

Borough Council of
**King's Lynn &
West Norfolk**



Regeneration and Development Panel
Wednesday, 22nd January, 2025 at 6.00 pm
**in the Council Chamber, Town Hall, Saturday Market
Place, King's Lynn PE30 5DQ**

**Reports marked to follow on the Agenda and/or Supplementary
Documents**

1. **King's Lynn Cultural and Heritage Strategy Update** (Pages 2 - 13)

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King's Lynn: Culture & Heritage Strategy

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22 January 2025

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Background

- King's Lynn Cultural Prospectus – [adopted 2018](#)
- Change in national political and funding landscape since this time
- King's Lynn recognised as a place which has not benefitted significantly from Arts Council England (ACE) investment in the past.
- King's Lynn identified as a '**Levelling Up for Culture Place**' by ACE
- Feedback from the St George's Guildhall & Creative Hub funding application to National Lottery Heritage Fund identified the need for a Culture & Heritage Strategy to secure further NLHF investment.
- Project Proposal submitted to ACE to secure 50% match funding to commission new strategy (approved December 2023)
- Commission procurement Jan-March 2024, **Arts Reach** appointed April 2024.

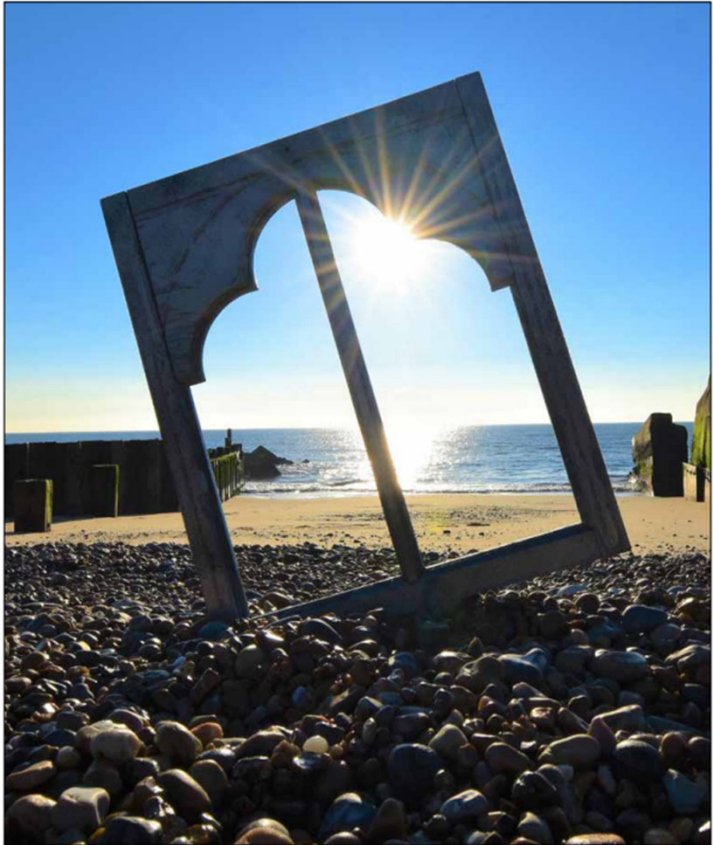
How can a Culture & Heritage Strategy help King's Lynn?



Strategy Brief and Objectives

1. Build on and reflect the extensive consultation and engagement undertaken since 2018;
2. Show how the Borough's aspirations connects to the wider regional strategies.
3. Identify key cultural investments and initiatives already underway setting out how they interrelate, and this would be part of the Culture & Heritage Strategy proposed.
4. Identify the cultural objectives for the Borough and set out the next steps required to develop this into a delivery plan
5. Show clearly that we recognise the value of arts and culture to quality of life and appeal to younger people. For example: *Culture Drives Growth: The East's Cultural Strategy, and Norfolk and Suffolk Cultural Board Culture Drive Impact*

What does a good strategy look like?



CELEBRATING CULTURE ON THE EDGE! **A NEW DAWN**

LOWESTOFT'S CULTURAL STRATEGY 2020 - 2025



Strategy Development

(1) **CREATE:** Engagement with Cultural stakeholders, partners and residents which will include the major cultural stakeholders in King's Lynn

(2) **RESEARCH:** detailed assessment of current cultural infrastructure across **King's Lynn** including a mapping of cross sector cultural providers and supporters such as those working in education and health, and an assessment of provision and audience engagement.

(3) **CONSULT:** detailed engagement with users and non-users of the existing cultural offers to build consensus around shared goals.

(4) **PLAN:** development of the Cultural Strategy, an Action and Implementation Plan, launch, and roll out. The plan will be endorsed across the stakeholders represented in the Cultural Forum, created at stage 1.

Scope of Strategy

- Current context
- Strategic Context – alignment with local, regional and national policies
- SWOT and PESTLE analysis
- ∞ • Creative engagement and consultation results
- Vision & Strategy
- Priority themes
- Action Plan
- Ways of Working
- Fundraising Strategy

Public consultation and engagement (May – Nov 2024)

Consultation undertaken between May and November 2024 to develop this Strategy included:

- 15 telephone interviews with key stakeholders across the culture and heritage sectors
- Participation in a workshop with community representatives as part of the West Norfolk Economic Strategy development
- Joint facilitation of a workshop for the King's Lynn Long Term Plan for Towns
- 4 focus group workshops with the cultural sector, engaging approx 50 people
- Creative engagement activity in Lynn Museum, engaging 54 people
- Creative engagement activity in the High Street, engaging 32 people
- A public online survey, with 517 respondents
- A follow up survey targeted at the cultural sector, with 72 responses
- A Business Breakfast with 6 people from local creative industries
- Focus group with over 50 young people and tutors at College of West Anglia
- Focus group with 6 health partners

Supported by wider consultation conducted by other organisations across King's Lynn involved with the West Norfolk economic strategy, Town Deal, the [long term plan for towns](#) and organisations who work with children and young people.

Webpage updated regularly at key stages of strategy development www.west-norfolk.gov.uk/culture



Timescales & Next Steps

January 2025 – Internal review of draft strategy

February 2025: Engagement with ACE and consultees on draft
⇒ strategy

25 February 2025 – Environment & Community Panel Cabinet
report and draft strategy

4 March 2025 – Cabinet Report seeking strategy endorsement

Any Questions?

Overarching West Norfolk Economic strategic priorities

In 2045 King's Lynn and West Norfolk is a model for sustainable, active and inclusive rural communities, where the benefits of economic growth are shared widely, and natural and cultural heritage is preserved, enhanced and celebrated for future generations.

King's Lynn and West Norfolk will be a vibrant economy, characterised by:

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Thriving, connected towns that are destinations for both residents and tourists



Access to education and good work, at all phases of life



Specialised agri-food, engineering, waste & water and visitor economy sectors, with productive jobs and businesses that are a reason to stay in the area, re-locate to it and invest in it



Proactive, efficient and sustainable management of our natural resources



Happy, healthy people living in inclusive, connected communities with access to housing, health services, social and leisure facilities

In 2045 our towns will be lively and attractive during both the day and night, offering a strong entertainment and dining scene. More people will live in our towns and will choose to spend more of their leisure time and money within the area. We will attract more tourists who will explore our beautiful coastal *and* countryside areas, rich cultural heritage, and vibrant town centres, supporting a year-round borough-wide visitor economy.

In 2045 our increased housing supply in towns is enabling residents to locate and stay in the area, where they have access to comprehensive health and wellbeing facilities. Isolation in rural areas has improved through improved digital and transport connectivity, ensuring that all residents can participate fully in economic and community life. Residents lead active lives, with access to recreational and leisure facilities, promoting a healthier lifestyle for all.