

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



King's Lynn Area Consultative Committee

Agenda

Monday, 13th July, 2015
at 6.00 pm

in the

**Committee Suite
King's Court
Chapel Street
King's Lynn**



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**KING'S LYNN AREA
CONSULTATIVE
COMMITTEE AGENDA**

DATE: MONDAY, 13TH JULY, 2015

**VENUE: COMMITTEE SUITE, KING'S COURT, CHAPEL
STREET, KING'S LYNN**

TIME: 6.00 pm

1. APPOINTMENT OF CHAIRMAN

To appoint a Chairman for the Municipal Year 2015/16.

2. APPOINTMENT OF VICE-CHAIRMAN

To appoint a Vice-Chairman for the Municipal Year 2015/16.

3. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

4. MINUTES OF PREVIOUS MEETING

To confirm as a correct record the minutes of the previous meeting held on 10 March 2015 (previously circulated).

5. DECLARATIONS OF INTEREST

Please indicate if there are any interests which should be declared. A declaration of an interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

These declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

6. URGENT BUSINESS

To consider any business which, by reason of special circumstances, the Chairman proposes to accept as urgent under Section 100(b)(4)(b) of the Local Government Act, 1972.

7. MEMBERS PRESENT PURSUANT TO STANDING ORDER 34

Members wishing to speak pursuant to Standing Order 34 should inform the Chairman of their intention to do so and on what items they wish to be heard before the meeting commences. Any Member attending the meeting under Standing Order 34 will only be permitted to speak on those items which have been previously notified to the Chairman.

8. CHAIRMAN'S CORRESPONDENCE (IF ANY)

9. KING'S LYNN TOWN CENTRE ACTION PLAN (Pages 6 - 19)

The Economic Development Officer will give a presentation on the proposed King's Lynn Town Centre Action Plan. The current Action Plan is attached for the Committee's consideration.

10. MARKETS

The Towns Centre Manager will give an update to the Committee on the King's Lynn Market.

11. ST MARGARET'S TOWNSCAPE HERITAGE INITIATIVE

Steven King the THI Project Officer will give an update to the Committee.

12. APPOINTMENTS TO PLANNING SUB-GROUP

To appoint Members to the Planning Sub-Group.

13. COMMITTEE'S WORK PROGRAMME (Pages 20 - 21)

The Committee is asked to consider items for a future Work Programme for 2015/2016.

14. DATE OF NEXT MEETING

To note the following dates for future meetings:

- 28 September 2015
- 7 January 2016
- 14 March 2016

To: Members of the King's Lynn Area Consultative Committee

Councillors L Bambridge, Mrs S Buck, J Collop, Mrs S Collop, I Gourlay, C Joyce, C Kittow, G McGuinness, G Middleton, P Rochford, M Shorting, T Smith, A Tyler, Mrs M Wilkinson and T Wing-Pentelow

For Further information, please contact:

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King's Lynn Town Centre Action Plan

A framework and actions for a successful Town Centre

Progress Report

09

June 2014

Borough Council of
King's Lynn &
West Norfolk



Foreword

Successful, vibrant, attractive town centres are a key factor in creating a “sense of place” amongst local communities and a pride in their “home town”. However, traditional retail sectors) face a number of very significant challenges. This is particularly the case for medium sized town centres such as King’s Lynn. The threats to the economic vitality and viability of town centres like King’s Lynn include:

- Rapid and ongoing increase in market share of on-line retailing.
- Out of town centre retail parks such as those found on the Hardwick Road.
- Competing, often larger, retail destination such as Cambridge, Norwich and Peterborough.
- Major out of town centre supermarkets offering a “town centre in one store”.

There is a growing consensus amongst retail analysts that to thrive in the future town centres must change and adapt. Nevertheless, town centres and indeed retail as a sector have always been dynamic and ever changing and King’s Lynn itself has seen many changes over the years.

The Borough Council is committed to playing its part in helping to develop the undoubted potential that is evident in King’s Lynn to successfully adapt by raising the quality and significantly broadening of the overall town centre ‘visitor offer’ (the mix of retail, culture, arts, leisure, public space and amenity) by maximising the potential of the town’s retail, heritage and waterfront assets is crucial to retaining and enhancing the competitive edge of King’s Lynn as a sub regional centre.

In response to this the Council has developed a Town Centre Action Plan which sets out how the economic potential of the catchment population of 200,000 people and the wider visitor markets can be realised in terms of spend and how additional activity and investment can be secured.

The Town Centre Plan draws together the priorities and plans set out in other policy documents, the Council’s capital programme and activity of other partner organisations to one place so as to create a holistic approach to attracting more people to the town centre by facilitate amenity improvement, attracting investment in a wider range of retail, culture and leisure based economic activity, encouraging housing development, and creating quality public spaces. It will also contribute to attracting wider economic investment based on the quality of place and the range of amenities and the wider King’s Lynn “offer” to residents, visitors and business.

This is not a new strategy. The Local Development Framework Core Strategy, in conjunction with the Sustainable Community Strategy and the evidence base of the Urban Development Strategy, sets out the Council’s vision and objectives for King’s Lynn Town Centre.

A. The Town Centre Action Plan

In developing the actions and priorities for the plan we engaged with key stakeholders to understand their views on and priorities for the future of the town centre and establish where there are opportunities to work in partnership.

In summary, there was a consensus view that in order to respond to the future threats facing the town centre, the town should focus on;

- Utilising the heritage assets to broaden the overall Town Centre offer
- Enhancing the quality of the public realm and increasing activities and places for people to ‘socialise.’
- Developing the markets to broaden the products and offer.

The plan covers the period 2014 to 2017

1. Themes of the Town Centre Action Plan

The Town Centre Action Plan has been summarised into 6 themes contained in the Urban Development Strategy;

1. **High Quality Public Realm & Spaces:** *Creating variety and enhancing the quality and distinctiveness of public realm to improve the perception of the town.*
2. **Maximise Historic assets:** *Utilising the town's historic assets to improve the town's regional position in the tourism market.*
3. **Diversify the town centre offer:** *Increasing activity in areas other than the retail area, particularly along the waterfront and varying town centre provision.*
4. **A town that is easily accessible:** *Creating a pedestrian and cycle friendly town centre environment and enhancing public transport and vehicular access and facilities.*
5. **A place for people to live, work and socialise:** *Focusing residential development appropriate to the intimate nature of King's Lynn and in historic core and creating a lively and vibrant environment which meets the needs and aspirations of people of all ages.*
6. **Events & promotion:** *Marketing the town locally and regionally through a variety of small and large activities, events and promotional materials.*

2. Town Centre Area

The study area is bound by Boal Street in the south, London Road/Blackfriars Road to the east, North Street in the north and the River Great Ouse in the west. This covers the main town centre zones of retail, leisure and heritage as well as the main car parks and transport interchanges.



B Action Plan

Theme 1: High Quality Public Realm & Spaces: *Creating variety and enhancing the quality and distinctiveness of public realm to improve the perception of the town.*

Actions	Timescales	Estimated Costs	Funding Sources	Lead Organisation(s)	Progress
1 Enhancement of Saturday Market Place	2014/2015	£640,000	Borough Council Heritage Lottery Fund HLF Townscape Heritage Initiative	Borough Council (Commercial Services)	The final scheme has been agreed with stakeholders and successfully grant aided by Heritage Lottery Fund and Townscape Heritage Initiative. Work commenced in August 2014 and is expected to be completed by mid-November 2014.
2 Removal of street clutter	On going	From within existing resources	Borough Council Norfolk County Council	Borough Council (Commercial Services) Norfolk County Council (Highways)	Where possible de-cluttering of the Tuesday Market Place and Saturday Market Place was undertaken as part of the enhancement works. Information Advertising Pillars have been removed from three locations.
3 Improve public areas by providing and maintaining quality street furniture and paving	2014 onwards		£10,000 Section 106 contribution (Tesco Campbell's Meadow) Associate works as part of other enhancement schemes	Borough Council (Commercial Services)	New street furniture has been provided as part of the works on Tuesday Market Place and Saturday Market Place and in other locations as the opportunities have arisen.
4 Regenerate southern part of Town Centre shop frontages and public realm (Townscape Heritage Initiative)	Summer 2014 until 2019	£2,500,000	£1m HLF Townscape Heritage Initiative £1m Borough Council £0.5m property owners contributions	Borough Council (Regeneration & Economic Development)	An HLF award of £1 million has been confirmed for the Townscape Heritage Initiative (THI) scheme. This is being matched £1 for £1 by the Council. This grant scheme for property owners to apply for grants to repair their buildings was formally launched in September 2014.

5	Promote and undertake planting in the Town Centre	Annually	From within existing resources	Borough Council	Borough Council (Commercial Services)	Planting in the Town Centre and on the approaches continues to be provided and has been supplemented through the Arts Cities & Landscape project.
6	Improvements to car park information	Summer 2014	£100,000	£100,000 Section 106 contribution (Tesco Campbell's Meadow)	Borough Council (Commercial Services)	Variable Message signage has been installed on the three main approach routes to the Town Centre.
7	Arts Cities & Landscape Project	2014/15	£200,000	European Interreg Programme Maison de la Culture d'Amiens Borough Council	Borough Council (Commercial Services)	Town Centre has benefitted from eight art and landscape projects. An opening weekend was held in July and included street entertainment and a continental market.
8	Lighting of key historic and landmark buildings such as South Gates, King's Lynn Minster and the former Post Office	2015/16	Not known at this time	Yet to be identified	Borough Council (Commercial Services)	Following the success of the lighting of the Custom House plans are being developed to potentially light other buildings.
9	Improvements to key buildings and gateways to the Town Centre including railway and bus stations, southern side of the town centre, Saturday Market Place and the Town Hall	2014 onwards	Costs will relate to the individual initiatives and projects		Borough Council (Planning, Commercial Services and Regeneration and Economic Development) Individual property Owners	Network Rail has completed a major refurbishment of the Railway Station. Funding has been secured for improvements to Saturday Market Place and the Town Hall and for key buildings in the parts of St Margaret's Conservation Area. Plans for improvements to the bus station are being developed.

Theme 2: Maximise Historic assets: *Utilising the town's historic assets to improve the town's regional position in the tourism market.*

Actions	Timescales	Estimated Costs	Funding Sources	Lead Organisation(s)	Progress
1 Improvements to Town Hall to increase public access and expand the role of the Town Hall as a stronger attraction	2014/2015	£2,300,000	£500,000 Borough Council £1.7m Heritage Lottery Funds £100,000 Other contributions	Borough Council (Commercial Services)	A successful HLF grant of £1.85m has been obtained and work is anticipated to start in Spring 2015 for completion November 2015.
2 Explore the options to improve the Waterfront including South Quay, Purfleet and Boal Quay/Hardings Pits	2014/15		In kind contributions through staff resources from Borough Council	Borough Council (Regeneration & Economic Development)	Jemma Curtis
3 Explore having consistent Sunday opening times across the heritage attractions	2015		In kind contributions through staff resources from Borough Council and other stakeholders	Borough Council (Commercial Services and Regeneration & Economic Development)	
4 Promote Heritage Open Day	2015	£2,500 and in kind contributions from Civic Society	Borough Council	King's Lynn Civic Society Borough Council (Regeneration & Economic Development)	Heritage Open Day 2014 was held in September when some 50 properties were open to the public, including some for the first time, along with a number of concerts and performances, exhibitions and walks. The event cross promoted the Classic Car Rally as well as the Art Cities & Landscape installations.
5 Maximise the use of the refurbished Tuesday Market Place as a venue for events	2014/2017	Costs will be associated with individual events		Borough Council (Commercial Services)	Events that have occurred so far this year have included the Mart, Festival Too, Freedom Ceremony, GEAR and Round the World in 80 Dishes. A programme of further events is being developed.

Theme 3: Diversify the town centre offer: *Increasing activity in areas other than the retail area, particularly along the waterfront and varying town centre provision*

Action	Timescales	Estimated Costs	Funding Sources	Lead Organisation(s)	Progress
1 Improve the viability and attractiveness of the Markets	2014	£30,000	£90,000 Section 106 contribution (Tesco Campbell's Meadow)	Borough Council (Commercial Services)	A Markets Task Group has been established and produced an Action Plan. Most of the proposals have been accepted for implementation over the coming year.
2 Explore increasing the retail/leisure offer by up to 20,000 square metres	2014 onwards		In kind contributions through staff resources from Borough Council and resources from landowner/developer	Owners and developers Borough Council (Regeneration & Economic Development)	Ostap Paparega Following the sale of the Vancouver Quarter the new owners are reviewing their plans for the possible extension of the centre.
3 Explore the options to bring key buildings and sites back into use.	2014/16		In kind contributions through staff resources from Borough Council	Borough Council (Regeneration & Economic Development)	Ostap Paparega The Council's Derelict Land and Property Group targets empty land and buildings with the aim to bring them back into use. There were 8 town centre properties on the register. 2 properties have come back into commercial use and will be taken off the register, 3 are being addressed through the THI scheme, 2 are currently on the market and the discussion are being held with the Preservation Trust on the last building.
4 Market the opportunity to bring a ship into the Outer Purfleet	On going		In kind contributions through staff resources from Borough Council	Borough Council (Property Services)	The opportunity is marketed through the Property pages on the Council's website. There have

					been exploratory discussions with potential operators.	
5	Promote the pontoon facilities for visiting vessels	annual	£2,000	Borough Council	Borough Council (Regeneration & Economic Development)	The pontoon facilities are promoted on the Visit West Norfolk and Sail the Wash websites. The Sail the Wash website had 16,000 visits in the first month. A new Sail the Wash leaflet was produced in spring 2014 and distributed to marinas, clubs, libraries and TICs on the coast and inland waterways. Occupancy rate in Year 1 will be close to target.

Theme 4: A town that is easily accessible: *Creating a pedestrian and cycle friendly town centre and enhancing public transport and vehicular access and facilities.*

Action	Timescales	Estimated Costs	Funding Sources	Lead Organisation(s)	Progress
1 Improve public transport facilities at the Bus Station and strengthen the pedestrian and cycling link between the Bus and Railway stations	2014 -15	£1,200,000	£50,000 Section 106 contribution (Sainsbury) £500,000 Section 106 contribution (Tesco Campbell's Meadow) £200,000 Norfolk County Council	Borough Council (Commercial Services and Regeneration & Economic Development) Norfolk County Council (Highways)	Jemma Curtis Public consultation and discussions with the key stakeholders were carried out during June and July 2014. Planning application was submitted in August 2014 with work planned to start on site towards the end of the year
2 Improve visitor information at Railway Station	Spring 2014	From within existing resources	Borough Council	Borough Council (Regeneration & Economic Development)	New visitor information via four information posters was provided as part of the station refurbishment.
3 Improve visitor information at car parks	2014/15	£25,000	£25,000 Section 106 contribution (Tesco Campbell's Meadow)	Borough Council (Commercial Services and Regeneration & Economic Development)	Design for the new car park arrival information has been drafted with the content linked to the updated pedestrian signage scheme. The first location for the new boards will be Tuesday Market Place with other locations to follow by April 2015
4 Increase parking provision at West Lynn Ferry	When the opportunity arises	£400,000	Developer contributions	Borough Council (Regeneration & Economic Development)	
5 Enhance accessibility on the main routes into the town centre.	Ongoing	Costs dependent on schemes		Norfolk County Council (Highways)	The County Council has identified a package of highway improvements for roads within the town centre and on the main approaches. The schemes are currently programmed for post 2016/17 and will be dependent on securing the funding.

6	Reroute National Cycle Route 1 so as to remove the 'no cycling' section through the town centre	2014/15	Not known	Sustrans Norfolk County Council (Highways)	Sustrans Norfolk County Council (Highways)	Following discussions with Sustrans Norfolk County Council will be taking forward the signing of the new route.
8	Review the provision and location of cycle parking facilities	2014/15		In kind contributions through staff resources from Borough Council and Norfolk County Council	Borough Council (Commercial Services) Norfolk County Council (Highways) CTC- National Cycling Charity and Bike Users Group	Meeting with the Cycle Forum to start the review took place in September 2014.

Theme 5: A place for people to live, work and socialise: *Focusing residential development appropriate to the intimate nature of King's Lynn and in historic core and creating a lively and vibrant environment which meets the needs and aspirations of people of all ages.*

Action	Timescales	Estimated Costs	Funding Sources	Lead Organisation(s)	Progress
1 Redevelopment of the former Pilot Cinema site	2014	Not known	Freebridge Community Housing Homes and Community Agency Borough Council	Freebridge Community Housing	Work has started on 25 new homes which will be a mixture of one and two bedroom houses and flats. They will be ready to move into at the start of next year
2 Conversion and reuse of former Post Office, Baxter's Plain	Not known	Not known	Private finance	Owner/Developer	Planning permission for mixed residential/retail uses has been granted and the building is being marketed.
3 Redevelopment of Silo Site, South Quay	Not known	Not known	Private finance	Owner/Developer	Planning permission for residential and commercial uses has been granted.
4 Town Centre promotions	2014-16	£100,000 per year	Borough Council	Borough Council (Commercial Services)	Promotions have been linked to the current programme of events. The current focus is to plan and arrange events which can be linked to parking promotions
5 Development of the housing site Baker Lane/Queens Street	2014-15	Not known	Private finance	Developer	The site has planning permission for a mix of residential and commercial uses.

Theme 6: Events & promotion: *Marketing the town locally and regionally through a variety of small and large activities, events and promotional materials.*

Action	Timescales	Estimated Costs	Funding Sources	Lead Organisation(s)	Progress
1 Marketing and promoting the town both in and out of the area	2014-17	£35,000	£35,000 Section 106 contribution (Tesco Campbell's Meadow)	Borough Council (Regeneration & Economic Development)	Promotional work is planned to commence spring 2015. First opportunities being investigated are for rail network advertising to promote trips to King's Lynn.
2 Develop a calendar of events and activities for the town centre	2014-17	£15,000	£15,000 Section 106 contribution (Tesco Campbell's Meadow)	Borough Council (Commercial Services)	The Council and the Town Centre Partnership are compiling a yearlong calendar of events planned for the town centre.
3 Promote the investment opportunities and town centre offer via the new inward investment website	Summer 2014		In kind contributions through staff resources from Borough Council	Borough Council (Regeneration & Economic Development)	The design and content of the pages is being developed.
4 Organise and promote the Bepak GEAR 10k run	Annually		Borough Council Bepak sponsorship Entry fees	Borough Council (Commercial Services)	In 2014 there were 2,100 entrants for the main race and 838 for the mini GEAR. Discussions are taking place with Bepak with regard to continuing their sponsorship for a further three years.
5 Continue to produce and circulate a series of leaflets including Discover King's Lynn, King's Lynn Mini Guide, Maritime & Pilgrims trails & Hanseatic King's Lynn	Annually	12,500	Borough Council	Borough Council (Regeneration & Economic Development)	Discover King's Lynn print and distribution was increased to 120,000 copies in 2014. In total over 180,000 King's Lynn leaflets and trail guides have been produced and circulated both through the TICs, local attractions and hotels as well as more widely across parts of East Anglia and East Midlands

6	Continue to promote and deliver the Ambassador Programme	Annually	£2,000	Borough Council	Borough Council (Regeneration & Economic Development)	Five courses have been delivered this year. 88 delegates attended the courses.
7	International Hanse Day	May 2015	£16,500	Borough Council	Borough Council (Regeneration & Economic Development)	Ostap Paparega Following the success of the 2014 International Hanse Day plans are being developed for the 2015 event. The intention is run a Hanse business event in the week leading up to International Hanse Day.
8	Deliver a programme of historic guided walks	Annually		Ticket receipts and in kind contributions from the Town Guides	King's Lynn Town Guides	A programme of over 90 regular walks is held between May and October
9	Festival Too	Annually	£25,000	Sponsorship & donations	Festival Too	Festival Too 2014 has been held with an estimated audience of circa 35,000. The 2015 programme is being developed
10	King's Lynn Festival	Annually	£35,000	Sponsorship & box office receipts	King's Lynn Festival	Festival 2014 has been held and the 2015 programme is being developed

**KING'S LYNN AREA CONSULTATIVE COMMITTEE
WORK PROGRAMME 2015/2016**

10th March 2015

- Review of the Committee – feedback
- Visit to Old Pilot Cinema site (5pm)
- Update from Freebridge Community Housing (Tony Hall)
- Neighbourhood Plans

13th July 2015

- King's Lynn Town Centre Action Plan (Mike George)
- St Margaret's Townscape Heritage Initiative (Steven King)
- Markets (Alistair Cox)

28 September 2015

- Allotments
- Review of 2015 Events Programme
- Update from Freebridge Community Housing (Tony Hall, Chief Executive)

7 January 2016

- King's Lynn Special Expenses

14 March 2016

Other Issues:

- Presentation from Voluntary Organisations
- Waste/Recycling
- Role of the Neighbourhood Teams
- Future Housing Development for King's Lynn
- Traffic Management for King's Lynn – will be considered at the R&D & E&C Panel on 22nd July 2015. KLACC Members will be invited to attend.