

There has been a 7% uplift in value on properties overlooking the square



'It does help, if you're building luxury apartments, to offer a nice view. Who wants to buy a £200,000 flat that overlooks a rubbish tip?'

JILL CAIRNS,
LOCAL ESTATE AGENT

KEY FINDINGS FOR BOSTON SQUARE SENSORY PARK, HUNSTANTON

- 7% uplift in value on properties overlooking the square.
- The improvements have boosted local businesses such as B&Bs and holiday homes with the gardens providing a unique selling point for visitors.
- The creation of the gardens has kick-started redevelopment on the square, with the renovation of the square's formerly derelict Garden House Hotel, now refurbished to a high standard as residential apartments.
- There is some evidence that the impact of the square is limited due to insufficient marketing to visitors and residents.