos and safari parks would be unlikely to take them in. They are well-stocked already and it is usually dangerous if not impossible to introduce 'semi-domesticated' animals into established social groups.

We maintain that training methods as used today, often relying on the reward system, are totally humane. We watch training sessions; so too can your officers. We just have not seen cruelty employed. The methods used have been those that you or I might employ to teach a pet dog to "die for the Queen" or that riding folk do when teaching a horse dressage.

Is training cruel? Surely Princess Anne's dressage horses or police dogs are trained humanely. The same methods are used in circus.

Whether chimpanzees should wear clothes and elephants be trained to stand on their hind legs is a philosophical question, NOT one of animal welfare. An animal may LOOK silly in a human's eyes but that can in no way make the animal suffer.

Humans and their demand for certain types of entertainment can only degrade THEMSELVES. As for the general health and condition of circus animals, this is generally as high or higher than the average in zoos or farms. Circus owners are always in the potential limelight and take pains to keep their animals in A.1 shape. The Association has begun a commendable programme of self-propelled, continuous and effective raising of its own standards by setting up a system of veterinary inspections which take place a minimum of once every twelve months. These inspections go into great detail on all aspects of circus management and are almost always done with prior notice.

The inspection system, which has to be passed by any circus wishing to join the Association, is carried out by veterinary surgeons (ourselves) familiar with the special nature of exotic species.

In closing, we would state that, in our opinion, circus standards are rising steadily and well and that it would be better for Councils to permit circuses to use Council land (a) for greater ease of supervision by Council officers and (b) because where circuses are prohibited from Council land they tend to rent private land over which a Council has far less scope for supervision.

Yours faithfully,

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5<sup>th</sup> April 1898  
83 Crown Road  
Gt Yarmouth.

To the Chairman & Gentlemen of the  
Sanitary Committee of the Great Yarmouth Corporation

In accordance with instructions from my  
Clients, Messrs B. J. Faulsham of Yarmouth and  
G. Gilbert (Circus proprietor)

I beg to present plans for Circus of a temporary  
character proposed to be erected on land which is  
popularly known as the Bath Hotel Stables. St George's  
Road and at the rear of the Bath Hotel --

It is proposed to clear away all the buildings from  
the site excepting some cottages & Coachhouses to the  
North of the portion near the St George's Road. --

The Circus proper will be on the rear ground  
extending from the back of the St Peter's Ad Shops to near  
the Lancaster Road and also on a portion of the ground  
from the above mentioned towards the St George's Rd  
and will be approached by a covered way or Corridor  
20 ft wide from the St George's Road and by an  
Archway about 10' 6" wide from the Lancaster Rd  
These will also act as Exits and another exit ~~is~~ is  
obtained from a large doorway into the existing yard  
averaging about 15 ft wide, discharging on to the  
St George's Road. --

The Building is to be a structure lined and  
covered with corrugated iron and of sufficient  
strength for all purposes, as will also be the several  
galleries, promenades &c and should not the sizes of

(1)

of timbers be, in the opinion of the Town Surveyor, of sufficient strength, I am instructed to carry ~~to~~ out any additions or alterations he may deem necessary. —

The staircases will be made of Concrete slabs on brick walls & risers, of easy ascent & descent & practically fireproof.

I think all other matters are shown on the plan. Excepting the fire apparatus, this we propose to carry out according to the requirements of your Town Surveyor and Chief Constable

I beg to remain

Yours faithfully

W. Walter Lamb  
Arch Surveyor



5<sup>th</sup> April 1898  
83 Crown Road  
Great Yarmouth

To the Chairman and Gentlemen of the  
Sanitary committee of the Great Yarmouth Corporation

In accordance with instructions from my  
clients, messers B. J. Foulsham of Yarmouth and  
G. Gilbert (circus proprietor)

I beg to present plans for circus of a temporary  
character proposed to be erected on land which is  
popularly known as the rear of the Bath Hotel stables, St Georges  
Road and at the rear of the Bath Hotel.

It is proposed to clear away all the buildings from  
the site excepting some cottages and coachhouses to the  
north of the portion near the St George's Road

The circus proper will be on the rear ground  
extending from the back of the St Peter's Road shops to near  
the Lancaster Road and also on a portion of the ground  
from the above mentioned towards the St George's Road  
and will be approached by a covered way or corridor  
20 ft wide from the St Georges' Road and by an  
archway about 10'6" wide from the Lancaster Road  
These will also act as exits and another exit is  
obtained from a large doorway with the existing yard  
averaging about 15 ft wide, discharging on to the  
St George's Road

The building is to be a structure lined and  
covered with corrugated iron and of sufficient  
strength for all purposes, as will also be the several  
galleries, promenades etc and should not the sizes  
of timbers be, in the opinion of the Town Surveyor, of  
sufficient strength, I am instructed to carry out any  
additions or alterations he may deem necessary.

The staircases will be made of concrete seals  
on brick bulks and risers of easy ascents and descent and  
practically fireproof.

I think all other matters are shown on the plan  
excepting the fire apparatus, this we proposed to carry  
out according to the requirements of your Town  
Surveyor and Chief Constable

I beg to remain

Yours faithfully

W. Walter Lake

Architect and Surveyor

W. WALTER LAKE,  
ARCHITECT,  
AND  
SURVEYOR.

85, Croton Road,  
Great Harmouth,

28<sup>th</sup> July 1898.



Accompanying  
sound clip  
on CD.

Dear Sir

In reply to your letter of the  
27<sup>th</sup> inst. received last evening, respecting  
some Gas lights at Gilberto's Circus, I  
beg to inform you that the Electric  
lighting is not yet quite completed  
under the Gallery but will shortly be  
finished.

The Gas service has been put  
into the Building as a duplicate  
system of illumination for use in  
case of the failure of the Electric  
light such as took place one  
Saturday night some few weeks  
ago —

With regard to the position  
of the Gas Meter, this matter

was left entirely to the Gas  
Company and their Manager  
is still of opinion that it is  
fixed in a proper & safe  
position --

Yours faithfully  
W. Walter Lamb

J. W. Cockrill Esq  
Town Surveyor

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W. WALTER LAKE  
ARCHITECT  
AND  
SURVEYOR

83, Crown Road  
Great Harmouth

28 July 1898

Dear Sir,

In reply to your letter of the 27<sup>th</sup> inst. received last evening, respecting source Gas lights at Gilbert's Circus, I beg to inform you that the electric lighting is not yet quite completed under the gallery but will shortly be finished

The gas service has been put into the building as a duplicate system of illumination for use in case of the failure of the electric light such as took place on Saturday night some few weeks ago

With regard to the position of the Gas meter, this matter was left entirely to the Gas Company and their manager is still of opinion that it is fixed in a proper and safe position

Yours faithfully  
W Walter Lake

J. M Cockrill Esq  
Town Surveyor



Accompanying  
sound clip  
on CD.

GT. YARMOUTH TOWN COUNCIL MEETING

12th April, 1898

E.D.P. 13/4/98

"CIRCUS NEAR BATH HOTEL"

At the meeting of the Sanitary Committee on April 6th, plans were presented for a circus on the site at the back of the Bath Hotel, now used as stables. The Surveyor reported "This building is to be of wood framing with corrugated iron covering, and provides seating accommodation for 1470 persons, with promenade space for 300 more. The materials of which it is proposed to be constructed are not in accordance with the bye-laws. The staircases are of concrete, but I consider them too narrow, and the exits are by no means sufficient".

A Sub-Committee met on the site the following day when it was resolved that the plans be approved subject to all staircases having a clear width of 7 feet, with a handrail on both sides and in the centre, the treads to be 12 ins. wide and 6 ins. high; the doors from the building to be all made to open outwards, and so constructed that any pressure put upon them from the inside would open them; the pay box, now blocking the eastern exit, to be removed to a position under the pit, and the whole of the east side, 24 feet in width, to be constructed with doors opening outwards, either into the covered way or the yard in front of the cottages.

Amended plans were presented and passed by the Sub-Committee, which recommended that they should be adopted subject to the electric light being used.

Mr. H. CHAMBERLIN objected that the Corporation was undertaking a very great responsibility in passing plans for a wooden building to accommodate 1700 people. What was the use of making regulations if they were not to be enforced, especially in a case of that sort? The Circus would be surrounded by buildings, which would be a source of very great danger. Places of entertainment ought not to be constructed of wood and in London an application of the kind would be laughed at. A theatre would not be licensed

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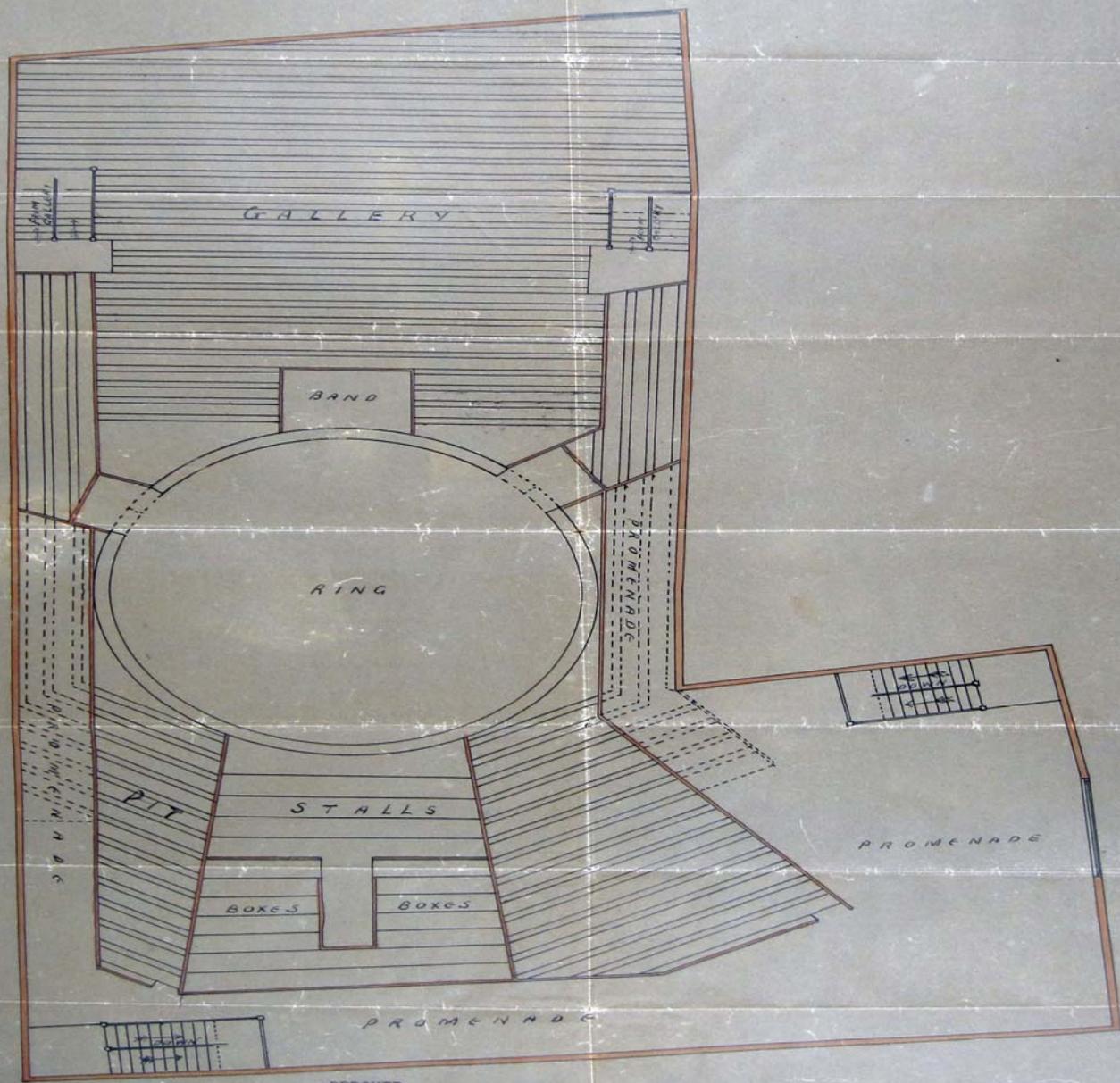


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RECEIVED AT MUSEUM  
SURVEYOR'S OFFICE  
April 12 1891



APPROVED  
CHAIRMAN OF SANITARY COMMITTEE  
April 12 1891

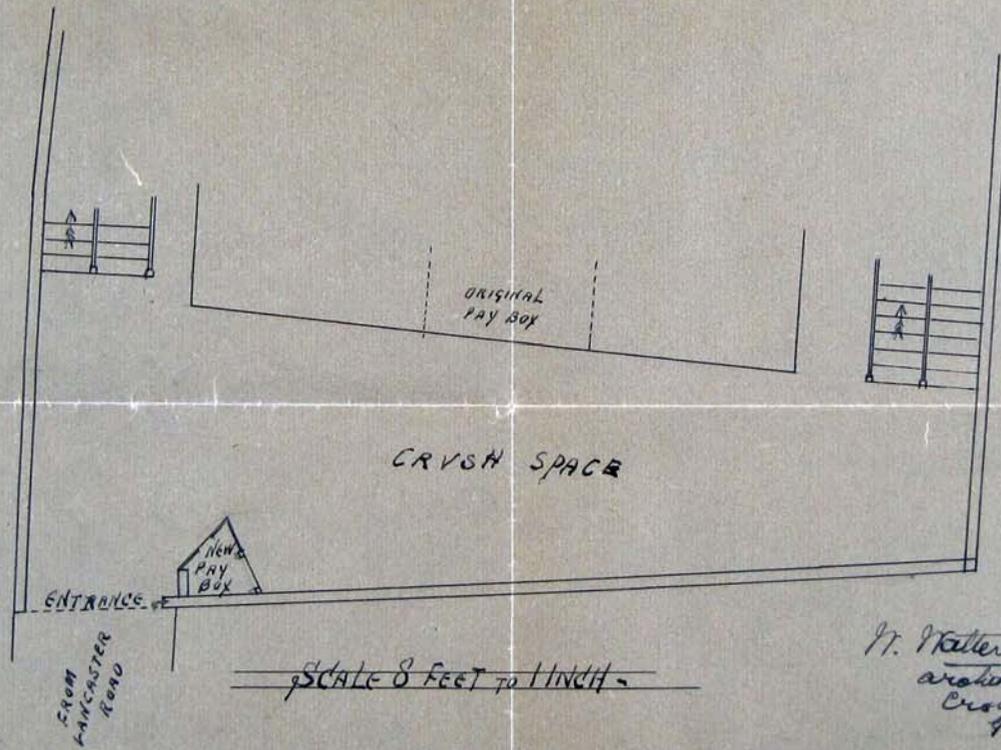
SCALE 8 FEET TO 1 INCH.

*M. Walter Long*  
and  
*and*

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GILBERT'S CIRCLES  
ST. YARMOUTH  
PROPOSED NEW POSITION FOR PAY BOX  
FOR GALLERY.



W. Waterlake  
architect  
Crown Rd  
St. Yarmouth

Handwritten: *Handwritten*  
12/18/98

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# BOROUGH OF GREAT YARMOUTH.

## Building Notice to the Council acting as the Urban Sanitary Authority.

GENTLEMEN,

I hereby give you notice that I intend to build an Hippodrome  
within the Parish of St Nicholas and Borough of Great Yarmouth ~~in the~~  
of \_\_\_\_\_ according to the plans submitted for your approval.

The width of the street or roadway opposite the intended building is 36 feet.

The front line of the intended building is correctly shewn on the block plan.

The lowest floor will be 7 feet 6 inches above or below the level of the adjoining footpath.

The external walls will be built of Brick and Concrete

The division walls will be built of Brick & Concrete, will be \_\_\_\_\_ inches thick and carried up close to under side of roof covering.

The basement rooms will be \_\_\_\_\_ feet high. Thickness of walls \_\_\_\_\_ inches.

The ground-floor rooms will be varying feet high. Thickness of walls 2 feet inches.

The first-floor rooms will be \_\_\_\_\_ feet high. Thickness of walls \_\_\_\_\_ inches.

The second floor rooms will be \_\_\_\_\_ feet high. Thickness of walls \_\_\_\_\_ inches.

The rooms in roof will be at least 8 feet high throughout, over not less than one-half the area of such rooms.

There will either be a chimney or air shaft in each room. Not to be used as living rooms

The roof will be covered with Tine and Slates

The open space at the rear for the circulation of air is \_\_\_\_\_ superficial feet and of the form prescribed by the bye-laws. Not a dwelling house

The water supply will be by Company's Water

I propose to erect water closets in the situation shewn on the plan.

The intended mode of drainage is by 9 inch glazed stone ware socket pipes, with proper bends, junctions, &c. The drains will be laid in the position shewn on plan. They will commence at the sewer in St Nicholas & St Georges street or road, and be laid with a uniform fall of 1 in in 2 ft

Direct connection with the sewer of all pipes from sinks, water closets, lavatories, baths and cisterns within the buildings will be severed in the manner prescribed by the bye-laws. Rain water pipes will discharge over approved gullies or through approved channels in public path.

The drains will be ventilated in the manner shewn on drawings.

I will give all necessary notice to the Borough Surveyor as directed by the bye-laws.

## Regulations as to the Submission of Plans.

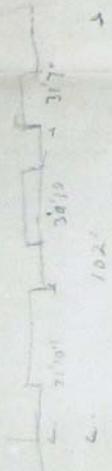
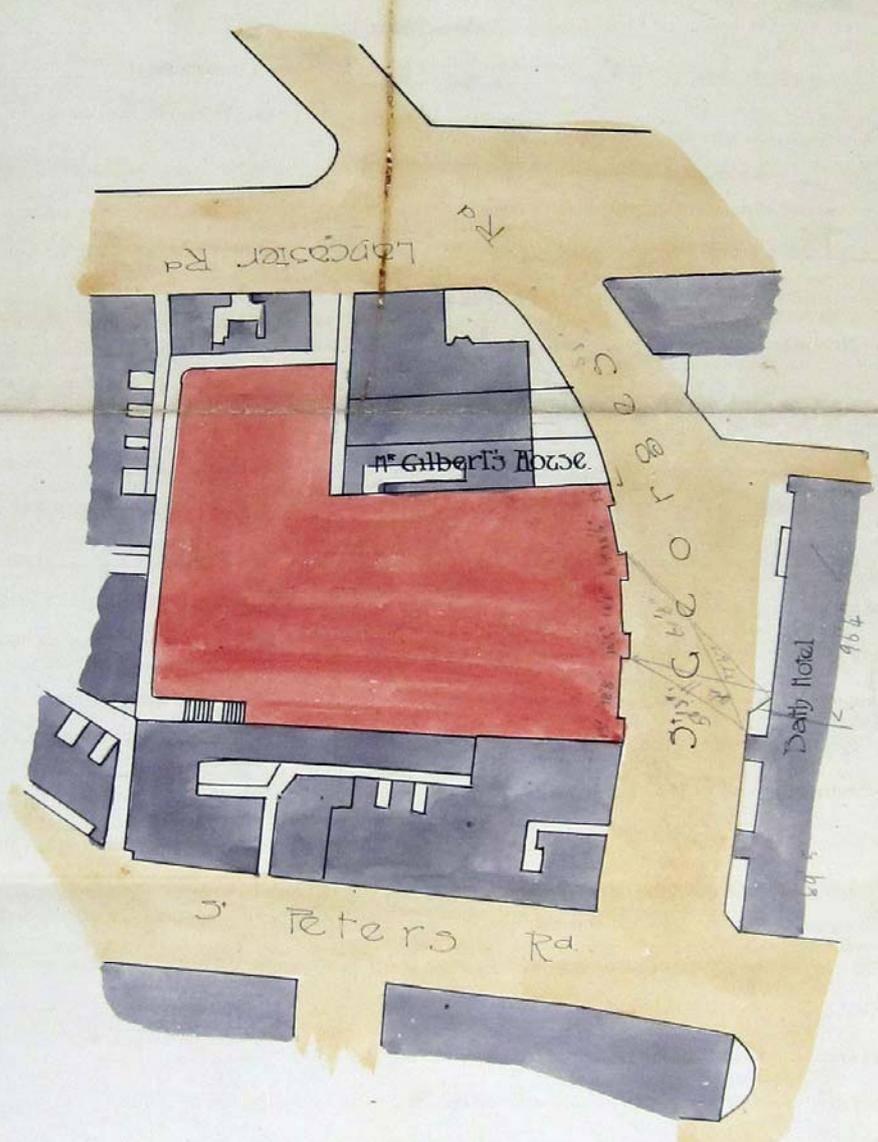
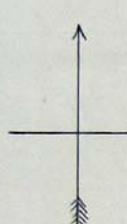
It is requisite that the notice be filled up and deposited at the Borough Surveyor's Office at least 21 days before any work is commenced. There should be left at the same time and place detailed plans and sections of every floor of the intended building drawn to a scale of not less than one inch to eight feet, such plans shall show the positions of the water closets, privy, cesspool, ashpit, well and other appurtenances.

All plans and notices will be retained in the Borough Surveyor's Office.

A correct block plan to a scale of 10:56 feet to the mile to be drawn below and show the new building in red colour and drains by blue lines.

NOTE.—10:56 to the mile is the scale of the Ordnance Survey. Tracings of the portions required to show a correct block plan can be obtained from the Town Map at the Office of the Borough Surveyor.

RECEIVED AT BOROUGH SURVEYORS  
August 21<sup>st</sup> 1902  
EXAMINED  
[Signature]



J hereby declare that the foregoing description is a correct one and J  
undertake to conform to the mode of construction, drainage, &c., stated, and J further declare that the plans submitted herewith are correct and  
shew the true areas, dimensions and curtilages intended, and J undertake to conform to the said plans J further undertake  
generally to carry out the proposed buildings in accordance with the bye-laws of the Borough, the Great Yarmouth Corporation Act, 1897, and the Public  
Health Act, 1875, any amendments thereof and all Acts incorporated therewith, and if there should be any discrepancy between the plans and the bye-laws,  
to give precedence to the bye-laws, as if the plans were in full agreement with them.

Signed W. Gilbert

Address Old Hall Reedham

The builder, architect or owner giving the aforesaid notice.

Dated 21<sup>st</sup> day of August 1902

The following are extracts from the bye-laws :

88. Every person who shall intend to erect a building shall give to the Sanitary Authority notice in writing of such intention, which shall be delivered or sent to their clerk at his or their office, or to their surveyor at his or their office, and shall at the same time deliver or send, or cause to be delivered and sent to their clerk at his or their office, or to their surveyor at his or their office, complete plans and sections of every floor of such intended building, which shall be drawn to a scale of not less than one inch to every eight feet, and shall show the position, form and dimensions of the several parts of such building and of every water closet, earth closet, privy, ashpit, cesspool, well, and all other appurtenances.

Such person shall at the same time deliver or send, or cause to be delivered or sent to the clerk to the Sanitary Authority at his or their office, or to their surveyor at his or their office, a description in writing of the materials of which it is intended that such building shall be constructed, and of the intended mode of drainage and means of water supply.

Such person shall at the same time deliver or send, or cause to be delivered or sent to the clerk to the Sanitary Authority at his or their office, or to their surveyor at his or their office, a block plan of such building which shall be drawn to a scale of not less than one inch to every forty-four feet, and shall show the positions of the buildings and appurtenances of the properties immediately adjoining, the width and level of the street in front, and of the street, if any, at the rear of such building, the level of the lowest floor of such building, and of any yard or ground belonging thereto.

Such person shall likewise show on such plan the intended lines of drainage of such building, and the intended size, depth, and inclination of each drain; and the details of the arrangement proposed to be adopted for the ventilation of the drains.

89. Every person who shall intend to lay out or construct a street, or to erect a building, or otherwise to execute any work to which any of the bye-laws relating to new streets and buildings may apply, shall before beginning to lay out or construct such street, or to erect such building, or to execute such work, deliver or send, or cause to be delivered or sent to the surveyor of the Sanitary Authority at his or their office notice in writing, in which shall be specified the date on which such person will begin to lay out or construct such street, or to erect such building, or to execute such work.

Such person shall also, before proceeding to cover up any sewer or drain, or any foundation of a building, deliver or send, or cause to be delivered or sent to the surveyor of the Sanitary Authority at his or their office notice in writing, in which shall be specified the date on which such person will proceed to cover up such sewer, drain, or foundation.

If such person neglect or refuse to deliver or send any such notice, or to cause any such notice to be delivered or sent to such surveyor, and if such surveyor, on inspecting any work in connexion with such street or building, or such other work as aforesaid, finds that such work is so far advanced that he cannot ascertain whether anything required by any bye-law relating to new streets or buildings has been done contrary to such bye-law, or whether anything required by such bye-law to be done has been omitted to be done, and if, within a reasonable time after such survey or inspection, such person shall, by notice in writing under the hand of such surveyor, be required, within a reasonable time which shall be specified in such notice, to cause so much of such work as prevents such surveyor from ascertaining whether anything has been done or omitted to be done as aforesaid, to be cut into, laid open or pulled down to a sufficient extent to enable such surveyor to ascertain whether anything has been done or omitted to be done as aforesaid, such person shall within the time specified in such notice cause such work to be so cut into, laid open, or pulled down.

93. Every person who shall erect a building shall within a reasonable time after the completion of the erection of such building, deliver or send, or cause to be delivered or sent to the surveyor of the Sanitary Authority, at his or their office, notice in writing of the completion of the erection of such building, and shall at all reasonable times, within a period of seven days after such notice shall have been so delivered or sent, and before such building shall be occupied, afford such surveyor free access to every part of such building for the purpose of inspection.

94. Every person who shall offend against any of the foregoing bye-laws shall be liable for every such offence to a penalty of five pounds, and in the case of a continuing offence to a further penalty of forty shillings for each day after written notice of the offence from the Sanitary Authority.

Provided, nevertheless, that the justices or court before whom any complaint may be made or any proceedings may be taken in respect of any such offence, may, if they think fit, adjudge the payment as a penalty of any sum less than the full amount of the penalty imposed by this bye-law.

*The Toilets shown on the plan are to have the use of the Sanitary conveniences on first floor.  
The Stables are to be rendered in cement or glazed tiles to the height of 6 feet.  
The seats are 46 feet in width.  
The Stairways will be of concrete with fire proof walls.*

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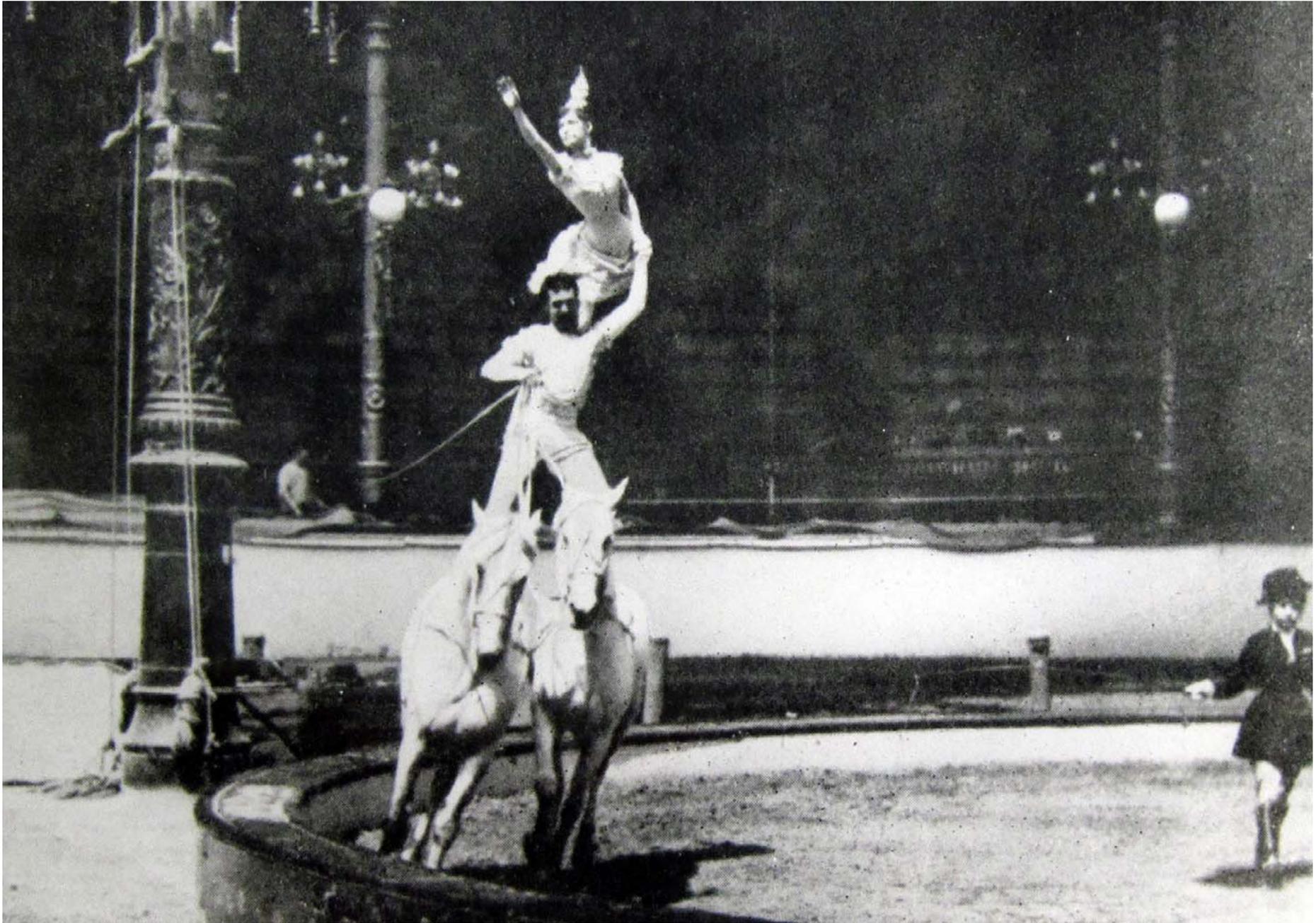
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THE  
**Yarmouth Hippodrome,**  
 MARINE PARADE, GT. YARMOUTH.

Sole Proprietor

Mr. GEORGE GILBERT.

"It is not in mortals to command success,  
 But we will do more—deserve it."—Addison.

## AQUATIC VARIETY SPECTACLE & CIRCUS

Unquestionably the Finest Palace of Entertainment in Great Britain.

# Grand Opening Night

MONDAY, JULY 20th, 1903.

This Hippodrome will be opened by

## HIS WORSHIP THE MAYOR (COLONEL DYER).

And under the Patronage and Presence of the Corporation.

Miss **NELLIE COCKRILL** will sing "The East Anglian Flag."

Special Engagement—**BABY TILLEY**, with her

### 12 FOREST BRED LIONS.

The only Girl Lion Tamer in the World. The arena turned into one huge Iron Cage.

**BABY TILLEY HAS NO RIVALS.**

The **MARVELLOUS FRERES PHILLIPE**, Agility, Grace, and Strength, Hand to Hand Wonders.

**VASCO**, the Mad Musician, the busy man, the man who has no time to talk.

**THE LIZZETTE TROUPE**, Lady Acrobats, and Acrobatic Tumblers.

**ALEXANDRA AND BERTIE**, Novel Reined Aerial Act, Apres le Bal.

**THE TWO YORICKS**, the two Eccentrics.

**MDLLE. YVETTE** and her Miniature Hippodrome.

**BABY CULEEN**, the Marvellous Child Rider.

**MISS RUBINI**, the Queen of the Silver Thread.

**RABBIT**, the Droll.

The Afternoon Performances will commence on Tuesday, July 21st.

Prices 2s., 1s., and 6d. Children Half-Price to all Parts to the Afternoon Performance; Evening, Gallery excepted.  
 Doors open at 2.30, commence at 3. Every Evening at 7.15, commence at 7.45. Early Doors open at 6.45. Season Tickets  
 One Guinea (will admit to Stalls and Promenade) for the Season of 1903. Booking Office will open on Friday, 17th.

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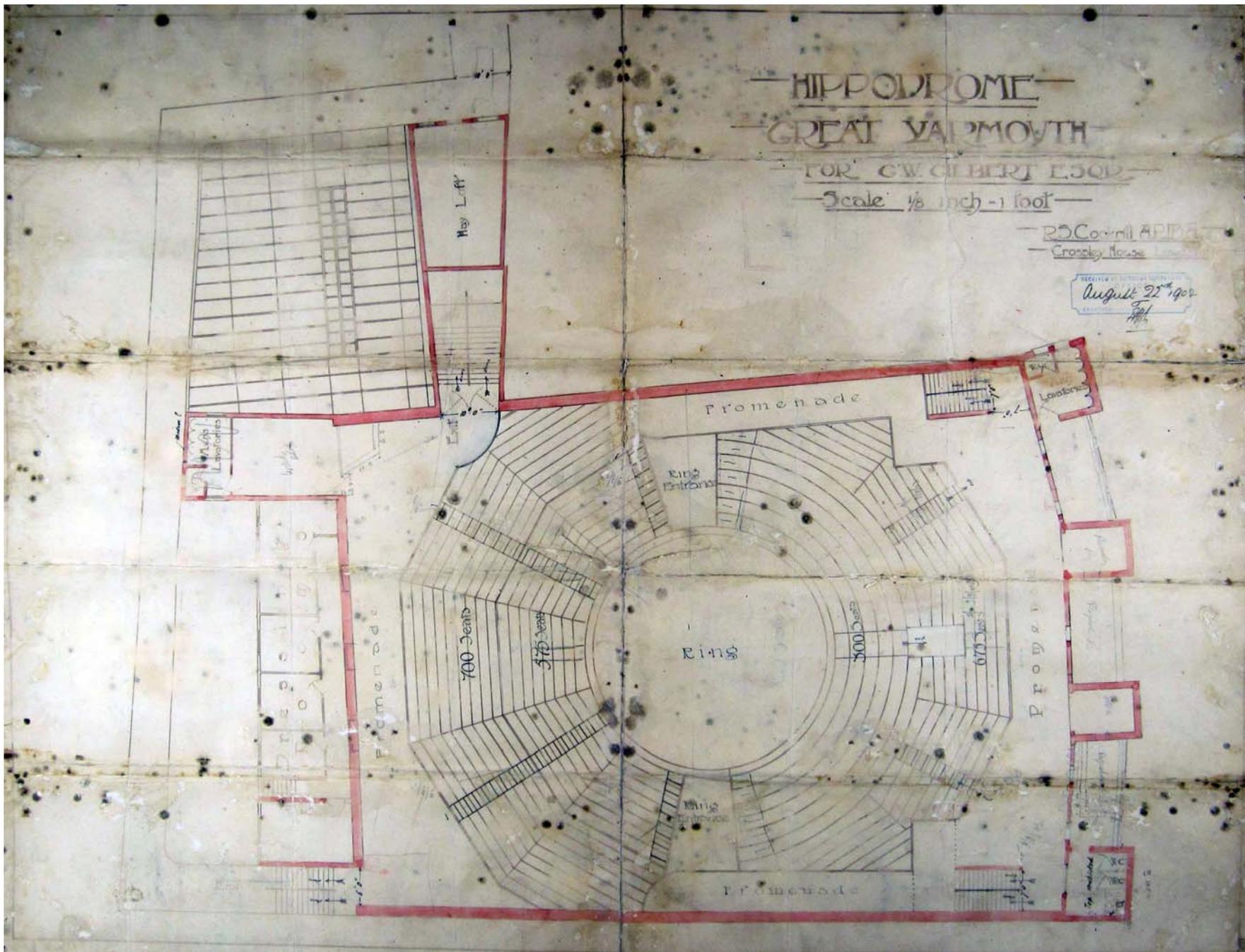
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THE GREAT YARMOUTH HIPPODROME JULY 13 1903



*Handwritten signature and date: 1954*

from Original by K. Scott Cockrill A.D.B.

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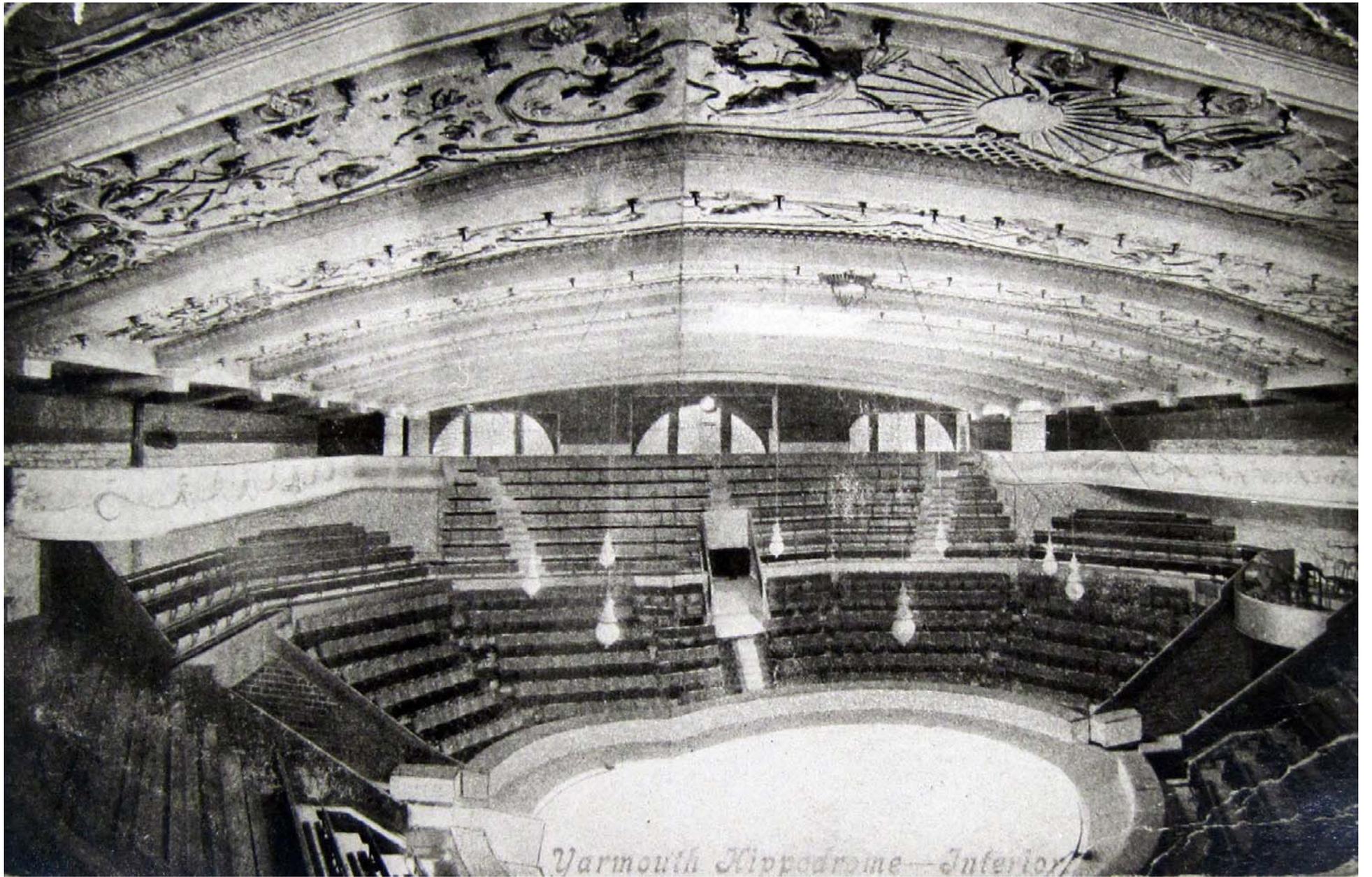
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*Varmouth Hippodrome—Interior*

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recd. 28/10/02  
(1.)

BOROUGH OF GT. YARMOUTH.

Notice of Intention to erect  
Building or Buildings.

Official No.\* \_\_\_\_\_

200 28<sup>th</sup> 02

To THE SURVEYOR,

I hereby give you notice that I intend  
commencing the Erection of Hippodrome

in St Georges Rd  
on the 27<sup>th</sup> day of Dec 1902, in  
accordance with the Bye-laws and Regulations,  
and the Plans approved by the Great Yarmouth  
Urban Sanitary Authority.

Name P Scott Cockrell

Address Crossby Lane Lowestoft

\*NOTE.—The Official Number of the **Approval Notice** should in all cases be quoted, and when the **Approval Notice** refers to two or more buildings, the buildings should be lettered a, b, c, &c., on the **Block Plan**, and reference should be made to the Official Number and letter in all communications relating to such buildings.

Any person beginning to erect a building without giving Notice in accordance with Bye-Law 89, is liable to a penalty of **Five Pounds**, and in the case of a continuing offence, to a further penalty of **Forty Shillings** for each day after written notice of the offence from the Sanitary Authority.

If this notice be served by Post, it shall be deemed to have been served at the time when the letter containing the same would be delivered in the ordinary course of Post. The envelope or wrapper enclosing this Notice should be distinctly addressed to *The Borough Surveyor, Town Hall, Great Yarmouth.*

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# Jay's U.K.

Ltd.

Telephone: (01493) 780223

Fax No: (01493) 781291

## PRESS RELEASE

### WORLD PREMIERE OF ANIMAL FREE CIRCUS AT THE HIPPODROME

A totally new concept in circus performs its world premiere at Gt. Yarmouths historic Hippodrome Circus this Saturday 20th July at 7.30.

The all human international cast of circus artistes have been in secret painstaking backbreaking rehearsal at the Hippodrome for many weeks and will perform daily at the Great Yarmouth venue until 8th September, prior to a nationwide and then international tour.

The "CIRCUS OF THE IMAGINATION" is the creation of South African, BASIL SCHOULTZ a world renowned circus artistic director whose aerial creations, for the French Canadian Circus "THE CIRQUE DU SOLEIL", have become an international success. Basil, who has had the concept for this new production in mind for many years, originally planned to do the whole show with Russian artistes rehearsing in Moscow prior to a worldwide tour but, the turmoil and unrest in the Russian capital put paid to his plan. Joining forces with top circus producers PHILLIP GANDEY, producer of "THE CHINESE STATE CIRCUS" and "CIRQUE SURREAL", and PETER JAY, the Hippodrome owner whose other circus successes include "THE TOWER CIRCUS" and "SUPERDOME" in Blackpool and the recent "LONDON INTERNATIONAL CIRCUS FESTIVAL", Basil was given the opportunity to produce and direct a stunning, totally original, circus production that is at the same time exciting, classic and poetic and will break new ground for the intimate Hippodrome arena in its 93rd year.

The most controversial aspect of the new show will undoubtedly be its "ANIMAL FREE CONCEPT" but in no way does this represent a "climb down" by its producers in the face of the vociferous, if small, Animal Rights lobby.

PETER JAY comments "Initially we had planned to include animal acts into this production but having searched nationally and internationally for the top quality animal acts we always use, we were unable to book them for this run, which starts half way through the traditional circus year, and I am not prepared to compromise on quality. We are still totally committed to the use of animals in circus and have the full line up of exotic animals from Giraffes to Elephants, Zebras and Horses to Pigs and even Geese working for us at the "SUPERDOME CIRCUS" in Blackpool until 3rd November!

#### JAY'S U.K. LTD.

Registered Office: 141 King Street, Great Yarmouth  
Norfolk NR30 2PQ  
Tel: (01493) 842281 Fax: (01493) 330075

Registered in England No. 2755814  
Directors: P. Jay & C. Jay  
VAT Reg. No: 595 4048 13

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GV Hippodrome

Vivarium

The coach will pick up as follows.

CAISTER POLICE STATION 9am  
OLD CONSERVATIVE CLUB, HALL QUAY 9-10am  
GORLESTON LIBRARY 9-25am

A booking form is included with this newsletter. Please return it, together with £4 per head, by Friday August 22nd.

\* \* \* \* \*

#### THE HIPPODROME FORECOURT

Members may recall that there have been letters in the local press recently about the length of time that the above has been an open space.

This was sparked off by a council discussion regarding the building now taking place on the site, when a Councillor is reported to have said that "until the war there were houses along there". However, he did not specify which war.

The buildings on this particular site were really part of the premises of the Bath Hotel. They were purchased by George Gilbert for the sole purpose of demolition, in order that people passing along the Parade would get a good view of his new Hippodrome. As that opened in July 1903 it has been an open space for a long time.

The Council approved plans for a bandstand on the site in May 1912. This was octagonal in shape with a width of 26 feet. It was erected by John Balls of 221 Northgate Street, and a very handsome cast iron work was made by Walter MacFarlane and Co. at the Saracen Foundry in Glasgow. I do not think that any band ever performed in it during the time it remained there.

It opened as the Vivarium in July 1912 with the centre having been converted into a pit. This contained 50 to 60 reptiles, some six feet long others quite small. A cobra was kept in a sack and other creatures included an iguana, lizards and baby crocodiles. A short lecture was given by a gentleman named Osca, who spent most of his time in the pit showing how the snakes could be handled. This was quite a new and novel form of entertainment and attracted many customers. Although planning approval had been given to George Gilbert the proprietor was W. Russell. The kind of entertainment varied year by year and I recall a Zulu chief who whanted, played drums and did war dances.

Possibly because they did not know, none of the correspondents in the press mentioned what happened to the structure.

On 20th March 1924, the Gorleston Beach Committee met on the Parade to inspect the bandstand offered for sale by W. Russell of 16 Camperdown. They resolved that the Borough Engineer be instructed to make an offer for it, together with the timber shuttering fixed thereto. (It used to be totally enclosed during the winter.)

In April the Borough Engineer reported that he had purchased it for £140. It was then carefully taken to pieces and re-erected in the Beach Gardens at Gorleston. These were officially opened on 21st July 1924 when a military band, under W.R. Hunn, commenced performances for the summer season.

It continued to function in that way until the Floral Hall and Swimming Pool appeared on the site in 1939. It thus had a longer life in Gorleston than it did in Yarmouth.

E.W. Goate.

There will be no newsletter in July. The next one will be in August, with the 1980/81 programme card.

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HIPPODROME CIRCUS, GT. YARMOUTH.

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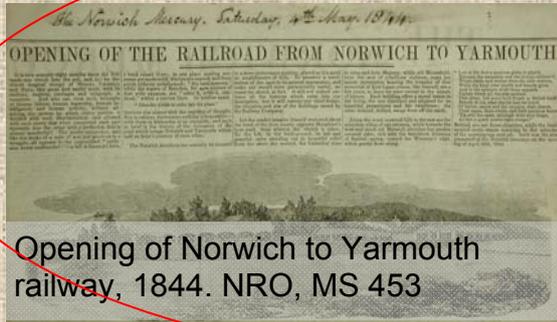


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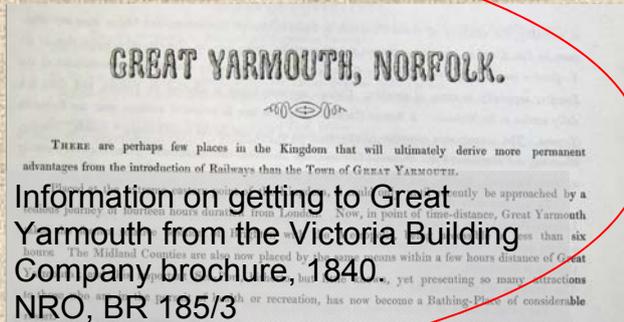
# How did people get to their holiday, and how did they travel once there?

Click on a thumbnail to view case study

## Railways– 1840s

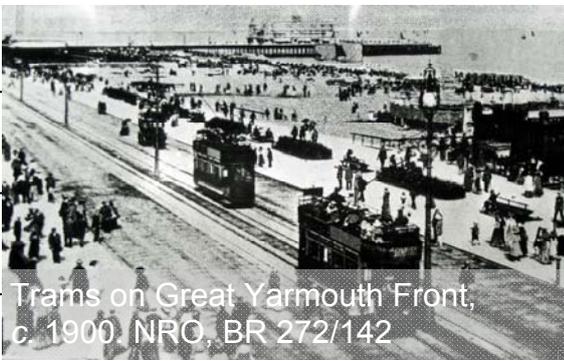


Opening of Norwich to Yarmouth railway, 1844. NRO, MS 453



Information on getting to Great Yarmouth from the Victoria Building Company brochure, 1840. NRO, BR 185/3

## Trams and Charabancs– 1900s



Trams on Great Yarmouth Front, c. 1900. NRO, BR 272/142



Photograph of a charabanc. NRO, MC 2043/1/20

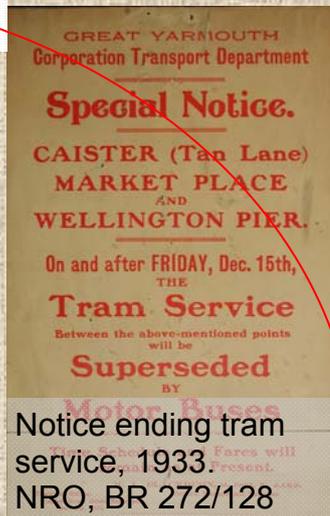
## Trams and Buses– 1920s-30s



Advert for trams to Gorleston, c. 1930s. NRO, BR 272/135



Tram advertising tramways, c. 1928. NRO, BR 272/146



Notice ending tram service, 1933. NRO, BR 272/128



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Marine Parade Yarmouth, c. 1930s. NRO, BR 272/142



Last tram, 1933. NRO, BR 272/128

## Buses– 1950s



Great Yarmouth Bus Station, 1950s. NRO, BR 272/141

The Norwich Mercury. Saturday, 4<sup>th</sup> May. 1844.

## OPENING OF THE RAILROAD FROM NORWICH TO YARMOUTH.

It is now scarcely eight months since the first spade was struck into the soil, and lo! by the almost magical energy of MESSRS. GRISSELL and PERO, this great and useful work, with its stations, engines, carriages and telegraph, is complete. And who can view such triumphs of human labour, human ingenuity, human intelligence, and human activity, without admiring the system by which every portion is divided with such discrimination, and allotted with such nicety that when completed each part dovetails into the other with a perfection that is almost wonderful? The works commence, and like the decks of a man of war just previous to a struggle, all appears to the unpractised "confusion worse confounded;"—a hill is dissected here,

a bank raised there; in one place moving morasses are made solid, ditches are opened, and from ponds hitherto unfathomed; "dry land appears," while the waters of Breydon, for ages masters of that wide expanse, are "cabin'd, cribb'd, confined," within a narrow limit. In briefest space

"Disorder yields to order fair the place."

Stations rise almost with the rapidity of thought. But to railway contractors nothing is impossible—with them to determine is to complete, and such in brief is the history of the formation of the road which brings Norwich and Yarmouth within half an hour's journey of each other.

The Norwich terminus can scarcely be situated

in a more picturesque position, placed as it is amid an amphitheatre of hills. To preserve a recollection of the spot in its present appearance, and make our record more permanently useful, we insert the sketch at foot. It will not indeed embrace all the features which enter into our description, but it will convey our chief design, the elevation and site of the buildings raised by the Railway Company.

Let the reader imagine himself stationed about the bend of the river nearly opposite Houghton's boat-yard, from whence the sketch is taken. To the left, in the back-ground, its tall and graceful spire standing out in beautiful relief from the azure sky around, the Cathedral rises

in calm and holy Majesty, while old Mousehold, once the seat of rebellious violence, rears her mimic mountains, bearing the remains of that memorial of Kett's past crimes, like himself, ere a few years, to leave no trace except in the annals of history. Each building offers a moral lesson to the living, the one cherished and admired for its beautiful proportions and fair excellence; the other defaced, defiled, swept from off the earth.

Along the wood crowned hills to the east are the suburban villas of our citizens, while towards the west and south old Norwich stretches her garden covered sides, rich with the beautiful blossoms of fruitful spring, toward the Wensum's edge, which gently flows along.

"Low at his foot a spacious plain is plac'd,  
Between the mountain and the stream embrac'd,  
Which shade and shelter from the hills derives,  
While the kind river wealth and beauty gives,  
And in the mixture of all these appears,  
Variety which all the rest endears.  
This scene, had some bold Greek or British bard  
Beheld of old, what stories had we heard  
Of fairies, satyrs and the nymphs, their dames,  
Their feasts, their revels, and their amorous flames!  
'Tis still the same, although their airy shape,  
All but a quick poetic sight escape."

Behind, are our finest churches, while the battlemented castle stands towering in the splendour of the morning sun over all. Such was the scene presented at the Norwich terminus on the morning of April 30th, 1844.



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# GREAT YARMOUTH, NORFOLK.



THERE are perhaps few places in the Kingdom that will ultimately derive more permanent advantages from the introduction of Railways than the TOWN of GREAT YARMOUTH.

Placed at the extreme eastern point of the Kingdom, it could only until recently be approached by a tedious journey of fourteen hours duration from London. Now, in point of time-distance, Great Yarmouth takes the former relative position of Brighton with the Metropolis, being accessible in less than six hours: The Midland Counties are also now placed by the same means within a few hours distance of Great Yarmouth; and this important Sea-Port, hitherto but little known, yet presenting so many attractions to those who are in the pursuit of health or recreation, has now become a Bathing-Place of considerable resort.

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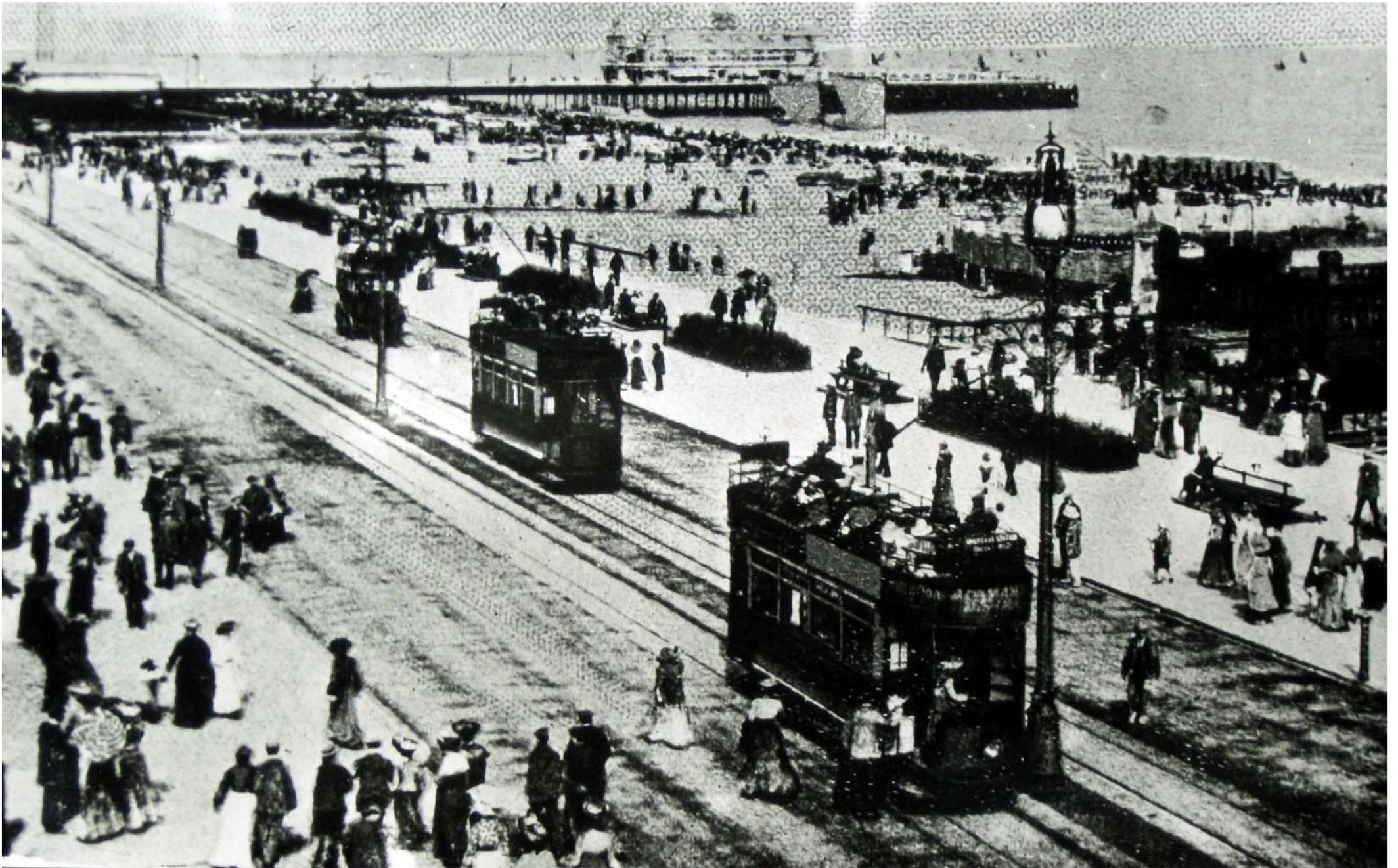
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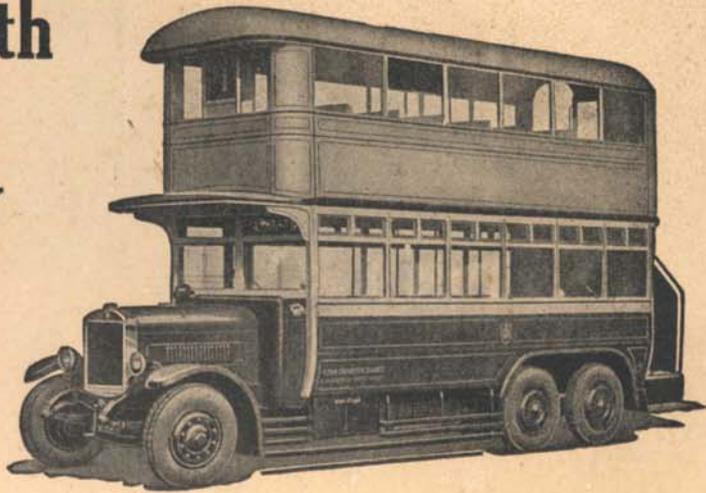


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# Gt. Yarmouth Corporation TRAMWAY AND OMNIBUS SERVICES



Visitors desirous of seeing the various attractions of Yarmouth should not fail to avail themselves of the comfortable up-to-date  
**CORPORATION 'BUS SERVICES**

On FRIDAY, JULY 6th and until further notice, a frequent Service will be run on the following routes :

**NEWTOWN** along the Sea Front to and from the Pleasure Beach, passing en route the new Venetian Canals and Lake, Britannia and Wellington Piers, Tennis Courts, Bathing Pool & Yacht Ponds  
Through Fare .... **3d.**

**BRITANNIA PIER to and from GORLESTON BEACH** A delightful ride of nearly four miles, terminating at the Harbour's Mouth. Gorleston with its gaily coloured bathing tents and Cliff Gardens has the most Continental aspect of all the English resorts.  
Through Fare - **4½d.** Return - **8d.**

**SERVICES are also in operation between** Fishwarf and the new Dicken's Estate, to and from Market Place, passing part of the Old Town Wall with its two interesting stone Towers, dating from the 13th Century.  
Fare .... **1½d.**

**BRITANNIA PIER** to and from Southtown Station and Cobholm via Regent Road and Hall Quay. Fare .... **2d.**

**SPECIAL BUSES** are provided to meet Excursion trains arriving at Southtown Station during the early morning.

All trains arriving at Vauxhall Station are met by a frequent Tram service.

**TRAMS** There is also a Tram service between :  
Wellington Pier and Caister-on-Sea, via Market Place. Fare .... **4½d.**  
Yarmouth Bridge and Gorleston Beach or Station. Fare .... **3d.**

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GREAT YARMOUTH  
Corporation Transport Department

**Special Notice.**

CAISTER (Tan Lane)  
MARKET PLACE  
AND  
WELLINGTON PIER.

On and after FRIDAY, Dec. 15th,  
THE

**Tram Service**

Between the above-mentioned points  
will be

**Superseded**  
BY  
**Motor Buses**

Time Schedule and Fares will  
remain as at Present.

H. A. BLACKBURN, M. INST. T., A.I.E.E.

General Manager and Engineer.

Transport Offices,  
Caister Road, Great Yarmouth,  
Dec. 6th, 1933.

JOHN BUCKLE, PRINTER, THEATRE PLAIN, OF YARMOUTH.

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MARINE PARADE, GT. YARMOUTH.

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# Is tourism a double-edged sword?

Click on a thumbnail to view case study

## Great Yarmouth Newspaper cuttings and reports

### Seafront 'not a no-go area'

**YARMOUTH'S** Holiday Association is settling a meeting with police and borough council representatives about banning scooter rallies from the town.

The move follows the most contentious event ever staged in the area, but police have finally dismissed a claim by the chairman, Mr. Bob Christmas, that the seafront became a "no-go" area.

National Front mobs are believed to have stopped a concert by a West Indian reggae star, and to have burned tracks and minutes at a Yarmouth nightclub.

A special holiday association committee meeting yesterday considered a motion that scooter rallies

rally question as a future means.

"We want to look at some concrete proposals whereby we can get them out of the town for good," he said. "I think we want to get together with the local authority and the police and really smash it out."

**Bylaw**

Mr. Christmas claimed there had not been a scooter rally at Blackpool for several years because he thought councillors there had a bylaw to restrict scooters.

Morecombe councillors banned scooterists from coming to their town last year and did not provide them with an official rally site.

Mr. Christmas said of the Yarmouth rally: "The whole town was in a state of confusion whenever they felt like it and shouting every where."

"I am disgusted with the police. They stopped the scooterists, they stopped Chelsea football supporters, but they don't seem to be able to stop this lot from misbehaving."

He said hundreds of people at Yarmouth for holidays at Easter were driven away and vowed never to return.

But Chief Supt. Roger Sandall, head of Yarmouth police, said: "The suggestion that the seafront" was a no-go area is ludicrous, as there were many members of the public walking the area and police officers continually patrolling on foot and by vehicle."

"I would never tolerate a no-go area in this town."

or precedent for banning scooter rallies."

There were 94 reported crimes over Easter, compared with 71 during the same period last year.

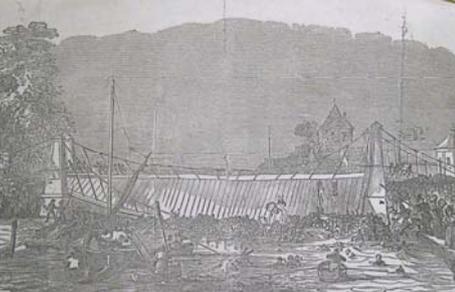
Mr. Christmas wants to see the council refuse to give scooterists a site for a future rally.

But the deputy council leader, Mr. Barry Coleman, said: "We have gone through this time and time again. Nobody wants them, but there is no lawful way in which we can stop them."

Mr. Chris Burton, one of the organisers of events at the rally, said scooterists would not be stopped from coming to Yarmouth next year even if councillors told them they were not wanted.

"This is a rhetoric Mr. Christmas will continue for ever and a day. He is taking

## Great Yarmouth Suspension Bridge Disaster



**YARMOUTH SUSPENSION BRIDGE,**  
AS IT APPEARED AFTER THE ACCIDENT BY WHICH 79 LIVES WERE LOST,  
ON FRIDAY EVENING, MAY 3, 1862.

Yarmouth Reporter and City and General Advertiser, Great Yarmouth, 1862.

Newspaper cuttings with permission from Archant

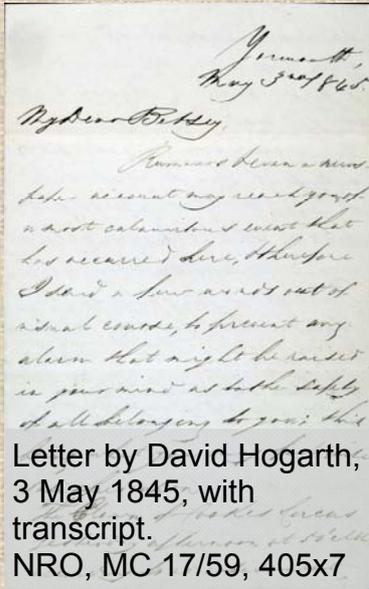


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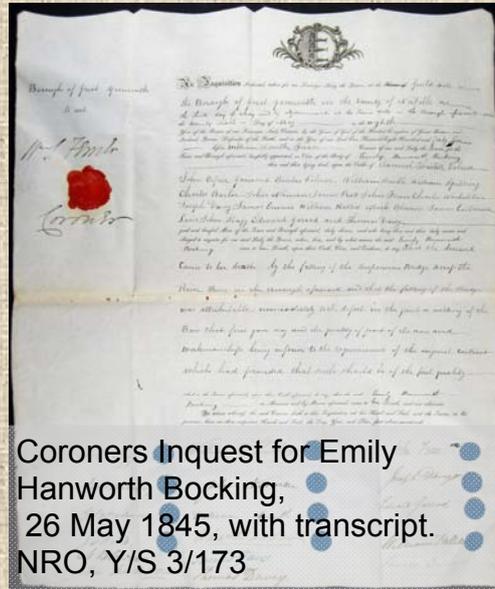


# Great Yarmouth Suspension Bridge Disaster

Click on an image to see full size version



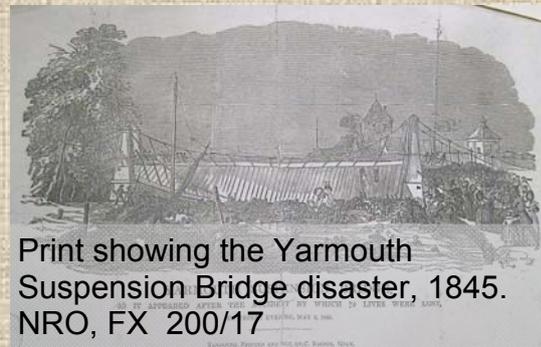
Letter by David Hogarth, 3 May 1845, with transcript.  
NRO, MC 17/59, 405x7



Coroners Inquest for Emily Hanworth Bocking, 26 May 1845, with transcript.  
NRO, Y/S 3/173



Extract from the *Illustrated London News*, 17 May 1845.  
NRO, MC 80/21, 523X4



# Seaside struggle

T/17

By RICHARD BATSON

Sun, sand, sea and fun will lure millions of trippers to East Anglia's resorts this summer.

But behind the smiling holiday face lie mounting economic problems ranging from an influx of hostel-style homes replacing guest houses, high seasonal unemployment and low wages.

The remoteness which often attracts visitors puts off commercial investors, so seaside towns struggle to broaden their economic horizons.

And they are having to adjust to new patterns of tourism like competition from overseas holidays, infrastructure from Victorian-Edwardian heydays and declining local industries such as fishing.

The impact on resorts is as "real as a mining village dealing with a pit closure" says a report to be discussed today by North Norfolk council's economic development committee. Tourism in this area produces 2000 jobs and £100 million a year for the economy of places like Cromer, Sheringham, Mundesley and Wells.

Economic development manager Steve Blatch said: "Our problems are much smaller than places like Scarborough, Hastings and Eastbourne, and the situation is not dire, but many resort towns need further investment."

"Bridlington has stolen a march by getting some European cash to bring its seafront into the 21st century. Now we are looking to see if we can do the same." The whole town must be considered and not just the holiday facade.

"A resort is about more than just a pier or beach, people judge by town centre back streets too and do not want to see empty shops," said Mr Blatch.



SUN, SAND AND STRUGGLE: Yarmouth - 'Best thing for town would be to have Acle Straight dualled.'

It was a question of opening a town to investment without spoiling it for holidaymakers.

At Cromer, town management chairman Simon Purlow spoke of encouraging signs of commercial investment and hopes of traffic improvements to make the town centre more welcoming.

He welcomed the district council's efforts to look at a £1m million-plus millennium seafront upgrade, as well as seeking European cash.

Colleen Walker, chairman of the Yarmouth Tourism Authority, said: "We need an injection of real

funds to sort our problems. While there are no miracle cures, the best thing for the town would be to have the Acle Straight dualled."

Hunstanton is receiving a £1 million facelift from Capital Challenge funds.

## Best of British appealing to more foreign visitors

British tourism got a boost with news that record numbers of foreign trippers are heading here.

It has problems with flood defence costs and suffered high unemployment out of season.

Resorts' problems will be debated by coastal councils at Scarborough in September.

■ COMMENT - Page 20

They want to know about British people and their lifestyles."

BTA figures showed there were

### ▼ PROBLEMS

- Over-reliance on tourism;
- Remoteness and poor transport access;
- Declining local fishing industries;
- Difficulty attracting investment for industry, leisure and shopping because of remoteness and poor prospects;
- Outdated tourism infrastructure, a legacy of Victorian-Edwardian heydays, throwing up a maintenance and replacement burden;
- Proms, parks, gardens, toilets, chalets, pools and camps need to be replaced or renewed;
- Ageing harbours, jetties, sea walls, piers, cliffs, gardens and walkways, beaches and proms need maintenance;
- Seasonal traffic problems. Seasonality undermines bids for road improvements, yet delays and danger could deter visitors and investors;
- Decline in guest houses and hotels through erosion of the one/two-week holiday in favour of seaside breaks. Resultant alternative uses such as bedsits and hostels have thrown up problems of anti-social behaviour and depressed areas at the heart of resort towns.

13 MAY 1998



**NEW FROM HYUNDAI**  
from the 15th

**3-YEAR UNLIMITED MILEAGE WARRANTY**

- Power assisted steering
- Steel wheels 4J x 13
- Adjustable door mirrors
- Remote fuel filter release
- Remote tailgate release
- Folding rear seats
- Rear wash/wipe
- Radio

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# Coast birds and plants face 'extinction by tourism'

Many breeding birds and rare flowers will face extinction unless the tide of tourists visiting beaches is stemmed, a leading conservationist has warned.

Visitors trampling plants underfoot and disturbing beach shingle have already placed species such as sea pea, yellow horned poppy, sea holly and sea kale, under threat on the North Suffolk coast.

Breeding terns also face an uncertain future as a result of nest sites being disturbed.

Suffolk Wildlife Trust conservation manager, Dr Charles Beardall, is calling for restrictions to be placed on access to certain beaches in the

Waveney District Council area.

"We would be worried about encouraging more tourists to our area. We believe our coast is at full capacity for the amount of tourists it can hold without detriment to wildlife. More visitors could destroy the very thing they are coming to look at," he said.

The Trust wants regulations to ensure dogs are kept on leashes at certain times of the year, as well as temporary fences around breeding colonies.

Conservationists will be holding talks with Waveney District Council to press for these measures to reduce the threat to wildlife.

"These are very sensitive plant communities. If they are disturbed it can take decades, even centuries before the communities can recolonise again," said Dr Beardall.

Public awareness of how damage is caused to shingle beaches is seen as part of the solution to the problem.

"We don't want to be seen as an organisation wanting to ban tourists, but a balance has to be struck between the needs of wildlife and those of visitors," Dr Beardall said.

The Trust is spearheading a campaign to help save some of Suffolk's most important wildlife areas.

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# Seafront ponies 'nappies' call

SEAFRONT landau owners have turned their noses up at a suggestion that their horses should wear "nappies".

The horse drivers poured scorn on the idea of equipping the resort's 37 landau horses with dung-catching bags and claim it would never work.

Yarmouth Publicity Association chairman, Mr Gordon Edwards, is calling on the pony owners to clean up their act.

He says the pungent trail along the restaurant-

lined promenade is unacceptable.

## 'Good idea'

"The idea comes from abroad where it works very well. We were very concerned because there has been a lot of talk about pollution in the sea and river and on the front as well from the horses, which is not very nice.

"It is a clean-up campaign and the powers that-be ought to seriously consider this idea."

The chairman of the Landau Owners Association, Mr Jimmy French, was asked to try out the "nappies" on one of his ponies and he said: "It was a 100 per cent success and I think it is a good idea."

But other owners want to see things left as they are.

## 'Rubbish'

Mr Dan Docwra said: "We have never had anything like this before and

I don't think it will work."

Another owner, Mr Billy Simmons, said: "It is a load of rubbish. Some of the horses kick the cabs to pieces as it is — they won't wear these."

Mr Billy Wright described the "nappies" as "ridiculous."

Yarmouth Borough Council's public health officer, Mr Ray Coleman, said: "It is totally impractical in my opinion, and has not been discussed with the council."



STRAIGHT FROM THE HORSE'S MOUTH: Mr. Jimmy French and his landau pony inspect their new 'tail gear'.

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# Single-sex ban to beat the yobbos

By RACHEL MOORE

Hoteliere and guesthouse owners in Yarmouth are being told to ban all-male group bookings to help curb late-night seafront brawls.

The holiday trade, backed by the Police Federation, warns that gangs of youths visiting Yarmouth's Golden Mile for weekend drinking binges will cause violence throughout the summer.

Running seafront battles are predicted as all-male — and all-female — groups head for the family resort for 48-hour stag and hen parties.

And police representatives say that officers should be armed with new side-handled 24-inch batons to protect them as they try to quell clashes.

Six police officers and six members of the public were injured when between 200 and 300 youths clashed on the seafront on Saturday night in the

## SUMMARY

- Hotels urged to rule out stag groups
- Police officers warn of potential violence

worst violence seen in the town this year.

Hoteliere and guesthouse owners are being advised by the resort's Holiday Association — which spends thousands of pounds every year advertising Yarmouth as an "ideal family resort" — to ban all single-sex block bookings.

They fear escalating violence will drive families away.

But Supt Brian McDonnell, of Yarmouth police, said Saturday was a one-off event and he was not anticipating future battles.

David Morrell, of the Holiday Association, said a family staying at his hotel, with two children under 10, had witnessed the violence and vowed never to return to the resort.

"I have seen a definite change over the last year. There are more and more groups of youngsters on the seafront," he said.

"Violence drives away the people we want — the peaceful happy-go-lucky families."

A police officer suffered suspected cracked ribs, a female officer was left with facial injuries and another was hurt in the groin.

PC Roger Hewitt, Police Federation representative at Yarmouth, said the new baton — to be tried out by police forces around the country — was retractable to 13in to give a "less aggressive appearance" and would give added protection to officers.

"We are losing officers at the time. There is danger in the streets," he said. "And the fear is it will get worse this summer."

Police involved in Saturday confrontation just had training batons. A baton would be more defensive, PC Hewitt said.

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# Seasonal jobs 'on the ebb'

SEASONAL jobs in Yarmouth — a life-blood to the town — are on the decline, as the holiday industry continues to feel the pinch, it was claimed yesterday.

Yarmouth's high unemployment figures traditionally nose-dive in the summer months with the hundreds of seasonal jobs that are created.

But Job Centre manager Mr Bernard Embry warned yesterday: "We have noticed far fewer seasonal vacancies notified than last year. This is a bit of a worrying trend."

The latest figures released show the town's unemployed figure to be 5622, a drop of 845 on the previous month.

"In years gone by the drop used to be 1500 or so in the summer," Mr Embry said.

Publicity Officer Mr Tony King said yesterday: "I would imagine that not only are visitors being more careful but all the holiday facilities — like accommodation — are having to look at their housekeeping a little better than they have in the past."

The latest figures, which show Yarmouth's unemployment level at 14.6 per cent, did not include the several hundred people who lost their jobs when Bird's Eye's Yarmouth factory closed last month.

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# Seafront 'not a no-go area'

YARMOUTH'S Holiday Association is seeking a meeting with police and borough council representatives about banning scooter rallies from the town.

The move follows the most troublesome event ever staged in the area, but police have firmly dismissed a claim by the chairman, Mr. Bob Christmas, that the seafront became a "no-go" area.

National Front mobs are believed to have stopped a concert by a West Indian reggae star, and to have hurled bricks and missiles at a Yarmouth nightspot.

A special holiday association committee meeting yesterday considered a motion that scooter rallies should never be allowed in the town again.

Afterwards, Mr. Christmas said the committee decided to consider the controversial

rally question at a future meeting.

"We want to look at some concrete proposals whereby we can get them out of the town for good," he said. "I think we want to get together with the local authority and the police and really thrash it out."

## Bylaw

Mr. Christmas claimed there had not been a scooter rally at Blackpool for several years because he thought councillors there had a bylaw to restrict scooterists.

Morecambe councillors banned scooterists from coming to their town last year and did not provide them with an official rally site.

Mr. Christmas said of the Yarmouth rally: "The whole seafront was like a sewer. The yobs turned it into a ghetto and no-go area.

"The rest of Europe must be laughing at us. There were people dropping their

trousers whenever they felt like it and urinating everywhere.

"I am disgusted with the police. They stopped the miners, they stopped Chelsea football supporters, but they don't seem to be able to stop this lot from misbehaving."

He said hundreds of people at Yarmouth for holidays at Easter were driven away and vowed never to return.

But Chief Supt. Roger Sandall, head of Yarmouth police, said: "The suggestion that the seafront was a no-go area is ludicrous, as there were many members of the public walking the area and police officers continually patrolling on foot and by vehicle.

"I would never tolerate a no-go area in this town. There was a high profile police presence, and all offenders were dealt with positively, as evidenced by the large number of arrests. There is no lawful authority

or precedent for banning scooter rallies."

There were 94 reported crimes over Easter, compared with 71 during the same period last year.

Mr. Christmas wants to see the council refuse to give scooterists a site for a future rally.

But the deputy council leader, Mr. Barry Coleman, said: "We have gone through this time and time again. Nobody wants them, but there is no lawful way in which we can stop them."

Mr. Chris Burton, one of the organisers of events at the rally, said scooterists would not be stopped from coming to Yarmouth next year even if councillors told them they were not wanted.

"This is a rhetoric Mr. Christmas will continue for ever and a day. He is taking a stand I don't agree with at all," he said. He added there was no suggestion scooterists set out to cause trouble, and he felt the majority were well behaved.

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The acquisition of so many houses and cottages for summer weekend use has no doubt helped to preserve the visual amenity and character of this Area, for in many cases a great deal of money has been spent on maintaining the traditional appearance of the buildings, which might otherwise have become derelict. But there is another side to the picture. The demand for holiday homes from people with plenty of money to spend has resulted in inflated property prices along the north coast, sometimes to the detriment of the interests of local residents. In places like Blakeney, Cley and Burnham Overy, a small cottage consisting of two rooms up and two down, with no bathroom or proper sanitary facilities, may fetch as much as £2,000, and will require hundreds more to be spent on it. Furthermore, as the houses are empty during the winter, community life is affected. Evidence suggests that the demand for these properties is likely to continue, and may increase, emphasising the seasonal inflow of population.

This pressure of outside interests has also moved to the water. More and more people are acquiring boats and are looking for places to moor them. Many of the north coast creeks and harbours are particularly attractive. Furthermore, they are free, and anyone can launch and moor a boat there without hindrance and at no charge. Boatowners have not been slow in coming forward, and there is now little mooring space left. A further problem is being created at Burnham Overy. Seven or eight houseboats have been moored more-or-less permanently on the harbour foreshore there. This form of uncontrolled development is already exercising the concern of the Local Planning Authority. On the whole, the houseboats are substandard and unattractive in appearance, and the danger is that the practice may now spread rapidly in the Area, with the result that the views over, and the character of, these open, flat salt-marshes would be adversely affected.

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# WEST SIDE TRAFFIC CONDITIONS.

VEHICLES PARK  
ON BUS STOPS.



DOUBLE - PARKED  
CAR.



PEDESTRIANS TRYING  
TO CROSS.

(CAN YOU SEE THEM).



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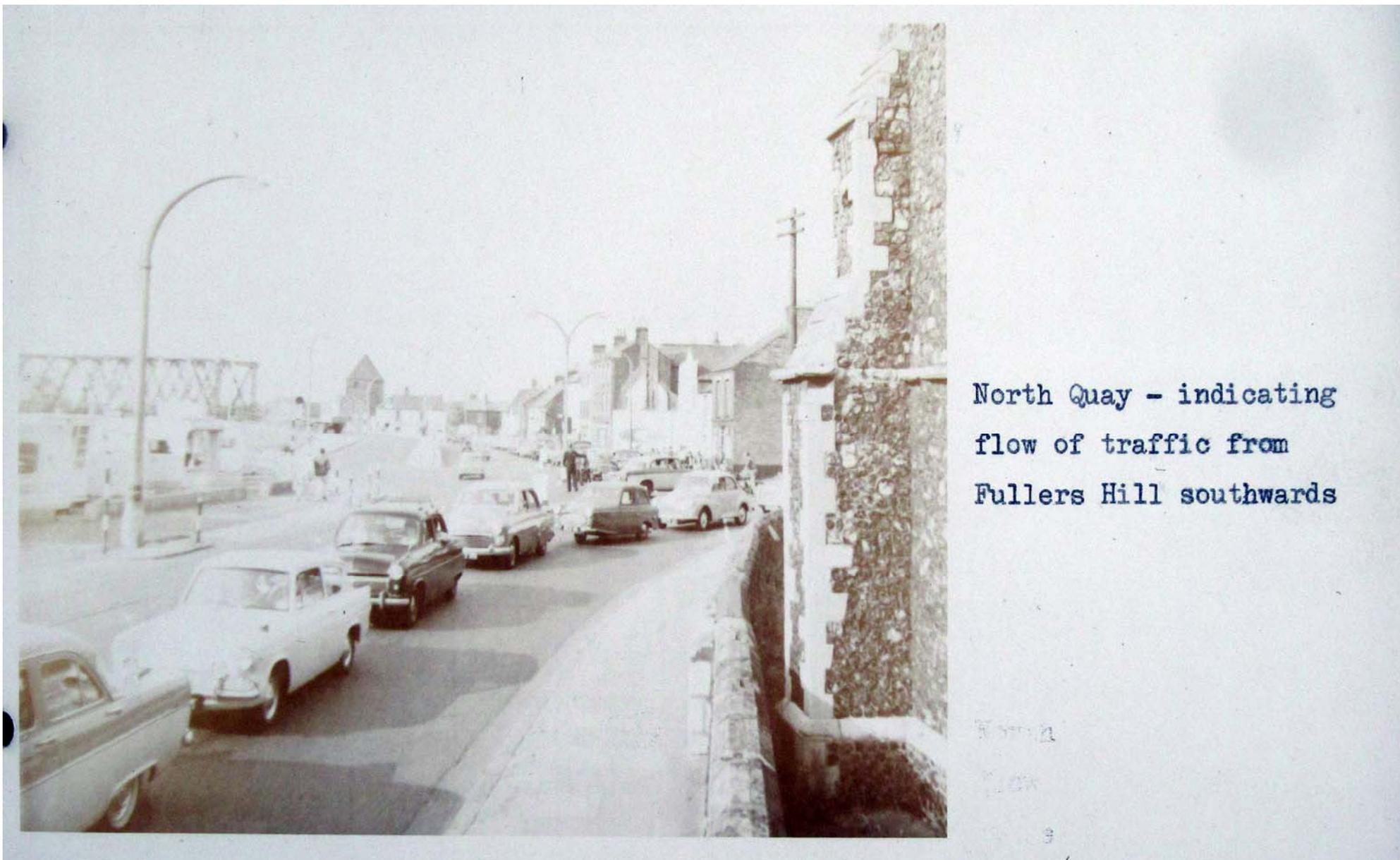
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North Quay - indicating  
flow of traffic from  
Fullers Hill southwards

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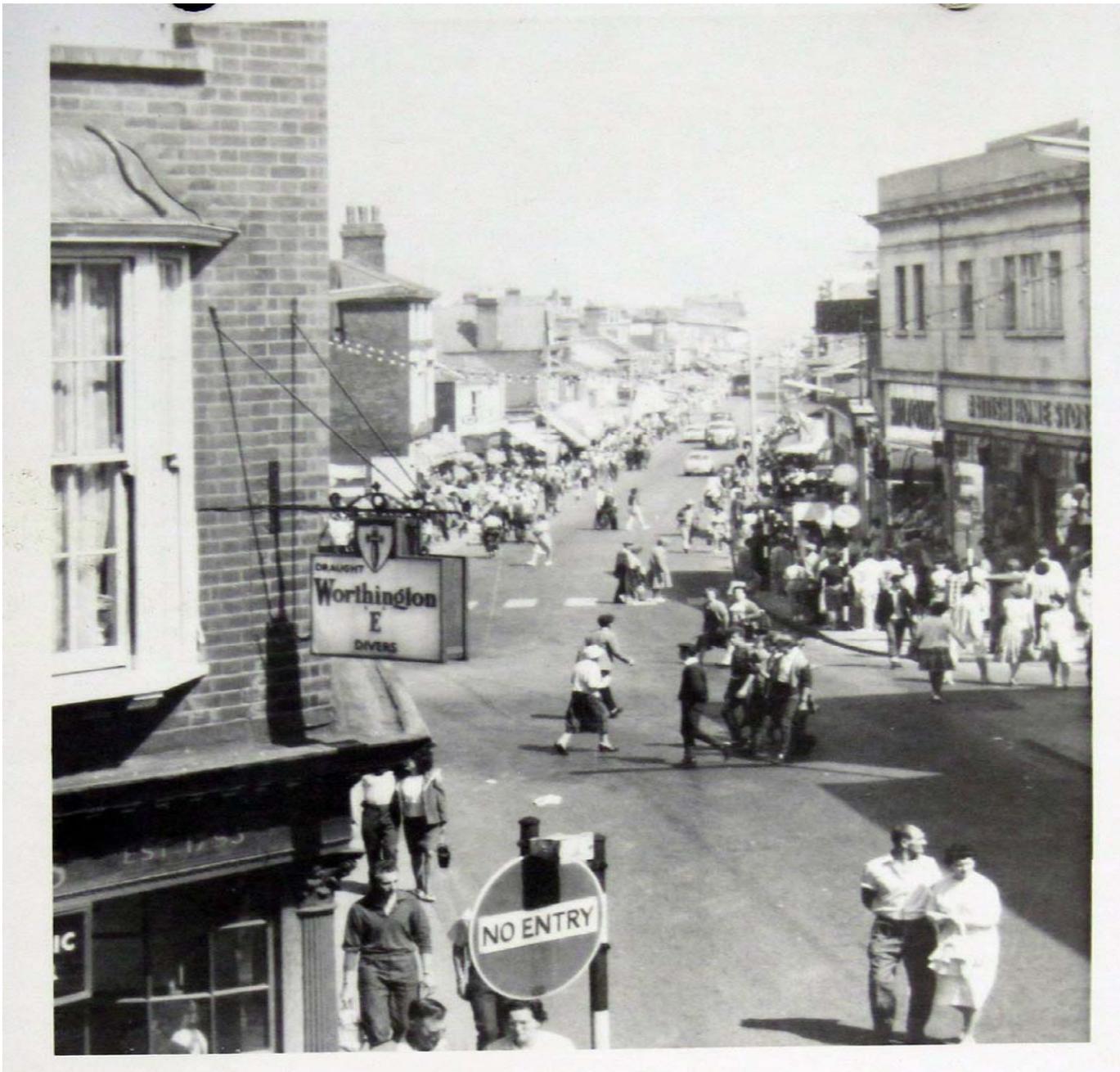
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Regent Road  
with "No Waiting"  
restrictions applied

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Yarmouth,  
May 3<sup>rd</sup> 1845.

My Dear Betty,

Rumours even a news-  
paper account may reach you of  
a most calamitous visit that  
has occurred here, therefore  
I send a few words out of  
usual course, to prevent any  
alarm that might be raised  
in your mind as to the safety  
of all belonging to you; this  
being what you may feel quite  
satisfied upon.

The Clown of Cookes Circus  
yesterday afternoon at 5 o'clock  
according to advertisement,

started to on the bridge, opposite  
to us, in a tub on the river, driving  
5 feet, to the Suspension Bridge,  
the point of destination.

Great crowds were collected to  
witness it, & on the Suspension  
Bridge, some hundreds had  
placed themselves to obtain  
a good view of the blow's arrival.  
Just after his doing so, the  
Chains of the bridge on the South  
side gave way & the crews feet  
of those on it were launched  
into the river, ~~the result of~~  
~~which had~~ <sup>causing</sup> the most  
calamitous & horrible results  
of any thing that has ever  
happened in this town.

I believe that I may certainly  
speak of fifty deaths, besides  
injuries to many, the recovery  
of some of whom, is doubt-  
ful.

Time will not  
permit a further account,  
which you shall have in my  
next. Thank God! we  
were all at home.

In haste,

Your most affectionately  
L. Hoagwell Jr.

Wm. Hoagwell.

I believe that I may certainly  
speak of fifty deaths, besides  
injuries to many, the recovery  
of some of whom, is doubt-  
ful.

Time will not  
permit a further account,  
which you shall have in my  
next.

Thank God, we  
were all at home.

In haste,

Your most affectionate  
D. Hoagwell Jr.

Mrs. Hoagwell.

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Good or Bad?



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Yarmouth  
May 3rd 1845

My Dear Betsy,

Rumours and even a news paper account may reach you of a most calamitous event that has occurred here and therefore I send a few words out of usual course, to prevent any alarm that might be raised in your mind as both safety of all belonging to you this being what you may feel quite satisfied upon

The clown of Cookes Circus yesterday afternoon at 5 o'clock according to advertisement

started from the bridge, opposite to us in a tub on the river driving 5 geese, to the Suspension Bridge, the point of destination.

Great crowds were collected to witness it, and on the Suspension Bridge, some Londoners had placed themselves to obtain a good view of the clown's arrival, and just after his doing so, the chains of the bridge on the south side gave way and the greater part of those on it were launched into the river,

causing the most calamitous and horrible results of anything that has ever happened in this town.

I believe that I may certainly speak of fifty deaths, beside injuries to many, the recovery of some of whom is doubtful. Time will not permit a further account which you shall have in my next. Thank God we were all at home.

In haste

Yours most affectionately  
D Hogarth Jr



Borough of Great Yarmouth  
to wit

Wm Smith



Coroner

An Inquisition Subscribed, taken for our Sovereign Lady the Queen, at the Guild Hall in the Borough of Great Yarmouth in the County of Norfolk on the third day of May and by adjournment at the Town Hall in the Borough aforesaid on the fourth sixth Day of May in the eighth Year of the Reign of our Sovereign Lady Victoria, by the Grace of God of the United Kingdom of Great Britain and Ireland, Queen, Defender of the Faith, and in the Year of our Lord One Thousand Eight Hundred and forty six before William Smith Coroner of our said Lady the Queen, for the Town and Borough aforesaid, lawfully appointed, on View of the Body of Emily Hamworth then and there lying dead, upon the Oaths of Samuel Thurbill Palmer

John Orford Garwood Burton Palmer William Smith William Spilling Charles Barber John Norman James Pratt John Penn Charles Woodcock Joseph Davy James Emms William Kallist Mark Blowers James Eastman Lewis John Stagg Edward Garrod and Thomas Davy good and lawful Men of the Town and Borough aforesaid, duly sworn, and who being then and there duly sworn and charged to inquire for our said Lady the Queen, when, how, and by what means the said Emily Hamworth came to her Death, upon their Oath, View, and Evidence, do say, That the deceased came to her death by the falling of the Suspension Bridge across the River Bure in the Borough aforesaid and that the falling of the Bridge was attributable immediately to the defect in the joint or welding of the Bars that first gave way and the quality of part of the iron and workmanship being inferior to the requirements of the original contract which had provided that such should be of the first quality

And as the Jurors aforesaid, upon their Oath aforesaid, do say, that the said Emily Hamworth in Manner and by Means aforesaid, came to her Death, and not otherwise. In witness whereof, the said Coroner hath to this Inquisition set his Hand and Seal, and the Jurors, in his presence, have at their respective Hands and Seals, the Day, Year, and Place, first above-mentioned.

John Stagg	●	William Spilling	●	John Penn	●
Sam Orford,	●	John Norman	●	Joseph Davy	●
Wm Palmer,	●	William Smith	●	Edward Garrod	●
John Pratt,	●	Charles Barber	●	William Kallist	●
M Blowers,	●	James Emms	●	James Eastman	●
Wm Woodcock	●	Thomas Davy	●		

Borough of Great Yarmouth  
to wit

**An Inquisition** Indented, taken for our Sovereign Lady the Queen at the Guild Hall in the Borough of Great Yarmouth in the County of Norfolk on the third day of May and by adjournment at the Town Hall in the Borough aforesaid on the twenty sixth Day of May in the eighth Year of the Reign of our Sovereign Lady Victoria, by the Grace of God of the United Kingdom of Great Britain and Ireland, Queen, Defender of the Faith, and in the Year of our Lord One Thousand Eight Hundred and forty five before William Smith Ferrier Coroner of the said Lady the Queen for the Town and Borough aforesaid, lawfully appointed, on View of the Body of Emily Hanworth Bocking then and there lying dead, upon the Oaths of Samuel Thurtell Palmer John Orfeur Garwood Burton Palmer William Smith William Spilling Charles Barber John Norman James Pratt John Fenn Charles Woolverton Joseph Davy James Emms William Hallett Mark Blowers James Eastman Laws John Stagg Edward Garrod and Thomas Davey good and lawful Men of the Town and Borough aforesaid, duly chosen, and who being then and there duly sworn and charged to inquire for our said Lady the Queen, when, how, and by what means the said Emily Hanworth Bocking came to her Death, up their Oath, View and Evidence do say, that the deceased came to her death by the falling of the Suspension Bridge across the River Bure in the Borough aforesaid and that the falling of the Bridge was attributable immediately to the defect in the joint or welding of the Bars that first gave way and the quality of part of the iron and workmanship being inferior to the requirements of the original contract which had provided that such should be of the first quality.

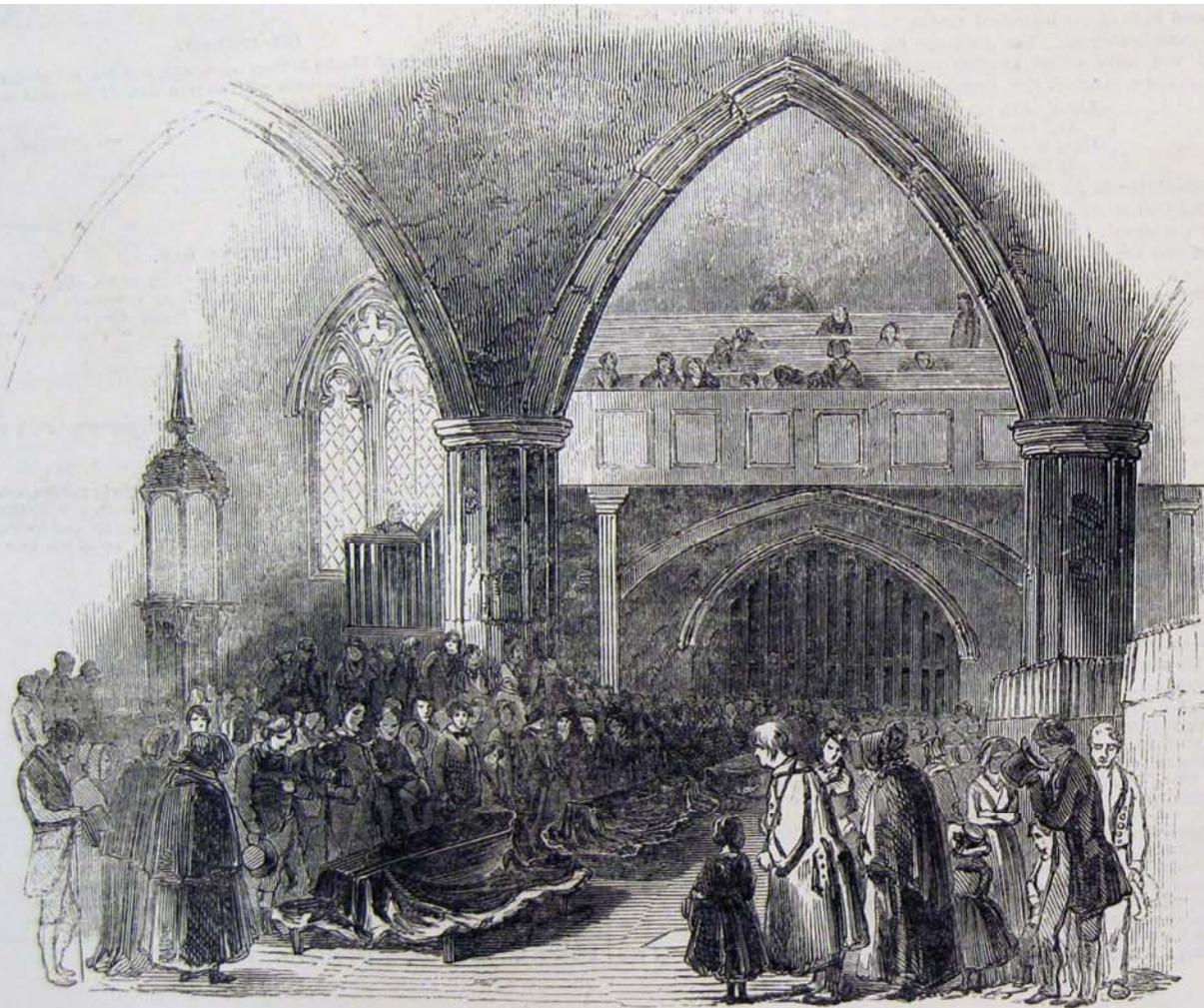
And so the jurors aforesaid, upon their Oath aforesaid, do say, that the said Emily Hanworth Bocking in Manner and by Means aforesaid, came to her death and not otherwise

**In witness** whereof, the said Coroner hath to this inquisition set in his Hand and Seal, and the jurors, in his presence, have set their respective Hands and Seals, the Day Year and Place, first above-mentioned

John Stagg  
Jno Orfeur  
G B Palmer  
Jas Pratt  
M Blowers  
Chas Woolverton

William Spilling  
John Norman  
William Smith  
Charles Barber  
James E Laws  
Thomas Davey

John Fenn  
Joseph Davy  
Edward Garrod  
William Hallett  
James Emms



FUNERALS AT ST. NICHOLAS CHURCH, GREAT YARMOUTH.



PRINCE RUPERT'S COTTAGE, LIVERPOOL.

The trenches and batteries were relieved every twenty-four hours. Many attempts were made to storm the town, but they were always unsuccessful, the assailants being effectively repulsed, until the night of the 25th, when the Prince, perceiving the north side of the town to be undefended, or, perhaps, carelessly guarded, concentrated his forces in that quarter; and, about three o'clock on the following morning (the 26th June), carried the place by assault, his troops putting all persons to death in their progress, without distinction of age or sex, having besieged the place 26 days!

The victorious Royalists proceeded onwards until they arrived at the High Cross, the site of the present Town hall, where they encountered a regiment of soldiers, drawn up in battle array; these having demanded quarter for themselves and companions, it was, after some parley, allowed, but without any other stipulation than as prisoners of war, and the surrender of the castle, and their arms. The Parliamentarians were then sent to the tower, the church, and other places for safety; the Prince and his officers taking up their quarters in the castle.

The cottage had become greatly dilapidated; and the modern improvements in the locality, including the new park opposite Shaw-street rendered its removal a matter of necessity—not of taste.

#### THE CATASTROPHE AT GREAT YARMOUTH.

The jury at Great Yarmouth have made but little progress in their important investigation during the past week. The Foreman and most influential members of the jury, who were determined that the inquiry should be, as it deserved, full, fair, and impartial, decided upon addressing a memorial to Sir J. Graham, in the hope that, as a Government engineer had been sent down in the Ashton-under-Line case, the same privilege might be acceded in this investigation. Upon the reply to this memorial depended the future mode of procedure. The total loss of life may now be correctly estimated at 78.

Our illustration shows the ceremony of the interment of a number of the sufferers in the church of St. Nicholas; the sketch, taken from the principal entrance, shows the aisle; the coffins were placed in a row of four or five, at the other end of the church. There were twenty-seven buried in one afternoon, in addition to others who had not died from the effects of the accident. A dumb peal was rung in the morning, and immediately preceding this unusually solemn occasion; the whole of the service appointed by the Church was read over each body; the worthy minister being assisted by three or four clerical friends. The residents of the place and in the neighbourhood describe the continual passing of bodies to the church, taken in connection with the melancholy event which was the cause of death, as one of the most distressing ever witnessed.

Back to Tourism,  
Good or Bad?



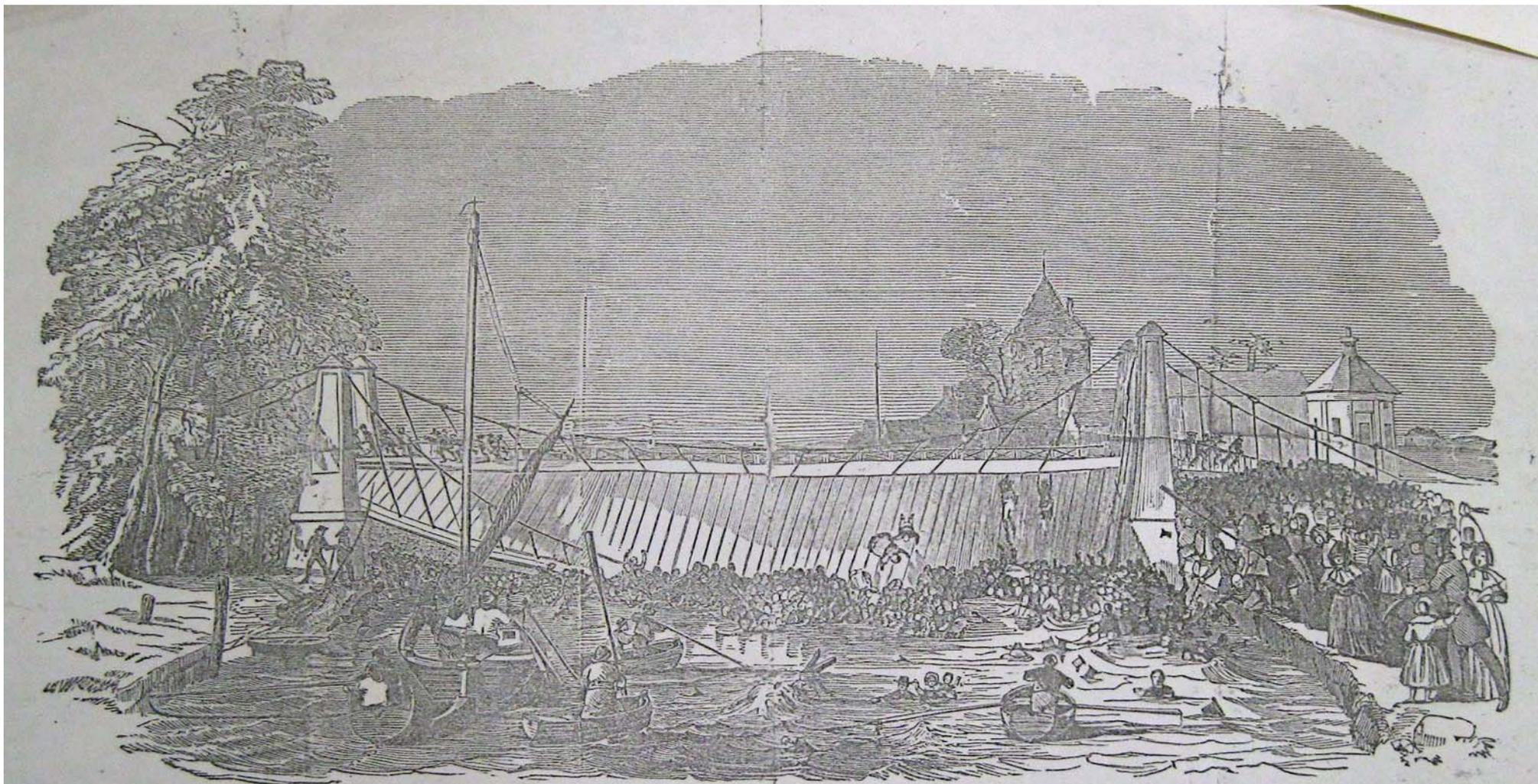
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**YARMOUTH SUSPENSION BRIDGE,**  
AS IT APPEARED AFTER THE ACCIDENT BY WHICH 79 LIVES WERE LOST,  
ON FRIDAY EVENING, MAY 2, 1845.

YARMOUTH, PRINTED AND SOLD BY C. BARBER, QUAY.

**Back to Tourism,  
Good or Bad?**



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# How should resorts be developed for the future?

Click on a thumbnail to view case study

Hunstanton



Norwich



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# Hunstanton

Click on an image to see full size version

## 1840s plan

**NORFOLK WATERING PLACE,  
Hunstanton, St. Edmunds.**

The Proprietor having signified his intention of appropriating a competent part of the celebrated Cliff of Hunstanton, and the fields adjoining, with the view of meeting the expressed desire of many families in Norfolk, and the neighbouring Counties, to have the opportunity of enjoying the advantages of Sea-air and prospects, which this part of its Coast so abundantly furnishes, it has been deemed advisable to establish a Company to form a Village of between 60 and 80 detached Cottages of various sizes, with an Hotel, Bath-house, Library, Shops, and other buildings necessary for the establishment of a Sea Bathing Village. In the arrangement of the plan, a site for a Chapel will be reserved.

There is a Chalybeate Spring within a mile of the proposed Village, to which a pleasant walk may be formed. The average cost of the Houses to be built, will be between £700 and £800, and the amount required, is proposed to be raised in Shares of £50 each.

A Prospectus and Plans are preparing, and further information may in the mean time be obtained, by applying to FERRIS & LANE, Esq., Linn, Lynn, 14th May, 1840.

**Prospectus for Hunstanton,  
1840s.  
NRO, BUL 4/210**



## 1970s plan



**BREAKDOWN OF EXPECTED INCOME**

For the purposes of making the financial appraisal, it is assumed that the Council will operate the whole centre on the following basis:-

(1) **SOLARIUM**

This will be open for a minimum of 16 weeks. The various uses will be as described in the notes on the Solarium.

The roof covering of the Solarium, which is some of 250 ft. diameter, will be transparent allowing very good views of the beach and sea front from inside. The design is such that it is possible to close the Solarium down out of season without affecting the entrance and cloakroom facilities to the other parts of the scheme, such as the Fixhall and Books Centre which would remain open all year.

In order to calculate the income it is assumed that there will be 565,000 entrances during the season (please see detailed explanation).

In calculating income from the Solarium, it is assumed that the Council will operate all the elements within the building, i.e. entrance and cloakroom, and the Fixhall and Books Centre.

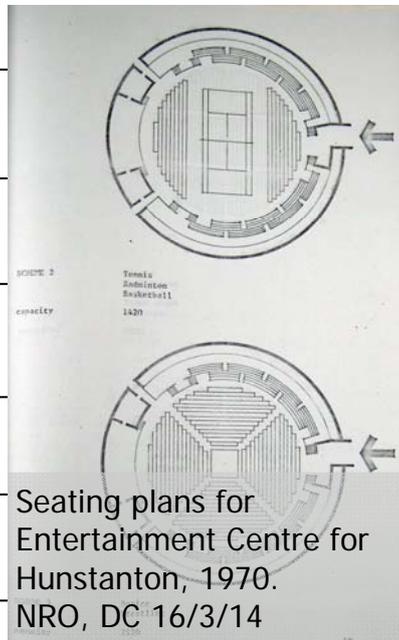
Income is suggested as a profit element.

**Income for Entertainment Centre for Hunstanton, 1970.  
NRO, DC 16/3/14**

### VISITORS TO THE CENTRE - 1971

SOURCE	NUMBER	NO. OF PERSONS	TOTAL PERSONS IN HUNSTANTON	NO. OF VISITS PER PERSON	ATTRACTION RATE OF CENTRE	PERSONS USING CENTRE
	A	B	C = A x B	D	E	F = CxDxE
CARS	114,000	4	456,000	1	60%	274,000
COACHES	1,300	40	60,000	1	75%	45,000
CARAVANS AND CHALETs	3,005	5 x 4* = 20	60,100	4	60%	144,240
HOUSES BOTTLE ETC.	11,000	1 x 6** = 6	66,000	4	60%	157,000

**Visitors to Entertainment Centre for Hunstanton, 1971.  
NRO, DC 16/3/14**



**ESTIMATED DEMAND FOR THE CENTRE**

The figures below show the possible number of visitors to Hunstanton and, therefore, to the Centre, 1971. The only way for people to get to the Centre is in cars and coaches from further afield or by buses and on foot from the surrounding caravans and chaletts, houses and hotels, etc.

**Cars**

These figures are derived from the Urban District Council's totals of all cars in the Official Car Parks: 104,000 cars in 1969. The projection for 1971 is 114,000 cars. The average number of people per car is based on the 1968 National Average figures.

**Coaches**

Source as above. 1969 = 1355 coaches. 1971 prediction 1500 coaches.

**Caravans**

3005 caravans in 1969 at Hunstanton, including Beacham - source National Caravan Statistics. 1971 prediction is 3400 caravans.

**Demand for Entertainment Centre for Hunstanton, 1970.  
NRO, DC 16/3/14**

# Norwich

Click on an image  
to see full size version



Photograph of Barnum's Circus,  
Norwich, 1897-8 .  
NRO, MC 2678/3 *in Norwich*

# NORFOLK WATERING PLACE,

*Hunstanton, St. Edmunds.*

THE Proprietor having signified his intention of appropriating a competent part of the celebrated Cliff of Hunstanton, and the fields adjoining, with the view of meeting the expressed desire of many families in Norfolk, and the neighbouring Counties, to have the opportunity of enjoying the advantages of Sea-air and prospects, which this part of its Coast so abundantly furnishes, it has been deemed advisable to establish a Company to form a Village of between 60 and 80 detached Cottages of various sizes, with an Hotel, Bath-house, Library, Shops, and other buildings necessary for the establishment of a Sea Bathing Village. In the arrangement of the plan, a site for a Chapel will be reserved.

There is a Chalybeate Spring within a mile of the proposed Village, to which a pleasant walk can be formed. The average cost of the Houses to be built, will be between £700 and £800, and the amount required, is proposed to be raised in Shares of £50 each.

A Prospectus and Plans are preparing, and further information may in the mean time be obtained, by applying to FREDERIC LANE, ESQ., Lynn.

60 Cottages  
at 800<sup>s</sup> each  
Shares of £50  
48000  
96.00 - Shares  
Lynn, 1st May, 1845.

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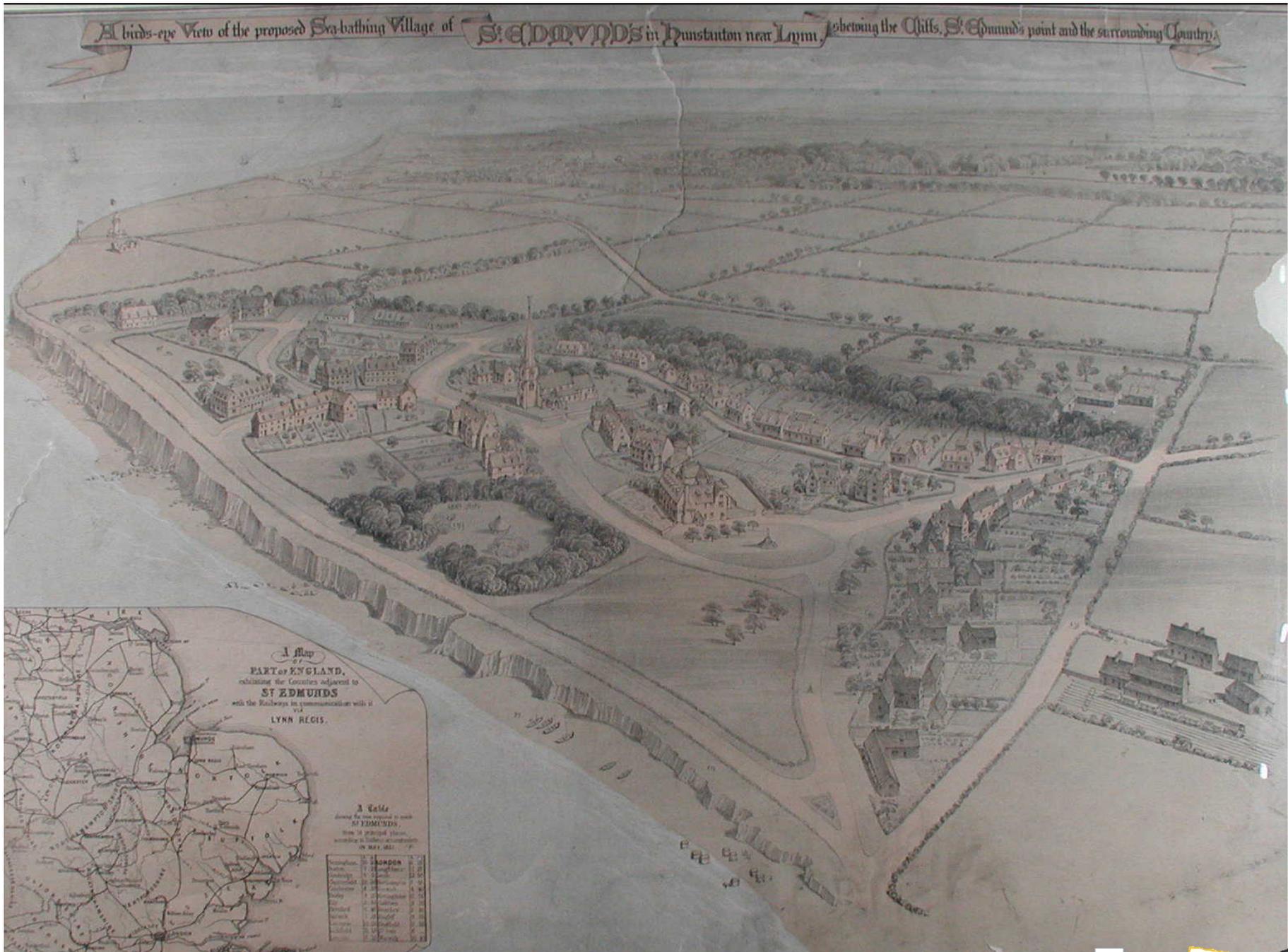


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A birds-eye View of the proposed Sea-bathing Village of **ST. EDMUNDS** in Hunstanton near Lynn, shewing the Cliffs, St. Edmund's point and the surrounding Country.



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ENTERTAINMENT CENTRE HUNSTANTON  
GILKINSON BARNETT & PARTNERS - ARCHITECTS - LEDES.  
J. PHILIP LEMAS & PARTNERS - L.S.A.  
LOUGHBOROUGH RECREATION PLANNING CONSULTANTS.

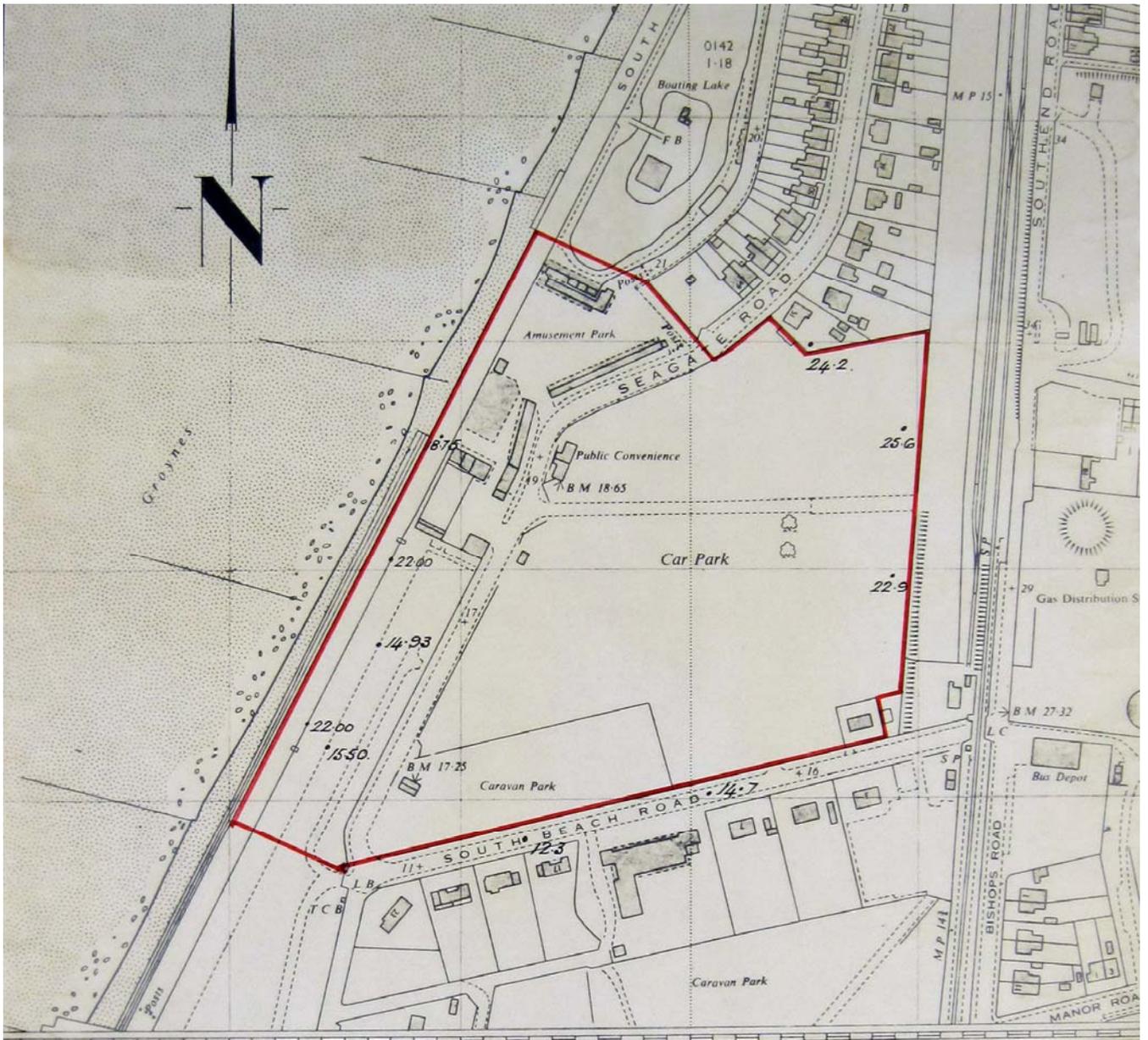
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HUNSTANTON U.D.C.

SITE OF PROPOSED ENTERTAINMENTS CENTRE.

SCALE  $\frac{1}{2500}$ .

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## BREAKDOWN OF EXPECTED INCOME

For the purposes of making the financial appraisal, it is assumed that the Council will operate the whole centre on the following basis :-

### (1) SOLARIUM

This will be open for a minimum of 16 weeks. The various uses will be as described in the notes on the Solarium.

The roof covering of the Solarium, which is a dome of 250 ft. diameter, will be transparent allowing very good views of the beach and sea front from inside. The design is such that it is possible to close the Solarium down out of season without affecting the entrance and cloakroom facilities to the other parts of the scheme, such as the Flexihall and Bowls Centre which would remain open all year.

In order to calculate the income it is assumed that there will be 565,000 entrances during the season (please see detailed explanation).

In calculating income from the Solarium, it is assumed that the Council will operate all the elements within the building, i.e. entrance and paydesks, licensed bars, soft drink bars, restaurants, snack bars, sunbathing area, lagoon, changing rooms and general leisure activities. In addition to the entrance charge, a further figure is suggested as a profit element.

If each entrant pays 4/- entrance fee and leaves a further 4/- profit within the centre on other entertainment or catering, i.e. a total of 8/- then the income per season will be	-	£226,000
at 9/- the income per season will be	-	£254,250
at 10/-the income per season will be	-	£282,500

## Capacities and Income

The following schemes show the ways in which different types of activity could be accommodated in this type of structure and the maximum income that could be expected.

### Scheme 1

#### (a) DANCING

##### Capacity

Dancing: 1750 (G.L.C. recommendations  
6 sq.ft. per person  
12 sq.ft. per couple)

Sitting Out: 260 (G.L.C. recommendations  
8 sq.ft. per person)

2010 persons

With admission of, say 5/-

Maximum income - £500

#### (b) ROLLER SKATING

Capacity - 750 persons

Hours of use - 10.00 a.m. - 10.00 p.m.

Organisation - 4 x 2 hour sessions

Max. Daily Use - 3000 persons

Charges - 2/- plus 1/- for hire  
of skates

Maximum Daily Income - £450

### Scheme 2

#### SPORTING TOURNAMENTS

i.e. Tennis, Badminton, Table Tennis.

Maximum Seating Capacity - 1864 persons

With average price at, say, 5/-

Maximum income per tournament - £446

### Scheme 3

#### PROMOTIONS

i.e. Boxing, Wrestling  
Concerts, Experimental Theatre ...

Maximum Seating Capacity - 2512 persons

With average seat prices at, say, 5/-

Maximum income per tournament - £628

### Scheme 4

#### CINEMA

CONFERENCES, LECTURES, MEETINGS

STAGE SHOWS ...

Maximum Seating Capacity - 1958 persons

With average seat price at, say, 5/-

Maximum Income per Performance - £489

### Scheme 5

#### CIRCUS

Maximum Seating Capacity - 1905 persons

With average seat price at, say, 5/-

Maximum income per Performance - £476

### SUMMARY

<u>Scheme</u>	<u>Maximum Capacity per session</u>	<u>Revenue per session</u>
1 (a) Dancing	2,010	£500
(b) Roller Skating	3,000	£450
	(4 x 2 hr session)	
2 Tournaments	1,864	£446
3 Promotions	2,512	£628
4 Cinema, etc	1,958	£489
5 Circus	1,905	£476

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VISITORS TO THE CENTRE - 1971

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CARAVANS AND CHALETS	3,005	5 x 4* = 20	60,100	4	60%	144,240
HOUSES HOTELS ETC.	11,000 Beds	1 x 6** = 6	66,000	4	60%	157,000
<b>TOTAL</b>						<u>620,240</u>

\* 5 people per caravan or chalet. Effective number of new families per caravan in one season of 10 weeks = 4.

\*\* At the peak of the season there are 11,000 people being accommodated in private houses, hotels, guest houses, etc in the Hunstanton District. The effective number of new families per season of 16 weeks = 6

NB The above figures for effective families allows for both full and half capacity usage of the accommodation during the season.

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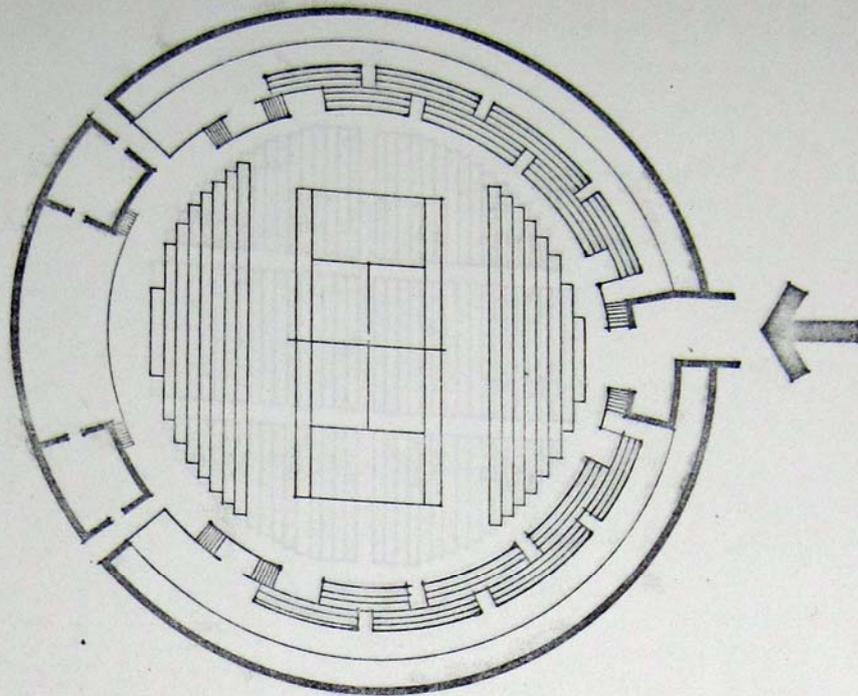
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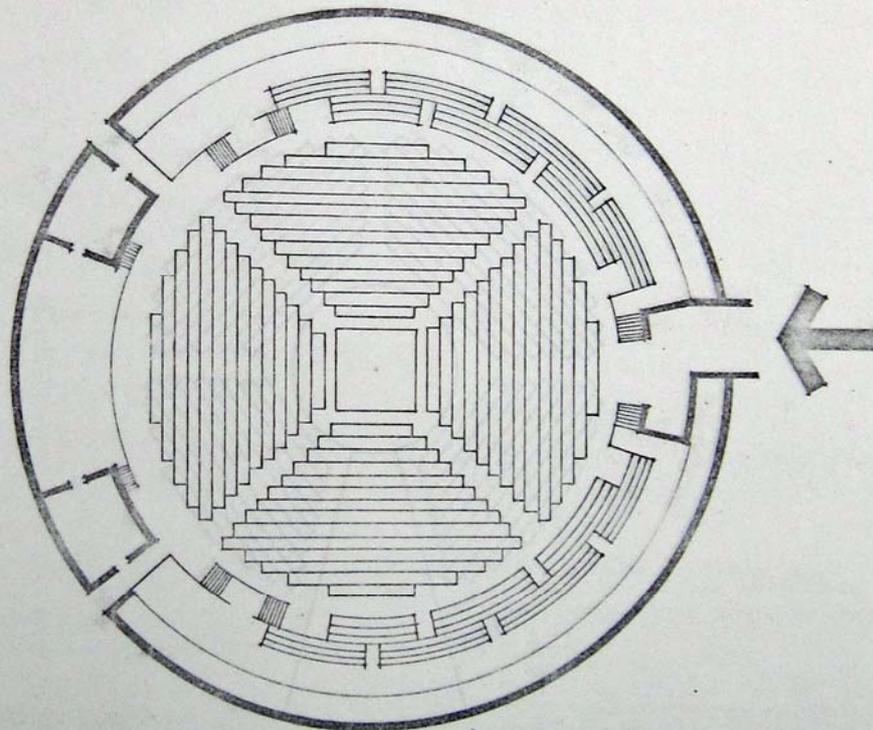


SCHEME 2

Tennis  
Badminton  
Basketball

capacity

1420



SCHEME 3

Boxing  
Wrestling

capacity

2520

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## ESTIMATED DEMAND FOR THE CENTRE

The figures below show the possible number of visitors to Hunstanton and, therefore, to the Centre, 1971. The only way for people to get to the Centre is in cars and coaches from further afield or by buses and on foot from the surrounding caravans and chalets, houses and hotels, etc.

### Cars

These figures are derived from the Urban District Council's totals of all cars in the Official Car Parks: 104,000 cars in 1969. The projection for 1971 is 114,000 cars. The average number of people per car is based on the 1968 National Average figures.

### Coaches

Source as above. 1969 = 1355 coaches.  
1971 prediction 1500 coaches.

### Caravans

3005 caravans in 1969 at Hunstanton, including Heacham - source National Caravan Statistics.  
1971 prediction is 3400 caravans.

### Houses, Hotels, Guest Houses, etc

The Urban District Council figures show that at the peak of the season 11,000 people are accommodated in the Hunstanton area, including staying with friends.



## BREAKDOWN OF EXPECTED INCOME

For the purposes of making the financial appraisal, it is assumed that the Council will operate the whole centre on the following basis :-

### (1) SOLARIUM

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*Barium in Norwich*

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## ***Your Parents'/Grandparents' Holidays***

### **Notes**

Documents in this topic are used to encourage pupils to think about the general differences in holidays between their generation, and those holidaying in the 1970s-80s, and the 1950s-60s. This includes where people went on holiday as well as an introduction to how they got there, what they did, and where they stayed. These three topics can be linked, or run as separate lessons.

Documents included in this section are taken from reports by local authorities in the 1970s and the East Anglia tourist board in the 1990s.

### **Suggested activities**

Please find below some suggestions of how the documents can be incorporated in your lessons.

#### **Extension activity**

In preparation for the lesson, ask the pupils to find out where their parents and grandparents or older relatives went on holiday when they were younger.

#### **Starter activity**

Ask the class to complete a questionnaire about their last holiday.

#### **Main activity**

Working individually, using the data gathered from the classroom and at home, ask the pupils to create a sphere of influence map, by marking where that person lived and then drawing lines to the locations that each generation travelled to. Each generation must be a different colour on the map.

#### **Plenary**

Working in pairs or small groups ask the pupils to look at each others maps, and then write a very short report based on their findings.

Differentiation-

Higher ability groups/Years can look start thinking about why the locations people go to have changed.

Lower ability groups/Years can use a writing frame or sentence starters, and look at how far people went.



## Changing Holidays

**Complete the following questionnaire for both your parents and grandparents (complete one for each generation).**

1. List all of the places that you went on holiday with your parents/relatives when you were a child

---

---

---

2. List all of the places that you went on holiday when you were an adult, but before you had children of your own

---

---

---

3. How many holidays did you go on a year (on average)?

---

4. What time of year did you tend to go on those holidays?

---

5. List the things that you did when you were on holiday

---

---

---

6. How did you get to your holiday destination?

---

## ***Getting Around***

### **Notes**

This topic looks at how people travelled on holiday, starting from the beginning of mass tourism, with the introduction of the railways in the 1840s, to flying abroad, and how people travelled once they had arrived.

Documents are taken from collections of photographs and posters based in Great Yarmouth.

### **Suggested activities**

Please find below some suggestions of how the documents can be incorporated in your lessons.

#### **Starter activity**

Ask the class to brainstorm different types of travel used in holidays in the past and today, both to the holiday and whilst on holiday. Use a separate page to list whether these methods are/were used today or in the past.

#### **Main activity**

Using the documents, and information in the resource, ask the pupils to create a timeline showing when each of the methods of transport would have been in use.

Differentiation-

Higher ability groups/Years can draw each method of transport

Lower ability groups/Years can cut and paste images from the documents.

#### **Plenary**

Ask pupils to design a method of transport that they think might be used in the future.

**Back to *Getting  
Around***



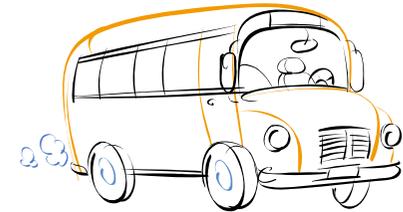
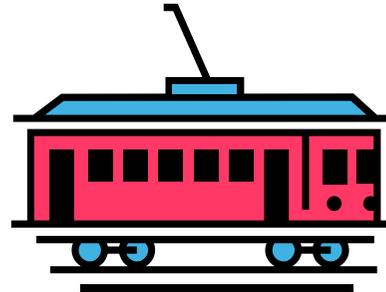
# Transport timeline

Use the timeline to show when each form of transport was in use.



# Transport timeline

Example



## ***Accommodation***

### **Notes**

This topic encourages the students to think about considerations when planning accommodation in holiday resorts. Pupils need to think about the type of visitor, which accommodation is most suitable for them, and where in the resort this should be provided.

Documents include sale particulars, which are drawn up to advertise a building which is for sale, as well as reports and material for a proposed holiday village in North Walsham.

### **Suggested activities**

Please find below some suggestions of how the documents can be incorporated in your lessons.

#### **Starter activity**

Using the heads and tails tables, ask pupils to match the different types of accommodation from the past, with the tourists. Then ask the class to compare their table with the person next to them.

#### **Main activity**

Ask the class to look at the documents on North Walsham holiday park. Think about how it would be different if it was tailored to young people, or families.

Differentiation-

Higher ability groups/Years can write a report explaining their ideas.

Alternatively, ask the class to work in groups to design a website or tourist brochure advertising accommodation for young people, older people, and a group of friends in their early twenties.

Differentiation-

Higher ability groups/Years look at all of those groups.

Lower ability groups/Years can look at just one of those groups.

#### **Plenary**

Ask the groups to present their report and findings to the class. The class can vote on whose holiday they would recommend for each of the tourists.



## Suitable Accommodation

Match the people wanting somewhere to stay with suitable accommodation for each. The first one has been done for you.

There are no right or wrong answers

Tourist	Type of Accommodation
Business man	Dormitory
Large family	Five Star Hotel
Young couple	Friendly Bed and Breakfast
Young person	Holiday Camp
Group of young friends	Quiet Campsite
Older person	Self-Catering Cottage

## ***Changing Entertainment***

### **Notes**

This topic encourages the pupils to think about how entertainment and leisure activities have changed, but also what has remained the same. The pupils are encouraged to think about why some entertainment is aimed at particular groups.

Many of the photographs are taken from a collection created by the Great Yarmouth Borough Council Town Planning department.

Documents on the Hippodrome show the circus which stood on the site from 1898-1902, before George Gilbert and his wife, Jennie O'Brien, decided to build the hippodrome, complete with water platform.

### **Suggested activities**

Please find below some suggestions of how the documents can be incorporated in your lessons.

#### **Starter activity**

Ask the class to look at or listen to part of the document about the use of animals in the circus. Think about who may have written this, and how this differs to our views today. Then reveal it was written by two vets.

Differentiation-

Lower ability groups/Years could be given extracts from the letter and asked multiple choice questions to discover what it is about.

#### **Main activity**

Ask the pupils to become photo detectives, using laminated copies of the documents and non-permanent pens, ask the pupils to circle entertainment they can spot. Ask them to split this into two categories, human (or man-made) and environmental (or physical).

Then ask the pupils to survey 15 people in the class and see which of these activities are most important to them on holiday. They can draw a graph based on this data.

Differentiation-

Higher ability groups/Years should create their own survey

Lower ability groups/Years can use the survey provided

Alternatively, ask the pupils to look at the history of the Hippodrome in Great Yarmouth and design their own circus building. These could be developed further to create a model of a circus.

#### **Plenary**

Using the list of activities, ask pupils to work out who would benefit or lose out for each. For example, if a new chip shop was built, locals would benefit by having more choice and the prices may come down, but it would be detrimental to other chip shops in the area.

# Leisure Activities

Ask 15 people in the class which of these activities do they think are important to enable them to enjoy their holiday. A number of activities have been suggested, but there are also blank spaces to add your own.

Create a bar graph for each activity mentioned (see example).

## Example

- Laying on the beach  = 9 people
- Seeing a show  = 3 people
- Playing in the arcades  = 7 people

## Class survey

- Laying on the beach = people
- Seeing a show = people
- Playing in the arcades = people
- Having fish and chips = people
- Playing pitch and putt = people
- Having a go on fair ground rides = people
- Watching Punch and Judy = people
- Swimming = people
- Sending a postcard = people
- = people

## ***Tourism, Good or Bad?***

### **Notes**

In this topic pupils must consider how tourism can both be of benefit and also disadvantage to the same person.

The documents are mainly newspaper cuttings, taken from *Archant* papers. In addition some documents showing the concern by Great Yarmouth Borough Council for congestion are included.

### **Suggested activities**

Please find below some suggestions of how the documents can be incorporated in your lessons.

#### **Starter activity**

As individuals, ask pupils to look at the newspaper cuttings, and highlight all of the positive effects of tourism in green and all the negative effects in red.

#### **Main activity**

Working in pairs or small groups, look at a number of characters affected by tourism, such as an old lady trying to get to the shops, café worker, hotel owner, environmentalist, family local to the resort, and a young local couple hoping to get on the housing ladder. Group them into which ones think tourism is mainly a good thing and which ones would think it is mainly bad. Then look into the reasons why.

Differentiation-

Higher ability groups/Years can write their ideas as an interview.

Lower ability groups/Years can write speech bubbles for each person.

#### **Plenary**

Ask pupils to write a short newspaper article for the local area discussing the pros and cons of tourism, including as many different views as possible.

Suggested titles could be: Is tourism good for everybody? Facts on the tourist debate? Is tourism killing the local community?

## ***Resort Development***

### **Notes**

In this topic, pupils can choose between concentrating on what was important in the past and present and planning for the future. They will have to think about how to develop a resort, including building materials and the location of each building. Finally they will need to consider how they advertise their completed resort.

Documents show the history of Hunstanton, and how Henry Styleman Le Strange, Lord of the Manor, decided to create a sea bathing village there in 1845. It shows his attempts at creating the village, which eventually was left to his son, Hamon. The later plans for Hunstanton show the proposed Entertainment Centre by the District Council in 1970.

### **Suggested activities**

Please find below some suggestions of how the documents can be incorporated in your lessons.

#### **Starter activity**

As individuals, give the pupils one minute to write down five things that they feel are essential for a good tourist resort. Give the pupils a following minute to compare this with the person next to them. Ask the pupils to spend a further minute discussing this in small groups and come up with a definitive list.

#### **Main activity**

Ask pupils to look at how Hunstanton was developed in the 1840s and in the 1970s and design a modern seaside resort.

Differentiation-

Higher ability groups/Years- pupils can work individually to design a resort on to a blank piece of paper

Lower ability groups/Years- pupils can work in pairs and use a list of what must be included to design a resort.

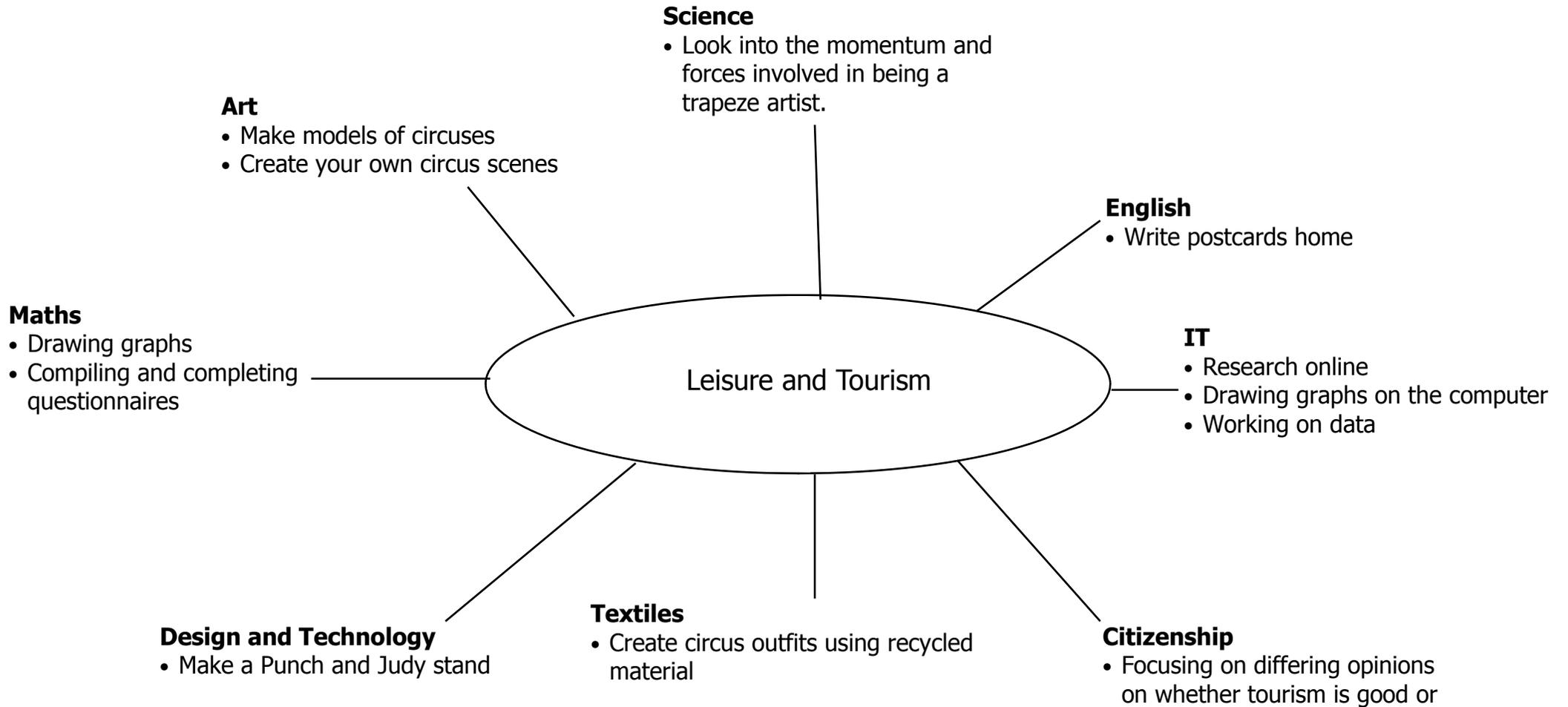
Alternatively, ask pupils to create a poster advertising their resort. Challenge pupils to come up with some unusual ideas for how this can be advertised.

#### **Plenary**

Ask pupils to explain what they have come up with to the rest of the class.

**Back to Resort  
Development**

Links to other subjects in the National Curriculum



# How has leisure and tourism changed in Norfolk, and how can it be shaped for the future?

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